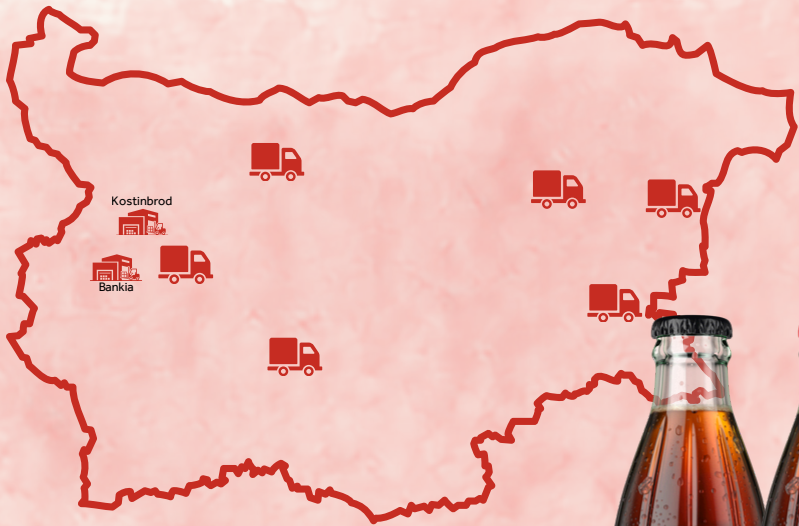


THE COCA-COLA SYSTEM'S 2025 IMPACT IN BULGARIA

Coca-Cola is a local business, with a soft drinks plant in Kostinbrod and a mineral water plant in Bankia – selling 424 million litres in the country in 2025.



THE COCA-COLA SYSTEM IN BULGARIA



COCA-COLA HBC BULGARIA



COCA-COLA HBC BUSINESS SERVICES ORGANIZATION



COCA-COLA HBC IT SERVICES



COCA-COLA BULGARIA



COCA-COLA EUROPACIFIC PARTNERS SERVICES BULGARIA



EMPLOYMENT IMPACT



3,585 PEOPLE DIRECTLY EMPLOYED



2,040 JOBS SUPPORTED UPSTREAM



10,900 JOBS SUPPORTED DOWNSTREAM



FOR EVERY 1 JOB IN THE SYSTEM, ARE SUPPORTED ELSEWHERE **4 MORE JOBS**



TOTAL EMPLOYMENT SUPPORTED **16,500 PEOPLE**



ECONOMIC IMPACT OF THE COCA-COLA SYSTEM IN BULGARIA

€623M TOTAL CONTRIBUTION TO THE ECONOMY = **0.6%** OF BULGARIA'S GDP



€172.4M

GENERATED DIRECTLY



€78.3M

SUPPORTED UPSTREAM



€372M

SUPPORTED DOWNSTREAM



€1

SPENT ON BEVERAGES SUPPORTS

€0.77

VALUE IN BULGARIA



€267M

SUPPORTED TAXES

OF WHICH



€133M

VAT



€267M

TAX CONTRIBUTION



= **~1%**

OF BULGARIA'S TAX INCOME

~54%

OF GOVERNMENT'S SPENDING ON CULTURAL SERVICES*

OR THE ANNUAL EDUCATION EXPENSES OF

~135,000

PRIMARY & PRE-PRIMARY STUDENTS**

* GOVERNMENT REVENUE IN 2025 WAS €44.3 BILLION; SPENDING ON CULTURAL SERVICES IN 2024 (LATEST REPORTED): €496.9 MILLION (EUROSTAT);
** BASED ON GOVERNMENT SPENDING ON PRE-PRIMARY AND PRIMARY EDUCATION AND PUPILS ENROLLED AT THOSE LEVELS IN 2024 (€889.4 MILLION SPENT AND 449,220 PUPILS RESPECTIVELY (2023), EUROSTAT)



LOCAL CONTRIBUTION OF THE COCA-COLA SYSTEM

€114M

WORTH OF GOODS AND SERVICES PURCHASED FROM BULGARIAN SUPPLIERS

