



Ball

Welcome to the

re:generation

Entering a new era of sustainable packaging

Sustainability is an imperative. We must rise to the challenge.

As a global leader, Ball is always working to lead our industry toward a more sustainable future.

We're re-imagining, re-thinking, re-building, and re-placing the current landscape of aerosol packaging. Through relentless innovation we achieve dramatic results.

Welcome to the re:generation.

Maximizing Sustainability

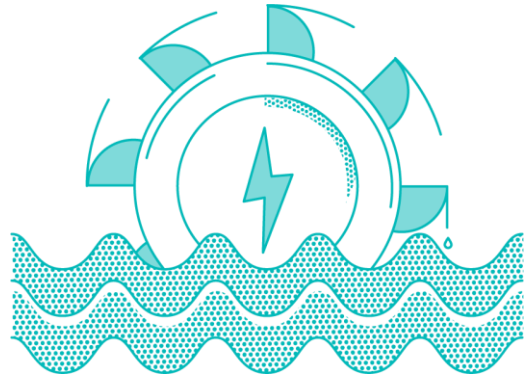
-

A Holistic Approach

When people talk about sustainability, they often focus on reducing, reusing, and recycling. But to change the game, we know we need to look deeper.

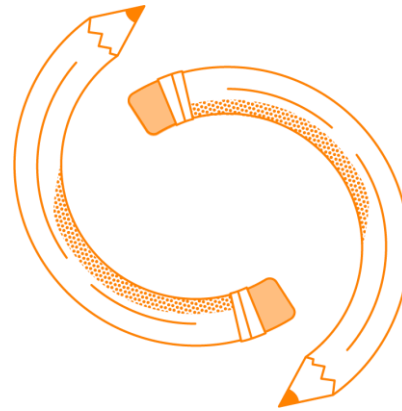
By focusing on the entire product lifecycle and material circularity, Ball is able to achieve dramatic carbon footprint reductions at global scale.





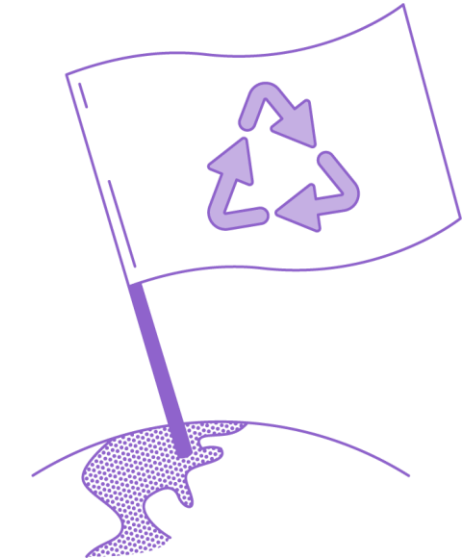
re:source

Addressing sustainability before the package is even born.



re:design

Pioneering technology to change how our aluminum is made.



re:claim

Extending the product lifecycle through real recycling - true material circularity.



re:source

Where Change Begins



Supply Change

It takes significant energy to produce virgin aluminum, so that's where our work begins.

With demand increasing around the world, we built a new supply chain that could support our initiatives **at global scale**.

Ball's network of partners ensures consistent access to low-carbon aluminum made with renewable energy.

Power Moves

By sourcing aluminum made from renewable energy resources like hydroelectric power, Ball has dramatically decreased the amount of CO_{2e} emissions from the creation of aluminum.

75%

LESS CO_{2e} EMISSIONS THAN THE GLOBAL AVERAGE FOR ALUMINUM PRODUCTION



re:design

The Structure of Sustainability

Composition Is Everything

Ball's innovation continues through every stage of the product lifecycle.

In 2014, Ball introduced ReAl[®] - a proprietary and patented alloy technology that increases the strength of the aluminum used in manufacturing.

This allows for significant lightweighting of aerosol cans without sacrificing package integrity.



Looks Can Be Deceiving

At a glance, the package doesn't look much different, but our lightweighting technology reduces package weight while retaining strength and structure.

Less weight and less raw material means significantly less energy used in production and transportation.

30%

LIGHTER COMPARED TO A STANDARD ALUMINUM CAN

66 k

TONNES OF CO₂e EMISSIONS SAVED SINCE THE
INTRODUCTION OF ReAl®

Lightweight, Heavy Impact

Since starting production, over 2.2 billion ReAl® aerosol cans have been consumed in markets worldwide – resulting in 66,000 tonnes of carbon saved.

That's the energy equivalent of saving 28,553,580 litres of gasoline.



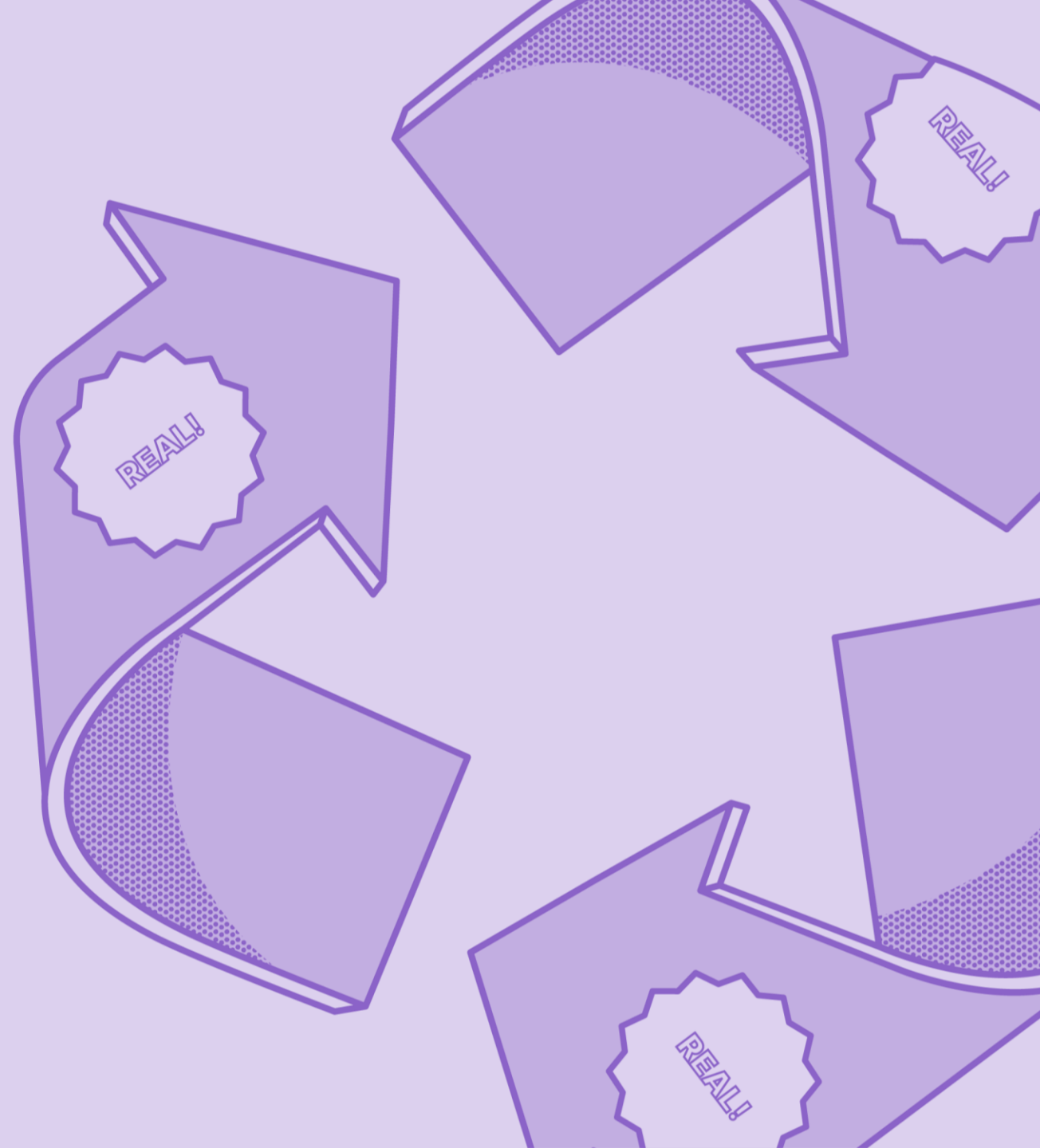
re:claim

Let's Take It Back

Real Recycling

To meet our ambitious sustainability goals, we know we know how important it is to bring more recycled content back into the system.

Ball's aerosol cans incorporate up to 50% recycled content. We are committed to initiatives that increase the global supply of recycled aluminium.



Why Start From Scratch?

Utilizing recycled content uses 95% less energy than creating virgin aluminum, making it a significant contributor to our carbon footprint reduction.

95%

LESS ENERGY USED THAN CREATING VIRGIN ALUMINUM

75%

OF ALL ALUMINUM EVER PRODUCED IS STILL
IN USE TODAY

True Circularity

Aluminum is infinitely recyclable, but that only matters if it gets recycled.

Today, not every municipality effectively processes aerosols. Getting more post-consumer material into the recycling bin and back into circulation is paramount to decreasing our environmental impact.

To ensure the longevity of our efforts we must look beyond production and work together across the industry.



Sustainable Sustainability

We are extending our commitment to this work through direct partnerships with materials recovery facilities and consumer outreach campaigns.

Ball has already made a financial commitment to fund and advance aluminum aerosol recycling.

We're not here for inflated statistics. We're here to radically change the game with sustainable solutions.

Innovation at Scale

We have re:sourced, re:designed, and re:claimed our way to industry-leading sustainable packaging.

Through this holistic approach, Ball has achieved a globally scalable 50% reduction in carbon footprint compared to a standard aerosol can.

And we are just getting started.



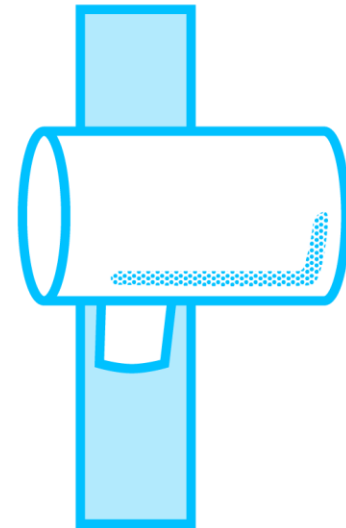
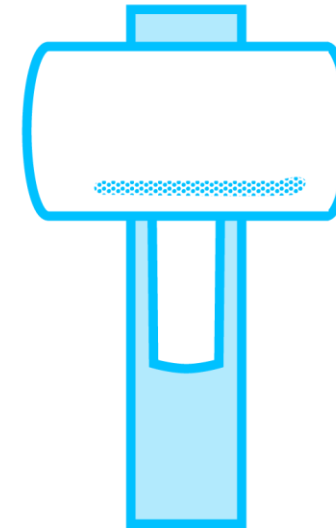
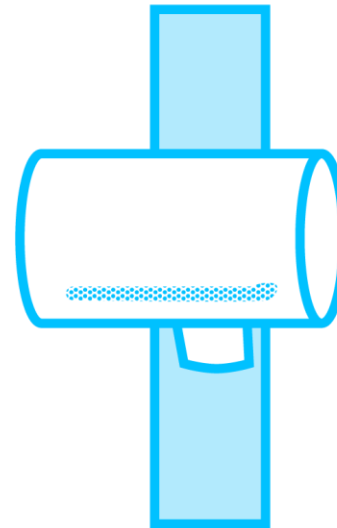
50%

CARBON FOOTPRINT REDUCTION
COMPARED TO A STANDARD AEROSOL CAN

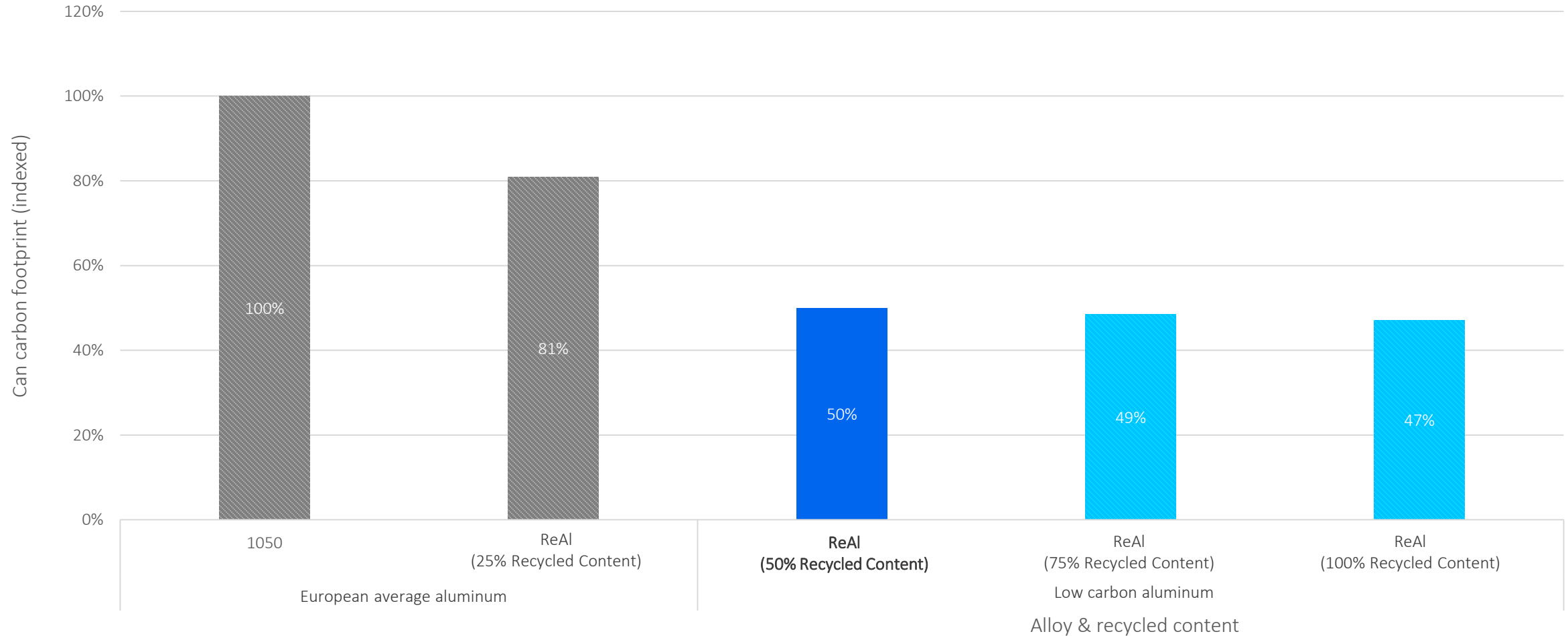
Always Optimizing

Identifying opportunities at each stage in the product lifecycle allows us to continuously make improvements in sustainability.

Moreover, this system enables us to offer flexible packaging solutions that are catered to your business needs.



Ogival 45x150 Aerosol Can



Our Innovations Are Your Opportunities

The world is changing quickly, and attitudes are changing with it. Consumers care about the environment, and they believe that brands should too. Ball's sustainable packaging solutions are responding to the demands of this generation.

Welcome to the re:generation. This is only the beginning.

Appendix

Alupro Partnership

- Alupro is an industry funded, not-for-profit organization with over 30 years' experience representing the UK's aluminum packaging industry. They work to fulfil the industry's obligation to meet and exceed recycling targets for aluminum packaging.
- We support Alupro because they are working in partnership with local authorities, the waste management industry and the wider metal packaging sector to develop and stimulate the UK's collection infrastructure. They also manage and run consumer information and education campaigns to encourage participation in recycling schemes.
- The industry should be interested in working with them exactly because of the aforementioned work, years of experience in recycling projects, contacts with local authorities, legislators and waste management industry.



Educating Fans About Recycling

In October 2020 Ball Corporation and Kroenke Sports & Entertainment announced a global partnership to advance sustainability in sports and entertainment through aluminum beverage packaging, improved recycling programs and consumer education.

LONDON Ball will partner with Arsenal FC - one of the most watched soccer teams in the world – as its official sustainable aluminum beverage packaging partner

LOS ANGELES Ball will become the official Infinitely Recyclable Aluminum Packaging Partner of SoFi Stadium and the Los Angeles Rams.

DENVER Ball will be KSE's Official and Exclusive Sustainability Partner, working with KSE to transition to aluminum beverage packaging for 100 percent of the venue's concessions.



Responsible Sourcing

Ball Beverage Packaging EMEA was the first beverage can manufacturer to achieve ASI certification.

As consumers demand greater sustainability across packaged goods, the Aluminium Stewardship Initiative's scheme aims to do for aluminium what the Forestry Stewardship Council (FSC) did for paper and wood, making sustainability performance a mainstream, visible issue.



ASI Benefits

- Enables the aluminum industry to demonstrate responsibility and provide independent and credible assurance of performance.
- Reinforces and promotes consumer and stakeholder confidence in aluminum products.
- Reduces reputational risks concerning aluminum and aluminum industry players.
- Addresses the expressed needs by downstream users and consumers for responsible sourcing of aluminum.

Committed to Sustainable Power

Renewable electricity is a key component of Ball's strategy to meet its Science-Based Greenhouse Gas Reduction Target and reducing the carbon footprint of our products

Per Ball's peer-reviewed life-cycle assessment study, renewable energy in the manufacturing of an aluminum beverage can reduces the carbon footprint of the can up to 18%

Virtual Power Purchase Agreement timeline



2019 – Ball covers 100% of electricity use in the US and Canada with wind and solar energy sources



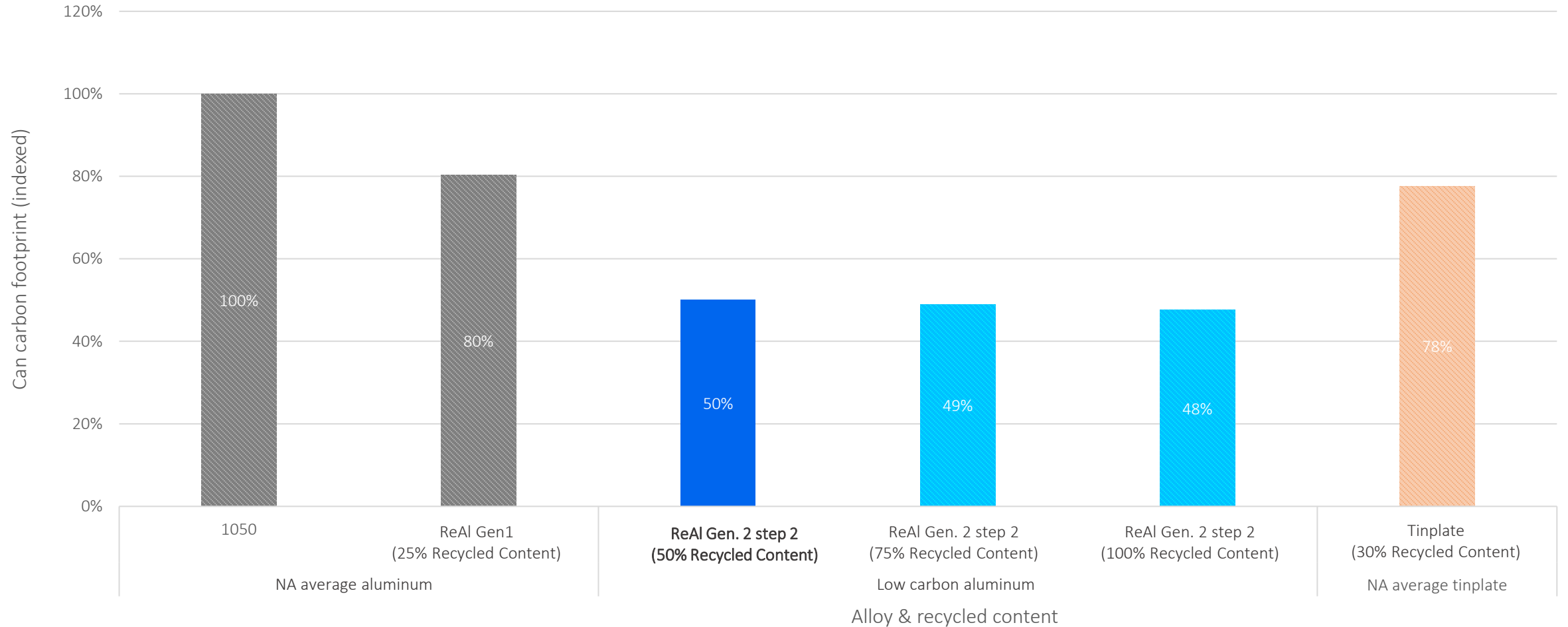
2020 – Ball covers 70% of electricity used in European beverage operations with wind energy



Ball commits to 100% coverage of European beverage operations from 2020 onward

The result is a 40% reduction in GHG emissions globally.

Ogival 45x150 Aerosol Can



Ogival 45x150 Aerosol Can

