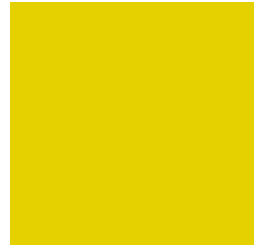


BALL PACKAGING EUROPE 2015

FRANCE



BALL CORPORATION ◊

Founded in 1880 by the Ball Brothers, Ball Corporation focuses on metal beverage packaging – including the high-quality steel and aluminum beverage cans made by Ball Packaging Europe (BPE) – metal food and household products packaging, and aerospace technologies and services. Headquartered in Zurich, BPE operates 13 production plants throughout France, Germany, the Netherlands, Poland, Serbia and the United Kingdom. We also conduct research and development in an advanced laboratory and test facility at our business center in Bonn, Germany.

◊ this symbol references additional online content at www.ball.com

BALL PACKAGING EUROPE 2014

 **2,900**
EMPLOYEES

 **€ 1.4 bn**
IN SALES

METAL CANS

- Metals are permanent materials, 100% recyclable
- Metal uses up to 20 times less energy when recycled
- Cans are lightweight and unbreakable
- Cans have a long shelf-life, are air-tight, and light-proof

BALL'S SUSTAINABILITY APPROACH

We work hard to focus on what matters most to our stakeholders, and sustainability is one of those things that matters. Our commitment is woven into Drive for 10, our corporate strategy for long-term success. It stretches across our entire value chain and drives us to continuously evolve our corporate and operational priorities. ◊

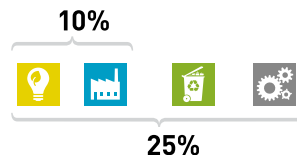


BALL'S SUSTAINABILITY PRIORITIES +



Cut_{1/4} CARboN

By 2020, we strive to cut the carbon footprint of our most common beverage can formats by one-fourth. This goal, with a baseline in 2010, includes our controllable efforts, and those successes realized in collaboration with our industry partners along the value chain. +



Follow Carla, our carbon cutting coach as she tracks our efforts and our industry partner's achievements in real time.



A NOTE FROM COLIN GILLIS

At Ball, sustainability is in our DNA, part of who we are going back more than 135 years. Since then, the world has changed, but our core values have not. That means believing in our people, focusing on our customers and continuing to evolve our commitment to sustainability. In my 40-plus years with the company, I am proud to say that our commitment to sustainability has never been stronger. As one of Europe's leading beverage can manufacturers, we balance our activities to adapt to new situations, with the understanding that through sustainability practices we can create long-term shared value – benefitting our stakeholders and our company for many years to come.



This brochure showcases our commitment across Europe, highlighting our progress in France between 2013 and 2014, where our plants improved natural gas efficiency by 17 percent since 2010. Our La Ciotat plant received Ball's 2013 Hoover Sustainability Award for outstanding performance and the 2013 Trophée de l'Action Managériale, recognizing employee engagement toward sustainability.

Colin Gillis
President, Ball Packaging Europe



Jérémie Lasnon
Plant Manager
Bierne



Matthieu Laudet
Plant Manager
La Ciotat

BALL PACKAGING EUROPE 2010-2014



BPE Energy -14%*



BPE Water -10%*



BPE Waste -15%*



BPE Total recordable incident rate -68% since 2010, to 0.59 in 2014

*reduction per unit of production

FRANCE 2014



410+



4.0 bn+



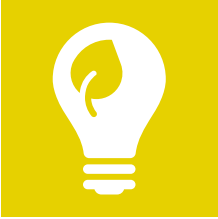
EXTERNAL ASSESSMENTS

Ball's sustainability performance is regularly reviewed by third parties. +

MEMBER OF
Dow Jones Sustainability Indices
In Collaboration with RobecoSAM



INNOVATION



Simplifying manufacturing processes, reducing material input for optimal product performance, and improving the functionality of our cans, show how successful product and process innovations create environmental and economic value for our company, customers and consumers.

Our B-Can ⁺, for example, represents our efforts to “engineer out the unnecessary”, creating a next generation can that performs like a standard can, while using approximately 5 percent less material.



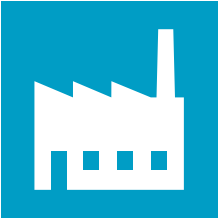
Decreasing metal use in our can operations by 6,879 metric tons through weight reduction, saved approximately 30,511 metric tons of greenhouse gas emissions compared to 2010.



“Since its introduction, the weight of the 2-piece beverage can has been optimized significantly via end diameter reduction and base profile development. The logical next step was tailoring container performance to field requirements. As a result, the B-Can was born. A true example of sustainable product evolution, this effort took the commitment of our entire supply chain. As we continue to evolve, our goal is to develop new process and product innovations that help our company and our customers conserve resources.”

Pim van Dam, Manager Primary Materials & Processes, Ball Packaging Europe

OPERATIONS



Our certified integrated management system (ISO 9001, 14001; OHSAS 18001; FSC 22000) defines responsibilities and frames our environmental, health and safety management. Within this system, we focus on six priorities for our operations: electricity, natural gas, waste, water, safety and volatile organic compounds. Two-year performance goals for each “Big 6” metric helps drive measurable progress.

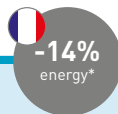


BPE Big 6 Metric	BPE Goals 2013 vs. 2011	BPE Progress	BPE Goals 2015 vs. 2013	BPE Progress
Electricity*	-3.3%	●	-3.7%	●
Natural Gas*	-6.5%	●	-7.0%	●
Water*	-5.2%	●	-2.1%	●
Waste*	-10.5%	●	-8.9%	●
VOCs*	Retain 2011 VOC emission levels	●	Retain 2013 VOC emission levels	●
Safety	Reduce TRIR by 25% year on year	●	Reduce TRIR by 25% year on year	●

*reduction per unit of production

● goal achieved, beyond expectations

● goal not fully achieved, positive trend



ENERGY

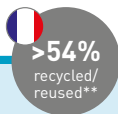
We focus on machinery, equipment, heating, cooling, heat recovery and lighting to reduce our energy consumption and greenhouse gas emissions +, while monitoring overall consumption through an energy information system. We implement energy-saving projects, share best practices, ensure proactive maintenance and seek out daily operational efficiency gains, such as replacing fans, motors or optimizing air pressure and vacuum use.

In France, energy-saving projects implemented during the reporting period, included installing heat recovery at the regenerative thermal oxidizer and expanding its adsorption capacity in our Bierne plant, and optimizing the washer ovens of both lines in our La Ciotat plant. Overall, we improved energy efficiency in France by 14 percent since 2010.

Investing approximately €2.8 million in energy-saving projects across BPE during 2013 and 2014 is estimated to generate 8,800 megawatt hours in electricity and 14,200 megawatt hours of natural gas savings per year, equal to a savings of 759,318 metric tons of greenhouse gas emissions.



WASTE



To minimize waste, we increasingly use oil-water separation units, improve maintenance processes and provide a convenient waste segregation infrastructure in each facility. In France, we reduced total waste per unit of production by 12 percent since 2010. In 2014, more than 54 percent of total waste generated was recycled or reused. Bierne sent zero waste to landfill in 2013 and 2014.

Environment manager at BPE, Jens Gerbert, is now using an acoustic camera across our plants to visually localize acoustic emissions from manufacturing equipment and develop ways to reduce noise exposure.



WATER

To minimize water usage, we reduce, reuse and recycle water used for forming, washing, rinsing and cooling. We use water sub-meters to monitor our consumption and invest in wastewater treatment technologies. Currently, our engineers are running trials and looking into new technology for on-site water treatment that feeds directly back into our production process. We improved water efficiency across BPE by 10 percent since 2010.



VOLATILE ORGANIC COMPOUNDS (VOC)

VOCs arise primarily from application and curing of lacquers and inks. Through improved processes, technology, collaboration with suppliers and use of regenerative thermal oxidizers that use natural gas to destroy VOCs captured during production, we've reduced VOC emissions per unit of production across BPE by 16 percent since 2010.



SAFETY

We use comprehensive risk management, behavior-based safety programs, regular training and personal protective equipment to work toward our goal of zero-work related incidents.

In 2013 our La Ciotat plant reported no lost time accidents, with Bierne accomplishing the same goal in 2014.

TALENT MANAGEMENT



We invest in finding and retaining skilled employees who share our core values and reflect our local communities. We recruit and develop skilled workers, often finding talent within our own workforce. We also offer opportunities for young people, including apprenticeships, training programs and collaboration with local educational institutions.

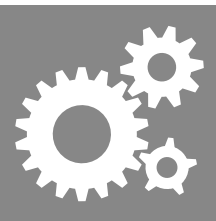
supplemented by mentoring/coaching and traditional class learning. We encourage employees to design an Individual Development Plan, creating learning objectives for growth and preparing for their next career steps. To help our employees thrive, we provide the right support, linkage to the business, rewards, growth opportunities and an exceptional work environment.



We believe in the 70:20:10 principle, with the most valuable learning being on the job training,

During the reporting period, more than 50 apprentices joined our BPE plants and our plant employees completed more than 79,000 hours of training.

SUPPLY CHAIN



We practice strategic and responsible sourcing all across our supply chain. Over the past several decades, we've developed stable and proven relationships with the majority of our strategic suppliers. Crucial to building sustainable supply chains, these long-lasting partnerships enable us to discuss our sustainability-related expectations with suppliers and to collaborate successfully on new technologies, product innovations and recycling programs.

In 2013, we introduced our global Responsible Sourcing Framework to regularly assess the sustainability performance of our major suppliers, and support our efforts to +:

- utilize lean supply chains
- create shared value and reduce risk
- build sourcing solutions in line with stakeholder expectations
- enhance the sustainability profile of our products



Björn Kulmann,
Director Sustainability
Ball Corporation

In 2013, Ball joined the Aluminum Stewardship Initiative (ASI) to help support the development of a global standard that fosters sustainable practices across the aluminum value chain.

"The ASI Performance Standard will enable us, and our industry partners, to demonstrate responsibility and provide independent, credible and verifiable proof of progressive environmental, social and governance performance. It is expected that certification of compliance can apply at both the company and the product level," explains Björn Kulmann, Director Sustainability, Ball Corporation.

RECYCLING



Metals are permanent materials, a resource that can be used again and again. Recycling metal requires up to 20 times less energy than primary metal production, reducing greenhouse gas emissions significantly.

This is why recycling plays an important role in Ball's Cut_{1/4} CARboN target and why we invest in local and regional recycling initiatives. Together with industry partners, we work to enhance packaging collection and recycling across Europe.



We work with customers and industry partners through Eco-Emballages, the French Green Dot program. To encourage can recycling behavior outside the home, in 2010 we launched Chaque Cannelle Compte (CCC) along with our partners. Since then, CCC installed 1,235 branded collection sites, hosted 176 events and reached nearly 4 million people, collecting more than 21 million cans for recycling – equivalent to saving approximately 1,496 metric tons of greenhouse gas emissions.

We actively engage with local stakeholders, supporting initiatives like the “Week of Sustainability” through our Biere plant. La Ciotat supported the Etablissement Francais du Sang (EFS) campaign. In 2014, the plant produced 168,000 specially-labeled cans that promote recycling and are given to blood donors after they make their contribution. La Ciotat also provided logistical support in delivering the cans to EFS agencies and ensuring that the empty cans are 100 percent recycled.



COMMUNITY



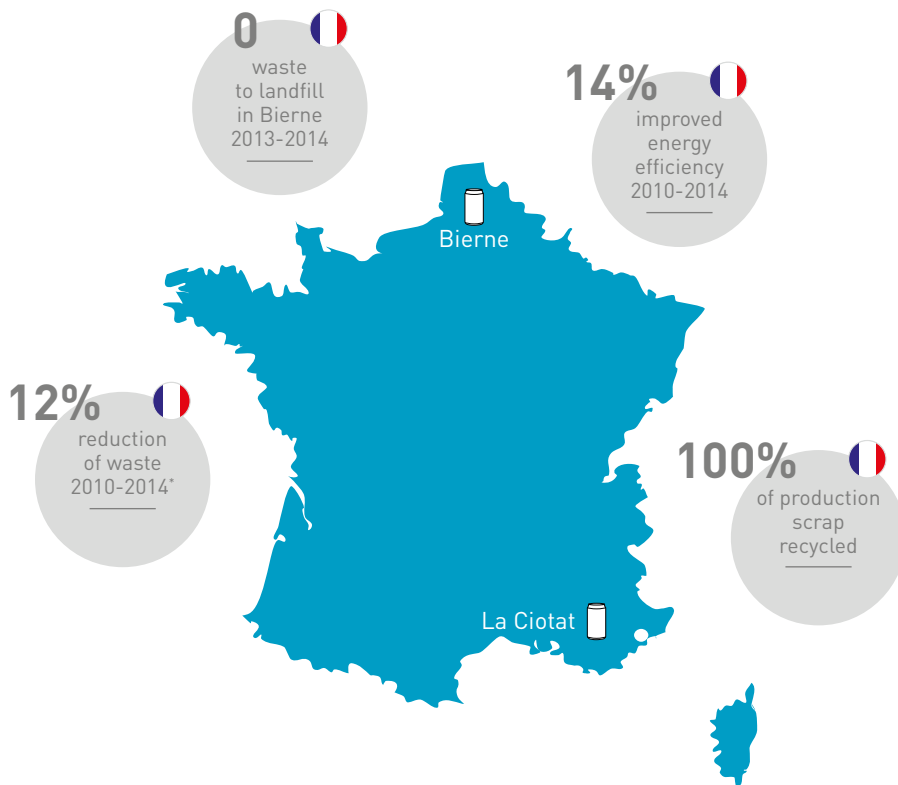
We believe that a healthy business depends on thriving communities that is why we donate money and volunteer time to organizations, programs and civic initiatives that advance sustainable livelihoods. Supported by our global Ball Foundation +, our locations across Europe can dedicate time and invest in local projects that

align with our focus areas of education, recycling and community engagement. In 2014, our plants in France supported various local community and charitable programs, including Jouons Tous Ensemble Contre Parkinson and Les Papillons Blancs de Dunkerque in Biere, as well as Athélia Entreprendre and Téléthon in La Ciotat.



Gerrit Heske, a respected leader passed away unexpectedly in 2014

In memory of Gerrit Heske, former president of BPE and senior vice president and chief operating officer, global metal beverage packaging, we established an annual scholarship program for business students at the Wirtschafts- und Handelsuniversität – Otto Beisheim School of Management in Vallendar, located near Gerrit's hometown of Koblenz. The Gerrit Heske Scholarship, co-funded by BPE and the German National Scholarship Program, provides selected students with 3,600 euros each per year for three years. Additionally, an annual Gerrit Heske Master Thesis will be offered to build bridges between scientific and practical work.



*reduction per unit of production

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