

## Press release

# Coca-Cola HBC enables real-time delivery tracking for customers by partnering with Shippeo



Paris, France, 18<sup>th</sup> May 2021 - Shippeo, one of Europe's leading real-time transportation visibility solution providers, has been selected by Coca-Cola HBC, one of the largest strategic bottling partners of The Coca-Cola Company, to provide real-time visibility for road transportation across markets.

With a geographical reach that stretches from the west coast of Ireland to the east coast of Russia, and from the Baltics to Nigeria, Coca-Cola HBC's unique portfolio of brands, mix of geographies and distribution channels make it a leader in consumer packaged goods, as well as the world's most sustainable beverage company, according to the Dow Jones Sustainability Index (DJSI).

"We transport over 400,000 full truckloads to our customers each year", says Valentin Radu, Coca-Cola HBC Group Logistics Technology & Automation Manager, adding that "the scale and complexity of our operation creates a large administrative effort to coordinate with carriers, which makes handling exceptions time consuming. By implementing Shippeo's real-time transportation visibility solution, we aim to streamline our logistics operations while further improving on-time deliveries to our customers."

The real-time visibility of Coca-Cola HBC's transportation network provided by Shippeo will allow the company to further improve both internal and external logistics efficiency, by improving collaboration with their carriers. "Shippeo's platform uses machine learning to calculate accurate ETAs and other delivery statuses, which is automatically communicated in real-time amongst our suppliers and customers", continues Radu, "helping to ensure alignment and cut down on calls, emails and other back-office activities for our admin teams allows them to better focus on more value-added activities and on managing exceptions".

The deployment of this solution aims to improve service levels while at the same time reducing transportation costs, thanks to a reduction in waiting times, improved flexibility and resources planning.

"We wanted to accelerate our customer centric capabilities through a major leap in supply chain visibility. After a thorough evaluation of the solutions available on the market, we concluded that Shippeo could fit well for this purpose", says Antonio Ventriglia, Group Logistics Director, adding that "Shippeo's platform provides both the flexibility and capabilities to meet our specific needs. A smooth integration with SAP and our existing systems was also an important factor for the final decision as we wanted to limit manual activities to the shortest possible time frame."

He further explains: “The first rollout wave for the project is completed, with over 60 carriers and related partners onboarded across Austria, Romania, Poland, Greece, Hungary and Italy. The tracking rate has reached the planned threshold and we are already leveraging data analytics to improve service level and capture productivity gains. The project rollout will continue throughout 2021, covering Bulgaria, Czech Republic, Slovakia, Ireland, Northern Ireland, Switzerland and Ukraine, with further countries to be deployed in 2022.”

Shippeo COO Lucien Besse is thrilled to be partnering with Coca-Cola HBC on this significant project. “We couldn’t be happier to welcome Coca-Cola HBC into the Shippeo customer community and are looking forward to working with their talented teams to help take their supply chain transportation capabilities to the next level.”

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#### **About Coca-Cola Hellenic (<http://www.coca-colahellenic.com>)**

Coca-Cola HBC is a growth-focused CPG business and strategic bottling partner of The Coca-Cola Company. We create value for all our stakeholders by supporting the socio-economic development of the societies in which we operate and we believe building a more positive environmental impact is integral to our future growth. Together, we and our customers serve more than 600 million consumers across a broad geographic footprint of 28 countries on 3 continents. Our portfolio is one of the strongest, broadest and most flexible in the beverage industry, offering consumer-leading partner brands in the sparkling, juice, water, sport, energy, plant-based, ready-to-drink tea, coffee, adult sparkling and premium spirits categories. These brands include Coca-Cola, Coca-Cola Zero, Schweppes, Kinley, Royal Bliss, Costa Coffee, Valser, Romerquelle, Fanta, Sprite, Powerade, FuzeTea, Dobry, Cappy, Monster and Adez. We foster an open and inclusive work environment amongst our more than 28,000 employees and we are ranked among the top sustainability performers in ESG benchmarks such as the Dow Jones Sustainability Indices, CDP, MSCI ESG and FTSE4Good. Coca-Cola HBC has a premium listing on the London Stock Exchange (LSE:CCH) and is listed on the Athens Exchange (ATHEX:EEE).

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#### **About Shippeo ([www.shippeo.com](http://www.shippeo.com))**

Shippeo, the European leader in real-time transportation visibility, helps major shippers and logistics service providers leverage transportation to deliver exceptional customer service and achieve operational excellence. Their Multimodal Visibility Network connects FTL, LTL, parcel, and container transport and integrates 700+ TMS, telematics and ELD systems using a unique API. The Shippeo platform provides instant access to real-time delivery tracking, automates customer processes and offers unmatched ETA accuracy thanks to a proprietary and industry-leading algorithm developed in-

house. Global brands like Coca-Cola HBC, Carrefour, Schneider Electric, Faurecia, Saint-Gobain and ECKESGRANINI trust Shippeo to track more than 10 million shipments per year across 72 countries.

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