



5 April 2011

Company Announcements Office  
ASX Limited  
Level 4, Exchange Centre  
20 Bridge Street  
SYDNEY NSW 2000

Dear Sir/Madam

In accordance with Listing Rule 3.17, attached are copies of the following documents which will be sent to shareholders today with their final dividend statements:

1. A self explanatory letter to shareholders.
2. Shareholder News 2010

Yours faithfully

A handwritten signature in blue ink, appearing to read 'G Forster', is placed above the printed name.

George Forster  
General Counsel and Company Secretary



5 April 2011

Dear Shareholder

**1. IMPORTANT INFORMATION ABOUT PAYMENT OF YOUR FUTURE DIVIDENDS**

Currently, CCA shareholders can receive their dividend payments by cheque or direct credit or by participation in the dividend reinvestment plan (DRP). From April 2012, dividend payments will not be paid by cheque as CCA will be introducing a system of mandatory direct crediting of dividends.

The decision to introduce mandatory direct crediting of dividends was made as CCA believes that there are a number of advantages for shareholders:

- it is a more secure and safer method of receiving dividend payments
- dividends are paid to your bank account on the day they are due
- funds are cleared on the day payment is made
- it mitigates the risk of lost payments, unbanked cheques and fraud
- if you are absent from the address, the dividend will still be deposited into your Australian bank account

Direct credit is also a more cost-effective system for CCA and the savings generated will benefit all shareholders.

**There is no action required from you if you do not receive your dividend payments by cheque.**

**Action Required**

If you currently receive CCA dividend payments by cheque, you will need to provide CCA's Share Registry with details of your Australian Bank account for the direct credit of dividends or elect to participate in the Dividend Reinvestment Plan.

Attached are the following forms:

1. Direct Credit form
2. DRP Application or Variation form

Please complete **one** of these forms and return it to CCA's Share Registry in the enclosed business reply paid envelope as soon as possible. You may also provide this information online at [www.linkmarketservices.com.au](http://www.linkmarketservices.com.au).

If you have not provided your Australian bank account details or an election for the DRP by the Record Date for the April 2012 dividend payment, your dividends will be set aside and held until we receive your bank account details or DRP election. Cheques will only be paid in exceptional circumstances and to overseas shareholders without an Australian financial institution account.

## 2. ELECTRONIC COMMUNICATIONS – GO ONLINE! A BETTER WAY TO ACCESS YOUR INFORMATION

CCA is committed to sustainable business practices and we encourage you to access all your Shareholder communications electronically including dividend statements, annual reports, company announcements and notices of shareholder meetings. You will always be emailed a link to a secured, encrypted website.

Receiving shareholder communications electronically, instead of by post, enables you to:

- Receive important shareholder and company information faster;
- Reduce the adverse impact on the environment
- Securely store important shareholder documents online
- Access all documents conveniently

### **Action Required**

Please complete the attached Email Collection and Online Notification Form and return it to CCA's Share Registry in the enclosed business reply paid envelope.

**If you have already provided your email address and are receiving shareholder communications electronically, there is no action required from you, unless you wish to update your email address or selection.**

If you have any queries in relation to your shareholding you can go online at [www.linkmarketservices.com.au](http://www.linkmarketservices.com.au) or contact Link Market Services on (02) 8280 7121.

Yours faithfully



George Forster  
General Counsel and Company Secretary

**A**

**REQUEST FOR DIRECT CREDIT OF PAYMENTS**

Please use a **BLACK** pen. Print **CAPITAL** letters inside the shaded areas.

A B C

1 2 3

Insert details of your Financial Institution, Branch and Account into which you wish to have your payments made. This request will not cancel any reinvestment plan participation (if any) unless we receive specific instructions from you. A detailed payment advice will be provided for each payment.

A direct credit request form is required for each holding.

Name(s) in which your account is held

BSB Number (*must be 6 digits*)

Account Number

Account Type (*eg S1*)

Name of Financial Institution

Branch Suburb/Town

**B**

**SIGNATURE(S) OF SECURITYHOLDER(S) – THIS MUST BE COMPLETED**

Securityholder 1 (Individual)

Joint Securityholder 2 (Individual)

Joint Securityholder 3 (Individual)

Sole Director and Sole Company  
Secretary/Director (delete one)

Director/Company Secretary (delete one)

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Signing Instructions:** This form should be signed by the securityholder. If a joint holding, all securityholders should sign. If signed by the securityholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth) (or for New Zealand companies, the *Companies Act 1993*).

**Privacy Clause:** Link Market Services Limited advises that Chapter 2C of the *Corporations Act 2001* requires information about you as a securityholder (including your name, address and details of the securities you hold) to be included in the public register of the entity in which you hold securities. Information is collected to administer your securityholding and if some or all of the information is not collected then it might not be possible to administer your securityholding. Your personal information may be disclosed to the entity in which you hold securities. You can obtain access to your personal information by contacting us at the address or telephone number shown on this form. Our privacy policy is available on our website ([www.linkmarketservices.com.au](http://www.linkmarketservices.com.au)).

**CCL DIV001**



**A**

**DIVIDEND REINVESTMENT PLAN APPLICATION OR VARIATION**

Please use a BLACK pen. Print CAPITAL letters inside the shaded areas.

A B C

1 2 3

Where a choice is required, mark the box with an 'X'

X

This form is to be completed where the securityholder wishes to have their payments reinvested under the rules of the Dividend Reinvestment Plan (DRP).

I/We being the abovenamed holder of registered securities wish to participate in the Company's DRP as indicated below. I/We authorise the application of the payment to me/us with respect to the number of securities participating in the DRP at the price and subject to the rules of the DRP.

I/We hereby agree to be bound by the rules of the DRP in subscribing for or acquiring additional securities. I/We acknowledge that I/we may vary or terminate my/our participation in the DRP, in accordance with the rules of the DRP. This will cancel any earlier DRP instructions and take priority over any direct credit instructions.

Degree of Participation (mark the appropriate Box with an 'X'):

☐

**FULL PARTICIPATION**

— Including any further acquisitions.

☐

**PARTIAL PARTICIPATION**

Please specify the number of securities to participate in the DRP.

☐

**TERMINATION**

— If you wish to cancel your participation.

**B**

**SIGNATURE(S) OF SECURITYHOLDER(S) – THIS MUST BE COMPLETED**

Securityholder 1 (Individual)

Joint Securityholder 2 (Individual)

Joint Securityholder 3 (Individual)

Sole Director and Sole Company Secretary/Director (delete one)

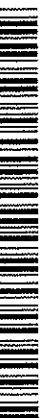
Director/Company Secretary (delete one)

Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Signing Instructions:** This form should be signed by the securityholder. If a joint holding, all securityholders should sign. If signed by the securityholder's attorney, the power of attorney must have been previously noted by the registry or a certified copy attached to this form. If executed by a company, the form must be executed in accordance with the company's constitution and the *Corporations Act 2001* (Cth) (or for New Zealand companies, the *Companies Act 1993*).

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**CCL DRP129**



## EMAIL COLLECTION AND ONLINE NOTIFICATION FORM

Help us help the environment. Shareholders are encouraged to receive all shareholder communications electronically, including dividend statements, annual reports, company announcements and notices of shareholder meetings. By providing us with your email address, you also avoid mailing delays as your documents are sent and received on the due date. It will also result in a reduction in costs for CCA and it will reduce the adverse impact on our environment.

Please select one of the following options:

☐

1. Yes, I would like to receive **ALL** my shareholder information electronically. I have provided my email address below.

OR

☐

2. Yes, I would like to receive all of my shareholder communications electronically, **except my dividend statements**. Please mail me a printed copy of these statements. I have provided my email address below.

My email address is:

If you do not select which option you prefer, you will be treated as having selected option 1.

In accordance with current legislation, CCA will make the annual report available on its website and provide printed annual reports only to those shareholders who elect to receive them in that form.

Thank you for your support in helping us better communicate with you.



# Help reduce paper usage

Did you know you can now get all your shareholder communications by logging onto [www.linkmarketservices.com.au](http://www.linkmarketservices.com.au)

## ***Portfolio***

- Holding Summary
- Holding Balance History
- Payment History
- Transaction History

## ***Update your Details***

- Change Address
- Payment Instructions
- Update TFN/ABN
- Communication Options

## ***Shareholder Voting (Online Voting)***

## ***Market Information***

- Price & Volume Charts
- Historical Prices
- How to sell my shares

**You can also log onto Coca-Cola Amatil Limited's website at [www.ccamatil.com](http://www.ccamatil.com) to access:**

- Annual Reports
- ASX Announcements
- AGM Presentations
- Dividend Information

# FIVE 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

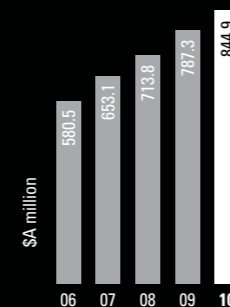
1 2006 – 2007 includes results from the South Korean business, which was sold on 24 October 2007

2 Before significant items

# 2010 FINANCIAL HIGHLIGHTS

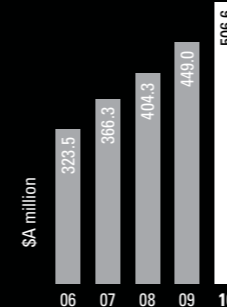
## EARNING BEFORE INTEREST AND TAX\*

**7.3%**  
INCREASE



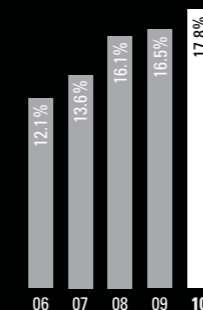
## NET PROFIT\*

**12.8%**  
INCREASE



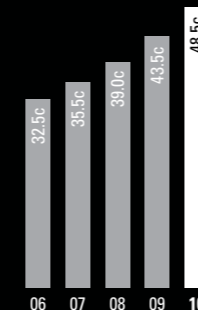
## RETURN ON AVERAGE INVESTED CAPITAL\*

**17.8%**  
1.3 POINT INCREASE



## DIVIDENDS PER SHARE

**11.5%**  
INCREASE



\* before significant items

# SUSTAINABILITY @CCA

CCA'S SUSTAINABILITY REPORT MEASURES THE COMPANY'S ACHIEVEMENTS UNDER FOUR PILLARS – ENVIRONMENT, MARKETPLACE, WORKPLACE AND COMMUNITY.



CCA strongly supports social and environmental activities through its community and environmental programs. These programs help to sustain business performance by strengthening the communities in which CCA operates, improving business efficiency and developing strong relationships with stakeholders, ultimately leading to increased shareholder returns.

The Sustainability@CCA report is available on our website, [www.ccamatil.com](http://www.ccamatil.com).

## CONTACT DETAILS

### HOW TO CONTACT US

For enquiries about CCA, contact Investor Relations:

Coca-Cola Amatil  
Investor Relations  
40 Mount Street North Sydney NSW 2060

Ph: 61 2 9259 6159  
Fax: 61 2 9259 6614

Email: [investors@ccamatil.com](mailto:investors@ccamatil.com)

### SHAREHOLDER ENQUIRIES

Investors seeking information about their shareholding, including dividend statements and change of address, should contact CCA's Share Registry. Shareholders should have their Security holder Reference Number (SRN) or Holder Identification Number (HIN) available when contacting the Share Registry.

Link Market Services Limited  
Locked Bag A14  
Sydney South NSW 1235

Ph: 61 2 8280 7121  
Fax: 61 2 9287 0303

Website: [www.linkmarketservices.com](http://www.linkmarketservices.com)  
Email: [registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au)



For more information please  
visit [www.ccamatil.com](http://www.ccamatil.com)



# SHAREHOLDER NEWS 2010



# OVERVIEW

2010 HAS BEEN ANOTHER SUCCESSFUL YEAR FOR COCA-COLA AMATIL (CCA). THE BUSINESS DELIVERED A RECORD NET PROFIT OF \$506.6 MILLION, BEFORE SIGNIFICANT ITEMS, AN INCREASE OF 12.8%. THE STRONG EARNINGS GROWTH UNDERPINNED THE 11.5% INCREASE IN FULLY FRANKED DIVIDENDS FOR THE YEAR TO 48.5 CENTS PER SHARE.

Cycling the very strong result in 2009 was always going to be challenging. To deliver full year earnings before interest and tax (EBIT) growth of 7.3% was a very good outcome given the cooler and wetter weather conditions experienced across the Eastern seaboard of Australia and the weaker consumer demand in the second half. The strength of our business model in effectively balancing pricing, volume growth and market share has again provided the platform to improve our profitability and market position.

The successful execution of our infrastructure programs in expanding capacity, operational efficiency and cold drink coolers, as well as successful new product and package innovation, continues to distinguish the performance of CCA from its food and beverage peer group.

Looking forward, CCA will continue to focus on executing its organic growth strategy. We have a pipeline of high returning capital projects that will deliver efficiency, service and revenue gains right across the business. 2011 is expected to be a peak year for capital projects, with an overall spend of around \$400 million on capacity and capability improvements, including investing around \$100 million in Indonesia on capacity expansion and the accelerated rollout of cold drink coolers. The pipeline of Project Zero activities is expected to extend through to 2014-15 with material savings and efficiency benefits coming through from 2012 onwards.

*Terry Davis*

**Terry Davis**  
Group Managing Director

# REVIEW OF OPERATIONS

## AUSTRALIA

The Australian beverage business delivered a strong result with EBIT increasing by 7.3% to \$592.7 million. This strong result was delivered despite the material impact to second half volumes from unseasonal weather and lower consumer demand which affected CCA's major trading zones of Queensland, New South Wales and Victoria.

CCA's beverage market leadership position continued to strengthen in 2010 with increases in both volume and value share across all channels despite more aggressive competitor pricing in the second half. The business also fully recovered cost of goods sold increases through a combination of pricing and mix management.

Other highlights included the continued growth of Coke Zero which grew volumes by 7%. Coke Zero now holds over 40% share of the diet cola category in the immediate consumption channel, a 3% share gain over the past 12 months. Mother energy drink grew volume by 6% as a result of new flavour and pack variants and now has 24% of the total energy drink market.

## NEW ZEALAND & FIJI

The New Zealand & Fiji business delivered 4% local currency EBIT growth. Trading conditions in New Zealand remained challenging with generally soft consumer demand throughout 2010. The business also had to contend with the impact of the Christchurch earthquake in September and tax reforms which resulted in a 2.5% increase in the GST rate in October.

The New Zealand business grew overall market share with new product and package innovations including the introduction of the new 420mL Coca-Cola grip bottle. Coke Zero grew by over 10% as a result of continued sampling and marketing programmes, and solid progress was made in the important energy category with the Mother and Lift Plus offerings growing share in the petroleum channel to over 20%, up from 15% last year. The continued development of the Keri juice brand resulted in double-digit growth, with Keri becoming the number one juice brand in New Zealand.

## INDONESIA & PNG

Indonesia & PNG delivered a strong earnings result, with EBIT increasing by 21.4% to \$75.0 million, a solid result given the material impact to volume growth of unseasonal heavy rain that affected Indonesia for most of the year, particularly over the peak demand period of Ramadan.

A highlight for the year was the volume growth of non-carbonated beverages, led by Minute Maid Pulpy Juice and Frestea, which grew by close to 40%. Volumes however for the lower value returnable glass bottle packs in the traditional channel declined, being heavily impacted by the poor weather and the continued shift in consumer preference to one-way-pack products (PET bottles and aluminium cans).

# 12.8%

INCREASE  
IN NET PROFIT\*

# 11.5%

INCREASE  
IN DIVIDENDS PER SHARE

## FOOD & SERVICES

SPCA reported lower revenues as the business exited a number of unprofitable activities, in particular, much of its international private label can business. In addition, the stronger Australian dollar has materially impacted SPCA's competitiveness against cheap imported brands and private label categories in the domestic market.

The Services business achieved solid earnings growth as a result of higher demand for 'design and install' refrigeration service contracts and a solid contribution from the materials processing business. The Services business also benefitted from lower operating costs due to more streamlined servicing, leveraging the OAisys technology platform to improve equipment service prioritisation and scheduling.

## PACIFIC BEVERAGES JOINT VENTURE

Pacific Beverages continued to invest in building consumer preference for its brands throughout 2010. Despite challenging trading conditions in the beer market which saw a decline in market pricing and generally softer category volumes, as well the impact of unseasonably wet weather in the eastern states, Pacific Beverages now has five brands in the Top 20 premium beer brands in Australia, with Peroni Nastro Azzurro and Grolsch firmly positioned in the Top 10.

A highlight for the year was the successful commissioning of the new \$120 million Bluetongue Brewery in June and the transition to local production of Pacific Beverages' premium beer portfolio in both packaged and draught beer.

## PET BOTTLE SELF-MANUFACTURE

CCA's major capital investment project will be the implementation of self-manufacture of PET bottles in all major manufacturing locations between 2009 and 2015. Approximately \$450 million will be invested across the Group with new lines in Australia and Indonesia already successfully commissioned.

The first two Australian PET bottle in-line blow-fill lines at the Northmead manufacturing facility in NSW were commissioned in April at a cost of \$45 million. This investment is delivering cost savings through the elimination of empty bottle storage, handling and transport costs and by light-weighting the bottles, with a material reduction in the amount of PET resin used to manufacture the bottles.

## FINANCIAL POSITION

The balance sheet remains in a very strong position with EBIT interest cover improving from 5.9x to 6.3x and net debt increasing by \$41.4 million to \$1.689 billion. CCA has total committed debt facilities of approximately \$2.2 billion with an average maturity of 4.9 years as at 31 December 2010. CCA has fully funded all debt to mature in 2011.

## 2011 TRADING OUTLOOK

Notwithstanding the continued softness in consumer spending, the Australian business has made a solid start to 2011 with volume and revenue growth ahead of last year in all states except Queensland. Queensland has had a softer start to the year as a result of the impact of devastating floods and Cyclone Yasi. The New Zealand business also had a solid start to the year, however the emerging devastation from a second earthquake in Christchurch will have an impact on demand in that market for quite some time. While the infrastructure rebuilding program and the restocking by retailers in affected areas is likely to have a positive impact on demand, it is too early to quantify the impact this will have on the outlook for the year. A further trading update and first half earnings guidance will be provided at the Company's annual general meeting on May 4 2011.



# 7.3%

INCREASE IN  
GROUP EBIT\*



\* before significant items

