



Well positioned to capture future growth

Doros Constantinou
Chief Executive Officer

12th Annual Capital Link Forum
2 December 2010, New York



Disclaimer

The information contained herein includes forward-looking statements which are based on current expectations and assumptions about future events. You should not place undue reliance on these forward looking statements. These forward-looking statements are subject to risks, uncertainties and assumptions about Coca-Cola Hellenic including, among other things, its future financial position and results, its financial outlook, the effects of recent acquisitions to its business and financial condition, future dealings with The Coca-Cola Company, budgets, projected levels of consumption and production, projected raw materials and other costs, future taxation, estimates of capital expenditure and plans and objectives of management for future operations. These and other risks are described in Coca-Cola Hellenic's Annual Report on Form 20-F filed with the US Securities and Exchange Commission. As a result, Coca-Cola Hellenic's actual results could differ materially from those anticipated in the forward looking statements. No one undertakes to publicly update or revise any forward-looking statement unless required by law. Unless otherwise specified, all financial information presented herein is based on Coca-Cola Hellenic's IFRS financial statements.

Introduction to Coca-Cola Hellenic

A Challenging External Environment

Key Strategic Priorities

We are the largest Coca-Cola bottler in the world

Developing markets

Croatia
Czech Republic
Estonia
Hungary
Latvia
Lithuania
Poland
Slovakia
Slovenia

Established markets

Austria
Cyprus
Greece
Italy
Northern Ireland
Republic of Ireland
Switzerland

Emerging markets

Armenia
Belarus
Bosnia and Herzegovina
Bulgaria
FYROM
Moldova
Montenegro
Nigeria
Romania
Russia
Serbia
Ukraine

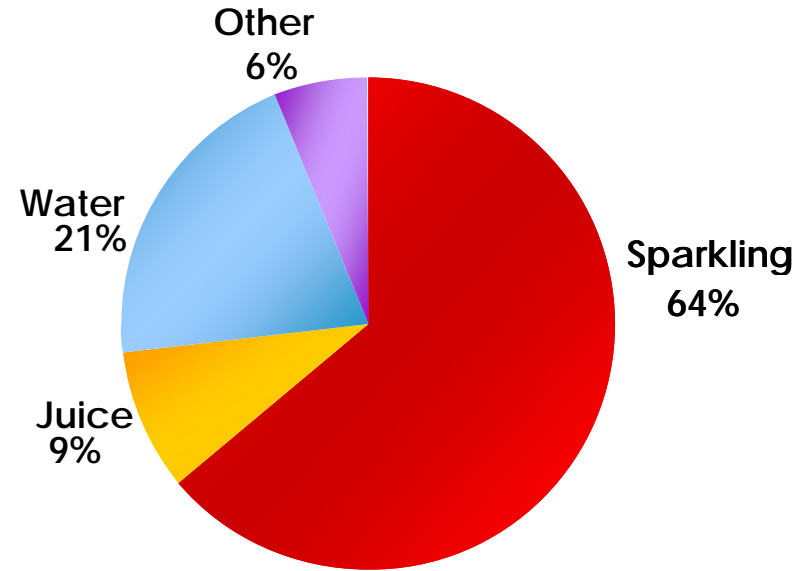
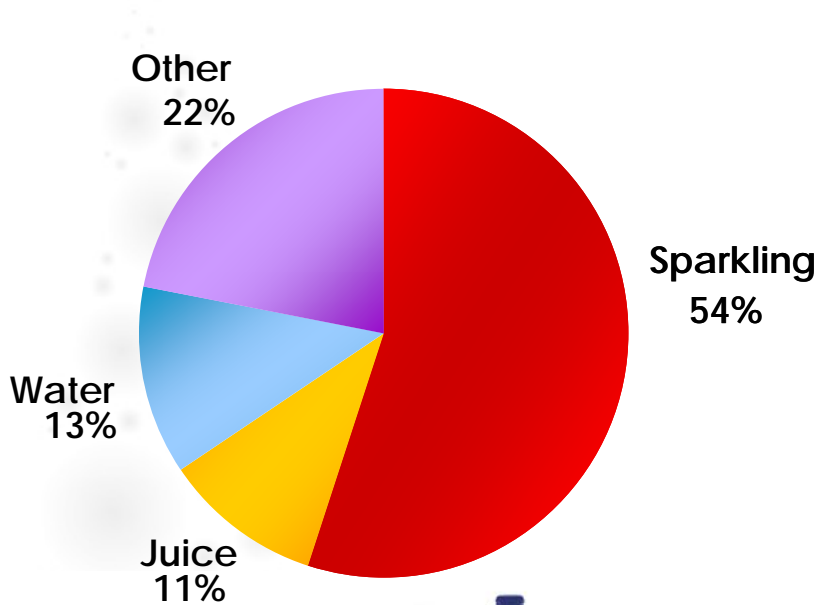
- Diverse country portfolio of 28 countries with a population of circa 560 million people
- 2009 Net sales revenue of €6.5bn
- 44,800 employees
- 77 plants



Continuously evolving our diverse product portfolio

Contribution to revenue growth 2005-2009

Volume breakdown 2009

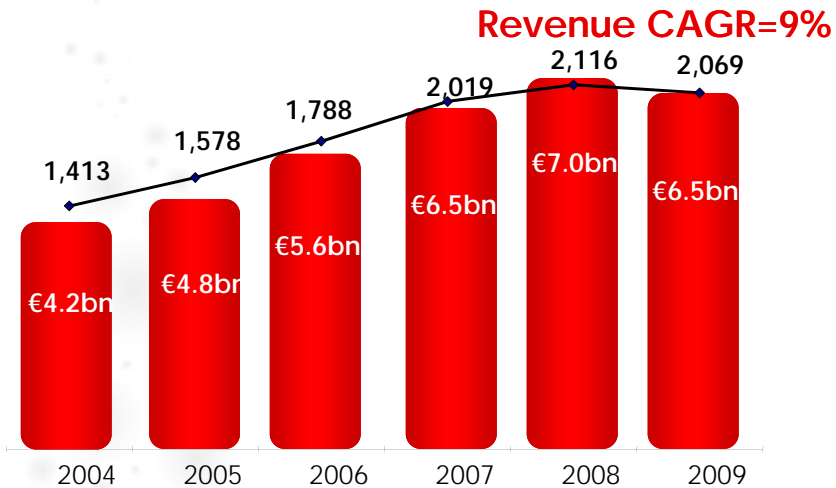


Well positioned to capture future growth

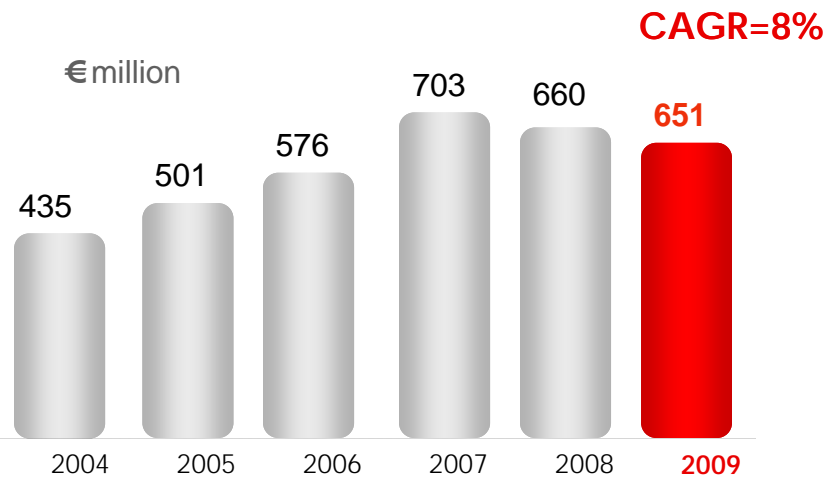


Strong track record of delivering value for our shareowners

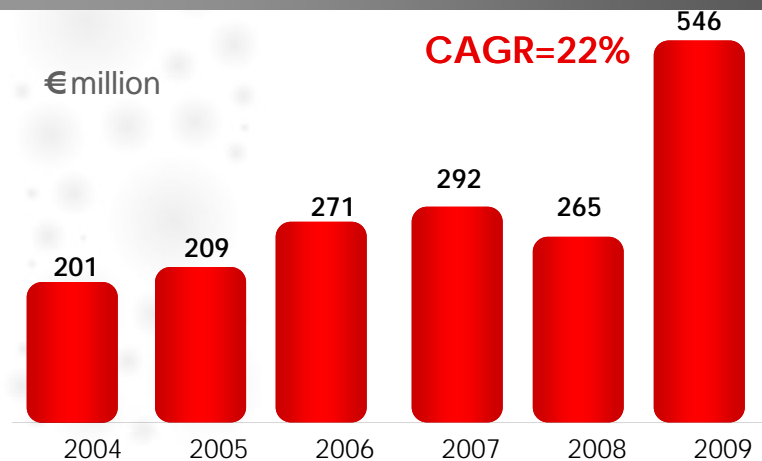
Volume/ Net Sales Revenue



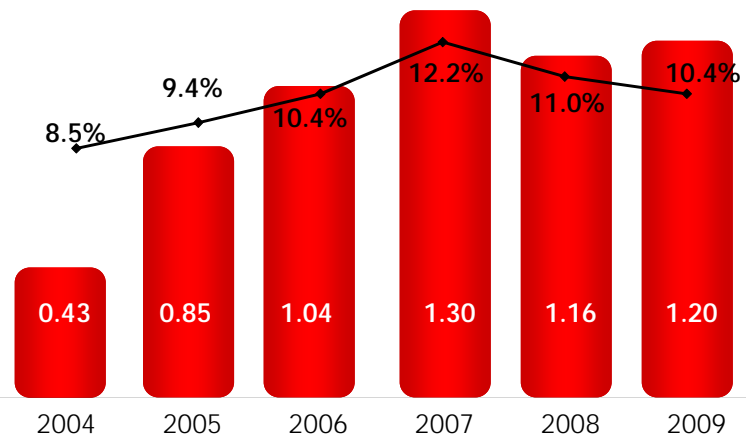
EBIT



Free cash flow



EPS / ROIC

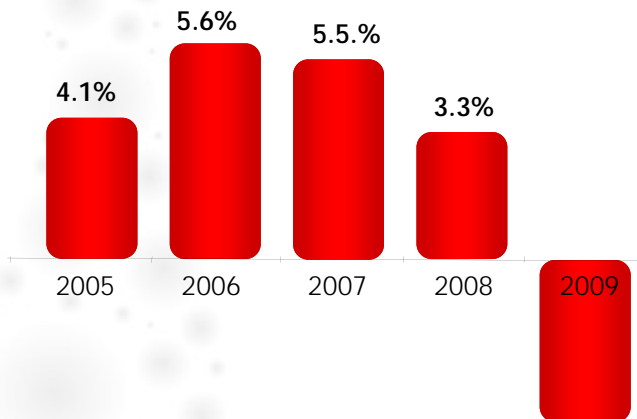


Financial indicators are on a comparable basis which excludes the recognition of restructuring costs, the non-cash impairment charge to intangible assets and other non-recurring items

Well positioned to capture future growth

The economic downturn has impacted consumer shopping behaviour...

Weighted average GDP growth*



- Rising unemployment
- Reducing disposable income
- Low consumer confidence
- Consumers seeking value-for-money
- Shift towards 'at-home' occasions

*For Coca-Cola Hellenic's territories

Source: IMF April 2010 report

... and has accelerated evolution of the customer landscape

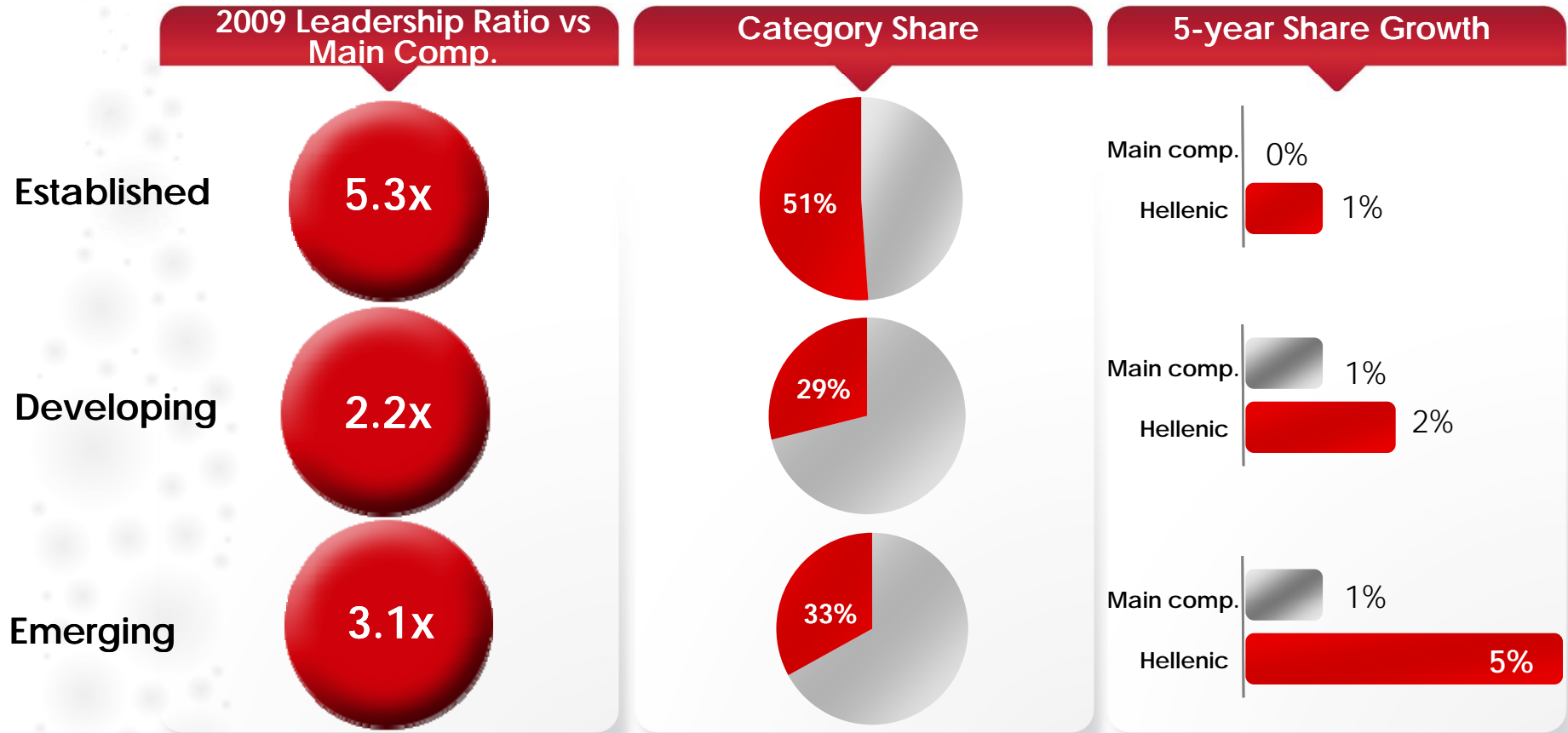


Well positioned to capture growth through three simple focus areas





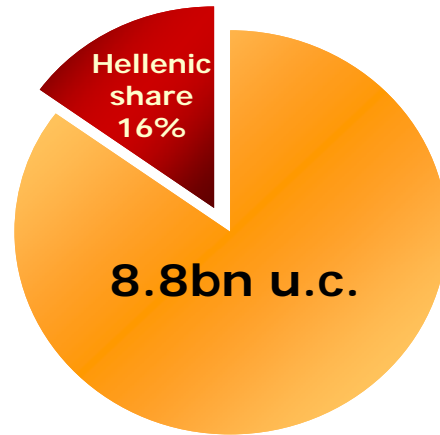
Reinforcing our leadership position in the sparkling category



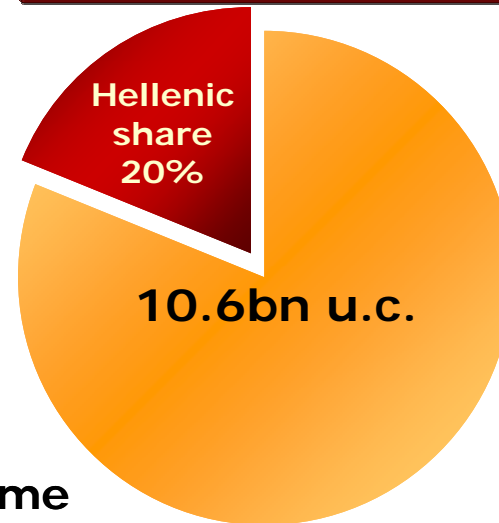
Source: Canadean. Excludes Cyprus, Moldova, Armenia and Nigeria for which information was not available

Volume growth driven by both share gains and category growth

Total NARTD in 2004



Total NARTD in 2009*



Hellenic volume grew 0.7 billion u.c.

Volume growth from:

Market share gains

+0.45 billion u.c.

Market growth

+0.25 billion u.c.

*Source: Canadean; excludes Nigeria, Armenia, Cyprus, Moldova and SOCIB

Note: NARTD = Non-Alcoholic, Ready-To-Drink beverages

A customer centric strategy to drive competitive advantage

Consumer

Adapt product offering to specific consumer occasions



Customer

'The customer at the heart of everything we do'



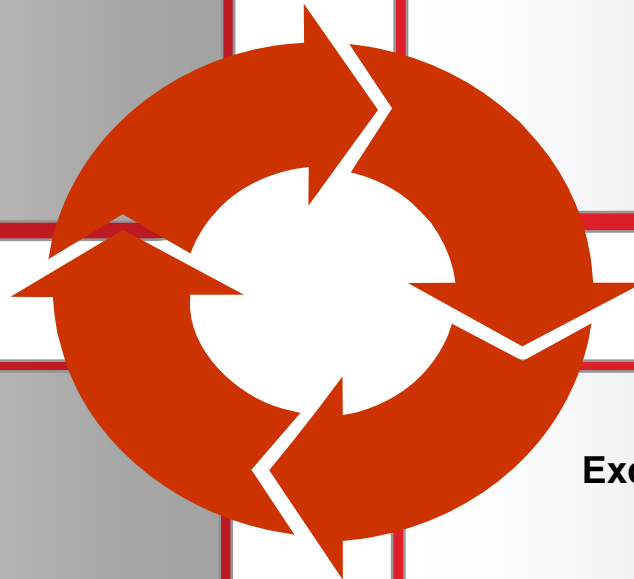
Category

Drive category growth



Capabilities

Excellence Across The Board
SAP Wave 2 Roll-out



Focused on driving Profitability

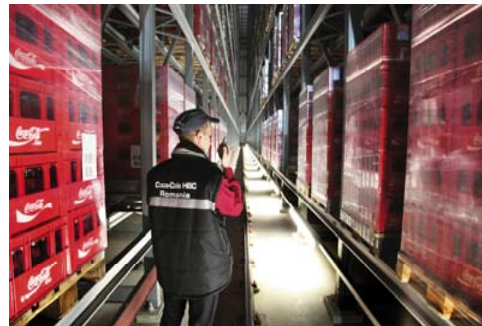
Revenue Growth Management

- Right Brand/ Pack/ Price architecture
- Channel specific activation



Sustainable Cost Structure

- Infrastructure optimisation
- Disciplined opex. management



Working Capital/ Capex Management

- Further working capital improvements
- Value-accretive investments



Leadership in CO₂ Reduction and global CSR recognition

QUAD Generation Technology

- CO₂ reduction at CHP 20 plants
- 250,000 tons reduction or 25% reduction in emissions by 2015

New Generation Coolers

- Protect the climate and cut emissions by up to 63%
- EcoBox retrofits to old models cuts energy by 35%

Package Light-weighting & rPET use

- 66% of packaging recycled in the EU
- PET bottles for sparkling beverages will be 26% lighter (vs 2005)
- Ultra glass bottles across most territories
- Total CO₂ saving potential 320,000 tons vs 2005



Well positioned to capture future growth



UNITED NATIONS
NATIONS UNIES





Coca-Cola Hellenic is well positioned for sustainable future success

Proven strategy of winning in the marketplace

Strong cash flow and operating profit business model

Diverse geographic/ product portfolio offering attractive long-term potential

Long-term focus in creating shareowner value

Questions please?

