




Our Purpose.
Our Promise.



Our purpose is simple
and bold. We exist to
unlock the infinite potential
of aluminum to advance a
world free from waste.





Our primary focus is our commitment to reducing waste, specifically by keeping the aluminum we use in circulation. Reducing waste captures economic value that would otherwise be lost. By focusing on waste reduction, we help our customers grow the long-term value of their businesses.

All In on Aluminum

Foundational to our strategy is the uniquely valuable nature of aluminum itself. We are fully committed and well on our way forward—all in on aluminum. The properties of aluminum make it an exceptional packaging solution for a truly circular economy. Unlike other materials, aluminum can be recycled repeatedly, offering the potential for infinite circularity without compromising structural or aesthetic quality. Aluminum also has increasingly attractive consumer applications. For these reasons and more, aluminum can deliver packaging possibilities other materials cannot. This allows us to deliver more value for our customers.

We have the largest selection of aluminum packaging containers of any company in the world. Our proprietary printing technologies and graphic design solutions, plus the range of shapes and sizes we offer, let us take full advantage of aluminum's attractive consumer applications. This helps our customers' products command greater attention on crowded shelves and gives consumers more engaging brand experiences.

Our proximity to customers, along with our supply chain resilience, enables us to deliver on these industry-leading packaging solutions as we strive to exceed expectations in every customer relationship.

In this report we will lay out how Ball brings this purpose to life through our strategy, our commercial operations and the exceptionally skilled and passionate people of Ball.



Bringing Scale to Sustainability

As the world's largest aluminum packaging company, we leverage our scale to drive sustainability. Because circularity is a long-term economic imperative, it's clear to us that the world will continue to move toward a global economy that puts increasing value on reducing waste. With circularity as a core operating principle, we are focused on standardizing and continuously improving our aluminum sourcing and production processes to achieve scale.

Achievement Amplified Through Partnership

We understand the power of partnerships across our value chain and apply that understanding to everything we do. We actively listen to our customers to develop innovative solutions that make their goals a reality. We work with our suppliers to create resilient and adaptable supply chains that are responsive to our customers' needs. We tackle the industry's trickiest

packaging challenges, and we win with and for our customers.

Built on years of expertise, mutual success and a practice of ongoing listening and learning, Ball delivers solutions that advance our customers' business objectives and sustainability commitments while continually raising the bar on quality. And Ball delivers these customer-tailored solutions with operations that assure speed and agility, from packaging design and sourcing materials, to delivering the finished product.

Complexity Creates Opportunity

It's been said before, but it's certainly no less true: our world is full of complex challenges. We remain optimistic about our ability to work with our customers to turn market, consumer and regulatory complexity into long-term business value. With a clear and steady eye on our purpose and a culture of relentless, continuous improvement, we see our path forward and commit ourselves to further progress in support of our customers' success.



Industry Awards



Fast Company's 2024 Innovation by Design Awards—Latin America Category for Ball's Braille-embossed end

2024 Sport Positive Awards' Campaign of the Year

The Canmaker's Can of the Year 2024—General Line

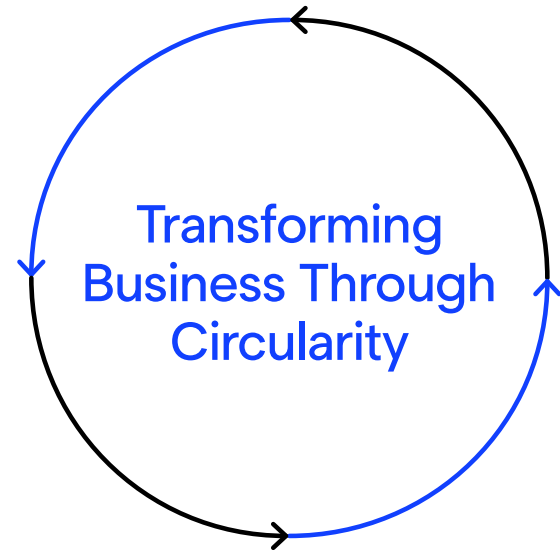
Global Water Drinks Awards:

- Best Flavoured Water in Aluminum Cans— Icelandic
- Best Natural Sparkling Water— Lofoten
- Best Brand Extension— O'Ceán Energy Drink

AB InBev's Global Eclipse Summit— Carbon Leap for Largest Emissions Reduction

ABAS Associação Brasileira de Aerosóis e Saneantes Dom— Sustainability Award with Soffie

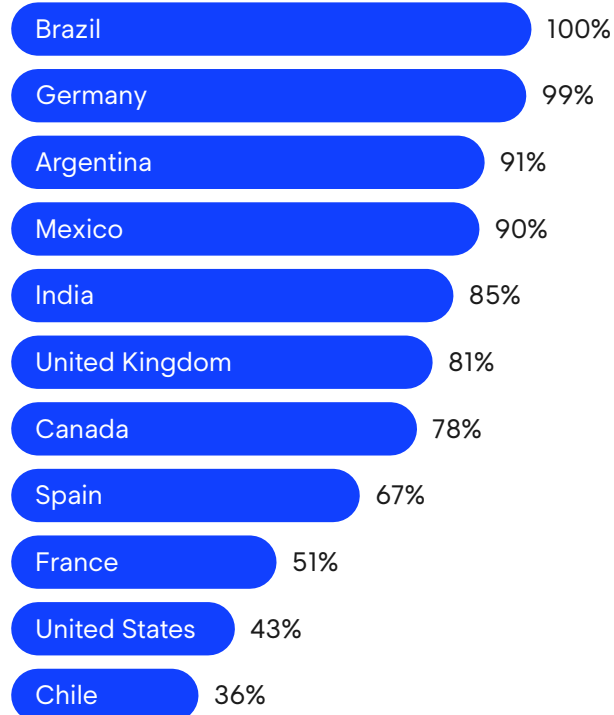
The Supply Chain Excellence Awards— Sustainable Supply Chain



times, expedites lead times and lowers transportation costs and emissions.

When applied systematically, circular principles create an economic and supply chain system where material reuse and recycling continually improves, reducing waste and ensuring resource security. Our goal is to help align the industry to achieve a 90% global recycling rate for aluminum beverage cans, bottles and cups by 2030. Advocating for policies and actions that move us toward a circular economy—one in which materials are not just used and thrown away but are reused and recycled again and again—is an important part of how we advance our vision.

Aluminum Beverage Can Recycling Rates in Key Markets



At Ball, we view circularity as a transformative approach to business that drives value for our customers and our company.

With many of our customers committed to continually improving their sustainability performance, circularity is Ball's biggest lever to help them achieve their goals.

Ensuring a secure supply of aluminum is critical, therefore we are focused on the domestication of its supply chain to enhance resilience against fluctuating market dynamics. The domestication of the aluminum can value chain is well-positioned to cultivate job markets, stimulate investment in local suppliers and contribute to gross domestic product of a key manufacturing industry. Increased collection and recycling of used beverage cans means keeping cans out of landfills, and more local jobs in waste management and aluminum remelting and rerolling. Additionally, bringing production and consumption closer together decreases shipping

Aluminum is the most valuable item in the recycling bin on a per-ton basis. Increasing aluminum recycling rates captures lost value, reduces emissions and ensures a steady supply of high-quality material.

To achieve the full circularity potential of aluminum we must act simultaneously across our value chain to increase recycling yields by designing packaging for circularity, enabling more can-to-can recycling and improving efficiencies in collection and sorting processes. This in turn increases recycled content and lowers the carbon intensity of aluminum packaging.

Ball is well positioned to fully leverage the benefits of aluminum's circularity—for our partners, customers and society at large. Through engagement with customers, suppliers and ongoing advocacy, Ball is championing aluminum as a truly circular choice in beverage, personal and home care packaging. For more information on our strategy please visit our [Climate Transition Plan](#).



Top 5 Things to Know About Aluminum Recycling



- 1 Aluminum cans are the world's most recycled beverage packaging.
- 2 Aluminum cans, bottles and cups are easily recyclable regardless of size, color or format with no material degradation.
- 3 Aluminum maintains a high value once recycled. Recycling aluminum has the potential to save billions of dollars' worth of materials currently lost to landfills.
- 4 Recycling aluminum reduces greenhouse gas emissions by replacing virgin materials.
- 5 Policy Matters: In certain geographies, programs like Deposit Return Systems and Extended Producer Responsibility boost recycling rates and quality.

External Engagement



Engagement across the value chain is critical to meeting our climate and circularity ambitions. By engaging with and providing insights to coalitions, initiatives and international forums, we gain a better understanding of the opportunities and challenges in our market. The multi-stakeholder organizations outlined below are just a few of our key partnerships which allow Ball and others to bundle resources and expertise to develop effective solutions at scale.

- [Aluminum Stewardship Initiative \(ASI\)](#)
- [Global Beverage Can Circularity Alliance \(GBCCA\)](#)
- [Rocky Mountain Institute \(RMI\) Horizon Zero](#)
- [First Movers Coalition \(FMC\)](#)
- [The Coalition for High Performance Recycling \(CHPR\)](#)
- [Corporate Leaders Group \(CLG\)](#)