



Amcor Flexibles Europe & Americas

Peter Brues, President Amcor Flexibles Europe & Americas

Aspiring to new heights

Key messages

Strong existing platform

- Broad geographic footprint
- Servicing defensive end markets
- Market leader in key segments
- Strong customer relationships

Dynamic market environment

- Creates opportunities for market leader

Profitable growth drivers

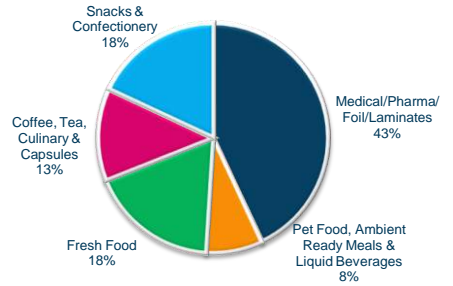
- Strategic marketing
- Advantaged cost positions
- Product innovation



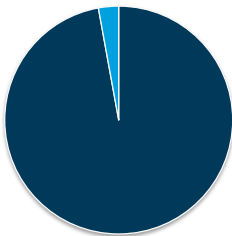
Business overview



FY2012 sales €3,050 million

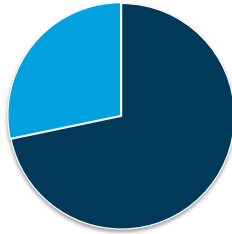


Flexible Packaging by region



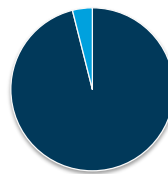
North America

Total consumption €13.5b
Amcor sales 3%
CAGR: 2.1%



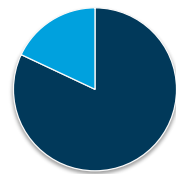
Western Europe

Total consumption €9.2b
Amcor sales 24%
CAGR: 1.9%



Latin America

Total consumption €3.2b
Amcor sales 3%
CAGR: 4.6%



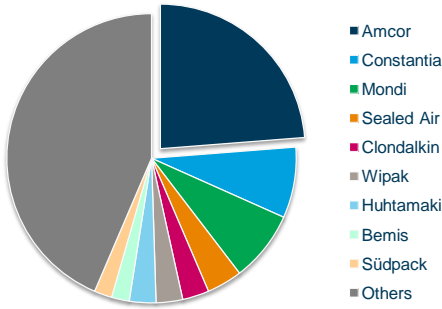
CE Europe

Total consumption €1.9b
Amcor sales 20%
CAGR: 5.7%

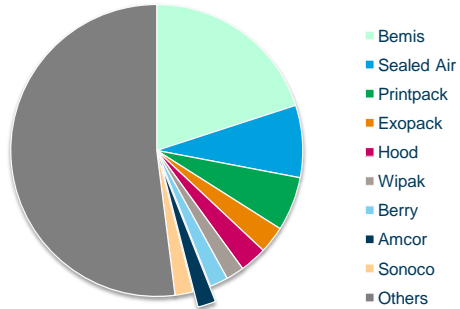


Flexible Packaging market share

Europe



North America



Market trends

Trend

Economic uncertainty

- Customers need to
 - Reduce costs
 - Differentiate products
 - Increase promotional activity

Demographic/lifestyle changes

- Microsegmentation of needs
 - Ageing population
 - Single person households
 - Convenience
 - Sustainability

Implications

Customer interface

- Responsive
- Understand changing needs

Product design and development

- Customer backed innovation
- Rapid commercialisation

Manufacturing

- Best practice sharing
- Low cost
- Flexible/responsive

Strategic marketing

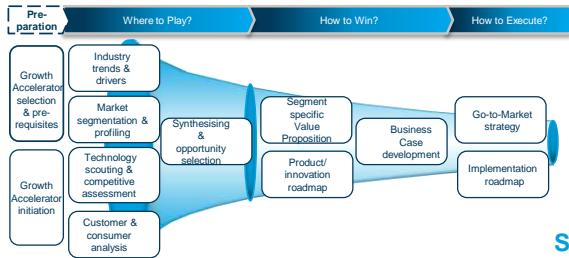
- Identify opportunities
- Value selling

Dynamic market environment

Benefit from scale while remaining responsive



Growth through strategic marketing



Superior strategic marketing

- Understand unique customer and end-user needs
- Create differentiation
- Elevate role of strategic marketing
- Core growth accelerator team identified and trained
- Integrate new tools into ValuePlus



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Innovation platform – barrier retort package

Barrier retortable packaging

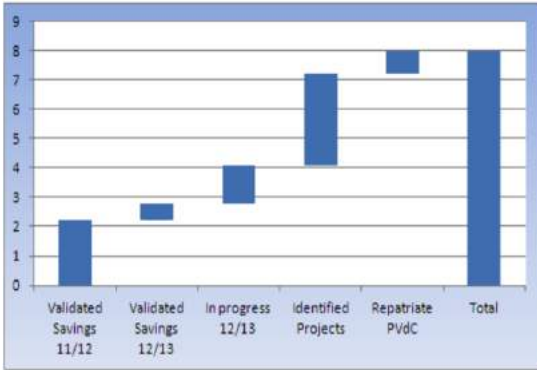
- Platform barrier laminate for ambient ready meals and shelf stable pet food to demanding requirement IV solutions
 - High barrier
 - Sterilizable
 - Crystal clarity
 - Low extractables for IV drugs
 - Primary barrier package



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Gaining advantage through low cost

OPET savings dashboard



Advantaged cost positions

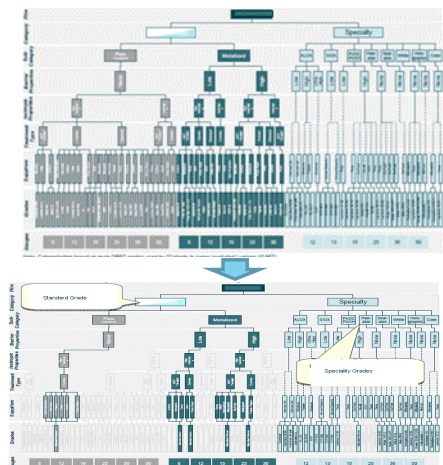
- Simplification program captured value through procurement and supply chain initiatives
- OPP and OPET volumes moved to strategic suppliers
- “Amcor” material specifications used in the development of new, low-cost product platforms
- Alignment of commercial teams



Simplification

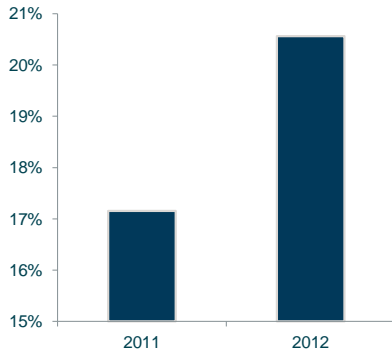
Simplification of raw materials

- Group wide program to simplify raw materials
- Rationalise specific materials from 282 grades to less than 20 for similar product constructions
 - Move to standard specification where volumes can be increased
 - Reduced thickness offers sustainable solutions to customers



Creating sustainable value through product innovation

R&D projects as a % of sales



Differentiated products

- Six research and analytical “Centres of Excellence” created
- Centralised R&D team organised by segment
- Budget processes and project trackers fully integrated
- Strengthening links to strategic marketing and procurement to ensure project alignment



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Innovation platform – brand security

N'CRYPT® security solutions

- Development platform addressing growing concern around product counterfeiting
 - Pharmaceuticals
 - Medical
- Wide range of technical solutions
 - Security graphics
 - Holograms
 - Specific inks and pigments



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Innovation platform – peelable lidding

Alufix peel off ends

- Convenient solution for easy open and safe can closure
 - Guarantees smooth peelable opening
 - Best barrier protection
 - Increasing consumer safety avoiding sharp edges
 - BpA (Bisphenol A) free ensuring food safety
 - Retort grade for shelf stable products

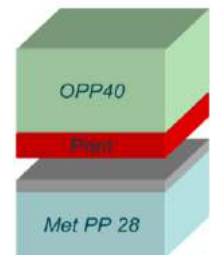


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Innovation Platform – sustainable products

AromaloX

- Innovative high-barrier package for dry products
 - Soups
 - Teas (Coffee with AromaloX Plus)
 - Seasonings
- Reduced 3-Ply construction to 2-Ply
 - All film construction – no foil
 - Improved sustainability

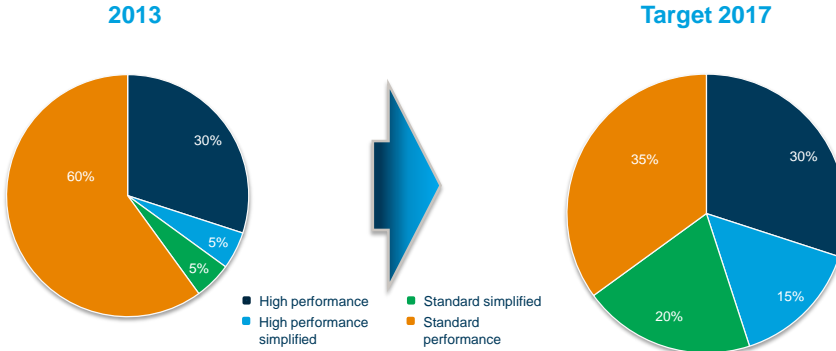


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Simplification and innovation to drive growth



Simplification and asset dedication to improve returns on standard products
Grow high performance with new growth initiatives



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Summary

- Significant improvements have been made
- Our step change process will see co-workers working together and working faster in order to:
 - Harness customer & segment insights
 - Develop new products & segments
 - Apply advantaged cost positions



Resulting in accelerated profitable growth



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