

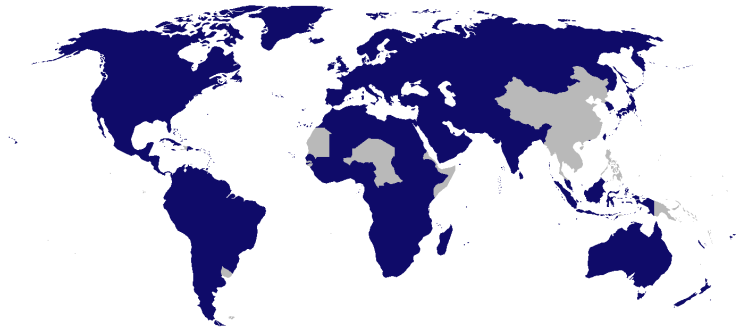
**IMPLEMENTING HYDROCARBONS IN  
THE GLOBAL RED BULL COOLER  
FLEET**





## Facts & figures

- 166 countries worldwide
  - China will be launched in Dec 2013



- Annual sales: more than 5 billion cans in 2012
- Global Cooler fleet 985.000 units
- ECO Cooler : 457.000units
- 100% HC procurement in 2014 except Japan



# Hydrocarbon in the United States

- In December 2011, Hydrocarbons were approved by the EPA for use in the US.
  - Huge break-through for Red Bull
  - R290 and R600a were approved but with very explicit specifications
    - R600a was not approved for commercial cooler: this was a **significant** missing piece for Red Bull



# Approval Process

- June 2012: Meetings with SNAP team
- June 2012: Cooler supplier submits application
  - Incl. Co-submission by Red Bull
- Feb 2013: EPA meeting in Washington DC
- June 2013: ATMOSphere Conference / mtgs with EPA
- May 2, 2013: Submission complete
- July 2013: Approval





## A Critical Review

- What does the approval mean to us?
  - Red Bull can place and use coolers with R600a for commercial end use
  - Using HC has immediately reduced the energy consumption of our Red Bull Cooler fleet up to 20%
- R600a should have been approved as a valid commercial end use substitute in the initial ruling.
- Due to stringent regulations and significant bureaucracy, multiple meetings and documents were submitted over the course of one year.
- **Red Bull has lost the potential of placing more than 30.000HC units in the US.**



## Questions?

- Why is Red Bull presenting the US example at the Atmo Europe Conference?
- Why should the US story show potential weak spots in Europe
- What can we learn from this example?

**-> LOST POTENTIAL!**



# Hydrocarbons in Europe

- We should set the right standards to have all plug-in units placed in Europe equipped with Natural refrigerants
- Customer landscape is very complex
  - Retailer
  - Quick service restaurants
  - Kiosk
  - ON premise accounts
    - Bar's
    - Restaurant
    - Hotels

} Underestimated volume



THANK YOU