

WELCOME TO BALL




Welcome to Ball, one of the world's leading metal packaging producers.

For us, metal packaging is more than just the perfect protection for beverages, foods and many other consumer goods. For it is the high-tech products that we are passionate about. Our customers include internationally operating companies and world-renowned brands. Ball is committed to the principles of sustainability. Environmental protection, economic efficiency and social responsibility represent the triple bottom line approach of Ball's sustainability concept.

In 2011, Ball introduced the company's Drive for 10 vision, a strategy for continued, long-term value creation. At its highest level, Drive for 10 is a mindset around perfection, with a greater sense of urgency about our future success.

Please read more about our values, success factors and our passion for the business on the following pages.

John A. Hayes
President and Chief Executive Officer,
Ball Corporation



BALL CORPORATION

WE KNOW WHO WE ARE.

- Uncompromising integrity
- Being close to our customers
- Behaving like owners
- Focusing on attention to detail
- Being innovative

- Started in 1880 as a small producer of wood-jacketed tin cans
- One of the leading packaging companies worldwide
- Key Business: high-quality packaging for beverage, food and household products customers, aerospace and other technologies and services
- 14,000 employees worldwide
- Headquarters: Broomfield, Colorado, USA

Ball Corporation is a packaging and aerospace products and services company focused on achieving long-term success for Ball and its stakeholders – its shareholders, its customers, its employees, its suppliers and its communities.

About 90 per cent of our annual sales and profits come from our packaging business, primarily our global metal beverage can business. The United States accounts for 62 per cent of our sales, with almost all of the remaining 38 per cent coming from Canada, Europe, Asia and South America.





BALL PACKAGING EUROPE

WE KNOW WHERE WE ARE GOING.

- Maximising value in our existing businesses
- Expanding into new products and capabilities
- Aligning ourselves with the right customers and markets
- Broadening our geographic reach
- Leveraging our know-how and technological expertise to provide a competitive advantage

- One of the leading beverage can makers in Europe
- Subsidiary of Ball Corporation
- 12 plants in 6 countries
- European Headquarters in Zurich, Switzerland
- 2,800 employees

Ball Packaging Europe supplies high-quality, innovative and sustainable packaging that meets the current and future needs of the beverage markets. Twelve production plants, employing more than 2,800 people, are located in close proximity to clients in Germany, France, the Netherlands, Poland and Serbia.

The range of products and services provided by Ball Packaging Europe comprises two-piece beverage cans made of steel and aluminium for beer, carbonated soft drinks, energy drinks, mineral water, fruit juices, coffee and mixed alcoholic drinks, wine and other beverages.

WE KNOW WHAT IS IMPORTANT.

- Customer Focus
- Operational Excellence
- Innovation & Business Development
- People and Culture
- Sustainability

INNOVATIONS & VALUE ADDED PRODUCTS

At Ball Packaging Europe's Technical Centre – the company's research and development centre in Germany – scientists and engineers work constantly to enhance product features and production processes and to develop innovations to tap new beverage segments with innovative products, thus safeguarding the future variety of its product range. Here the innovation strategy driven by the European Headquarters in Zurich is put into practice. Ball's innovations are converted into products that generate value added both for brand suppliers and consumers.

Modern facilities and equipment are available to our customers and our specialists for all research activities and tests, including state-of-the-art laboratory equipment as well as canning, sterilisation and pasteurisation units.





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1 PUNCHED TABS

Punched tabs – ideal for brand logos

2 BALL RESEALABLE END (BRE)

The first resealable can worldwide:
non-leaking and pressure-resistant

3 INCISED & EMBOSSED SHELLS

Additional space for brand names,
logos or creative messages

4 THERMOCHROMIC CAN

The thermochromic ink changes colour
when the drink has reached optimum
drinking temperature

5 HIGH-DEFINITION PRINTING

High resolution for creative design

6 TACTILE CAN

This can has grip and opens up new
design dimensions

7 SKIN TECH/EMBOSSING

Embossed design features as a
palpable Aha! experience

8 ALU BOTTLE

Innovative lifestyle package for
trend-conscious



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BEVERAGE CANS AND SUSTAINABILITY

Unbreakable, space-saving, impermeable to light and oxygen – the advantages of beverage cans are undisputed today. But that is not all. Their ecological performance has improved enormously in recent years:

- The can is the most recycled form of drinks packaging in the world.
- Every can is completely recyclable and can be recycled an infinite number of times with no loss of quality.
- Each recycled can reduces the environmental footprint of the next can.
- Each recycled beverage can can be back on the shelf within 60 days.
- Every can collected is recycled through a proven recycling infrastructure, which is environmentally effective and economically efficient.
- The beverage can is a highly efficient and economic form of packaging to produce, fill and distribute.
- The can is a lightweight, convenient and unbreakable form of packaging that provides perfect product protection.





WE ARE COMMITTED TO MORE RECYCLING

In many European countries beverage cans are already recycled. Some recycling rates are over 90 per cent. In some countries, however, they can still be increased. Ball has a special commitment to achieving this.

RECAL FOUNDATION (founded in 1995, POLAND)

Informs and educates children and especially young people on the advantages of recycling beverage cans.

RECAN FUND (founded in 2005, SERBIA)

Numerous schemes and activities in Serbia; recognised as a non-profit organisation for environmental education.

RECAN RECYCLING ORGANISATION (founded in 2004, POLAND and SERBIA)

Collection of used beverage cans and return to the production process in the form of valuable feedstock.

EVERY CAN COUNTS (founded in 2009, UNITED KINGDOM)

In the United Kingdom, Ball Packaging Europe promotes various collecting projects as a member of Beverage Can Makers Europe (BCME). www.everycancounts.co.uk

METALMATTERS (founded in 2011, UNITED KINGDOM)

In the United Kingdom Ball Packaging Europe supports the MetalMatters initiative, which educates householders about metal packaging recycling and motivates them to get involved and recycle more at home. www.metalmatters.org.uk

CHAQUE CANETTE COMPTE (founded in 2010, FRANCE)

In France Ball Packaging Europe, as a member of Beverage Can Makers Europe (BCME), supports various collecting projects. www.chaquecanettecompte.com



CANS: INFINITELY RECYCLABLE





SUSTAINABILITY AT BALL

We are committed to creating long-term, shared value for our stakeholders and for Ball Corporation. Whether it is by improving the efficiency of our production processes, improving our safety performance, cooperating with the players along the packaging supply chain to further optimise the contribution of packaging to sustainability, remaining true to our core values of ethical behaviour, or investing in our communities, we continue to make Ball a more sustainable enterprise.

SUSTAINABILITY VISION

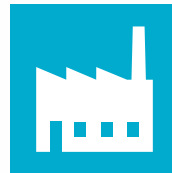
By balancing economic, environmental and social impacts in our decision making and activities, we will create long-term, shared value for our stakeholders and for Ball Corporation.

OUR SUSTAINABILITY PRIORITIES

CORPORATE PRIORITIES



Innovation



Operations



Talent Management



Recycling



Supply Chain



Community

OPERATIONAL PRIORITIES (BIG 6)



Safety



Electricity



Gas



Water



Waste



VOCs

INNOVATION

We launch new products and use new technologies, thus generating shared value for our customers and ourselves. This drives profitable growth and reduces the ecological footprint of our products.

TALENT MANAGEMENT

We recruit talented employees, develop their individual abilities and ensure their loyalty to Ball. They reflect the variety of our markets and share our worldwide corporate values.

RECYCLING

We develop and support recycling and education schemes, thus reducing the ecological footprint of our products. In this way, we make sure that metal packaging remains a sustainable packaging solution.

SUPPLY CHAIN

We incorporate the sustainability concept into our supply chain, thus getting a better effect than by merely improving our own ecological footprint. This improves our long-term competitiveness and allows us to create values for all our stakeholders.

COMMUNITY

We invest in the future of our society through donations and volunteer work. For a healthy company requires a well-functioning society.

ENERGY

We introduce energy management systems and continuously improve the energy efficiency of our process through the effective use of our knowhow. This maximises the value of our enterprises and reduces our ecological footprint.

WATER

We increase the efficiency of our processes and protect the environment by measuring, understanding and reducing our water consumption.

WASTE

We minimise our waste volume and increase the recycling rates. As a result, we get the best possible use from our raw materials and maximise value added.

HEALTH AND SAFETY

We aim at zero accidents in our facilities.

VOCs (Volatile Organic Compounds)

We reduce our VOC emissions through new technologies and optimise our processes, thus continuously reducing air emissions and increasing the efficiency of our plants.



HEALTH & SAFETY

Our employees are our greatest asset. Safety is thus an integral part of our corporate culture and requires the active commitment of every employee and of the company as a whole.

We are guided by the highest safety standards, using numerous tools and training to further optimise health and safety. Continuous development, accountability and active involvement of employees are the most important factors in working towards our long-term goal of zero accidents. The most important health and safety key figures are reviewed with our management on a monthly basis. Ball Packaging Europe has a successful safety performance track record.

SYSTEMS & TOOLS

- OHSAS 18001 (Occupational Health and Safety Assessment Series)
- Behaviour Based Safety (BBS), a process based on observing behaviours:
using the observation data and employee feedback for continuous improvement in safety.
- Risk management
- Training, e.g. first aid, fire fighting, safe forklift driving
- Personal Protective Equipment (PPE)
e.g. safety shoes, safety glasses and high-visibility jackets



BALL AROUND THE WORLD



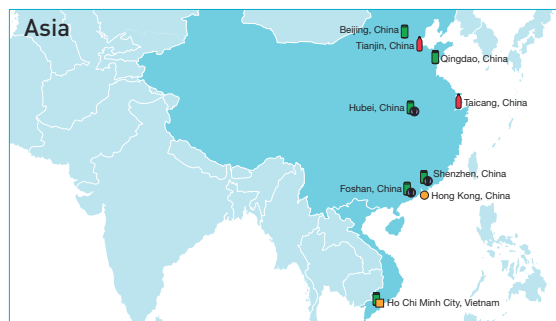
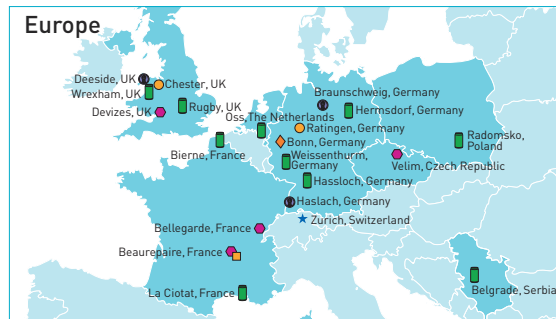
Legend

Metal beverage packaging
 Metal beverage ends
 Metal food & household products packaging

Extruded aluminium packaging
 Plastic packaging
 Aerospace

European Headquarter
 Global Headquarters
 Joint Ventures More than 50% Ball-owned
 Operations office
 Technology centre

Note: Map is not to scale.



Joint Ventures
 Less than 50 % Ball-owned
 China
 Taiwan
 Thailand

Licenseses
 Australia
 Israel
 Korea
 Mexico

New Zealand
 Thailand
 Venezuela
 Vietnam

Ball Corporation
 10 Longs Peak Drive
 Broomfield, CO, 80021
 USA

www.ball.com
corpinfo@ball.com

Ball Europe GmbH
 Leutschenbachstrasse 52
 8050 Zurich
 Switzerland

Tel. +41 (0) 445 597 100
www.ball-europe.com
europeinfo@ball.com

