Investor Seminar

12th March 2008

BRITVIC plc

Introduction

Paul Moody
Chief Executive

Agenda

Review of the soft drinks market • Britvic Soft Drinks Report 2008	**Paul Moody** *Chief Executive*
Recategorisation of carbonates & stills: • Market data • Britvic's GB carbs/stills split	**Chris Haskins** *Head of Insight*
Cost reclassification **An update on Britvic Ireland** **Investor events for 2008**	**John Gibney** *Finance Director*
2008 product and innovation launch programme	**Andrew Richards** *Customer Management Director*

Review of the soft drinks market
Britvic Soft Drinks Report 2008

Paul Moody
Chief Executive

BRITVIC plc

Content

- Overview of the soft drinks category in 2007
- Take-home and on-premise performance
- The challenges facing the industry
- A global perspective
- What's next for soft drinks

A resilient performance in a tough year

BRITVIC plc

- A challenging year for soft drinks

- Consumption reduced 2% to 7.6 bn litres
- Sales value increased 2.4% to £8.5 bn
    - Driven by growth of added value offerings

The Soft Drinks Market

	Value and Volume	% change	% share
Take-home	6,068	2.8	71
	7,014	-2.0	93
On-premise	2,424	1.3	29
	556	-2.0	7
Total	8,492	2.4	
	7,570	-2.0	

Value (£m) ■ Volume (m litres) ■

Source: Nielsen Scantrack, MAT 29 Dec 2007, On-Premise Audit MAT Nov 2007

Soft drinks remain a key category

BRITVIC plc

The Take-Home Soft Drinks Market in Context

Category	£ millions	% change
1 Soft drinks	6,068	2.8
2 Chocolate	3,324	6.0
3 Snacks	1,741	5.0
4 Sugar	1,229	5.1
5 Toilet tissue	1,005	6.2
6 Yogurt	1,003	5.2
7 Butter and margarine	963	6.5
8 Detergent	956	0.2
9 Instant coffee	591	4.3
10 Tea	557	2.2

Source: Nielsen Scantrack Impulse, MAT 29 December 2007

The On-Premise Soft Drinks Market in Context

Category	£ millions	% change
1 Beer	10,509	-3.3
2 Spirits	2,489	0.4
3 Soft drinks	2,424	1.3
4 Wine	1,316	3.7
5 Cider	1,003	12.9
6 FABs	369	-20.3
7 Champagne and sparkling wine	84	48.5
8 Fortified wine	62	-4.1
9 Perry	2	-25.8

Source: Nielsen On-Premise Audit MAT November 2007

Take-home performance robust despite poor summer

BRITVIC plc

- Sales value increased 2.8% to £6.07 bn
- Volumes fell 2% to 7.01 bn litres

- Highest growth categories play to the health & wellbeing and natural agenda
- Most weather dependent categories lost ground

	Value and volume	% change	% share
Cola	1,248	2	21
	1,578	1	22
Pure juice	1,036	5	17
	969	-4	14
Juice drinks	671	1	11
	571	0	8
Glucose and stimulant drinks	481	25	8
	235	24	3
Plain water	463	-3	8
	1,062	-6	15
Fruit carbonates	438	-2	7
	565	-7	8
Squash	435	-7	7
	556	-4	8
Dairy and dairy substitute	379	-3	6
	178	-5	3
Smoothies	214	31	4
	75	36	1
Water plus	154	-11	3
	217	-13	3
Sports drinks	154	16	3
	94	15	1
Non-fruit carbonates	146	3	2
	236	2	3
Lemonade	135	-2	2
	496	-6	7
Traditional mixers	108	3	2
	177	-2	3
Cold hot drinks	7	-23	0
	5	-21	0
Total soft drinks	6,068	2.8	
	7,014	-2.0	

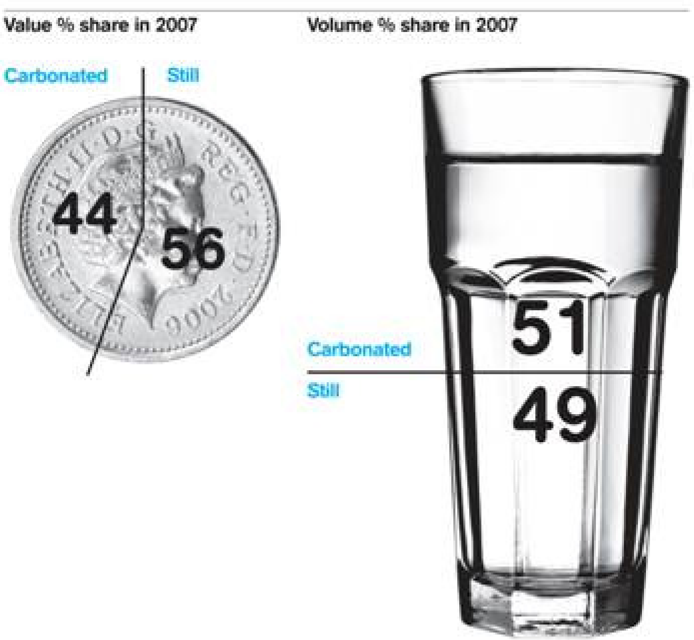
Value (£m) ■ Volume (m litres) ■

Source: Nielsen Scantrack, MAT 29 December 2007

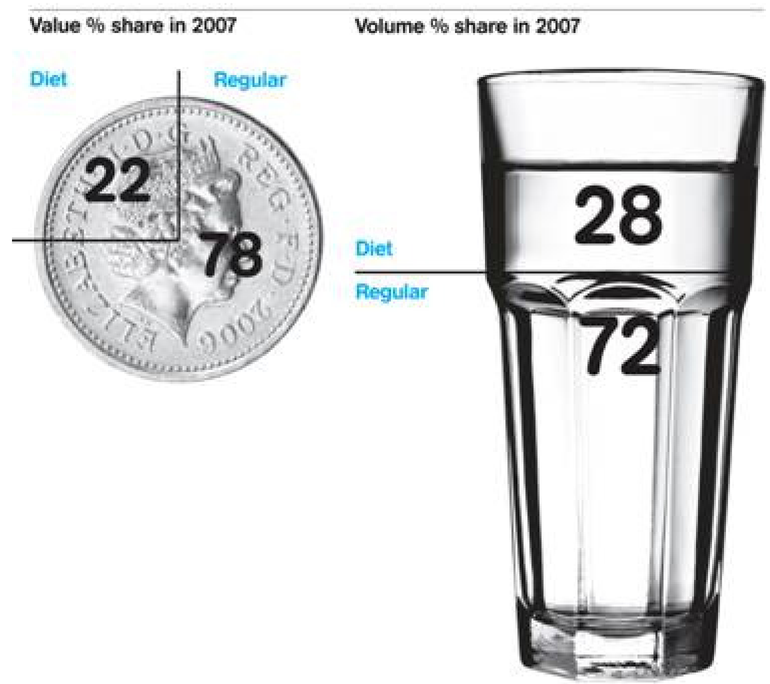
Changing consumer attitudes start to rebalance trends in take-home

BRITVIC plc

Stills versus Carbonates



Diet versus regular



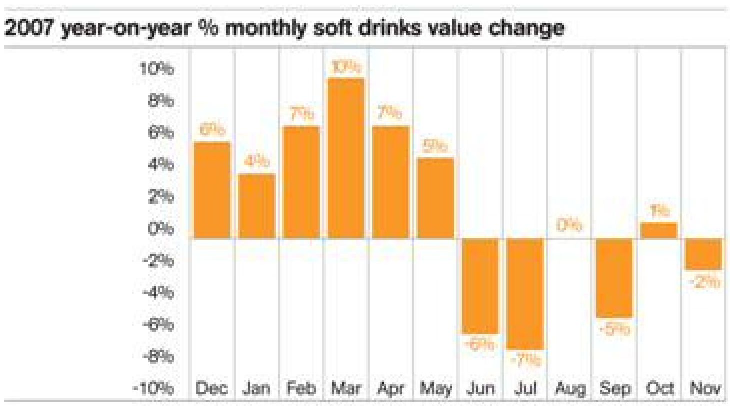
Strong start for on-premise hindered by weather and smoking ban

- A year of two halves for on-premise
- Poor summer impact exacerbated by smoking ban in England
- Sales value increased 1.3% to £2.4 bn
- Volumes fell 2% to 556 m litres
- Strongest performance in foodservice – up 12%

	Value and volume	% change	% share
Cola	1,007	4	42
	269	0	48
Lemonade	451	1	19
	120	-4	22
Juice drinks	246	2	10
	45	-2	8
Squash	171	1	7
	17	-6	3
Mixers	164	-1	7
	27	-4	5
Fruit juice	140	-4	6
	23	-2	4
Energy	118	-4	5
	16	-7	3
Bottled water	76	2	3
	21	-4	4
Flavoured carbonates (excluding energy)	53	-13	2
	17	-15	3
Total soft drinks	2,424	1.3	
	556	-2.0	

Value (£m) Volume (m litres)

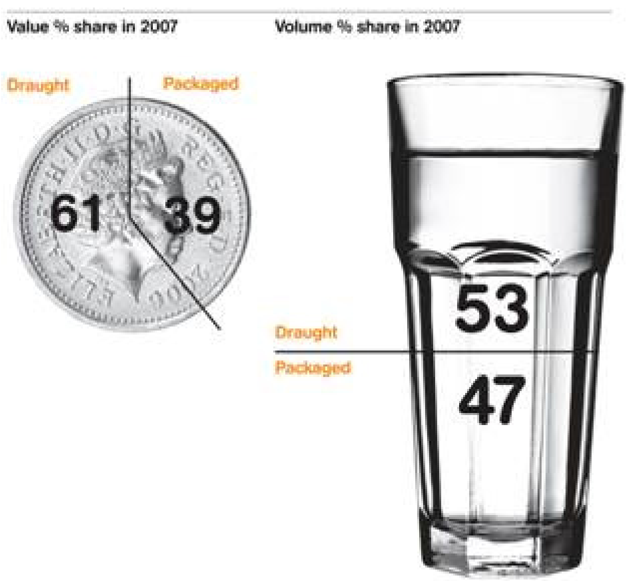
Source: Nielsen On-Premise Audit, MAT November 2007



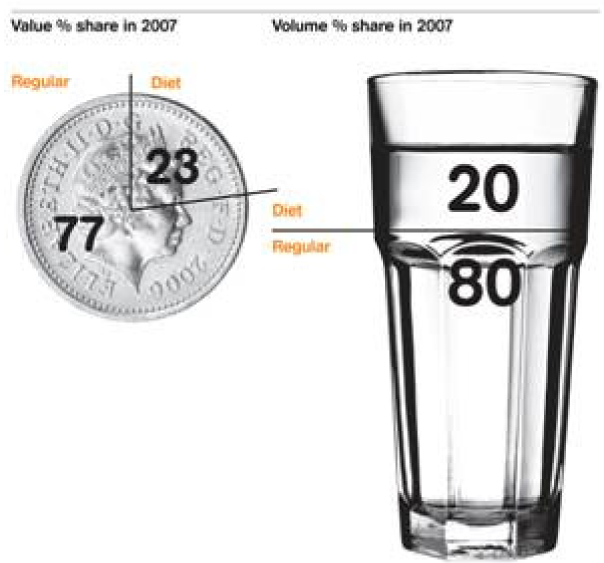
Source: Nielen On-Premise Audit, Monthly Sales, MAT November 2007

Draught and diet drinks are the winners in on-premise

Draught versus Packaged



Diet versus Regular



The challenges facing the industry

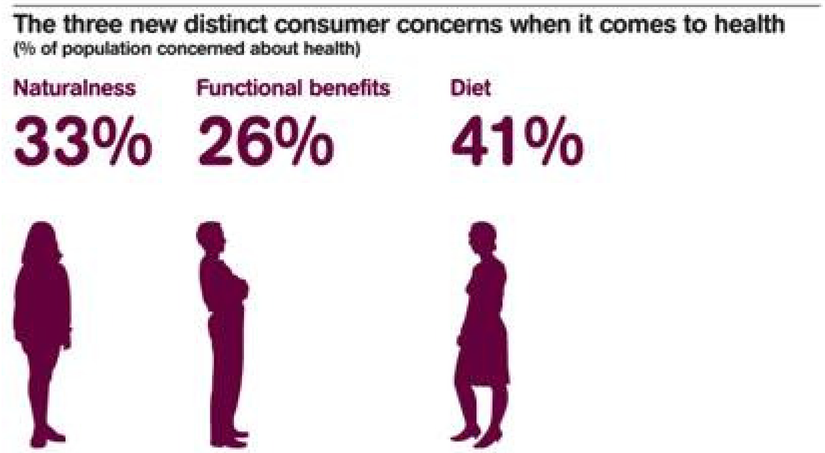
- Weather
  - Summer 2007 the worst on record
- Regulatory environment
  - Smoking ban introduced in England
  - Renewed efforts to tackle obesity
  - Advertising restrictions
  - Labelling debate continues
- Sustainability
- The complex consumer

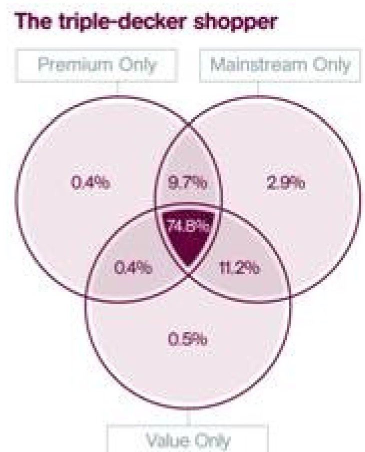
The complex consumer

- Four key consumer trends
  - Health and wellbeing
  - Indulgence
  - Ethical values
  - Convenience

- Health and well-being is fragmenting into three distinct consumer concerns

- The rise of the triple decker shopper





Global trends in soft drinks

- Health and wellbeing is a global trend

- Soft drinks manufacturers are driving value growth in all countries, even where volumes have fallen
  - USA up 5%
  - Australia up 9%
  - Germany up 1%
  - France up 2%
  - Ireland up 7%

What's next for soft drinks?

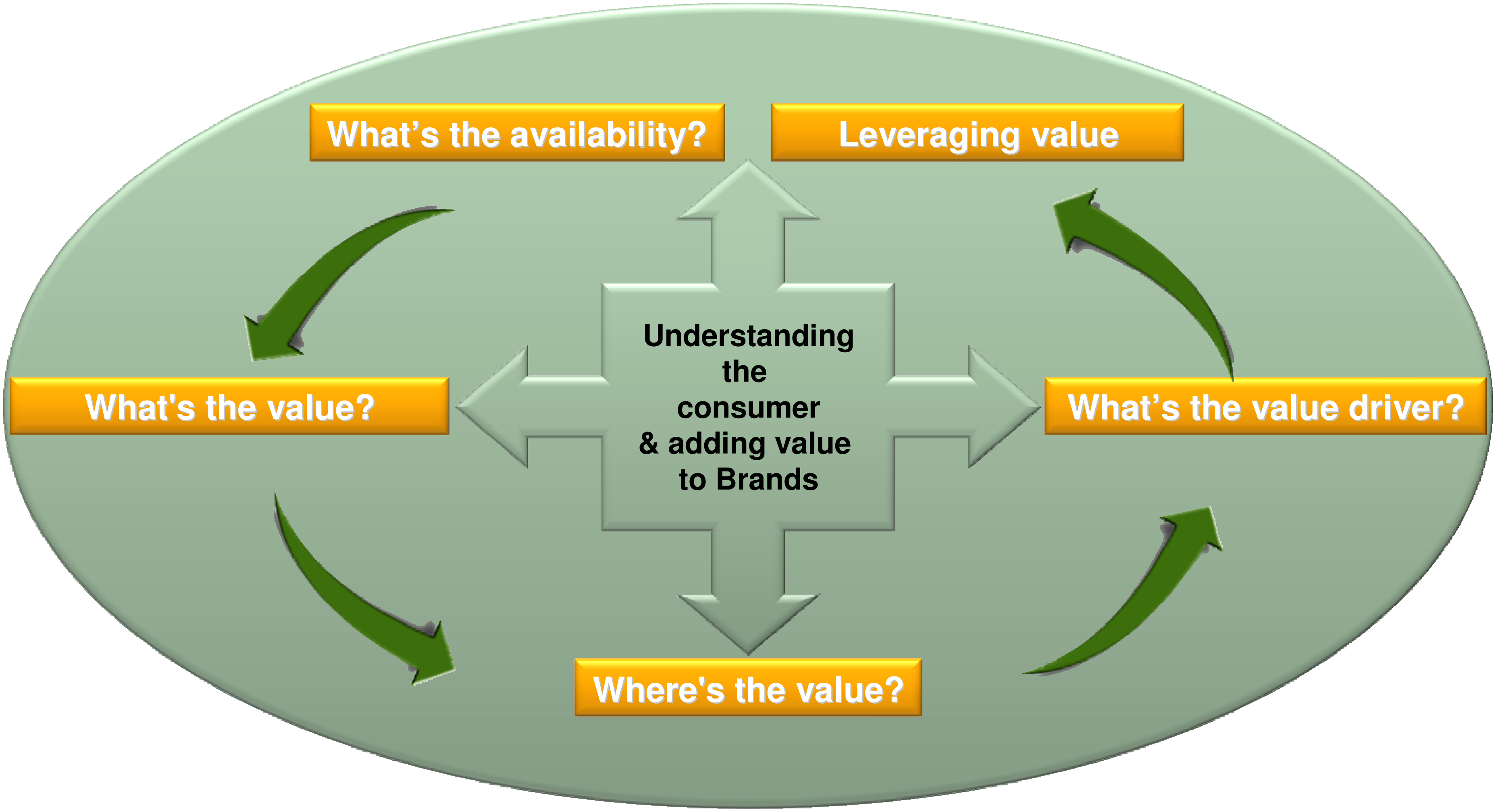
- Innovation to meet evolving and fragmenting consumer preferences
- Existing products remain important
- Health and wellbeing will be a key driver
  - Naturalness
  - Functional benefits
- Soft drinks industry must address sustainability issues
- Continued consumer insight will be critical

The Insight Department and Category Reclassification

Chris Haskins
Head of Insight

BRITVIC plc

Insight – our role



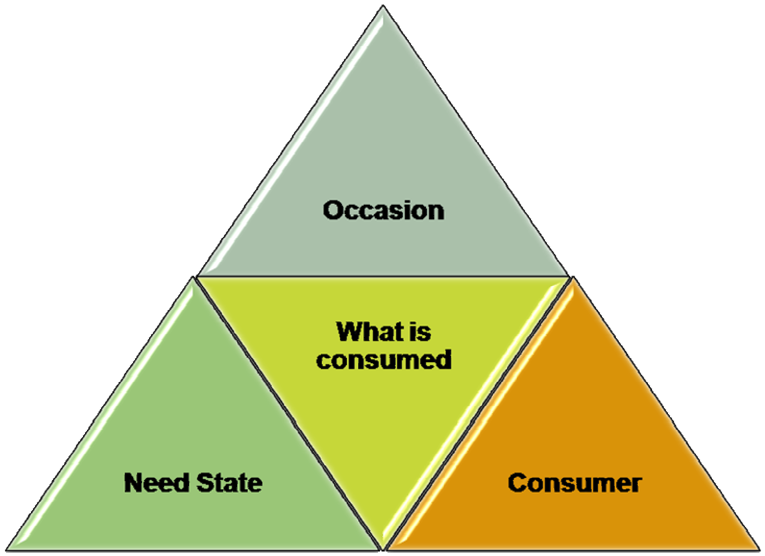
Insight – adding value

Understanding the consumer is key

- Drinker and purchaser perspective

Identifying gaps and opportunities

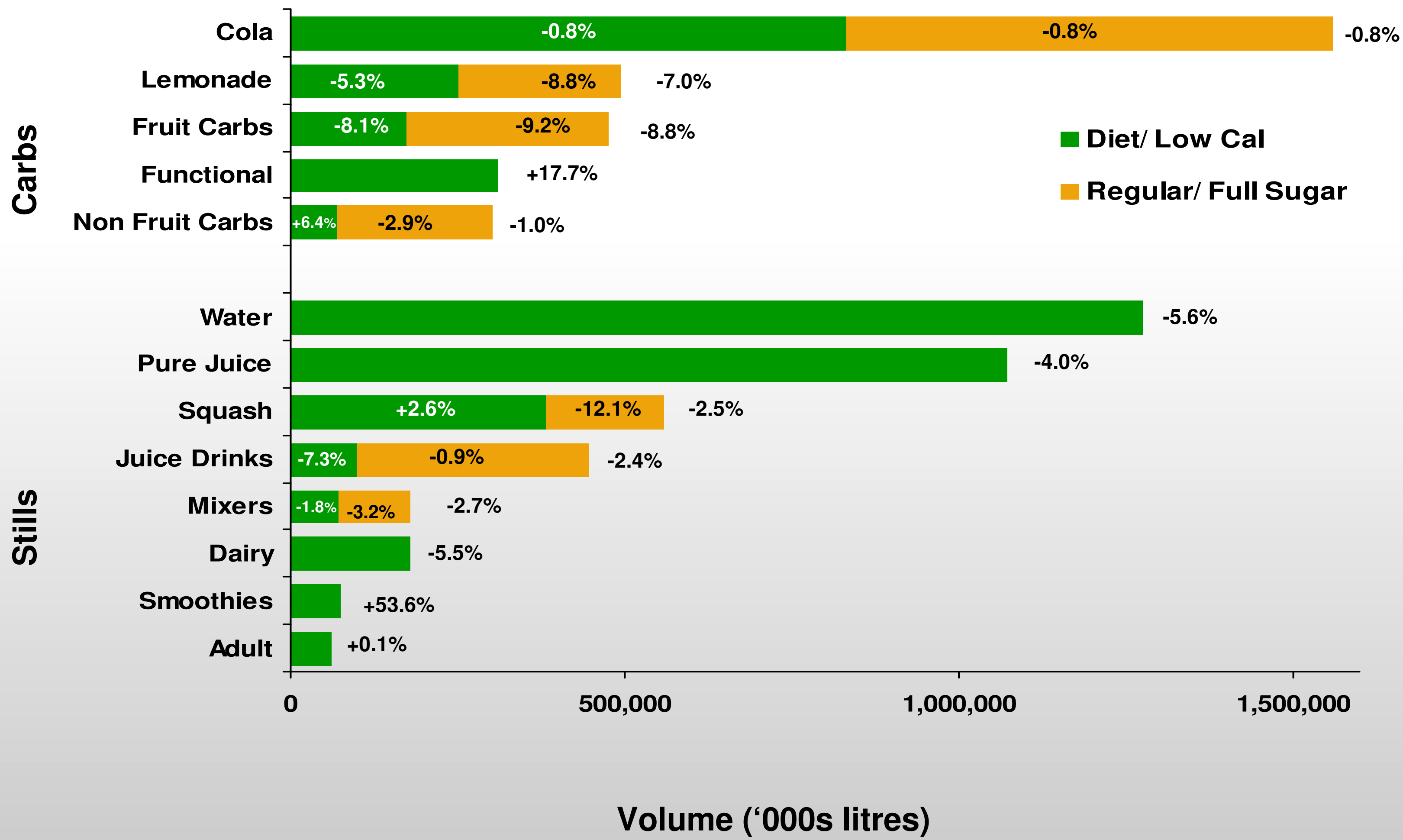
- Brands
- Innovation
- Category



Huge number of products

- Need to group and classify
- Meaningful & manageable
    - Based on consumer understanding
    - Pragmatic compromise on what can be measured
    - Not done frequently
    - Needs to retain some flexibility
    - Bespoke to Britvic

A Familiar Chart

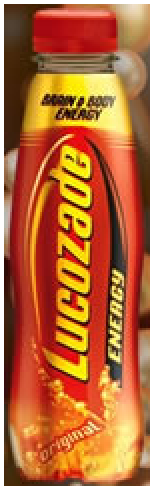


AC Nielsen Scantrack Take Home MAT to 29.09.2007

An example of the reclassification: Functional

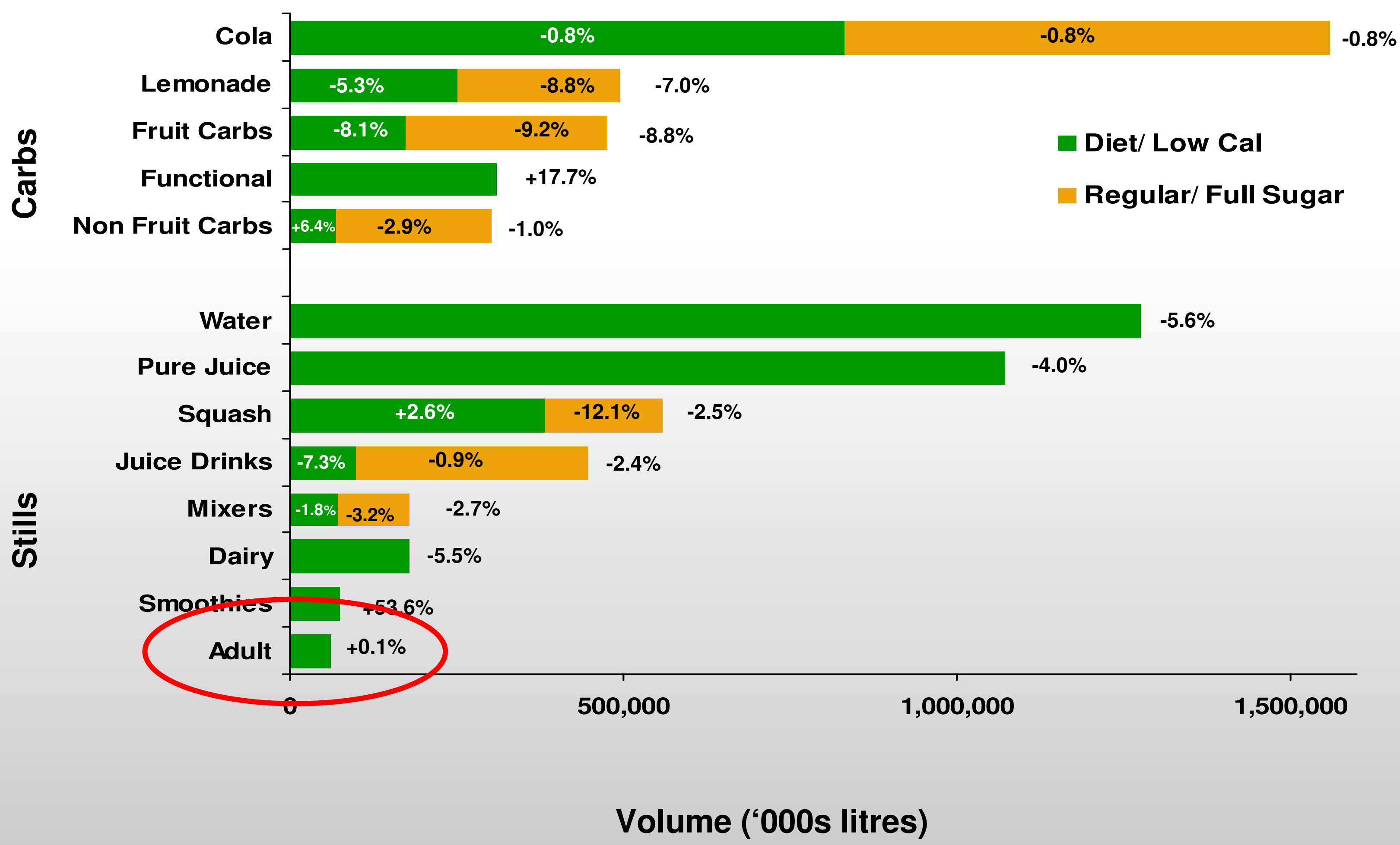
BRITVIC plc

Carbonated



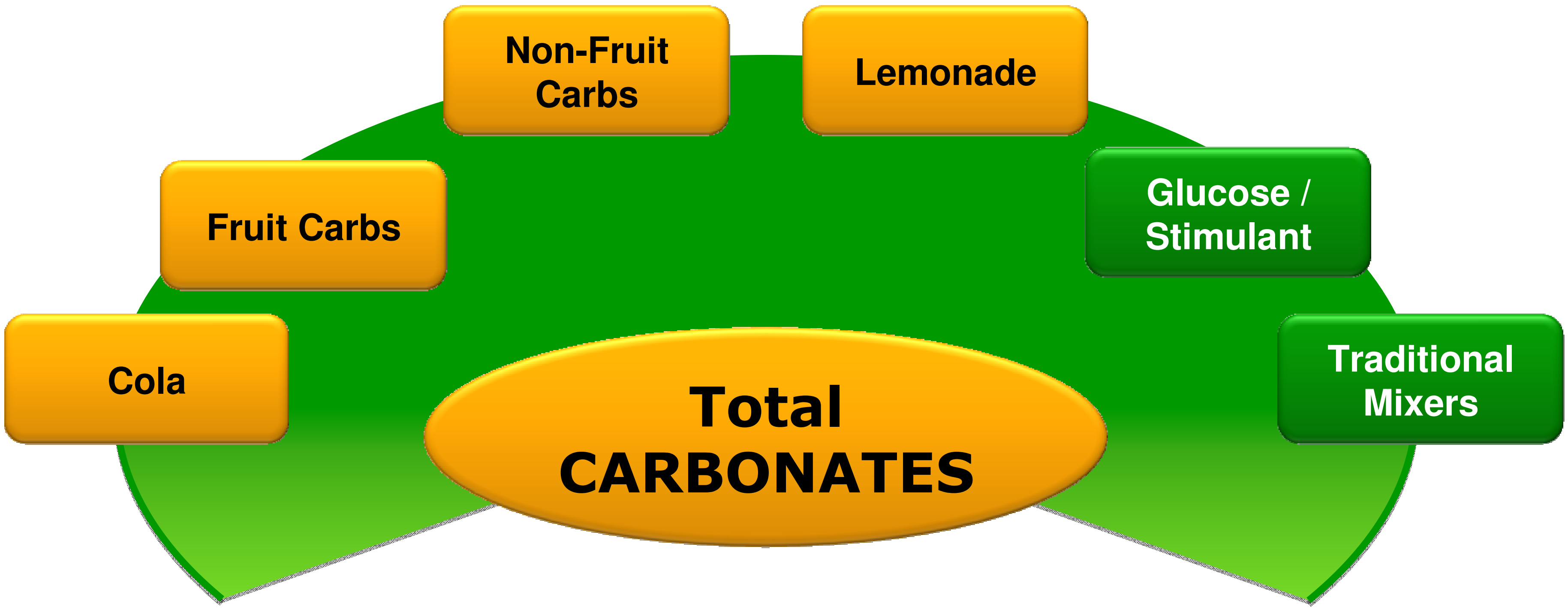
Still

A Familiar Chart

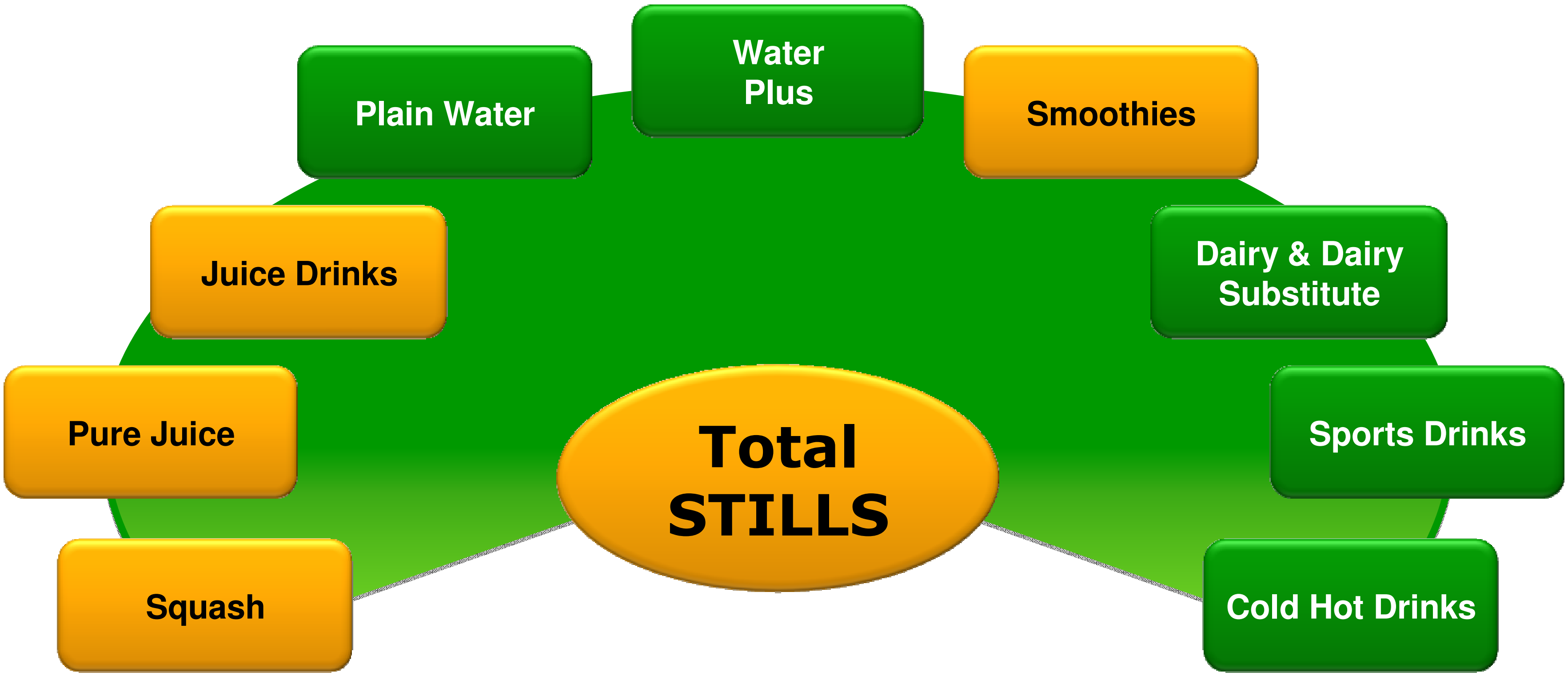


AC Nielsen Scantrack Take Home MAT to 29.09.2007

Carbonates – new categories highlighted in green



Stills – new categories highlighted in green



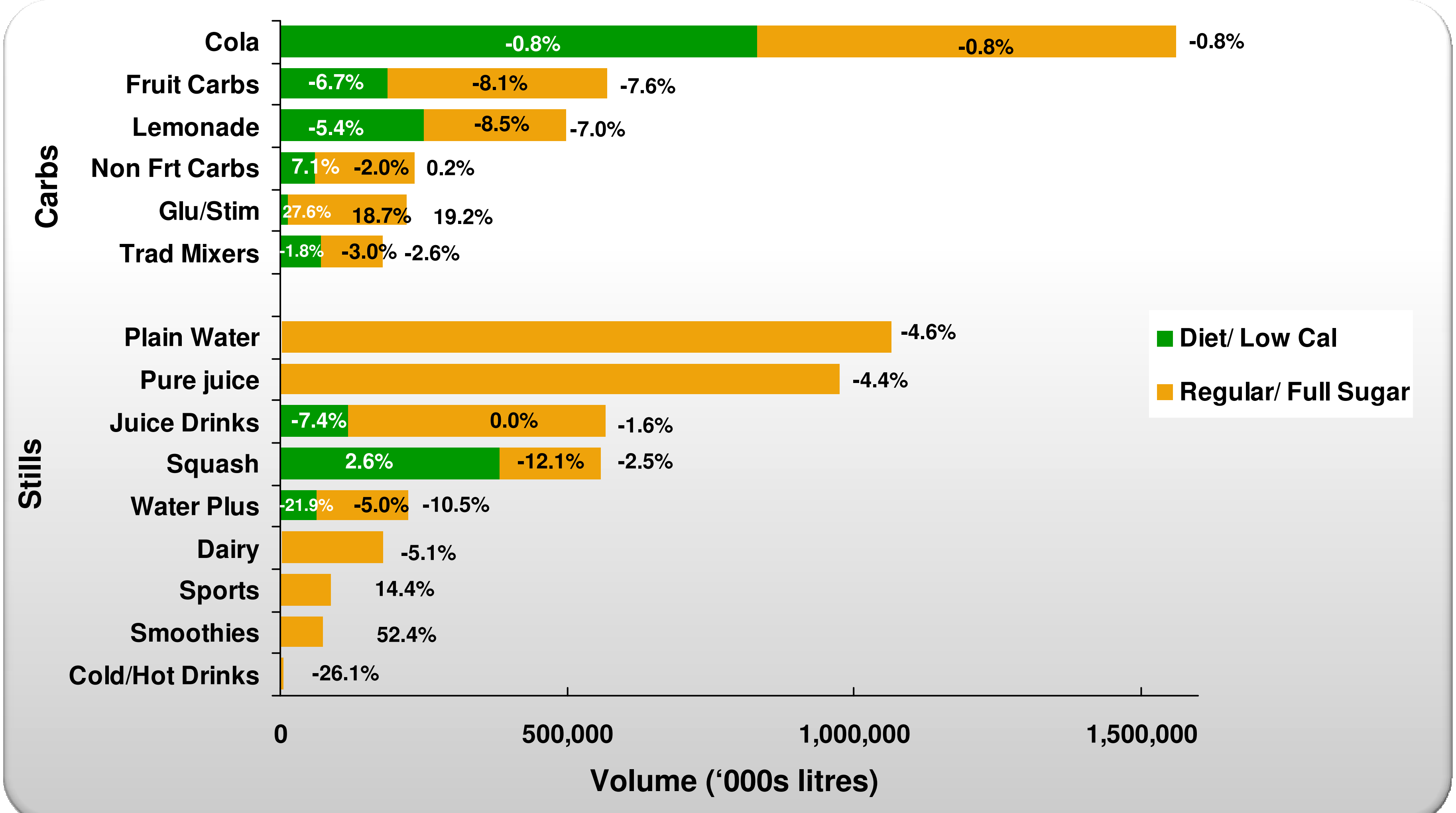
Where will our brands go?

Carbonates brand	Where it now sits	Change
Pepsi	Cola	No Change
7UP	Fruit Carbs	No Change
Tango	Fruit Carbs	No Change
R. Whites	Lemonade	No Change
Britvic 55	Fruit Carbs	Moved from Adult
Ame	Fruit Carbs	Moved from Adult
Red Devil	Glucose/Stimulant	Moved from Functional
Purdeys	Fruit Carbs	Moved from Functional
Shandy Bass	Non-Fruit Carbs	No Change
Idris	Non-Fruit Carbs	No Change

Carbonates brand	Where it now sits	Change
Robinsons Squash	Squash	No Change
Robinsons Smooth Juice	Pure Juice	No Change
Britvic J2O	Juice Drinks	Moved from Adult
Drench	Plain Water	Moved from Water
Pennine Spring (still/sparkling)	Plain Water	Moved from Water
Pennine Spring (flavoured)	Water Plus	Moved from Water
Fruit Shoot	Juice Drinks	No Change
Fruit Shoot H2O	Water Plus	Moved from Water
Fruit Shoot 100%	Pure Juice	No Change

Relative size of categories and growth

BRITVIC plc



AC Nielsen Scantrack Take Home MAT to 29.09.2007

John Gibney

Finance Director

Recategorisation: the effect on GB numbers

		2007			Q1 2008	
		Actual	Proforma		YOY growth	Proforma YOY growth
Volume (million litres)	*Carbs*	865.3	885.2			
	Stills	463.4	443.5			
Average Realised Price per litre (pence)	*Carbs*	39.6	40.7			
	Stills	72.1	71.3			
Revenue (£m)	*Carbs*	342.6	360.6		0.4%	(0.1)%
	Stills	334.3	316.3		1.2%	1.8%
Brand Contribution (£m)	*Carbs*	136.4	145.4			
	Stills	154.7	145.7			
Brand Contribution Margin	*Carbs*	39.8%	40.3%			
	Stills	46.3%	46.1%			

GB modeling implications from secondary retail distribution outsourcing

BRITVIC plc

	2007	2008 Impact	2009 Impact
Brand Contribution (£m)	299.4	(5.8)-(6.3)	(3.0)-(4.0)
Fixed Supply Chain (£m)	(66.2)	7.8	8.0
Overheads & Other Costs (£m)	(61.3)	-	1.0
Impact on Operating Profit (£m)*		1.5-2.0	5.0-6.0

** As per guidance at secondary retail distribution outsourcing announcement (April 2007)*

Transfer of trading from Britvic International to Britvic Ireland: the effect on International's 2007 numbers

	Britvic International 2007	Effect of Transfer	Proforma Britvic International 2007
Volume (million litres)	37.7	15.0	22.7
Average Realised Price per litre (pence)	68.0	66.7	69.2
Revenue (£m)	25.7	10.0	15.7
Brand Contribution (£m)	8.3	4.6	3.7
Brand Contribution Margin	32.3%	46.0%	23.6%
Selling Costs (£m)		(1.4)	
Other Fixed Costs (£m)		(0.6)	
EBIT (£m)		2.6	

Britvic International remains in key markets such as Scandinavia, Netherlands, as well as airline & ferry sales

Additional clarity on Britvic Ireland's performance

	Britvic Ireland y/e Feb 2007	Effect of Transfer	Britvic Ireland proforma y/e Feb 2007
Volume (million litres)	251.0	15.0	266.0
Average Realised Price per litre (€c)	0.73	0.92	0.74
Revenue (€m)	268.8	14.3	283.1
Brand Contribution (€m)	94.1	6.6	100.7
Brand Contribution Margin	35.0%	46.0%	35.6%
Fixed Supply Chain Costs (€m)	(43.7)		(43.7)
Selling Costs (€m)	(21.6)	(2.0)	(23.6)
Other Fixed Costs (€m)	(13.5)	(0.9)	(14.4)
EBIT (€m)	15.3	3.7	19.0
EBIT Margin	5.7%		6.7%

Please note that the unaudited numbers above are for illustration only. ARP is calculated on own soft drink brand sales only. No synergies are included.

Investor events 2008

Interim Results Announcement

- 21st May 2008
- 28 weeks to 13th April 2008

Interim Management Statement

- 25th July 2008
- 40 weeks to 6th July 2008

Investor Day

- Dublin, 10th September 2008

52-week Trading Update

- 16th October 2008

Preliminary Results Announcement

- 27th November 2008
- 52 weeks to 28th September 2008

Appendix

Recategorisation: the effect on H1 and H2 2007 GB carbonates

		Actual 2007	Proforma 2007
Volume (million litres)	*H1*	449.1	460.0
	H2	416.2	425.2
Average Realised Price per litre (pence)	*H1*	39.0	40.1
	H2	40.2	41.4
Revenue (£m)	*H1*	175.2	184.6
	H2	167.4	176.0
Brand Contribution (£m)	*H1*	68.0	72.7
	H2	68.4	72.7
Brand Contribution Margin (%)	*H1*	38.8	39.4
	H2	40.9	41.3

Recategorisation: the effect on H1 and H2 2007 GB stills

		Actual 2007	Proforma 2007
Volume (million litres)	*H1*	229.9	219.0
	H2	233.5	224.5
Average Realised Price per litre (pence)	*H1*	72.6	71.9
	H2	71.7	70.8
Revenue (£m)	*H1*	166.8	157.4
	H2	167.5	158.9
Brand Contribution (£m)	*H1*	76.9	72.2
	H2	77.8	73.5
Brand Contribution Margin (%)	*H1*	46.1	45.9
	H2	46.5	46.3

Innovation and product launch programme 2008

Andrew Richards
Customer Management Director

Our approach to innovation is clear

BRITVIC plc

Innovation is at the Heart of the Company

Innovation is a balance of Technical Push and Consumer Pull

We will focus our efforts on Scale Opportunities

Fruit Shoot – a case study in successful innovation

Driving scale innovation

- Fruit Shoot the number one kid's brand*

Unlocking further opportunities

- Fruit Shoot launched into two new categories in the last two years:
  - Water Plus – Fruit Shoot H2O
  - Pure Juice – Fruit Shoot 100%

Speed to scale

- Fruit Shoot H2O - the number one kid's water brand with 51% share after 12 months in trade*

*Source: AC Nielsen Scantrak Value MAT 23.02.08

Our 2008 innovation plan

BRITVIC plc

Continuing to leverage our strong relationship with PepsiCo

Building on our strength in on-premise

Closing an obvious gap in a major growth category

FORMULA FOR **SUCCESS**

REHYDRATE. REPLENISH. REFUEL.

The World's Number One Sports Drink

The Original
Developed on the field of play over 40 years ago

The most researched sports drink
in the world

$5bn global worth
and 48% global market share*

Used by more athletes and teams than any other drink

– scientifically proven to rehydrate faster than water

NOTHING WORKS BETTER

* Source: Canadean Global

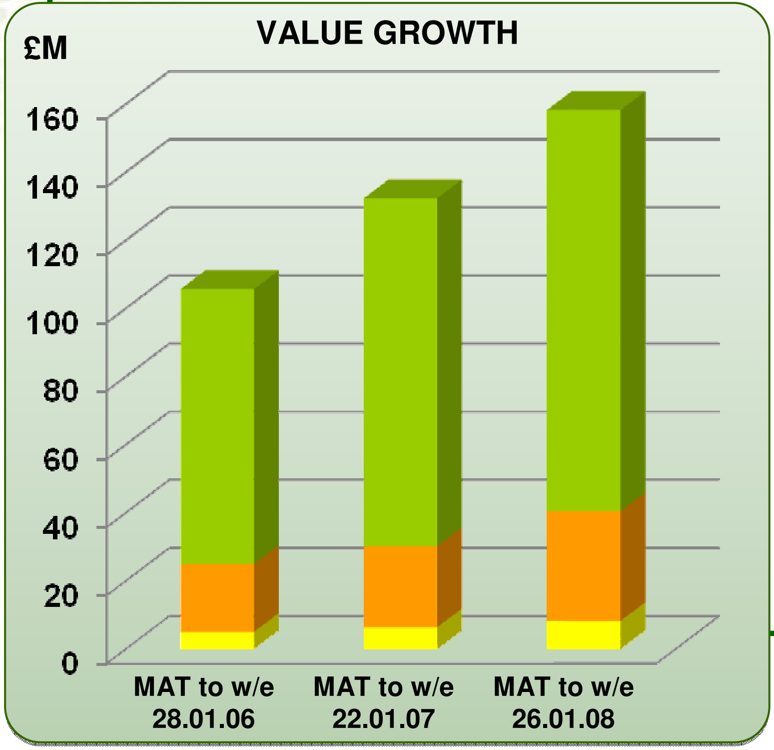
Sports drinks *are a scale opportunity*

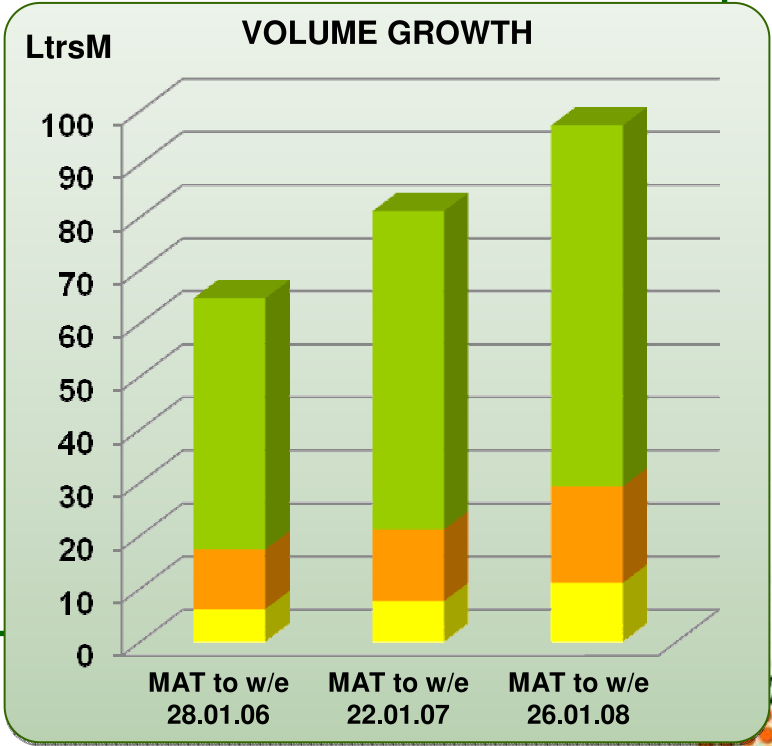
49% UK growth in last two years

but...

penetration static and

frequency of consumption some way behind other soft drinks





Other | Powerade | Lucozade

NOTHING WORKS BETTER

Source: AC Nielsen Scantrak

Three key barriers

to growing penetration and frequency

Key avoidance factors for sports drinks

1. Relevance	It's not for me
	More for younger people
	More for males
	Only appropriate for certain occasions
2. Understanding	Don't understand the product
	Too expensive
3. Health	Artificial ingredients

NOTHING WORKS BETTER

Gatorade overcomes these barriers

1. Relevance

Used by the more athletes *than any other sports drink in the world*

It's for ***anyone*** who wants to rehydrate fast - professional & leisure, male & female, young & old

2. Understanding

Gatorade is the *most researched sports drink in the world*

The Gatorade Sports Science Institute (GSSI) was *founded over 20 years ago*

3. Health

Gatorade - *free from artificial colours, flavours and sweeteners*

NOTHING WORKS BETTER

Launch of natural Gatorade

A world's first for PepsiCo… delivered by Britvic

Water
- Rehydrates

Electrolytes
- Help replace what is lost through sweat
- Rehydrates by stimulating drinking

Carbohydrates (6%)
- Optimal level for fast absorption into the body
- Provides carbohydrate energy to working muscles to fight fatigue and maintain a physical & mental edge

Flavour
- Specifically formulated to taste better when hot and thirsty to stimulate drinking

The only credible sports drink with an optimal scientific formulation and no artificial colours, flavours, sweeteners or preservatives

NOTHING WORKS BETTER

REHYDRATE

Brand positioning

The most credible sports drink on the market

Core target audience

Media bullseye c.8m UK adults

20% adult penetration vs 9% category penetration*

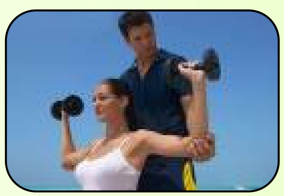
Committed Exercisers - 2m UK adults

Male and female
Play to win
Beating your personal best

Social Players – 5.8m UK adults

Mostly males
Healthy competition in a social environment
Letting off some steam

Secondary target audience



Fit & Healthy (current users)
1m UK adults

Male and female
Exercise to stay in shape
Open to anything to help them achieve their goals

NOTHING WORKS BETTER

REPLENISH
REHYDRATE

** Source: Mindshare*

How we will build the brand in the UK

using a proven global model

Build the equity and develop trust

Grow: drive penetration and frequency

SCIENTIFIC INTEGRITY

Demonstrate It works!

- Consumer and specialist PR programmes
- Educational tools for consumers
- Professional marketing campaign to opinion leaders

FIELD OF PLAY

Prove it's used by the best!

- Athlete endorsement
- Sidelines endorsement

CONSUMER EDUCATION

It's also for me!

- "Not just for pros"
- Broad consumer awareness campaign
- Trial / experience

BROAD COLD AVAILABILITY

It's there when & how I need it!

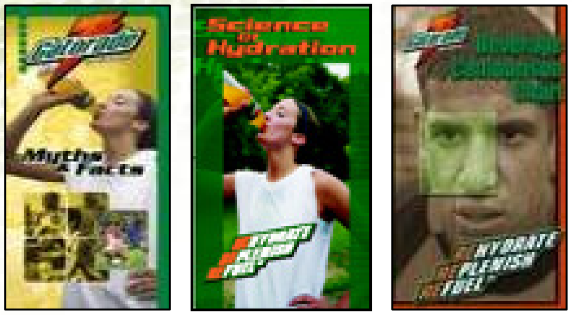
- Artificial free
- Two flavours – single & multipack

NOTHING WORKS BETTER

Scientific Integrity

a Gatorade in every gym bag

Brochures / leaflets



Outlet awareness

Conferences / seminars

Educational resource

NOTHING WORKS BETTER

Getting out on the Field of Play

- **Partnerships in high profile spectator sports to drive awareness**
  - Chelsea FC
- **Participatory events for relevance**
  - Marathon sponsorships
  - Triathlon / Ironman sponsorships
  - 10k / 5k running events etc.
- **Donate product to sports teams and events in contract for sidelines presence**

IRONMAN UK TRIATHLON SHERBORNE · ENGLAND

IRONMAN 70.3 TRIATHLON UK WIMBLEBALL · ENGLAND

london triathlon

theblenheim triathlon

thelondon duathlon RUN - BIKE - RUN

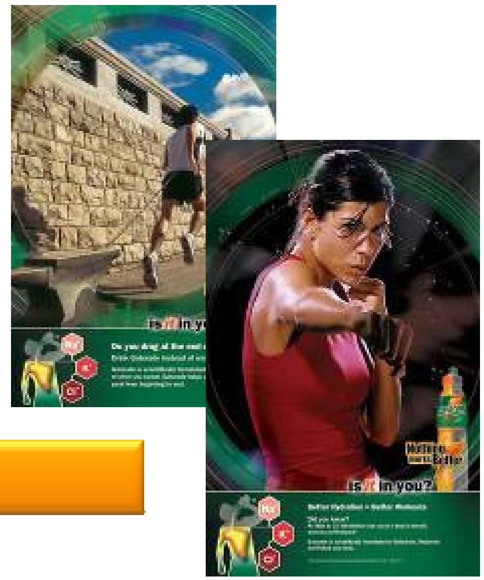
NOTHING WORKS BETTER

REHYDRATE

Educating the consumer with a £6m campaign

Outdoor

Press



Web

Consumer education

"It's also for me!"

- To inspire, create relevance, and educate consumers

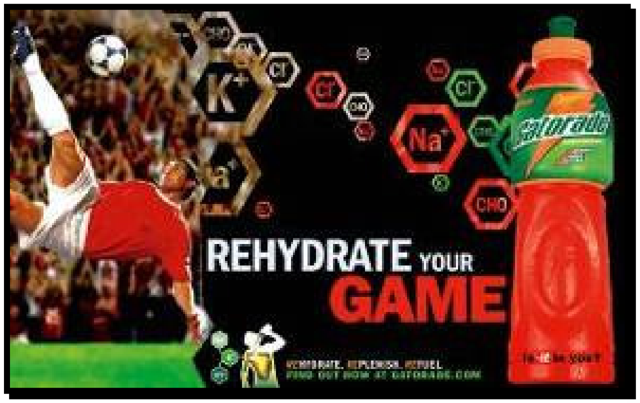
  'It's not just for the Pros…
  It's for me'

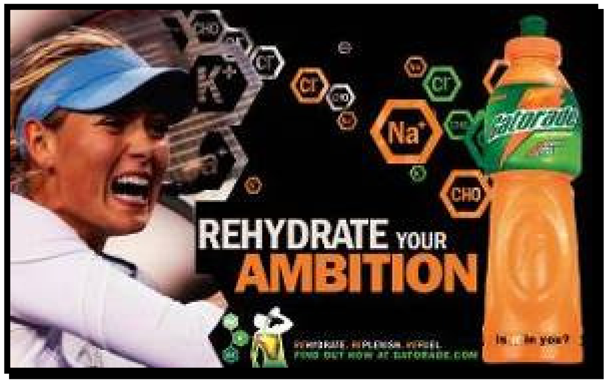
- Reinforce Gatorade as the expert on hydration
- The Gatorade Sports Science Institute was founded over 20 years ago and is the recognised global authority on sports drink research and testing
- Currently 44% awareness without any investment

NOTHING WORKS BETTER

Activation Plans

- **High visibility in outlets** – Supporting materials linking into sports drinks benefits
- **Utilise customer media** to drive mass awareness and penetration
  - In outlet media
  - Direct mail (targeted)
  - Home shopping – to target large families
- **Off-shelf display** using gondola end & display units
- **Chiller visibility plan** for ‘on the go’ outlets



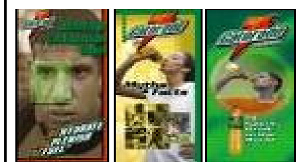
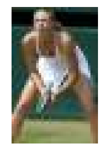
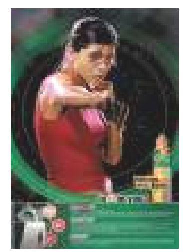


- **Summer promotional platform** to link into active sports message e.g. free gym memberships and personal trainer sessions
- **Text to win mechanic** driven via in outlet POS
- **Trade push plan** through high visibility displays, trade press and pack communications

NOTHING WORKS BETTER

REHYDRATE

Launch Schedule 2008

	Jan - Mar	Apr - June	Jul - Sept	Oct - Dec	Jan-Mar 09
Scientific Integrity	Establish UK GSSI Rep / PR campaign	UK GSSI Conferences 		Professional Marketing Toolkit 	
Field of Play	High visibility 'sidelines' sponsorships	Support and add to relevant high participatory events	 Activation around Maria to support relevance	Continue to sign high-profile sidelines	
Consumer Education		 Drive functionality and relevance through Press, Outdoor, Web			 Second burst of Press, Outdoor, Web
Cold Availability	Increase vending and Point of Sweat footprint 	Scale launch and distribution build			

NOTHING WORKS BETTER

Gatorade Summary

- **World's number one** *sports drink*
- **Britvic chosen by Pepsi**
  to launch natural Gatorade – a world first
- **Investment in aseptic technology**
  enables in-house production with improved margins
- **Closes a clear portfolio gap for Britvic**
  in a major growth category
- **Production starts next week**

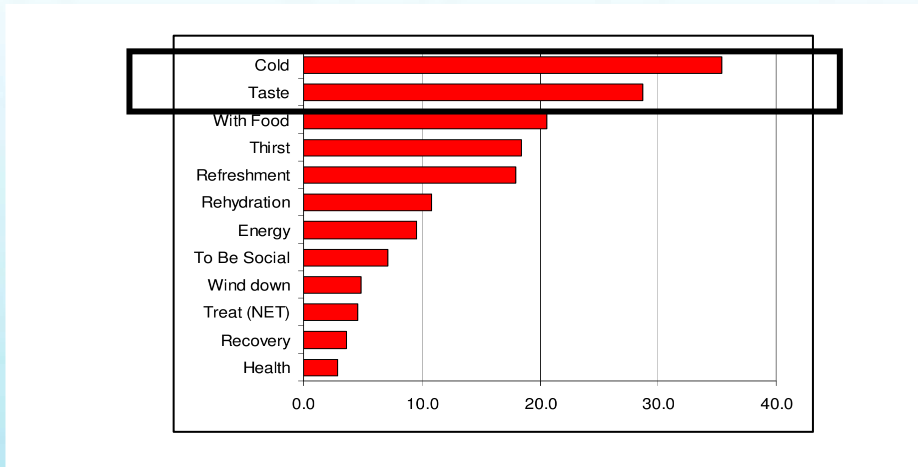
NOTHING WORKS BETTER

Delivering real on-premise innovation in 2008

BRITVIC plc

Temperature and taste are vital for cola in the on-premise occasion

- **On-premise channel** - biggest by volume for Pepsi in the UK
- Consumers primarily choose cola in on-premise **because it's cold with a unique taste***



- **An opportunity to capitalise** on the continuing trend towards premiumisation in the 'treat' occasion which on-premise offers

Two real premium innovations address these major cola choice-drivers specifically for the on-premise market

**Source: Project Magnum, 2006 2. Cardinal Research Aug 06*

Britvic develops the next generation of dispense – Pepsi Xtra Cold

- Britvic-patented dispense system
- Consistently improves carbonation, syrup mix and temperature
- Wins across all key consumer satisfaction attributes
- Impactful, condensing font design will heighten presence of brand and soft drinks on the bar
- **Unlocks Max in on-premise**
- **Over 2,000 high value outlets** *will be serving Pepsi Xtra Cold by the end of the year*

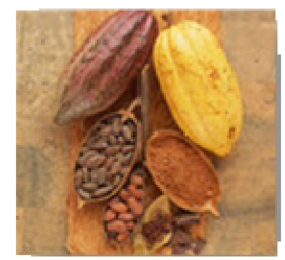
Innovation in on-premise drives Mitchells & Butlers contract win

- **New 4 year contract** to supply **total** Mitchells & Butlers estate
  - *Over 2,000 UK pubs and restaurants*
- **An incremental** 10m litres per annum
- **Increases** managed retail market share to >70%*
- **1st account to give nationwide coverage for Pepsi Xtra Cold**, the new consumer proposition
- Package business **retained for 3 years**

Source: AC Nielsen on-premise data and new contract assumptions

Pepsi Raw – another global first for PepsiCo and Britvic in 2008

- Working closely with PepsiCo **as global lead-market to launch Pepsi Raw**
- Many consumers love the taste of cola **but have concerns about artificiality**
- **By developing a more natural product** we reach a new, more premium adult market for cola
- Highlighted in media as the **first major cola innovation from Pepsi in a decade**



Pepsi Raw - genuine "new news" in the Cola category in on-premise

What is Pepsi Raw?

Lightly sparkling water and ingredients from natural sources

No artificial colours, preservatives, flavourings or sweeteners

A delicious and distinctive tasting, premium cola

The perfect mixer: does not mask the taste of premium spirits

Where is it being launched?

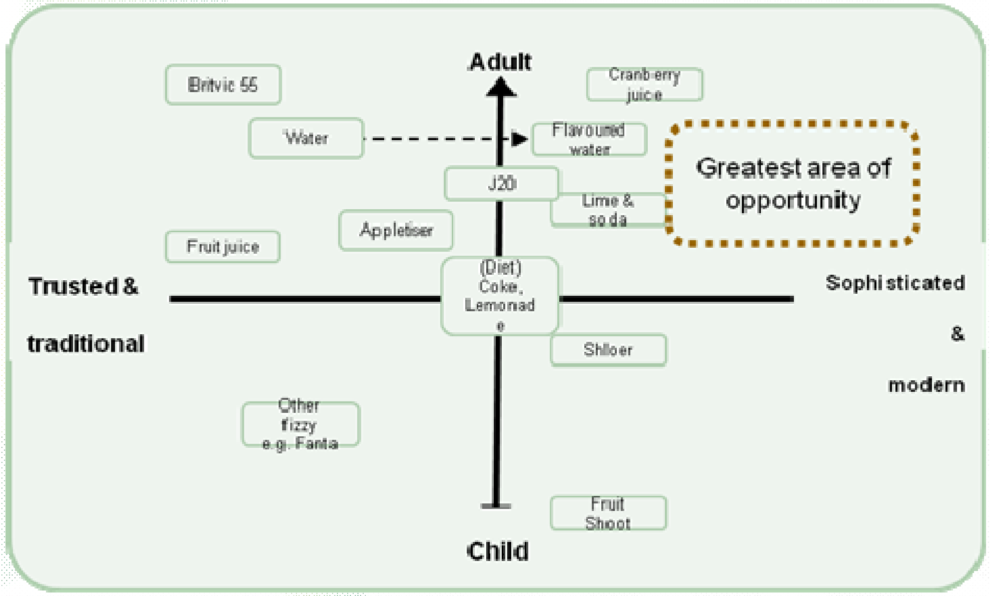
Exclusively into selected on-premise outlets across the UK

A dedicated team of Pepsi Raw Ambassadors to focus on trade support

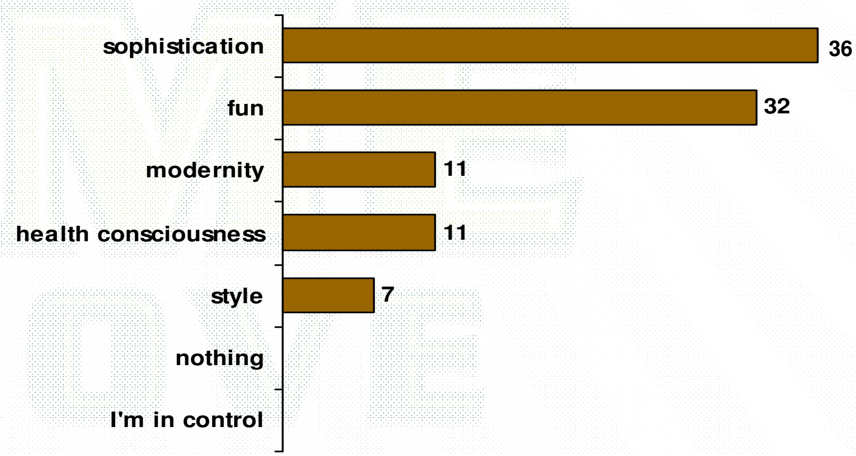
Consumer awareness through targeted print advertising, PR and digital

Our innovation in on-premise continues in juice drinks for females

- **42% of visitors** to the on-premise are females
- **Females buy 3 times more soft drinks** than males in on-premise
- **Females consume more cola** than in-home suggesting a default purchase
- Females want more **natural and healthy products**



Female requirements from soft drinks in on-premise



Introducing Lime Grove
'a little sip of sunshine'

- **A refreshing soft drink** made with ***pressed lime juice and sparkling spring water***, for a crisp taste
- **Designed for the adult palette** – target market of 25 to 45 females
- **No** artificial flavours, sweeteners or preservatives
- **Available in three light, refreshing flavours** lime with a twist of raspberry, ginger and pink grapefruit

A new flavour to the J20 range
Apple & Blueberry

- Strong consumer response
- A natural addition to the J2O
- Volume increase through bot users and non users
- Equal appeal across take-ho premise channels
- In store from April 2008

ENJ2OY

An outstanding year of innovation in on-premise ....delivering a competitive advantage

- Strength of Pepsi relationship delivers two new Pepsi innovations - Pepsi Xtra Cold and Pepsi Raw

- Further on-premise innovation with Lime Grove and J2O Apple & Blueberry

- Innovation drive wins new Mitchells & Butlers contract and cements Britvic's number one position in on-premise

Launches into take-home

Smooth Juice

Smooth Juice singles – extending the Smooth Juice proposition

- £73m* category growth opportunity for pure juice ‘on the go’
- 250ml format is perfect for ‘on the go’
- Priced to sit between Tropicana and Just Juice
  - Ambient supply chain offers margin advantage
- In trade March 2008

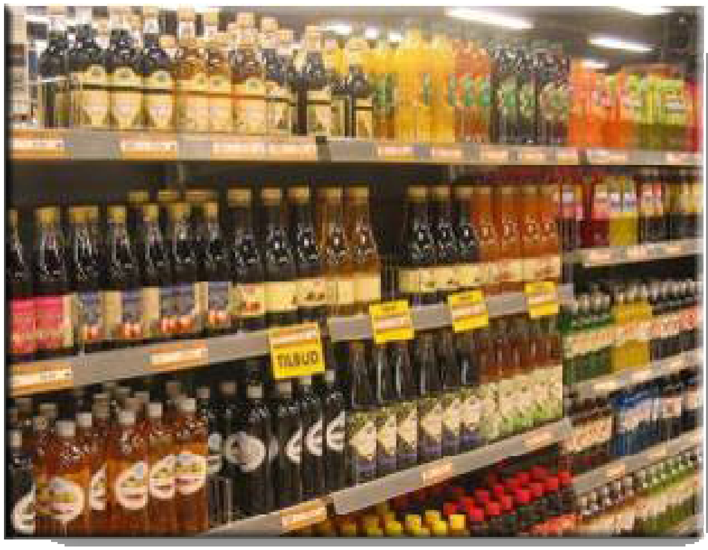
driving value...naturally

*Source: AC Nielsen Scantrak 52 WE June 2007

Drench – a unique brand positioning

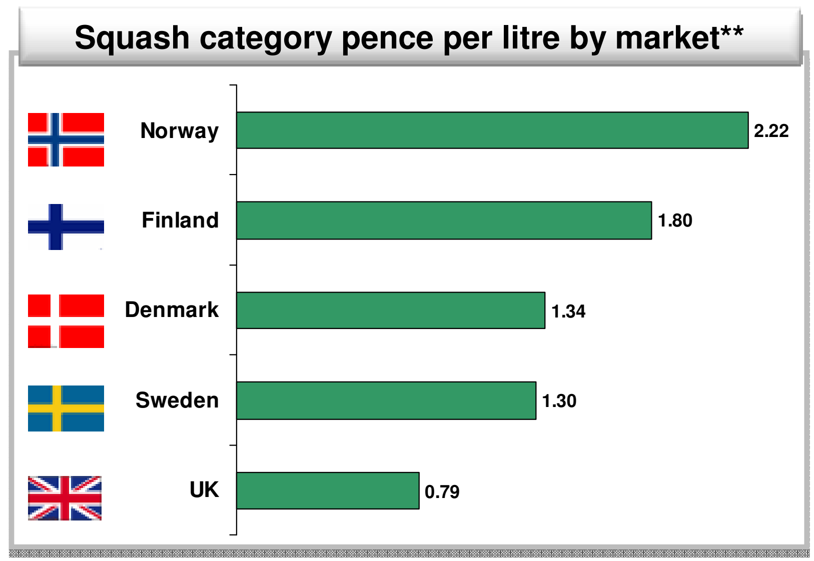
- **The next phase** of our water plan
- **Building on unique** 'mental hydration' positioning
- **Scale** launch into grocery multiples supported by...
  - Aggressive brand launch programme - £5.5m in 2008
  - A significantly expanded range of pack formats

Developing a further presence in international markets



- **Nordic market** is the 3rd largest squash market in Europe worth over 125m litres*
- **Taking our innovation** into markets with strong price premiums

- **The < 750ml glass segment** accounts for 36% of regular squash in Denmark
  - +17% growth**
- **Naturalness and flavour** combination are key for the consumer



*Euromonitor
**Source: Nielsen Denmark MAT July 2007

Britvic's first international innovation – a new premium squash for the Nordic market

- **A premium squash made entirely with natural ingredients**
- **Available in two unique flavours**
- **April 2008 Denmark launch - full roll out across the Nordics in 2009**
- **Listings confirmed in two largest retail chains**
- **RSP of DKK25 (circa £2.50)**

Our 2008 plans continue our ambition to drive significant innovation into the largest categories consistently

BRITVIC plc

2008 H1		2008 H2	
February	**March**	**April**	**May**

Review of the soft drinks market • Britvic Soft Drinks Report 2008	*A resilient performance in a challenging year*
Recategorisation of carbonates & stills: • Market data • Britvic's GB carbs/stills split	*Reflects our unique consumer insight capability* *Impacts on how you view our business and the market*
Cost reclassification **An update on Britvic Ireland**	*An aid to modelling brand contribution, costs and Britvic Ireland*
2008 product and innovation launch programme	*Leveraging PepsiCo relationship* *Building on strength in on-premise* *Closing the gap in a major growth category*

Questions and answer session

Investor Seminar

12th March 2008

BRITVIC plc