



Amcor Rigid Plastics

Mike Schmitt, President Amcor Rigid Plastics

Aspiring to
new heights

Key messages

Market leader

- Strong customer relationships
- Well capitalised plants and comprehensive footprint

Excellent industry structures

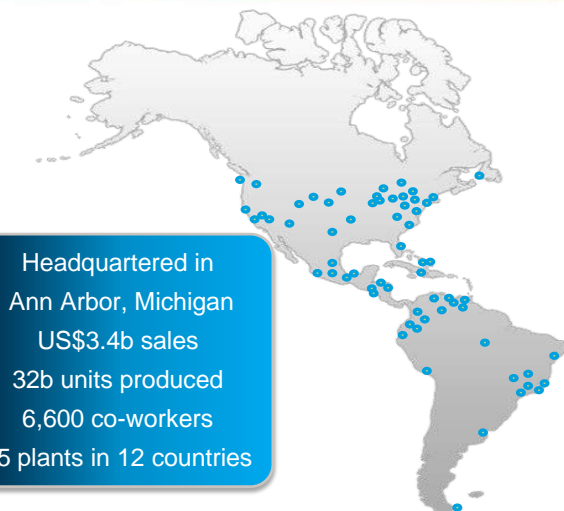
- Continues to improve
- Mostly two key participants in each market segment

Growth

- Innovation leadership and manufacturing excellence
- Broad range of technologies and materials
- Rapidly growing Diversified Products (DP) business



Footprint and markets served



Headquartered in
Ann Arbor, Michigan
US\$3.4b sales
32b units produced
6,600 co-workers
65 plants in 12 countries



Custom Beverage



CSDW



Foods



Pharmaceutical



Personal / Home Care



Spirits



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North America Beverage Ball integration well executed

Solid execution

- ✓ Successful integration to deliver \$35 million net synergies in 2013
- ✓ Footprint restructuring initiatives completed by June 2012 with three plant closures in North America
- ✓ Pepsi custom beverage on-site in Pennsylvania completed June 2012
- ✓ Created scale preform CSDW locations across the network

Outcome: advantaged positions

- ✓ Secured long-term custom beverage supply with on-site manufacturing
- ✓ Enhanced CSDW preform cost position in several US regions
- ✓ Manufacturing footprint restructured to enable co-location with Diversified Products
- ✓ Lean SG&A cost structure

Following the Ball Plastics integration, Amcor is the clear market leader in North America

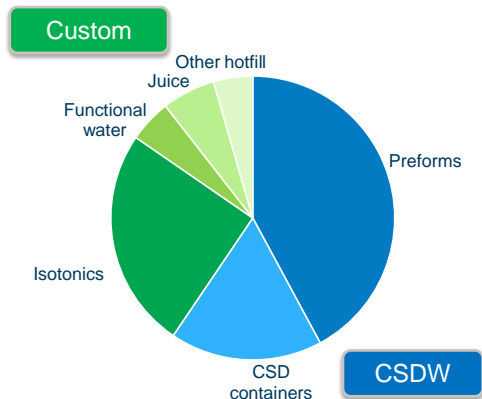


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North America Beverage Well dispersed plant network



● Merchant supply operation
● Onsite supply operation



Plant network enables beverage growth in existing and new segments

North America Beverage Customer and competitor profile

Customer portfolio

- PepsiCo
- The Coca-Cola Company
- Campbell Soup Company
- Cott Beverage and Juices
- Dr. Pepper Snapple Group
- Ocean Spray
- Nestle

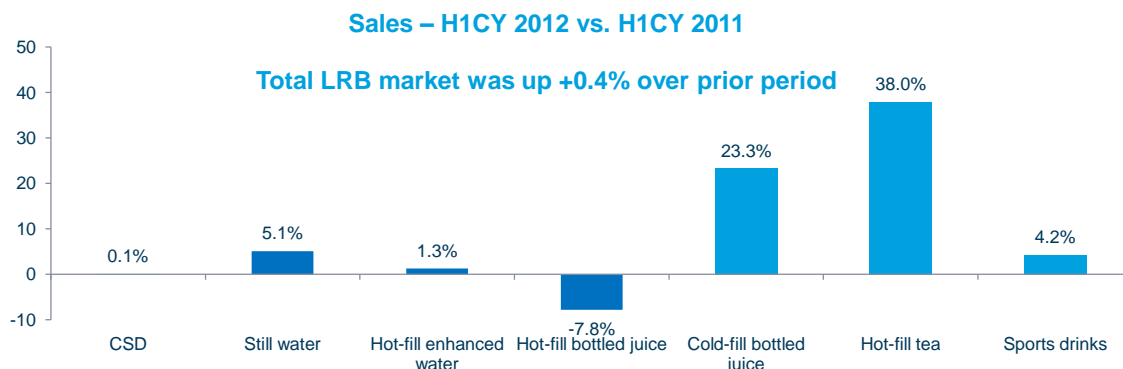
Competitors

- CSDW
 - Plastipak
 - Constar
- Custom
 - Graham
 - Constar

Strong customer relationships and good industry structure



North America Beverage US liquid refreshment market – PET performance



Market overall currently flat however growth in selected segments and glass conversion opportunities still exist



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North America Beverage Opportunities for growth

CSDW

- Self manufacture has been managed
- Recently secured substantial new volumes
- Scaled footprint offers advantaged cost position and geographical reach
- Industry leading cycle times in injection preform manufacture

Custom

- Ongoing health and wellness trend to drive growth
- Innovation – Industry leading lightweight and design capabilities
- Glass to PET conversions continue
- New category conversions (Energy drinks: cans → PET; Orange juice: gable top → PET)



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North America Beverage Innovation – Key driver of success

	Technology	Scope	Target Strategy	Market
NOW	Lightweight	Hot fill	Value proposition/growth	Juice, Isotonics, Functional water
	Lightweight	Cold fill	Value proposition	CSD, Water
	Barrier	Poliprotect	Value proposition	Shelf stable juice market
	Carafe	Stock	Growth	Chilled juice market
IN PROGRESS	Design	Hot fill	Growth	Energy drink market
	Lightweight	New technologies	Value proposition/growth	Cold fill and shelf stable juice
	Barrier	Hyguard	Growth	Functional waters
HORIZON	Lightweight	Flat fold	Growth	Tetra conversion
	Side Action	Premium design	Growth	Premium juice

Innovation leadership will enable Amcor to grow new opportunities



North America Beverage Chilled juice carafe

Business case

KO and PEP are positioned as the dominant chilled juice category leaders with their 'Simply Orange' and 'Tropicana' brands, respectively. These brands have converted into proprietary carafe-style containers. Smaller and regional juice companies need a solution for their Brands, which are predominantly in paperboard gable tops.



Amcor's value proposition:

Provide the Industry's first family of stylish PET carafes that offer brand equity to improve the products' on-shelf appeal



North America Beverage Industry leading lightweighting

Multiserve CSD

- Industry lightest on 1L and 2L
- 2L – 8% reduction
- 1L – 13% reduction
- Improved stress crack performance
- Proprietary Amcor base design



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North America Beverage Industry leading lightweighting

15.2oz Dole/Ocean Spray

- Hot-fill lightweighting - 18% reduction
- Functional bottle launched without iterations positively impacting speed of development
- Amcor dedicated supply
- Material enhancements for O2 and UV protection



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North America Beverage Industry leading lightweighting

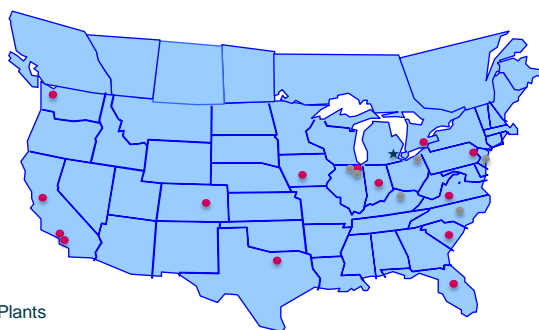
20oz SoBe LifeWater

- Challenging lightweight project for highly stylised design
 - 16% reduction
 - Improved vacuum absorption
 - Amcor proprietary VAB technology



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North America Diversified Products Leveraging our manufacturing footprint



● DP Plants

**12 facilities supply DP products
with seven dedicated plants**

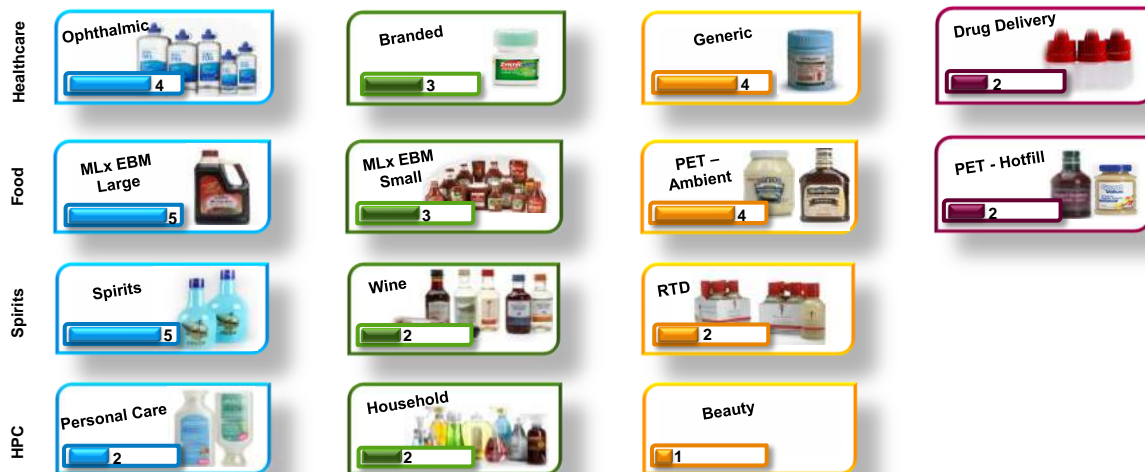
- Sales grown 9x since 2005/06
- Recent acquisitions as well as internal developments have provided access to capabilities needed to meet diverse needs of customer base
- Broadest range of barrier technologies in the industry

Focused on segments where we can use technology, expansive footprint, operational excellence to win



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North America Diversified Products The industries we serve



1 = No activity 2 = Segment entrant 3 = Known entity 4 = Strong performer 5 = Segment leader



North America Diversified Products Growth by key market segment

Food

- Grow where we can use advanced technologies (barrier, MLx and hot fill)
- Enter new food segments using innovation and advancements in new and existing platform technologies (CBF, high barrier PET)

Pharma

- Focused on growing leadership position in ophthalmic, leveraging footprint
- Utilize CBF technology for growing generics market segment, leveraging footprint

Profitable Growth

Spirits and wine

- Advance position through R&D innovation, speed to market, and enhanced design across key accounts
- Defend position through advancements in asset base focused on delivering improved cost and flexibility required by segment

Home and personal care

- Amcor will shift from opportunistic to focused approach across market segment
- The growth accelerator process will deliver a focused list of pursuits capable of delivering meaningful revenue and impact within a two year horizon



North America Diversified Products Material sciences – barrier development

Oxygen sensitive products

- Extensive portfolio of commercial materials
 - PET, PP, HDPE
- Active and passive systems
- Ongoing innovation and development
 - Cost reduction
 - Ease of recycling
 - Dedicated resources

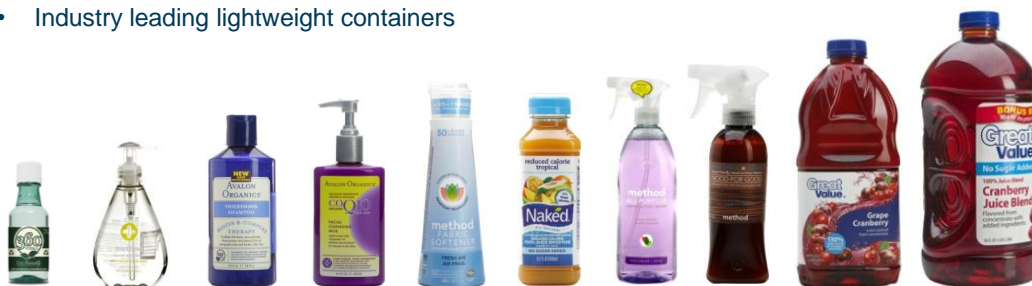


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North America Diversified Products Material sciences – sustainability

Sustainable materials

- Bio-based resins and components
- Increased recycled content
- Industry leading lightweight containers



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North America Diversified Products Barrier technology

Del Monte cocktail sauce

- Glass conversion
- 1st introduction of newest barrier system
- New processing & manufacturing capabilities developed
- Total Amcor team used to validate performance



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North America Diversified Products Lightweighting technology

Gojo collapsible

- Removed 30% of material weight from package
- Converted to clear PET for improved package utility
- Fully collapsible design allows for full product evacuation



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North America Diversified Products Barrier technology

PBM – Infant formula

- Spiral can conversion
- New EBM platform
- Multilayer barrier construction
- Critical seal tolerances for closure system fit
- Deliver performance across family of products



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North America Diversified Products Design technology

1.75L Captain Morgan

- Amcor initiated design
- First ever plastic "limited edition"
- 3% sales growth resulted in design becoming standard 1.75L
- Earned nomination for two customer awards
 - Innovation excellence
 - Special projects
- Design patent filed



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North America Diversified Products New technology platform

Compression Blow Forming (CBF)

- Amcor unique machine/process technology
- Uniform material distribution critical for Pharma applications
- Enables lighter weights
- Significant productivity improvement
- Major customer conversion underway



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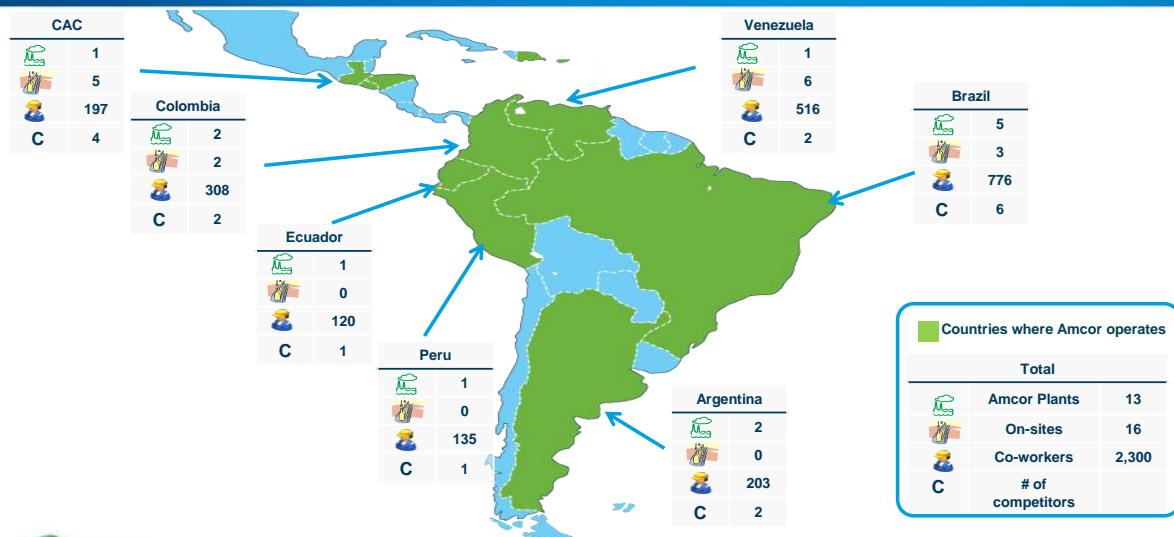
South & Central America Key messages

- Established footprint
- Favourable demographics with high growth segments
- Local management with strong country knowledge
 - Global manufacturing expertise and best practice sharing for operational excellence
- Good industry structure in most countries
- Strong relationships with major customers



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South & Central America Pan regional footprint



South & Central America Market opportunity

Major customers

- Coca-Cola Bottlers
- PepsiCo
- Danone
- AJE
- Unilever
- Johnson & Johnson

Market size

CSDW	
Total market size	50.9b units
CAGR 2011-16	5.3%
RP market size	29.3b units
% Total market	58%

Custom	
Total market size	9.7b units
CAGR 2011-16	9.4%
RP market size	2.6b units
% Total market	27%

Industry leading positions and strong customer relationships
provide platform to capitalise on market growth



Summary

- Broad footprint to leverage for future growth
- Strong customer relationships
- Significantly improved portfolio, including technologies, materials and barriers
- Un-matched innovation capabilities

Targeted growth in attractive markets/segments



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