



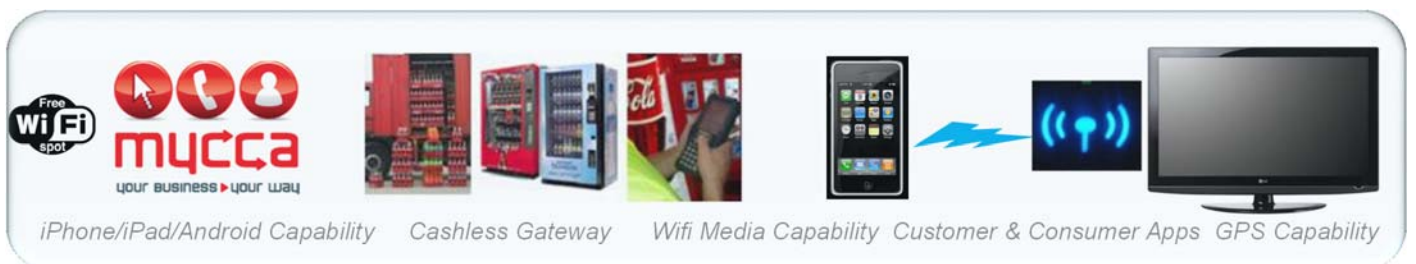
CCA Investor Day  
 Eastern Creek & Northmead  
 5 June 2012

Building a transformational IT platform

Barry Simpson Chief Investment Officer



CCA has implemented a world class technology platform



We have leading edge capability across all digital platforms



We have built a Best Practice end to end Platform to drive efficiencies and organisational capability



This platform enables us to reduce our cost of business by more effectively leveraging our scale and competitive position

### Efficiency



- 24/7 Order Taking
- Real-time Credit Approval
- 4 Hour Gold Class EQS Service
- 24 hour Cooler Placement
- 85% of all Orders placed electronically
- Real-time Inventory Management
- Supplier Electronic data Interchange
- GPS Fleet Tracking
- Customer Self-Service Apps

### Growth

- CCA Clubhouse Loyalty Program
- Location-based Digital Deals
- Targeted Upsell/Cross Sell
- Closed Loop Vending Solutions
- Cashless Payments
- Business Intelligence/Insight

### Simplified IT Environment

- ✓ 170 systems reduced to One Platform
- ✓ Coke-system Best Practice Experience
- ✓ Reduced IT Operating Expense



We have achieved this while managing operational risk and the platform spend within historic IT spend ratios

### AUSTRALIA & NEW ZEALAND

	Pre SAP			SAP			
	2006	2007	2008	2009	2010	2011	2012E
<b>IT Spending</b>							
<b>IT Operating Cost % of NSR</b>	2.6%	2.6%	2.4%	2.5%	2.6%	2.2%	2.2%

The program success drivers – Business Leaders Buy-in, Strong Governance, Clear Oversight



Over the next 3 years we will further develop our Sales & CRM platforms



CCA platforms for Sales

- A Single view of all interactions with the Customer
- Targeted Customer offers & services directed to the Sales force
- Best in Class analytics of internal & external data



myCCA Digital platforms for Customers

- Self Service
- Best in Class Up sell/Cross sell capability
- Available iPhone, iPad and Android across multiple formats regularly updated as technology evolves



Improve sales force capability and execution through expansion of our digital marketing capability



Digital Media Channel

- Digital media and WiFi Hot Spot in licensed venues
- Menu boards and WiFi hot spots in outlets
- Interactive media displays on equipment

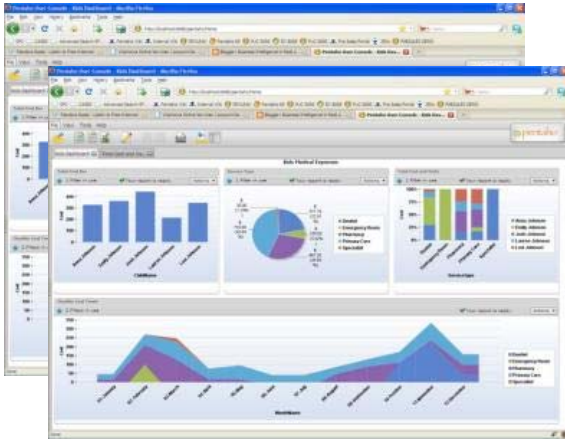


Digital Marketing Capability

- Offers available across all digital mediums
- Build a material digital relationship one to one with our shoppers
- Mobile offers based on the shoppers location



Achieve our goal of having greater understanding of consumer behaviour with each of our key customers to drive their revenue growth

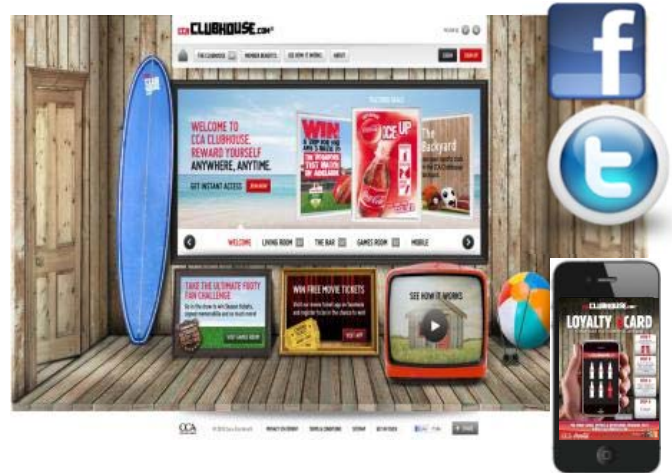


Business Intelligence

- Expand analytics with operational accounts
- Build a core capability that our competitors cannot match
- Embed CCA in our customers business

Loyalty Program Support

- CCA Clubhouse recruitment
- Exclusive offers for members
- Social media links and mobile access



Over the next 3 years we will rollout this new IT capability across the Group

**Indonesia**



- Migrate Indonesia to the same OAisys platform to support growth & efficiency
  - Leverage Australian experience: Business and IT
  - Leverage Indonesia low cost base for IT & Business Services
  - Target youth through Digital platforms
- Commenced 2012*



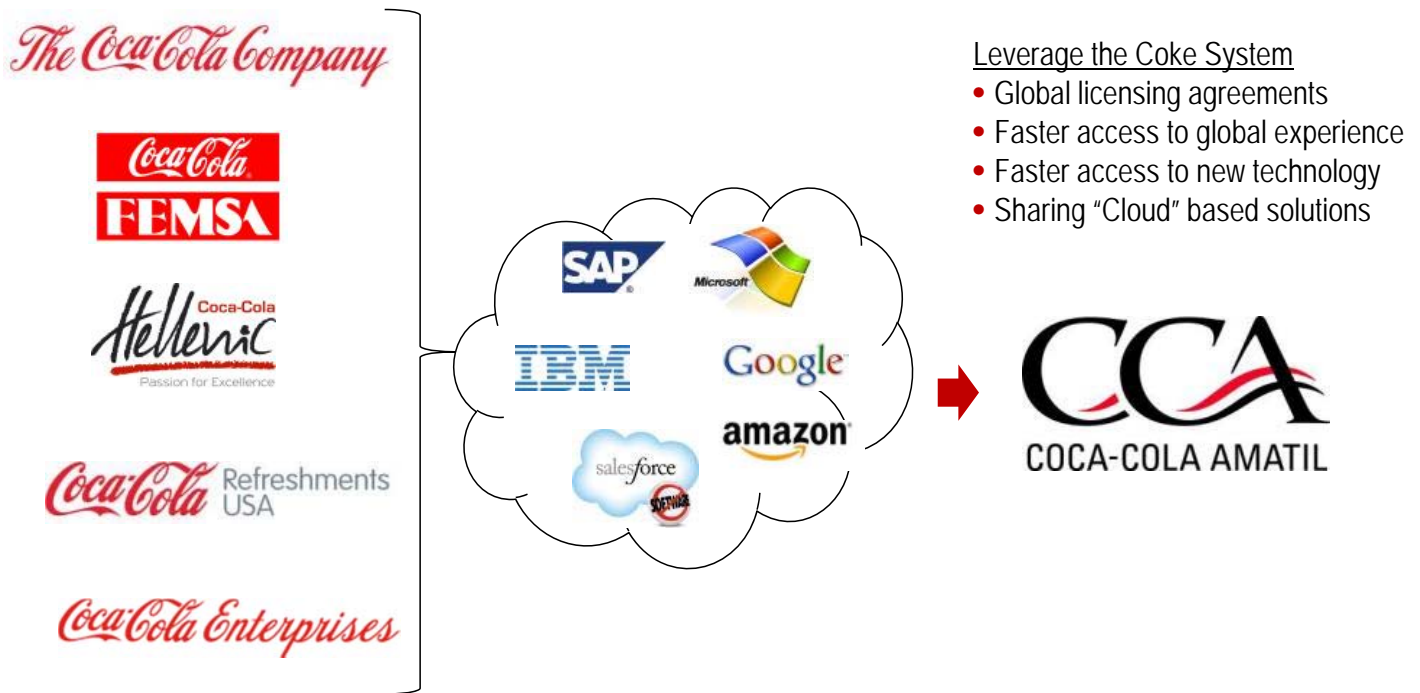
- Migrate SPCA Sales to the CCA Beverages platform
  - Leverage Digital capability for snacking
  - Support for integrated logistics
- Commenced 2012*



- Alcohol platform will scale to support future expansion
    - Taxes, Duties, Import, Export, Quality, Production
- Available Now*



Over the next 3 years we will leverage the Coca-Cola global system to bring new technologies to market faster and cheaper



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