



HYDROCARBON COOLERS





Red Bull

2016 HYDROCARBON HIGHLIGHTS



Annual Sales of +6 billion cans



Recognized by White House Council on Environmental Quality for Hydrocarbon Commitment



Global Cooler Fleet: approx. 1.100.000 units



100% HC Procurement for all countries where possible

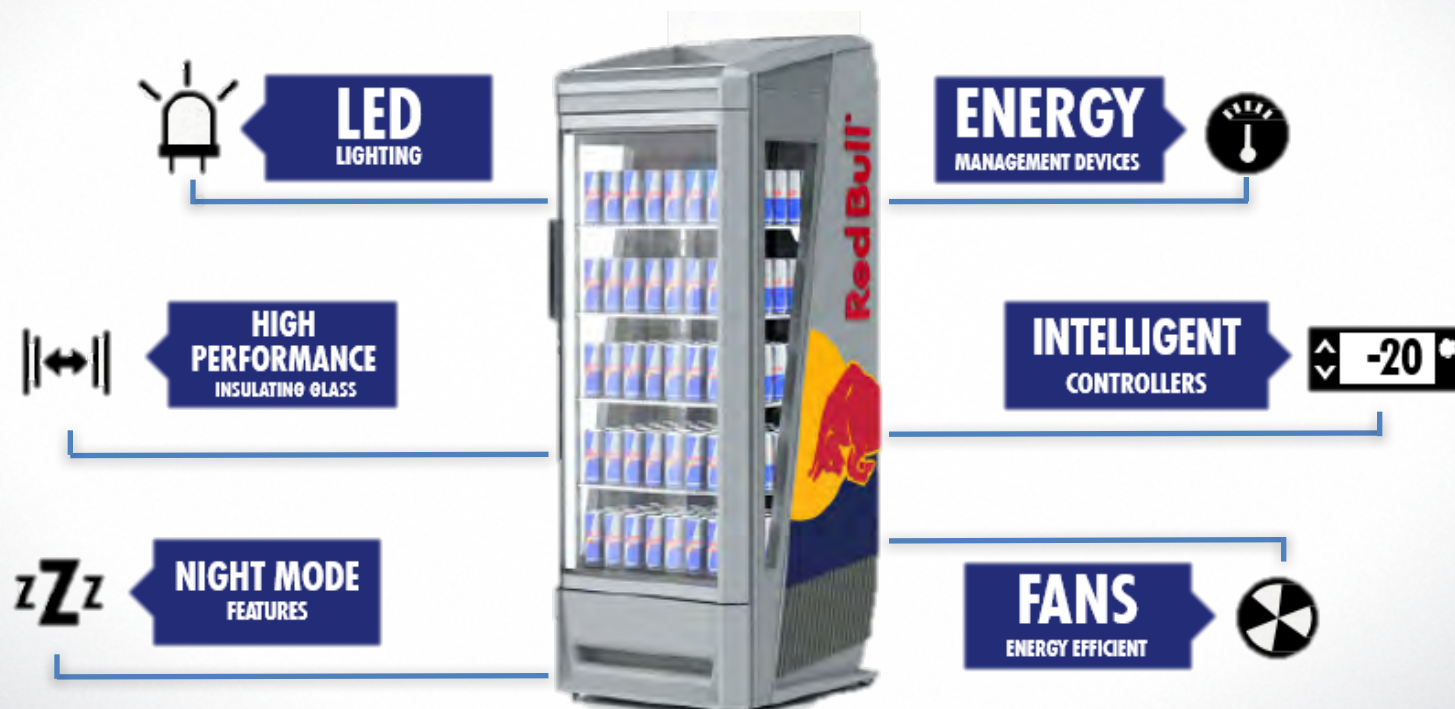


Phase down of HFC refrigerant usage in partnership with Refrigerants, Naturally!



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SMART ECO COOLERS





Red Bull

FOR EXAMPLE...



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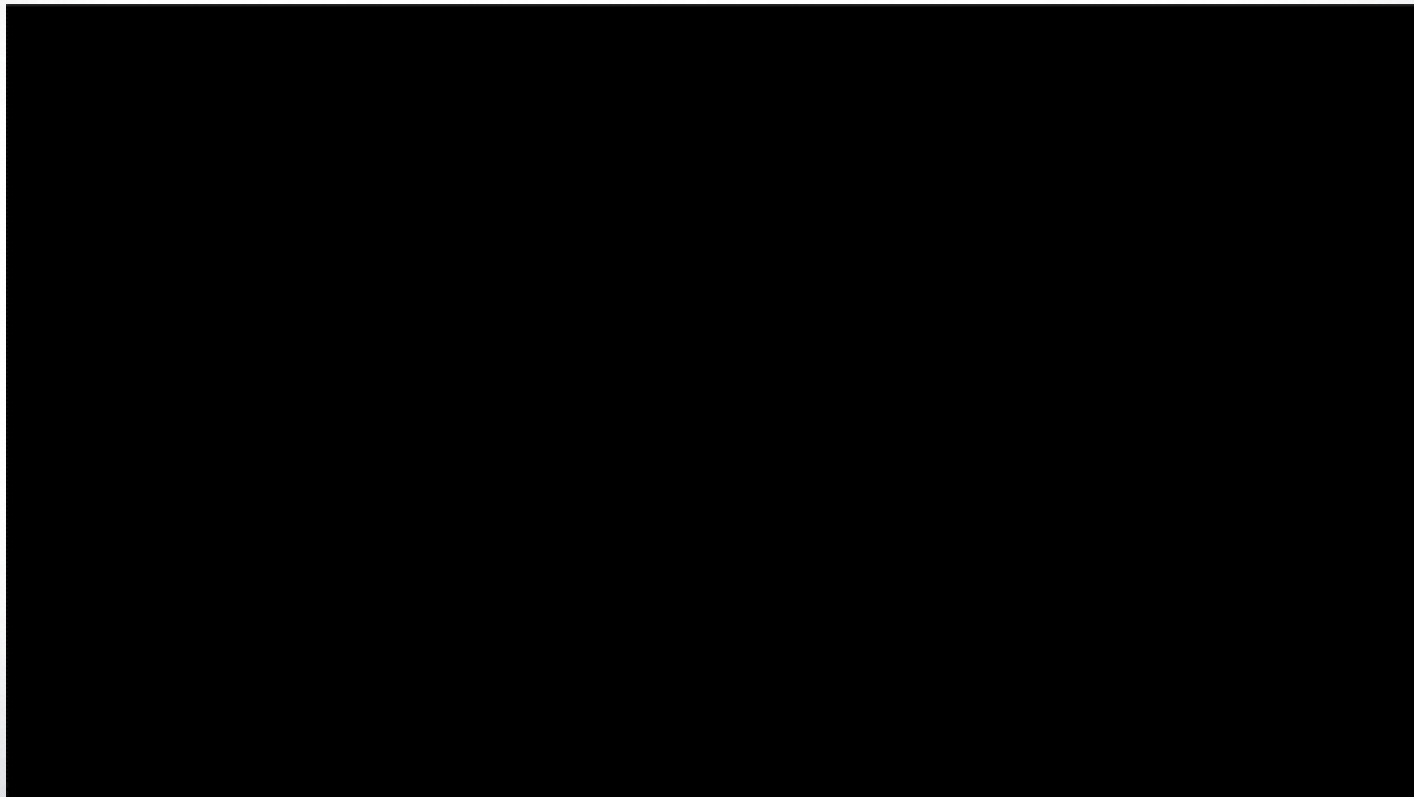


The Red Bull Can Cooler is our most energy efficient Eco-Cooler. In fact, a single one hundred watt bulb uses the same amount of energy as seven Can Coolers.



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ECO COOLER VIDEO



OVERVIEW

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HYDROCARBONS



PROGRAM MANAGEMENT

- **Service Technician Training**
 - Mandated specialized training for all technicians
 - Training conducted in partnership with cooler suppliers
 - National Program
- **Commitment**
 - We remain committed to our goal of 100% procurement where technically and legally feasible
 - 2014 : 90%
 - 2015 : 95%
 - 2016 : 97%





THANK YOU