Aspiring to new heights

Amcor Tobacco Packaging

Peter Konieczny, President Amcor Tobacco Packaging

Key messages

- Integration of Alcan Packaging has strengthened Amcor's market position in Tobacco Packaging
- Growth driven by
  - Providing superior value to customers leveraging
    - Scale
    - Global footprint
    - Innovation capabilities
    - Operating excellence
  - Actively participating in market consolidation including expansion into emerging markets

Strong business with excellent growth opportunities

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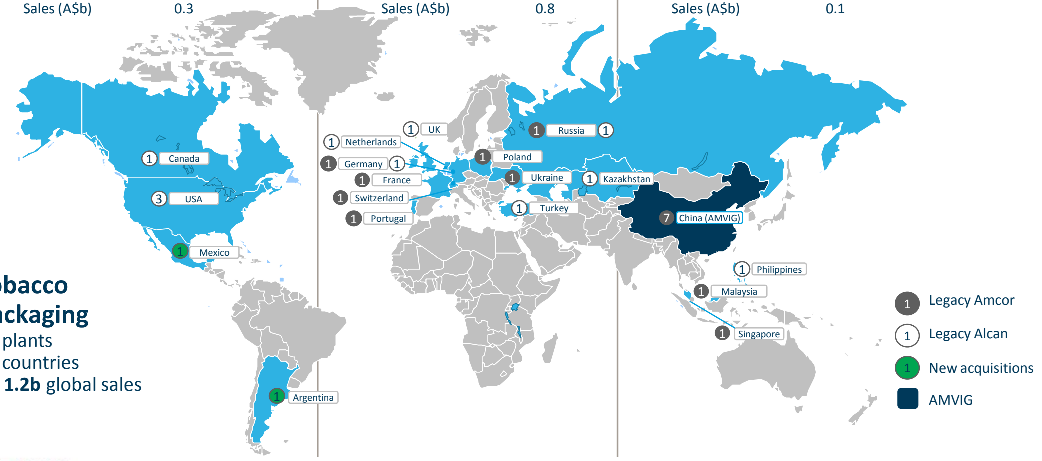
2

Global footprint

Americas
Plants 6
Sales (A$b) 0.3

Europe
Plants 13
Sales (A$b) 0.8

Asia (excl. AMVIG)
Plants 3
Sales (A$b) 0.1



Tobacco Packaging
22 plants
18 countries
A$ 1.2b global sales

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Products

- Hinge-lid cartons (HL) (variants include square boxes, round corners & bevelled edge boxes)

- Shells and slides

- Display cartons (DCs)

- Soft packs (paper)

- Inner frames

- Bundle wraps (paper and film)

- Reel fed and cut promotional inserts and labels

- RYO (roll your own) booklet covers

- Chewing gum

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Major customers

PHILIP MORRIS INTERNATIONAL

BRITISH AMERICAN TOBACCO

Imperial Tobacco

たばこは一つ JT GROUP

KARELIA Fine Tobaccos Since 1888

PhilipMorrisUSA an Altria Company

RAI Reynolds American

WRIGLEY A Subsidiary of Mars, Incorporated

Lorillard

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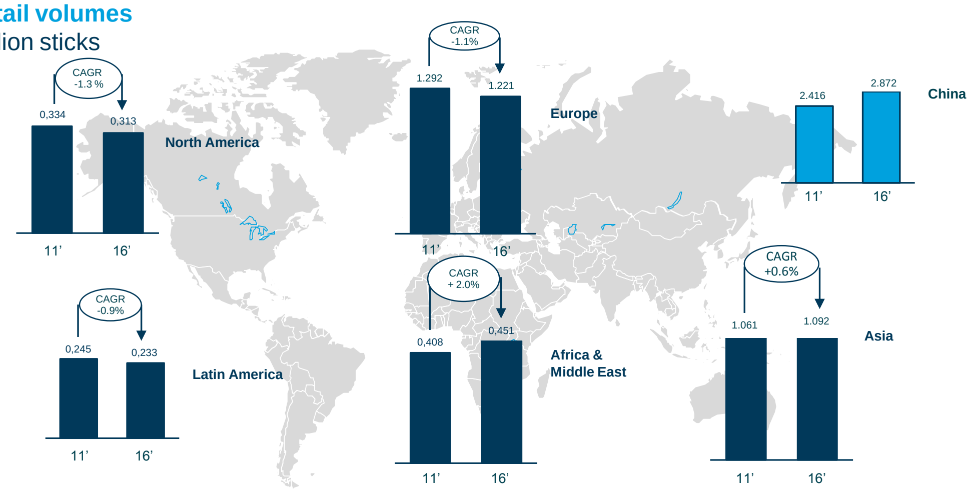
5

Growth opportunities in Asia, Africa and Middle East

Retail volumes
Trillion sticks



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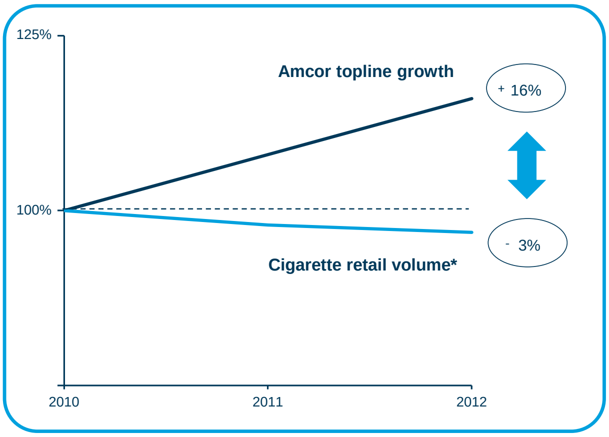
Source: Euromonitor International 2012

6

Amcor sales growth higher than industry volume growth



Topline growth drivers:

- Higher value add cartons
  - Innovation
    - Print enhancements
    - Pack complexity
- Market share gains
- Inflation - modest

Innovation leadership drives sales growth

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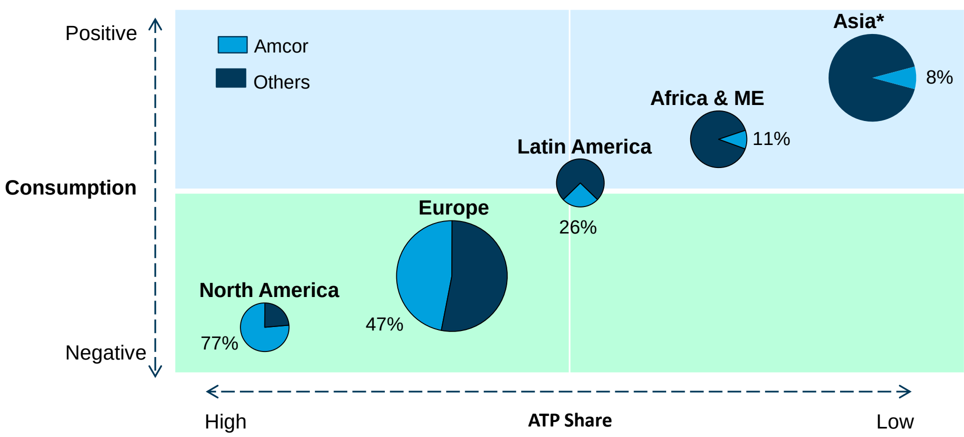
* Global retail consumption excludes China & North Korea

Share gain potential in emerging markets

Amcor share of volume by region



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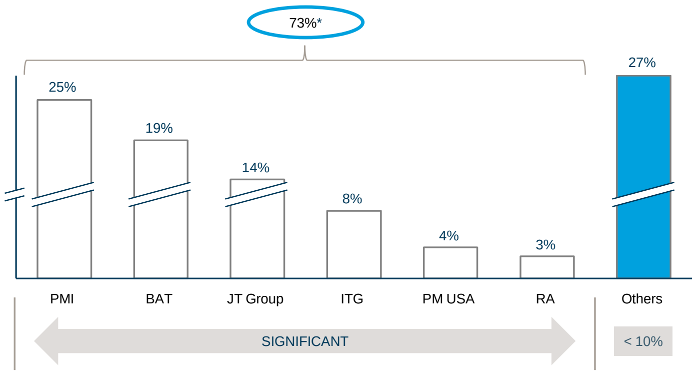
* Asia excludes China and North Korea
Source: Euromonitor International 2012, Amcor market intelligence

Growth also comes from regional tobacco manufacturers

Cigarettes produced 2011



Top six cigarette manufacturers hold 73% global share (excluding China and North Korea)

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*Global tobacco cigarette segment excludes China and North Korea
Source: Euromonitor International 2012, Amcor market intelligence

9

Road map to growth

CAGR top line = 7% since Alcan acquisition

Mature markets
- North America
- Europe

- Gain share
- Capture benefits from increased design complexity
- Conversion from soft pack to HL format
- Consolidate
- Selectively diversify

Emerging/new markets
- Latin America
- Asia
- Africa & Middle East

- Acquisitions and self – manufacturing buy outs
- Follow existing (global) customers
- Win new regional customers

Acquisitions in Mexico and Argentina

Enablers

Unique Value Proposition
- Scale
- Global footprint
- Innovation capabilities
- Operating excellence

Strong customer relationships

Partnership

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10

Unique customer value proposition

Product innovation

- Customer back and pro-active product innovation
- Cost conscious solution development

Value creation

- Increase of speed to market
- Implementation of global solutions for contingency and innovation

Operational productivity

- Reduction of total costs across combined supply chain

Innovation | Global footprint | Scale | Operating excellence

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11

Total service provider

Complete 'turnkey' project management, from idea generation to manufacturing:

- New product development
- 3D virtual mock-ups
- Physical mock-ups and sampling
- Pre-press & CAD
- Technical support

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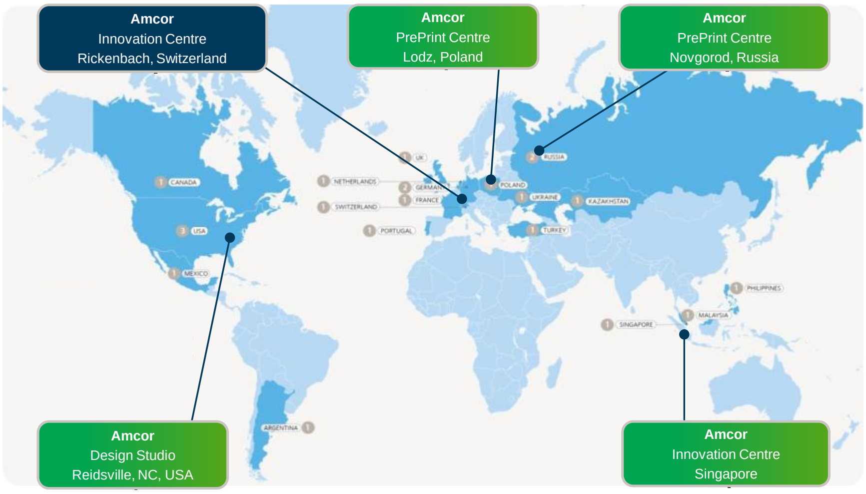
12

A global innovation network



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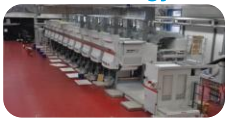
13

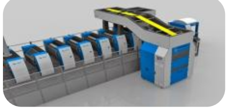
Investment in innovation

Latest technology Lemanic Riviera 820 gravure press (R2)



- Newest technology gravure press
- New automated delivery end for fast changeovers
- Complex job capabilities (11 print units, UV Inert, etc)

New era KBA sheet-fed offset press



- Latest generation and globally unique cutting-edge technology
- 19 printing and finishing units, incl. 3 coaters, 10 print units, UV Inert
- Vinfoil in-line cold-foil finishing capabilities

Moog innovation press

- Single PU sheet fed gravure press
- Ideal machine to rapidly produce Mock ups/Prototypes, technical trials and small volumes in industrial quality
- Increased speed to market

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14

Product innovation examples

Project B – Marlboro beyond
- An in-setting device installed on one of our gravure presses allows for in-line registration of the lens in order to achieve industrial production speeds and reduce waste. It also provides the ability to add registered holographic features to a pack

Glide Tec
- Unique to the market, the Glide Tec pack includes a one hand opening feature - with one movement of the thumb, the pack lid automatically opens, exposing the product. The lid closes when the thumb is drawn down the window again

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15

Growing non-tobacco products in North America

Segmentation
- Gravure technology
- High similarity to cigarette packs
  - Small packs
  - High volumes
  - High quality and complexity
    - UV varnish
    - Embossing
    - Special inks

Progress
- Started producing Wrigley's in 2004: 5 SKU's, 10 million units p.a.
- Today Amcor Americas are producing 50 different SKU's, 1.6 billion units p.a.
- Worked with Wrigley's to develop 'React' chewing gum pack, which changes colours upon consumer's touch
- Wrigley is now 3rd largest customer of Amcor Americas
- Contract signed with Cadbury in 2010

Selective diversification at controlled pace

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16

Latin America acquisitions

Extend value proposition to global customers

- Builds unique global footprint, unmatched in industry
- Provides first-mover advantage
- Controlled risk of market entry by
  - Ensuring customer support
  - Leveraging regional Amcor footprint

Grow through regional expansion into attractive markets

- Market is highly concentrated
  - 65% of market is represented by 3 countries (Brazil, Argentina, Mexico)
  - 90% of market is captured by 2 global customers
- Market demand is stable*
- Accelerated pace of innovation

Sound rationale, integration on track

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* Considering conversion from soft packs to hinge lid cartons

17

Summary

- Tobacco Packaging is well positioned for growth
  - Well capitalized business
  - Unmatched value proposition
- Key drivers
  - Value increase through innovation
    - Print enhancement and pack complexity
  - Integration of recent acquisitions in Latin America
  - Emerging markets

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18

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