

ASX Announcement

12 May 2014

CCA ANNOUNCES REORGANISATION OF AUSTRALIAN BEVERAGES

CCA's new Group Managing Director, Alison Watkins, today announces plans to reorganise Australian Beverages following the first phase of the strategic review of the business.

Ms Watkins said, "The strategic review being undertaken recognises that we are moving into a different era as market conditions across the Group become more competitive and growth becomes more difficult to achieve. An organisation structure which provides a strong focus on the performance and strategy of each of our businesses is important."

From 1 June 2014, the Non-Alcoholic Beverages and the Licensed & Alcohol business units will report separately to the Group Managing Director.

Ms Watkins added, "Our core Non-Alcoholic Beverages business unit will require strong leadership and close alignment with our partner The Coca Cola Company to execute against an agreed strategy which will leverage CCA's strengths and drive transformational change. I'm delighted that **Barry O'Connell**, CCA New Zealand's current Managing Director, has agreed to take up the position of Managing Director, CCA Australia – Non-Alcoholic Beverages.

"Barry O'Connell had 20 years of system experience with Coca-Cola Hellenic in Europe prior to joining CCA. He has an impressive track record of success in the industry and has demonstrated strong leadership and delivered improved results in the New Zealand business since joining CCA in early 2013."

Ms Watkins said, "The Licensed & Alcohol business unit will report directly to me to enable greater speed of response to market, facilitating a more entrepreneurial approach within a different industry sector, working closely with our partners to identify and capitalise on growth opportunities. **Shane Richardson** will continue in his role as Director, Licensed & Alcohol."

Regrettably, as a result of the above structural change and appointments, **John Murphy**, CCA's current Managing Director – Australian Beverages, has agreed that there are no suitable positions within the new organisation and has decided to leave CCA, after ensuring a smooth transition period, at the end of June.

"I would like to thank John for his obvious passion, energy and enthusiasm for the business which he displays on a daily basis, and of course the tremendous impact he has had, particularly in developing our beer and spirit portfolio and strategy, which will be his legacy with CCA," said Ms Watkins.

As Barry O'Connell will be relocating to Australia, Chris Litchfield, CCA New Zealand's current Sales Director, will be appointed as Acting Managing Director of CCA New Zealand & Fiji, and a decision on a permanent appointment will be made in the coming months.



Barry O'Connell joined CCA in April 2013 as Managing Director – New Zealand & Fiji. Barry has a proven track record of success and joined CCA after 20 years with Coca-Cola Hellenic (CCHBC) where he has held senior positions with increasing responsibility. Having started his career in a marketing role in Ireland, Barry went on to work in the start-up of the CCHBC Russian franchise in 1997 before holding sales and marketing director's roles in both Ireland and Switzerland. He was then appointed to the role of General Manager for Austria & Slovenia, in 2009. Under Barry's leadership, the Austrian business has been one of the best performing markets in CCHBC, delivering double digit EBIT growth and significant market share gains over the last three years.

Shane Richardson joined CCA in September 2013 as Director, Licensed & Alcohol. Shane was previously Managing Director of Campari Australia & New Zealand and had been with them since 2009, during which time he accelerated the company into one of the top 10 liquor suppliers in the country. Prior to this Shane held a range of roles with the Foster's Group in both a national and state capacity. He brings considerable strength in customer relationship management, strategic know-how and a strong track record of driving business performance and building brands and teams.

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