

The journey towards Adria cultural integration

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Coca-Cola



**BOSNIA &
HERZEGOVINA**



Coca-Cola



CROATIA



Coca-Cola



SLOVENIA

COCA-COLA HELLENIC **ADRIA**





ADRIA BUSINESS UNIT

3 TERRITORIES

2 PLANTS

9 DISTRIBUTION CENTERS

6 x DOCK CENTERS

BAM

3 CURRENCIES

968 EMPLOYEES

+53 000 OUTLETS

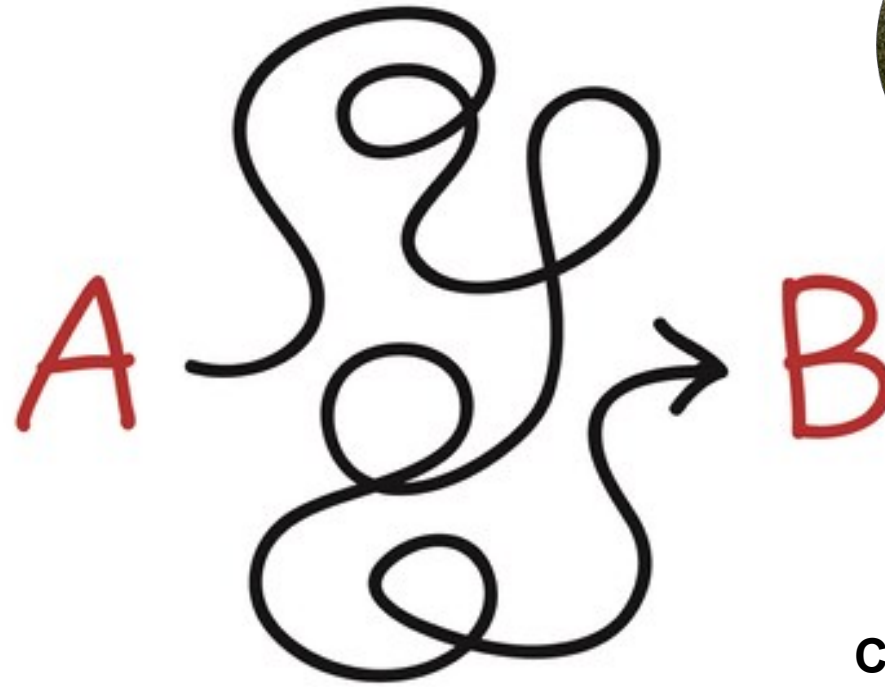
Journey to COCA-COLA HELLENIC **ADRIA**



ORGANISATION:
Designing the Business Unit



PROCESSES:
Map, merge, optimise & revise



PEOPLE:
Build Trust in Future



CULTURE:
Build One Coca-Cola Hellenic Adria Spirit



IT'S THE JOURNEY THAT COUNTS

CULTURE

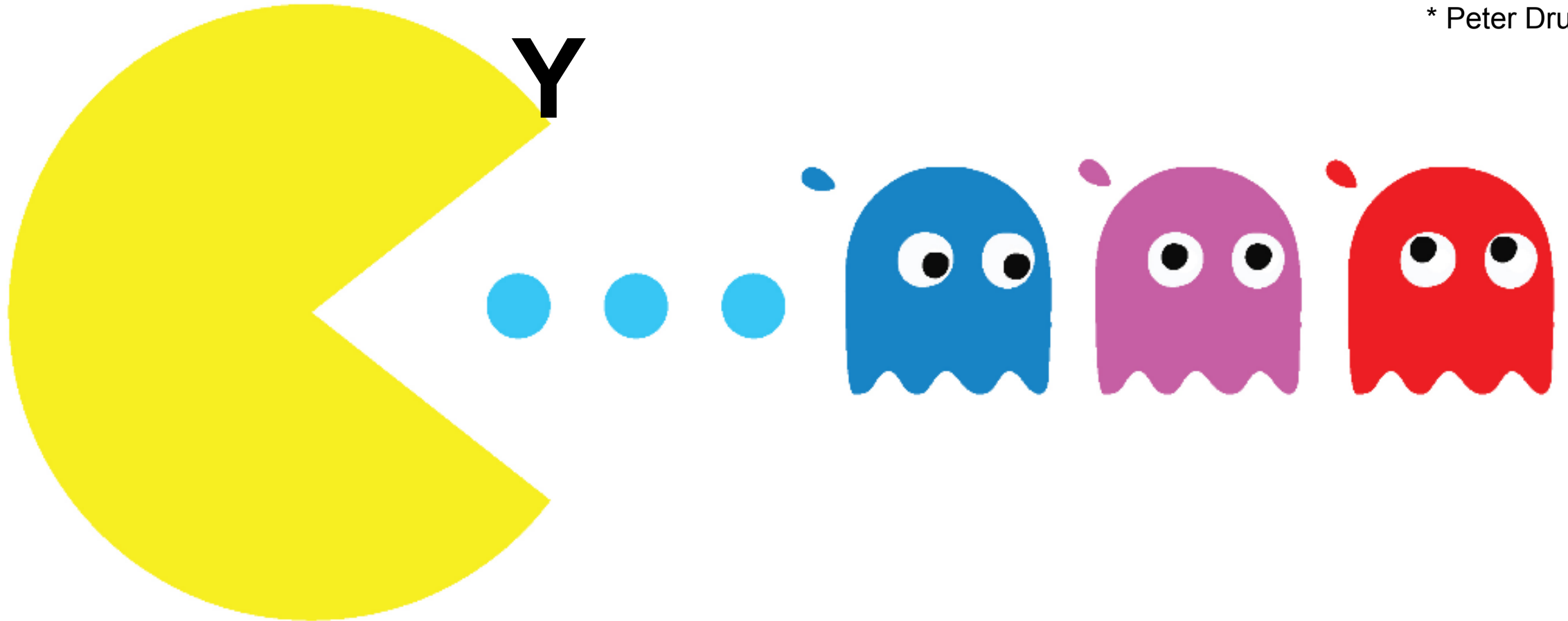
eats

STRATEG

for breakfast.

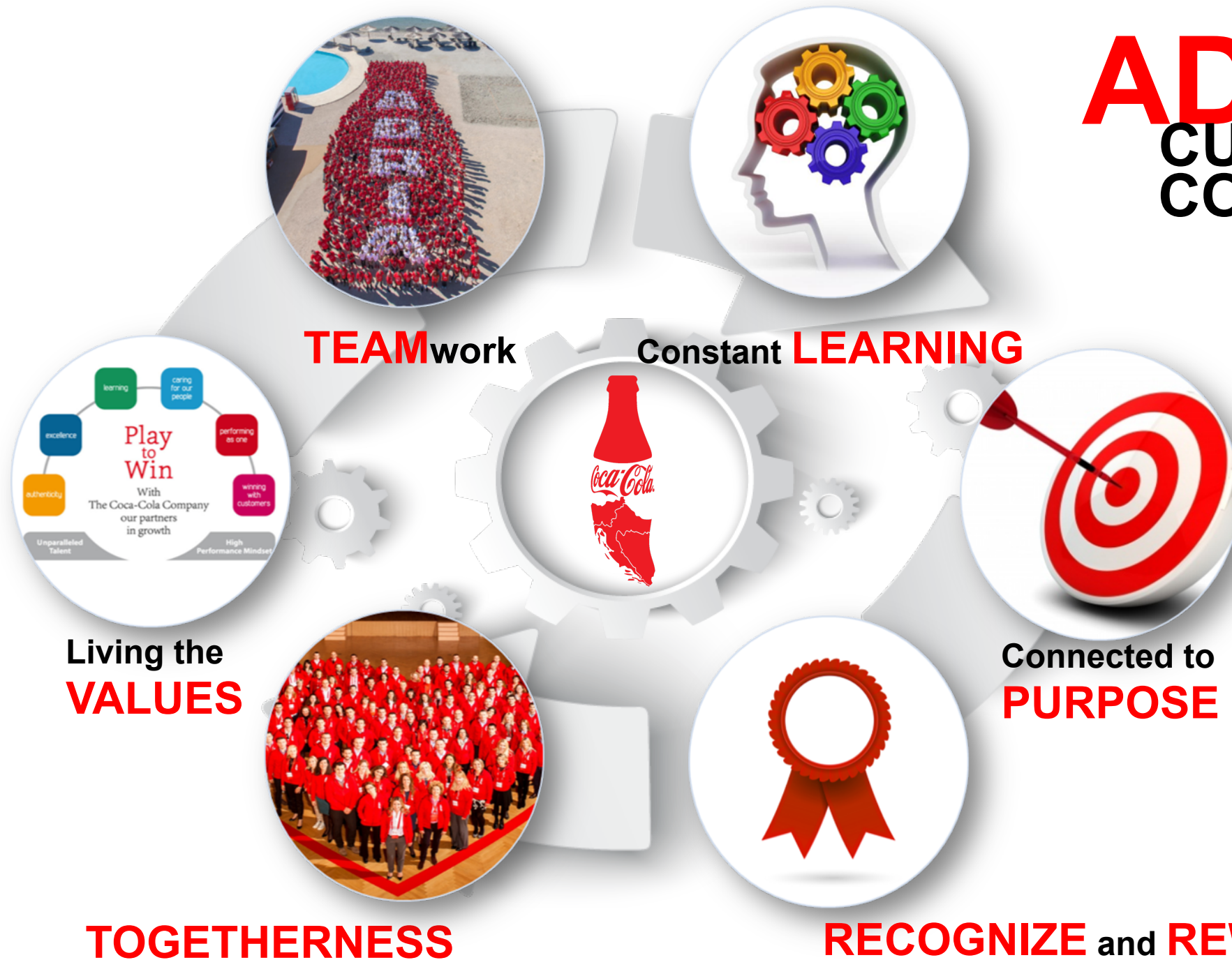
* Peter Drucker

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ADRIA

CULTURAL CODE



Most of all... we are proud of our engaged and strong...

Our Growth Story

09/2015

Coca-Cola weekend
Adria is born



12/2015

1ST Adria
Management
Meeting, Ljubljana
'ONE ADRIA TEAM'

**TOGETHER
EVERYONE
ACHIEVES
MORE**



03/2016

Adria Growth story &
Business plan in each
country cascaded



06/2016

Adria coastal MIT



07/2016

2nd Adria
Management
meeting,
'RGM mindset'



08/2016

'Voice of Adria'
Ambassadors
Launch



09-12/2016

Town Hall meetings



02/2016

Adria Calendar
with key initiatives,
events, meetings

04/2016

Adria Song
'YES WE CAN!'



05/2016

New Canteen
& Lobby



07/2016

Adria intranet launch
H1 results road show
Croatia

09/2016

Coca-Cola weekend



**...ADRIA
TEAM!**

**THANK
YOU!**

