

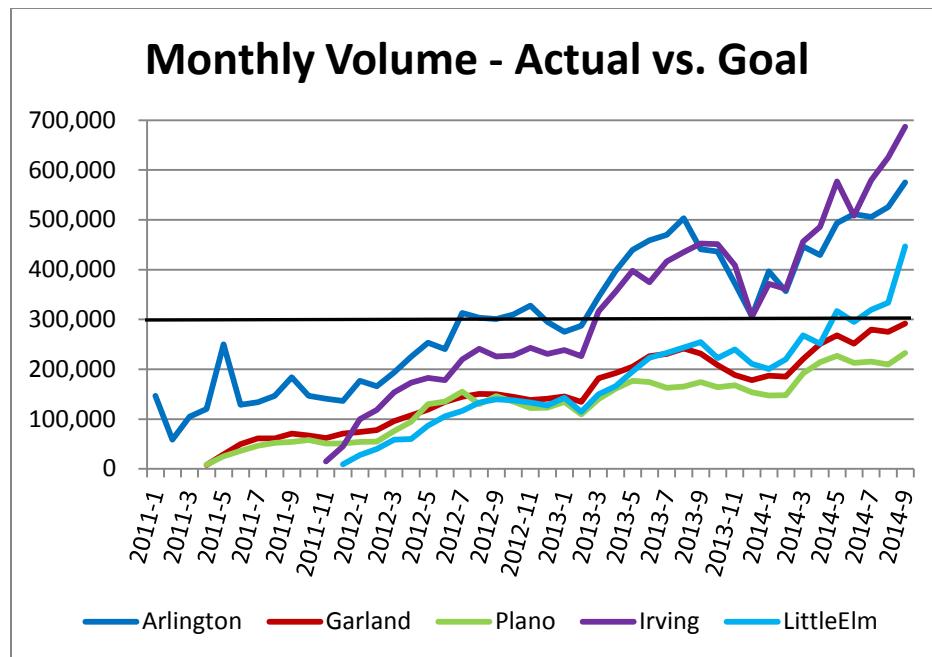
## Envipco Non-Deposit Market Initiatives

### Reimagine Beverage Recycling pilot - A consumer success



Envipco Holding N.V., a public listed company on the NYSE Euronext Brussels “ENVI” and a leading provider of recycling systems and solutions to the beverage and retail industries, announces the results of the Reimagine Beverage Container Recycling Pilot in Dallas TX. The three year pilot was a cooperative effort between ENVIPCO and Coca-Cola Recycling. ENVIPCO’s high speed bulk feed container technology was launched and installed in 5 cities throughout the Dallas metroplex area. The Pilot’s objectives were to gain knowledge and insight into consumer recycling behavior and the associated costs in a non-deposit environment. More specifically:

- Will consumers consolidate and redeem used beverage containers in a non-deposit market and can that behavior be sustained
- What rewards structure is necessary to attract consumers
- Can we reach and sustain a target goal of 300,000 containers per center per month
- Will consumers embrace ENVIPCO’s innovative bulk feed technology
- Do consumers have a favorable view of the host retailer’s support of Reimagine
- What are the overall costs to operate a fully engineered bring system in non-deposit markets



The Pilot demonstrated overwhelming consumer acceptance with over 2,000 unique recyclers transacting 4,200 times every month at the five Reimagine centers. Reimagine was able to achieve sustained average volumes above 400,000 containers per month. Reimagine technology operated unmanned with average uptime exceeding 95 %. Consumers embraced the technology, found it easy to use, valued the recycling experience and favorably viewed the host retailer. Our pilot cities in Plano, Arlington, Little Elm, Irving and Garland strongly supported our initiative and praised its ability to attract containers consumed away from home and in multi-family housing.

A key Pilot learning was the mix of containers returned had a strong bias toward PET (70% versus 30% aluminum). As a consequence, commodity value alone was insufficient to support the operation of the Reimagine concept. While a clearly demonstrated consumer success, the rollout of the Reimage concept is tied to industry support for the recovery of the PET package. Envipco is actively engaging industry leaders to forge a long-term solution and roll out of the Reimagine.

Amersfoort

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**About Envipco:** Envipco Holding N. V. (Envipco), [www.envipco.com](http://www.envipco.com), is a Netherlands-based holding company listed on NYSE Euronext Brussels (Symbol ENVI). Envipco, with operations in several countries around the globe, is a recognized leader in the development and operation of reverse vending machines (RVMs), automated technological systems for the recovery of used beverage containers. Envipco's turnkey solutions cover all aspects of beverage container recycling - from recovery, validation, compaction, sorting, transportation and logistics, to accounting for every container, to recycling and processing used beverage containers to ready for conversion into new containers and consumer products. Known for its innovative technology and market leadership, Envipco holds several intellectual property rights for RVM systems, including but not limited to beverage refund deposit markings, material type identification, compaction and accounting. It also owns and operates the largest independent bottle to bottle PET recycling plant in Europe.