

Coles Own Brand Sustainable Packaging

DIAA Victoria Conference

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Our business strategy

Our vision
is to become the most trusted retailer in Australia and grow long-term shareholder value.



Inspire customers

- Trusted value through personalisation
- Exclusive brands powerhouse
- Leading anytime, anywhere, anyhow shopping
- Destination for health, sustainability and convenience
- Expanded offer through new markets and services

Smarter selling

- Technology- and digitally-empowered organisation
- Strategic and sustainable sourcing
- Optimised network and formats
- Agile Store Support Centre using data driven insights

Win Together

- Safer choices together
- Great place to work
- Better Together through diversity and community
- Together to Zero to drive generational sustainability
- Growth through partnership

TOGETHER TO ZERO  **BETTER TOGETHER**

Together to zero emissions

Together to zero waste

Together to zero hunger

A team that is better together

A community that is better together

Sourcing that is better together

Farming that is better together

What Sustainability means to our Customers

~9000 Australian consumers told us their frame of reference when providing a rating for Coles follows environmentally sustainable practices.



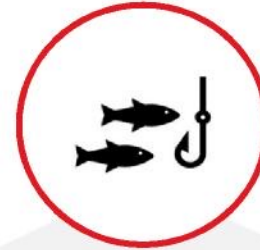
Packaging

Reduce **excessive plastic packaging and bags**



Waste

Reduce **rubbish and waste** going into **landfill**



Sourcing

Range products that are sourced or grown with **minimal impact on environment** and follow **animal welfare** guidelines



Emissions

Reduce carbon emissions, conserve water usage and **reduce the amount of energy** used to run their stores

Coles is actively addressing each of these four major themes (and more) throughout the business.



Own Brand Sustainable Packaging Strategy

Project R³: Our packaging future

Eliminate packaging waste from landfill – Together to zero waste



KPIs (aligned to 2025 national packaging targets)

100% recyclable, reusable or compostable packaging
Phase out problematic and unnecessary single-use plastics packaging

Support the industry to achieve **70%** of plastic packaging as recycled or composted

50% of average recycled content included in packaging

Our progress to date



Redesign



Recycle



Reimagine

1. Reduce unnecessary packaging



Linerless labels in meat removing tones p.a from landfill



Plastic scoops removal from Coles laundry powders, removing ~3T of plastic

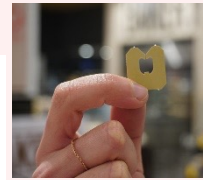


Removal of problematic PVC and black plastics meaning millions of items can now be recycled in most kerbside collections

2. Phase out problematic materials

3. Increase packaging reusability

4. Redesign for recyclability & compostability



[5,417¹ T] of non-recyclable packaging transitioned at the end of FY22



First major Aus retailer to launch certified² home compostable OB coffee pods



Reusable fresh produce bags available nationally



Gold PIDA Award for Koi refillable foaming handwash starter kit

5. Encourage & educate customers on sortation

6. Support industry to improve collection & recycling infrastructure



OB packaging artwork updated to carry the Australasian Recycling Label (ARL)

Public support of Planet Ark's National Recycling Week Campaign to help educate Australian's on how to recycle right



Representative on the ARL Advisory Committee



7. Actively increase recycled content in packaging

8. Support recycling industry and new recycled content technologies



Introduction of rPET³ across our in-store rigid bakery packaging, removing >2000T of virgin plastic



Rollout of fresh produce bags with 50% recycled plastic (reducing ~130T of virgin plastic from production & ~87T by replacing the cylinder with cardboard)



Recycled plastic used across some meat, deli seafood and convenience meal trays

Looking ahead

1

Redesign

Removal and Reduction initiatives



Closing the last % on recyclability



2

Recycle

Sharing our journey with customers



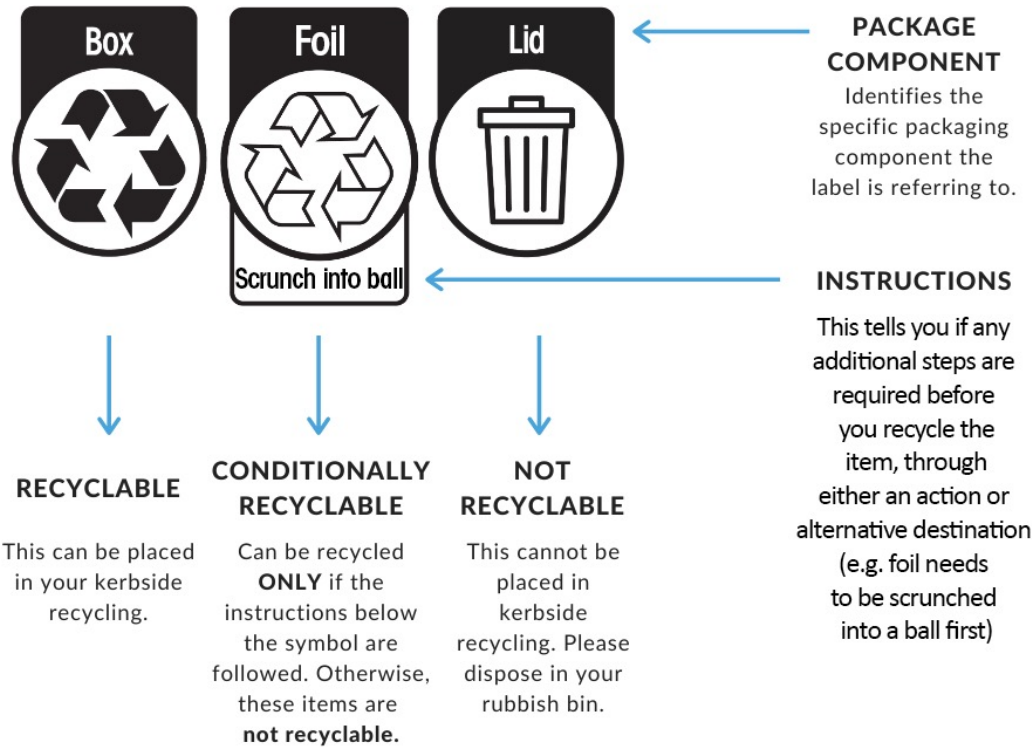
3

Reimagine

Increasing recycled content



What can you do to help?



IT'S NOT PACKAGING WASTE

IF YOU CHECK IT BEFORE YOU CHUCK IT

Look for the ARL to know which bin your packaging goes in

arl.org.au

NATIONAL RECYCLING WEEK
PLANET ARK

