



C&C Group plc AGM Update

August, 2010

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Delivering to Plan

- Objectives set in 2009

Short-Term

1 New Business Structure

2 Strengthen Brand Proposition

3 Improve Cost Position

To allow quick, profit focused decision making

To meet local consumer and customer needs

Reduce cost base and over-capacity

Medium-Term

4 New Routes To Market

5 Build Strategic Alliances

6 Innovation

Partnership approach in existing and new markets

Maximise the use of our assets to enhance profits

Make product and business innovation a core competency



Performance Overview

Northern Ireland

- Integration of ABI business (Tennent's)
- Termination of Molson Coors contract
- Distribution contract with Trade Team

Scotland

- Migration of On Trade, Off Trade & Production business to new integrated business unit
- Launch of Magners Pear & Golden Draught
- Revision to draught distribution contract
- Old Firm Sponsorship (Celtic & Rangers)
- New brand proposition for Tennent's



Ireland

- Improvement in cost competitiveness at Clonmel
- Delivered target of €5m of cost savings
- Substantial reduction in excise duty
- Pint bottle price reduction
- Launch of Bulmers Pear & Berry
- Integration of ABI business (Tennent's)
- Draught price reduction

England

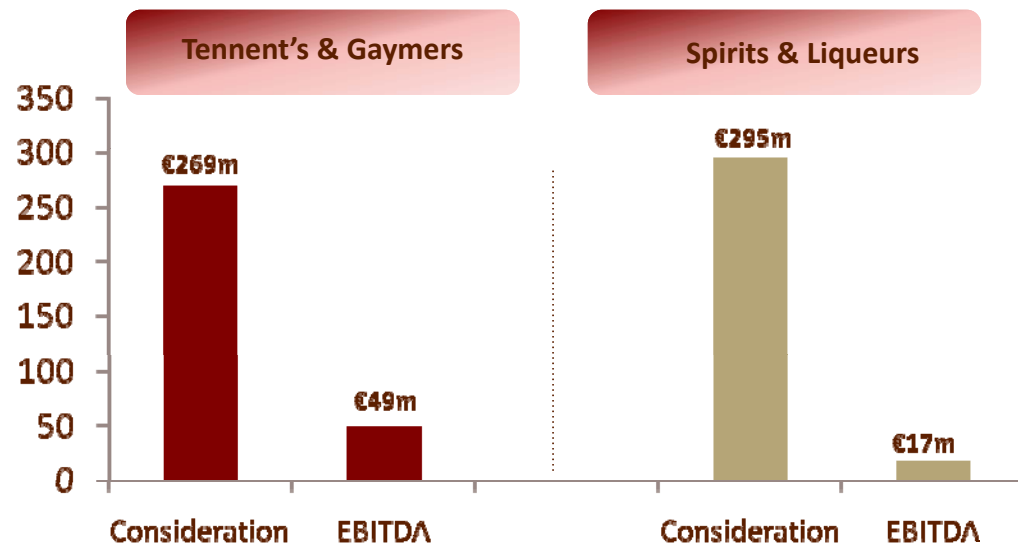
- Launch of Magners Pear
- Revision to draught distribution contract
- Acquisition of Gaymers and full OFT clearance
- New brand proposition for Magners

C&C Business Overview

	C&C	Tennent's	ABI distribution rights	Gaymer Cider Co.	Other Assets
Scotland			        <p>Non-exclusive on-trade distribution rights</p>	        	<p>TENNENT'S</p> <ul style="list-style-type: none"> Wellpark brewery Advances to customers Tennent's wholesale 3 year contract brewing agreement
Northern Ireland			        <p>Packaged Non-transnational on- and off-trade</p>	        	<p>TENNENT'S</p> <ul style="list-style-type: none"> Pub loan book
Republic of Ireland			       <p>On- and non-transnational off-trade distribution rights</p>		
England (& ROW)				        	<p>GAYMER CIDER COMPANY</p> <ul style="list-style-type: none"> Shepton Mallet Facility Distribution Facility

C&C Financial Profile

- Acquisition of Tennent's and Gaymers businesses for a combined total €268.6million
- Disposal of Spirits & Liqueurs for €300 million (€295 million incl. transaction fees)
- Net cash inflow of c. €25 million for C&C
- Expected incremental annual contribution of c. €32 million synergised EBITDA for C&C by year 3



Positive Impact on C&C

Net cash inflow c. €25m

Proforma EBITDA increase
c. €32m

2010/11 Objectives

Corporate & Financial Objectives | 2010/11

- Integrate and deliver synergies from acquired businesses
 - Continue to build on momentum of Magners in GB
 - Protect Bulmers earnings position in Ireland
 - Lay foundation for international development of cider
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- Capital structure and free cash flow to deliver strategic objectives



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