



ASX Announcement

5 June 2012

CCA HOSTS INVESTOR TOUR

Coca-Cola Amatil Limited (CCA) is today hosting investors on a tour of its recently completed preform and closure plant in Eastern Creek, Sydney and its blowfill plant and full automation warehouse facilities at Northmead, Sydney. Attached is a copy of the management presentations that will be made on the day.

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CCA Investor Day Eastern Creek & Northmead 5 June 2012

Terry Davis Group Managing Director



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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



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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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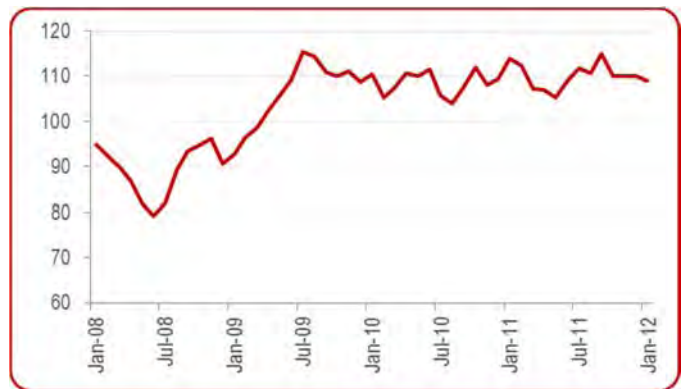
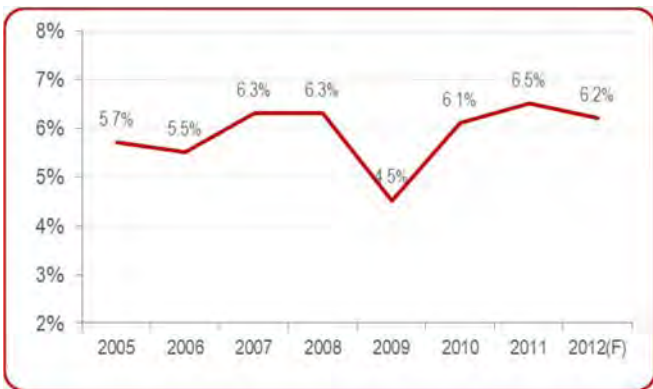
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- Expect to be back in beer in December 2013 with leading international brands

Solid economic fundamentals in Indonesia underpinning growth

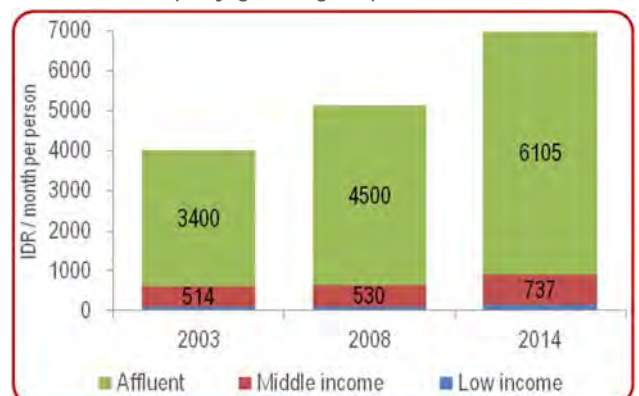
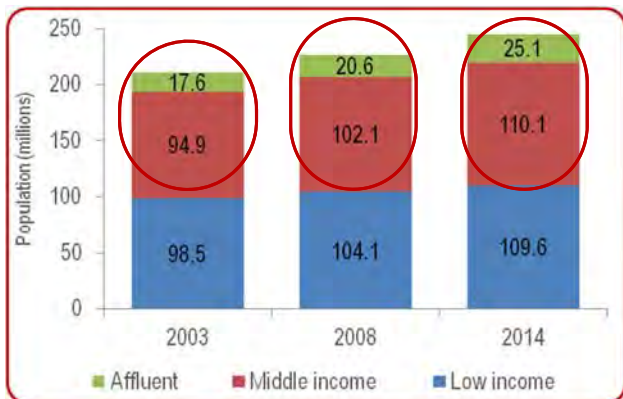
Strong GDP growth

...and rising consumer confidence



Rapidly growing affluent and middle classes

...with rapidly growing disposable incomes



CCA well positioned to deliver growth in Indonesia

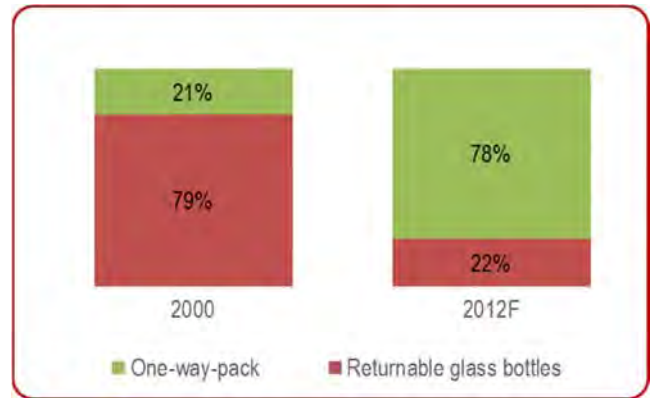
Established manufacturing & distribution footprint

CCA Key facts - Indonesia

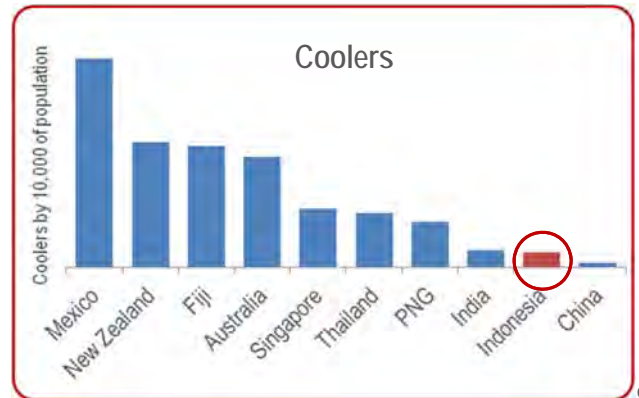
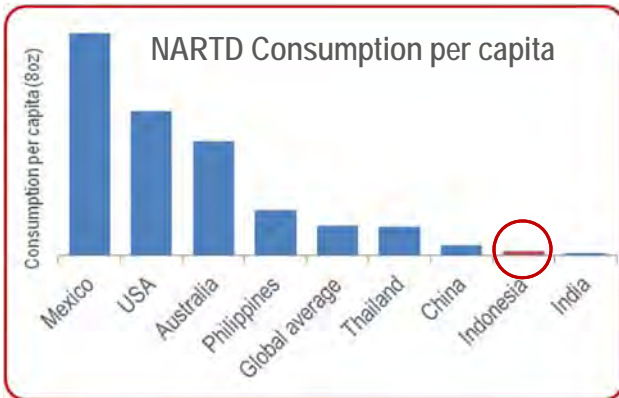
Production facilities	8
Production lines	31
Sales centres	90
Employees	~8,000
Cooler doors	224,000
Customers	545,000

* As at Dec11

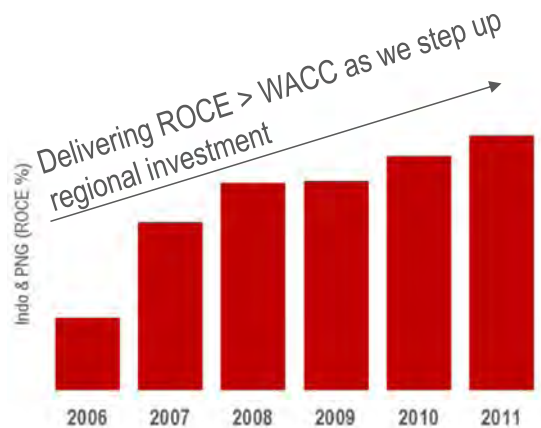
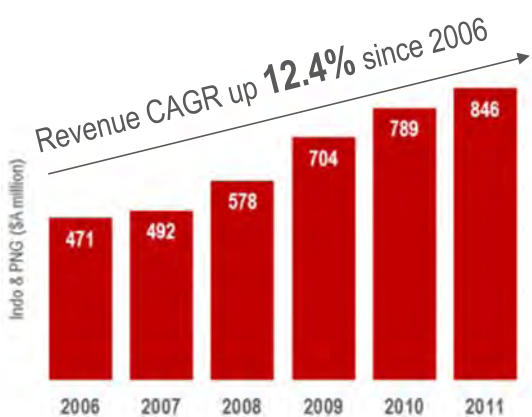
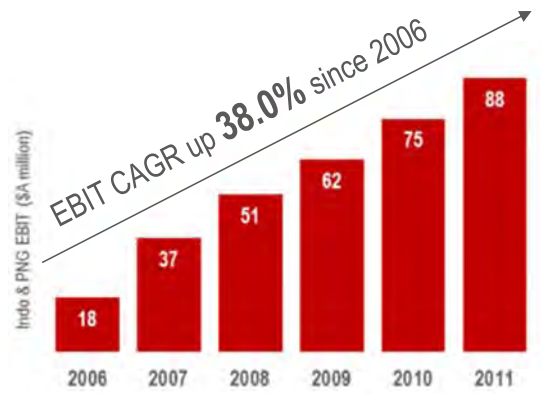
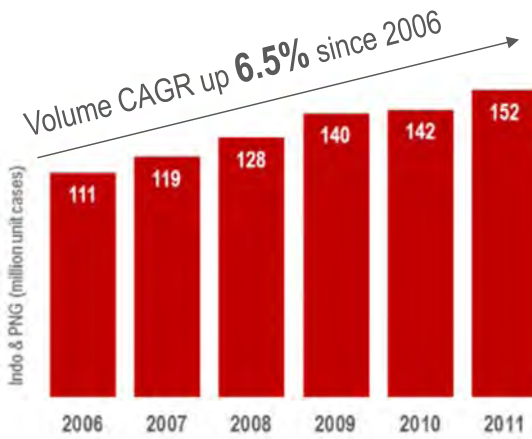
Repositioned package mix to target higher income consumers



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



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

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Disclaimer

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CCA Investor Day
 Eastern Creek & Northmead
 5 June 2012

Financial Review

Nessa O'Sullivan Group Chief Financial Officer



Key Financial Objectives



Year on year EPS & DPS growth

- Achieving the right balance between Price, Volume & Mix to fully recover cost increases
- Consistent returns from up-weighted capital investment (Project Zero efficiency programs) supporting earnings growth

Maintain balance sheet strength & ability to fund investment to develop growth opportunities

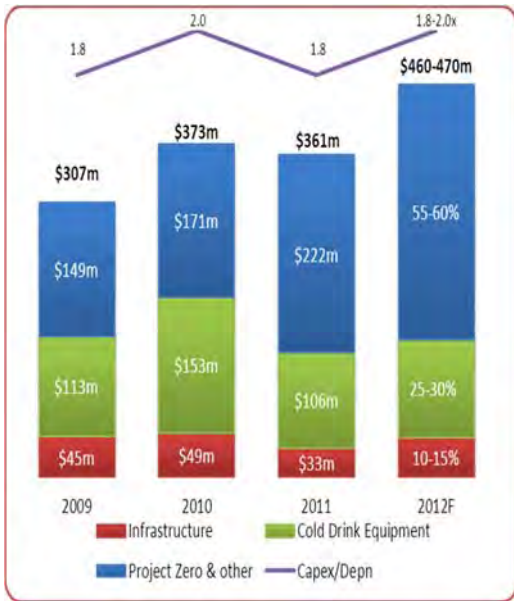
- 2012 – a peak year for capital investment at ~\$460-470m, \$100m increase over prior year from acceleration of investment in proven projects
- Group capital investment returns above cost of capital – ROCE maintained >20%
- Conservative balance sheet and debt profile supporting A3/A- credit ratings. Debt maturities fully funded to 2014

Reward shareholders along the way

- Dividend payout ratio in the 70% to 80% guided range



Overview of CCA Capital Investment Spend

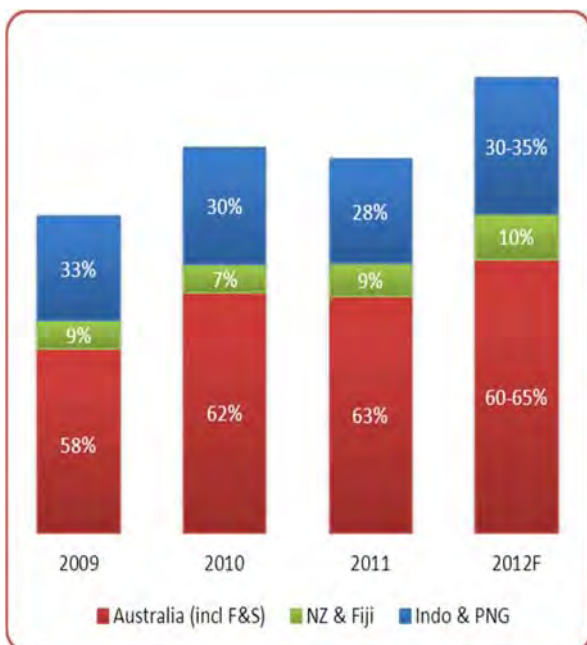


- **Group Capital investment spend**
 - Project Zero efficiency and capacity investments (~55-60%)
 - Cold drink equipment (25-30%)
 - Infrastructure spend (10-15%)
- **Geographical Split**
 - Australia (55-60%)
 - Indonesia & PNG (25-30%)
 - New Zealand & Fiji (10-15%)
- **2012 a peak year for capital spend ~\$460-470m (~9% of NSR) – increase funded from proceeds of JV sale and enabled by pipeline of proven projects**
- **2013 capital outlook reduced to ~8% of NSR**
- **Pipeline of high return projects extends to at least 2015**

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2012 geographical spend – continuing to invest in Australia in efficiency projects and investing in the high growth market of Indonesia



Australia (~60-65% of capex):

- 5 PET bottle self-manufacture lines
- Preform and closure plant
- Cold drink coolers

Indonesia & PNG (~30-35%):

- Indonesia:
 - Beverage production capacity and capability
 - Cold drink coolers
 - Infrastructure
- PNG: PET production capacity

NZ & Fiji (~10%):

- 2 PET bottle self-manufacture lines

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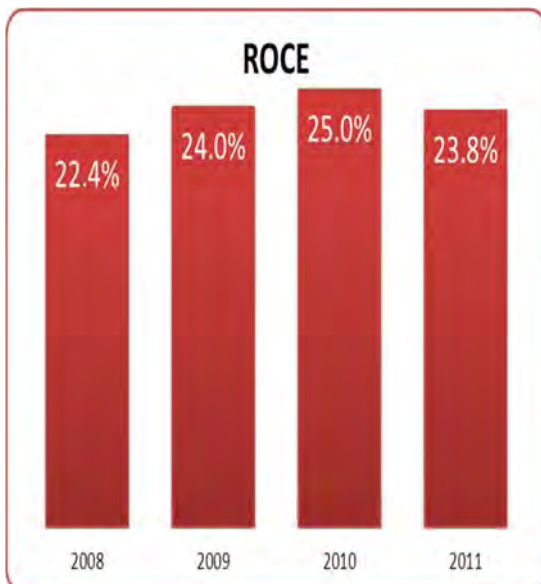
Strong returns driven by disciplined approach to capital investment

- **Rigorous assessment of potential capital investments**
 - Alignment to business strategy to deliver growth objectives
 - Competitive advantage, customer service benefits, efficiency gains and sustainability/reduction in carbon footprint
 - Size of returns relative to cost of capital and project risks and organisational capability to execute
 - Geographical specific hurdle rates
- **Pilot testing** – when feasible
- **Phasing of spend** – taking learnings from initial spend projects allowing for modifications improvements / replication of successful projects
- **Flexibility** – ability to change allocation year-on-year and half-on-half
- **Ongoing investment in lower returning infrastructure** to support future growth

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CCA Capital investment – continuing to deliver returns well above CCA's cost of capital with Group ROCE expected to remain > 20% for the next 3 years



- Up-weighted capex is still consistently delivering returns well in excess of cost of capital
- Track record of ROCE >20% & WACC <12%
- 2012 major projects delivering >20% ROCE
- Expect ROCE to remain >20% for next 3 years

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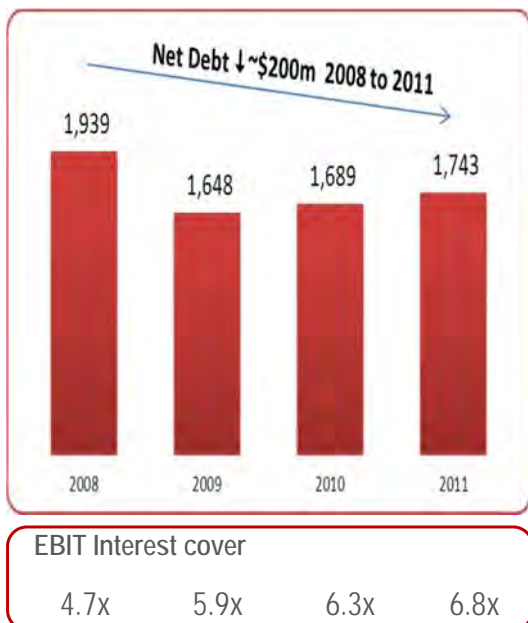
Balance sheet, debt book and interest cover all in a strong position

2008-2011

- Material investment with strong returns – \$1.3bn invested in capital spend over last 4 years
- Net debt ↓ ~\$200m
- EBIT interest cover increased from 4.7x to 6.8x
- DPS ~35% increase from 39.0c to 52.5c

2012

- Conservative debt book with A3/A- credit rating
- Committed debt facilities of ~\$2.7bn with an average maturity of 4.5 years
- CCA borrowing at rates cheaper than other like sized corporates
- Full year net debt outlook in line with prior year
- Maturities fully funded to 2014



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Despite 2012 up-weighted capital spend & increase in dividend payments, expect H1 and Full Year net debt to be no higher than 2011

- Expect a reduction in H1 2012 net debt – payments from SABM to offset the increase in capital spend
- Net proceeds of ~\$260m from SABM payments
 - Sale of shares in Pac Bev JV
 - Spirits payments
 - Purchase of Foster's share of Fiji Brewery & Distillery
- 2012 capital expenditure of ~\$460-470m
- Higher 2011 dividend payout driving higher cash dividend payments in H1 2012 – H1 2012 cash outflow from 2011 final dividend payment of \$216m

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Management of commodity costs & related currency exposures

- Raw commodities priced in US dollars (~15% of total COGS) – Aluminium, Sugar & PET Resin – Related commodity processing costs generally priced in local currencies
- CCA manages commodity costs & related currency exposures
 - Objective is to reduce volatility in costs and to provide greater certainty over costs to enable the business to develop and execute plans to fully recover cost increases
 - CCA hedges raw commodities of Aluminium and Sugar and currency exposures relating to all 3 major commodity exposures
 - Target to hedge ~80% of the following year's exposures by the last quarter of each calendar year
- PET resin is unpriced and unhedged
 - PET related currency exposures are hedged however CCA is exposed to movements in the spot resin prices
 - Group exposure to PET resin reduced with PET bottle and closure light-weighting enabled by blowfill and closures plant capital investments

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2012 beverage COGS per unit case expected to increase by ~3.5% to 4.0%**



- Raw Commodity costs (~15% of COGS) – expected to increase at levels below inflation – Market/spot pricing on major commodities has decreased in 2012. CCA's commodity cost outlook is based on year-on-year hedged position and expected Resin spot pricing for balance of year
- Non raw commodity COGS (~85% of COGS) – expected to increase in line with inflation – commodity processing costs, concentrate and other input costs of manufacturing
- Mix shift driving 1 to 1.5 points of Group COGS per unit case increases – mix impact also reflected in higher revenue growth

CCA targeting full recovery of COGS increases

**constant currency & excluding Indonesia

H1 2012 Outlook – 4-5% growth in net profit for the first half of 2012



- 4-5% growth in net profit for H1 2012, before significant items
- H1 2012 after tax significant gain
 - Net gain related to CCA not proceeding with Foster's Australian spirits business acquisition; offset by costs and inventory write-downs associated with restructure of SPC Ardmona business



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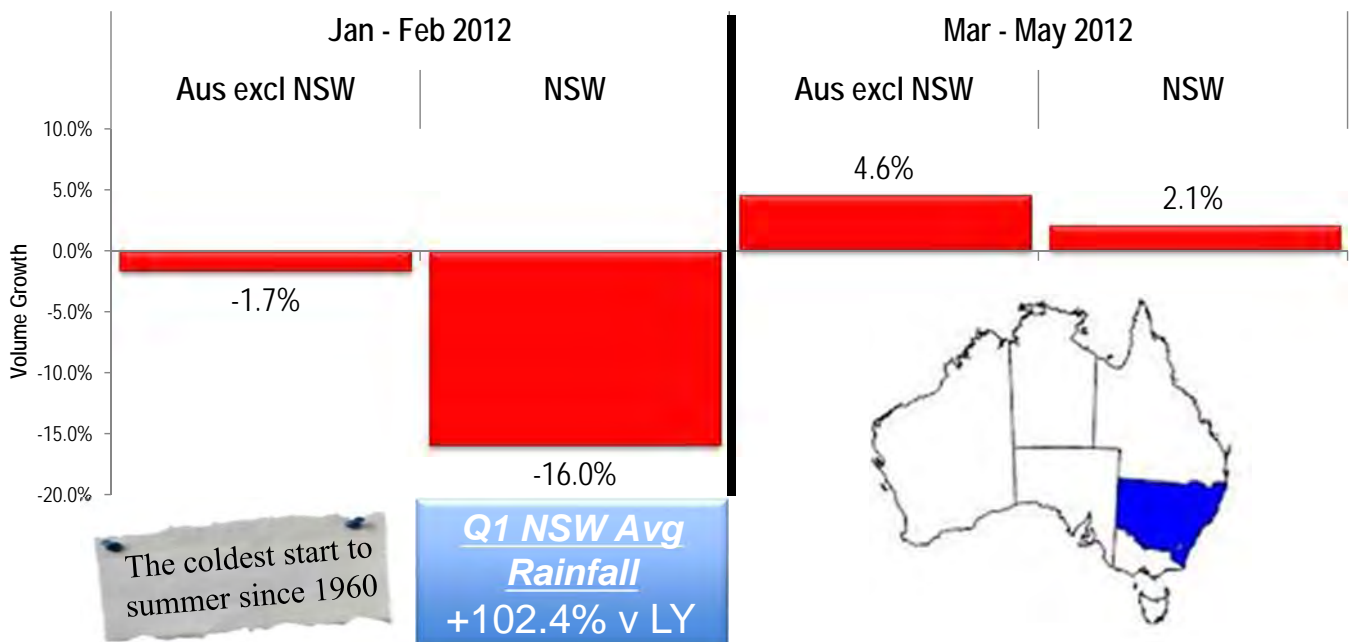
CCA Investor Day Eastern Creek & Northmead 5 June 2012 Australasia

Warwick White MD Australasia



While we had a slow start to the year, driven by poor weather in NSW, we expect to deliver volume growth in H1 between +1% and +2%

Volume Growth by region and period

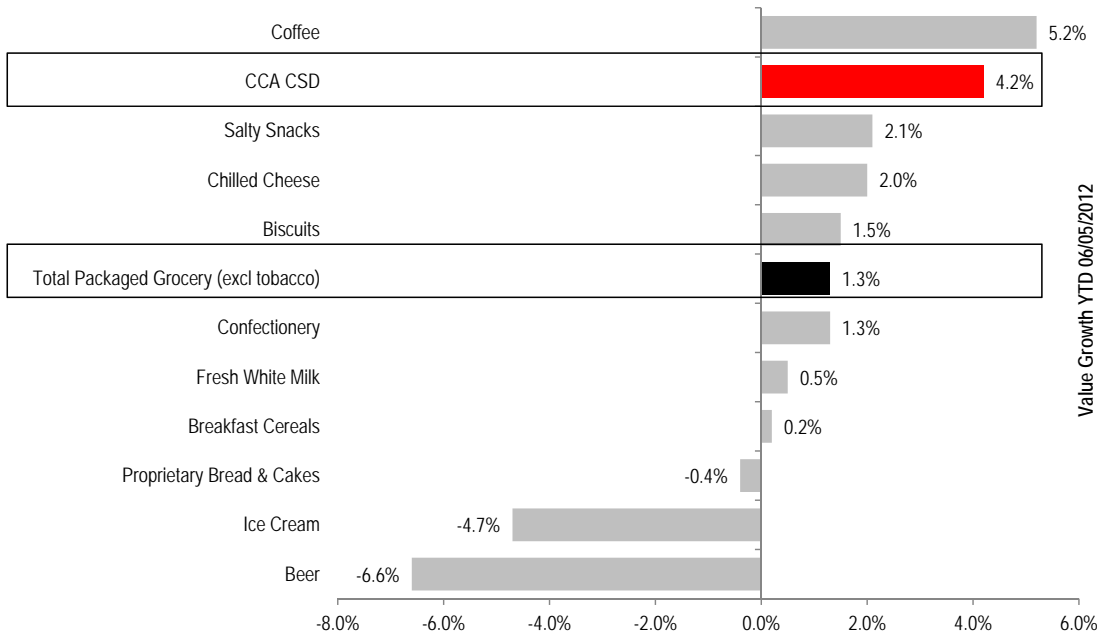


Source: Internal Systems, B.O.M, Herald Sun & Aztec Scan Database



We are outperforming other categories despite the poor summer

Value growth in top grocery categories YTD 06/05/12

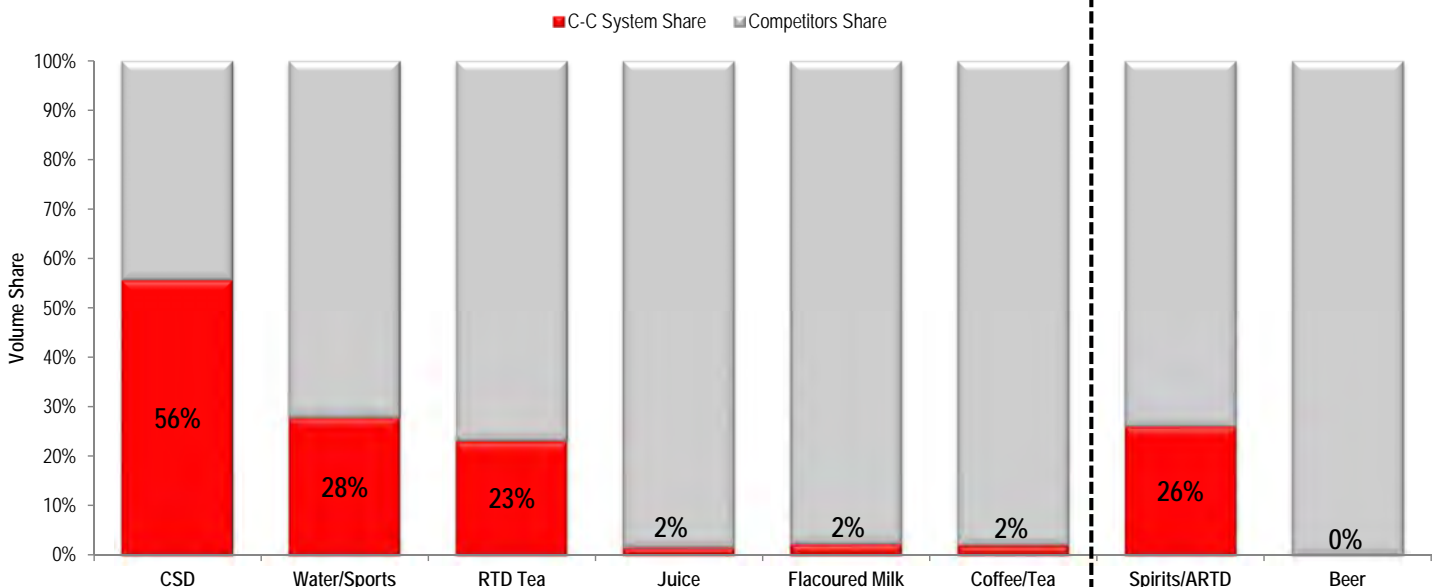


Source: Aztec



We still have plenty of growth opportunities in Beverages

2011 Volume Share of Total Market By Category



Source: Aztec (National Grocery exc. Aldi , National P&C Data) Nielsen Route Database and CCA estimates



We have created a Sustainable Growth Model – powered by technology change

Building Demand

Equipment



Non-Alcoholic Beverages



Alcohol



Hot Beverages



Service at a cost competitors cannot match

IT



OneAmatil informationsystem

Production



Equipment Service



Distribution



Building Demand

Non-Alcoholic Beverages



If you know a Matt, share a Coke with

Get together and share a 'Coke'



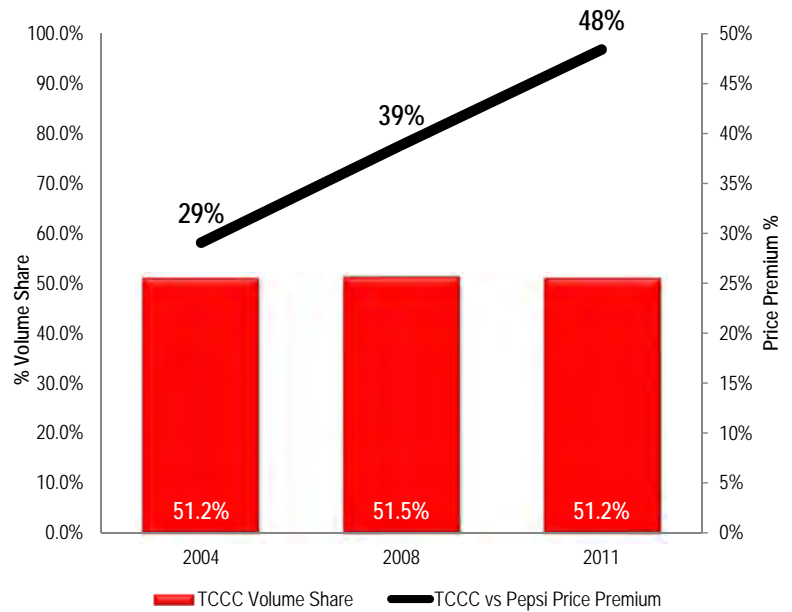


Developing brand equity of our Coke trademark has allowed us to lift our price premium over Pepsi Schweppes while maintaining share



- Since 2004:**
- Revenue has grown by circa +\$500m
 - Serves of Coke have grown by circa +250m

TCCC Std Soft Drink Grocery Volume Share vs Price Premium to Pepsi Schweppes



Source: Aztec and internal systems



The "Connect" program has reinvigorated the Coke brand with a 5pt increase in the number of young adults and teens that purchased Coke in the last quarter of 2011

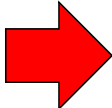
New digital printing technology has created this opportunity



Source: Internal Systems

We have developed the world's largest per capita frozen beverage market

0 serves in 2002



120 million serves in 2011



Technology has delivered significant cost savings and increased reliability

Source: Internal Systems

Accessing our customer's technology is providing further growth opportunities

Source: Coles in store images & Woolworths Catalogues 14/03/2012 and 21/03/2012



We are also launching the biggest Olympics campaign since Sydney 2000

ON PACK Consumer Promotion

(June-August)
Coke TM

10 trips for 2 to London

Thematic 24 Can pack Total Grocery

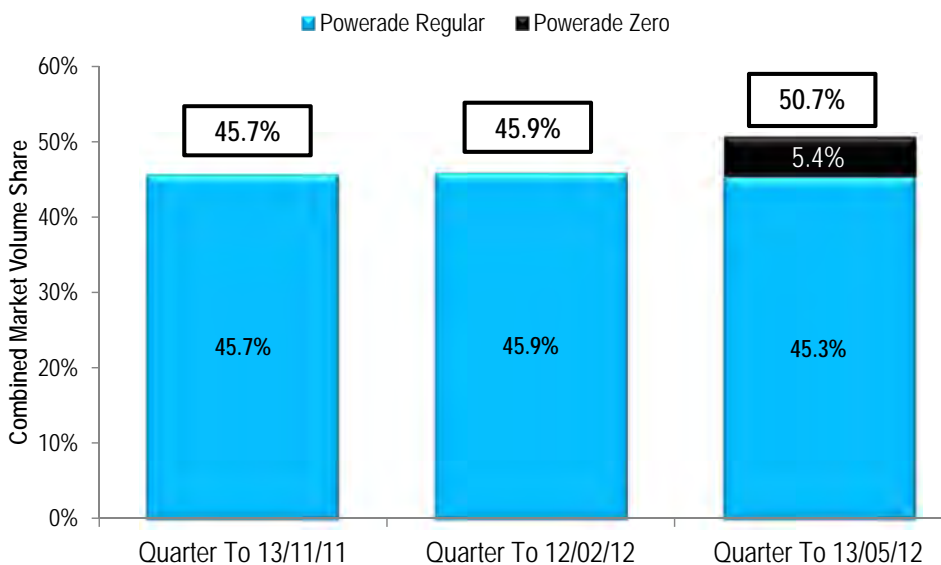
- Collectible cans
- Gift with purchase

LICENSED Exclusively in channel



Powerade Zero is growing our share of the sports category

Powerade Grocery and C&P Market Volume Share



We continue to grow Mother as an Energy brand through innovation

Mother is now ~\$150m* brand



Source: *2011 Retail Sales Value (Aztec, Nielsen and CCA estimates)

The 'Mount Franklin Easy-Crush Bottle' is now 12.8 grams, using 35% less PET resin



Source: Internal Systems



Mount Franklin Lightly Sparkling

From April 1st Jennifer Hawkins became our new Brand Ambassador



Mt Franklin
Lightly
Sparkling is
a ~\$25m
Brand* and
growing at
+23% YTD



Source: *2011 Retail Sales Value Aztec, Nielsen, CCA estimates & internal systems



Building Demand

Hot Beverages








Our Hot Beverages business is growing by ~20% as we leverage our competitive edge with large scale national customers



Account Management



Equipment Services



Distribution



We will sell the equivalent of ~160 million cups in 2012

Source: Internal systems

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Building Demand

New Zealand



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The rebuilding of Christchurch has not yet started



The NZ government will spend \$10bn to rebuild the city

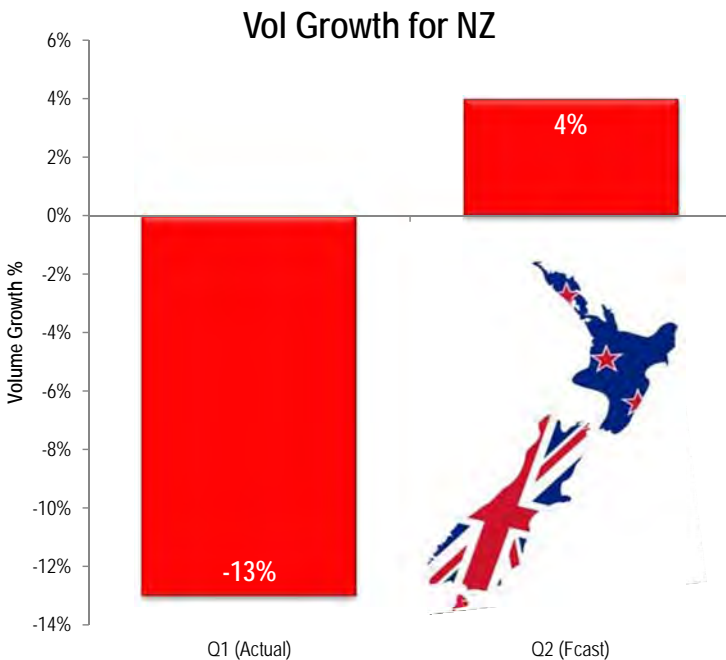
NZ 2013 GDP growth is forecast to be +2.4%

349 of the original 625 CCA customers have yet to re-open their stores

Source: "Govt will borrow to cover quake bill" NZ Herald, World Bank forecast & Internal Systems



Q1 was a very slow start in NZ due to poor weather and consumer spend slow down



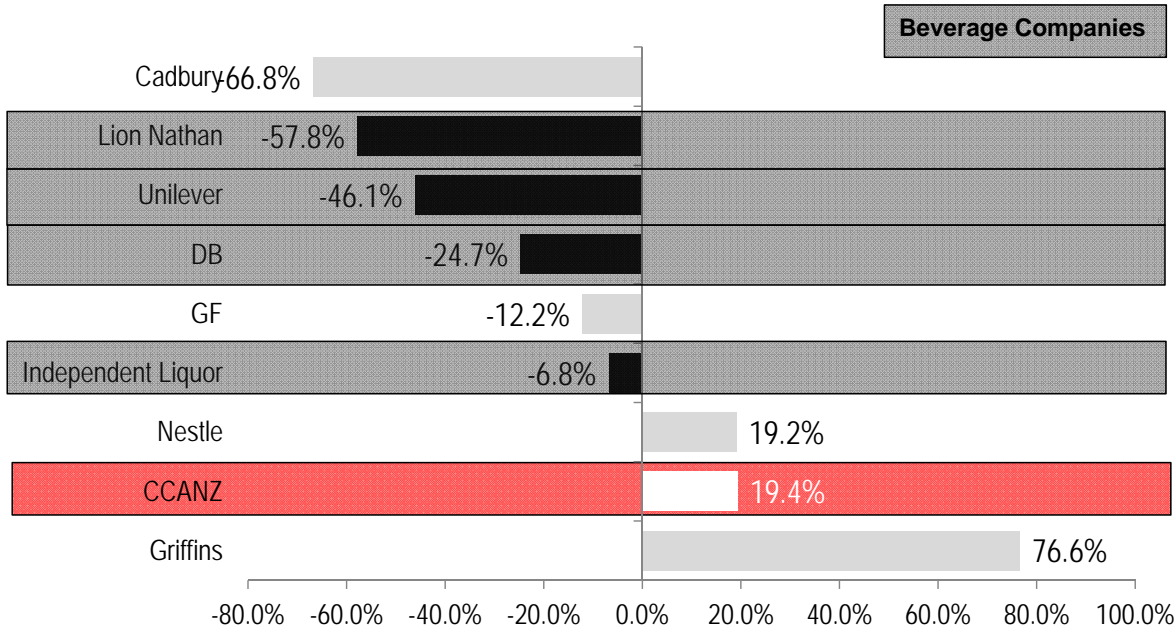
Q1 weather in North Island NZ* was similar to NSW with Rainfall +59% vs LY

Source: Internal systems, NZ met service (*Auckland Rainfall)



Over the last 4 years CCANZ has outperformed its near peer group

EBIT Results - 4 year (2008 to 2011)



Source: Internal systems, Financial Statements & CCA estimates



In New Zealand, recovery plans will deliver an improved Half 2

Key programs to stimulate growth and EBIT

NZ will be the second market in the world to launch Coke Connect

Launch of the 300ml PET bottle

Expanding our portfolio

Source: Internal systems



Building Demand

Alcohol



Building Demand

Equipment





Service at a cost competitors
cannot match

Distribution



Service at a cost competitors
cannot match

Production





Service at a cost competitors
cannot match

IT & Customer Service

OAisys
OneAmatil informationsystem





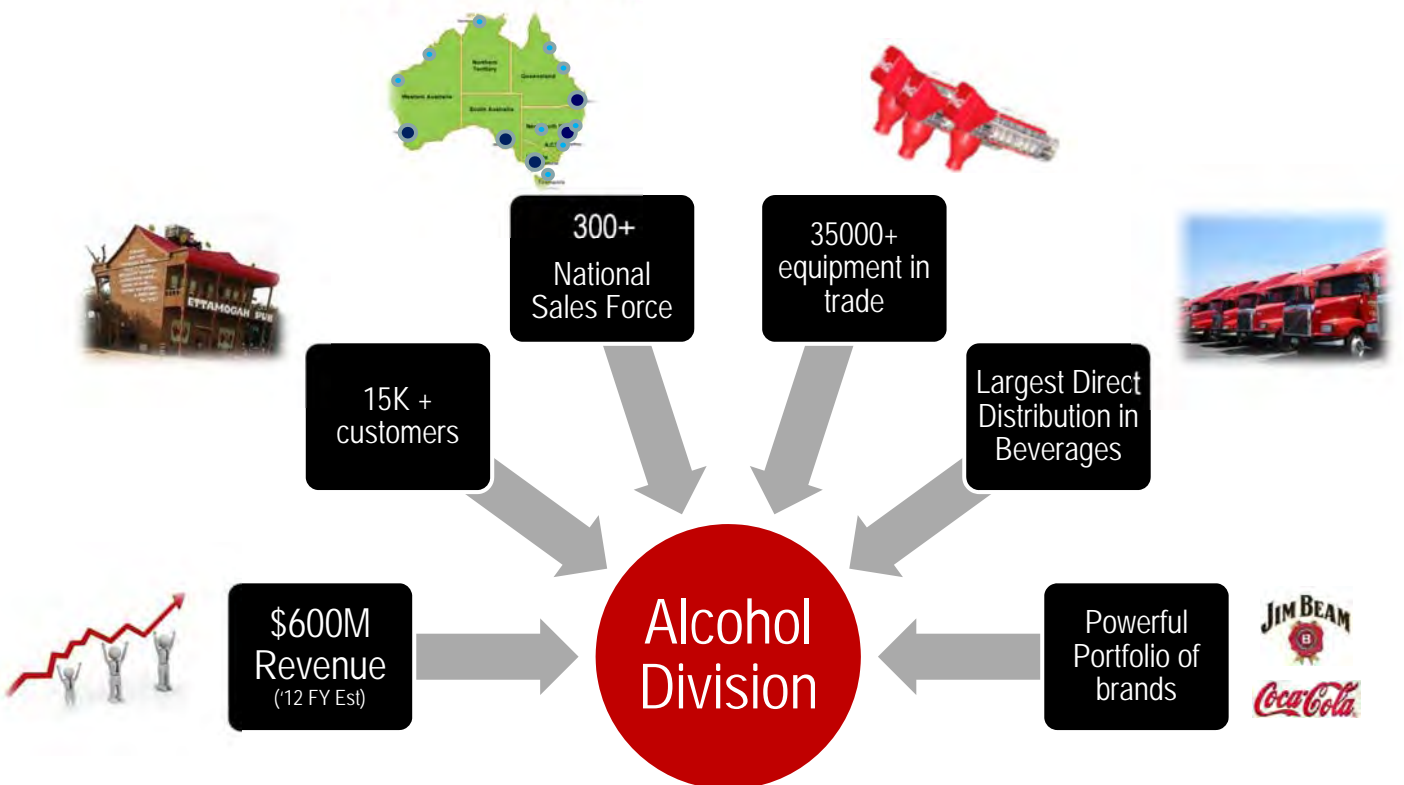
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Licensed Strategy

John Murphy MD Licensed/Alcohol Australasia

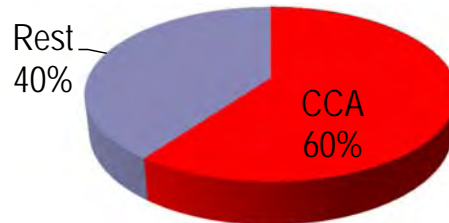
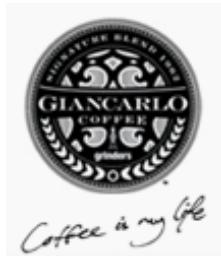


The Licensed Division at a glance





A powerful NARTD offering



3



And the leading Spirits brand in Australia



Australia's Number 1 Spirit trademark

- 2nd largest value brand in Australia after Victoria Bitter
- 1 in 10 Spirits is Jim Beam
- 1 in 5 RTD is Jim Beam
- JB sells a 6 pack every 1.3 seconds of every day

4



We have key customer relationships with all the largest industry players

Lead in On Premise.....  **.....Win in Off Premise**



With multiple equipment solutions and fast service

Coolers

Fountain

Frozen

Optional extra graphic panel (could be wall-mounted)

100 screen (240 x 128 panels)

Formed front section panel with graphics applied

Coffee

Alcohol on Tap



Results	Target	Achieved
Response < 4 hours	85%	89%
Resolve < 4 hours	75%	81%



We are exploiting technology to deliver value added service to our customers



SQUAWKBOX

Make a noise.
Be Heard.

Create, Send, Report

7



What do our customers say?

Tony Burnett – Managing Director, TB Hotel Group

Andrew Bellchambers – Director, David Peters Group

Andrew Griffiths – General Manager, Spirit Hotels (Coles On Premise)

Dean Grant – Managing Director, Australian Hospitality Management

Jason Tittman – Managing Director, Integr8 Group

8



Our 10yr Beam partnership provides an accelerated growth platform

NPD Qtr 1 2012

Execution

POSSESS A BOTTLE
A WICKED NEW BOURBON
EXTRACTED FROM THE WOOD OF BARRELS

JIM BEAM DEVIL'S CUT 90

Flavour Extensions

TIME TO MIX Honey

TIME TO MIX Black CHERRY

Over here? Canadian Club

NOW ON TAP!
CC & Dry Draught

REFRESH YOUR DRINK

STOP! Empty TIME

Always at HOME
COCKTAILS AT HOME MADE EASY

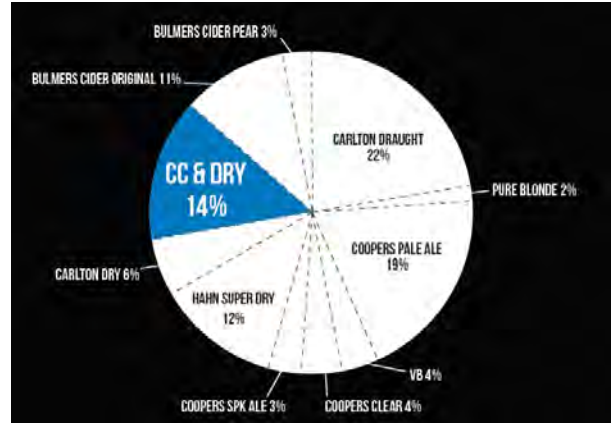
JIM BEAM



Keeping our draught credentials enables us to exploit new growth categories



Trial Venue results (share of \$ spend)

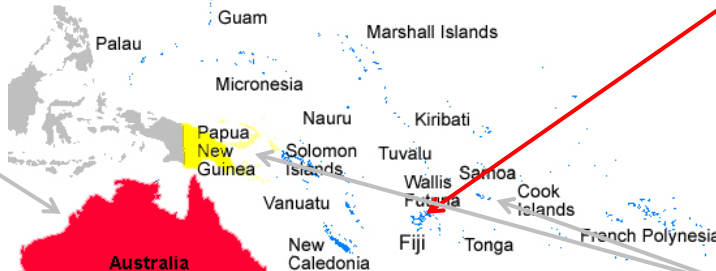


Re-entry into Beer is an attractive growth platform

Total EBIT Pool of \$1.4bn across the region with International Premium worth over \$200m

Coopers
\$20m

CCA
COCA-COLA AMATIL
\$5m
(Fiji Brewery)



Heineken
\$115m

SAB MILLER **CB**
\$800m

Asahi
INDEPENDENT Distillers
\$<2m

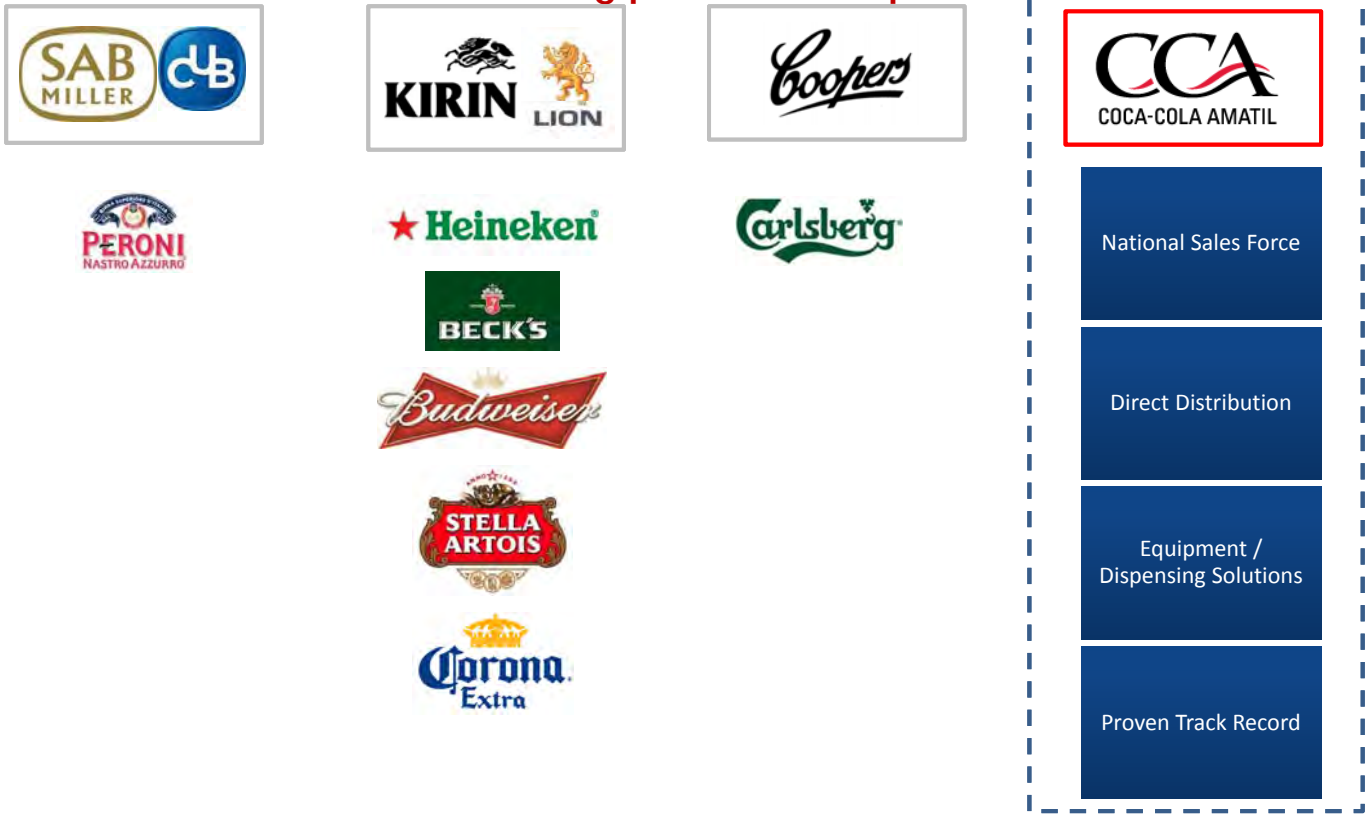
KIRIN **LION**
\$500m

Private Label Beer - Estimated to be 5% of Australian Beer market by 2015

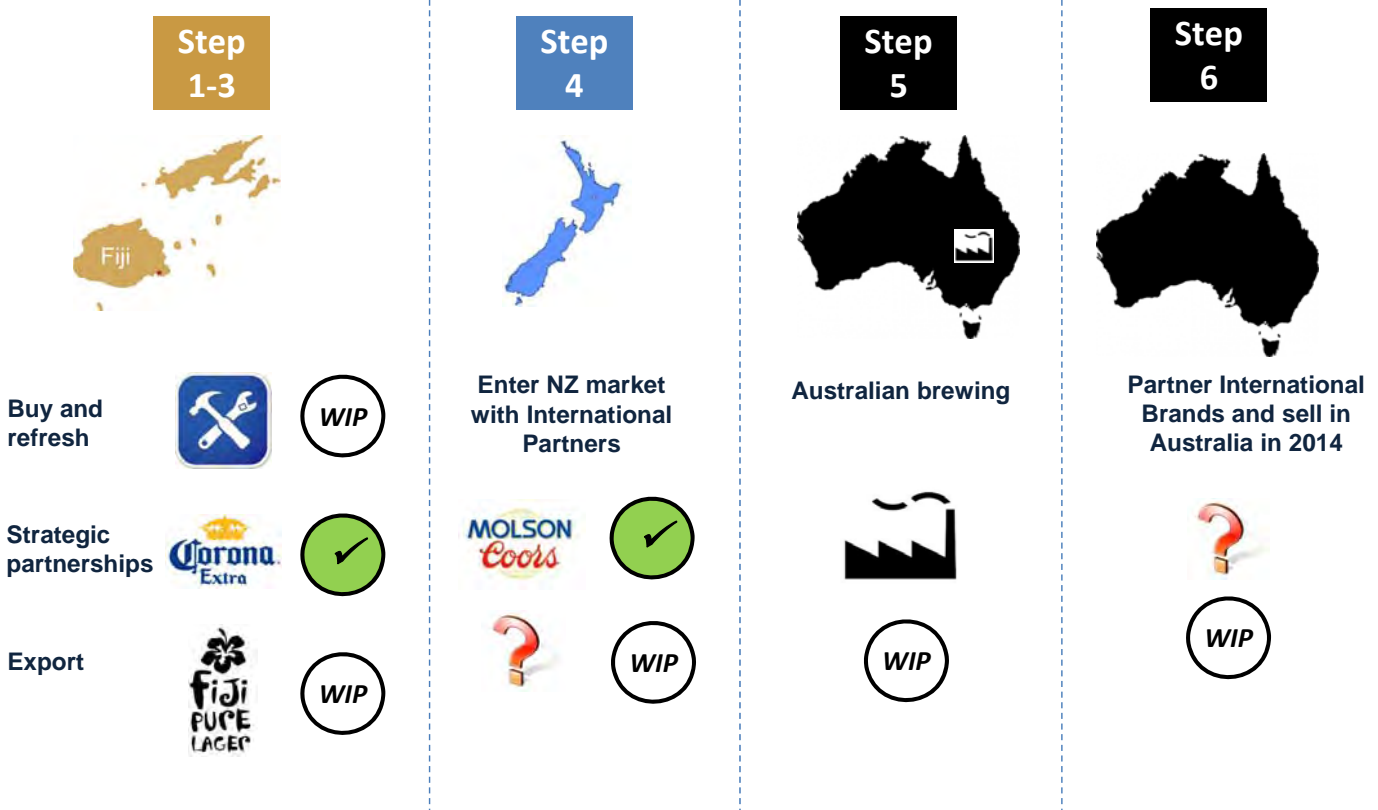
coles **woolworths** **GAGE ROADS BREWING CO**



Distribution options for large International Beer brands are limited in Australia..... CCA is in a strong position to capitalise



We are working actively towards a successful return by 2014





The Fiji Brewery presents a significant regional and export opportunity

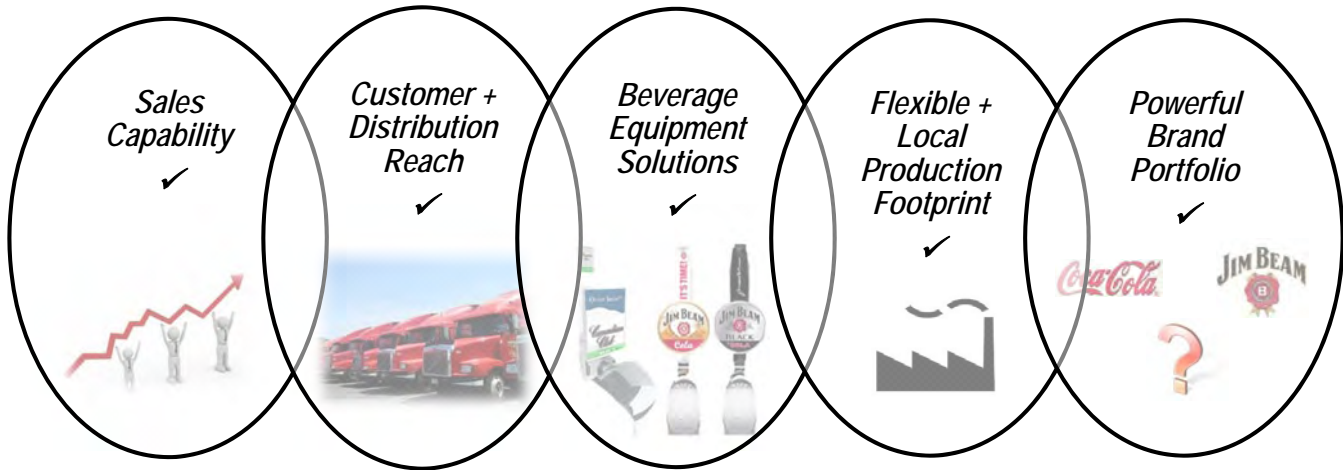


We have also secured international partnerships in the Pacific and NZ





By 2014, we will be back in Beer, and have a compelling portfolio



17



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18



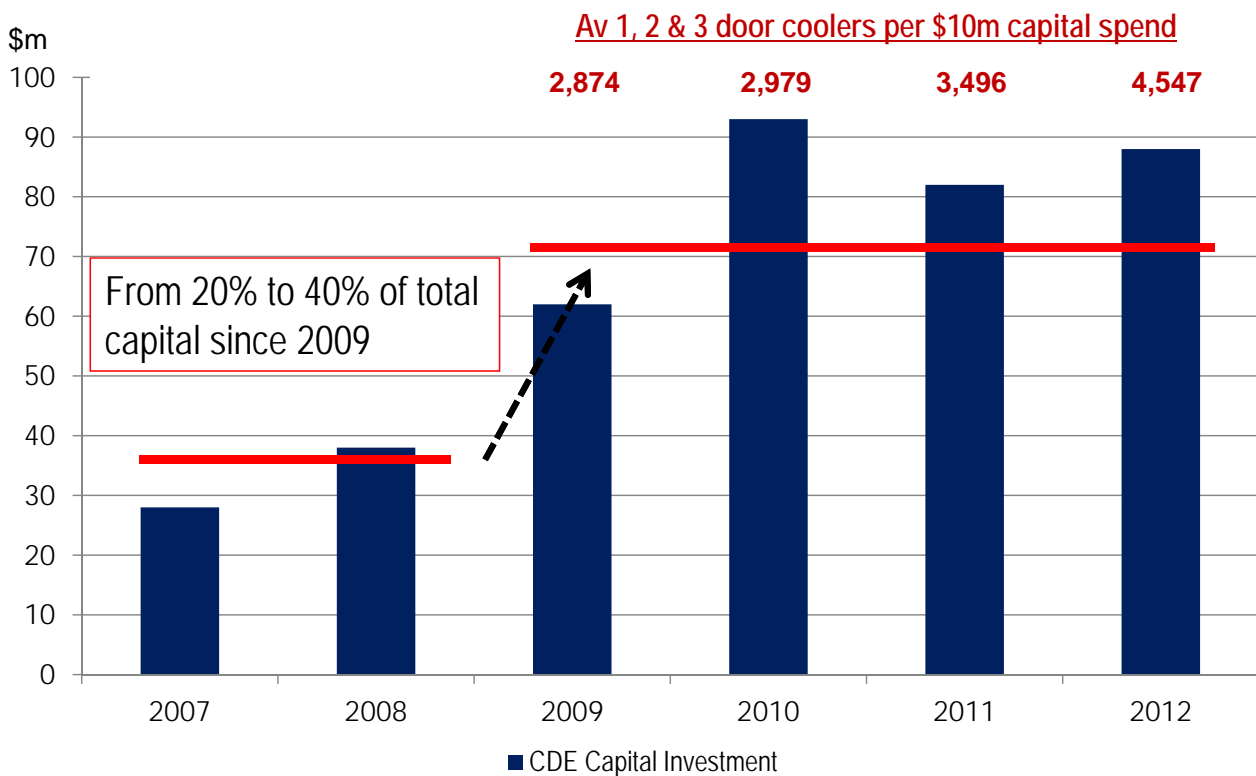
CCA Investor Day
 Eastern Creek & Northmead
 5 June 2012

Building Competitive Advantage through
 Cold Drink Equipment

Mark Bradbury Director Field Sales & Customer Service



We are placing more cold drink equipment at a lower cost and higher quality





Our systems now deliver greater certainty of revenue and profit outcomes

Sales Representatives use the new system to:

1. Determine what makes current outlets successful
2. Analyse all customers
3. Recommend new profitable placements

SOVI Quality Stream - PASW@ Modeler 14

Table (3 fields, 76,565 records)

Table	Annotations
Outlet #	Outlet Name
Placement Type	
1	1100986 KINGS ROAD FISH BAR
2	1102458 GOLDEN DOLLAR NEWSAGENCY
3	1102784 TOMS FRUIT & MINI MART
4	1103616 GOON CHEW STORE
5	1103861 BLUE MARLIN FISH BAR
6	1103896 GUMVALE CONVENIENCE STORE
7	1103926 LIPPEE BOSS FISH BAR

3



We have invested in sophisticated systems to deliver the best customer service experience

- myEquipment web portal allows the Sales Representative to view available equipment and agree a delivery date in real time with the customer

The image shows a sales representative in a white shirt and a customer in a black top in a store setting. The sales representative is holding a laptop and pointing at the screen, while the customer looks on. To the right is a screenshot of the SAP CRM myEquipment web portal. The portal displays a list of equipment items for sale, including:

- SKOPE B3200 2 DOOR
- DEFORD 2 DOOR BM36C
- GRF BM36 FC 2D BMS CTRL

The portal interface includes a navigation menu on the left, a main content area with product details, and a sidebar with various reports and tools.

4



Our technicians are now able to service all equipment in our Licensed trade customers with a 4 hour response

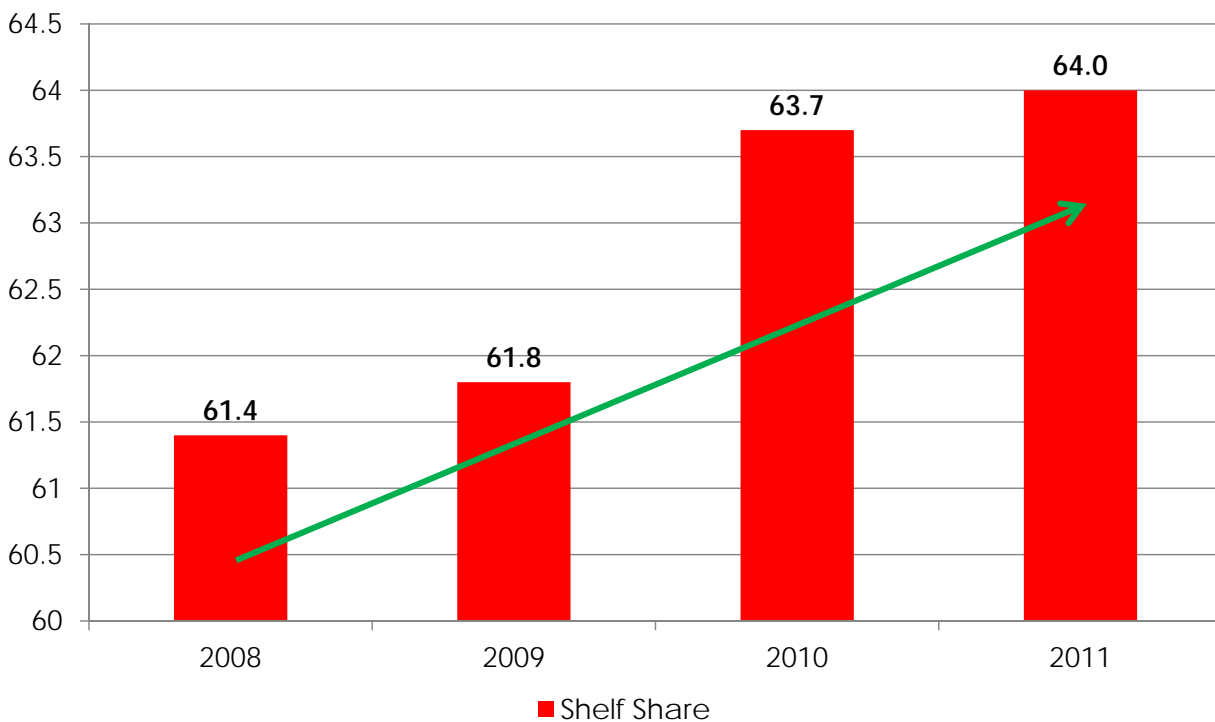
- Successful trial of 4 hour response time in NSW in Q4 2011
- National Metro roll-out in H1 2012
- Supported by preventative maintenance program to minimise breakdowns



5



This has resulted in a growth in our share of shelf space in the market from 61.4% to 64.0%



6



The share growth is translating into highly engaged customers and more sales



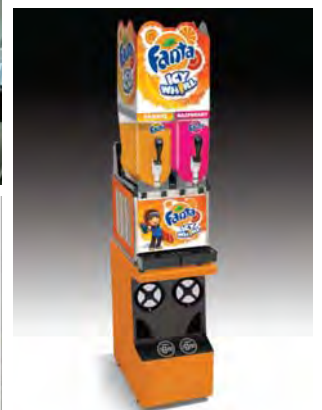
Walker St Service Station – Bundaberg
From 43% to 58% in share of shelves
50% increase in sales

The Sushi in Fremantle
New customer previously supplied by competitor
900 cases per year



New technologies and cold drink equipment innovation has become a material source of competitive advantage for CCA

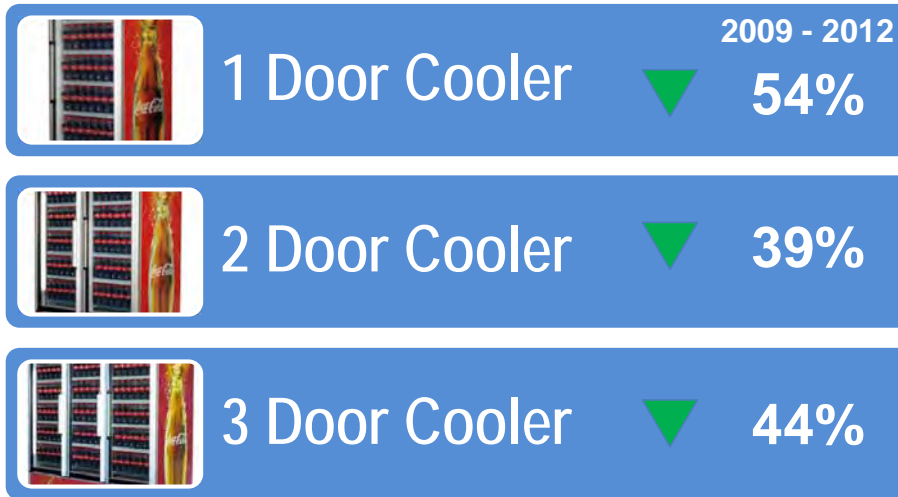
- Cost Reduction
- Energy Reduction
- Building Impulse Sales
- Colder Beverages
- Frozen Beverages
- Vending
- Customised Solutions



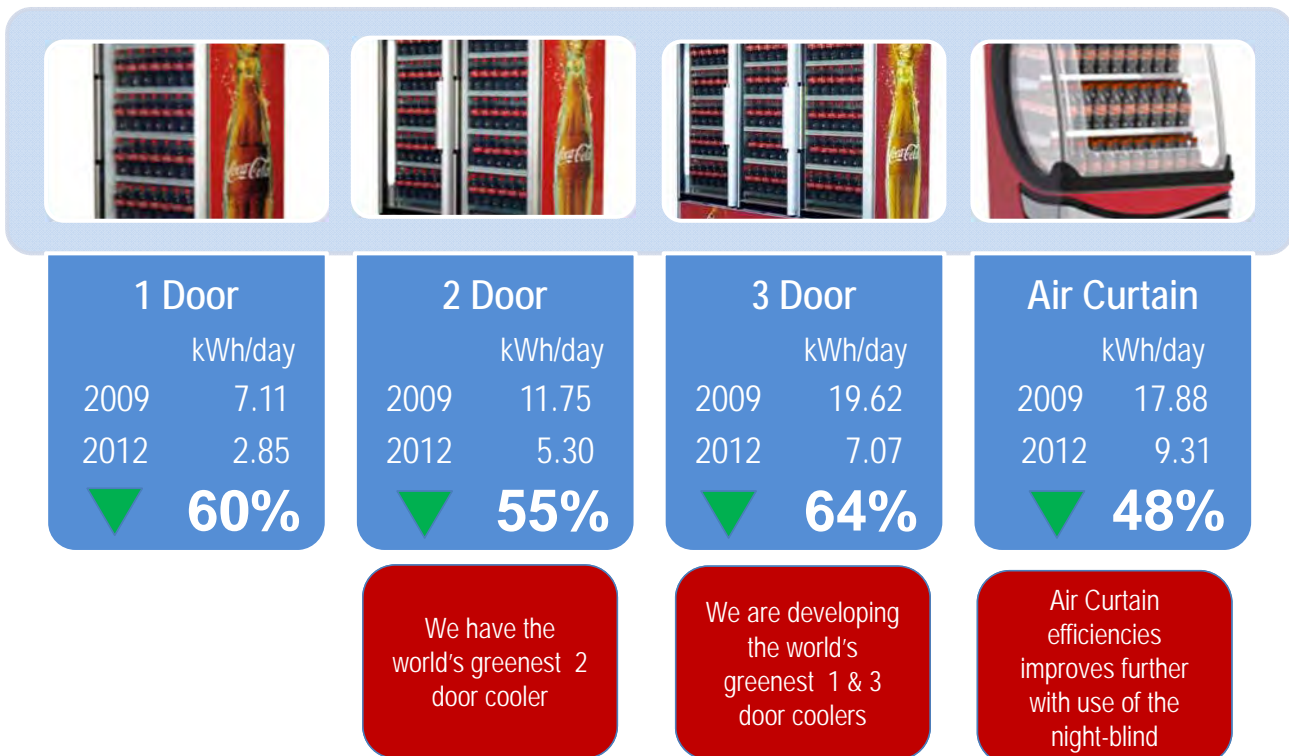


Reducing costs: Equipment supplier partnerships have delivered an average 45% reduction in the capital cost of equipment across our core cooler range

Cost Reduction



Energy Savings: In 2012 we reduced energy consumption of our new 2 door coolers by 55% and saved our customers \$500 per year in power





Building Impulse Sales: We have developed new lighting technology to bring our brands to life in coolers – this is proprietary to CCA

- Shelf strip lighting illuminates the range
- Scrolling message shelf strips
- Scrolling Fridge Header panel



Colder beverages: Supercold creates a point of difference – Supercold when you buy it, Cold when you get home!

- Temp -1C to -3C range (non product state altering)
- Only takes 30 minutes for a 1.25L product to get to the optimal 3.3C drinking temperature
- Multi serve imminent consumption – still cold when you get home





Colder Beverages: Ice-Up delivering 15% single serve growth across trial outlets and is putting “Frozen Coke” in a packaged format



- New consumer experience with “Frozen Coke in a Bottle”
- +15% average single serve volume growth across brand Coca-Cola in Convenience and Petroleum, National Accounts and our Independent Customers
- +119% incremental 450mL volume
- Selecting the right location is important to ensure economic return
- Further equipment development required prior to scale rollout



Uncarbonated Frozen Beverages: Fanta Icy Whirl proving very successful and is sourcing volume from Iced Confectionery



- Quality and consistency through pre-mixed product
- Great feed back from shoppers and store owners alike
- A solution for the younger (12+) end of the market
- Rapid deployment model highly effective - one stop delivery drop of equipment, product, cups, straws & POS followed by ‘set up’ team.



Vending: "Quick Tap" is driving increased sales and creating winning offers in large corporate customers



- Customers can pre-charge their Coke Vending card online
- Cashless vending typically drives >30% increase in purchase occasions
- Winning new business – larger corporate customers



Future Innovation? We continue to innovate with new technologies to grow our market leadership

Interactive Door Vender

Coca-Cola Freestyle Post-Mix Machine



>100 Flavour Combinations!



Touch Panel Screen





Energy Efficient 2 Door and Air Curtain Cooler



Up-lit Shelf Glass Door Merchandiser



Super Cold Cooler



Ice-Up



Fanta Icy Whirl Frozen Uncarbonated Beverage



4 ways to pay vender



Interactive Door Vender



Free Style Post-Mix



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Project Zero

Bruce Herbert Supply Chain Director



PROJECT ZERO HAS INVESTED \$620M TO CREATE MANUFACTURING & LOGISTICS CAPABILITY THAT OUR COMPETITORS HAVE NOT BEEN ABLE TO PROFITABLY MATCH



We have established internal capability equal to any in the world.



Investment has driven EBIT growth through:



- Ability to deliver a broader range of products to Customers via SKU expansion from 194 to 1100
- Customer Service improvement from 82% to 97%
- Product Conversion Cost Reduction



Key Investments:

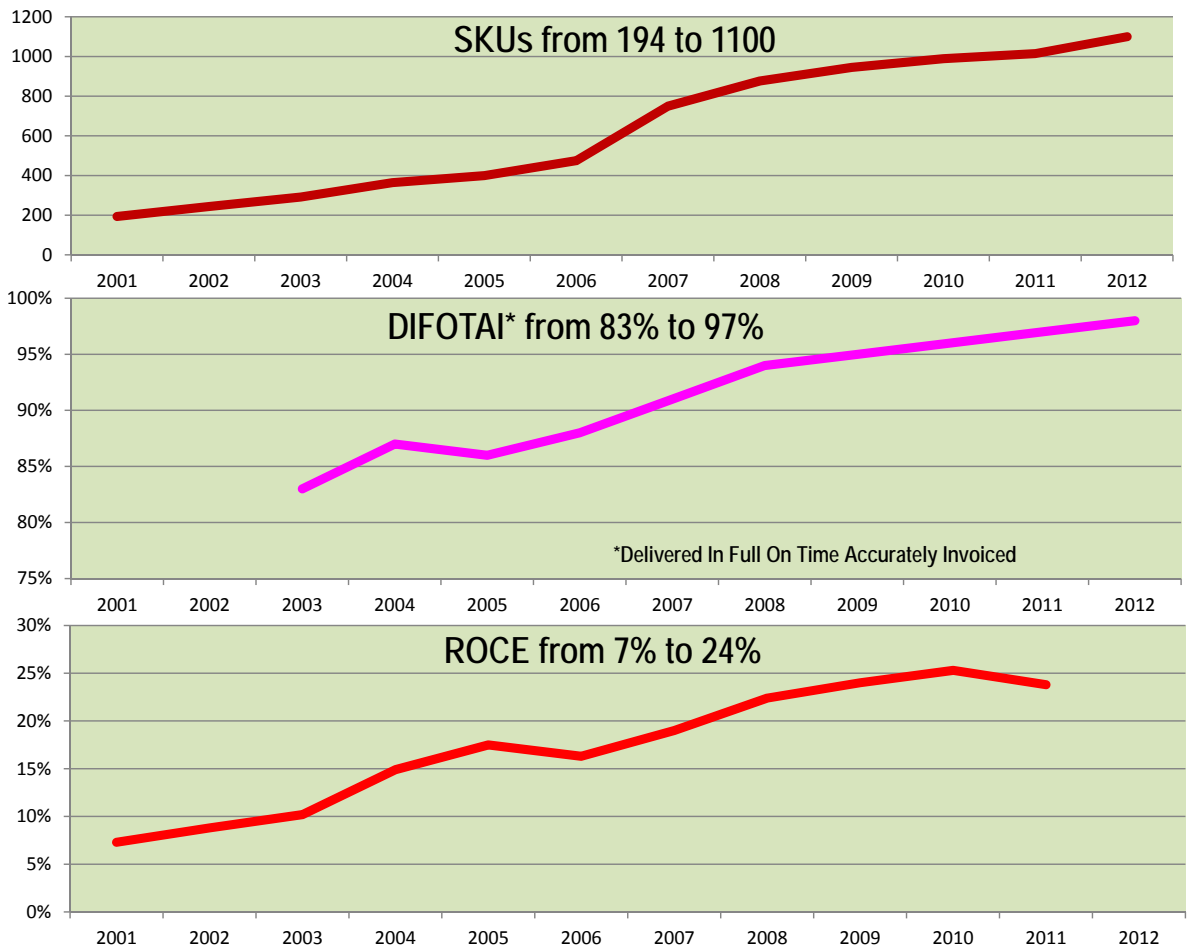


- PET Blow-Fill
- Preform and Closure Self Manufacturing
- Automated warehouses
- Production Capability
- Automated Guided Vehicles (AGVs)





PROJECT ZERO HAS ENABLED CCA TO MATERIALLY EXPAND ITS PRODUCT PORTFOLIO AT A LOWER COST WHILE SIMULTANEOUSLY DELIVERING CUSTOMER SERVICE IMPROVEMENT



\$450M INVESTMENT IN BLOWFILL MAKES CCA A WORLD LEADER IN PET BOTTLE PACKAGING INNOVATION, LIGHT-WEIGHTING AND LOW COST

- 26 Production Lines, across Australia, Indonesia, NZ & PNG by end 2015
- 15% Reduction in Bottle weight = Savings of 7000 tons of PET resin per year
- Supplier margin removed
- 50,000 truck movements per year eliminated

- Australia and NZ will be 70% completed by end 2012, 80% by 2013 and 90% by 2014

- CCA FutureWorks team designs and owns IP for 38 new bottle designs





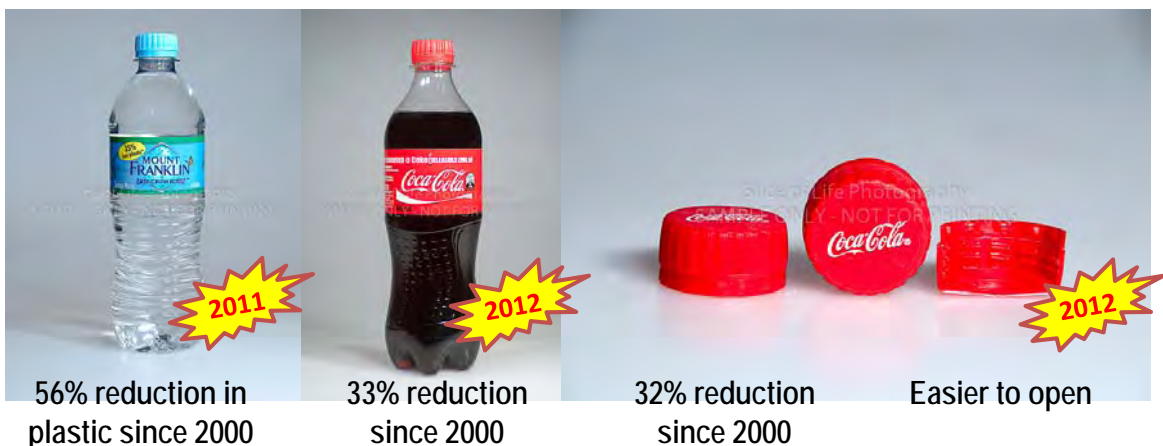
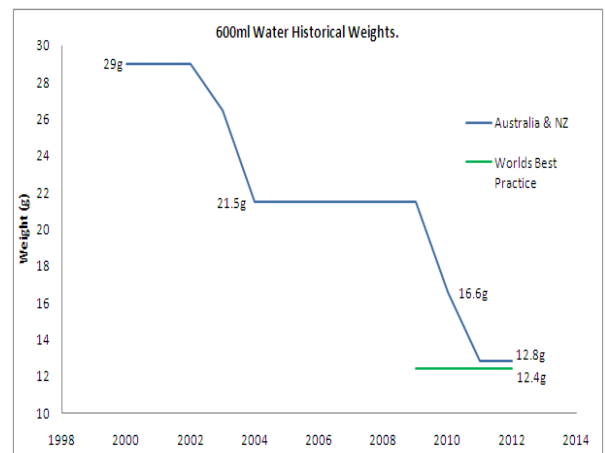
CCA IS NOW AT THE LEADING EDGE GLOBALLY OF PREFORM AND CLOSURE MANUFACTURING

- Construction of Eastern Creek Preform Plant completed in 5 months
- World's most advanced Injection Moulding Machinery
- Over 3 billion units per year capacity
- FutureWorks team designed and commercialized over 30 bottle and closure designs
- All IP owned by CCA



CCA NOW PRODUCES THE LIGHTEST COCA-COLA BOTTLES IN THE WORLD

- Mt Franklin World's lightest 600ml water bottle (body only)
- Lightest 600ml Coca-Cola bottle in the world
- Sylon Closure is lightest Coca-Cola closure in the world
- All developed by CCA FutureWorks team





\$200M INVESTED IN AUTOMATED WAREHOUSES HAS ENABLED SKU GROWTH, IMPROVED CUSTOMER SERVICE AND REDUCED COSTS

- Taken us from “sheds and Forklifts” to automated Flow Controls
- Truck loading reduced from 25 minutes to 7 minutes
- Stock Accuracy increased from 80% to 98%
- Headcount reduced by >200 (without redundancy)
- DIFOTAI* improved from 83% to 97%
- SKU's increased from 194 to 1100

These achievements have been recognised by our Customers:

- Woolworths Supplier of the Year 2011
- McDonald's “Benchmark Supplier” 2011



*Delivered In Full On Time Accurately Invoiced



\$100M INVESTED IN PRODUCTION CAPABILITY HAS ENABLED DRAMATIC IMPROVEMENT IN OUR SERVICE DURING SUMMER, SKU EXPANSION AND CUSTOMER-SPECIFIC PACKAGING

- Peak season Out of Stocks dropped from 12% in 2006 to 2% in 2011
- DIFOTAI* increased from 83% to 97%
- Can varieties increased from 2 to 8

Key Investments:

- 3 Flexible Can lines
- 2 Hot fill lines
- Keg Filling
- Moorabbin automation
- Palletisers & destrappers



*Delivered In Full On Time Accurately Invoiced



CCA HAS INVESTED IN AUTOMATIC GUIDED VEHICLES (AGV'S) ON 3 SITES IN AUSTRALIA AND WE HAVE PLANS TO EXPAND OUR FLEET OVER THE NEXT 2 YEARS

- Safety Risk reduced
- Payback improving and now above our threshold.
- Errors virtually eliminated



CCA HAS A SOLID 3 YEAR PIPELINE OF INVESTMENT – \$130M APPROVED, \$260M IN CONCEPT AND ANALYSIS STAGES – UP TO A FURTHER \$50M ANNUAL EBIT BENEFIT

- Our FutureWorks team has successfully commercialized 3 major packaging Innovations in 2012 (Easy Crush water bottle, Sylon closure & PET Keg for ARTDs.
- FutureWorks has a further 14 active Projects bringing “New to Australia” and “New to the World” Products and Packaging.
- One Logistics is leveraging and combining our scale in Systems, Warehousing and Delivery

IN CONCEPT & ANALYSIS:

- Next generation Picking Automation
- PET recycling
- More Packaging Vertical integration opportunities



CCA's FutureWorks Team accepting Australian Packaging Covenant Gold Sustainability Award 2011



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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
IT Spending							
IT Operating Cost % of NSR	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

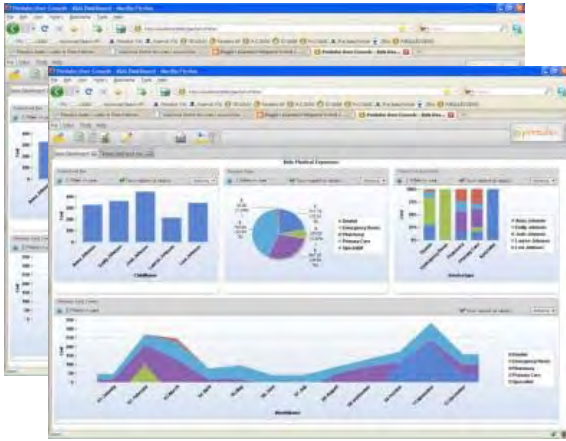


Digital Marketing Capability

- 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*



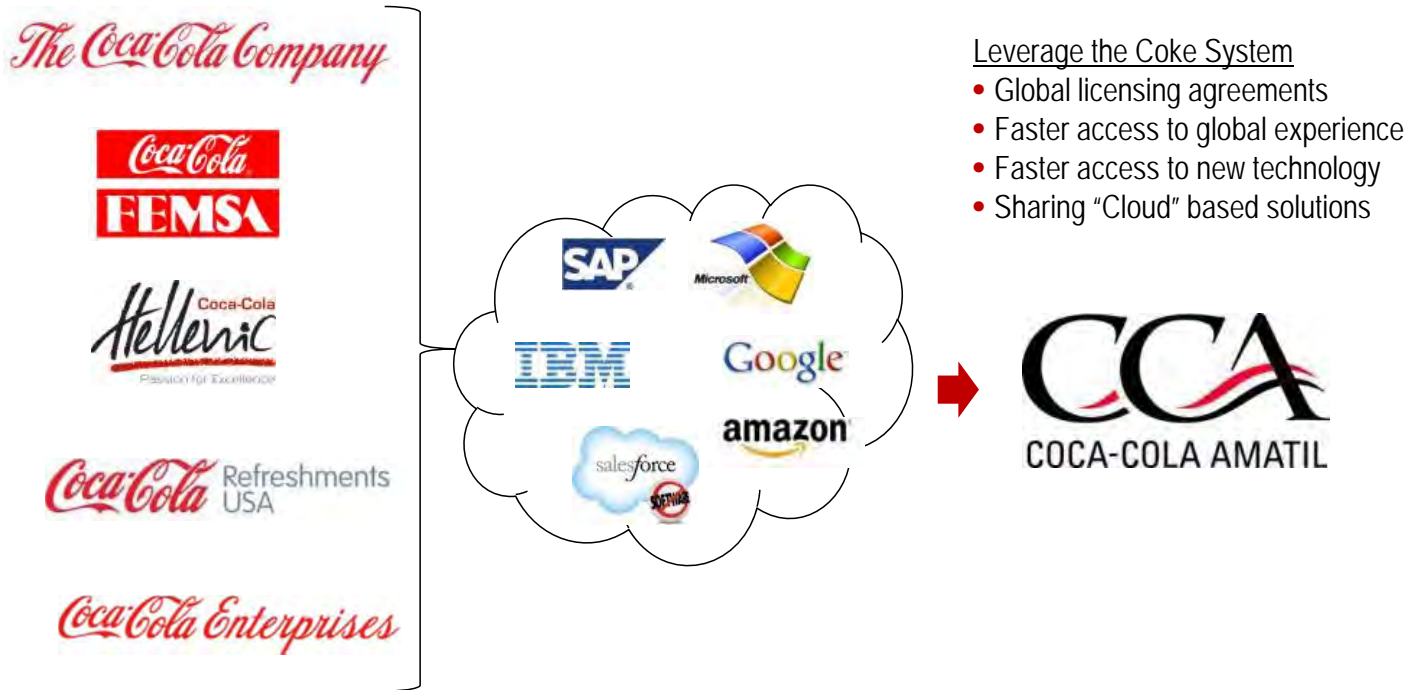
- Migrate SPCA Sales to the CCA Beverages platform
 - Leverage Digital capability for snacking
 - Support for integrated logistics
- Commenced 2012*



- 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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CCA Investor Day Eastern Creek & Northmead 5 June 2012

Outlook for growth in Indonesia

Erich Rey MD Indonesia & PNG



1



Indonesia – World's largest archipelago nation



South East Asia archipelago with 17,500 islands between the Indian and Pacific Oceans
 1.9m km² Land and sea area (slightly less than 2.5 x NSW area)
 Population of 237.4 million , 1.49% growth rate

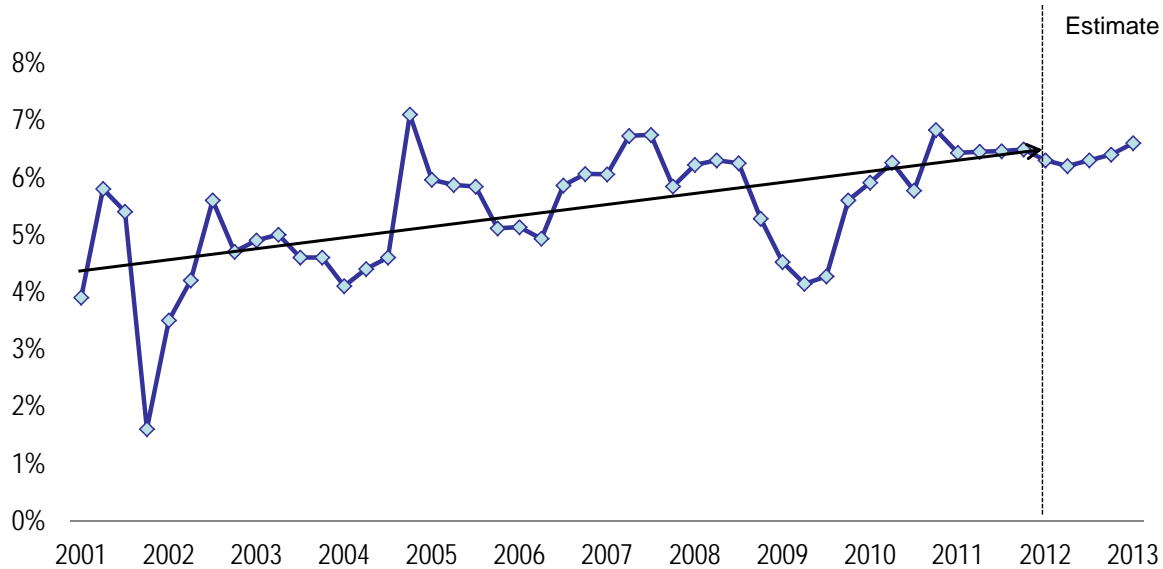
Coca-Cola Amatil entered the Indonesian market in 1991
 Currently – 7,800 employees servicing over 450,000 outlets
 8 manufacturing sites with 32 production lines and capacity to produce ~1.4bn litres

2



GDP growth has been very strong and consistent, averaging 5.9% over the last 5 years and forecast over 6% into 2013

GDP Growth



Source: GDP statistics = Statistic Central Bureau, Citibank



Political stability and positive reform agenda have been attracting significant foreign investment

Stated intention to move away from government fuel subsidy

- Money saved to be spent on development programs

Land reform bill

- Allows for compulsory land acquisition for major infrastructure projects

Increase in minimum wages

- Direct cost and inflationary impact.....increasing pool of discretionary spend

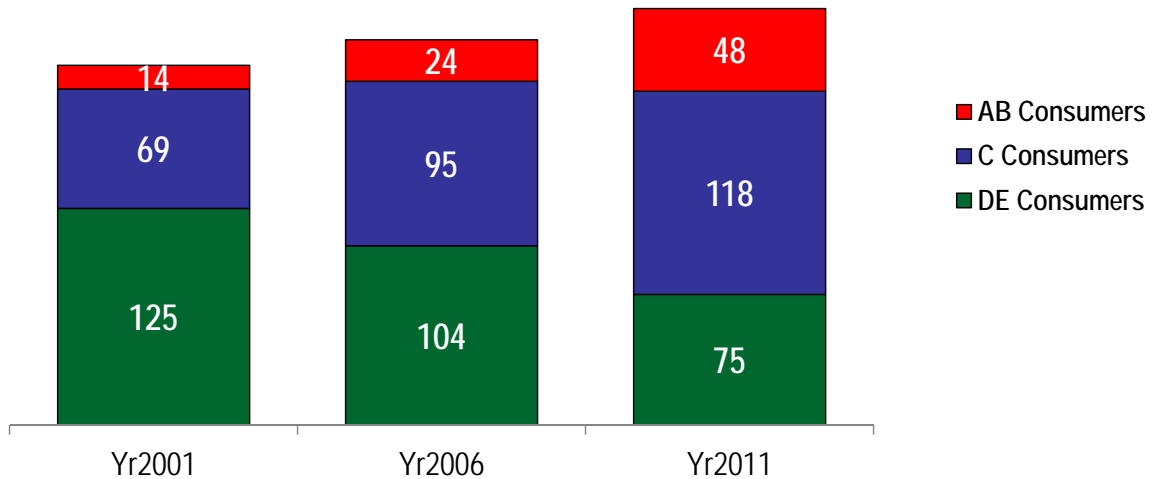
Foreign Investment Law

- No minimum capital requirements
- Freedom to repatriate capital
- Mining divestiture requirement increased to 51%



Over the last 5 years the number of 'AB' consumers has doubled to 48m and the 'C' consumer population has grown to over 100m

Population by Social Economic Class (millions)



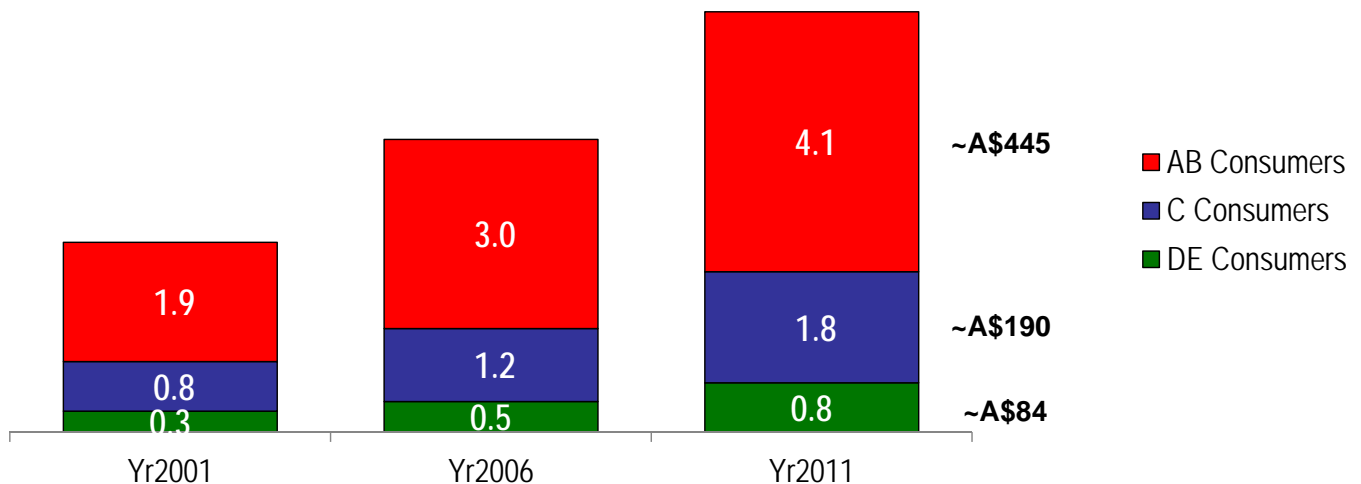
Source - Statistic Central Bureau & CCAI Estimates

Social Economic Class based on Nielsen Household Expenditure split



With a significantly expanded disposable income pool

Monthly Disposable Income per Household IDR (million)

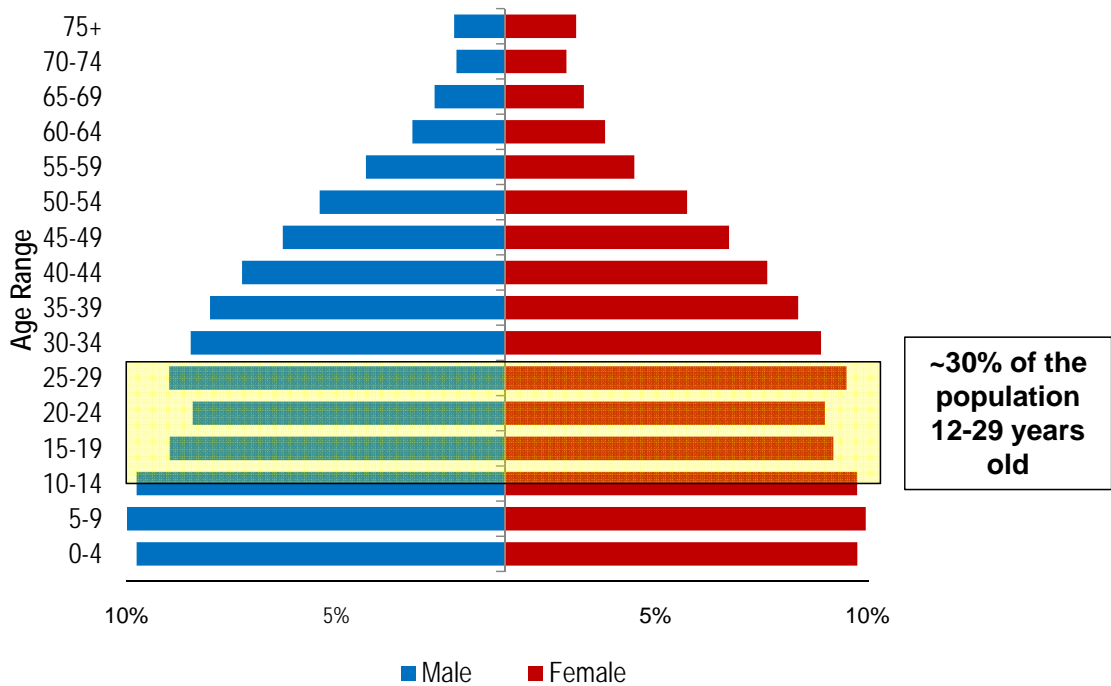


Source - Statistic Central Bureau and inStrat

Social Economic Class based on Nielsen Household Expenditure split



30%, or over 70m, of Indonesia's consumers are in our key consumption age group of 12-29 year olds

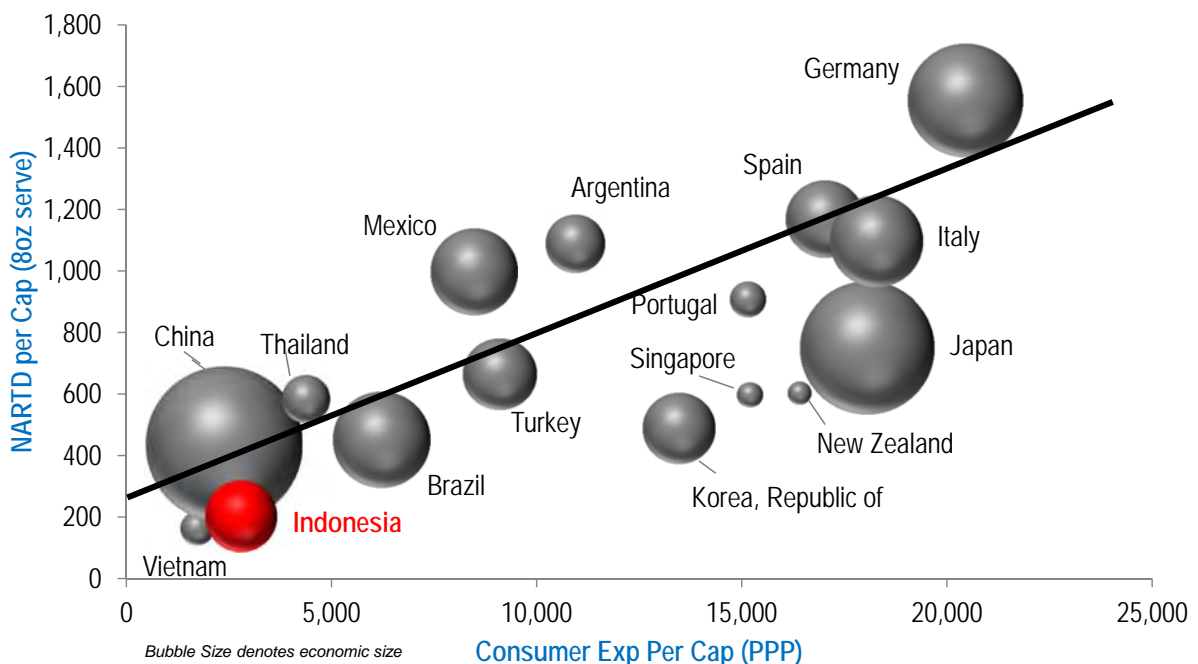


Source: Statistic Central Bureau 2010 census

7



There is a direct link between disposable income and increases in per capita consumption of commercial beverages

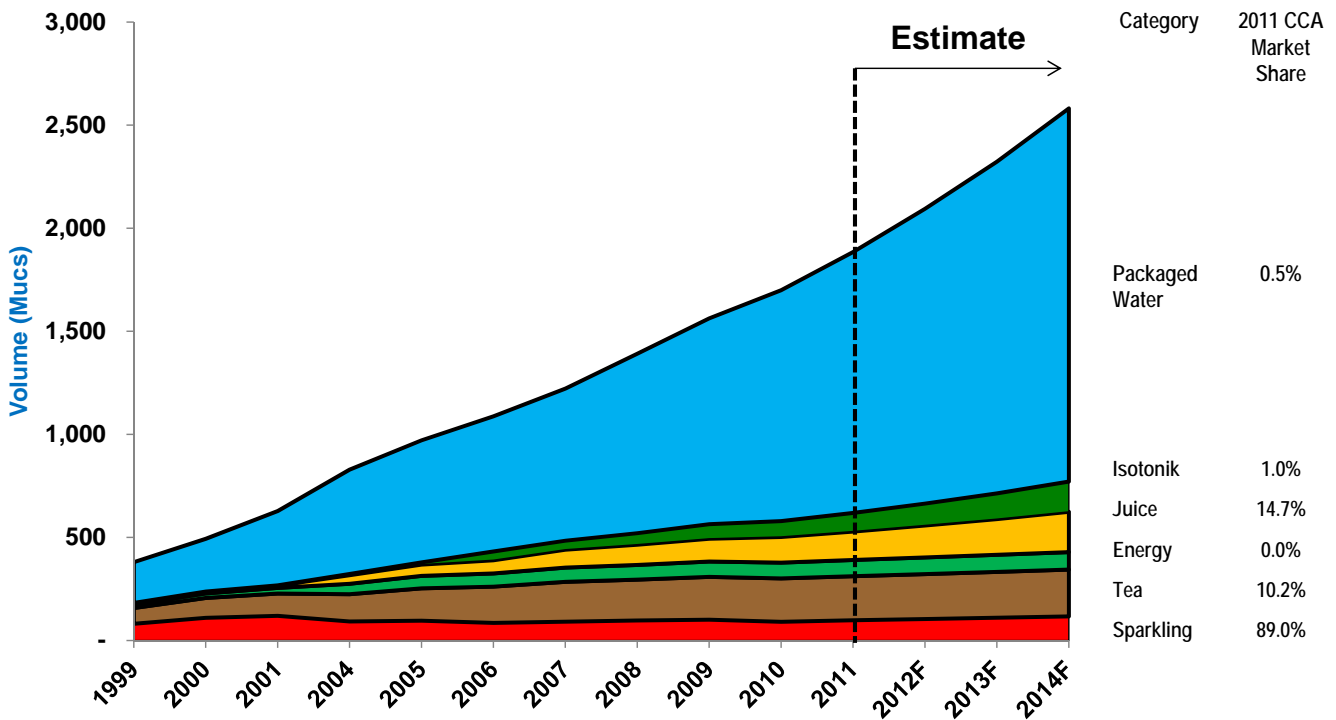


Source: TCCC, World Bank Indicators

8



The Indonesian commercial Beverage Market is large and growing strongly (12% CAGR)



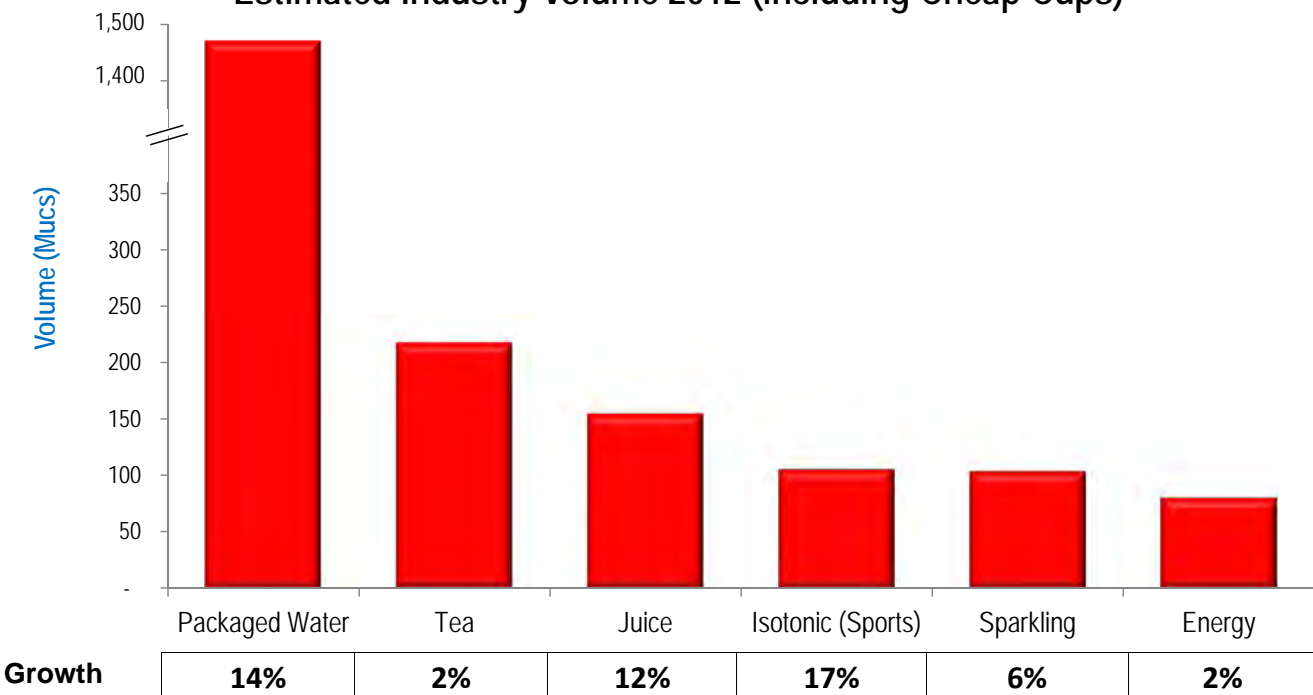
Source: Canadean & CCAI Estimates

9



2012 Industry volume growth will come from Isotonic, Packaged Water and Juice

Estimated Industry Volume 2012 (including Cheap Cups)



Source: Canadean

10



Indonesian consumers have access to a wide range of beverages

CSD		RTD TEA																				
<p>Zero Sprite Fanta Coca Cola Big Cola</p>		Jasmine <p>Frestea TBS T Kotak Pucuk Harum</p>	Green <p>Frestea Zestea Joy Tea Nu Tea</p>	Fruit-Flavored <p>Frestea Fruitea Fruitea</p>																		
Isotonik		Milk/Dairy		Energy / Functional Drink																		
<p>Powerade Isotonik Pocari Sweat Mizone Vitazone</p>		<p>Ultra Milo Frisian Flag Yes Nice Yoghurt</p>		<p>Kratingdaeng Clickz Lipovitan M150 UC1000</p>																		
RTD Juice			Water		Cheap Cups																	
<p>MMPO Buavita Frutang Tipco Country Choice Nutrisari</p>			<p>AdeS Aqua Purelife</p>		<table border="1"> <thead> <tr> <th>RTD Juice</th> <th>Still</th> <th>Tea</th> <th>Still with jelly</th> <th>Still</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Freso</td> <td>Frutang</td> <td>Mount Tea</td> <td>Oky Jelly</td> <td>Ale-ale</td> </tr> </tbody> </table>			RTD Juice	Still	Tea	Still with jelly	Still						Freso	Frutang	Mount Tea	Oky Jelly	Ale-ale
RTD Juice	Still	Tea	Still with jelly	Still																		
Freso	Frutang	Mount Tea	Oky Jelly	Ale-ale																		

11



Competitive Landscape - Many category specific competitors, few major multi-beverage players

	AJE Indonesia	Danone	Sosro	Otsuka	
Profile	<ul style="list-style-type: none"> Peru Big Cola majority shareholder (95%) HQ in Jakarta 1 Plant (Jakarta) 	<ul style="list-style-type: none"> 75% owned by Danone group, 25% by public 10,000 employees 14 Plants 	<ul style="list-style-type: none"> 100% family owned business 8,500 employees 8 Plants 	<ul style="list-style-type: none"> 100% private owned 1,000 employees 1 Plant 	
Category Product	<ul style="list-style-type: none"> Sparkling 	<ul style="list-style-type: none"> Water – Package & Bulk Functional Water 	<ul style="list-style-type: none"> Tea Water Juice 	<ul style="list-style-type: none"> Isotonic 	
Brands	<ul style="list-style-type: none"> Big 	<ul style="list-style-type: none"> Aqua Vit Mizone 	<ul style="list-style-type: none"> Teh Botol Sosro Fruit Tea Prim-A Country Juice 	<ul style="list-style-type: none"> Pocari Sweat 	
2011 Market Share*	Volume	• 0.8%	• 29.0%	• 3.6%	• 2.0%
	Value	• 0.9%	• 18.0%	• 6.6%	• 4.4%

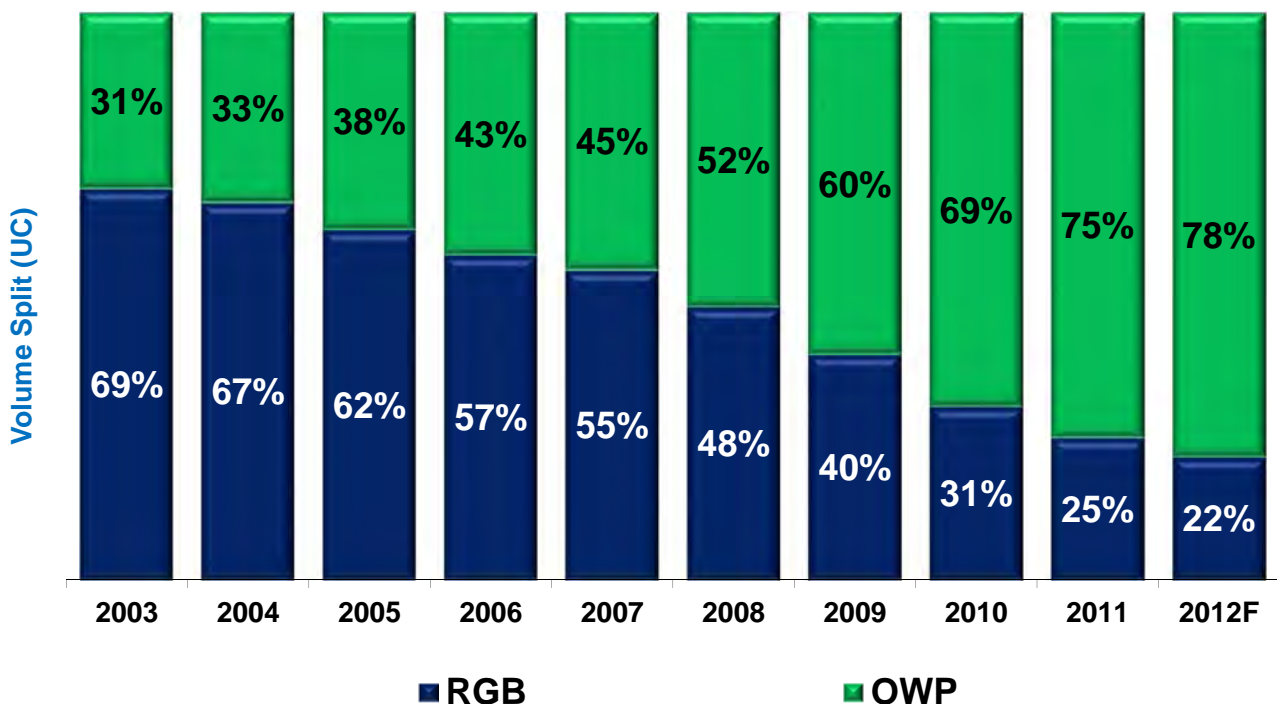


CCA Business Overview

13

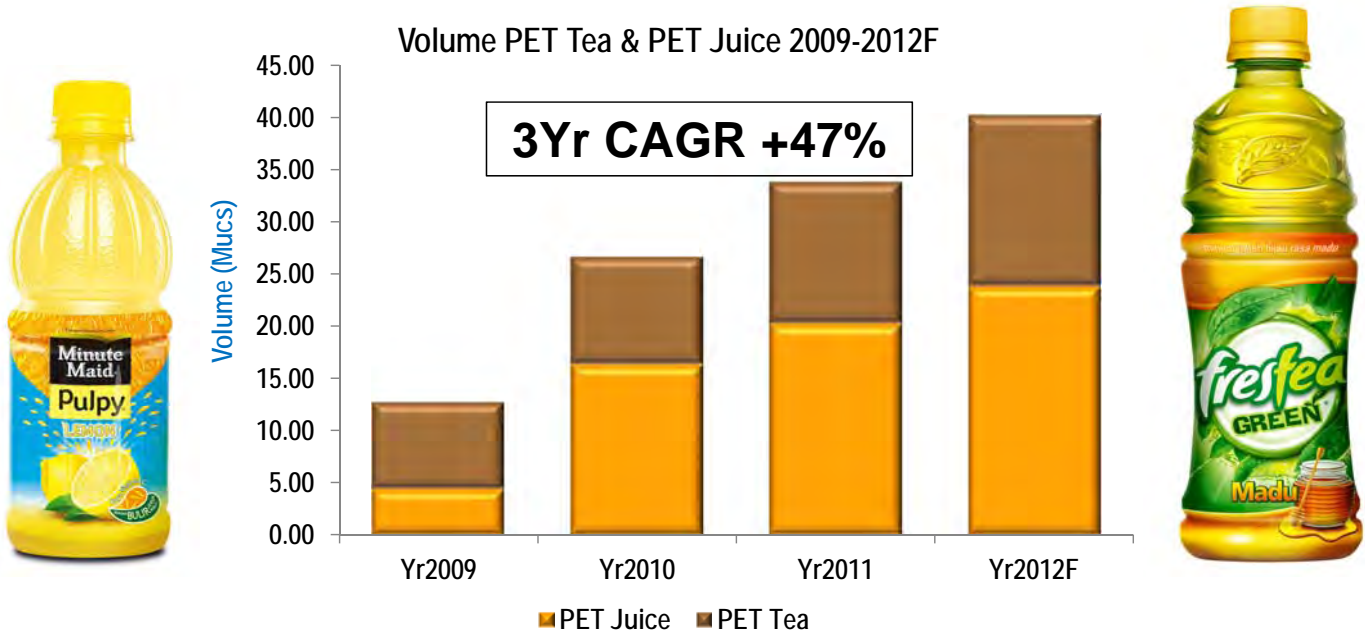


CCA Market Overview:
Continued shift to One Way Packs reflects consumer preference





CCA Market Overview: New flavours in PET Tea and Juice have driven growth

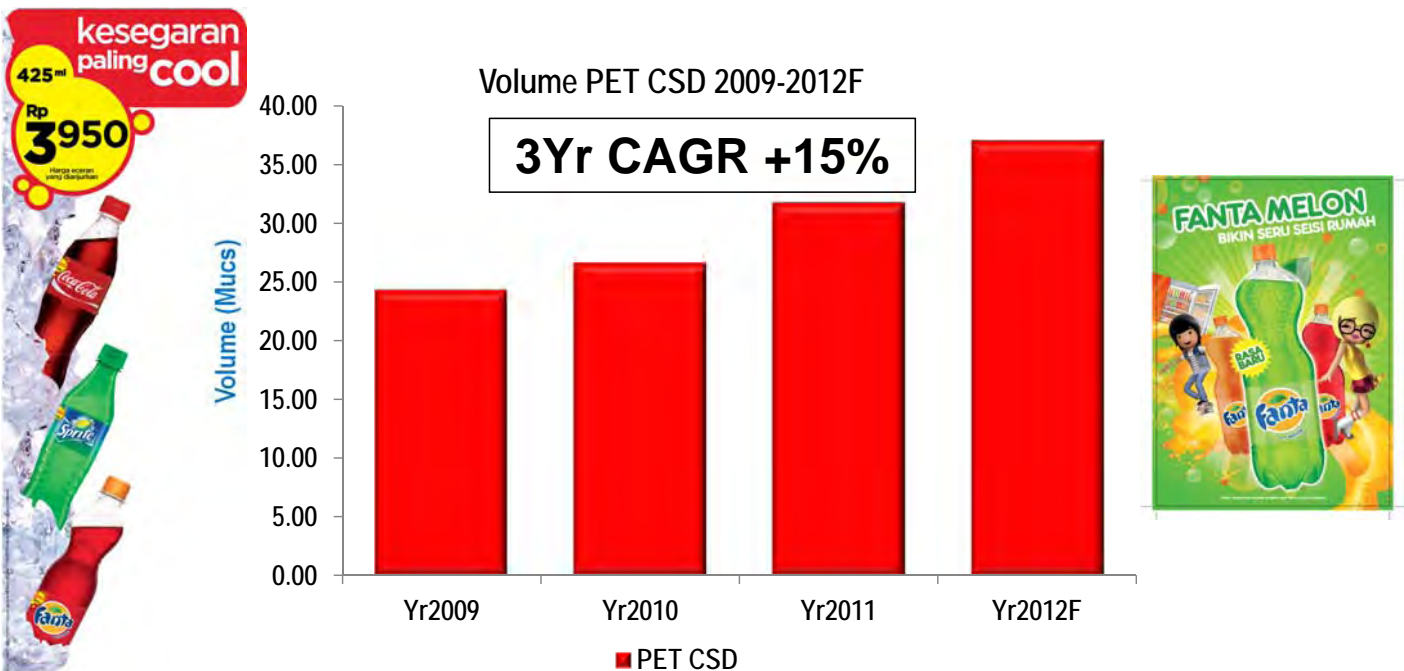


Source: CCAI

15



CCA Market Overview: Pack/Flavour innovation in PET CSD will lead to continued growth



Source: CCAI

16

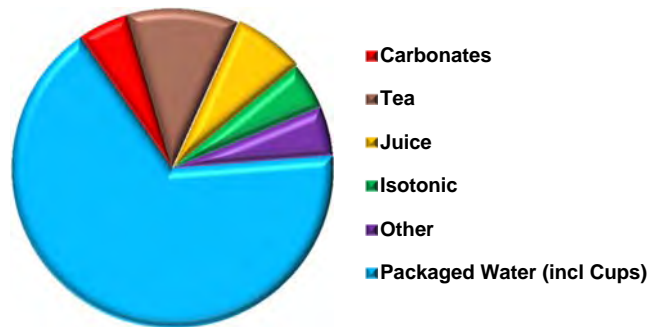


CCA Market Overview: Water is an important enabler to round out our beverage portfolio

- Profitability of water is low but it is an important product for customers
- CCA commenced manufacturing its water brand in 2012 and has re-launched a competitive offering
- Provides an important bundling opportunity to gain access to a broader customer base



Forecast 2011 Market NARTD Category Mix



Source: Canadean 2011 Forecast

17



CCA Market Overview: Innovation in new and within existing categories

New category



Product: Burn
Category: Energy
Launch: Launched Q2

Existing Category Innovation



Product: Minute Maid Pulp Lemon
Category: Juice
Launch: Launched Q2

Plus further flavour extensions within Tea and Juice planned for H2

18



We have an aligned joint vision and marketing plan for Indonesia with TCCC

- Strong joint plan to deliver vision for Indonesia
- Aligned marketing calendar, TCCC focus on NPD and innovation
- Strong NPD pipeline
- System people capability has improved
- Shift in focus to market place – significant increase in management time in market
- CCA continuing to invest to support growth in infrastructure and coolers ahead of the curve

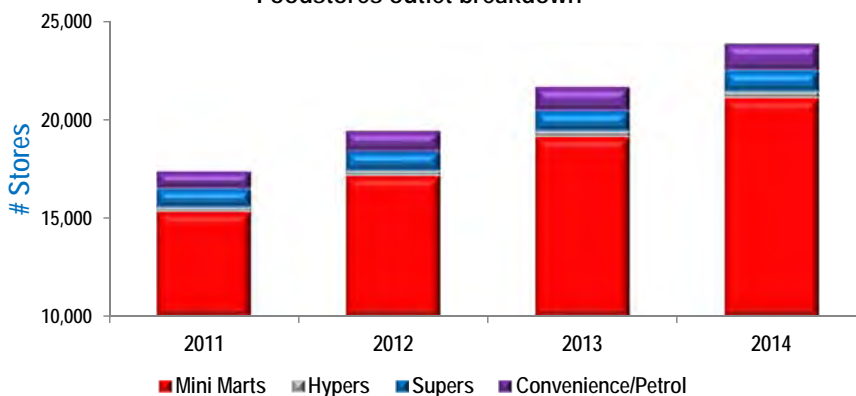
19



CCA Market overview: Continue to dominate the Modern Channel retail landscape

- We are maintaining our NARTD beverage leadership in hypers and supers
- Continued mini market outlet expansion – average >4 stores opening daily (17,100 outlets)
- Attractive, convenient, accessible to all consumer groups, broad product range (4100 skus)

Foodstores outlet breakdown





CCA Market Overview: Opportunity exists to expand our General Trade outlet base

- NARTD Outlet universe forecast to be 1.2-1.5m outlets
- Route to market program to recruit new outlets
- Wholesaler strategy to expand indirectly served base
- Smaller packs / more attractively priced to increase incidence and availability

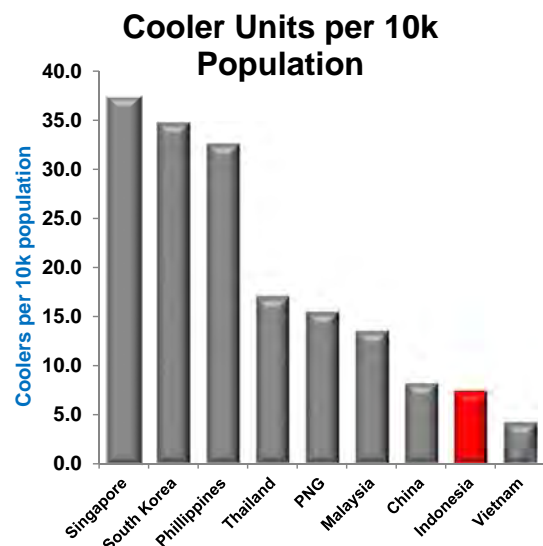


21



CCA Market Overview: Continued aggressive cold drink placement

- Relatively low penetration per 10k population despite placing 100k doors in 3yrs
- Increase per capita consumption by increasing availability of our cold drinks through accelerated cooler placement program
- Supported by a complete beverage portfolio vs competitors
- Space and electricity availability remain challenges however equipment innovation has resulted in CCA coolers using 48% less electricity than competitor coolers



Source: TCCC & CCAI

22



CCA Logistics Overview: Significant challenges for any player in the Indonesian market

- Indonesian geography with over 17,000 islands
- Developing market infrastructure
 - Shortages of electricity affecting customer ability to utilise our coolers
 - Poor road system and 'archipelago' logistics
 - Lack of freeways/major roads
 - Rapidly increasing number of road users = gridlock in major population centres
 - Recent introduction of compulsory land acquisition for major infrastructure projects

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CCA Logistics Overview: Our production & logistics network makes us a leader in FMCG

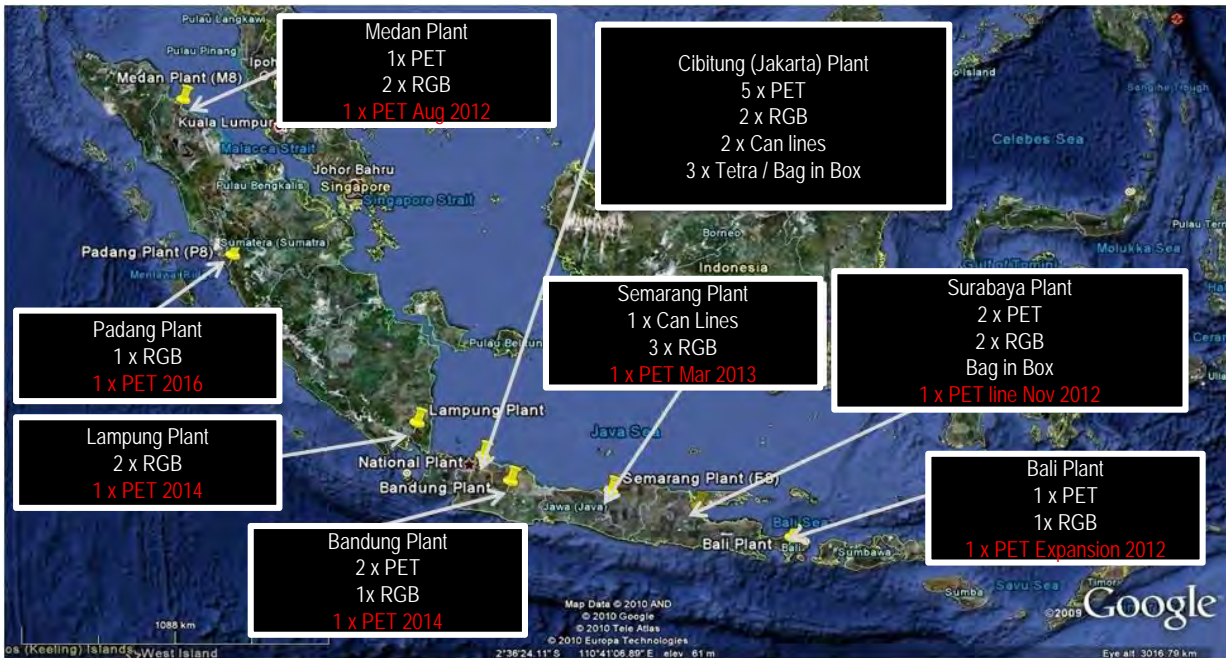
- Strategy is to be manufacturing self sufficient in major sales areas
- Significantly expanded one way pack capacity
 - Cans and especially PET (Coldfill and Hotfill)
- Continued improvement of our manufacturing infrastructure
 - Common processing platforms across key operations
- 'Project Zero Indonesia' delivering cost savings
 - Self manufacture of preforms, bottles and CO2
 - Savings in manufacturing costs
 - Investment in major regional distribution centres

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CCA Logistics Overview: An extremely complex production and logistics network

- Currently 32 production lines across 8 manufacturing sites



CCA Logistics Overview: An extremely complex production and logistics network

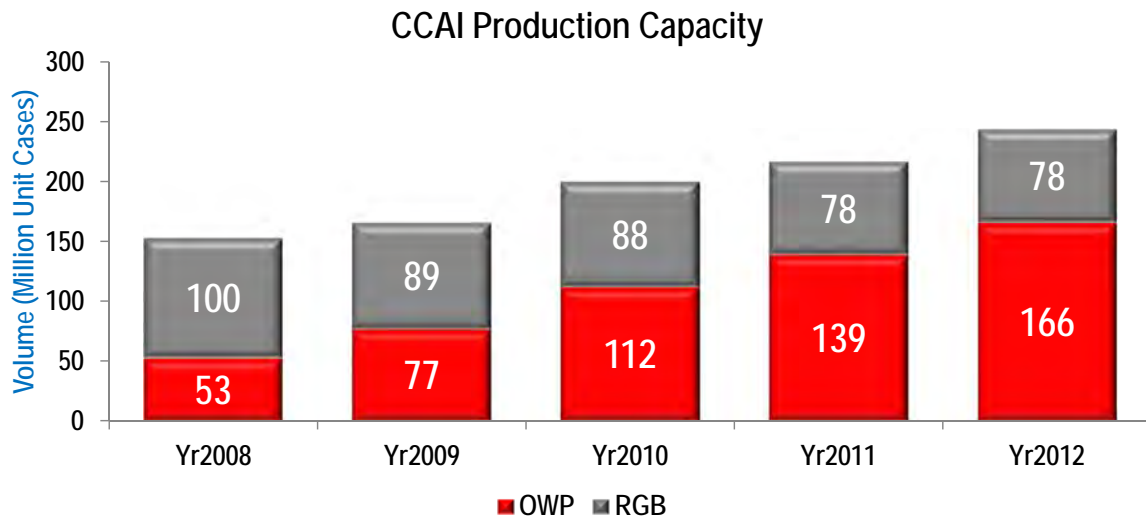
- Almost 100 distribution points across Indonesia





CCA Manufacturing Overview: In 2012 additional Blow-fill lines will increase OWP capacity by 19%

- Newly installed OWP lines will give us the ability to meet the continuing growth of hot-fill beverages (Juice, Isotonic and Tea)



Source: CCAI

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CCA Manufacturing Overview: World Class Beverage Manufacturing facilities established

- 4 new Blow fill PET Combi blocs installed in 2012
- 2 in Cibitung , 2 in Medan
- Combo production capability - CSD, hot fill & water



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CCA Manufacturing Overview: Injection Moulding

- New Injection Molding Facility – Operational in 2011
- Facility built to accommodate 5 Injection Molding machines
- Currently 3 Injection Molding Machines installed
- Additional machine due June 2012
- Currently supplies 80% of Preform requirements
- From June 2012 - Capacity of 1billion Preforms p.a.



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CCA Manufacturing Overview: Building self sufficiency and risk mitigation

- CO2 manufacturing at Cibitung site, now provides 70% of CO2 requirements
- Water management programs - Water harvesting, reverse osmosis and securing longer-term supply of local sources
- Second preform manufacturing site to be opened in Surabaya in 2013



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Growth outlook:

10-15% volume growth, >15% EBIT growth and ROCE>WACC

- Outlet expansion to maximise coverage (directly served and via wholesalers)
- Accelerated Cooler Placement to own cold space and increase cold availability
- Strong NPD pipeline – entering new categories and expanding existing ones
- Capacity expansion ahead of the curve
- Implementation of SAP
- Investing in people capability

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