

Company Announcements Office
Australian Stock Exchange Limited

COCA-COLA AMATIL ADVISES OF A CHANGE TO SEGMENT REPORTING

Sydney, 28 July 2009: Coca-Cola Amatil Limited (CCA) today advises of a change to its segment reporting, effective from 1 January 2009, as a result of the formation of an “At Work” unit within the CCA Australia Beverage business.

The At Work unit comprises the Coke Vending, Neverfail Springwater and Café Direct Australia businesses, which have a combined customer base of over 150,000 with minimal product overlap. Combining the businesses will lift customer service levels, reduce operating costs and increase the sales and profits of those customers. It will also facilitate the completion of the integration of a number of Neverfail’s manufacturing operations into the Australian Beverages business.

The At Work unit is part of the Australia Beverage segment and will not be reported separately. The effect of the formation of the At Work unit is to transfer all of the assets and liabilities of the Neverfail Springwater business from the Food & Services segment into the Australia Beverage segment. Neverfail was previously reported within the Australia Beverage segment prior to the formation of the Food & Services division from 1 January 2006.

In addition, the assets and liabilities of the Café Direct Australia business will be transferred from the New Zealand & Fiji segment into the Australia Beverage segment.

This segment reporting change, which will be reported for the first time in the first half 2009 results to be announced on 13 August 2009, affects only the composition of CCA’s segment information and will not impact CCA’s Group earnings and balance sheet previously reported to the market.

The following tables summarise CCA’s 2008 segment trading revenue and EBIT results in the new segment composition by half year, as well as the trading revenue and EBIT numbers as originally reported.

Additional information in relation to the Coke Vending, Café Direct Australia and Neverfail Springwater businesses is attached.

CCA Trading Revenue – New Reporting Segment Format

\$'M	H1 2008	H2 2008	Full Year 2008
Beverages			
Australia	1,191.4	1,384.8	2,576.2
New Zealand & Fiji	217.9	227.7	445.6
Indonesia & PNG	215.9	361.9	577.8
Food & Services	234.3	257.5	491.8
Trading Revenue	1,859.5	2,231.9	4,091.4

CCA Trading Revenue – Old Reporting Format

\$'M	H1 2008	H2 2008	Full Year 2008
Beverages			
Australia	1,147.2	1,344.6	2,491.8
New Zealand & Fiji	217.9	227.7	445.6
Indonesia & PNG	215.9	361.9	577.8
Food & Services	278.5	297.7	576.2
Trading Revenue	1,859.5	2,231.9	4,091.4

CCA EBIT – New Reporting Segment Format

\$'M	H1 2008	H2 2008	Full Year 2008
Beverages			
Australia	225.7	276.5	502.2
New Zealand & Fiji	38.2	45.2	83.4
Indonesia & PNG	10.4	40.2	50.6
Food & Services	34.9	15.4	50.3
Share of net profit (loss) of Pacific Beverages JV (50%)	(0.3)	0.9	0.6
EBIT	308.9	378.2	687.1

CCA EBIT – Old Reporting Format

\$'M	H1 2008	H2 2008	Full Year 2008
Beverages			
Australia	219.1	269.3	488.4
New Zealand & Fiji	38.2	45.2	83.4
Indonesia & PNG	10.4	40.2	50.6
Food & Services	41.5	22.6	64.1
Share of net profit (loss) of Pacific Beverages JV (50%)	(0.3)	0.9	0.6
EBIT	308.9	378.2	687.1

Additional information

Neverfail Springwater

Neverfail, with over 150,000 customers, is Australia's largest supplier of large-bottled springwater, primarily to the home and office (HOD) market. Neverfail offers a range of products including bottled spring water, cooler rental and water filters.

Coke Vending

Coke Vending currently has almost 40,000 beverage vending machines in Australia, servicing over 18,000 customers including supermarkets, shopping centres, offices, call centres, industrial sites, mine sites, hospital & retirement facilities and educational facilities.

Café Direct

Café Direct has provided quality coffee and a comprehensive range of cafe solutions to the HOD market throughout Australia and New Zealand for over 10 years. Café Direct offers café solutions to retail businesses (cafés, restaurants and food outlets), corporate cafés, factories and cafeterias. Café Direct Australia currently has over 300 customers.

For further information, please contact:

Media

Sally Loane

Ph: +61 2 9259 6797

Sally.Loane@anz.ccamatil.com

Analysts

Paul Irving

Ph: +61 2 9259 6185

paul.irving@anz.ccamatil.com