



FACTBOOK 2010

CCA
COCA-COLA AMATIL

WELCOME TO THE 2010 CCA FACTBOOK

CCA IS ONE OF THE LARGEST BOTTLERS OF NON-ALCOHOLIC READY-TO-DRINK BEVERAGES IN THE ASIA-PACIFIC REGION AND ONE OF THE FIVE MAJOR COCA-COLA BOTTLERS IN THE WORLD.

CCA's diversified product portfolio includes carbonated soft drinks, water, sports and energy drinks, fruit juice, coffee, flavoured milk and packaged ready-to-eat fruit and vegetable products and snack foods. Pacific Beverages, CCA's 50/50 joint venture with SABMiller, manufactures and markets a range of premium beers in Australia and New Zealand, and sells and distributes the premium spirits portfolio of Beam Global Wines and Spirits. CCA employs more than 15,000 people and has access to over 270 million consumers through over 600,000 active customers.

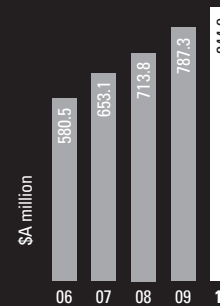


2010 FINANCIAL HIGHLIGHTS

EARNINGS BEFORE INTEREST AND TAX*

7.3%

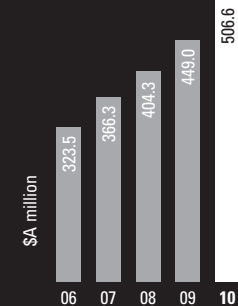
INCREASE



NET PROFIT*

12.8%

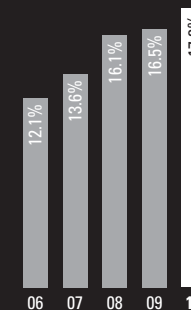
INCREASE



RETURN ON AVERAGE
INVESTED CAPITAL*

17.8%

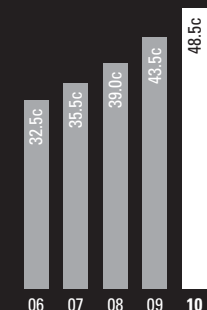
1.3 POINT INCREASE



DIVIDENDS PER SHARE

11.5%

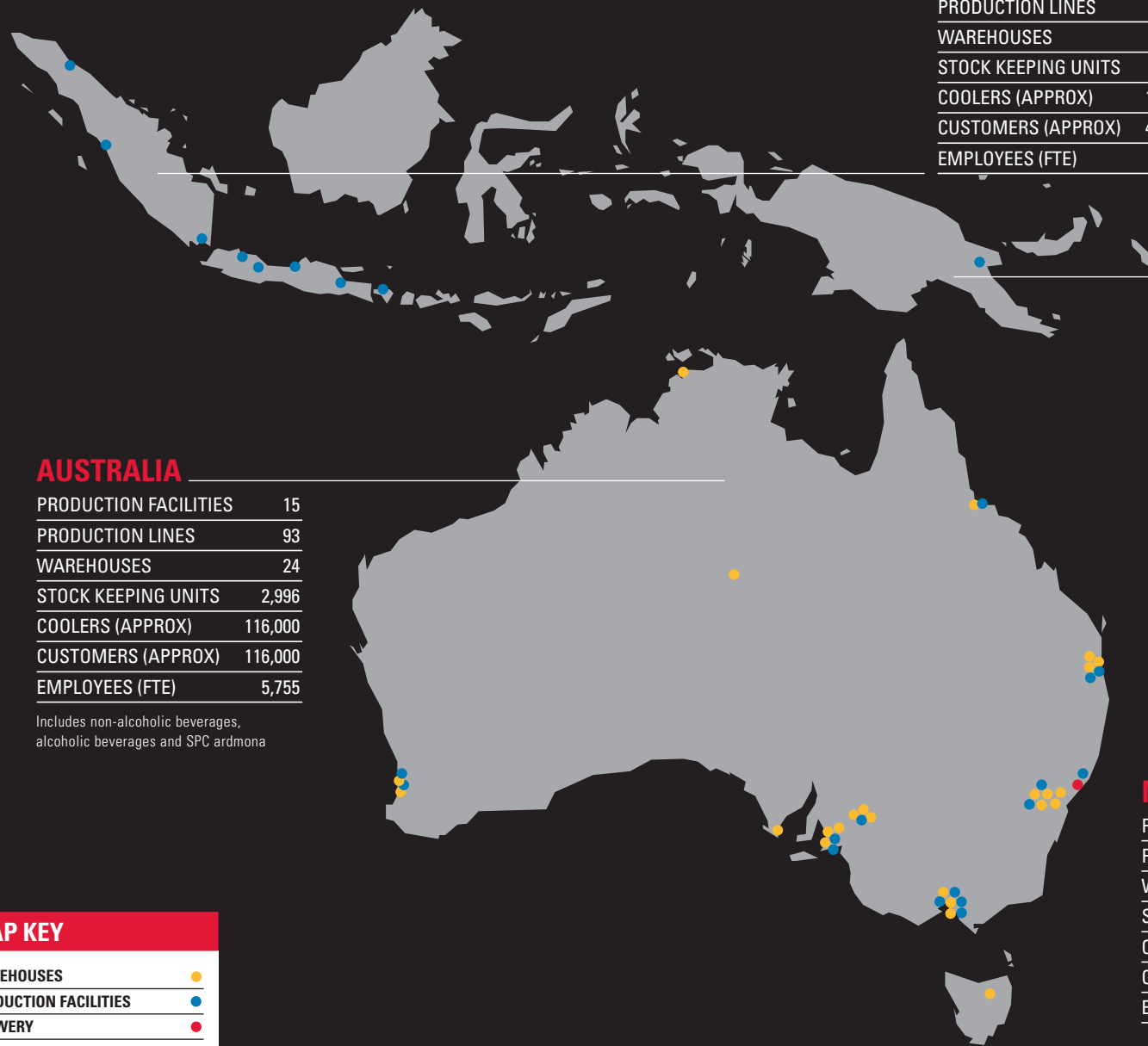
INCREASE



* before significant items

CCA AT A GLANCE

AS AT 31 DECEMBER 2010



AUSTRALIA

| | |
|-----------------------|---------|
| PRODUCTION FACILITIES | 15 |
| PRODUCTION LINES | 93 |
| WAREHOUSES | 24 |
| STOCK KEEPING UNITS | 2,996 |
| COOLERS (APPROX) | 116,000 |
| CUSTOMERS (APPROX) | 116,000 |
| EMPLOYEES (FTE) | 5,755 |

Includes non-alcoholic beverages,
alcoholic beverages and SPC ardmna

MAP KEY

| | |
|-----------------------|---|
| WAREHOUSES | ● |
| PRODUCTION FACILITIES | ● |
| BREWERY | ● |

INDONESIA

| | |
|-----------------------|---------|
| PRODUCTION FACILITIES | 8 |
| PRODUCTION LINES | 35 |
| WAREHOUSES | 96 |
| STOCK KEEPING UNITS | 145 |
| COOLERS (APPROX) | 199,000 |
| CUSTOMERS (APPROX) | 485,000 |
| EMPLOYEES (FTE) | 7,609 |

PAPUA NEW GUINEA

| | |
|-----------------------|--------|
| PRODUCTION FACILITIES | 1 |
| PRODUCTION LINES | 5 |
| WAREHOUSES | 7 |
| STOCK KEEPING UNITS | 173 |
| COOLERS (APPROX) | 17,000 |
| CUSTOMERS (APPROX) | 8,600 |
| EMPLOYEES (FTE) | 790 |

FIJI

| | |
|-----------------------|-------|
| PRODUCTION FACILITIES | 1 |
| PRODUCTION LINES | 3 |
| WAREHOUSES | 2 |
| STOCK KEEPING UNITS | 159 |
| COOLERS (APPROX) | 4,800 |
| CUSTOMERS (APPROX) | 3,500 |
| EMPLOYEES (FTE) | 269 |

NEW ZEALAND

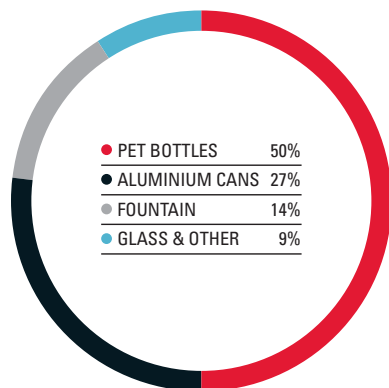
| | |
|-----------------------|--------|
| PRODUCTION FACILITIES | 5 |
| PRODUCTION LINES | 13 |
| WAREHOUSES | 3 |
| STOCK KEEPING UNITS | 619 |
| COOLERS (APPROX) | 27,000 |
| CUSTOMERS (APPROX) | 16,800 |
| EMPLOYEES (FTE) | 987 |

AUSTRALIA

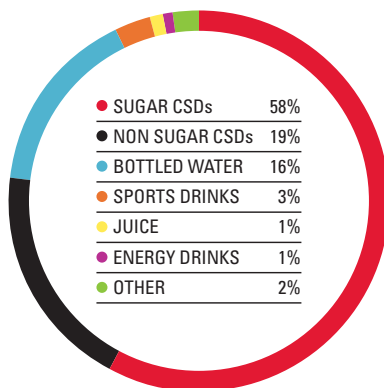
AS AT 31 DECEMBER 2010



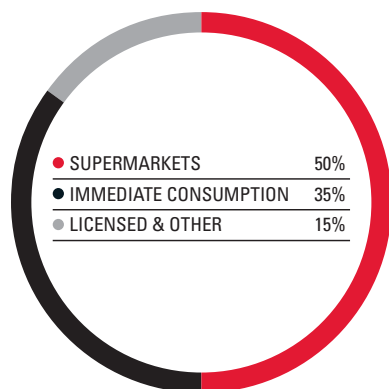
PACKAGE MIX UNIT CASES



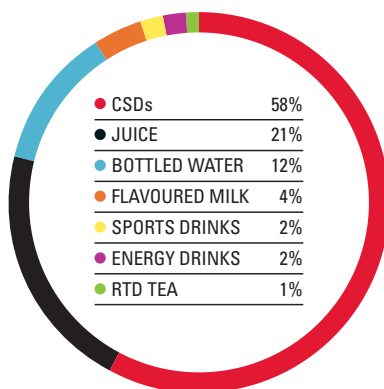
CATEGORY MIX UNIT CASES



CHANNEL MIX UNIT CASES



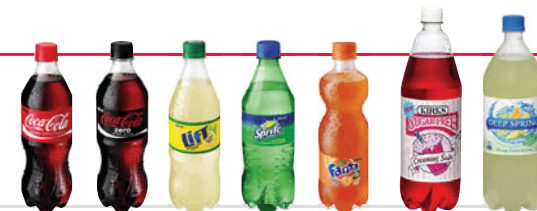
BEVERAGE MARKET UNIT CASES



KEY BRANDS

CARBONATED BEVERAGES

56% CCA MARKET SHARE



BOTTLED WATER

25% CCA MARKET SHARE



SPORTS DRINKS

45% CCA MARKET SHARE



JUICE

1% CCA MARKET SHARE



ENERGY DRINKS

25% CCA MARKET SHARE



FLAVOURED MILK

RTD TEA

COFFEE

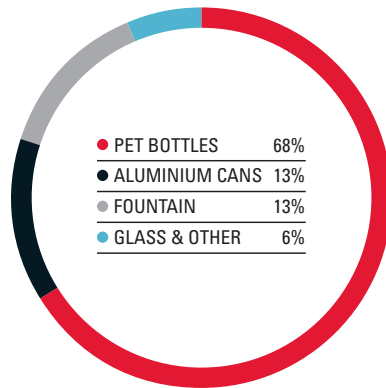


NEW ZEALAND

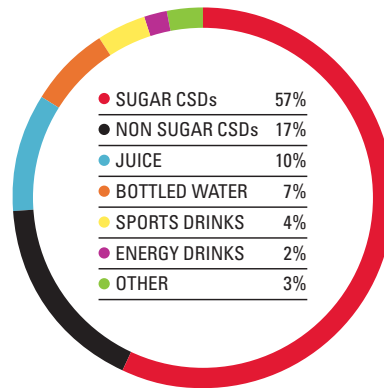
AS AT 31 DECEMBER 2010



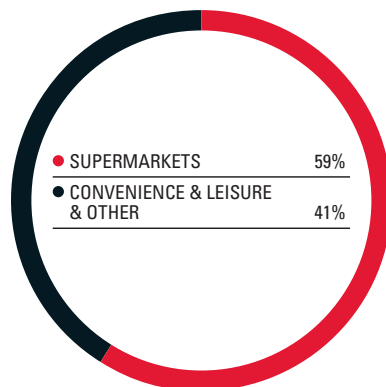
PACKAGE MIX UNIT CASES



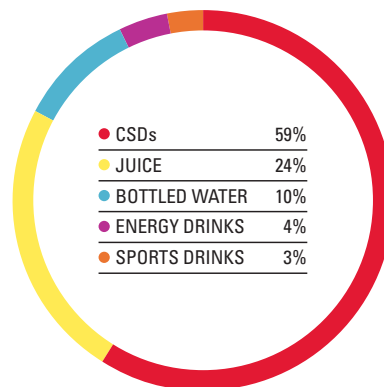
CATEGORY MIX UNIT CASES



CHANNEL MIX UNIT CASES



BEVERAGE MARKET UNIT CASES



KEY BRANDS

CARBONATED BEVERAGES

73% CCA MARKET SHARE



JUICE

21% CCA MARKET SHARE



BOTTLED WATER

40% CCA MARKET SHARE



SPORTS DRINKS

83% CCA MARKET SHARE



ENERGY DRINKS

21% CCA MARKET SHARE



COFFEE

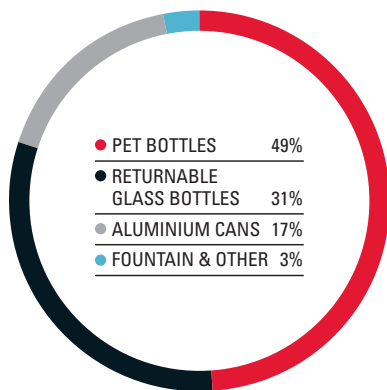


INDONESIA

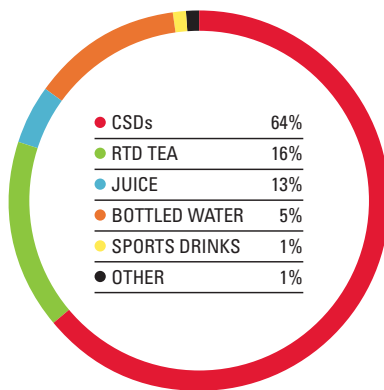
AS AT 31 DECEMBER 2010



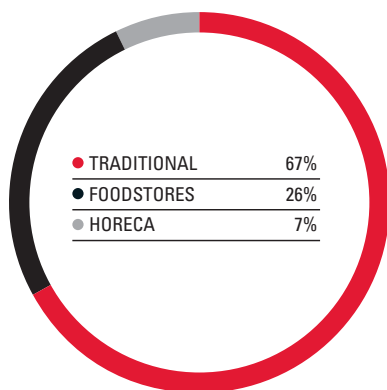
PACKAGE MIX UNIT CASES



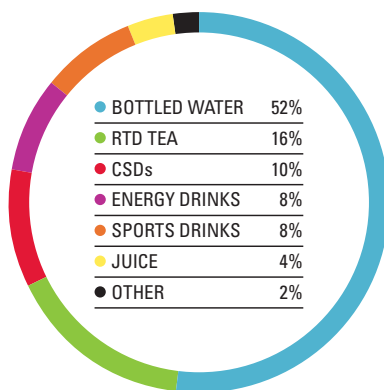
CATEGORY MIX UNIT CASES



CHANNEL MIX UNIT CASES



BEVERAGE MARKET UNIT CASES



KEY BRANDS

CARBONATED BEVERAGES

90% CCA MARKET SHARE



RTD TEA

13% CCA MARKET SHARE



JUICE

43% CCA MARKET SHARE



BOTTLED WATER

1% CCA MARKET SHARE



SPORTS DRINKS

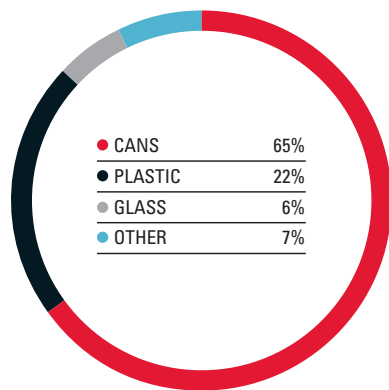
2% CCA MARKET SHARE



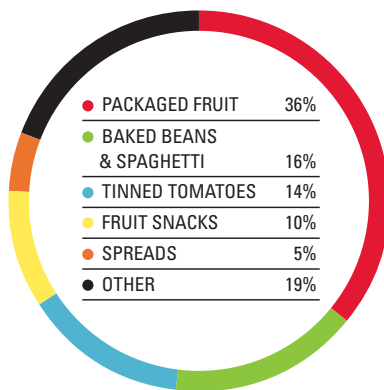
SPC ARDMONA

AS AT 31 DECEMBER 2010

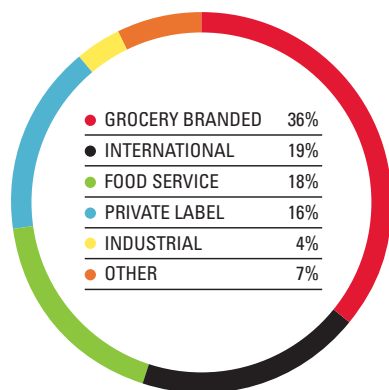
PACKAGE MIX UNIT CASES



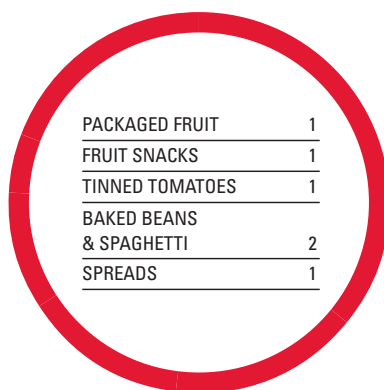
CATEGORY MIX UNIT CASES



CHANNEL MIX UNIT CASES



MARKET POSITION



KEY BRANDS

PACKAGED FRUIT

50% CCA MARKET SHARE



BAKED BEANS & SPAGHETTI

26% CCA MARKET SHARE



TINNED TOMATOES

29% CCA MARKET SHARE



FRUIT SNACKS

75% CCA MARKET SHARE



SPREADS

21% CCA MARKET SHARE



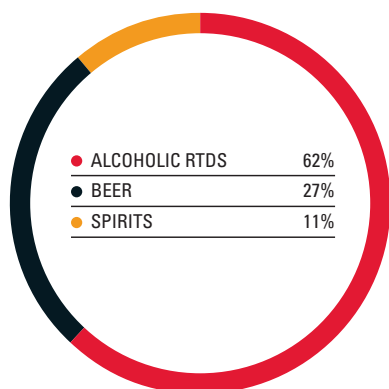
OTHER PRODUCTS



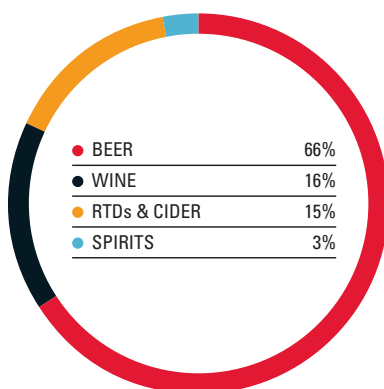
PACIFIC BEVERAGES

AS AT 31 DECEMBER 2010

CATEGORY MIX UNIT CASES



ALCOHOLIC BEVERAGE MARKET UNIT CASES

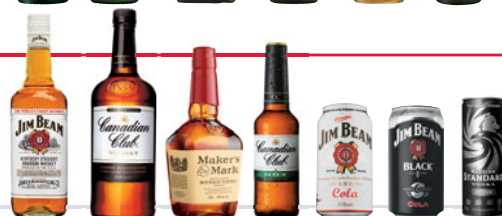


KEY BRANDS

BEER



SPIRITS & ALCOHOLIC RTDs



5 YEAR FINANCIAL SUMMARY

| | | 2010 | 2009 | 2008 | 2007 | 2006 |
|---|-------|---------|---------|---------|---------|---------|
| INCOME STATEMENT¹ | | | | | | |
| Trading Revenue | \$m | 4,490.3 | 4,436.0 | 4,091.4 | 4,393.2 | 4,353.1 |
| EBIT ² | \$m | 844.9 | 787.3 | 713.8 | 653.1 | 580.5 |
| Net Profit ² | \$m | 506.6 | 449.0 | 404.3 | 366.3 | 323.5 |
| Significant items (net of tax) | \$m | (9.3) | – | (18.7) | (55.6) | (41.1) |
| Net Profit | \$m | 497.3 | 449.0 | 385.6 | 310.7 | 282.4 |
| BALANCE SHEET¹ | | | | | | |
| Net Debt | \$m | 1,689.4 | 1,648.0 | 1,939.4 | 1,607.3 | 2,074.6 |
| Equity | \$m | 1,833.4 | 1,600.1 | 1,372.0 | 1,440.7 | 1,470.7 |
| Capital Employed | \$m | 3,522.8 | 3,248.1 | 3,311.4 | 3,048.0 | 3,545.3 |
| KEY RATIOS | | | | | | |
| Capital expenditure to revenue | % | 8.3 | 6.9 | 6.8 | 6.8 | 6.5 |
| Return on Average Invested Capital ² | % | 17.8 | 16.5 | 16.1 | 13.6 | 12.1 |
| EBIT Interest Cover ² | times | 6.3 | 5.9 | 4.7 | 4.7 | 4.0 |
| PER SHARE INFORMATION | | | | | | |
| Earnings per Share ² | cents | 67.3 | 60.5 | 54.9 | 48.6 | 43.2 |
| Dividends per Share | cents | 48.5 | 43.5 | 39.0 | 35.5 | 32.5 |
| Level of Franking | | | | | | |
| – Final | % | 100 | 100 | 100 | 100 | 100 |
| – Interim | % | 100 | 100 | 100 | 100 | 100 |

¹ 2006 – 2007 includes results from the South Korean business, which was sold on 24 October 2007

² Before significant items

SHARE REGISTRY & OTHER ENQUIRIES

SHAREHOLDER ENQUIRIES

Investors seeking information about their shareholding should contact the Company's Share Registry. Shareholders should have their Security Holder Reference Number (SRN) or Holder Identification Number (HIN) available when contacting the Share Registry.

SHARE REGISTRY CONTACT DETAILS

Link Market Services Limited

Locked Bag A14
Sydney South NSW 1235

Ph: 61 2 8280 7121

Fx: 61 2 9287 0303

Email: registrars@linkmarketservices.com.au

Website: www.linkmarketservices.com.au

FOR ENQUIRIES ABOUT AMERICAN DEPOSITARY RECEIPTS (ADR)

BNY Mellon Shareowner Services

P.O. Box 358016
Pittsburgh, PA, 15252-8016

Toll Free (domestic):
1 888 BNY ADRS or (1-888-269-2377)

International: 1 201 680 6825

Email: shrrelations@bnymellon.com

Website: www.bnymellon.com/shareowner

HOW TO CONTACT US

Coca-Cola Place
L14, 40 Mount Street
North Sydney NSW 2060

Ph: 61 2 9259 6159

Fx: 61 2 9259 6614

Email: investors@ccamatil.com

Website: www.ccamatil.com



COCA-COLA AMATIL LIMITED

ABN 26 004 139 397

www.ccamatil.com