

# We're Listening: Our Actions in the Marketplace



Coca-Cola Amatil New Zealand and Coca-Cola Oceania are committed to helping Kiwis reduce the sugar consumed from our drinks by offering more choices with less sugar, reducing packaging sizes and marketing responsibly.



We have a 2025 goal to reduce the sugar in our drinks<sup>2</sup> by 20%.

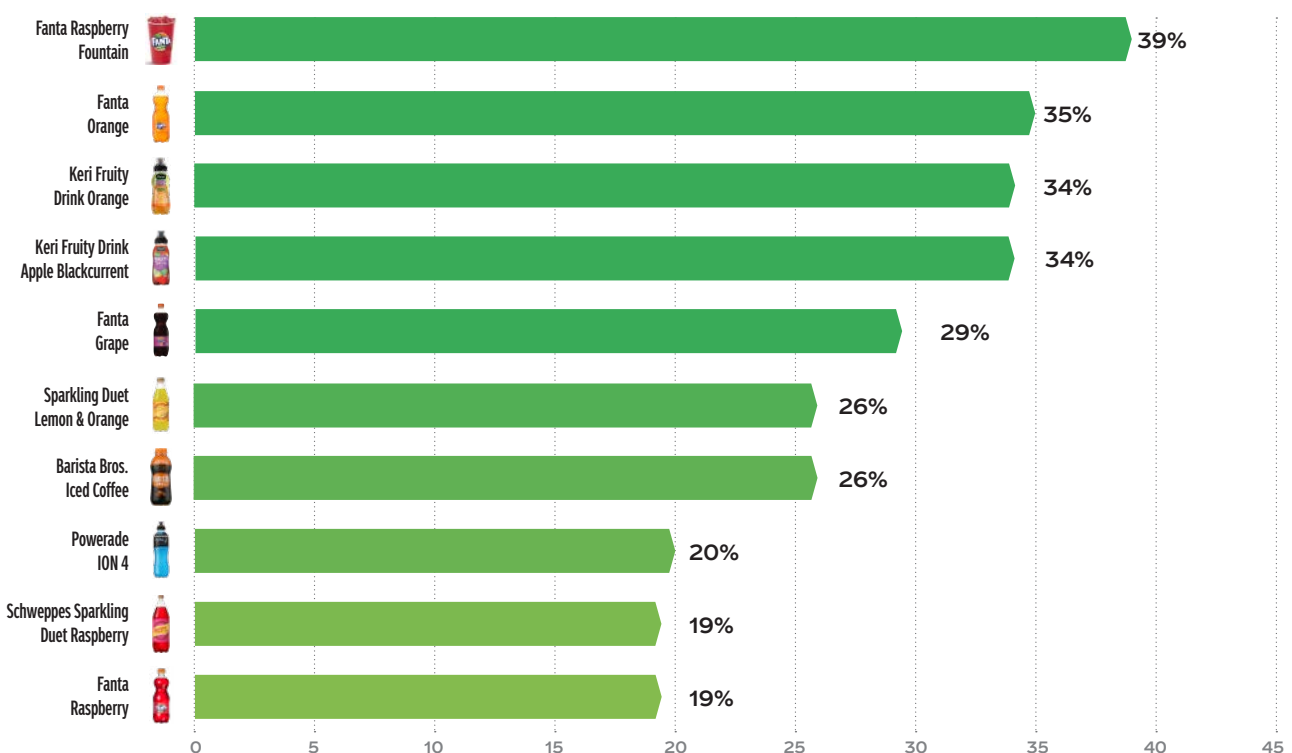
People's tastes and preferences are changing and we're changing too through four key actions:

- REFORMULATION
- TRANSFORMING OUR PORTFOLIO
- REDUCING PACK SIZES
- RESPONSIBLE MARKETING

## Action #1 Reformulation



We've reduced the sugar in **10** products since 2015<sup>3</sup>



1. Based on weighted average sugar content (g per 100 mL) – this calculation accounts for the relative volume sold of each product. Reduction measured from 01 Jan 2016 to 31 Dec 2025. Coca-Cola Oceania and Coca-Cola Amatil New Zealand portfolio includes: carbonated soft drinks, fruit drinks, fruit juice, iced tea, water and flavoured waters, sports drinks and flavoured milks.

2. Across Coca-Cola Amatil's non-alcoholic range only, excluding energy drinks.

3. Includes all our product reformulation work since 2015 and may include some products which are no longer available in the New Zealand marketplace.

## Action #2 Transforming our Portfolio



**Over half** of our brands offer a low or no sugar alternative<sup>4</sup>.



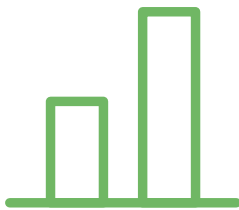
Sales of Coca-Cola drinks without sugar have grown **22%** in the past two years and now one out of two bought by Kiwis have no sugar.

**Over two thirds** of our market growth across our entire portfolio has been in low or no sugar drinks, up from 34% two years ago.



Recent no sugar products launched include Frozen Coke No Sugar, Voyage still and sparkling water, Powerade Active Water Mango (no sugar) and Coke No Sugar Orange (limited edition).

## Action #3 Reducing Pack Sizes



The sale of small packs<sup>5</sup> have increased **15%** in the past two years.



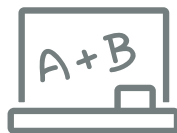
Small packs are now available in **97%** of supermarkets.

## Action #4 Responsible Marketing



We are committed to the Advertising Standards' Authority

**Children's and Young People's** Code, ensuring those **under 14** are not directly targeted by our advertising or promotions.



We are committed to the New Zealand Beverage Council industry pledge to only directly sell bottled water in primary and intermediate schools.

We support the government's voluntary Health Star Rating System.



Our labels on our multi serve packs show the number of 250mL serves the pack contains.



4. Low sugar = less than 2.5g/100mL.

5. Small packs are 300mL or under.