



Welcome Aimia Foods



As you will have seen in the recent Press release Cott is pleased to introduce you to Aimia Food's. Cott's acquisition of Aimia Food reflects its strategy of "Acquisitions to center on beverages and beverage adjacencies with a focus on further channel diversification" said Cott's CEO Jerry Fowden Now for some details on our new member of the Cott Family. Aimia Foods is a well-run family business that has been highly successful in providing its customers with quality and innovation. We have been extremely impressed with their professionalism and high standards and we are very pleased to be welcoming them to the Cott family.

Given that the majority of Aimia's business is in non-competing categories and product formats, Cott sees this as an excellent opportunity to broaden its business in line with its well-publicized strategy of diversification. Aimia has delivered strong growth in recent years and has ambitious plans for the future. Operating in high value, growing categories and with a broad base of strong customer partnerships Aimia is well placed to deliver their plans and we are confident in their ability to do so.

Aimia was founded in 1981 by brothers, Gary and Ian Unsworth and it is Gary's son Robert who runs the business as Managing Director. Headquartered in Merseyside, UK, Aimia employs over 300 employees and operates two production facilities and a ware- house. They have a broad mix of business consisting of long term strategic out-sourcing partnerships and licensing agreements with Global brand owners across the Beverage, Coffee, Confectionary and Cereal Sectors plus they have their own range of brands sold through the vending and foodservice channels such as Millfresh and Café Nueva and a growing own label business with major multiple retailers.

From a diversification perspective, they bring a number of new packaging formats, namely pouch, jars, sticks, in-cup products, sachets and block-bottom bags. From a product perspective, 85% of mix is in categories new to Cott, for example 25% is hot and cold cereals and 45% is in hot beverages, primarily hot chocolate, coffee, malt drinks and creamers. Fifteen percent of their mix is in cold beverages which provides further synergies in the transaction.

Aimia will operate as a stand-alone business leveraging Cott purchasing and back office synergies and I am delighted to say that the existing leadership team will remain in-post to continue the good work they have started.



Head office & Production site 1



Production site 2



Warehouse

We have a great deal of confidence in this team and for good reason. Not only have they demonstrated 5 consistent years of sales and profit growth, Aimia were recently ranked no.1 in UK by Experian for debt collection and were also awarded BFA Factory of The Year in 2012.

In addition to running a good business, there is a high degree of cultural alignment providing a great deal of confidence in our ability to work together in a positive and successful partnership. They operate a 'people first' culture of which they are very proud. They have been 'Investors in

People' since 1997 and are a Guardian Top 100 Employer. They describe themselves as understated, honest and non-hierarchical. So as you can see, we share many common values.

I hope you will share in our excitement as we continue to increase our scale and reach and will feel proud that our corporation has seen fit to make a significant investment in the further diversification of our business.

