



CCA Investor Day Eastern Creek & Northmead 5 June 2012

Terry Davis Group Managing Director



CCA Today

"A beverage for every consumption occasion"

- Leading brands in each major NARTD category in each market
- Best in class manufacturing, sales and distribution capability
- Customer service execution now a real competitive advantage
- Delivering on the material growth opportunity in Indonesia & PNG
- Emerging and already profitable alcoholic beverage business
- Management team with track record of delivery through the cycle
- Balance sheet strength and high operating margins provide base for long-term investment decisions



Key Business Drivers



Continue to grow the core Australasian business

- Further new product and package innovation and mix improvements
- Acceleration of our cooler placement programme to drive greater availability and sales of cold drinks
- Deliver efficiency targets from Project Zero – PET bottle self-manufacture to deliver material savings over the next 5 years

Accelerate the growth of our Indonesian & PNG business

- Further increase in production capacity, cooler footprint and sales & distribution capability
- Develop lower priced entry packs through returnable-glass and small PET bottles and effective market segmentation
- Develop appropriate new products to meet the needs of the growing “middle class” population

Leverage our best in class sales, distribution and logistics to grow alcoholic beverages in Australia and NZ

- Proven track record in adding significant value to alcoholic beverage brands through PacBev JV with SABM
- Expect to be back in beer in December 2013 with leading international brands

Australia – Product & pack innovation underpins strong market position



Quencher
Launched Aug11



Powerade Fuel+
Launched Jul11



Powerade “Silver Charge”
Launched Jan11



Super Light-weight
“Easy-Crush bottle”
Launched NSW Q1 12
SA & Vic Q2 12



Glaceau
“Low Cal”
Launched Sep11



GV Milk
“Strong Coffee”
Launched Feb11



Mother fuel cap
Launched Jul11



Vanilla Coke Zero
Launched Sep11

Investment & innovation in cold drink coolers continues to differentiate CCA from its competitors



Fountain

- Developed the most energy efficient cooler in the global Coca-Cola System. Our standard 2-door cooler in 2012 is ~40% cheaper and uses 55% less energy than 3 years ago



Low height vender



LED display cooler

WANT TO REDUCE POWER COSTS & YOUR CARBON FOOT PRINT?

Get a new energy efficient Cooler from the CCA Range & start saving today!

Update your equipment to a CCA Cooler

5 STEPS TO SAVING Up to \$3,000 value

- 1** Disposal of your old Cooler
• CCA will fund up to \$250 in disposal costs, and co-ordinate the removal
- 2** Replace your old Cooler with a new CCA energy efficient Cooler
• Potential saving \$500 pa
- 3** We'll provide the first fridge fill free
• \$1,200 value
- 4** Switch to Origin and they'll guarantee 10% off your total electricity bill
• Potential saving \$500 pa
- 5** Optimise your total refrigeration requirements
• Potential saving \$500 pa
• We can provide expertise in working out the optimal refrigeration your outlet requires based on your cold drink sales.

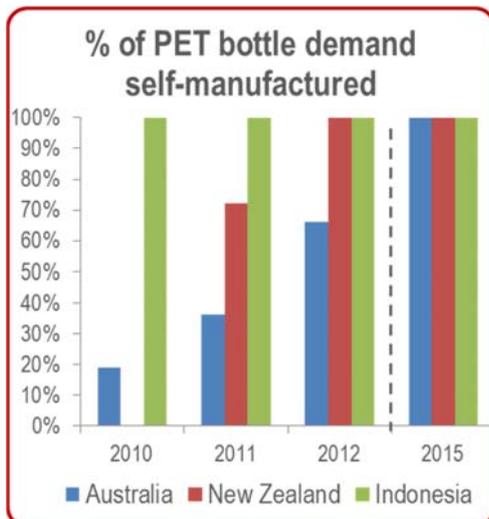
Talk to your Coca-Cola Amatil Representative today about how to get involved in this program & start saving today

C-C Global System Greenest Cooler

PET bottle self-manufacture ahead of target



- Currently 40% self-sufficient in the self-manufacture of PET bottles with 2 lines installed in NSW, 2 in South Australia and 1 in Victoria
- 2012 – 5 blowfill lines to be deployed which will increase self-sufficiency to over 70% by Dec12
- Blowfill lines and preform manufacture continue to meet or exceed expectations in terms of both operating and financial performance



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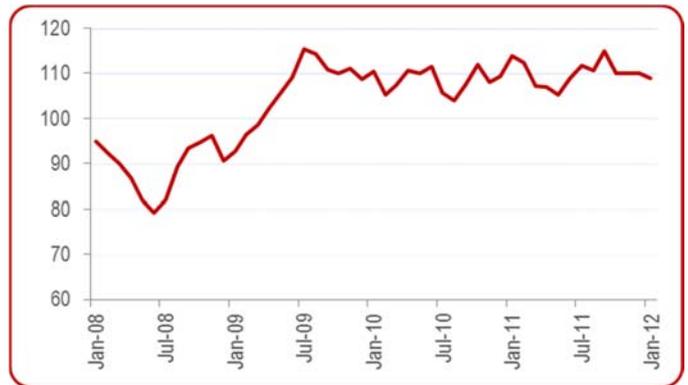
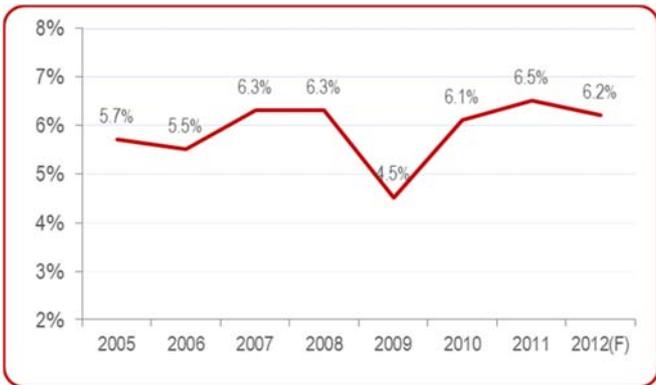
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Solid economic fundamentals in Indonesia underpinning growth

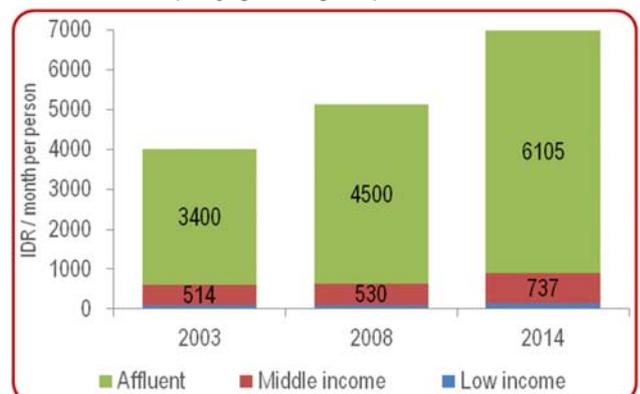
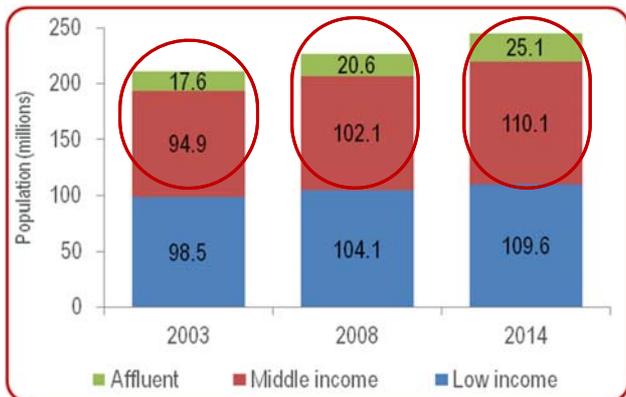
Strong GDP growth

...and rising consumer confidence



Rapidly growing affluent and middle classes

...with rapidly growing disposable incomes



CCA well positioned to deliver growth in Indonesia

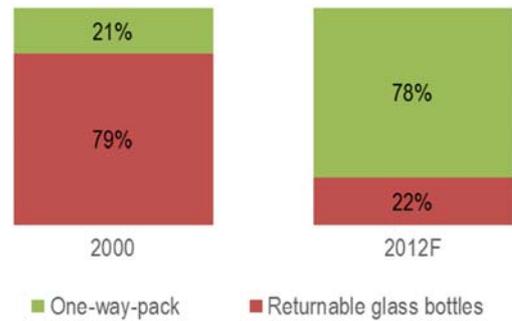
Established manufacturing & distribution footprint

CCA Key facts - Indonesia

Production facilities	8
Production lines	31
Sales centres	90
Employees	~8,000
Cooler doors	224,000
Customers	545,000

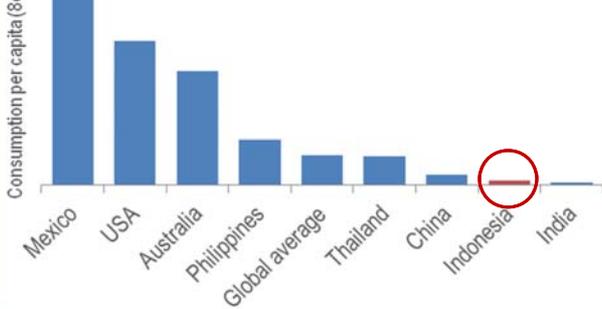
* As at Dec11

Repositioned package mix to target higher income consumers

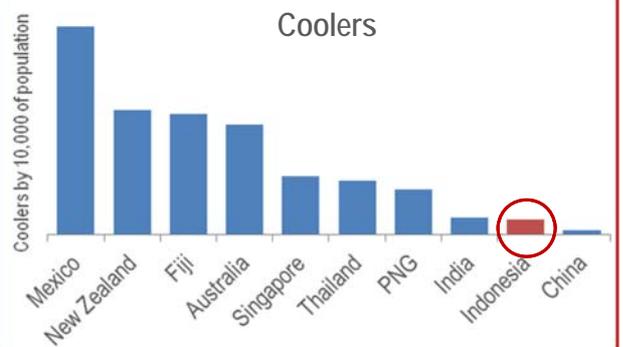


Opportunity to benefit from growing per capita consumption through product innovation and increased cooler penetration

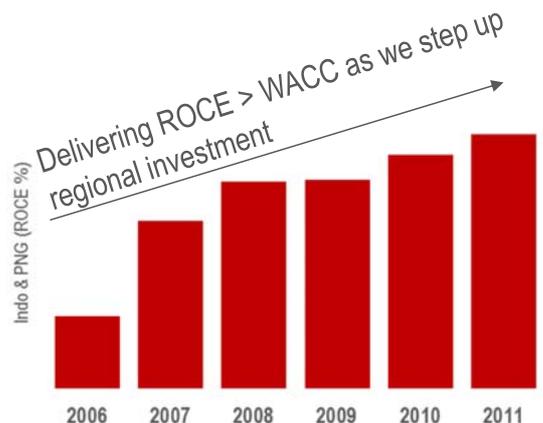
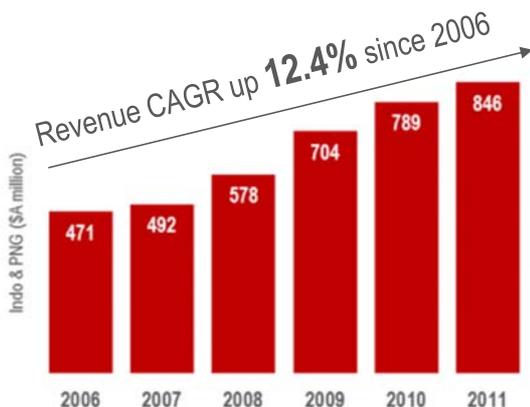
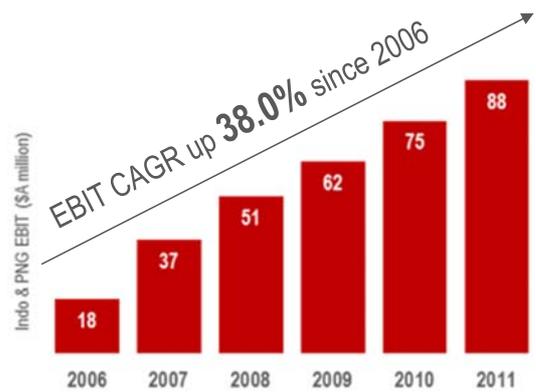
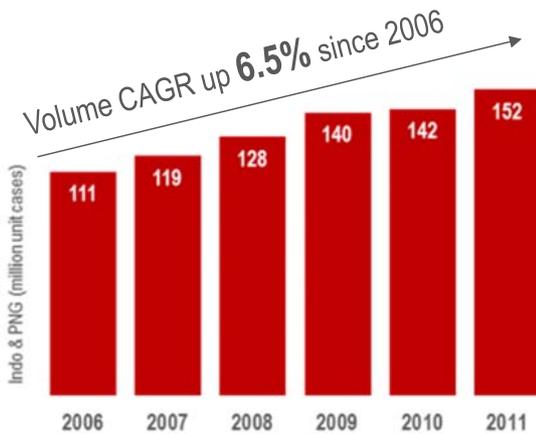
NARTD Consumption per capita



Coolers



Indonesia & PNG track record to date has been excellent, achieving good operational leverage as volumes grow



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Alcohol – Opportunity for CCA to leverage its sales, distribution and logistics infrastructure with international alcohol brands



Beam Spirits

- 10 year agreement for the manufacture, sales and distribution of the Beam premium spirits portfolio in Australia, Beam Global's second largest market in the world

Acquisition of Foster's Fiji brewery & distillery and Pacific Island beer distribution agreements with Grupo Modelo, Carlsberg and Molson Coors

- \$62m acquisition will complement CCA's NARTD business and provides a platform to develop export opportunities for Fiji bitter and Bounty Rum
- New partnerships combine some of the world's leading international premium beer brands with our large-scale customer and distribution capabilities.
- CCA will now have a stronger beverage portfolio offering across the Pacific region and these partnerships will complement our growth plans with the potential acquisition of Foster's Fiji brewery and distillery which makes Fiji Bitter and Bounty Rum.

Outlook – back in beer in Australia on 17 December 2013

Priorities & outlook for 2012



Up-weighted Project Zero programme

- Additional projects will see capital expenditure in 2012 increase by ~\$100m to \$460m
- The pipeline of infrastructure and technology projects now extends out to the end of 2015 with 2013 spend expected to be over \$400 million

Improved momentum in Australia

- Despite a slow start to the year due to poor weather in NSW and QLD, improved momentum since Easter expected to result in 1-2% volume growth for H1 2012
- Solid promotional programme in the lead up to the Olympics, with Coca-Cola a key sponsor

Strong growth continuing in Indonesia & PNG

- Very strong start to the year with >10% volume growth YTD
- Up-weighting investment to ~\$120m as the growth outlook for both businesses continues to be very favourable
- Expect to deliver around a 15% increase in our one-way-pack production capacity and >10% increase in cold drink cooler fleet
- Very good support from TCCC on marketing, new product innovation with a strong NPD pipeline

Strengthening credentials for the re-entry into beer in early 2014

- Development of strategic relationships with major international brewers in the Pacific Islands



Disclaimer

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