COCA-COLA EUROPEAN PARTNERS

FUTURE BACK

2028

WINNING **TODAY**

TO WIN **TOMORROW**

FORWARD LOOKING STATEMENTS

This document may contain statements, estimates or projections that constitute “forward-looking statements” concerning the financial condition, performance, results, strategy and objectives of Coca-Cola European Partners plc and its subsidiaries (together “CCEP” or the “Group”). Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “plan,” “seek,” “may,” “could,” “would,” “should,” “might,” “will,” “forecast,” “outlook,” “guidance,” “possible,” “potential,” “predict” and similar expressions identify forward-looking statements, which generally are not historical in nature.

Forward-looking statements are subject to certain risks that could cause actual results to differ materially from CCEP’s historical experience and present expectations or projections. As a result, undue reliance should not be placed on forward-looking statements, which speak only as of the date on which they are made. These risks and uncertainties include but are not limited to those set forth in the “Risk Factors” section of the 2017 Annual Report on Form 20-F, including the statements under the following headings: Risks Relating to Consumer Preferences and the Health Impact of Soft Drinks; Risks Relating to Legal and Regulatory Intervention (such as the impact of sugar taxes being implemented in a number of countries in 2018 and the development of regulations regarding packaging); Risks Relating to Business Integration and Synergy Savings; Risks Relating to Cyber and Social Engineering Attacks; Risks Relating to the Market (such as customer consolidation); Risks Relating to Economic and Political Conditions (such as continuing developments in relation to the UK’s exit from the EU); Risks Relating to the Relationship with TCCC and Other Franchisors; Risks Relating to Product Quality (such as shortages of raw materials); and Other Risks.

Due to these risks and uncertainties, CCEP’s actual future results, dividend payments, and capital and leverage ratios may differ materially from the plans, goals, expectations and guidance set out in CCEP’s forward-looking statements. Additional risks and uncertainties that may impact CCEP’s future financial condition and performance are identified in filings with the SEC which are available on the SEC’s website at www.sec.gov. CCEP does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required under applicable rules, laws and regulations. CCEP assumes no responsibility for the accuracy and completeness of any forward-looking statements. Any or all of the forward-looking statements contained in this filing and in any other of CCEP’s respective public statements may prove to be incorrect.

RECONCILIATION TO GAAP FINANCIAL INFORMATION

The following presentation includes certain alternative performance measures, or non-GAAP performance measures. Refer to pages 14 – 21 of our 2017 Annual Report issued on 15 March 2018, and pages 14-18 of our 2016 Annual Report issued on 11 April 2017, which detail our non-GAAP performance measures and reconciles, where applicable, our 2017, 2016 and 2015 results as reported under IFRS to the non-GAAP performance measures included in this presentation. For 2015 and 2016, as included within our 2016 Annual Report, we have given effect to the merger as if it had occurred at the beginning of the periods presented. This presentation also includes certain forward looking non-GAAP financial information. We are not able to reconcile forward looking non-GAAP information to reported measures without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the actual items that may impact comparability throughout 2018.

INTRODUCTION & LOOK BACK
DAMIAN GAMMELL, CEO

EXCITING FUTURE
STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

WINNING TODAY TO WIN TOMORROW
DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY
FRANK MOLTHAN, GM GERMANY

DRIVING SHAREHOLDER VALUE
NIK JHANGIANI, CFO

KEY TAKEAWAYS
DAMIAN GAMMELL, CEO
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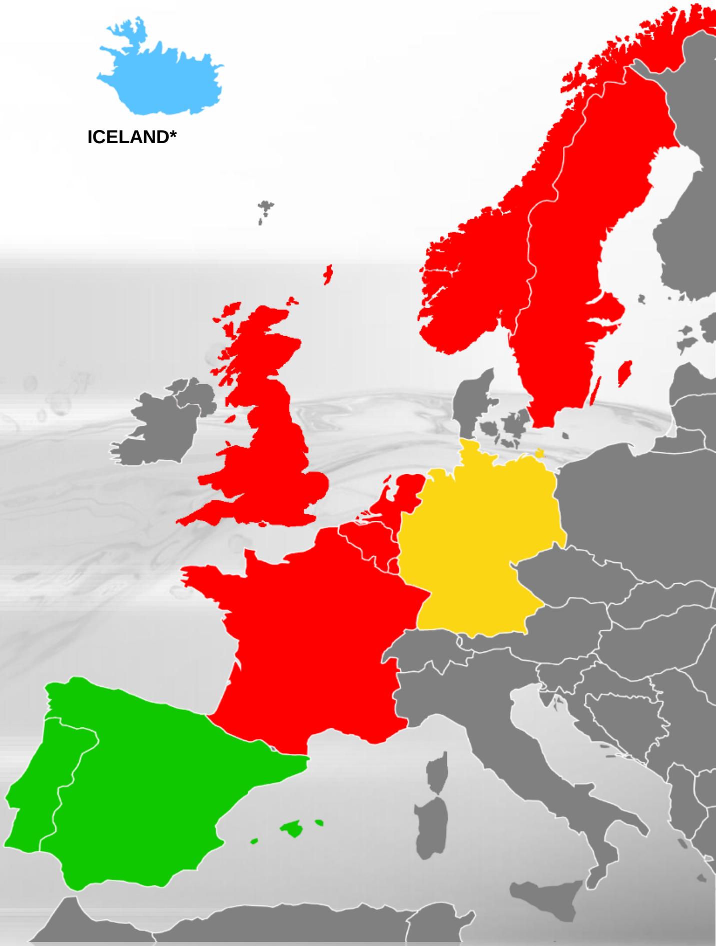
DELIVERED MERGER OF CCE, IBERIAN & GERMAN BOTTLERS, CREATING SCALE…



NARTD SHARE LEADER GENERATING
c.€11BN REVENUE & c.€2BN ADJUSTED EBITDA

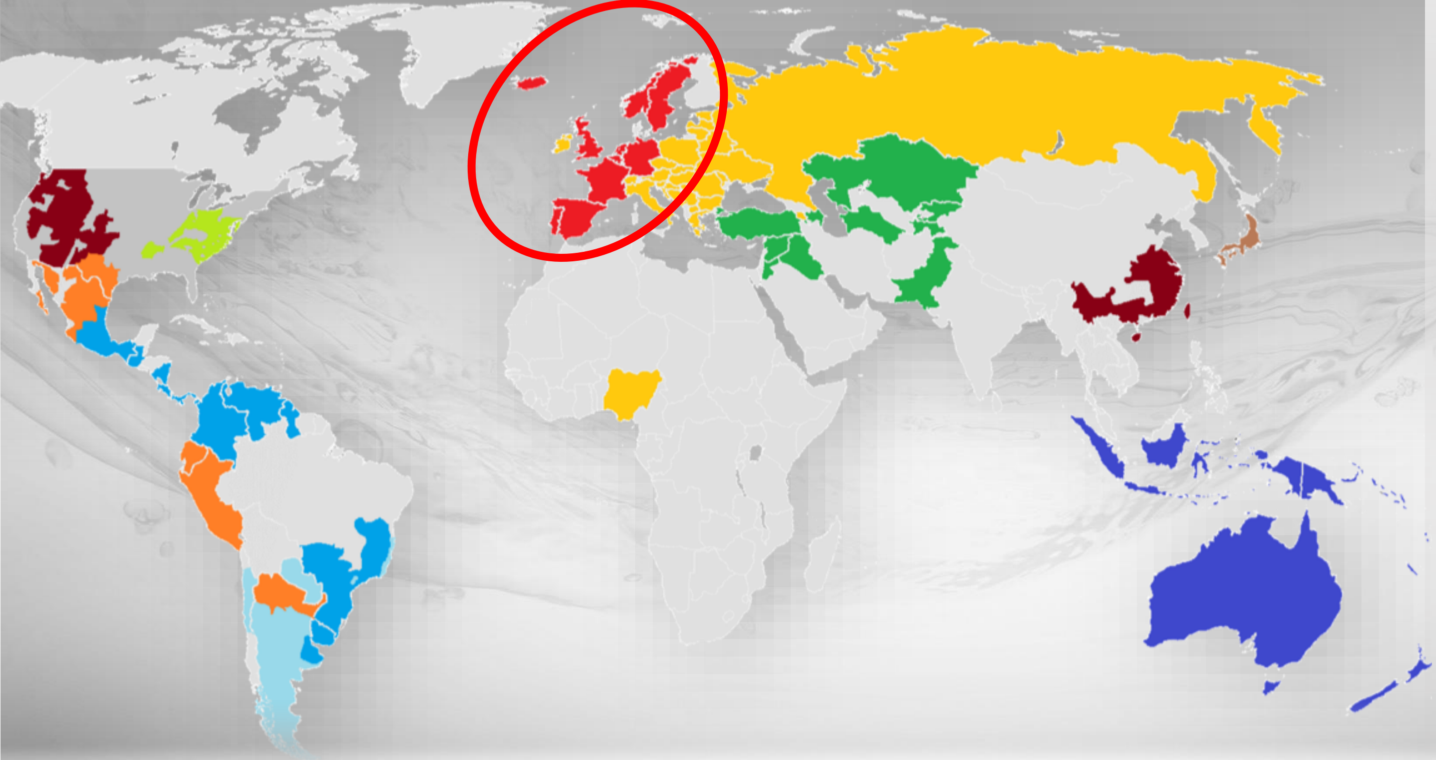
GEOGRAPHIC DIVERSIFICATION WITH
OPERATIONS IN **13 COUNTRIES**

23,500 EMPLOYEES SERVING **1M CUSTOMER OUTLETS**
& OVER **300M CONSUMERS**

ONE OF THE LARGEST FMCG SALES FORCES IN EUROPE
WITH ~6K STRONG COMMERCIAL TEAM & 1M COOLERS

FY 2017; revenue is comparable (non-GAAP performance measure, refer to slide 2); adjusted EBITDA is profit after tax plus taxes, net finance costs, non-operating items, depreciation, amortisation, & adjusted for items impacting comparability (a non-GAAP performance measure, refer to slide 2). FMCG = Fast Moving Consumer Goods. NARTD = Non-Alcoholic Ready-To-Drink. to *Iceland was acquired in July 2016.

...AND THE WORLD'S LARGEST BOTTLER BY REVENUE



2017 REVENUE (€BN[1])

- Coca-Cola European Partners: **€11.1**
- Coca-Cola FEMSA: **€9.6[2]**
- Coca-Cola Bottlers Japan: **€7.8[3]**
- Arca Continental: **€6.5**
- Coca-Cola Hellenic: **€6.5**
- Swire Pacific[4]: **€3.9**
- Coca-Cola Consolidated: **€3.8**
- Coca-Cola Amatil: **€3.4**
- Coca-Cola Andina: **€2.4**
- Coca-Cola İçecek: **€2.1**

Map shows approximate territories as of July 2018

1 Company reports, local currency figures converted using the average 2017 exchange rates (Factset), rounded

2 Full-year of KOF's territories, eleven months of Coca Cola FEMSA Philippines and full-year of Coca Cola FEMSA Venezuela

3 Pro-forma

4 Beverages division

3 KEY MERGER OBJECTIVES

RESET
the base for profitable growth

DELIVER
merger synergies

BUILD
for the future

2016

2017

2018

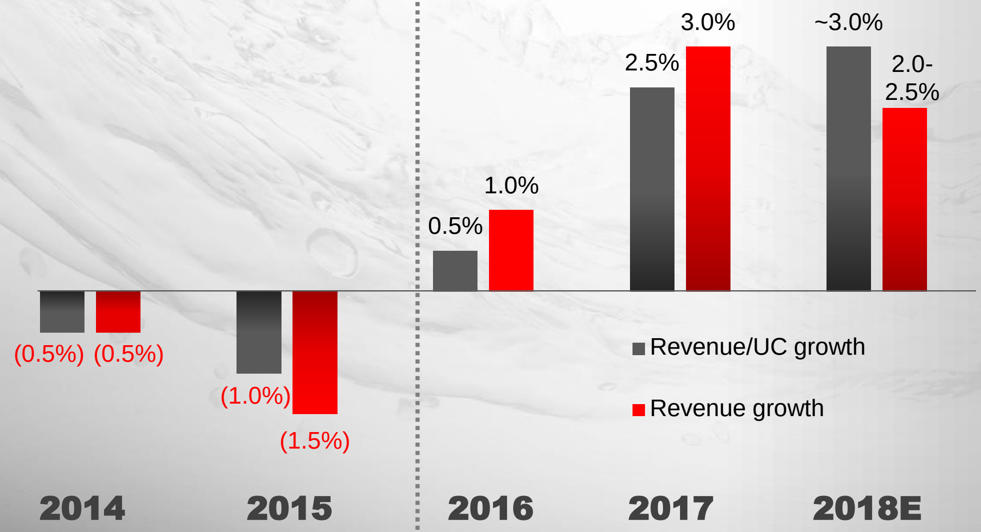
NOW TO CCEP TWO YEARS AFTER THE MERGER

FUTURE BACK 2018

TAKING **BOLD STRATEGIC DECISIONS** TO DRIVE PROFITABLE REVENUE GROWTH

RESET the base for profitable growth

'LEGACY' CCE | **CCEP**



REMOVING UNPROFITABLE SKUS
E.G. GERMAN WATER

STOP VALUE DESTROYING **PROMOTIONS**

CUSTOMER NEGOTIATIONS
IN GERMANY & FRANCE

PRICE/PACK RESET IN GB & FRANCE
AHEAD OF SUGAR TAX CHANGES

RESET THE RTD TEA CATEGORY
BY TRANSITIONING AWAY FROM NESTEA

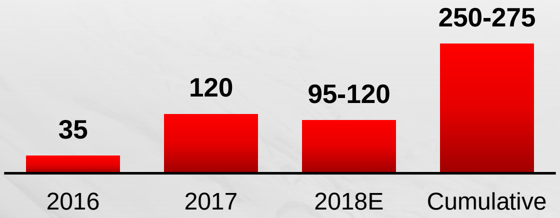
FUTURE BACK 2018

RTD = ready-to-drink; revenue growth is comparable and fx-neutral (non GAAP performance measure – refer to slide 2); Revenue/UC growth is fx-neutral (non GAAP performance measure – refer to slide 2); 2018E excludes incremental sugar and excise taxes.

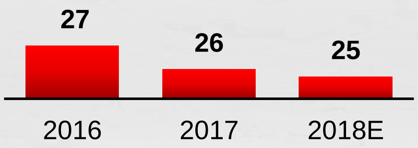
DELIVERING ON SYNERGIES: EXPECT TO BE AT 100% RUN RATE BY FY18

REALISED TARGET[1]: €315-340M PRE-TAX BY 1H19

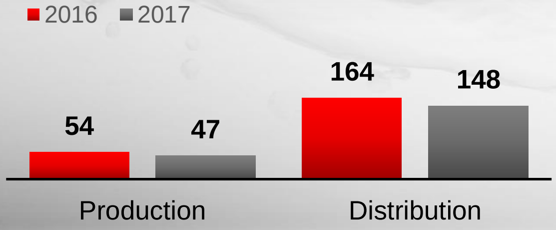
REALISED SYNERGIES (€M)



OPERATING EXPENSES[2] AS % OF REVENUE



SUPPLY CHAIN FACILITIES



SOFIA SSC[3] EMPLOYEES

DELIVER merger synergies

PROCUREMENT SAVINGS & IMPROVED SCALE:
~€100M

RATIONALISATION OF PRODUCTION CENTRES, PRODUCTION LINES & DISTRIBUTION CENTRES:
~€45M

SUPPLY CHAIN EFFICIENCIES:
~€30M

OPEX RATIONALISATION:
~€40M

€215M PRE-TAX SYNERGIES REALISED THROUGH 1H18

FUTURE BACK 2018

1 Synergy areas include supply chain, procurement, and operating expenses –top-line growth synergies are not included in savings target
2 Comparable operating expenses (non GAAP performance measure – refer to slide 2)
3 SSC=Shared Services Centre

PROGRESSING ON TOP LINE GROWTH OPPORTUNITIES

BUILD for the future

DIGITAL COMMERCE

TESCO
deliveroo
amazon
ocado
Auchan drive.fr
JUST EAT

CCEP ranked 1st in 2018 GB FMCG e-commerce Advantage Survey

2017 online grocery RSV +12%

30% increase in incidence rates with online food delivery

DISCOUNTERS

Strong 2017 and YTD 2018 volume growth

Achieved 15 new listings in all countries

Added 68 additional promotions vs 2016

HORECA

6 consecutive quarters of outperformance vs the Home channel

Incubator pilots in all markets

Number of outlets with monthly coverage +100%

SALES FORCE

All markets now using SFA tools

Average visits per day x2 from 7 to 14

Introduced 'add to order' function

FUTURE BACK 2018

RSV = Retail Sales Value; HoReCa = Hotel/Restaurant/Café; SFA = Sales Force Automation

WE ARE GUIDED BY FIVE STRATEGIC IMPERATIVES

Coca-Cola EUROPEAN PARTNERS

BUT CCEP WAS ALWAYS ABOUT A

BIGGER AND BOLDER VISION

BEYOND THE MERGER

FUTURE BACK **GROWTH LEVERS**

ENABLED BY **INVESTING** IN CAPABILITIES

WINNING TODAY TO **WIN** TOMORROW

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LOOKED OUT TO **2028**

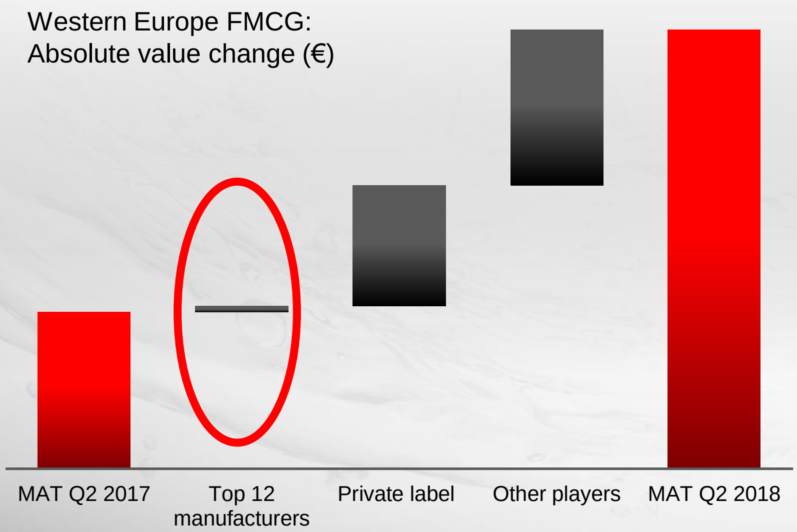
THE **FUTURE** IS EXCITING!

WORKED **BACK** TO **2018**

FUTURE BACK 2018

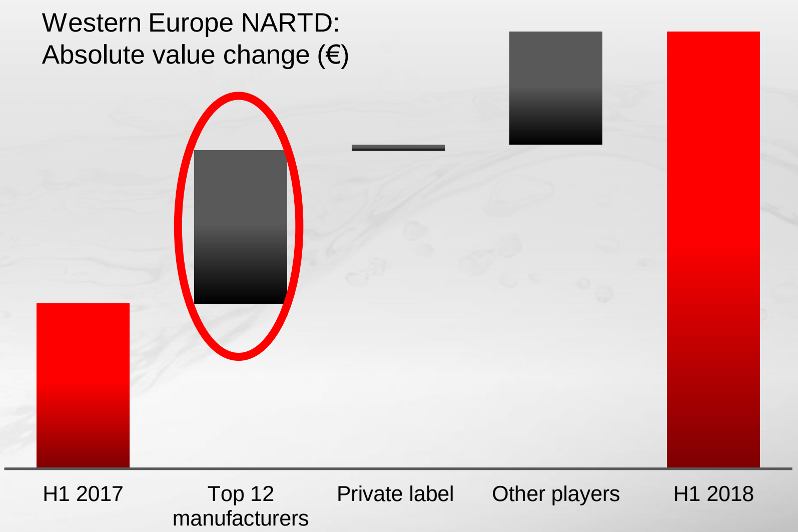
NARTD IS A GREAT PLACE TO BE

TOTAL FMCG: VALUE GROWTH DRIVEN BY PRIVATE LABEL & SMALLER COMPANIES



Val % growth	+0.2%	+2.3%	+2.6%	+2.0%

NARTD: VALUE GROWTH DRIVEN BY TOP 12 MANUFACTURERS & SMALLER COMPANIES



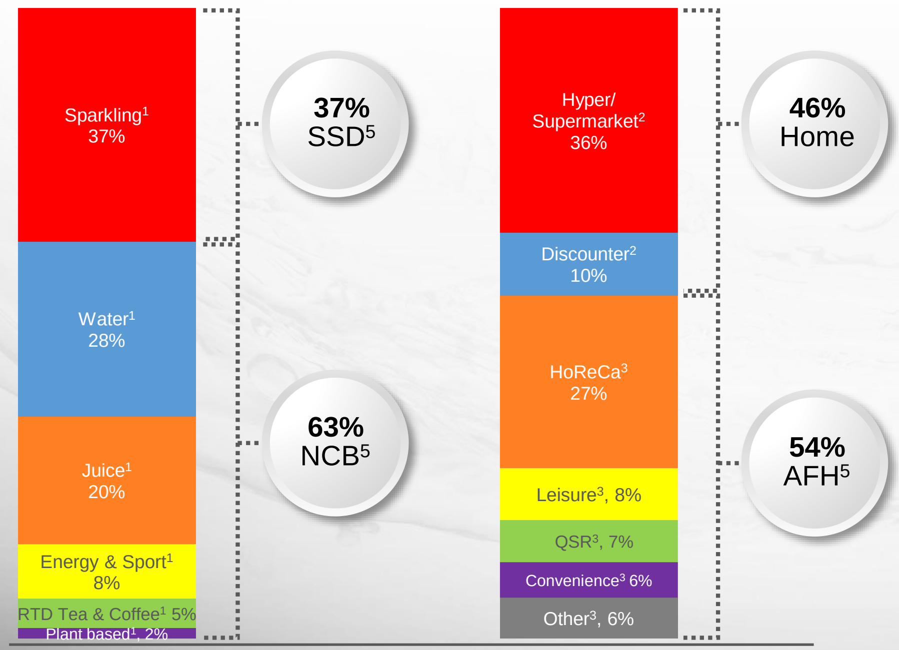
Val % growth	+2.7%	+0.2%	+5.0%	+2.6%

FUTURE BACK 2018

NARTD = Non Alcoholic Ready-To-Drink; MAT = Moving annual total; Nielsen GTC, Top 12 manufacturers: CCEP, PepsiCo, Danone, Suntory, Nestle, Red Bull, Innocent, Roxane, Eckes-Granini, Gerosteiner, Hassia Gruppe, Britvic. FMCG = Fast Moving Consumer Goods.

THE INDUSTRY IS BIG & DIVERSE...

NARTD CATEGORY VALUE MIX



2017 NARTD VALUE €98BN[1]

NARTD CATEGORY: #3 in value

CONTRIBUTION TO GROWTH: #2 in value

TOTAL FMCG (Nielsen-WEBU[4])

CCEP #1 value driving FMCG company across our territories[4]

FUTURE BACK 2018

1. Combination of Global Data FY2017 for AfH Channels, Nielsen FY2017 data for Home Channels
2. Nielsen FY 2017
3. Global Data FY 2017; HoReCa is Hotel/Restaurant/Café; QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Petrol and At Work/Institutional. Global Data excludes Disco/Bar/Night Club and Travel/Transportation
4. Nielsen Strategic Planner Data to WE 17.06.18
5. SSD = Sparkling Soft Drinks; NCB = Non Carbonated Beverages; AFH = Away From Home

NARTD = Non Alcoholic Ready-To-Drink; FMCG = Fast Moving Consumer Goods; WEBU = Western Europe Business Unit

AND **GROWING** ACROSS ALL SEGMENTS

Continued **growth** in **sparkling**

NCB to grow from **63%** of the market to **67%**

Segment	2017 (€bn)[1]	2018 – 2028 increase (€bn)[2]	2028 €bn	2010-2017 CAGR[2]	2017-2028 CAGR[2]	2017 CCEP category share[1]
SSD	36	5	41	0.3%	0.5% - 1%	~60%
Water	27	11	38	1.3%	3% - 4%	~5%
Energy	7	5	12	8.9%	4% - 5%	~20%
RTD Tea	4	4	8	6.3%	6% - 7%	~5%
Plant Based	2	3	5	6.0%	9% - 10%	~0%
RTD Coffee	1	2	3	11.3%	10% – 11%	~0%
Other	21		21	n/a	0% - 1%	~10%
TOTAL	**€98bn** 2017	**€30bn** 2018-2028 increase	**€128bn** 2028	**1.1%**	**2% - 3%**	**~28%**

FUTURE BACK 2018

1 Value share, combination of Global Data FY2017 for AFH Channels, Nielsen FY2017 data for Home Channels, rounded
2 CCEP internal estimates, rounded
RTD = Ready-to-Drink; NCB = Non Carbonated Beverages; Other = juices and sport

OPPORTUNITIES WITHIN SPARKLING

CLASSIC COLA

Drive Value
through package innovation

81%
VALUE SHARE

LIGHT COLAS

Lead Segment
through innovation & new flavours

66%
VALUE SHARE

SPARKLING FLAVOURS

Build On Success
through innovation, reformulation & adult sparkling

32%
VALUE SHARE

MIXERS

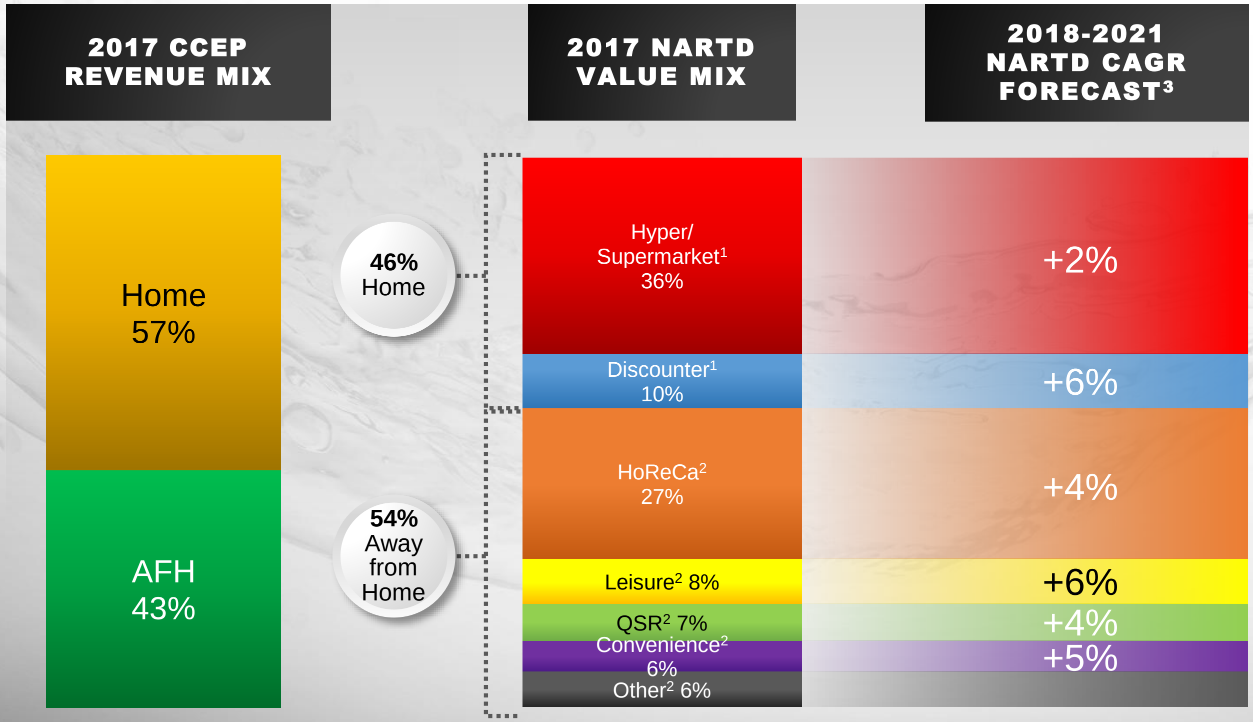
Differentiate
through premiumisation & new flavours

11%
VALUE SHARE

FUTURE BACK 2018

Nielsen MAT July 2018 (measured channels only)

THE AWAY FROM HOME CHANNEL IS A BIG OPPORTUNITY



AFH to drive **~60%** of growth

Discounters & **e-commerce** to drive the **HOME CHANNEL**

FUTURE BACK 2018

1 Nielsen FY 2017
2 Global Data FY 2017; HoReCa is Hotel/Restaurant/Café; QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Petrol and At Work/Institutional; Global Data excludes Disco/Bar/Night Club and Travel/Transportation
3 CCEP internal estimates, rounded

SO INDUSTRY GROWTH REMAINS SOLID

CCEP markets
+€30bn
by 2028

(Cumulative NARTD incremental revenue opportunity)

Revenue
to grow at a
2% to 3%
CAGR
(2017-2028) vs **1.1%** (2010-2017)

Volume
to grow at a
0.5% to 1.5%
CAGR
(2017-2028) vs **0.6%** (2010-2017)

FUTURE BACK 2028

CCEP internal estimates; Total NARTD Retail Sales Value

REFLECTING FUNDAMENTALLY CHANGING TRENDS

HEALTHIER CHOICES

I WANT IT ALL

TECHNOLOGY EMPOWERMENT

I WANT IT NOW

NEW INFLUENCES

I WANT NEW THINGS

MAKE A DIFFERENCE

I CAN MAKE A DIFFERENCE

FLUID LIFESTYLES

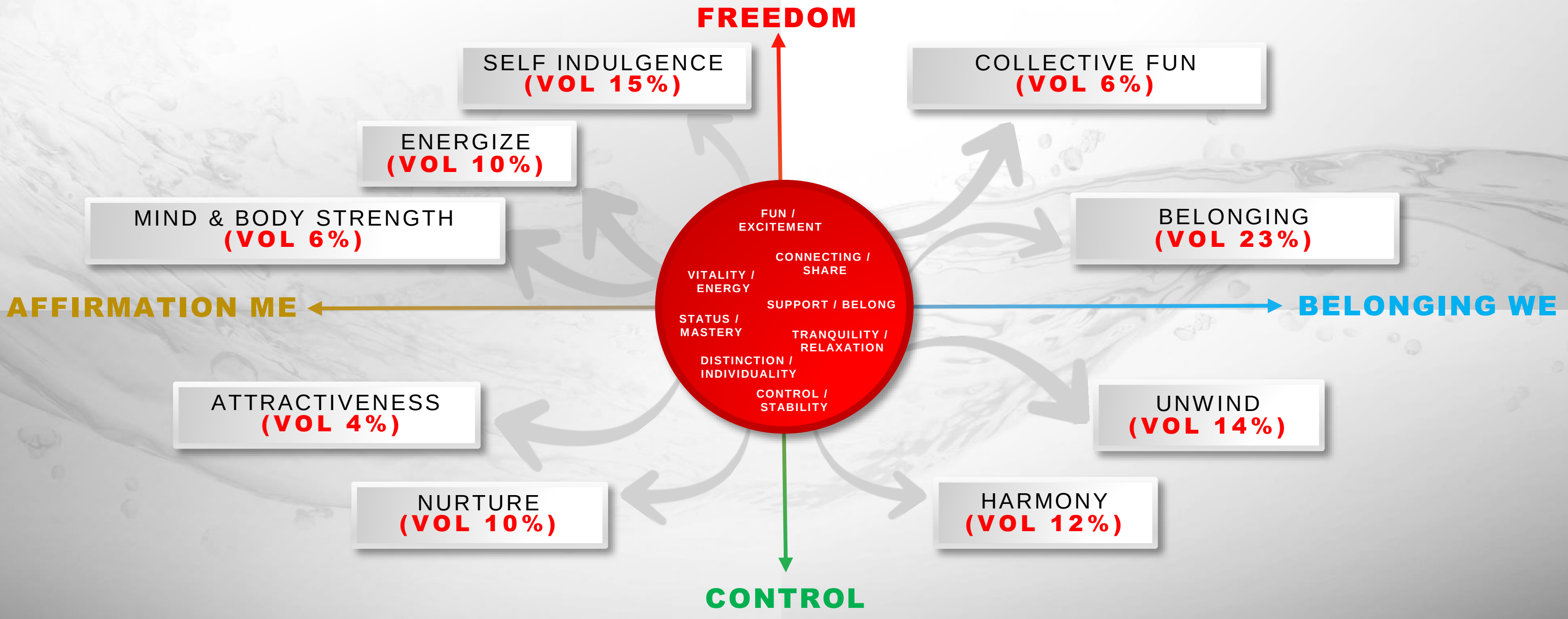
I WANT IT, WHEN IT SUITS ME

73% SMALL BASKET SHOPPING TRIPS

60% OF EUROPEAN HOUSEHOLDS 1-2 PEOPLE

FUTURE BACK 2018

DRINKING MOTIVATIONS
GO FAR BEYOND QUENCHING THIRST



DRIVING MULTIPLE DRINKING OCCASIONS

HOME

Breakfast

Breakfast

Meals

Routine

Leisure

Routine Screen Time

Special Screen TIme

Routines

Routine Habits

Comforting

Special

Healthy Relaxing

Rewarding Relaxing

Mental Refreshment

My Meal

Snacks

Physical Recovery

Socialising

AWAY FROM HOME

Leisure

Physical Recovery

Socialising/Nightlife

Eating

Eating Out

On The Go

Energy

At School / University

Routine Habits

At Work

Eating

Not Eating

FUTURE BACK 2018

RECENT INNOVATION LAUNCHES MIRROR THESE TRENDS

IN CCEP MARKETS…

1/3 NEW SKUS
LOW CALORIE

55% NEW SKUS
LAUNCHED IN NON-PET FORMAT

GLASS PACKAGING ON COLAS
UP 9PPS to 24PPS

MORE THAN 70%
NEW SKUS FROM NCBS

76% NEW SKUS
UNDER 1L

FUTURE BACK 2018

Nielsen H1 2018; PPS = Percentage points

...AND THIS IS ALL BEFORE ANY LONGER TERM 'LANDSCAPE SHIFTS'

- Wellbeing
- Convenience
- Further Consolidation
- Experiences
- Packaging
- Data Driven Insights
- Channel Blurring
- Competitive Disruption
- Automation

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2028

WINNING TODAY ALLOWS US TO **WIN TOMORROW**

WE HAVE A **STRATEGY** THAT ALLOWS US TO

GROW FROM OUR CORE
TODAY ALONGSIDE
CHANGE FOR TOMORROW

FUTURE BACK 2028

TWO KEY AREAS ARE TRANSFORMING CCEP

#1

Continued Consumer Driven Portfolio & Package Diversification Plans

ALIGNED WITH TCCC

SSD	Premiumise, Responsively Evolve & Accelerate Adult Drinks
Water	Expand & Premiumise
RTD Tea	Expand
Energy	Expand
RTD coffee/ plant based	Inventively Drive New Growth

TCCC = The Coca-Cola Company

REFLECTED IN OUR DIVERSIFYING PORTFOLIO

WITH ENCOURAGING RESULTS

60% of H1 '18 Top 10 innovations came from CCEP[4]

Our #1 **Light Cola** portfolio continues to expand & grow

Value share for **Fuzetea**[1] already similar to Nestea[2] YTD (July 2018) after only 7 months in market

Fanta has led the growth in the Flavours category[3] helped by launch of the Spiral bottle

4 separate key **Monster** NPD launches in 2018

Expanding into new exciting segments with **AdeZ**

Premium opportunity for **Coca-Cola** with glass

FUTURE BACK 2018

NPD = New Product Development

1 Nielsen value share July 2018 (WEBU excl. Iberia)

2 Nielsen value share to week ending 29 July 2018

3 Nielsen value share MAT July 2018

4 60% of total innovation value (Nielsen 01.07.2018)

AND...

#1

Continued Consumer Driven Portfolio & Package Diversification Plans

+

#2

Transforming Routes To Market With A Segmentation That Reflects Future Growth

#1

Continued Consumer Driven Portfolio & Package Diversification Plans

+

#2

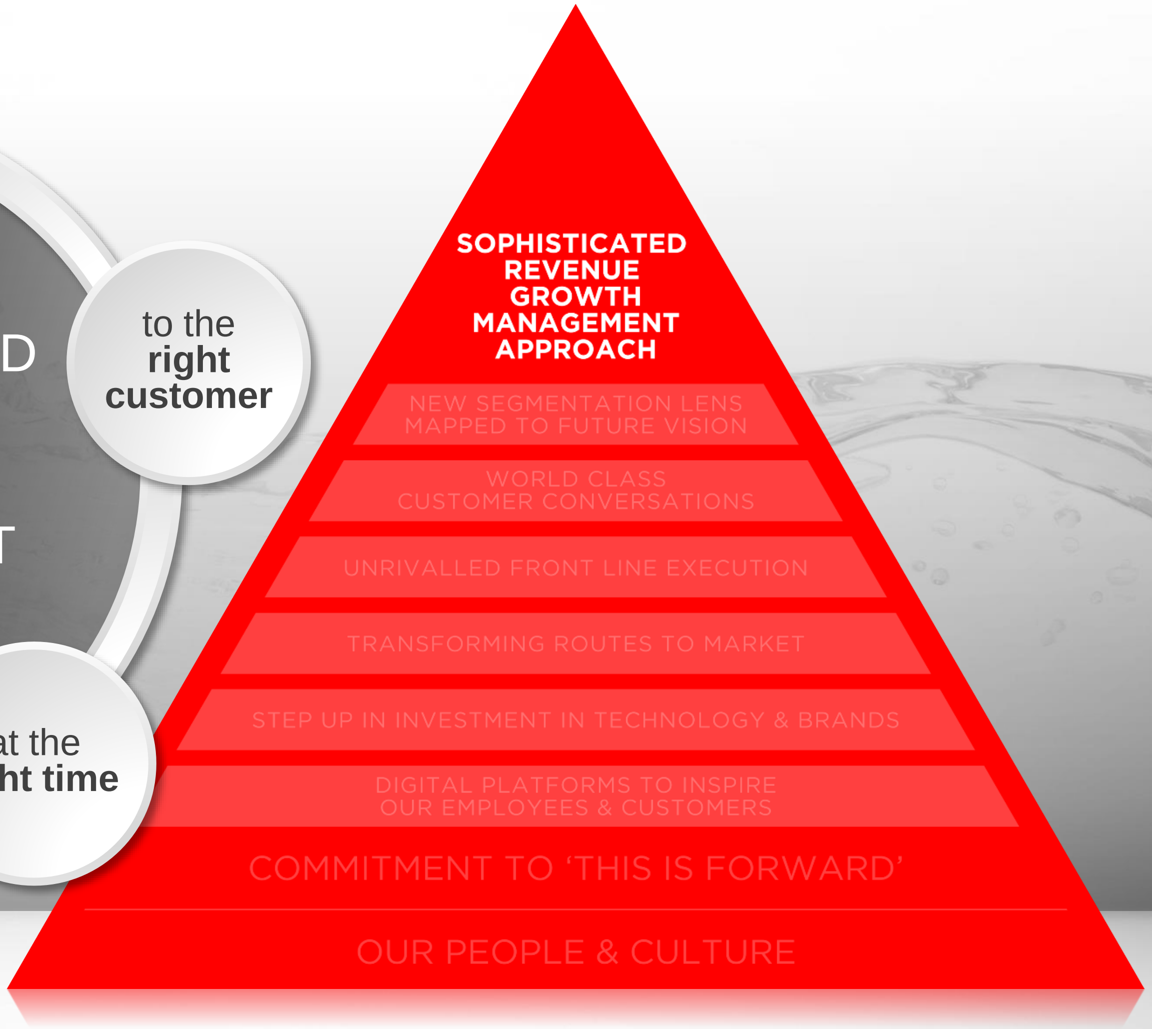
Transforming Routes To Market With A Segmentation That Reflects Future Growth

TO ACHIEVE THESE OBJECTIVES WE ARE DEVELOPING KEY CAPABILITIES THAT WILL **SUPPORT OUR GROWTH & SET US APART TO WIN**

KEY CAPABILITIES THAT SET US APART

Coca-Cola EUROPEAN PARTNERS

- SOPHISTICATED REVENUE GROWTH MANAGEMENT APPROACH
- NEW SEGMENTATION LENS MAPPED TO FUTURE VISION
- WORLD CLASS CUSTOMER CONVERSATIONS
- UNRIVALLED FRONT LINE EXECUTION
- TRANSFORMING ROUTES TO MARKET
- STEP UP IN INVESTMENT IN TECHNOLOGY & BRANDS
- DIGITAL PLATFORMS TO INSPIRE OUR EMPLOYEES & CUSTOMERS
- COMMITMENT TO 'THIS IS FORWARD'
- OUR PEOPLE & CULTURE



Consumer pricing is at the discretion of the retailer

RGM LEVERS

OPPORTUNITY MAPPING

IDENTIFYING WHERE TO PLAY FOR PROFITABLE GROWTH

SHOPPER INSIGHTS

UNDERSTANDING SHOPPING PATTERNS & DECISIONS

CONSUMER

CONSUMER PREFERENCES

OCCASIONS

CATEGORY & CHANNEL OPPORTUNITIES

CONVENIENCE, DISCOUNT, ONLINE

OBPPC

Building margin through differentiation

CUSTOMER PROMOTION SPEND

UNDERSTANDING WHAT WE GIVE & WHAT WE GET

CUSTOMER PRICE, TERMS, CONDITIONS

MAKING CUSTOMER INVESTMENTS WORK HARDER

CUSTOMER

PROMOTIONAL EFFECTIVENESS

JOINT VALUE CREATION WITH THE CUSTOMER

AGREED IN-STORE EXECUTION

COOLER PLACEMENT

OBPPC = Occasion, Brand, Package, Price, Channel

DEFINING OUR PORTFOLIO TO CAPTURE VALUE:
OBPPC

for each **O**ccasion

the optimal **B**rands

in the appropriate **P**ackages

at the right **P**rices

in the target **C**hannel

Consumer pricing is at the discretion of the retailer

10 PRIORITY DRINKING MOMENTS
QUANTIFIED IN HOME & AWAY FROM HOME


1. Rewarding Relaxing


2. Special Screen Time


3. Breakfast @ Home


4. At Work Not Eating


5. Special & Enjoyable Meals

LARGEST EVER STUDY CARRIED OUT ON

27,000 CONSUMERS

EACH OCCASION ANALYSED BY VOLUME, VALUE, SEGMENT & AGE TO PRIORITISE THE

TOP 10 DRINKING OCCASIONS


6. Socialising AFH


7. My Meal @ Home


8. Mental Refreshment


9. Eating Out


10. Energy On The Run

FUTURE BACK 2018

FOCUS ON DRIVING POSITIVE MIX OF VALUE ACCRETIVE PACKAGES

GLASS BOTTLES
account for 6% of total SSD value but **1/3** of segment growth

HOME CHANNEL
72% of category growth coming from **Single Serve** products of which **42%** are single SKU

SMALL PACKS
56% of our NSR growth[2]

1 Generalised retail sales value trend across CCEP markets; Nielsen 2018 ytd end July
2 FY17, SSDs
NSR = Net Sales Revenue

HOME CHANNEL: WINNING FROM THE MAIN AISLE WITH GLASS

OCCASION

BRAND

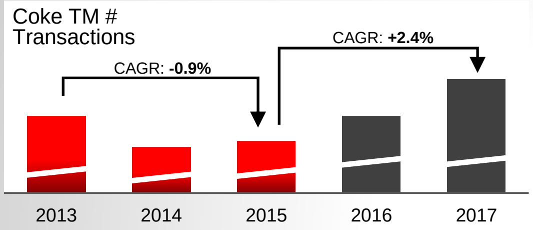
PACK

Iconic 6x20cl glass bottles

PRICE

CHANNEL

BELGIUM RESULTS



FUTURE BACK 2018

Consumer pricing is at the discretion of the retailer; TM = Trademark

AFH CHANNEL: LAUNCH OF PREMIUM MIXER ROYAL BLISS

OCCASION

BRAND

ROYAL
BLISS
PREMIUM
Inspiration

PACK

200ml glass bottle

PRICE

A Premium Brand to capture Volume & Value

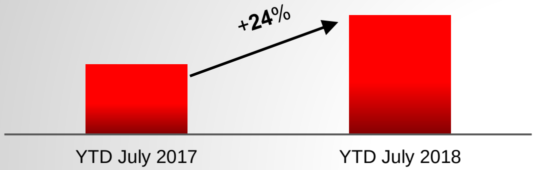
CHANNEL

HoReCa:

- Bartender training
- Bespoke activation
- Premium point of sale activation
- Experiential sampling

SPAIN RESULTS

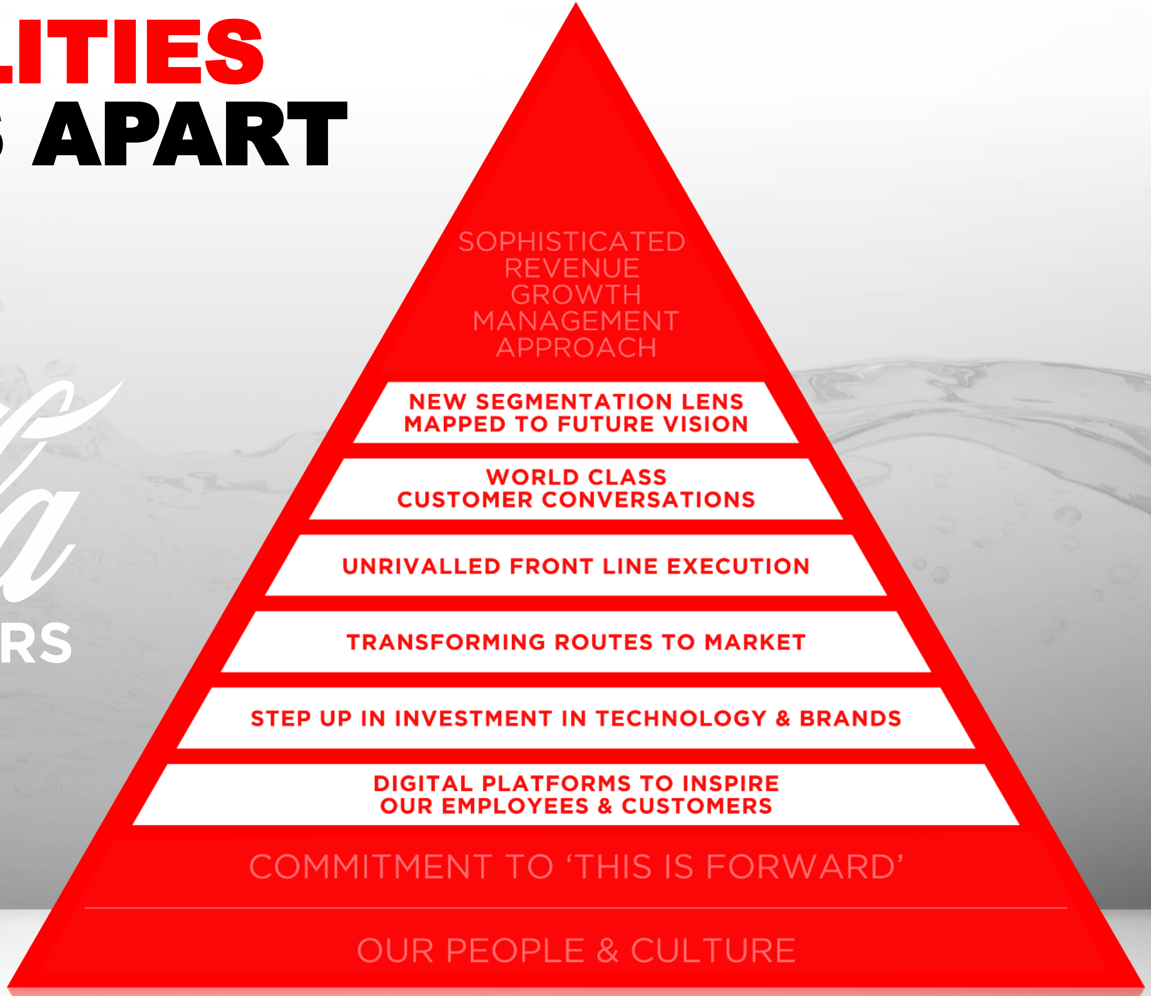
Volume (Unit Cases)



FUTURE BACK 2018

Consumer pricing is at the discretion of the retailer

KEY CAPABILITIES THAT SET US APART



Coca-Cola EUROPEAN PARTNERS

NEW SEGMENTATION LENS MAPPED
TO FUTURE VISION

FROM...

Key accounts

- Home
- Away from Home

TO...

11 trade channels identified

Customer clusters

- At Work / Institutional
- Convenience
- Discounter
- E-commerce Pure Play
- Food To Go
- HoReCa
- Hyper / Supermarket
- Kiosks / Tobacco / Newsagents
- Leisure
- Nightlife (Disco/Night Club)
- Petrol
- QSR
- Travel / Transportation

HOW big is each category?

WHO is the category consumer?

WHY? - consumption motivations

WHEN do they consume?

HOW do they consume?

SEGMENTATION APPROACH UNDERPINNED BY A ROBUST UNDERSTANDING OF OCCASIONS

QSR = Quick Serve Restaurants

WORLD CLASS
CUSTOMER CONVERSATIONS

ALREADY HAVE GREAT RELATIONSHIPS WITH OUR CUSTOMERS[1]. THIS IS ABOUT CHANGING THE DIALOGUE TO CREATE JOINT VALUE CREATION

FROM TALKING ABOUT...	TO TALKING ABOUT...
Our Priorities	Joint Priorities
Short Term Thinking	Short & Longer Term Thinking
Sparkling	Beverages For Life
Commercial Teams	Multi-Functional Teams
Volume	Net Margin & Cash

1 As per latest Advantage Surveys – most CCEP markets ranked in Top 3

UNRIVALLED FRONT LINE EXECUTION

6,000 STRONG
COMMERCIAL TEAM ACROSS CCEP

SALES FORCE AUTOMATION TOOLS

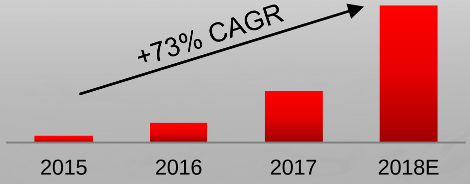
INCUBATOR MODEL & ALTERNATIVE ROUTES TO MARKET

'ADD TO ORDER' FUNCTIONALITY

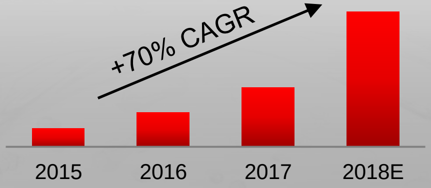
ANNUAL COMPETITION BETWEEN REGIONS

STRONG FIELD SALES GAINS IN GREAT BRITAIN

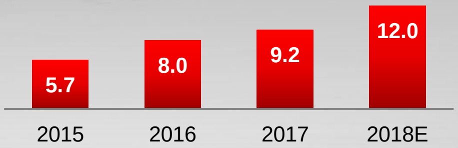
DISTRIBUTION POINTS



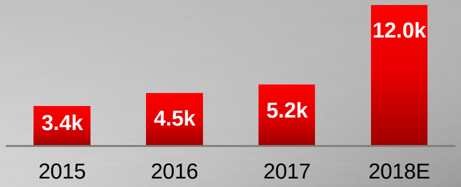
MONTHLY COVERAGE



FIELD SALES VISITS PER DAY



NET COOLER INSTALLS



FUTURE BACK 2018

TRANSFORMING ROUTES TO MARKET

Coca-Cola EUROPEAN PARTNERS → Customer Development → Order Capture → Warehousing → Delivery → Invoicing & Cash Collections → Execution → OUTLET

STRENGTHEN RELATIONSHIPS WITH KEY CUSTOMERS

OPTIMISE WHOLESALER PARTNERSHIPS

COLLABORATION MODELS TO INCLUDE STRUCTURED DATA SHARING

INCREASE CORE RANGE AVAILABILITY

PAY-FOR-PERFORMANCE BASED ON SELL-OUT DATA VS. SELL-IN DATA

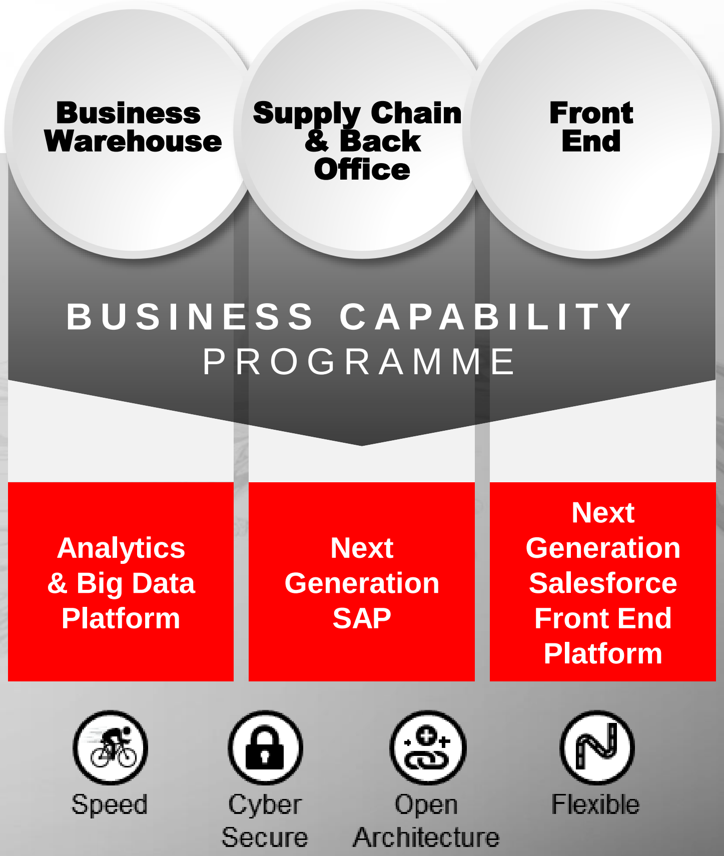
FULLY INTEGRATE TRANSFER ORDERING PROCESS

STEP UP IN INVESTMENT IN TECHNOLOGY

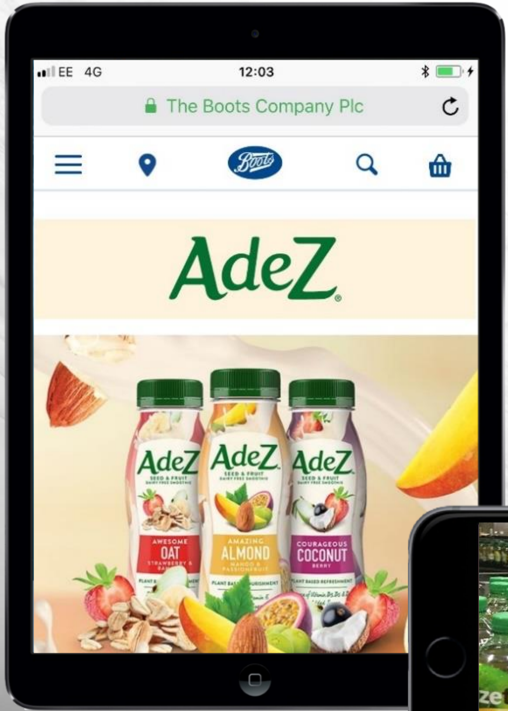
Inherited multiple IT systems post merger none of which are scalable for 'new world'

Launched **Business Capability Programme** to enable a fully integrated, digital ready, scalable & adaptable technology foundation

- to better serve our customers & employees
- to drive more efficiencies across CCEP



STEP UP IN INVESTMENT IN NEW BRANDS



AdeZ
New Segment Expansion

Seeded, test & learn approach

Targeted customer partnering

Step change in how we approach new product development e.g. 'incubator' sales

New profit sharing model with TCCC, covering marketing & capex

Continue to invest more capex as we build our capability for a broader portfolio

Fuzetea
7 months after launch:

Already number 2 in most of our markets

Results significantly ahead of plan

DIGITAL PLATFORMS TO INSPIRE OUR CUSTOMERS & EMPLOYEES

REVENUE

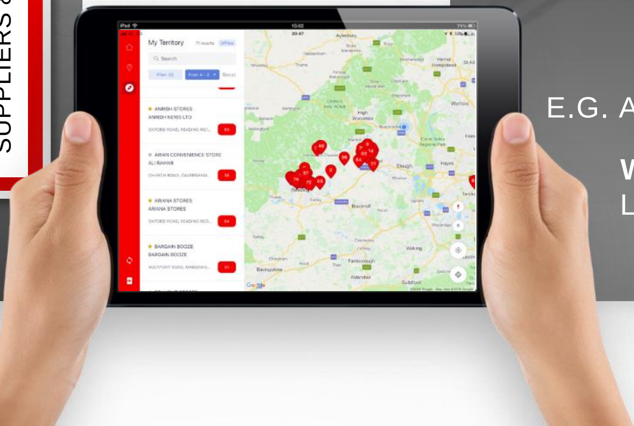
- CONSUMERS
- CUSTOMERS
- ROUTE-TO-MARKET
- ASSETS IN MARKET

CHANGING THE CORE OF OUR BUSINESS

SC
- OPERATIONAL ASSETS

WORKPLACE
- EMPLOYEES
- STAKEHOLDERS
- SUPPLIERS & OTHERS

ENABLER = TECHNOLOGY



DIGITAL AGENDA SUPPORTED BY DIGITAL ADVISORY COMMITTEE COMPRISING 5 EXTERNALS

ACTIVITY BROADLY SPLIT ACROSS

ENABLING FRONT LINE

PUTTING INSIGHTS AT THE CORE

14 PILOTS UNDERWAY

REVENUE GROWTH E.G. IMPROVING & EXTENDING FIELD SALES TOOLS, CUSTOMER ONLINE PORTAL

SUPPLY CHAIN PRODUCTIVITY E.G. ADVANCED ANALYTICS, ROBOTICS

WORKPLACE EMPOWERMENT E.G. LEARNING & TRAINING, EMPLOYEE ENGAGEMENT HUB

SC = supply chain

KEY CAPABILITIES THAT SET US APART

Coca-Cola
EUROPEAN PARTNERS

SOPHISTICATED REVENUE GROWTH MANAGEMENT APPROACH

NEW SEGMENTATION LENS MAPPED TO FUTURE VISION

WORLD CLASS CUSTOMER CONVERSATIONS

UNRIVALLED FRONT LINE EXECUTION

TRANSFORMING ROUTES TO MARKET

STEP UP IN INVESTMENT IN TECHNOLOGY & BRANDS

DIGITAL PLATFORMS TO INSPIRE OUR EMPLOYEES & CUSTOMERS

COMMITMENT TO 'THIS IS FORWARD'

OUR PEOPLE & CULTURE

OVER ARCHING COMMITMENT TO ‘THIS IS FORWARD’ SUSTAINABILITY PLAN

LAUNCHED IN 2017

Covers six key areas

Strategically embedded across our entire value chain

Strong commitment to building a better future: suite of bold & ambitious targets

THIS IS FORWARD

CALORIES

Continuous extension of no/low-calorie drinks (at 37% of volumes sold, targeting 50%)

Reduced amount of sugar in our drinks by 9% since 2010 (=117 recipe changes)

New clearer portion size labelling

PACKAGING

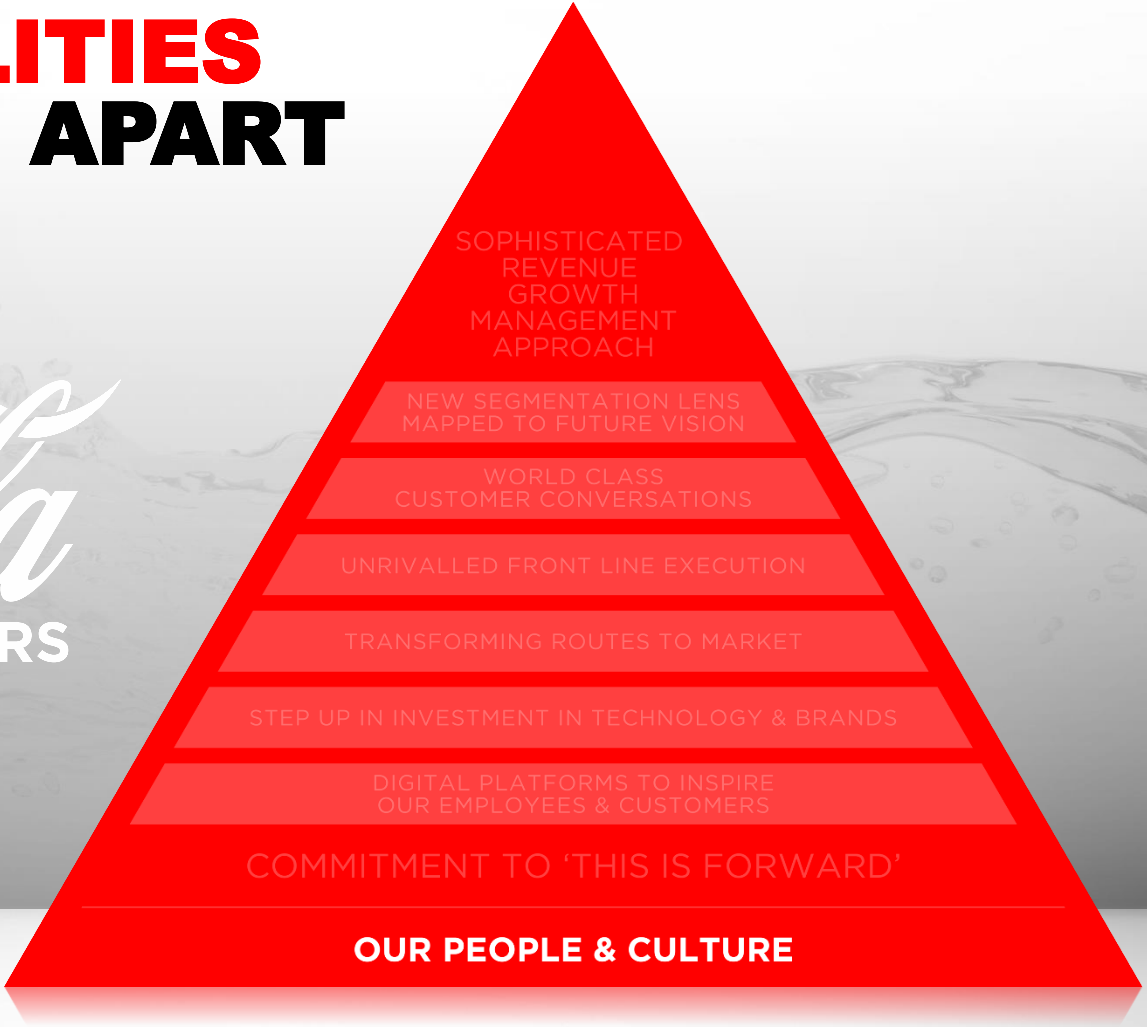
97% of our packaging is recyclable (targeting 100%)

25% of PET used in our bottles is from recycled PET (targeting 50%)

Actively involved in supporting well-managed deposit return schemes

Targets are by 2025 unless otherwise stated; progress refers to 2017

KEY CAPABILITIES THAT SET US APART



Coca-Cola
EUROPEAN PARTNERS

OUR PEOPLE & CULTURE ARE CENTRAL TO OUR SUCCESS

SOLID BASE TODAY – FIRST ENGAGEMENT SURVEY RECOMMENDED CCEP AS A GREAT PLACE TO WORK

COMMITTED TO BUILDING OUR NEW CULTURE & WAYS OF WORKING

STARTS WITH OUR 5 VALUES

NEW STRATEGICALLY ALIGNED INCENTIVES IN PLACE

'ACCELERATE PERFORMANCE' PROGRAMME LAUNCHED 2017

- Rolled out to 3,000 leaders, further modules underway

FUTURE BACK **GROWTH LEVERS**

ENABLED BY **INVESTING** IN CAPABILITIES

WINNING TODAY TO **WIN** TOMORROW

UNDERPINNED BY MORE ALIGNMENT THAN EVER BEFORE WITH THE COCA-COLA COMPANY

Coca-Cola EUROPEAN PARTNERS

PRODUCT MANUFACTURING

SALES & DISTRIBUTION

CUSTOMER MANAGEMENT

IN-OUTLET EXECUTION & LOCAL MARKETING

SHARED VISION TO DRIVE GROWTH, SHARED MOVE FROM VOLUME TO VALUE

ALIGNED FINANCIAL INCENTIVES

NEW PROFIT SHARING MODEL TO DEVELOP NEW BRANDS

CCEP SIGNIFICANTLY CONTRIBUTING TOWARDS TCCC'S OPERATING INCOME ~25%

TCCC HAS 18% OWNERSHIP IN CCEP WITH BOARD REPRESENTATION

THE COCA-COLA COMPANY
beverages for life

TRADEMARK OWNERS

CONCENTRATE SUPPLY

BRAND & PORTFOLIO DEVELOPMENT

CONSUMER MARKETING

IN SUMMARY:
WHY WE BELIEVE WE CAN WIN

- We have the scale
- 10 YEARS — We have a realistic, long term view having mapped out a vision for the next 10 years
- FUTURE BACK – we are investing now in core best in class capabilities that will support our growth and set us apart to win
- We are more aligned than ever before with The Coca-Cola Company
- We have the right talent and right operating model

RIGHT OPERATING MODEL

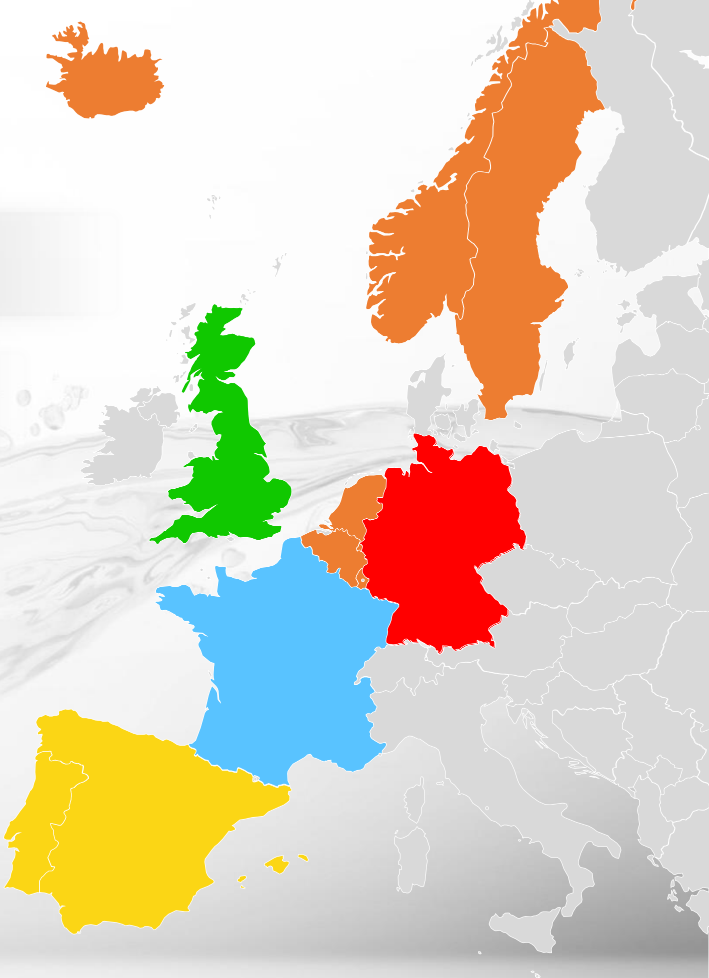
Lean operations

Decisions made closer to the customer & consumer

Incentives aligned with core operating metrics: revenue, operating profit, free cash flow

Strong best practice sharing

Great talent pool



CCEP GERMANY

- Largest market in Europe
- Growing revenue, operating margin & free cash flow
- Simplified business e.g. structure & packaging
- Winning with winners e.g. discounters
- Driving price in the NARTD category

INTRODUCTION & LOOK BACK
DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY
FRANK MOLTHAN, GM GERMANY

EXCITING FUTURE
STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

DRIVING SHAREHOLDER VALUE
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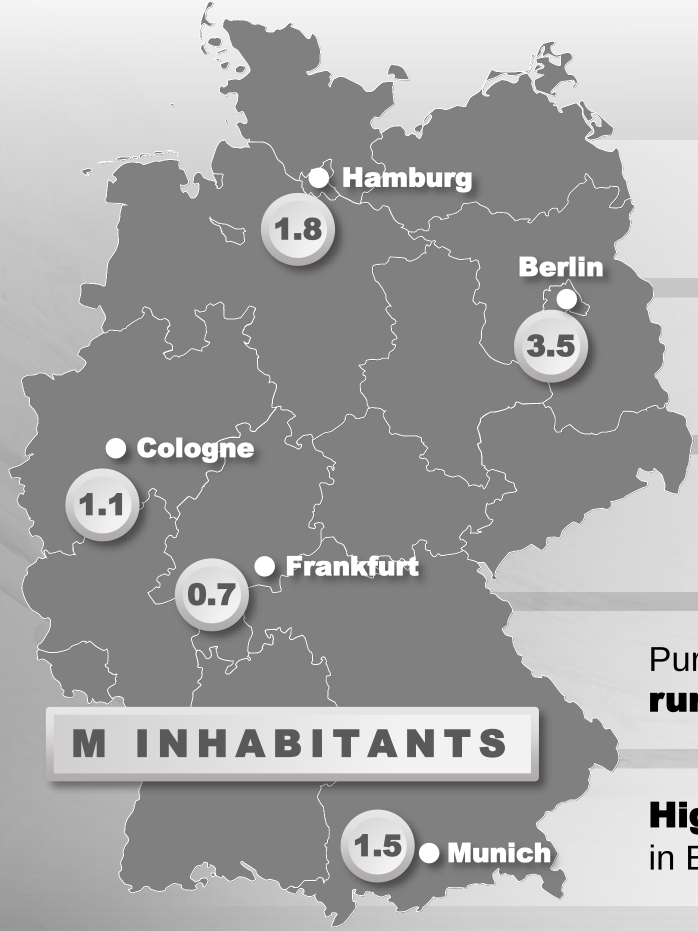
KEY TAKEAWAYS
DAMIAN GAMMELL CEO
NIK JHANGIANI, CFO



GERMANY

82m Population:
High Density (230/sqm)

41m Households:
76% of which are 1-2 persons

Largest European economy: GDP +2.0%[1]

Purchasing power shifting from **rural to urban**

Highest retail density in Europe

AT A GLANCE

CCEP

€2.2bn REVENUE
(20% of CCEP)

~325k OUTLETS
(25k Home; 300k AFH)

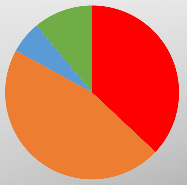
16 PLANTS

250k COOLERS

7,500 EMPLOYEES

PORTFOLIO MIX

PACK MIX



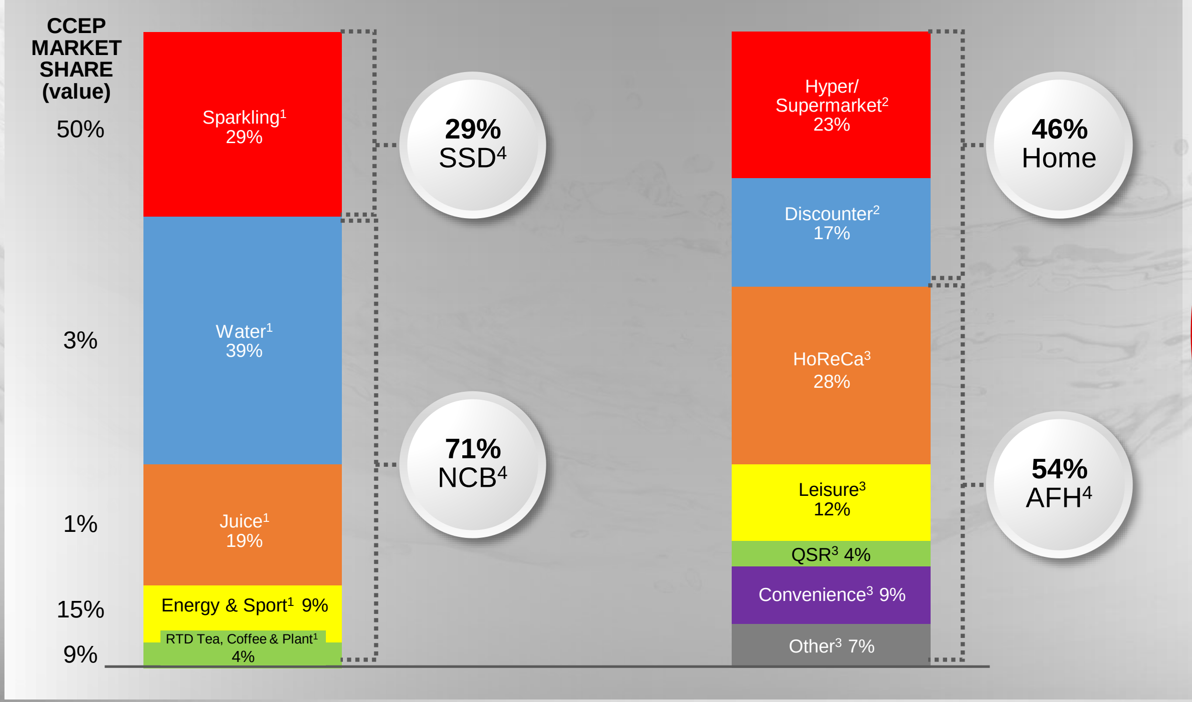
FUTURE BACK 2018

1 2018E
R PET = Refillable PET

GERMANY NARTD MARKET: €36BN VALUE[1]

CCEP GERMANY: 13% REVENUE FROM NCB

CCEP GERMANY: 35% REVENUE FROM AFH



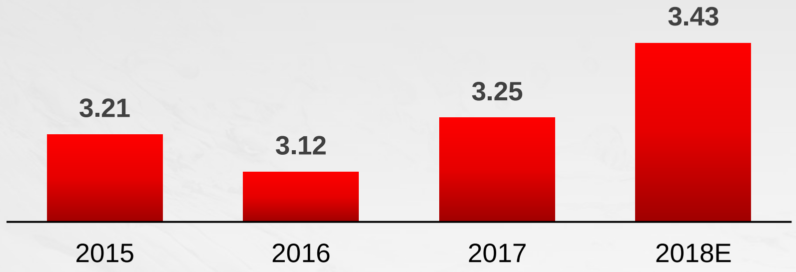
OPPORTUNITY TO GAIN SHARE IN NCBS & AFH

FUTURE BACK 2028

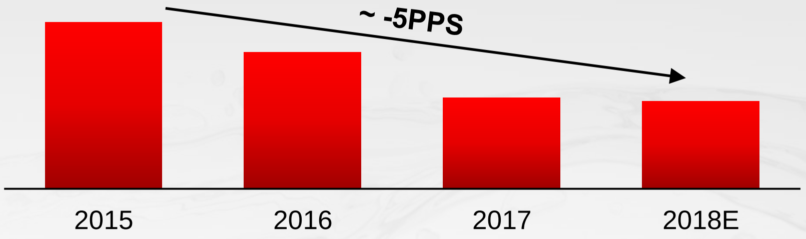
1 Combination of Global Data FY2017 for AfH Channels, Nielsen FY2017 data for Home Channels
2 Nielsen FY 2017
3 Global Data FY 2017; HoReCa is Hotel/Restaurant/Café; QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Petrol and At Work/Institutional; Global Data excludes Disco/Bar/Night Club and Travel/Transportation
4 SSD is Sparkling Soft Drinks; NCB is Non Carbonated Beverages; AFH is Away From Home

GERMANY ON A SOLID PROFIT & FREE CASH FLOW TRAJECTORY

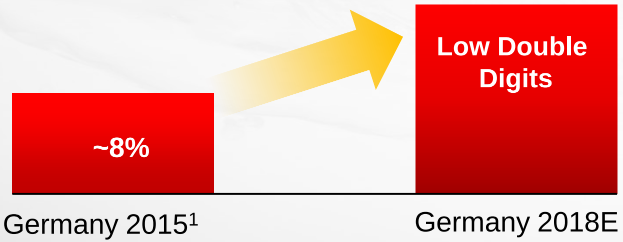
NSR/UC €



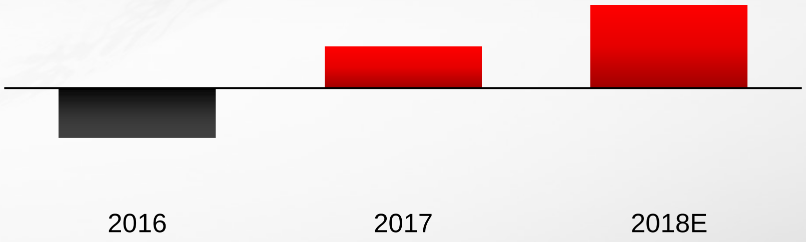
COMPARABLE OPERATING EXPENSES AS % OF REVENUE



COMPARABLE OPERATING PROFIT MARGIN



FREE CASHFLOW[2] €M



FUTURE BACK 2018

1 CCEP overview investor presentation 25 May 2016

2 Free cash flow is defined as net cash flows from operations, less capital expenditures and interest paid, plus proceeds from capital disposals (non GAAP performance measure – refer to slide 2)

REFLECTING FOUR KEY AREAS

1. Strong Focus on Profitable Growth
2. Resetting the Cost & Working Capital Base
3. Growing Revenue through an Aligned & Diversified Portfolio
4. Expanding AFH Footprint

1 STRONG FOCUS ON PROFITABLE GROWTH

Delisting unprofitable SKUs
e.g. low value Bonaqa water;
700 to 450 SKUs

Home channel
e.g. scaling back on large multipack promotions (e.g.12+2 free)

Leading with discounters
e.g. new in Aldi 6x 0.33L

#1 FMCG
Company Value Creator
+6.1%[1]

1 Nielsen Strategic Planner, Germany Total Food (Grocery), MAT CW 32 2018

FOCUS ON DRIVING POSITIVE MIX OF VALUE ACCRETIVE PACKAGES

COKETM
accounts for 70% of NSR growth but flat volume

HOUSEHOLD PENETRATION
2m recruited over past 5 years

SMALL PACKS
40% of NSR growth

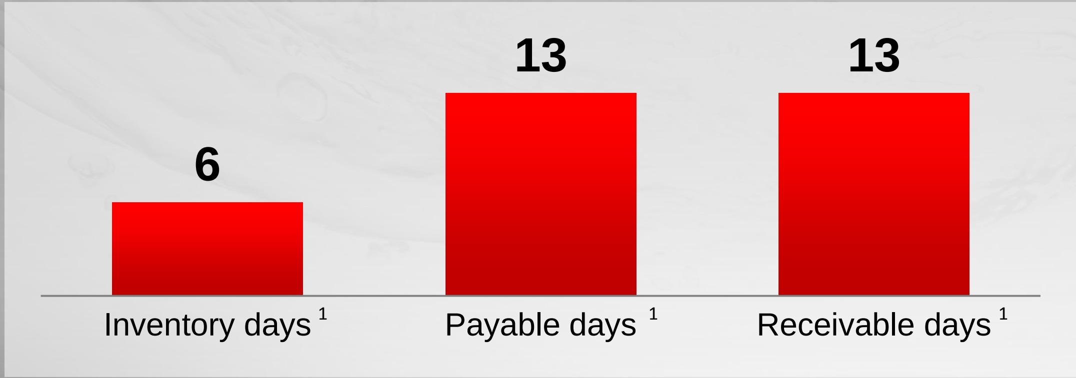
1 Generalised retail sales value trend across CCEP markets, Nielsen, internal estimates
NSR = Net Sales Revenue; R PET = Refillable PET; RGB = Returnable Glass Bottle

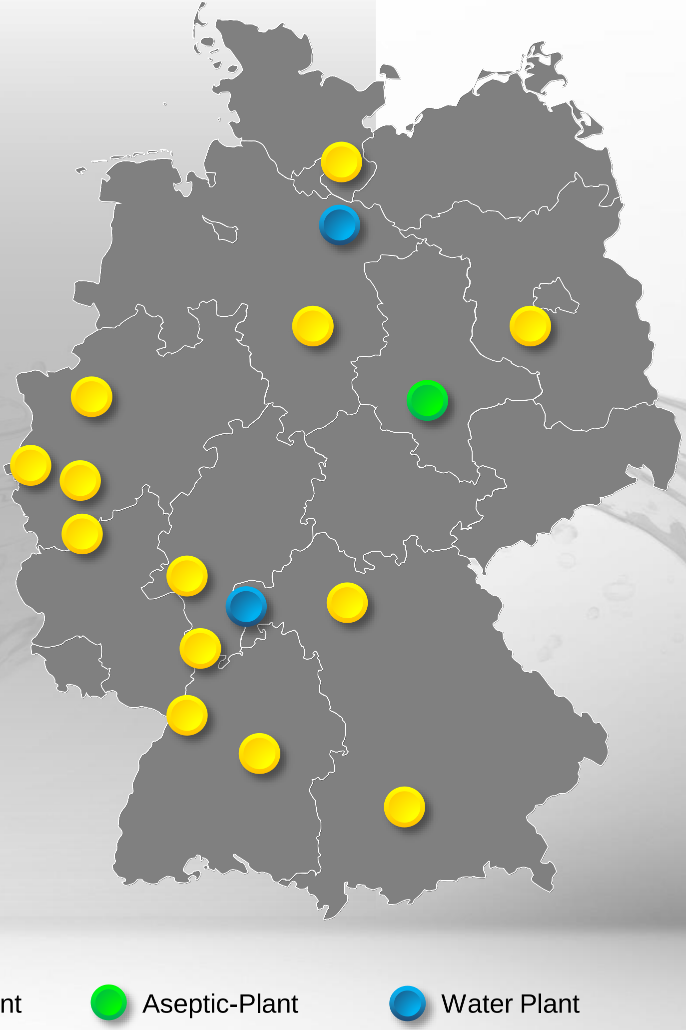
2 RESETTING THE COST & WORKING CAPITAL BASE

30 TO 16 PLANTS

14K TO 7.5K EMPLOYEES

SOLID WORKING CAPITAL BENEFITS





FUTURE BACK 2018

[1] Cumulative 2017 + 2018E

3 GROWING REVENUE THROUGH AN ALIGNED & DIVERSIFIED PORTFOLIO

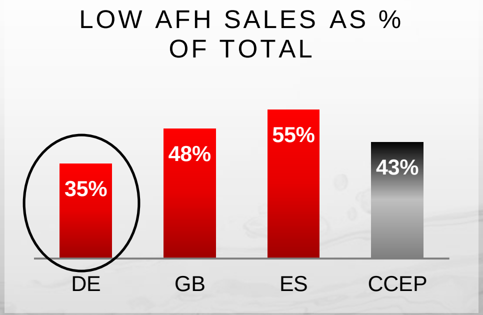
4 EXPANDING AFH FOOTPRINT

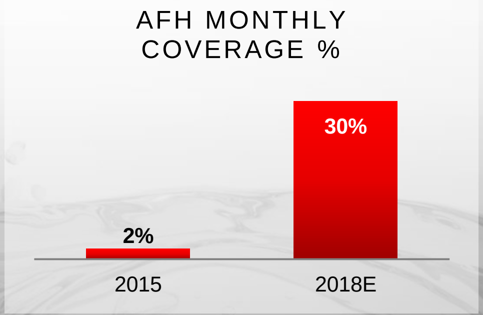
UNRIVALLED SALES FORCE (700) & COVERAGE

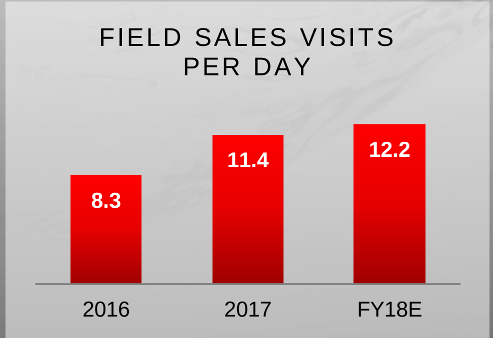
PREMIUM GLASS UP 7% in 2018

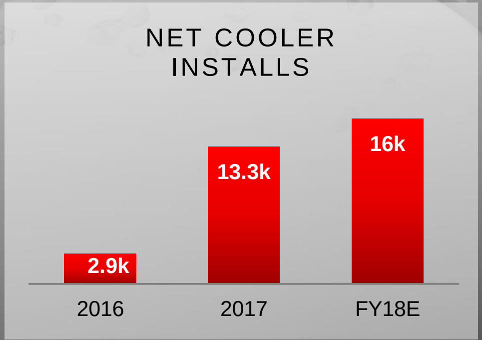
CHANNEL SPECIFIC PACKS - 0.2L RGB (EXCLUSIVELY) & 0.33L RGB SSD FOR HORECA

FULLY DIGITALLY ENABLED SALES FORCE









RGB = Returnable Glass bottle

ALONGSIDE BUILDING A SUSTAINABLE GROWTH CULTURE

- Sustainability
- Diversity
- Collaboration
- World Class Key Account Management

AND WE HAVE A LOT MORE TO GO FOR

Big top line opportunity
(especially in AFH)

Strong consumer driven portfolio & package diversification pipeline

More to do on the cost base

On a solid trajectory with

2018 OPERATING MARGIN

expected to be significantly higher

THAN IN **2015**

8%

ADDS UP TO ATTRACTIVE SUSTAINABLE MARGIN STORY

INTRODUCTION & LOOK BACK
DAMIAN GAMMELL, CEO

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DAMIAN GAMMELL, CEO

KEY TAKEAWAYS
DAMIAN GAMMELL, CEO
NIK JHANGIANI, CFO

WE ARE GUIDED BY FIVE STRATEGIC IMPERATIVES

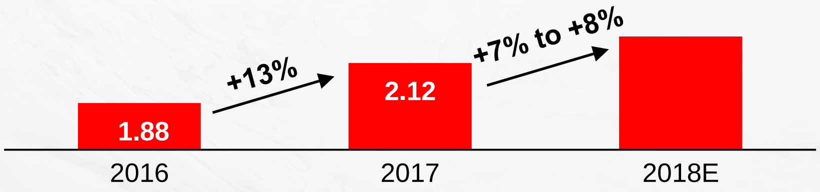
Coca-Cola EUROPEAN PARTNERS

TO DRIVE SUSTAINABLE SHAREHOLDER RETURNS

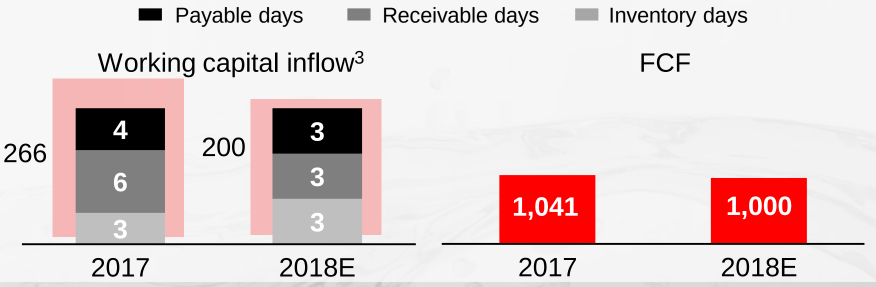
Coca-Cola EUROPEAN PARTNERS

DELIVERING A SOLID FINANCIAL PERFORMANCE SINCE MERGER

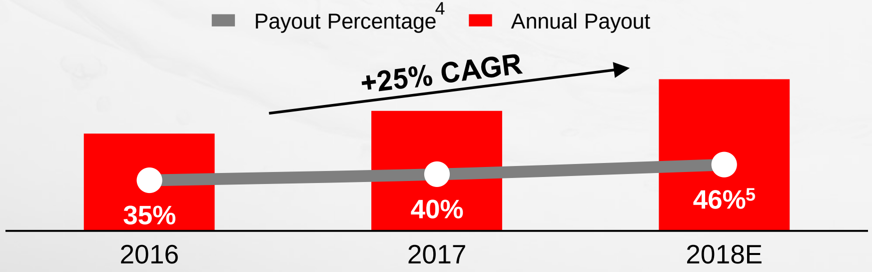
COMPARABLE EARNINGS PER SHARE[1]



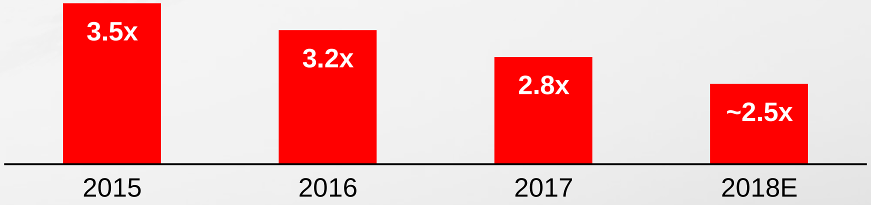
WORKING CAPITAL & FREE CASH FLOW[2] €M



ANNUAL ORDINARY DIVIDEND



DELIVERED WITHIN TARGET RANGE OF 2.5X TO 3.0X NET DEBT TO ADJUSTED EBITDA[6]



FUTURE BACK 2018

1 Diluted EPS is comparable (non-GAAP financial measure, refer to slide 2); 2018E Diluted EPS growth is comparable and fx-neutral (non-GAAP financial measure, refer to slide 2)
2 Free cash flow is defined as net cash flows from operations, less capital expenditures and interest paid, plus proceeds from capital disposals (non GAAP measure – refer to slide 2)
3 Working Capital (a non-GAAP performance measure, refer to slide 2) is defined as net cash inflows from changes in trade and other receivables, inventories and trade and other payables.
4 Payout percentage defined as dividend per share divided by comparable diluted earnings per share (non GAAP performance measure, refer to slide 2).
5 2018E dividend payout ratio reflects intent to move to ~50% dividend payout ratio for Q4
6 2018E includes up to €500m share buyback; Net Debt to Adjusted EBITDA is a non-GAAP performance measure, see slide 2. 2015 and 2016 calculated assuming the merger occurred at the beginning of each year presented. 2015 refers to CCEP Overview investor presentation, 25 May 2016. Numbers are rounded.

GOING FORWARD: CONVERTING OPPORTUNITY TO TOP LINE GROWTH

10 YEARS — NARTD is big, well positioned and set to grow at 2-3% CAGR over the next 10 years

We have the scale

We have re-set our base alongside building for the future

We believe we can generate sustainable

LOW SINGLE DIGIT REVENUE GROWTH

CCEP markets

+€30bn

by 2028[1]

(Cumulative NARTD incremental revenue opportunity)

FUTURE BACK 2028

1 CCEP internal estimate for growth in total NARTD market (Home and Away from Home).

OUR ALGORITHM FOR LOW SINGLE DIGIT REVENUE GROWTH

All driving higher transactions vs volume

Near term focus on price & mix

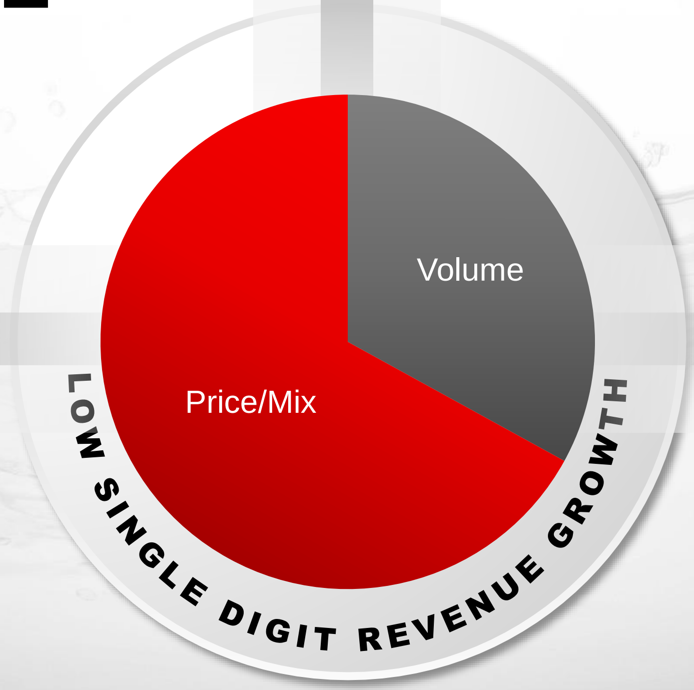
Expect more normalised balance from 2020

COMING FROM:

AFH to outpace Home

Growth in smaller & premium packs

More efficient promotional activity



COMING FROM:

NCB diversification

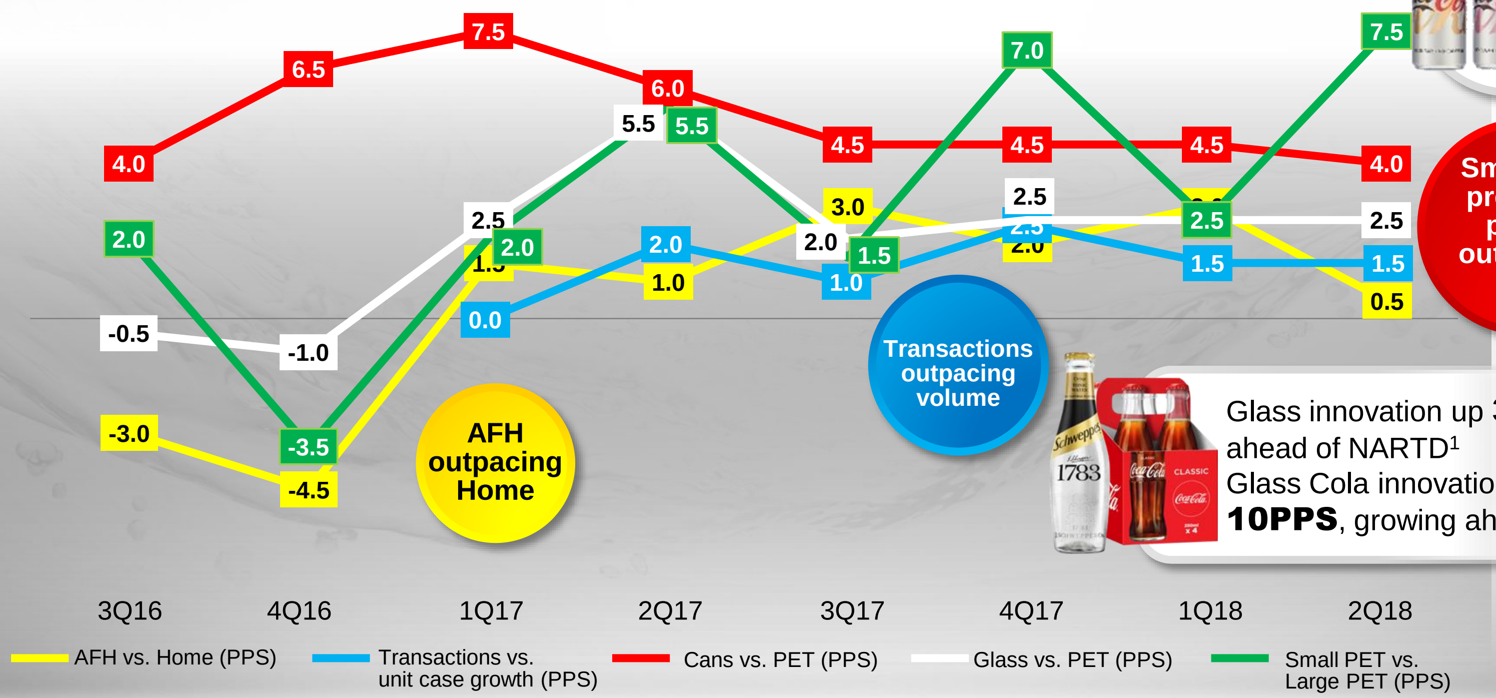
Broad innovation portfolio

FUTURE BACK 2018

Consumer pricing is at the discretion of the retailer

WITH EARLY PROOF POINTS STARTING TO COME THROUGH

PERCENTAGE POINT VOLUME OUTPERFORMANCE



40% of innovation in cans[1], driven by new flavours

Smaller & premium packs outpacing PET

Glass innovation up **3PPS,** growing ahead of NARTD[1]

Glass Cola innovation up **10PPS**, growing ahead of NARTD[1]

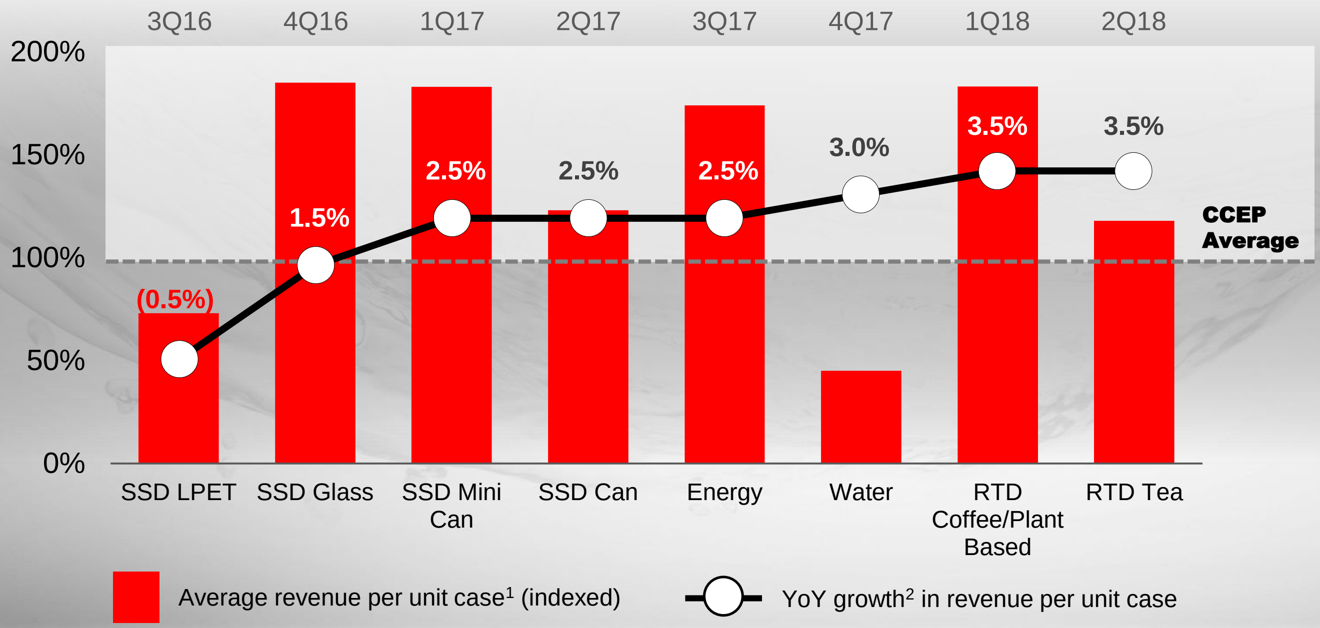
FUTURE BACK 2018

PPS = percentage points

1 Nielsen 01.07.2018

DRIVING CONSISTENT REVENUE PER CASE GROWTH

AVERAGE REVENUE PER UNIT CASE



OUR GROWTH IS FOCUSED ON HIGHER NET SALES REVENUE PER CASE CATEGORIES

Smaller & premium packs

Higher value growth segments e.g. RTD tea, RTD coffee

FUTURE BACK 2018

LPET = Large PET; RTD = Ready-to-Drink

1 CCEP average revenue per unit case by product type as a percentage of CCEP average revenue per unit case, YTD June 2018

2 CCEP revenue per unit case growth, on a comparable and fx neutral basis (non GAAP measure – refer to slide 2)

ALONGSIDE PLENTY TO GO FOR DOWN THE P&L

MERGER SYNERGIES ESTIMATED TO BE AT **100% RUN RATE** BY END OF FY18

MORE PRODUCTIVITY EFFICIENCIES TO GO FOR:

CASH COST TO DELIVER INCLUDED IN FCF GUIDANCE & SUPPORTED BY FURTHER WORKING CAPITAL BENEFITS

EXAMPLE 1
Further supply chain rationalisation

EXAMPLE 2
Business Capability Programme

CCEP Finance Shared Services

EXAMPLE 3
Next generation shared service centre efficiencies
e.g. further automation, machine learning, robotics, predictive analytics

Examples are illustrative only, would be subject to applicable information and consultation obligations

Quality Profit Growth

DRIVING SUSTAINABLE MID SINGLE DIGIT OPERATING PROFIT GROWTH

Comparable operating profit margin

+120bps

(2016-2018E)

2018E: +30bps

2017: +90bps

Low single digit revenue growth leverage
1/3 volume
2/3 price/mix

Ongoing focus on cost control & productivity efficiencies

Comparable operating profit margin **+20bps pa** implying mid-single digit operating profit CAGR

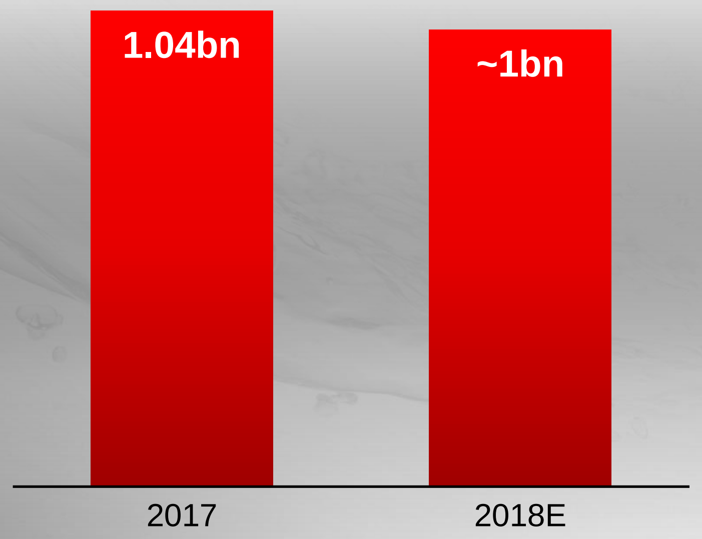
Growth mix across CCEP territories

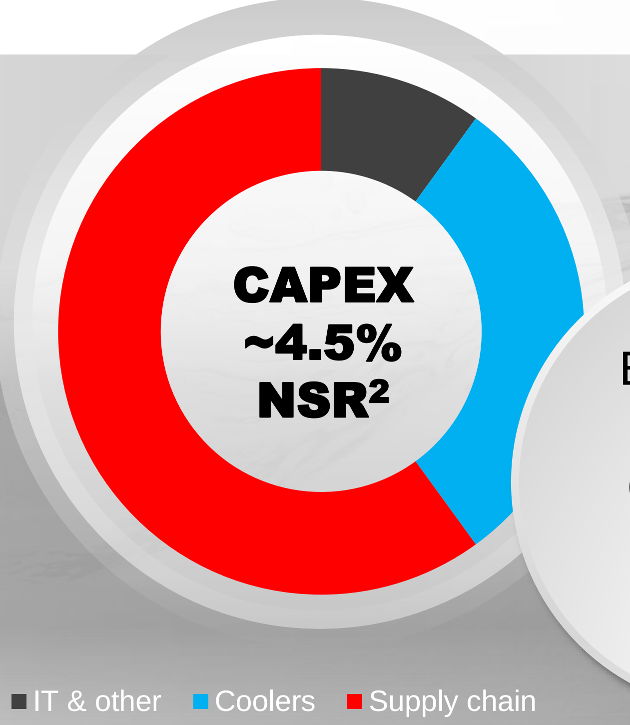
FUTURE BACK 2018

Free Cash Flow Generation

RESULTING IN SOLID ANNUAL FREE CASH FLOW GENERATION

FREE CASH FLOW[1] €





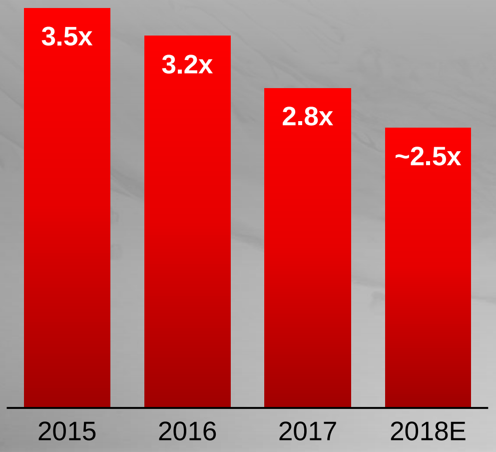
Expect free **cash flow** generation of **at least c.€1bn** pa

1 Free cash flow is defined as net cash flows from operations, less capital expenditures and interest paid, plus proceeds from capital disposals (non GAAP performance measure – see slide 2)
2 NSR = Net Sales Revenue

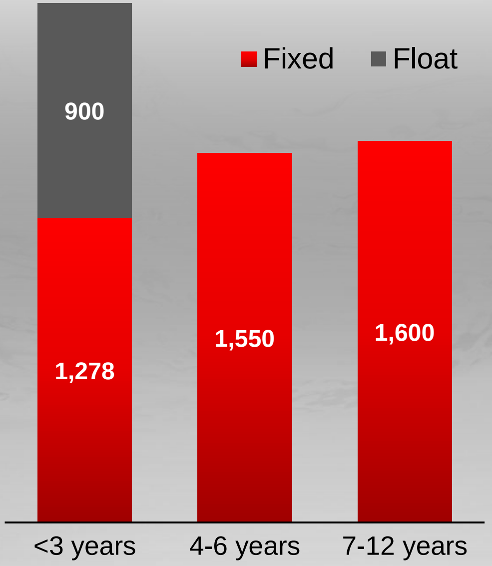
Optimal Capital Structure

MAINTAIN OPTIMAL CAPITAL STRUCTURE

NET DEBT TO ADJUSTED EBITDA[1]



DEBT MATURITY PROFILE[2] €M



MAINTAIN STRONG & FLEXIBLE BALANCE SHEET

OPERATE WITHIN 2.5X TO 3.0X NET DEBT TO ADJUSTED EBITDA LEVERAGE RATIO

MAINTAIN INVESTMENT GRADE DEBT RATING

PERIODICALLY RE-EVALUATE OPTIMAL STRUCTURE

FUTURE BACK 2018

1 Net Debt to Adjusted EBITDA is a non-GAAP performance measure, see slide 2. 2015 and 2016 calculated assuming the merger occurred at the beginning of each year presented. 2015 refers to CCEP Overview investor presentation, 25 May 2016; 2018E includes up to €500m share buyback; Numbers are rounded.

2 Based on expected borrowings outstanding at the end of 2018, excluding commercial paper borrowings and finance lease obligations

Disciplined Investments

PURSUING DISCIPLINED RETURNS ENHANCING INVESTMENTS

CORE BUSINESS & PRODUCTIVITY

INVEST IN CORE BUSINESS CAPABILITY TO SUPPORT TOP LINE GROWTH & PRODUCTIVITY

M&A

OPPORTUNISTICALLY INVEST IN VALUE ACCRETIVE M&A

- Geographic expansion to scale CCEP bottling operations
- Complementary adjacencies & partnerships
- Portfolio expansion in partnership with TCCC

ROIC UP 180BPS SINCE MERGER (2016-2018E)
TARGETING FURTHER IMPROVEMENT IN ROIC OF c.40BPS PER ANNUM

ROIC = comparable operating profit after tax, divided by the average of opening and closing invested capital for the year. Invested capital is calculated as the addition of borrowings and equity less cash and cash equivalents
TCCC = The Coca-Cola Company

DRIVING SUSTAINABLE SHAREHOLDER RETURNS

ANNUAL **DIVIDEND** CAGR OF 26% (2016-2018E)

ANNOUNCING INTENT TO INCREASE Q4 2018 DIVIDEND PAYOUT TO **50%**[2]

ANNOUNCING **SHARE BUYBACK**[3] OF **€1.5BN**: UP TO **€500M** IN 2018

FUTURE BACK 2018

1 Operating profit margin is comparable (non GAAP performance measure, refer to slide 2)
2 Q4 interim dividend subject to Board approval.
3 Subject to further shareholder approval at the 2019 AGM. 2018 share buyback subject to trading volumes; share buyback currently preferred approach

SUMMARY MID TERM ANNUAL OBJECTIVES

REVENUE GROWTH	LOW SINGLE DIGIT
COMPARABLE OPERATING PROFIT MARGIN	c.+20BPS PA
FREE CASH FLOW	AT LEAST €1BN PA
NET DEBT / ADJUSTED EBITDA:	2.5X – 3.0X
ROIC	c.+40BPS PA
DILUTED EPS GROWTH	MID SINGLE DIGIT
CAPEX	c.4.5% NSR
DIVIDEND	~50% PAYOUT RATIO
SHARE BUYBACK	€1.5BN, UP TO €500M 2018

FUTURE BACK 2018

Objectives for revenue, operating profit, and diluted EPS are comparable and fx-neutral (non-GAAP performance measures, refer to slide 2); EPS growth excludes any share buyback; Net Debt to Adjusted EBITDA and Free Cash Flow are non-GAAP performance measures, refer to slide 2; ROIC = comparable operating profit after tax, divided by the average of opening and closing invested capital for the year. Invested capital is calculated as the addition of borrowings and equity less cash and cash equivalents; dividend payout ratio defined as dividend per share divided by comparable diluted earnings per share (non-GAAP performance measure, refer to slide 2); dividend payout ratio subject to Board approval; share buyback subject to further shareholder approval at the 2019 AGM; 2018 share buyback subject to trading volumes; share buyback currently preferred approach

ALONGSIDE UPDATING 2018 OUTLOOK GUIDANCE

PREVIOUS	CURRENT
LOW SINGLE DIGIT REVENUE GROWTH	**c.2% to 2.5%** REVENUE GROWTH
EXIT FY18 WITH AT LEAST **80%** REALISED SYNERGIES AND A RUN RATE OF **100%**	EXIT FY18 WITH AT LEAST **80%** REALISED SYNERGIES & A RUN RATE OF **100%**
WEIGHTED AVERAGE COST OF DEBT OF **c.2%**	WEIGHTED AVERAGE COST OF DEBT OF **c.2%**
COMPARABLE EFFECTIVE TAX RATE OF **c.25%**	COMPARABLE EFFECTIVE TAX RATE OF **c.25%**
OPERATING PROFIT AND DILUTED FX NEUTRAL EPS GROWTH OF **6% TO 7%**	OPERATING PROFIT GROWTH AT TOP END OF **6% TO 7%** RANGE & DILUTED EPS GROWTH TO BE IN THE RANGE OF **7% TO 8%**
ANNUALISED ORDINARY DIVIDEND PAYOUT RATIO OF **45%**	INTENT TO INCREASE Q4 2018 ORDINARY DIVIDEND PAYOUT RATIO TO **~50%**
	ROIC IMPROVEMENT OF **c.80BPS**
CAPEX OF **€525M TO €575M,** INCLUDING **€75M** RELATED TO MERGER	CAPEX AT TOP END OF **€525M TO €575M** RANGE, INCLUDING **€75M** RELATED TO MERGER
FREE CASH FLOW OF **€900M TO €950M** SUPPORTED BY WORKING CAPITAL BENEFITS OF AT LEAST **€150M**	FREE CASH FLOW OF **c.€1BN** SUPPORTED BY WORKING CAPITAL BENEFITS OF **c.€200M**
END FY18 AT LOW-END OF **2.5x –3.0x** LEVERAGE TARGET	END FY18 AT LOW-END OF **2.5x –3.0x** LEVERAGE TARGET
	SHARE BUYBACK OF UP TO **€500M**

FUTURE BACK 2018

2018 outlook for revenue, operating profit, and diluted EPS is comparable and fx-neutral (non-GAAP performance measures, refer to slide 2); 2018 revenue guidance excludes the impact of incremental soft drinks industry taxes; Effective tax rate (a non-GAAP performance measure, refer to slide 2) is defined as Comparable taxes divided by Comparable Profit After Taxes; 2018 diluted EPS guidance excludes the impact of share buybacks; dividend payout ratio subject to Board approval; ROIC = comparable operating profit after tax, divided by the average of opening and closing invested capital for the year. Invested capital is calculated as the addition of borrowings and equity less cash and cash equivalents; leverage target = net debt to adjusted EBITDA and includes the impact of share buybacks; Net Debt to Adjusted EBITDA and Free Cash Flow are non-GAAP performance measures, refer to slide 2; FY18 buyback subject to trading volumes; share buyback currently preferred approach.

SUMMARY

10 YEARS — NARTD is big, well positioned and set to grow by €30bn over the next 10 years

Coca-Cola EUROPEAN PARTNERS — We are well positioned to take advantage of the growth opportunity

Annual targets — We are setting mid-term annual growth objectives

Alongside remaining focused on driving longer-term sustainable shareholder returns

SUSTAINABLE SHAREHOLDER RETURNS

- Quality Profit Growth
- Free Cash Flow Generation
- Disciplined Investments
- Optimal Capital Structure

INTRODUCTION & LOOK BACK
DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY
FRANK MOLTHAN, GM GERMANY

EXCITING FUTURE
STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

DRIVING SHAREHOLDER VALUE
NIK JHANGIANI, CFO

WINNING TODAY TO WIN TOMORROW
DAMIAN GAMMELL, CEO

KEY TAKEAWAYS
DAMIAN GAMMELL, CEO
NIK JHANGIANI, CFO

SUMMARY: 3 KEY DEBATES

YOU SEE A BRIGHT, SUSTAINABLE FUTURE FOR NARTD:
Can CCEP really participate in the growth opportunity?

YOU SEE MORE OF THE GROWTH OUTSIDE OF SSD:
So how do you profitably grow post the merger synergies?

YOU FACE STRUCTURAL HEADWINDS – SUGAR, PLASTIC, CONSOLIDATION...
How are you diversifying these risks?

NARTD = Non Alcoholic Ready to Drink
SSD = Sparkling Soft Drinks

1 REMARKS
SOL DAURELLA, CHAIRMAN

2 Q&A

3 CLOSING REMARKS
DAMIAN GAMMELL, CEO

1 REMARKS
SOL DAURELLA, CHAIRMAN

2 Q&A

3 CLOSING REMARKS
DAMIAN GAMMELL, CEO

WHAT IS YOUR **PERSPECTIVE**

OVER THE LAST 2 YEARS?

WHAT ARE YOUR THOUGHTS ON

CULTURE & **DIVERSITY?**

HOW DO YOU SEE THE

RELATIONSHIP WITH **TCCC?**

1 **REMARKS**

SOL DAURELLA, CHAIRMAN

2 **Q&A**

3 **CLOSING REMARKS**

DAMIAN GAMMELL, CEO

PANEL Q&A

SOL DAURELLA
CHAIRMAN

DAMIAN GAMMELL
CHIEF EXECUTIVE OFFICER

NIK JHANGIANI
CHIEF FINANCIAL OFFICER

TIM BRETT
PRESIDENT, WESTERN EUROPE
THE COCA-COLA COMPANY

RON LEWIS
SENIOR VP SUPPLY CHAIN

STEPHEN LUSK
VP COMMERCIAL DEVELOPMENT

FRANK MOLTHAN
GM GERMANY

VICTOR RUFART
CHIEF STRATEGY OFFICER

LAUREN SAYESKI
CHIEF PUBLIC AFFAIRS & COMMUNICATIONS OFFICER

1 **REMARKS**
SOL DAURELLA, CHAIRMAN

2 **Q&A**

3 **CLOSING REMARKS**
DAMIAN GAMMELL, CEO

FUTURE BACK GROWTH LEVERS

ENABLED BY **INVESTING** IN CAPABILITIES

WINNING TODAY TO **WIN** TOMORROW

WHY WE BELIEVE WE CAN WIN

- We have the scale
- 10 YEARS — We have a realistic, long term view having mapped out a vision for the next 10 years
- FUTURE BACK – we are investing now in core best in class capabilities that will support our growth and set us apart to win
- THE COCA-COLA COMPANY beverages for life — We are more aligned than ever before with TCCC
- Driving sustainable shareholder returns remains a key priority


COCA-COLA EUROPEAN PARTNERS
FUTURE BACK
WINNING TODAY
TO WIN TOMORROW

BUSINESS ANALYTICS

Actionable foresight to win in the marketplace

Laia Collazos, GB Chief Information Officer

ANALYTICS FOR GROWTH

CONTEXT

WINNING TODAY TO WIN TOMORROW

CONTEXT	WINNING TODAY TO WIN TOMORROW
NEW RETAIL TRENDS	RIGHT PRODUCT, RIGHT OUTLET
CONNECTED CONSUMER	OMNICHANNEL SHOPPER INSIGHTS
CATEGORY& SEGMENT OPPORTUNITY	SOPHISTICATED RGM APPROACH

WHERE WE WIN WITH ANALYTICS

CUSTOMER

- Field Sales Effectiveness
- Trade Promotion Optimisation
- Price, Profit & Cash
- Assortment Optimisation

SUPPLY CHAIN

- Demand Sensing
- Inventory Optimisation
- Smart Maintenance
- Spend Analytics
- Product Lifecycle Management Analytics

ANALYTICS

BRAND

- Marketing Return On Investment (ROI)

WORK PLACE

- Human Capital Analytics

DEMO: SEGMENTATION

1. ROUTE TO MARKET OPTIMISATION
2. ADVANCED PORTFOLIO MANAGEMENT
3. OUTLET PROMOTIONS AND ACTIVATIONS
4. COLD DRINKS EQUIPMENT OPPORTUNITY
5. PRECISION MARKETING

ANALYTICS IS ENABLED BY PEOPLE

ACTIONABLE FORESIGHT

A SUSTAINABLE CAPABILITY

HARNESSES INNOVATION

ANALYTICS EMBEDDED IN THE BUSINESS

JOINT VALUE CREATION WITH OUR CUSTOMERS

THINK BIG, START SMALL, SCALE FAST

DIGITAL PLATFORMS TO INSPIRE OUR CUSTOMERS & EMPLOYEES

Stephen Moorhouse, GM NEBU

David Martin, Digital Sales & Marketing Director

ACCELERATING REVENUE GROWTH THROUGH TECHNOLOGY, NEW BUSINESS MODELS AND NEW CHANNELS

salesforce

roamler

JUST EAT

EMPOWER OUR **6,000** STRONG COMMERCIAL TEAM TO SELL

MAKE IT REALLY EASY FOR CUSTOMERS TO **DO BUSINESS** WITH US

USE CUSTOMER DATA TO **UNLOCK THE DISTRIBUTION** OF OUR BRANDS AND THE SALES OPPORTUNITY

GETTING SHOPPERS TO **BUY MORE**

WINNING TODAY… TO WIN TOMORROW

BUILDING AN EXPERIENCE LED, DATA DRIVEN ECOSYSTEM THAT POWERS GROWTH ACROSS THE PORTFOLIO

FUTURE BACK 2018

WORLD CLASS CUSTOMER ENGAGEMENT PLATFORM

salesforce

2017 revenue: €360M
+43%YOY

CUSTOMERS ('000)	2017	2021
	22	1,000

2018

Self-serve

Online ordering

2019

Advanced BI

Marketing integration

Loyalty

Equipment mgt

Personalised dashboards

Live chat

2020

Predictive ordering

Hyper personalisation

Customer business tools and marketplace

Customer communities

Real time equipment monitoring

RED ONE
DRIVING BRILLIANT IN-STORE EXECUTION

EXPAND DISTRIBUTION & DETECT OPPORTUNITIES

- Sales force colleague as a market developer
- Segmented execution: winning outlet by outlet
- Fill the 'Picture of Success' gaps in every visit
- Reinforce core range, extended range & new product

INCREASE PRODUCTIVITY AND OPTIMISE SELL TIME

- Clear & structured visit concept
- Right outlet discussions based on the portfolio
- Routing tool to optimise route planning
- Admin time & measurement reduction

CREATE A COMPELLING WHOLESALER MODEL

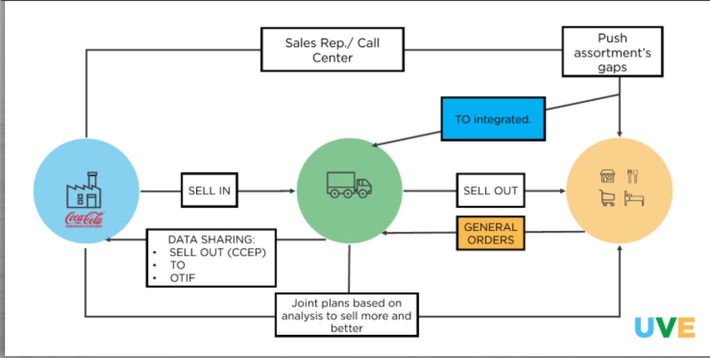
- Transfer order generated directly from CCEP filed sales
- Full integration to drive transparency & OTIF
- Data sharing from wholesaler to CCEP

Next generation live Q4 2018

DATA SHARING & INTEGRATION WITH WHOLESALE PARTNERS

1. INTEGRATION OF WHOLESALER
2. TRANSFER ORDERS AUTOMATED
3. ON TIME, IN FULL & ACCURATE INVOICING
4. PAY FOR RESULTS PROGRAMME
5. EMPOWERING KAMS AND FIELD SALES

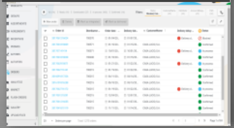
FULLY INTEGRATED SOLUTION



MANAGEMENT DASHBOARD

OUTLET UNIVERSE MANAGEMENT

SERVICE DELIVERY TRACKING



FUTURE BACK 2018

KAM = Key Account Manager

SMART ASSETS TO DRIVE EXECUTION & SUPPORT PORTFOLIO GROWTH

SALES PERFORMANCE
- Door openings & SKU throughput
- Purity and planogram compliance
- Auto replenishment

CONSUMER ENGAGEMENT
- i-beacons & smartphones
- Facial recognition, biometrics
- Brand building

ASSET CONTROL
- Asset scanning, RFID, Bluetooth
- Smartphone, 3G, field team / remote

TECHNICAL DIAGNOSTICS
- Product temperature, compressor power
- Sensor ports

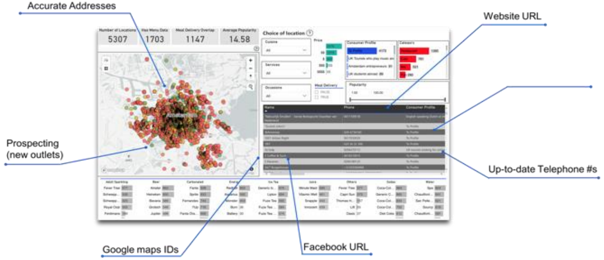
BETTER UNDERSTANDING THE OUTLET UNIVERSE THROUGH USING AI

DASHMOTE

COMPUTER VISION AND NATURAL LANGUAGES PROCESSING TO UNCOVER NEW INSIGHTS

DATA MINING ALL ONLINE SOURCES USING AI

UNDERSTANDING THE TOTAL OUTLET UNIVERSE WITH ACCURATE OUTLET INFORMATION



OUTLET LEVEL INTELLIGENCE INTEGRATED IN TO SALESFORCE

CCEP AND WORLD CLASS KEY ACCOUNT MANAGEMENT

Stephen Lusk, VP Commercial Development

THE LANDSCAPE FOR OUR BIGGEST RETAIL CUSTOMERS IS CHANGING FAST…

GLOBAL SHOPPER TRENDS

- PREVALENCE OF **EVERYDAY VALUE**
- **CONVENIENCE** TAKING NEW SHAPES
- ONGOING RISE OF **DIGITAL COMMERCE**

IMPACT ON RETAIL

- INTENSIFIED **COMPETITION** FOR **FOOD SPEND**
- **TRADITIONAL FORMATS** STRUGGLING
- **SHOPPING** AS WE KNOW IT **REDEFINED**

Dramatic impact on the profit pool

WE ARE STEP-CHANGING OUR ENGAGEMENT WITH OUR BIGGEST CUSTOMERS

WINNING TODAY…

DEFINE WHERE TO PLAY
- Category vision
- Segmented Channel strategy
- Clear resource allocation

CREATE VALUE
- RGM pricing / assortment
- Joint value creation
- Across Channels and Customers

DRIVE KAM CAPABILITIES
- AGILE ways of working
- Virtual customer teams
- New, dynamic tools

SCALE PERFECT EXECUTION
- Customised, Win-Win initiatives
- Jointly owned execution
- Unique CCEP scale

HOLISTIC, INTERNATIONAL VIEW

TO WIN TOMORROW

DIFFERENTIATED BUSINESS MODELS
Both products & services

NEW MODELS WITH RETAILERS
Omni-channel, store-in-store

DEMAND SHIFTING CAPABILITIES
Advanced analytics to directly activate shoppers

DIRECT-TO-CONSUMER CHANNEL
Try new distribution models

INVEST AHEAD OF CURVE TO WIN IN NEW, DYNAMIC MARKET PLACE

WE ARE BUILDING WORLD CLASS KEY ACCOUNT MANAGEMENT CAPABILITY…

Category Vision

1 Blueprint for growth

Engage to win

2 Channel / customer segmentation

3 Strategic alignment

View of profit pool

4 Joint value creation

Win-win initiatives, rooted in insights

Clear, fact based negotiation

5 Joint execution plan

'One scorecard'

Clear feedback loop

Enablers

KAM AS MINI GM

AGILE TEAMS

NEW, DYNAMIC TOOLS

FUTURE BACK 2018

SUMMARY

Driving growth with our customers remains a strategic imperative

The landscape is changing fast, significantly impacting the profit pool

We are investing for today and tomorrow in the capabilities required to win

Enabling our customer teams to create value, profit and cash for CCEP and our customers

Powerful insights and Advanced Analytics are at the heart of this

We will exploit these to fuel perfect execution, on and offline


COCA-COLA EUROPEAN PARTNERS
FUTURE BACK
2028
WINNING TODAY
TO WIN TOMORROW