



C&C is a leading Irish branded beverage and snacks group.

C&C aims to generate above average shareholder returns by a combination of solid medium term earnings growth and a progressive dividend policy.

The Group will achieve growth targets through its skills in marketing and brand management; focusing marketing investment on a number of high margin growth categories and markets; utilising its extensive route to market in Ireland to launch new products; and the continuous pursuit of efficiency improvements.

The Group's commitment to a progressive dividend policy will be supported by maintaining a high return on capital employed and a disciplined approach to investment.

# Welcome to the Bulmers Orchard

## Earnings Profile



## Operating Highlights

- Bulmers volume growth 6%
- Magners volume growth 130%
- Tullamore Dew depletions growth 19%
- Marketing investment up 27% to €58 million