



Amcor Flexibles Asia Pacific

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Aspiring to
new heights

Key messages

Growth markets

- Economic growth
- Increasing household wealth
- Rapidly changing retail formats

Regional leader

- Excellent footprint
- Strong customer relationships
- Profitable operations

Clear growth strategy

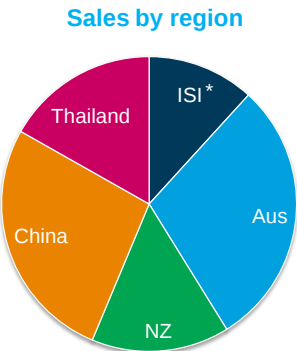
- Organic and M&A



Unique customer value proposition to drive profitable growth



Extensive Asia Pacific footprint

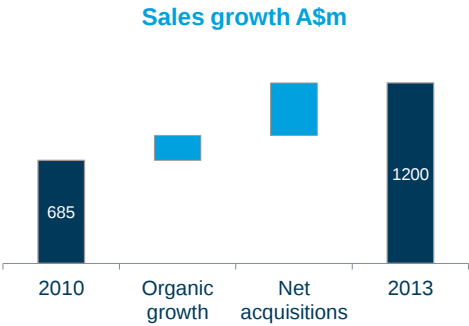


* India, Singapore & Indonesia



Substantial growth over the past three years

- Strong margins and returns across all markets
- Organic growth
 - Across Asia >10% per annum
 - Selective opportunities in Australia and NZ
- Acquisitions
 - Techni-Chem
 - Two joint ventures in China
 - Aperio
 - Uniglobe

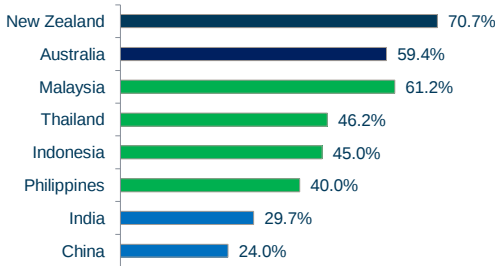


Sales growth will continue to be a combination of organic opportunities and M&A



Industry structure

Top five converters as % of total market size The degree of fragmentation varies across the region



- **Australia** and **New Zealand** exhibit a more consolidated structure
- Several larger local players in “open” **ASEAN** markets
- In **China** and **India** competition is regionalised hence a less consolidated structure

Global, regional and local competitors

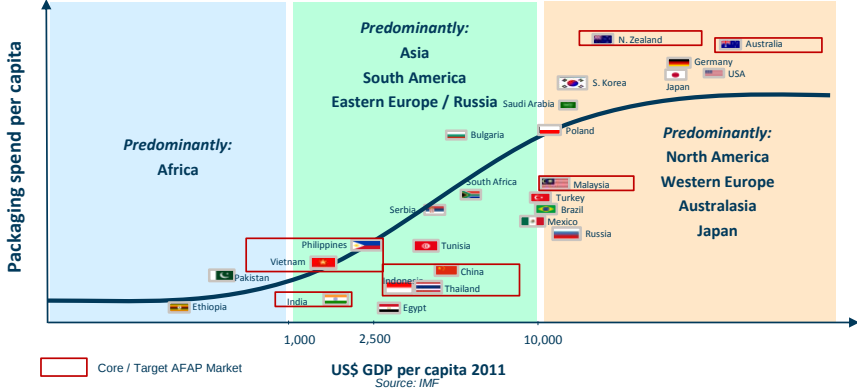
- Very few global competitors in the region
- Regional competitors, mainly Japanese and Malaysian
- Large group of local competitors in each domestic market



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Consumers willing to pay for higher quality, safer products

Packaging spend accelerates as wealth increases

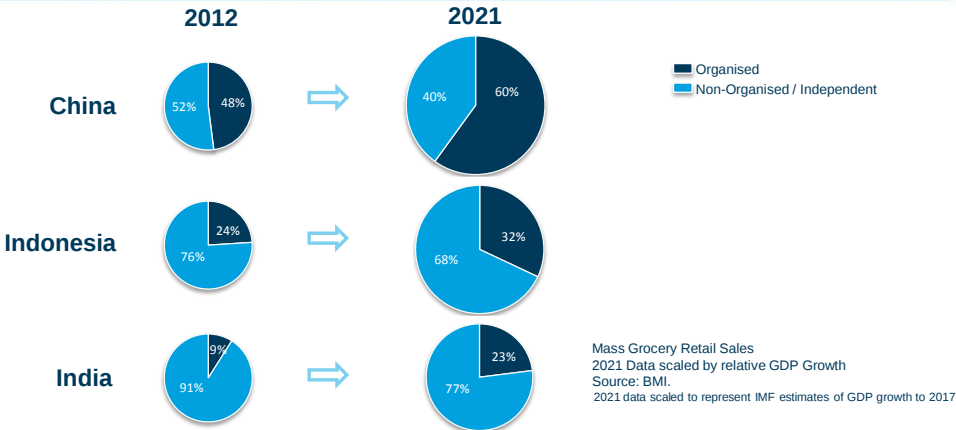


Core and target markets represent 45% of the world's population



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Retail transformation supporting FMCG growth

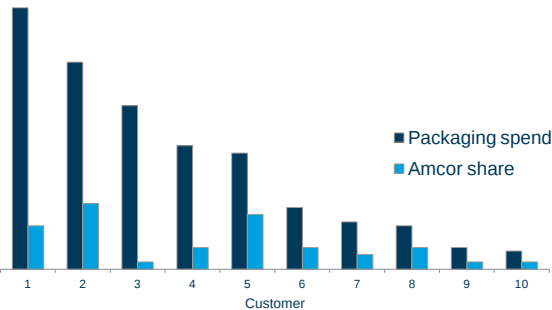


Retail transformation is continuing as evidenced by % of mass grocery retail sales



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Key regional customers



Top 10 customers:

- Annual spend on flexible packaging in the region is approximately \$1.4b
- Allocate approximately 25% of their flexible packaging purchases to Amcor
- Represent approximately 30% of Amcor revenue in the region

Top 10 customers in alphabetical order:

- ABF, Coca Cola, Danone, Heinz, Kraft, Mars, Nestle, PepsiCo, Procter & Gamble, Unilever

Amcor has a strong presence with multinational FMCG's and the opportunity to improve it's share with these customers



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Defined growth priorities and participation strategy



Asia Pacific market participation priorities assessed based on market dynamics and position



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Participation strategy

Market #1 : Low growth, mature

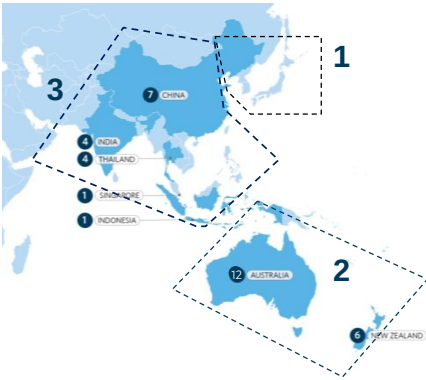
Accessible market size: ~A\$5.5b

- Japan: \$4.5b, South Korea: \$1.0b

Characteristics

- Two of the most sophisticated packaging markets in the world
- Firmly entrenched domestic players
- Low priority

Note: Accessible market represents that portion of the market which operates in accordance with conventional business practices and requires a reasonable conversion element



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Participation strategy

Market #2: Low growth, mature but strong segment positions

Accessible market size: ~A\$2.1b

- Australia: \$1.6b, New Zealand: \$0.5b

Characteristics

- Sophisticated packaging market
- Amcor has strong position
- Aperio acquisition affords game changing opportunity
- Leverage Asian footprint to import niche products

Note: Accessible market represents that portion of the market which operates in accordance with conventional business practices and requires a reasonable conversion element



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Aperio acquisition

- Combined the market leaders in flexible packaging in Australia and New Zealand
- Substantial synergy opportunities
 - SG&A
 - Procurement
 - Footprint
- Integration progress
 - Embedded The Amcor Way
 - Disposed non-core operations
 - Synergy benefits on track to at least meet expectations
 - \$25 million benefit over three years

Aperio manufacturing facilities

13 manufacturing facilities across Australia, New Zealand and Thailand



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Participation strategy

Market #3: High growth, immature

Accessible market size: ~A\$7b

- China: \$3.2b, India: \$1.1b, SEA: \$2.7b¹

Characteristics

- High growth and emerging value added packaging
- Low labour costs
- Increase in sophistication expected over time due to rapidly developing middle class

¹Markets making up the \$2.7bn are Thailand, Indonesia, Philippines, Malaysia & Vietnam

Note: Accessible market represents that portion of the market which operates in accordance with conventional business practices and requires a reasonable conversion element



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Emerging Asia close-up

China – accessible market \$3.2b

- Ammcor is the market leader in China with seven plants across all key regions
- High growth market with relatively stable economic and political conditions
- Multiple regional markets
 - Distinct differences in customer and competitive dynamics
- Competition is predominately local companies



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Emerging Asia close-up

India – accessible market \$1.1b

- Amcor has four plants
- High growth market
 - Young population and immature retail format
- Demanding supply chain
- Multiple regional markets
- Competition also tends to be regional
 - Local Indian companies and Huhtamaki



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Emerging Asia close-up

SE Asia – accessible market \$2.7b¹

- 10 countries/markets
- Amcor
 - Market leader in Thailand, with substantial export business to the Philippines
 - Mid/small-size player in Indonesia
- Thailand and Indonesia are the two largest markets followed by Malaysia, the Philippines, Vietnam and Singapore



¹ Markets making up the \$2.7bn are Thailand, Indonesia, Philippines, Malaysia & Vietnam



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Growth acceleration through innovation

- Customer requirements often differ due to more demanding supply chain
- Amcor can leverage global expertise to suit local requirements
- Develop solutions specific to customer needs:
 - Food safety
 - Anti-counterfeiting
 - Pack size and price points
 - Barrier alternatives for shelf life
 - Lightweighting and sustainability
- Creates a differentiated value proposition

Leverage Amcor's global innovation capabilities in response to environmental and consumption drivers unique to the region



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Summary

Strong existing platform

- Unique value proposition
- Strong customer relationships
- Well established local management

Focused growth

- Well defined participation strategy
- Pipeline of opportunities
- Disciplined approach

Well positioned for growth in the world's fastest growing region



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