



5 October 2010

Company Announcements Office  
Australian Securities Exchange  
Exchange Centre  
20 Bridge Street  
Sydney NSW 2000

Dear Sirs

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

1. A letter to shareholders together with attachment
2. CCA's Shareholder News October 2010

Yours faithfully

A handwritten signature in blue ink, appearing to read 'George Forster'.

George Forster  
General Counsel and Company Secretary



5 October 2010

Dear Shareholder

### **Interim Dividend for the Half Year to 2 July 2010**

On 12 August 2010, your Directors announced a record net profit after tax of \$212.7 million for the first half of 2010, representing a 12.1% increase over the same period last year.

An interim dividend of 20.5c per share fully franked has been declared, representing an increase of 10.8% over the first half of 2009. CCA expects to be able to fully frank its dividends for the foreseeable future.

Enclosed is your Dividend Statement.

### **Modification to CCA's Dividend Reinvestment Plan (DRP) Rules**

Also, your Directors resolved to modify the Rules of the DRP by reducing the Plan Discount from 2% to nil, effective for the 2010 interim dividend.

A copy of the modified DRP Rules is available on CCA's website at [www.ccamatil.com](http://www.ccamatil.com). Shareholders who would like to commence participation in the DRP or vary their existing participation, should contact CCA's Share Registry on +61 2 8280 7121.

### **ShareGift Australia**

CCA is pleased to support ShareGift by giving our shareholders the opportunity to donate small parcels of shares to charity. ShareGift is a not-for-profit organisation that allows shareholders to sell shares and donate the proceeds to charity without the need to appoint a stockbroker or pay brokerage fees.

#### *Donating shares to ShareGift*

ShareGift provides shareholders in listed companies with an easy way to sell and donate small parcels of shares that might otherwise be difficult or expensive to trade. If you wish to participate in ShareGift, please complete the enclosed Share Sale Donation form and return it in the Reply Paid envelope provided.

Please note that this is a voluntary initiative for those who wish to sell small parcels of shares and donate the proceeds to charity. It is not a recommendation to sell shares. If you do not wish to participate in the sale of shares, you do not need to do anything.

#### *Tax Benefits*

ShareGift only makes donations to Australian charitable organisations with deductible gift recipient (DGR) status and therefore donations over \$2 to ShareGift are tax deductible.

Please contact ShareGift Australia if you have any queries on: 1300 731 632 or by email to [info@sharegiftaustralia.org.au](mailto:info@sharegiftaustralia.org.au).

## **Your CCA Shareholding**

If you have any queries relating to your CCA Shareholding, please contact our Share Registrar:

Link Market Services Limited:  
Level 12, 680 George Street,  
Sydney NSW 2000  
Phone: 02 8280 7121  
Fax 02 9287 0303  
Email: [registrars@linkmarketservices.com.au](mailto:registrars@linkmarketservices.com.au)

Yours faithfully



George Forster  
General Counsel and Company Secretary



# ShareGift Australia – Share sale donation form

Please complete the following form to sell your shares and donate the proceeds to ShareGift Australia.

Name of company being sold	<b>COCA-COLA AMATIL LIMITED</b>	ASX company code (optional)	<b>CCL</b>
Number of shares to donate	Class of share (e.g. ordinary shares, converting preference etc).		

Optional: please suggest a charity or charities to benefit from ShareGift Australia distributions

## Shareholders name(s)

### Shareholder 1

Title	First name	Middle name
Surname		

### Shareholder 2

Title	First name	Middle name
Surname		

### Shareholder 3

Title	First name	Middle name
Surname		

## Address shown on register

Street address	State	Postcode
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## Address for receipt to be sent (if different from above)

Postal address	State	Postcode
Work phone ( )	Facsimile ( )	

## Please tick if your holding is:

<input type="checkbox"/> Issuer sponsored	If <b>issuer sponsored</b> , please provide your Securityholder Reference Number (SRN):
<b>OR</b>	
<input type="checkbox"/> CHESS Sponsored	If <b>CHESS Sponsored</b> , please provide your Holder Identification Number (HIN): Please provide sponsoring broker's name:
<b>X</b>	

## Shareholder signatures

The instruction to sell the shares is irrevocable as at the time the donation form is signed by the donor/s. The timing of the actual sale is at the discretion of ShareGift Australia. If your shareholding is issuer sponsored or sponsored by JBWere Pty Ltd or Macquarie Equities Limited, please sign and date your agreement with the following statement:

☐ I/We authorise any person nominated by ShareGift Australia in my/our name and/or my/our behalf to confirm my/our holding of the above shares with the relevant registry and to direct JBWere Pty Ltd or Macquarie Equities Limited to sell those shares and to pay the proceeds of sale to ShareGift Australia. I/We confirm that I am/we are entitled or authorised to transfer such shares free from liens, charges or other third party rights.

**OR**  
If your shareholding is sponsored by a broker other than JBWere Pty Ltd or Macquarie Equities Limited, please sign and date your agreement with the following statement:

☐ I/We authorise my/our broker, details I/we have provided above, to convert the shares indicated above to issuer sponsored, in order for me/us to sell these shares and pay the proceeds of sale to ShareGift Australia. On receipt of the issuer sponsored statement from the Share Registry, I/we will forward the statement to ShareGift Australia and I/we authorise any person nominated by ShareGift Australia in my/our name and on my/our behalf to direct JBWere Pty Ltd or Macquarie Equities Limited to sell those shares and to pay the proceeds of sale to ShareGift Australia.

### Shareholder 1 signature

SIGN HERE

Date signed

DDMMYY

### Shareholder 2 signature

SIGN HERE

Date signed

DDMMYY

### Shareholder 3 signature

SIGN HERE

Date signed

DDMMYY

Please return your completed form to ShareGift Australia, C/- Link Market Services in the enclosed Reply Paid envelope.

## Office use only – ASX fees claim form

ITS trade details	Date	Price	ITS Reference	Amount claimed
	DDMMYY			
164 CHESS message details		Transaction ID		Amount claimed
CHESS transfer (015/017/001) message details		Transaction ID		Amount claimed
(refer separate form for transaction details)				



# FIVE YEAR FINANCIAL SUMMARY

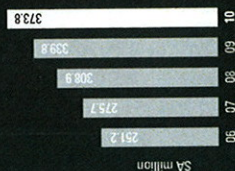
	2010 6 months	2009	2008	2007	2006
<b>INCOME STATEMENT<sup>1</sup></b>					
Trading Revenue	\$m 2,126.0	4,403.8	4,091.4	4,393.2	4,353.1
EBIT <sup>2</sup>	\$m 373.8	787.3	713.8	653.1	580.5
Net Profit <sup>2</sup>	\$m 212.7	449.0	404.3	366.3	323.5
Significant items (net of tax)	\$m —	—	(18.7)	(55.6)	(41.1)
Net Profit	\$m 212.7	449.0	385.6	310.7	282.4
<b>BALANCE SHEET<sup>1</sup></b>					
Net Debt	\$m 1,709.8	1,648.0	1,933.4	1,607.3	2,074.6
Equity	\$m 1,685.9	1,600.1	1,372.0	1,440.7	1,470.7
Capital Employed	\$m 3,395.7	3,248.1	3,311.4	3,048.0	3,545.3
<b>KEY RATIOS</b>					
Capital expenditure to revenue	% 7.1	7.0	6.8	6.8	6.5
Return on Average Capital Employed <sup>2</sup>	% 24.6	24.0	22.4	19.0	16.3
EBIT Interest Cover <sup>2</sup>	times 5.6	5.9	4.7	4.7	4.0
<b>PER SHARE INFORMATION</b>					
Earnings per Share <sup>2</sup>	cents 28.3	60.5	54.9	48.6	43.2
Dividends per Share	cents 20.5	43.5	39.0	35.5	32.5
Level of Franking	% —	100	100	100	100
— 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

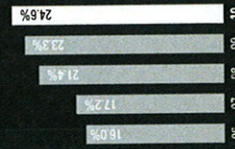
2 Before significant items

# FINANCIAL HIGHLIGHTS

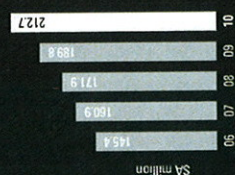
EARNING BEFORE  
INTEREST AND TAX  
**10.0%**  
INCREASE



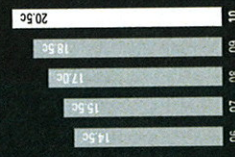
RETURN ON AVERAGE  
CAPITAL EMPLOYED  
**24.6%**  
1.3 POINT INCREASE



NET PROFIT  
**12.1%**  
INCREASE



INTERIM DIVIDEND  
PER SHARE  
**10.8%**  
INCREASE



# 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  
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)



COCA-COLA AMATIL

# SHAREHOLDER NEWS

# HALF YEARLY NEWSLETTER

OCTOBER 2010





# OVERVIEW

THE FIRST HALF OF 2010 HAS BEEN ANOTHER SUCCESSFUL HALF FOR COCA-COLA AMATIL (CCA). THE BUSINESS DELIVERED A RECORD NET PROFIT OF \$212.7 MILLION, AN INCREASE OF 12.1% AS A RESULT OF THE STRONG EARNINGS GROWTH, THE FULLY FRANKED INTERIM DIVIDEND WAS INCREASED 10.8% TO 20.5 CENTS PER SHARE.

Cycling the very strong first half of 2009 result was always going to be challenging, especially given the benefits the Australian market derived from the Federal Government's stimulus packages last year. In the year to date I am pleased that the strength of our business model in effectively balancing pricing, volume growth and market share has provided the platform to improve our profitability and market position in each of our territories.

The significant recent investments made by the Company in capacity, operational capability 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 maintain its organic growth strategy. The business has a very strong ongoing pipeline of high returning capital projects that are delivering efficiency, service and revenue gains across the business, providing an offset to the less certain consumer demand outlook. These projects include the self-manufacture of PET bottles to be implemented across every major manufacturing location, the accelerated placement of cold drink coolers, as well as further Project Zero initiatives. We will maintain the increased level of investment in Indonesia, and with the Bluetongue Brewery now operational, we have the local brewing platform to take our beer business to the next level.

*Terry Davis*  
Group Managing Director

## REVIEW OF OPERATIONS

### AUSTRALIA

The Australian beverage business delivered another excellent result with earnings before interest and tax (EBIT) increasing by 9.6% to \$272.8 million. This strong result was delivered despite the less favourable consumer environment being experienced this year. The business is also cycling more favourable summer weather and the benefits of the Federal Government stimulus package last year. The business continued to benefit from successful new product and package innovation and increased cold drink cooler placements. CCA's beverage market leadership position has continued to strengthen in the year to date with increases in both volume and value share. A particular highlight was the solid growth in Brand Coca-Cola. The brand delivered volume growth of almost 3%, benefitting from new pack options including the 450ml grip bottle, portion control packs and frozen Coke. The Kicks brand delivered a strong trading performance in the grocery channel, and the Goulburn Valley flavoured milk brand continued to grow strongly, benefitting from the launch on the east coast last year.

### NEW ZEALAND & FIJI

The New Zealand & Fiji business delivered over 5% local currency EBIT growth, a solid achievement in a difficult macroeconomic environment that has impacted on consumer discretionary spend in New Zealand.

The New Zealand business has maintained its strong market share position in non-alcoholic ready-to-drink beverages. New product and package innovations were led by the introduction of the new 420ml Coca-Cola grip bottle. Keri juice grew volumes by over 7% as a result of the introduction of new packs and flavours. In addition, Mother energy continued to grow its share in the petroleum channel and now has over 20% share, up from around 15% last year.

### INDONESIA & PNG

Indonesia & PNG delivered a strong earnings result, with EBIT increasing by 20.0% to \$18.0 million. 2010 marks a significant step up in capital spend in Indonesia in production capacity, cold drink coolers, new product development and brand marketing by both CCA and The Coca-Cola Company in order to provide the platform for growth over the next three to five years.

The highlight was the strong volume growth of over 20% in non-carbonated beverages, led by Minute Maid Pulp Orange Juice and Freesia. In July, the business launched the 250ml, 350ml and 425ml CSD PET bottle products. It is expected that these new products will make a significant contribution to second half volume growth.



### FOOD & SERVICES

The Food & Services division delivered EBIT growth of 13.7%, as the business benefited from the higher mix of earnings from the higher margin services business. SPC Ardmore grew market share across most categories in softer trading conditions. There were a number of successful new product launches in the second quarter including 'Goulburn Valley Fruit & Cereal Bars' and 'SPC Dazzly Bars' which leverage SPCA's fruit credentials into the nutritional snacks category. A new range of baked beans 'Man Beans' with flavours including 'Hot Chilli', 'Nach Cheese' and 'Steakhouse' were launched. A new range of fruit packs – 480g and 695g – were launched to boost the occasion based consumption offering.

### PACIFIC BEVERAGES

The joint venture continued to invest in building consumer preference for its brands and growing its share of the Australian premium alcoholic beverages market. Pacific Beverages' beer brands now account for close to 10% of the Australian premium packaged beer market by both volume and value. The joint venture delivered an improved result on last year, with CCA's operations generating a solid and growing contribution from the alcoholic beverage business as a result of the manufacture and distribution of the Jim Beam range of alcoholic ready-to-drink beverages and service fees from the distribution of Pacific Beverages' alcoholic beverages portfolio.

12.1%

INCREASE  
NET PROFIT

### PET BOTTLE SELF-MANUFACTURE

CCA's major capital investment project over the next five years will be the implementation of self-manufacture of PET bottles in all major manufacturing locations. Approximately \$500 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.

### BLUETONGUE BREWERY

The \$120 million Bluetongue Brewery in Warrnervale, New South Wales commenced operations in late June. The 50 million litre capacity brewery will provide Pacific Beverages with a significant increase in local production capacity and the capability to produce high quality, fresh tasting beer in both draught and pack.

The brewery features global state-of-the-art brewing technology, enabling it to brew a wide variety of beer styles. It is unique in its design with twin-stream brew houses – a large and a small one under one roof – providing brewing flexibility and innovation capability in the goal to make the freshest and best tasting beer in Australia.

### FINANCIAL POSITION

CCA remains in a very strong financial position with net debt of \$1.7 billion, down over \$170 million since June 2009, and interest cover of 5.6 times, up from 5.2 times last year. The Company does not have any unfunded refinancing requirements for 2010 and minimal refinancing requirements for 2011 and 2012.

9.6%

INCREASE EBIT  
AUSTRALIA



10.8%

INCREASE INTERIM  
DIVIDEND PER SHARE



**REMOVAL OF DISCOUNT ON  
DIVIDEND REINVESTMENT  
POLICY**

CCA has removed the discount on the dividend reinvestment policy program.

### OUTLOOK

Assuming a normal summer trading season for Australia and New Zealand, CCA is targeting to achieve high single-digit growth in EBIT for the second half of 2010.

