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Ball Announces National Partnership with Acosta for Retail and On-Premise Launch of the Ball Aluminum Cup™

Company to Host Informational Webinar for Retailers on June 25

BROOMFIELD, Colo., May 21, 2020 /PRNewswire/ --Ball Corporation (NYSE: BLL) today announced that it has named Acosta, a leading sales and marketing agency in the consumer packaged goods industry, to exclusively represent the company's aluminum cups in retail and on-premise outlets, including grocery, drug and C-stores, food service, specialty channels and select mass channel retailers, across the U.S.



Ball, the world's leader in sustainable aluminum packaging solutions for beverage, personal care and household products, launched the U.S. pilot of its infinitely recyclable Ball Aluminum Cups™ in September 2019. In response to growing consumer demand for sustainable products, Ball identified an opportunity to create an innovative alternative to plastic cups. Just like an aluminum can, which has a global recycling rate of 69 percent, the aluminum cup can be recycled an infinite number of times without losing quality. In fact, 75 percent of aluminum ever produced is still in use today. Lightweight, sturdy and cool to the touch, the aluminum cup offers consumers a better beverage drinking experience and is a game changer for retailers, entertainment venues and concessionaires who want to offer

more sustainable packaging options.

"We are thrilled about this new relationship with Acosta," said Daniel W. Fisher, senior vice president and chief operating officer, Global Beverage Packaging. "Their deep industry knowledge and cutting-edge technology will enable us to leverage the initial success of the Ball Aluminum Cup as we launch the brand into retail and on-premise outlets in 2021, and ensure that consumers have a more sustainable cup option when they shop."

For retailers interested in learning more about the Ball Aluminum Cup™, Ball is hosting an introductory webinar on June 25 at 9 a.m. MT. To register for the webinar and to receive a sample kit, please email cupsales@ball.com and provide your name, title, company, address and phone number.

For 90 years, Acosta has led the industry in helping consumer packaged goods companies move products off shelves and into shoppers' baskets via a range of outsourced sales, marketing and retail merchandising services.

"We are honored that Ball has entrusted us to represent the Ball Aluminum Cup™ in U.S. retail and on-premise outlets," said Darian Pickett, CEO of Acosta. "Our team is proud and eager to provide sales, analytic, retail and supply chain support to a global brand with a long legacy in the packaging industry, as they launch and accelerate the introduction of the aluminum cups into locations over the next year."

For more information or immediate commercial inquiries, please contact the Ball Aluminum Cup sales team at (303) 460-5685 or cupsales@ball.com.

About Ball Corporation
Ball Corporation supplies innovative, sustainable aluminum packaging solutions for beverage, personal care and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ more than 18,300 people worldwide and reported 2019 net sales of $11.5 billion. For more information, visit www.ball.com, or connect with us onFacebook or Twitter.

About Acosta
Acosta is the sales and marketing powerhouse behind most of the trusted brands seen in stores every day. The company provides a range of outsourced sales, marketing and retail merchandising services throughout the U.S., Canada and Europe. For 90 years, Acosta has led the industry in helping consumer packaged goods companies move products off shelves and into shoppers' baskets. For more information, please visit www.acosta.com.

Forward-Looking Statements
This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," "targets," "likely," "positions" and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and any such statements should be read in conjunction with, and,

qualified in their entirety by, the cautionary statements referenced below. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key factors, risks and uncertainties that could cause actual outcomes and results to be different are summarized in filings with the Securities and Exchange Commission, including Exhibit 99 in our Form 10-K, which are available on our website and at www.sec.gov. Additional factors that might affect: a) our packaging segments include product capacity, supply, and demand constraints and fluctuations; availability/cost of raw materials and logistics; competitive packaging, pricing and substitution; changes in climate and weather; footprint adjustments and other manufacturing changes, including the startup of new facilities and lines; failure to achieve synergies, productivity improvements or cost reductions; mandatory deposit or other restrictive packaging laws; customer and supplier consolidation; power and supply chain interruptions, including due to virus and disease outbreaks; potential delays and tariffs related to the U.K's departure from the EU; changes in major customer or supplier contracts or a loss of a major customer or supplier; political instability and sanctions; currency controls; changes in foreign exchange or tax rates; and tariffs, trade actions, or other governmental actions, including business restrictions and shelter-in-place orders in any country affecting goods produced by us or in our supply chain, including imported raw materials, such as those related to COVID-19 and those pursuant to Section 232 of the U.S. Trade Expansion Act of 1962 or Section 301 of Trade Act of 1974; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: the extent to which sustainability-related opportunities arise and can be capitalized upon; changes in senior management, succession, and the ability to attract and retain skilled labor; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; the ability to manage cyber threats and the success of information technology initiatives; litigation; strikes; disease; pandemic; labor cost changes; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding geopolitical events and governmental policies both in the U.S. and in other countries, including policies, orders and actions related to COVID-19, the U.S. government elections, budget, sequestration and debt limit; reduced cash flow; interest rates affecting our debt; and successful or unsuccessful joint ventures, acquisitions and divestitures, and their effects on our operating results and business generally.



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