FACTS AND FIGURES

- Annual Sales of +5 billion cans
- Sold in 166 countries worldwide
- Global Cooler Fleet: 985,000 units
- 100% HC Procurement for all countries where possible
- Phase down of HFC refrigerant usage in partnership with Refrigerants, Naturally!
Red Bull North America

US HYDROCARBON HIGHLIGHT

EPA approval for R600a use
Dec. 2011
- Hydrocarbons approved by the EPA under the SNAP Program for use in the US.
- R600a was not approved for commercial stand alone coolers: this was a significant missing piece for Red Bull

June 2012- May 2013
- Red Bull and a key supplier submitted request to EPA for R600a use in coolers. Continued discussions with SNAP Team

July 2013
- Approval granted by SNAP team
Significance of Approval

- Red Bull has placed coolers with R600a for commercial end use
- Using HC has immediately reduced the energy consumption of our Red Bull Cooler fleet on average by 10%.
- R600a should have been approved as a valid commercial end use substitute in the initial ruling.
  - It was not initially approved because it was not specifically requested.
  - Due to stringent regulations and significant bureaucracy, multiple meetings and documents were submitted over the course of one year.

As of May 2014, we have ordered 12560 Hydrocarbon coolers
THANK YOU