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Graphic Packaging appoints Robbert Rietbroek as President and CEO

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Graphic Packaging Holding Company, a global leader in sustainable consumer packaging, announced that Robbert Rietbroek has been appointed President and Chief Executive Officer, as well as a director of the Company, effective January 1, 2026. Rietbroek succeeds Michael P. Doss, who has served as the Company's President and Chief Executive Officer since 2016 and has mutually agreed with the Graphic Packaging Board of Directors to step down from his role and as a director effective December 31, 2025.

Rietbroek brings a distinguished record of delivering strategic value creation and more than 25 years of global leadership experience across some of the world's largest consumer products companies. Most recently, he served as the inaugural Chief Executive Officer and Director of Primo Brands Corporation, a publicly traded, leading North American branded bottled water company. Before this, Rietbroek served as Chief Executive Officer of Primo Water Corporation, a publicly traded provider of

sustainable drinking water solutions, where he drove growth, operational excellence, and deepened customer and retail partner engagement. He led Primo Water's transformative merger with BlueTriton Brands, Inc., forming the combined entity Primo Brands. Earlier in his career, Rietbroek held senior leadership roles at PepsiCo, Kimberly-Clark and Procter & Gamble, in North America, Europe, South America, and Australia, driving growth, transformative strategy and product innovation across multiple regions and markets.

Philip R. Martens, Chairman of the Graphic Packaging Board, said: "We are pleased to appoint Robbert as Graphic Packaging's next CEO. His unique combination of extensive CPG expertise and a solid track record of delivering value-creating results positions him well to drive organic growth and world-class execution, delivering strong and steady free cash flow. The Board is confident that Robbert is the right leader to advance the Company's progress toward achieving our Vision 2030 goals."

Martens continued: "On behalf of the Board, I'd like to thank Mike for his strong leadership and many contributions to Graphic Packaging. During his 10 years as CEO and 35 years at the Company, Mike has helped transform Graphic Packaging into the industry leader it is today, expanding the scope and scale in both the U.S. and Europe, completing the largest investment in Graphic Packaging's history with our state-of-the-art facility in Waco, Texas that will provide a long-term competitive advantage and establishing the Vision 2030 platform. His strategic thinking and dedication will leave a lasting legacy on Graphic Packaging, and we wish him all the best in his next chapter."