# CCA at a Glance

## CCA is the largest bottler of non-alcoholic ready-to-drink beverages in the Asia-Pacific region and one of the top five Coca-Cola bottlers in the world.

CCA employs more than 18,000 people and in non-alcoholic beverages has access to 283 million consumers through over 600,000 active customers.

### Beverages – 90% of revenue

CCA operates in six countries – Australia, New Zealand, Fiji, South Korea, Indonesia and PNG.

### Food – 10% of revenue

SPC Ardmona is the largest supplier of ready-to-eat fruit and vegetable products in Australia.

### Broadening our beverage portfolio

Since 2001, non-carbonated beverages and food have grown from 5% to 32% of revenue and there is still considerable scope to increase our market share of these fast growing categories.

In the past 5 years CCA has diversified its portfolio of products to include water, sports drinks, fruit juices, coffee, ready-to-drink teas, packaged ready-to-eat fruit and vegetable products and premium alcoholic beverages.

We have delivered a solid pipeline of new products which has helped drive demand across our markets. 2006 has seen a step up in the quality of our new product offerings combined with exceptional launch execution.

1 CCA Group EBIT of $580.5 million included ($0.3) million of share of joint venture net losses not included in the above summary.

2 CCA Group capital employed of $3,545.3 million as at 31 December 2006 includes ($77.4) million of corporate capital employed not included in the above summary.

## Australia

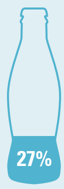
| 2006 Financial summary | A$m | % of CCA |
|---|---|---|
| Trading revenue | 2,325.1 | 53 |
| EBIT[1] | 433.9 | 75 |
| Capital employed[2] | 1,434.2 | 40 |

### Leading brands

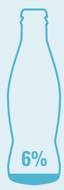
### CCA Market Share

**Carbonated beverages**
Key brands: Coke, Fanta, Sprite
Major competitor: Pepsi/Schweppes
Growth drivers: Non-sugar
Category growth (3 yrs): 0%


**Water**
Key brands: Mt Franklin, Pump
Major competitor: P&N
Growth drivers:
Cold single serve packs
Category growth (3 yrs): 5.2%

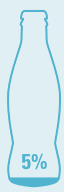



**Juice**
Key brands: Goulburn Valley
Major competitor: Berri
Growth drivers: Health & well being
Category growth (3 yrs): 2.9%




**Sports**
Key brands: Powerade
Major competitor: Pepsi/Schweppes
Growth drivers: Health & well being
Category growth (3 yrs): 7.1%


**Energy**
Key brands: Mother
Major competitor: Frucor
Growth drivers:
Product innovation & lifestyle
Category growth (3 yrs): 13.1%




Market share data relates to the foodstores channel.

## New Zealand & Fiji

| 2006 Financial summary | A$m | % of CCA |
|---|---|---|
| Trading revenue | 416.3 | 10 |
| EBIT[1] | 65.1 | 11 |
| Capital employed[2] | 396.3 | 11 |

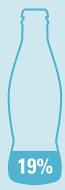
### Leading brands

### CCA Market Share (NZ)

**Carbonated beverages**
Key brands: Coke, Fanta, Sprite
Major competitor: Housebrands
Growth drivers: Non-sugar
Category growth (3 yrs): 5.3%


**Water**
Key brands: Pump, Kiwi Blue
Major competitor: Frucor
Growth drivers: Health & well being
Category growth (3 yrs): 32.8%


**Juice**
Key brands: Keri
Major competitor: Frucor
Growth drivers: Chilled juice
Category growth (3 yrs): 11.7%




**Sports**
Key brands: Powerade
Major competitor: n/a
Growth drivers: Health & well being
Category growth (3 yrs): 18.6%


**Energy**
Key brands: E2, Lift Plus
Major competitor: Frucor
Growth drivers:
Product innovation & lifestyle
Category growth (3 yrs): 25.3%


Market share data relates to the grocery and petroleum channels.

# South Korea

| 2006 Financial summary | A$m | % of CCA |
|---|---|---|
| Trading revenue | 711.5 | 16 |
| EBIT[1] | 18.0 | 3 |
| Capital employed[2] | 699.1 | 19 |

## Leading brands

## CCA Market Share

**Carbonated beverages**
**Key brands:** Coke, Fanta, Kin
**Major competitor:** Lotte Chilsung/Haitai
**Growth drivers:** Non-sugar
**Category growth (3 yrs):** -7.9%
46%

**Juice**
**Key brands:** Minute Maid
**Major competitor:** Lotte Chilsung/Haitai
**Growth drivers:** Flavour extensions
**Category growth (3 yrs):** -4.2%
10%

**Water**
**Key brands:** Soonsoo
**Major competitor:** Nongshim/Lotte Chilsung
**Growth drivers:** Health & well being
**Category growth (3 yrs):** 2.6%
11%

**Sports**
**Key brands:** Powerade
**Major competitor:** Lotte Chilsung/Donga Otsca
**Growth drivers:** Flavour extensions
**Category growth (3 yrs):** -4.4%
18%

**RTD Tea**
**Key brands:** Haru
**Major competitor:** Namyang/Dongwon
**Growth drivers:** New product development
**Category growth (3 yrs):** 24.9%
9%

Market share data relates to hyper and supermarkets, mom and pop stores and convenience channels.

# Indonesia & PNG

| 2006 Financial summary | A$m | % of CCA |
|---|---|---|
| Trading revenue | 470.8 | 11 |
| EBIT[1] | 17.6 | 3 |
| Capital employed[2] | 252.3 | 7 |

## Leading brands

## CCA Market Share (Indonesia)

**Carbonated beverages**
**Key brands:** Sprite, Fanta, Coke
**Major competitor:** Pepsi
**Growth drivers:** New flavours and packs
**Category growth (3 yrs):** -2.0%
88%

**RTD Tea**
**Key brands:** Frestea
**Major competitor:** Sosro
**Growth drivers:** Green tea
**Category growth (3 yrs):** 6.0%
13%

**Water**
**Key brands:** Ades
**Major competitor:** Aqua
**Growth drivers:** Low availability of quality drinking water
**Category growth (3 yrs):** 9.0%
1%

**Sports**
**Key brands:** Powerade Isotonik
**Major competitor:** Pocari Sweat
**Growth drivers:** Health & well being
**Category growth (3 yrs):** 130.0%
6%

Market share data relates to all channels.

# SPC Ardmona

| 2006 Financial summary | A$m | % of CCA |
|---|---|---|
| Trading revenue | 429.4 | 10 |
| EBIT[1] | 46.2 | 8 |
| Capital employed[2] | 840.8 | 23 |

## Leading brands

## CCA Market Share

**Canned fruit**
**Key brands:** Goulburn Valley, SPC
**Major competitor:** Golden Circle
**Growth drivers:** Resealable fridge pack
**Category growth (3 yrs):** 11.7%
62%

**Fruit snacks**
**Key brands:** Goulburn Valley, SPC
**Major competitor:** n/a
**Growth drivers:** Health & well being
**Category growth (3 yrs):** 9.7%
88%

**Spreads**
**Key brands:** IXL
**Major competitor:** Cottees, St Dalfour
**Growth drivers:** Premium jams, reduced sugar
**Category growth (3 yrs):** 0.3%
26%

**Tinned tomatoes**
**Key brands:** Ardmona, SPC
**Major competitor:** Italian imports
**Growth drivers:** Value added products
**Category growth (3 yrs):** -0.8%
34%

**Baked beans & spaghetti**
**Key brands:** SPC
**Major competitor:** Heinz
**Growth drivers:** Nutrition, innovation
**Category growth (3 yrs):** 3.5%
25%