



# 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.

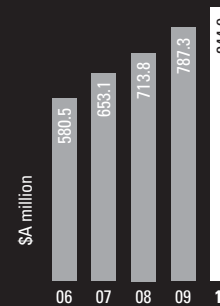


# 2010 FINANCIAL HIGHLIGHTS

EARNINGS BEFORE INTEREST AND TAX\*

## 7.3%

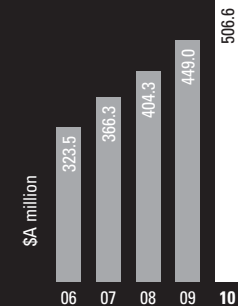
INCREASE



NET PROFIT\*

## 12.8%

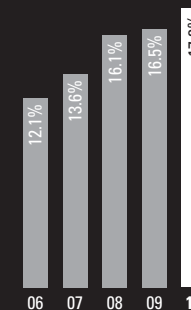
INCREASE



RETURN ON AVERAGE  
INVESTED CAPITAL\*

## 17.8%

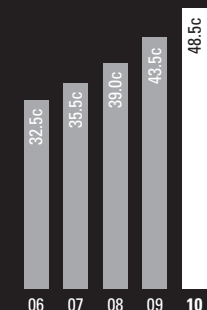
1.3 POINT INCREASE



DIVIDENDS PER SHARE

## 11.5%

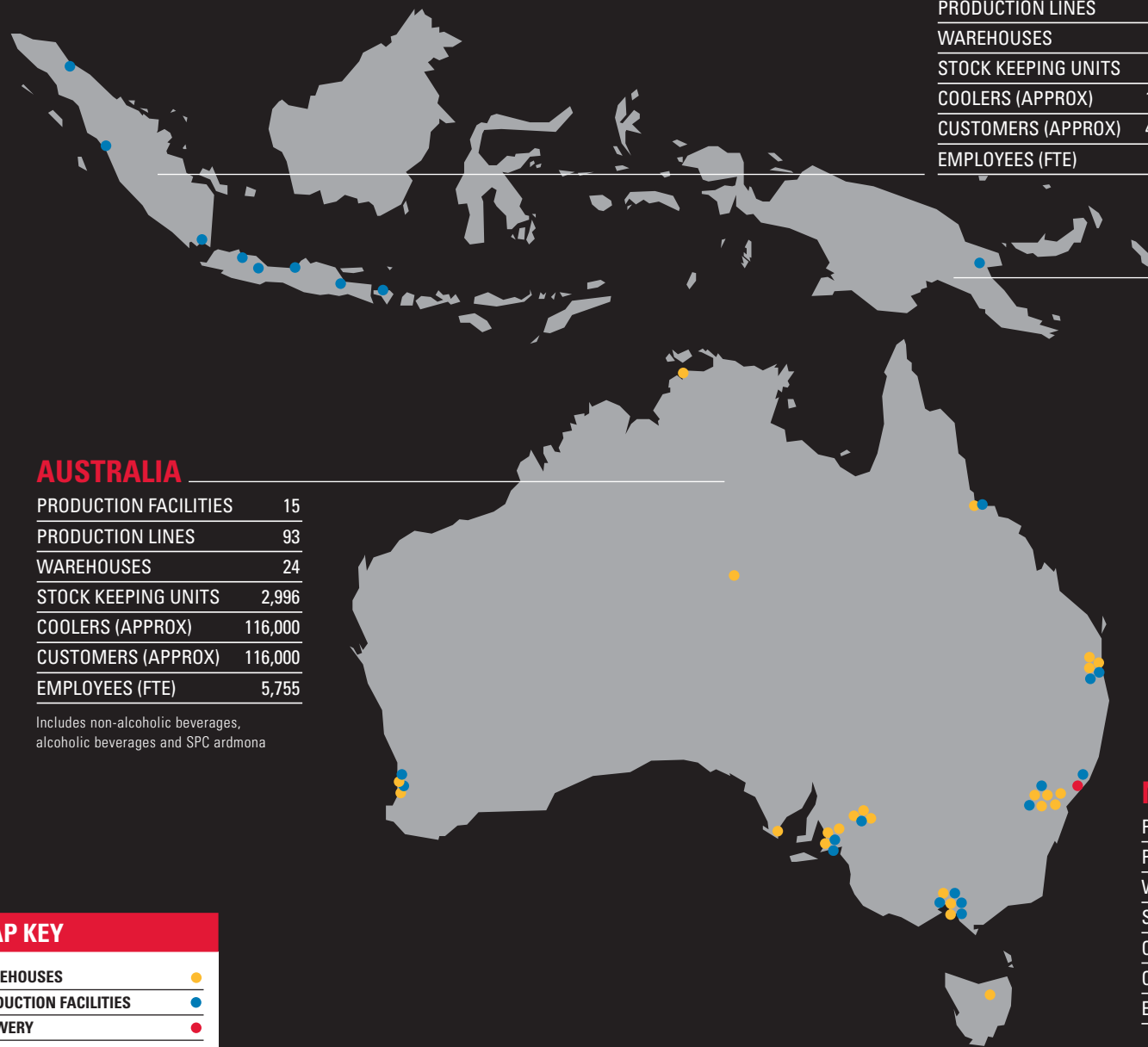
INCREASE



\* 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 Ardmona

## 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

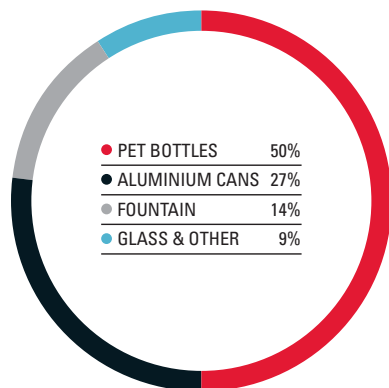
PRODUCTION FACILITIES	5
PRODUCTION LINES	13
WAREHOUSES	3
STOCK KEEPING UNITS	619
COOLERS (APPROX)	27,000
CUSTOMERS (APPROX)	16,800
EMPLOYEES (FTE)	987

# AUSTRALIA

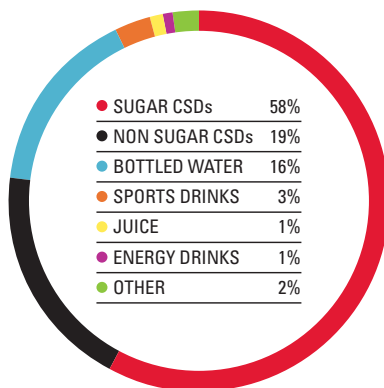
AS AT 31 DECEMBER 2010



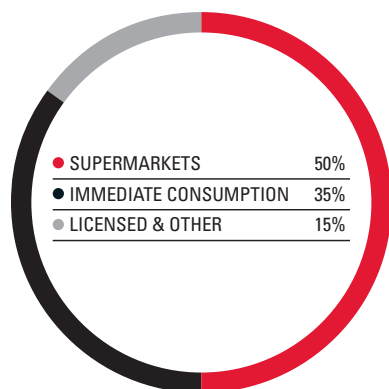
## PACKAGE MIX UNIT CASES



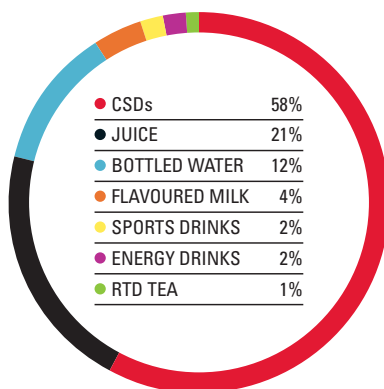
## CATEGORY MIX UNIT CASES



## CHANNEL MIX UNIT CASES



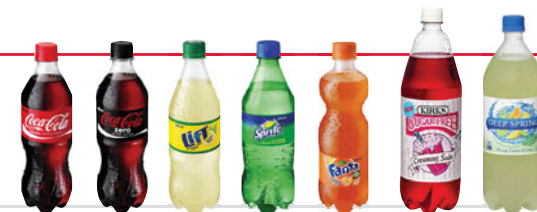
## BEVERAGE MARKET UNIT CASES



## 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

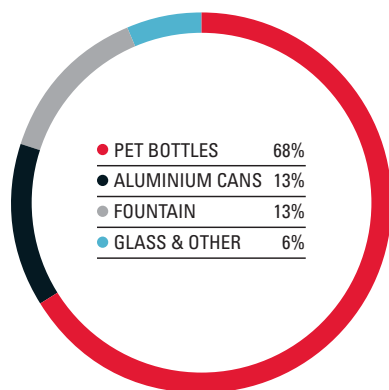


# NEW ZEALAND

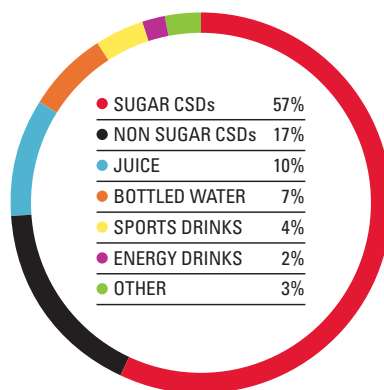
AS AT 31 DECEMBER 2010



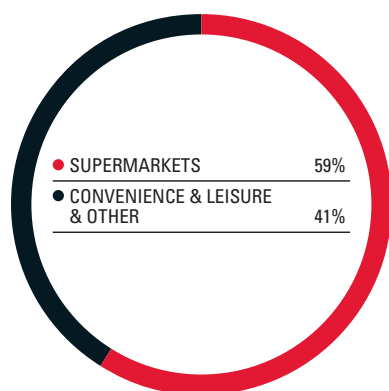
## PACKAGE MIX UNIT CASES



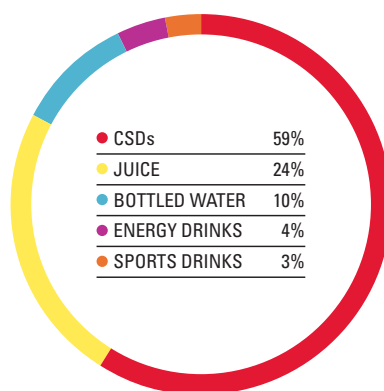
## CATEGORY MIX UNIT CASES



## 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

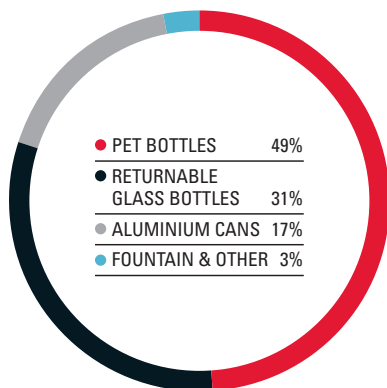


# INDONESIA

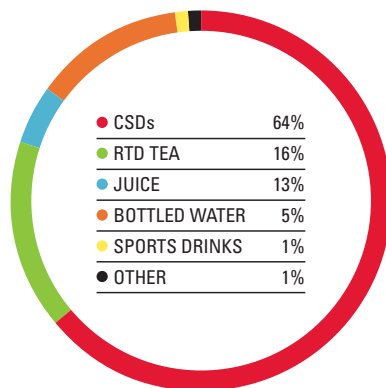
AS AT 31 DECEMBER 2010



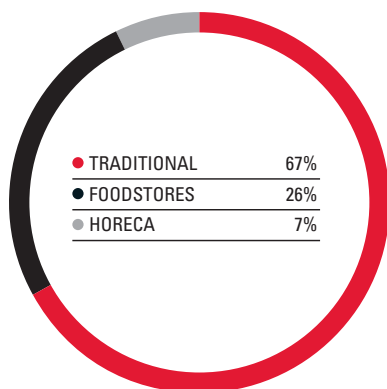
## PACKAGE MIX UNIT CASES



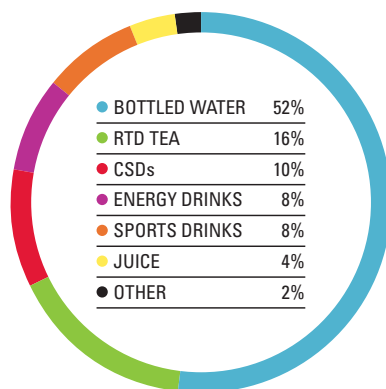
## CATEGORY MIX UNIT CASES



## 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

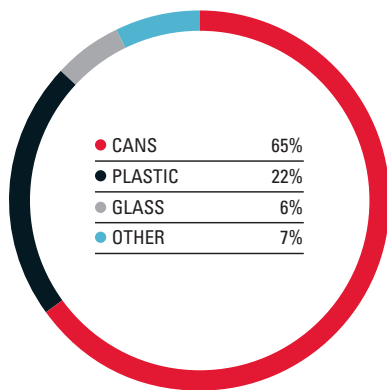
2% CCA MARKET SHARE



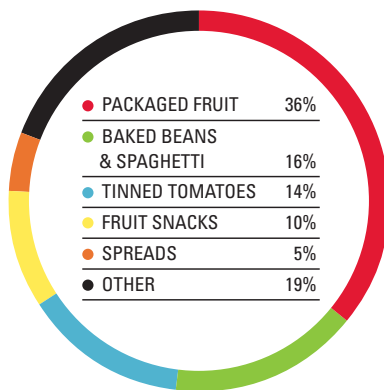
# SPC ARDMONA

AS AT 31 DECEMBER 2010

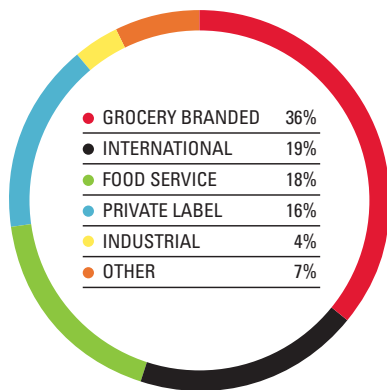
## PACKAGE MIX UNIT CASES



## 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



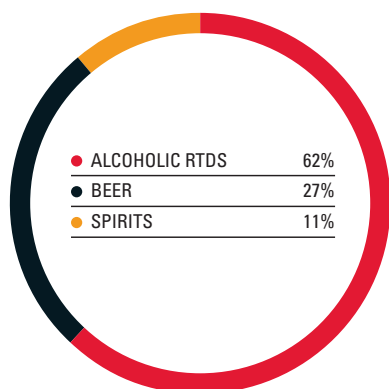
### OTHER PRODUCTS



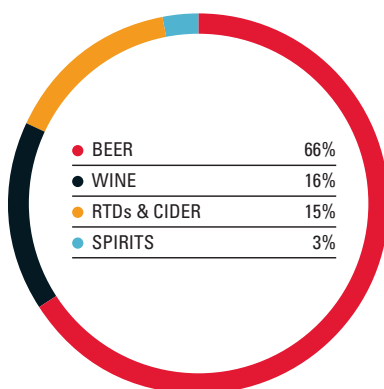
# PACIFIC BEVERAGES

AS AT 31 DECEMBER 2010

## CATEGORY MIX UNIT CASES



## ALCOHOLIC BEVERAGE MARKET UNIT CASES

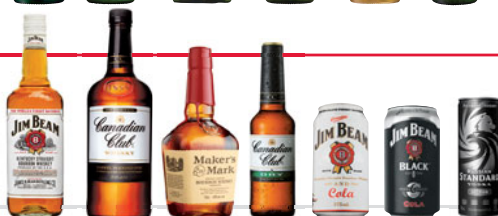


## KEY BRANDS

### BEER



### SPIRITS & ALCOHOLIC RTDs



# 5 YEAR FINANCIAL SUMMARY

		2010	2009	2008	2007	2006
<b>INCOME STATEMENT<sup>1</sup></b>						
Trading Revenue	\$m	4,490.3	4,436.0	4,091.4	4,393.2	4,353.1
EBIT <sup>2</sup>	\$m	844.9	787.3	713.8	653.1	580.5
Net Profit <sup>2</sup>	\$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
<b>BALANCE SHEET<sup>1</sup></b>						
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
<b>KEY RATIOS</b>						
Capital expenditure to revenue	%	8.3	6.9	6.8	6.8	6.5
Return on Average Invested Capital <sup>2</sup>	%	17.8	16.5	16.1	13.6	12.1
EBIT Interest Cover <sup>2</sup>	times	6.3	5.9	4.7	4.7	4.0
<b>PER SHARE INFORMATION</b>						
Earnings per Share <sup>2</sup>	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

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

<sup>2</sup> 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](mailto:registrars@linkmarketservices.com.au)

Website: [www.linkmarketservices.com.au](http://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](mailto:shrrelations@bnymellon.com)

Website: [www.bnymellon.com/shareowner](http://www.bnymellon.com/shareowner)

## HOW TO CONTACT US

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ABN 26 004 139 397

[www.ccamatil.com](http://www.ccamatil.com)