



## **Premier Foods**

**Results for the  
Half Year to 26 June 2010**

**Wednesday 4 August 2010**



*Certain statements in this presentation are forward looking statements. By their nature, forward looking statements involve a number of risks, uncertainties or assumptions that could cause actual results or events to differ materially from those expressed or implied by those statements. Forward looking statements regarding past trends or activities should not be taken as representation that such trends or activities will continue in the future. Accordingly, undue reliance should not be placed on forward looking statements.*



**Robert Schofield**  
**Chief Executive Officer**



## Agenda

- Robert Schofield
  - Highlights
- Jim Smart
  - Financial performance
- Robert Schofield
  - Trading review
  - Outlook



## 2010 H1 Highlights

- Brands are trading well in tough conditions
  - Sales<sup>1</sup> up 0.5% in value and 3.5% in volume
  - Drive brand sales<sup>1</sup> up 3.2% in value and 5.2% in volume
- Q2 improved branded performance
  - Q2 branded sales growth of 1.3% v Q1 decline of 0.3%
- Gaining branded market share<sup>2</sup> - up 0.5% to 21.9%
- Total sales<sup>1</sup> down 4.5% due to non-branded sales down 12.7%
  - Non-branded sales down £61m
  - Market decline for non-branded – 5.9%
  - £42m of non-branded decline in bakery and milling
  - Contract exits, primarily in Hovis to free up capacity for branded growth
  - Wheat deflation

## 2010 H1 Highlights

- Gross profit margin up 60bp reflecting delivery of strategy:
  - Improved product mix
  - Procurement savings
  - Manufacturing efficiencies
- Trading profit<sup>1</sup> down £7m to £110m
  - Additional £5m pension costs
  - £2m more restructuring costs than H1 2009
  - Additional £4m consumer marketing
- Cash generation in last 12 months of £110m
  - Net debt at Jun 2010 of £1,365m
- Setting out programme to diversify and strengthen our financial structure
- Appointment of Ronnie Bell as new Chairman from October



**Jim Smart**  
**Chief Financial Officer**



## Summary Group Profit and Loss

| £m   | 2010 H1      | 2009 H1      | %             |
|--|--------------|--------------|---------------|
| Branded sales  | 790          | 786          | 0.5           |
| Non-branded sales                                    | 421          | 482          | (12.7)        |
| <b>Total pro forma sales for 6 months to 30 June</b> | <b>1,211</b> | <b>1,268</b> | <b>(4.5)</b>  |
| Reported sales (1 Jan to 26 June 2010/27 June 2009)  | 1,183        | 1,248        | (5.2)         |
| Gross profit   | 353          | 364          | (3.0)         |
| <i>Gross margin %</i>                                | <i>29.8%</i> | <i>29.2%</i> | <i>+60bp</i>  |
| Operating expenses                                   | (243)        | (247)        | 1.6           |
| <b>Trading profit</b>                                | <b>110</b>   | <b>117</b>   | <b>(6.0)</b>  |
| <i>Trading profit margin %</i>                       | <i>9.3%</i>  | <i>9.4%</i>  | <i>(10)bp</i> |
| Exceptional items                                    | -            | (36)         |               |
| Amortisation of intangible assets                    | (41)         | (38)         |               |
| Pension financing credit/(charge)                    | 2            | (2)          |               |
| Fair value movements on forex and other derivatives  | (4)          | (14)         |               |
| <b>Operating profit</b>                              | <b>67</b>    | <b>27</b>    |               |



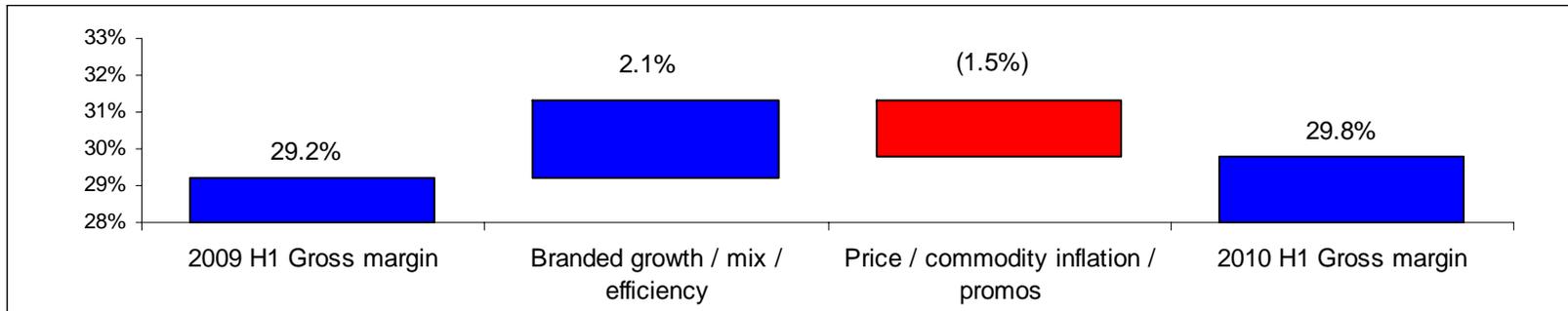
## Summary Group Profit and Loss

| £m   | 2010 H1      | 2009 H1      |
|--|--------------|--------------|
| <b>Operating profit</b>  | <b>67</b>    | <b>27</b>    |
| Net regular interest   | (77)         | (78)         |
| Other interest   | (44)         | 21           |
| <b>Loss before tax</b>   | <b>(54)</b>  | <b>(30)</b>  |
| Tax credit   | 14           | 7            |
| <b>Loss after tax</b>  | <b>(40)</b>  | <b>(23)</b>  |
| <b>Basic loss per share from continuing operations (pence)</b>   | <b>(1.7)</b> | <b>(1.3)</b> |
| <b>Adjusted profit before tax (£m)</b>                           | <b>33</b>    | <b>39</b>    |
| <b>Adjusted earnings per share (pence)</b>                       | <b>1.0</b>   | <b>1.6</b>   |
| <b>Pro forma adjusted earnings per share<sup>1</sup> (pence)</b> | <b>1.0</b>   | <b>1.2</b>   |

1. Assumes refinancing had taken effect on 31 December 2008 with appropriate adjustments to interest charges and average number of shares in issue and using the 2010 definition of Trading profit



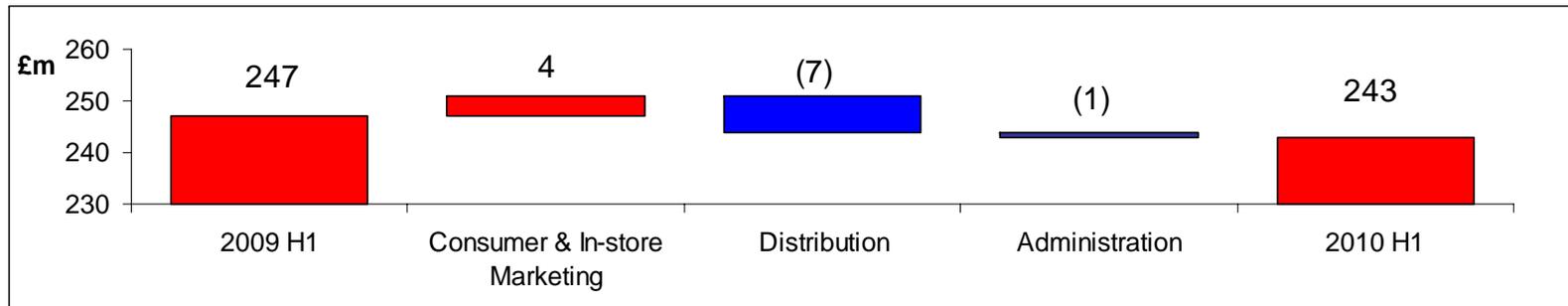
## Group Gross Margin



- **Branded growth / mix / efficiency:** Improved product mix and increased efficiency in procurement and manufacturing.
- **Pricing / commodity / promotions:** Lower promotional costs and pricing offset by higher commodity costs.

**Margin Growth In Line With Business Model Helped Offset Effects Of Market And Consumer Environment**

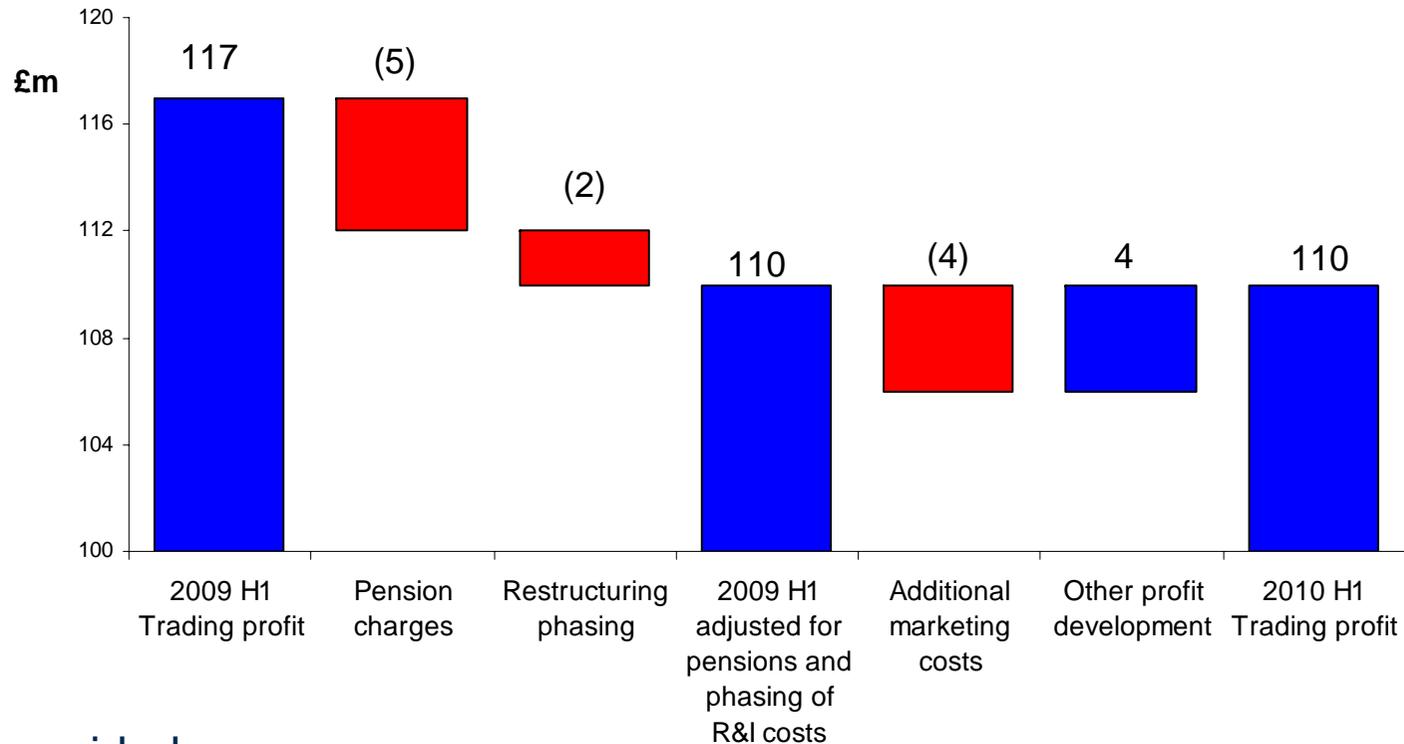
## Operating Expenses



- Increased in-store marketing spend has supported market share gains
- Distribution costs down 6.2%
- Admin costs reductions have offset additional pension and restructuring costs

**Efficiency Savings Funding Increased Marketing Spend**

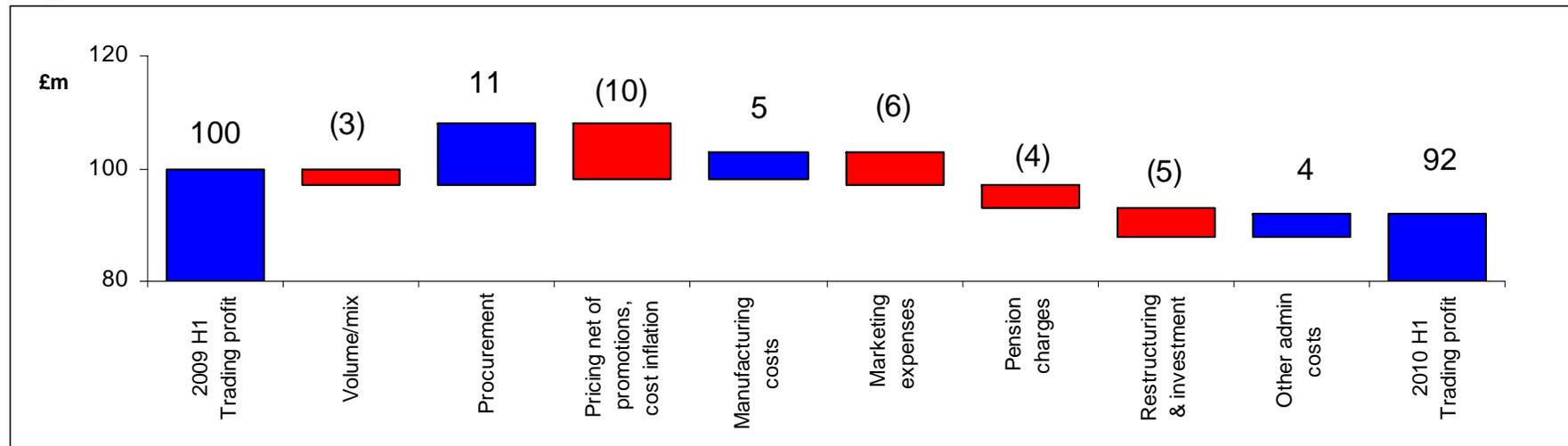
## Group Trading Profit



- As guided
  - 2009 benefited from lower pension cost
  - Restructuring is phased more toward H1
  - Consumer marketing increase funded by cost savings

**Cost Savings Funding Additional Marketing**

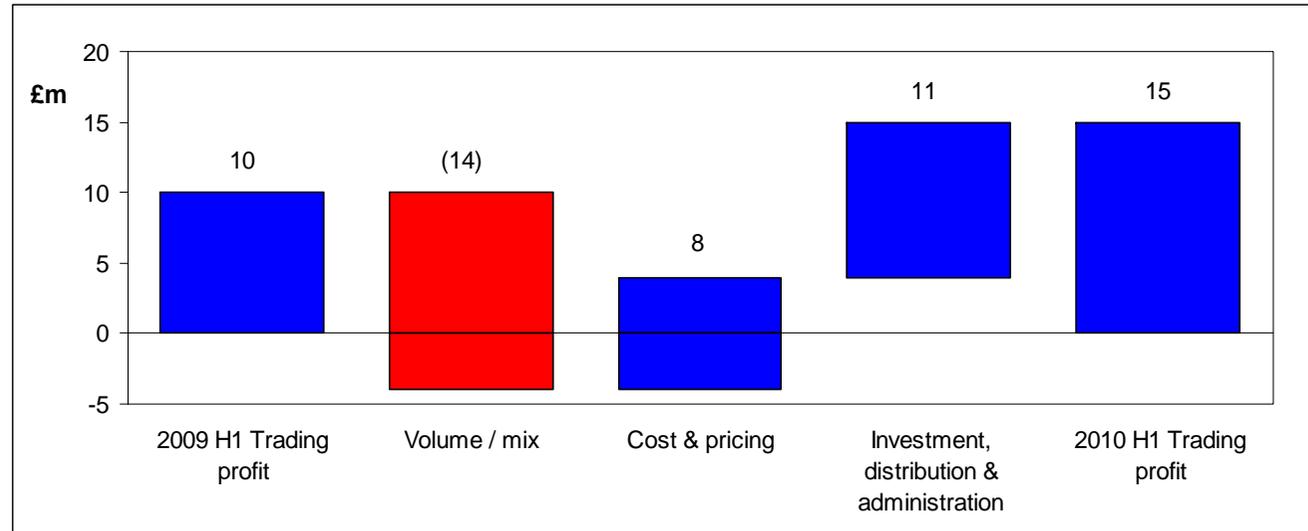
## Grocery Trading Profit



- Volume/mix – lower retailer brand volumes largely offset by benefit of mix
- Procurement – benefits of scale and value improvement programmes
- Pricing net of promotions and cost inflation reflects competitive market environment
- Manufacturing efficiencies now being delivered
- Increase in marketing expenses to drive branded growth

**Reduction In Trading Profit Due To Pension And Restructuring Costs:  
Efficiency Savings In Line With Strategy**

## Hovis Trading Profit



- Reduced non-branded bakery and milling volumes, partly offset by mix benefits, reduced gross profit by £14m
- Lower input costs and manufacturing efficiencies were partly offset by lower prices giving a net benefit of £8m
- Lower investment, distribution and admin costs increased trading profit by £11m

**Balance Of Branded Growth, Manufacturing And Distribution  
Efficiencies Driving Profit Growth**

## Cash Flow

| £m                             | 2010 H1      | 2009 H1      | Last 12 Months |
|--------------------------------|--------------|--------------|----------------|
| <b>Trading profit</b>          | <b>110</b>   | <b>117</b>   | <b>302</b>     |
| Depreciation                   | 25           | 26           | 51             |
| Other non-cash recurring items | 3            | 2            | 4              |
| Interest                       | (49)         | (72)         | (129)          |
| Taxation                       | (1)          | 1            | (1)            |
| Additional pension cash flows  | (28)         | (34)         | (46)           |
| Regular capital expenditure    | (35)         | (54)         | (64)           |
| Working capital                | (23)         | (69)         | 11             |
| <b>Recurring cash flow</b>     | <b>2</b>     | <b>(83)</b>  | <b>128</b>     |
| Non-recurring cash flows       | (2)          | 375          | (18)           |
| <b>Cash flow</b>               | <b>-</b>     | <b>292</b>   | <b>110</b>     |
| <b>Net debt</b>                | <b>1,365</b> | <b>1,475</b> |                |

- Significant improvement in recurring cash flow in H1 2010 driven by lower stock levels
- Delivered £110m of debt reduction year on year

**On Target To Deliver £100m Of Recurring Cash Flow In 2010**

## Financial Obligations

| £m                          | 2010 H1      | 2009 H1      |
|-----------------------------|--------------|--------------|
| Gross borrowings            | 1,380        | 1,495        |
| Deferred issuance costs     | (15)         | (20)         |
| <b>Net debt</b>             | <b>1,365</b> | <b>1,475</b> |
| 12 month rolling EBITDA     | 354          |              |
| Net debt / EBITDA           | <b>3.86x</b> |              |
| Average bank borrowings     | 1,517        |              |
| Debtors securitisation      | 90           |              |
| Average debt                | 1,607        |              |
| Average debt / EBITDA       | <b>4.54x</b> |              |
|                             | 2010 H1      | Dec 2009     |
| Pension deficit (gross)     | 431          | 429          |
| Swap mark to market (gross) |              |              |
| Hedging interest            | 91           | 80           |
| Additional interest         | 151          | 119          |
| Total swap mark to market   | 242          | 199          |



## Refinancing Provided Stability

- Equity issue reduced absolute debt level
- Amendments to bank facility gave significant covenant headroom and extended duration to 2013
- Pension deficit contributions agreed until 2014
- Although debt is still high, we can service our financial obligations
- ... but swap and pension risks remain

## Next Stage - Financial Strategy

- Cut indebtedness
- Reduce financial risks – swaps & pensions
- Diversify sources and maturity of funding



## Financial Strategy Cut Indebtedness

- Reduce Average debt / EBITDA from current 4.54 times
- Target Average debt / EBITDA less than 3.25 times in medium term
- Achieved by
  - Growing EBITDA
  - Paying down debt by at least £100m p.a.
- Open minded to disposals if they deliver value and accelerate leverage reduction



## Financial Strategy

### Reduce Financial Risks - Swaps

- Total mark to market £242m (gross)
- Non-economic hedge element £151m
- Consists of:
  - Long dated swaps
  - Digital swaps
  - Other financial instrument
- Current additional interest £22m p.a.
- Risk of interest rate movements
- Reduce risk to make cost and settlement profile more certain
- Reduce interest cost & speed up deleveraging



# Financial Strategy

## Reduce Financial Risks - Pensions

- Proposal to close to new starters and move to career average for current employees
  - Competitive employment package
  - Similar P&L cost
  - Significantly reduce the rate at which pension liability grows
- Reduce risk and volatility to deficit through investment strategy and matching
- Deficit reduction contributions fixed to 2014
- Current agreement is to remove remaining deficit over 8 years to 2022
- But agreement subject to affordability, so repayment period can be varied



## Financial Strategy

### Diversify Sources & Maturity of Funding

- Financing agreed to 2013
- Diversify sources – risk of non-availability reduced
- Diversify maturity dates – avoids need to have all financing replaced at same time
- Underlying strength of cash flows makes this aim achievable



## Conclusion

- Comprehensive disclosure of financial position
- Cash flow is strong and can service financial obligations
- Financial position is secure
- Addressing swap and pension risks
- Achievable medium term target debt level
- Disposals will be considered to accelerate achievement

**Prospect of more stable and diversified financial structure combined with a successful trading strategy offers considerable value to shareholders**



**Robert Schofield**

**Chief Executive Officer**

**2010 H1 Performance**



## **2010**

# **What Is Happening In Our Markets?**

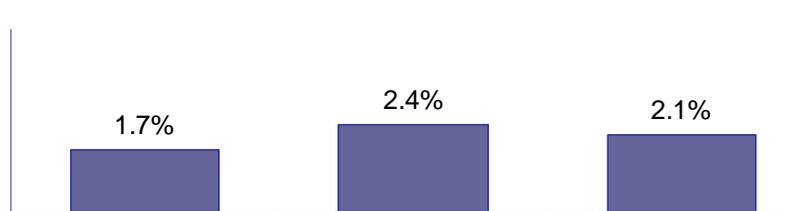


# Total Grocery Market

## Grocery Market Movement – 2010 H1 vs 2009 H1

Total annual value of market £66.4bn

### Value Growth

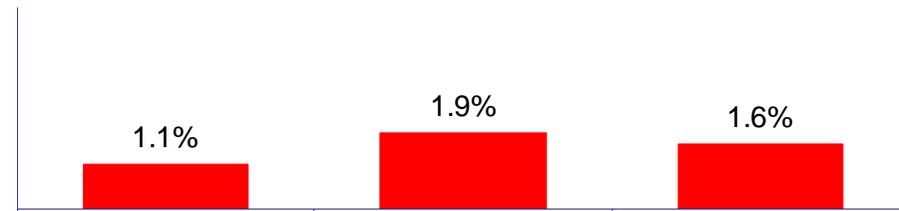


Brands

Retailer brands

Total market

### Volume Growth



Brands

Retailer brands

Total market

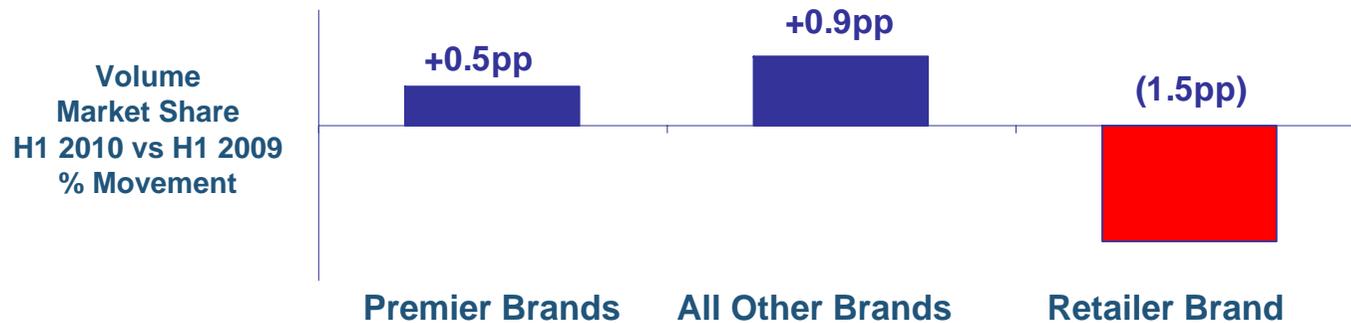
Total Grocery Market In Broad Low Level Growth



# Performance In Our Categories

Total annual value of our categories £7.6bn

## Market Volume (1.0%)



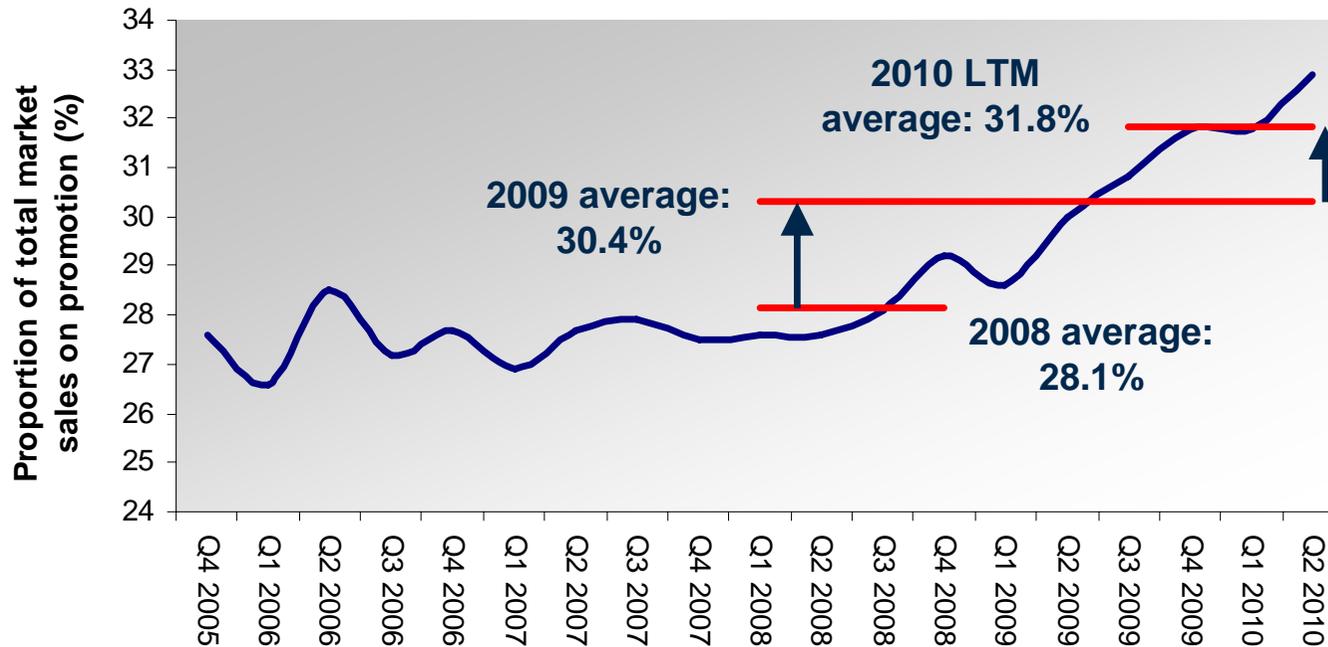
## Market Value (0.9%)



**But In Our Categories, Retailer Brand Decline Continues As Brands Continue To Promote And Innovate**



## Promotional Activity Across The Market Has Increased During The Recession...



- Proportion of volume on deal continues to increase
- And depth of deal also increasing

**Our Markets Continue To Be Very Competitive**



## Branded Pro Forma Sales Performance

|                      | Q1 2010<br>£m | v Q1 2009<br>% | Q2 2010<br>£m | v Q2 2009<br>% | H1<br>£m   | v H1 2009<br>% |
|----------------------|---------------|----------------|---------------|----------------|------------|----------------|
| <b>Grocery</b>       | 265           | (0.4)          | 266           | 2.7            | 531        | 1.1            |
| <b>Hovis</b>         | 94            | 1.6            | 99            | (1.5)          | 193        | 0.0            |
| <b>Chilled</b>       | 33            | (4.7)          | 33            | (1.1)          | 66         | (2.9)          |
| <b>Total Branded</b> | <u>392</u>    | <u>(0.3)</u>   | <u>398</u>    | <u>1.3</u>     | <u>790</u> | <u>0.5</u>     |

- Sales growth improving in Grocery and Meat-free
- Branded bread volumes up 3.3% in H1 but offset by wheat deflation of £4m



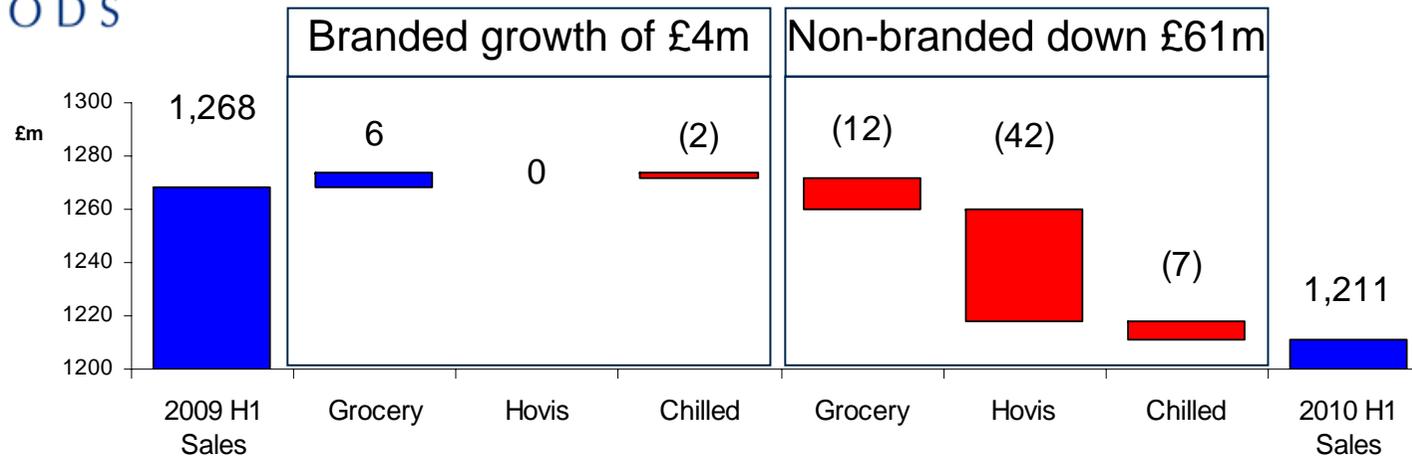
## Non-branded Pro Forma Sales Performance

|                          | Q1<br>£m | v Q1 2009<br>% | Q2<br>£m | v Q2 2009<br>% | H1<br>£m | v H1 2009<br>% |
|--------------------------|----------|----------------|----------|----------------|----------|----------------|
| <b>Grocery</b>           | 95       | (7.3)          | 93       | (4.6)          | 188      | (6.0)          |
| <b>Hovis</b>             | 73       | (20.7)         | 71       | (24.5)         | 144      | (22.6)         |
| <b>Chilled</b>           | 46       | (9.8)          | 43       | (4.4)          | 89       | (7.3)          |
| <b>Total non-branded</b> | 214      | (12.9)         | 207      | (12.4)         | 421      | (12.7)         |

- Sales decline improving in Grocery and Chilled: New contracts should benefit H2
- Hovis non-branded still affected by market decline, wheat deflation and contract exits to free up capacity for branded growth



## Pro Forma Group Sales



- Group sales decline of 4.5% due to non-branded down 12.7%
  - Grocery non-branded – Total £12m
    - Market down 3% - £6m
    - Contract exits in Q3 2009
  - Hovis non-branded – Total £42m
    - Flour deflation - £11m, limited profit impact
    - Retailer brand bread market decline of 13% - £13m
    - Contract exits in Q3 2009 to provide capacity for branded growth - £13m
    - Lower flour volumes - £5m
  - Chilled - Brookes Avana operating in very competitive market – volume and price declines

**We Continue To Manage The Non-branded Portfolio For Profit**



## Branded Sales Growth

- Drive brands grew 3.2% in value and 5.2% in volume, compared to market volume decline of 1.7%
- Core brands grew 1.7% in value and 4.0% in volume compared to market volume decline of 1.0%
- Defend brand sales declined as we prioritised marketing and promotional spend behind Drive and Core brands
- Total volume decline reflects volatility of non-branded volumes – market declines and contract exits

| Brand                     | Sales<br>£m  | H1 Growth y-o-y<br>% Value | H1 Growth y-o-y<br>% Volume |
|---------------------------|--------------|----------------------------|-----------------------------|
| Loyd Grossman             | 21           | 0.0                        |                             |
| Sharwood's                | 32           | 6.7                        |                             |
| Mr. Kipling               | 62           | 3.3                        |                             |
| Ambrosia                  | 39           | 5.4                        |                             |
| Hartley's                 | 29           | 16.0                       |                             |
| Hovis                     | 174          | 2.4                        |                             |
| Quorn                     | 60           | (1.6)                      |                             |
| <b>Drive brands</b>       | <b>417</b>   | <b>3.2</b>                 | <b>5.2</b>                  |
| Batchelor's               | 63           | 0.0                        |                             |
| Oxo                       | 18           | 5.9                        |                             |
| Bisto                     | 38           | 2.7                        |                             |
| Branston – Food Enhancers | 19           | 5.6                        |                             |
| Branston – Beans          | 16           | 6.7                        |                             |
| Cadbury cakes             | 27           | (3.6)                      |                             |
| <b>Core brands</b>        | <b>181</b>   | <b>1.7</b>                 | <b>4.0</b>                  |
| <b>Defend brands</b>      | <b>192</b>   | <b>(5.9)</b>               | <b>0.1</b>                  |
| <b>Total branded</b>      | <b>790</b>   | <b>0.5</b>                 | <b>3.5</b>                  |
| Non-branded               | 421          | (12.7)                     | (9.6)                       |
| <b>Total</b>              | <b>1,211</b> | <b>(4.5)</b>               | <b>(4.0)</b>                |

**Drive And Core Brands Continue To Grow**



# Strategic Development

- Targets set out at prelim results in February

|  | H1 2010 |        |   |
|--|---------|--------|---|
|  | Premier | Market |   |
| Drive brands growing volumes 1-2% ahead of market                  | 5.2%    | (1.7%) | ✓ |
| Core brands growing volumes in line with market                    | 4.0%    | (1.0%) | ✓ |
| Defend brands growing volumes in line with market                  | 0.1%    | 0.2%   | ✓ |
| Retailer brand growing volumes in line with market                 | (9.6%)  | (5.9%) | ✗ |
| Total volume growth 0-2% ahead of market                           | (4.0%)  | (1.1%) | ✗ |
| Procurement savings in Grocery                                     | £11m    |        | ✓ |
| Manufacturing controllable costs in Grocery to be reduced by 4% pa | £5m     |        | ✓ |
| Grocery administration cost savings                                | £4m     |        | ✓ |
| Increased marketing  | £4m     |        | ✓ |

**Delivering On Most Of Our Strategic Targets**

## Grocery

| £m                     |             | 2010 H1 | 2009 H1 | YoY % |
|------------------------|-------------|---------|---------|-------|
| Pro forma sales        | Branded UK  | 481     | 470     | 2.3   |
|                        | Ireland     | 50      | 55      | (9.1) |
|                        | Non-branded | 188     | 200     | (6.0) |
|                        | Total       | 719     | 725     | (0.8) |
| Trading profit         |             | 92      | 100     | (8.0) |
| <i>Branded sales %</i> |             | 74%     | 72%     |       |

- Sales
  - Good branded growth in UK: Drive brands up 5.7% and Core brands up 1.7%
  - Sales growth of 0.7% in Q2 ahead of (2.3%) in Q1
  - Gaining volume market share – up 60bps to 19.3%
  - Ireland down 9% in £, 6% in €: market remains difficult
  - Retailer brand volume reduction – market decline and contract exits in H2 2009
- Working capital focus delivered £50m reduction in stocks
- Trading profit decrease due to additional pension (£4m) and restructuring costs (£5m)

**Branded Activity Driving Increased Market Share**



# Brand Developments

**Branston – Sales up 6.1%**

- New Chakalaka Relish
- New Pesto and Peri Peri Mayo



**New Loyd For One sauces**



**Sharwoods – Sales up 6.7%**

- New Udon noodles
- New Chow Mein Sauce



**Mr Kipling – Sales up 3.3%**

- New Ice Cream Range
- Mr Kipling Oatibakes launched

**Ambrosia – Sales up 5.4%**

- New flavour Crumble Puds
- New flavour Jelly Puds



**Hartley's – Sales up 16.0%**

- New single Frujies range
- New Cherries in Jelly





## Great Little Ideas



- What are Great Little Ideas?
  - A series of hints and tips for our favourite brands in a range of simple recipes to help consumers break out of standard meal repertoire boredom
  - Communicated on TV, on-pack, in-store and through a GLI website
  - New brand and logo, cutting across all media and retailer comms in 2010
- 8 weeks IRI sales show base volume growth on brands with GLI
- [www.greatlittleideas.com](http://www.greatlittleideas.com) is a primary vehicle for communication
  - Over 350,000 UK consumers visited with dwell time almost 4 minutes and average 5 pages per view
  - Phase 2 is now live !
    - Create an on-line account
    - share GLIs on Facebook and Twitter
    - rewards for sending GLIs, sharing, general chattering !
- Wave 2 TV is on air through July

**Driving Consumption Across Our Broad Portfolio**

## Hovis

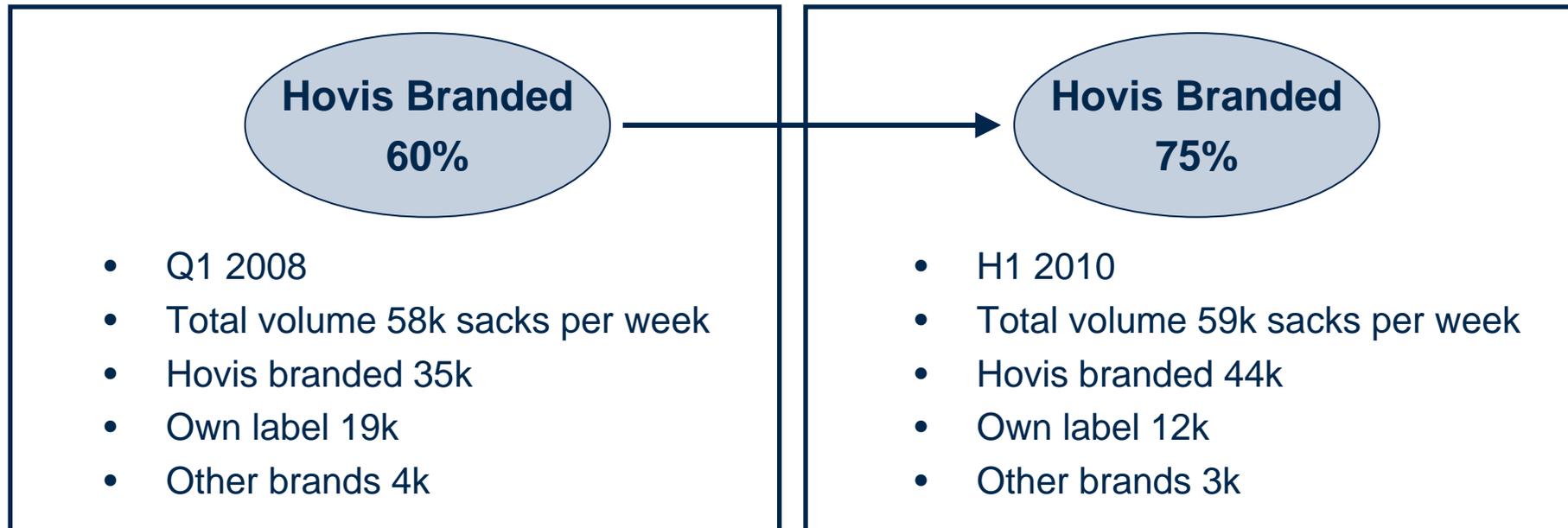
| £m                     |                    | 2010 H1 | 2009 H1 | YoY %  |
|------------------------|--------------------|---------|---------|--------|
| Pro forma sales        | Branded bakery     | 183     | 181     | 1.1    |
|                        | Non-branded bakery | 74      | 100     | (26.0) |
|                        | Milling            | 80      | 98      | (18.4) |
|                        |                    | <hr/>   | <hr/>   | <hr/>  |
|                        |                    | 337     | 379     | (11.1) |
| Trading profit         |                    | 15      | 10      | 50.0   |
| <i>Branded sales %</i> |                    | 57%     | 51%     |        |

- Hovis brand market share solid at 24.8%<sup>1</sup>
- Hovis branded bread volumes up 5.1% on H1 2009
- Non-branded bakery and milling decline
- Competitive market place likely to impact H2
- Wheat prices rising significantly: bread and flour price rises inevitable

**Profit Progress Continues in H1 2010**  
**Sales Decline Due To Wheat Deflation And Non-branded Volumes**



## The Hovis Story – Improving the Branded Mix In Bread

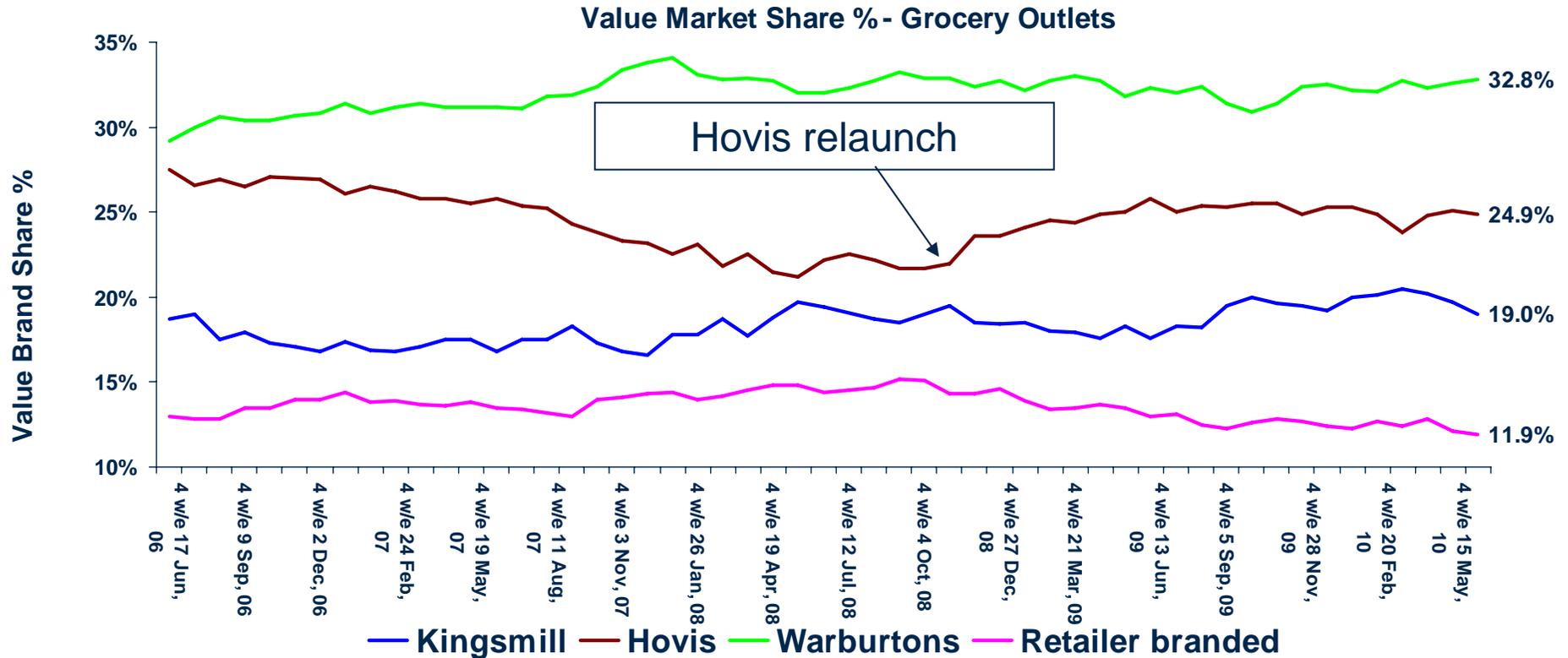


- We have moved mix of production towards branded bread
- Priority continues to be branded production

**We Are Selling 100 Million More Loaves Per Annum Of Hovis Bread Than Before The Relaunch**

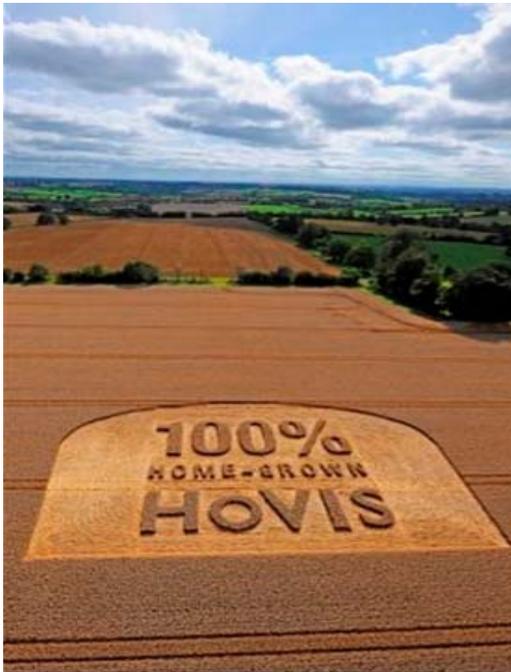


# Value Share Of Pre-packaged Bread, Total Grocery Outlets

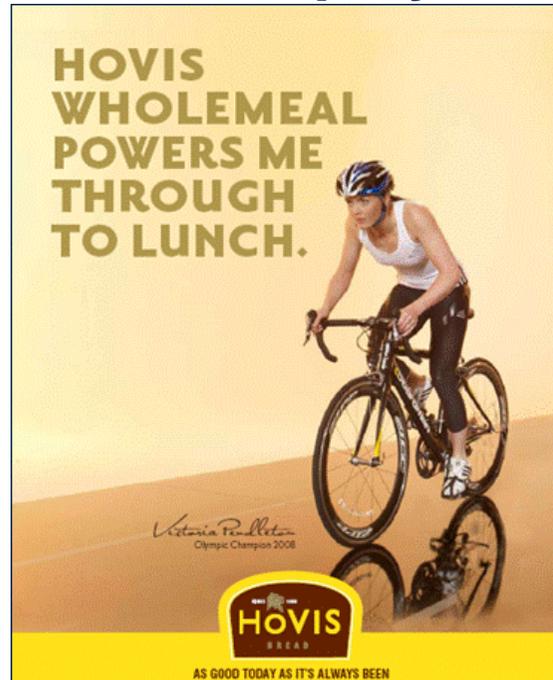


- Hovis holding share in increasingly competitive market
- Change in definition of wrapped bread market by data supplier: now excludes certain impulse outlets
- Retailer branded bread market volume down 13% on H1 2009 and 25% since H1 2008

## Hovis 2010 – Continuing to Build Brand Equity



- 100% British Wheat
  - £5m marketing campaign
  - Our biggest ever TV burst from 12<sup>th</sup> February
  - Poster campaign from 1<sup>st</sup> March



- 3 year partnership with Olympic Gold Medallist Victoria Pendleton
  - Wholemeal Challenge
  - Promoting the health benefits of bread



- Hearty Oats Loaf
  - 50% Oats
  - Can help maintain cholesterol levels
  - Approved by HEART UK

## Chilled

| £m                     |               | 2010 H1 | 2009 H1 | YoY % |
|------------------------|---------------|---------|---------|-------|
| Sales                  | Brookes Avana | 89      | 96      | (7.3) |
|                        | Meat-free     | 66      | 68      | (2.9) |
|                        | Total         | 155     | 164     | (5.5) |
| Trading profit         |               | 3       | 7       |       |
| <i>Branded sales %</i> |               | 43%     | 41%     |       |

- Brookes Avana:
  - Lower sales due to reduced promotional activity
  - Market remains very competitive
  
- Meat-free:
  - Lower sales due to reduced consumer and promotional activity vs Q1 2009
  - Meat-free manufacturing restructure completed in H1 2010 and delivering savings
  - Quorn returned to growth in Q2: Meat-free expected to return to growth in H2



## 2010 Outlook

- Continuation of tough consumer and competitive environment
- Input cost inflation rising again
- Despite these developments, and absent any further adverse change, we continue to expect to make further progress



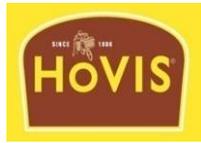
## Summary

- Branded development continues
- Total sales decrease due to decline of low value non-branded sales
- Cost and efficiency savings in line with strategic objectives
- Cash generation and debt reduction on target
- Financial strategy:
  - Reduce financial risks from swaps and pensions
  - Diversify sources and maturity of funding
  - Target set for Average debt / EBITDA: reduce from 4.54x to <3.25x over medium term

**As We Deliver Our Financial Strategy, The Full Benefit Of EBITDA And Cash Delivery Should Flow Through**



# The Best in British Food with Brands You Really Love





# Appendices



## Definitions

Trading profit is defined as operating profit from continuing operations before exceptional items, amortisation of intangible assets, the revaluation of foreign exchange and other derivative contracts under IAS39 and pension credits or charges in relation to the difference between the expected return on pension assets, administration costs and interest costs on pension liabilities.

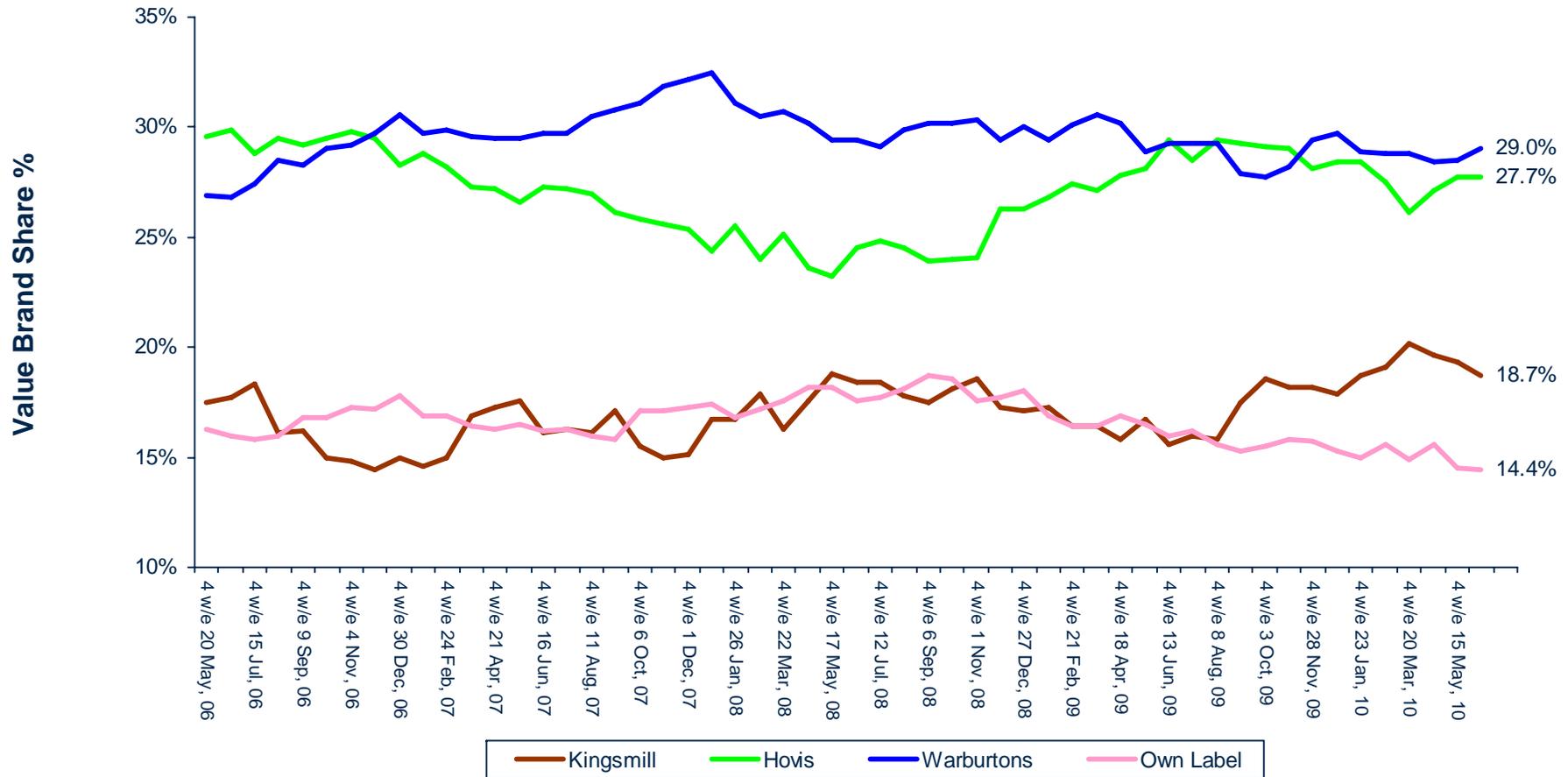
Adjusted profit before tax is defined as Trading profit less net regular cash interest costs and regular amortisation of debt issuance costs.

Adjusted earnings per share is defined as Adjusted profit before tax less tax at a notional tax rate for the Group divided by the average number of shares in issue during the period.

None of trading profit, adjusted profit before tax or adjusted earnings per share are measures of profitability defined under IFRS and may not be comparable from one company to another.

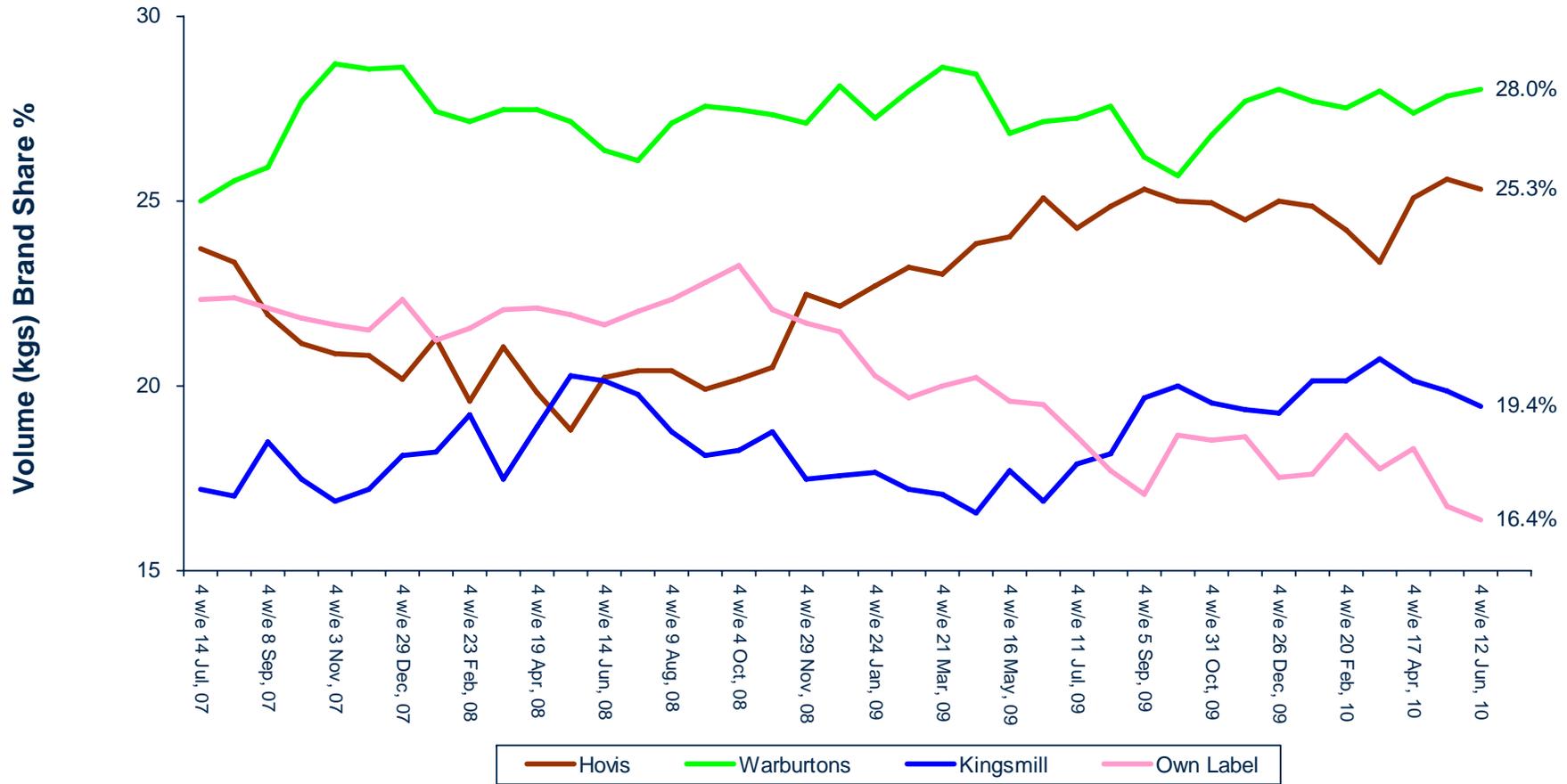


# Value Share Of Pre-packaged Bread, Major Multiples Outlets





# Volume Share of Pre-packaged Bread, Total Grocery Outlets



Total Hovis = Hovis + Nimble

## Interest Charges

| £m   | 2010 H1    | 2009 H1   |
|--|------------|-----------|
| Net debt interest                                | 31         | 48        |
| Securitisation interest                          | 1          | 1         |
| Swap contract interest – matching                | 27         | 20        |
| Amortisation and deferred fees                   | 7          | 5         |
| <b>Normal interest charge</b>                    | <b>66</b>  | <b>74</b> |
| Swap contract – additional interest              | 11         | 4         |
| <b>Regular net interest charge</b>               | <b>77</b>  | <b>78</b> |
| Unwind of provision discount                     | 1          | -         |
| IAS 39 – fair valuation of financial instruments | 43         | (34)      |
| Exceptional write off of financing costs         | -          | 3         |
| Accelerated amortisation of debt issuance costs  | -          | 10        |
| <b>Reported net interest charge</b>              | <b>121</b> | <b>57</b> |

## Taxation

- P&L credit for half year of £14.1m on loss on continuing activities; a rate of 25.9% impacted by:
  - Adjustments for share based payments that are not allowable for tax
  - Differing rates of taxation applied to overseas results.
- Cash tax rates expected to be minimal:
  - Reduced by:
    - Capital allowances in excess of depreciation charges
    - Pension contributions in excess of the profit and loss charge
  - But increased by:
    - Amortisation of intangible assets that are not eligible for tax relief
    - Fluctuations in the market value of derivative contracts that do not give rise to current tax relief
- Due to the above we expect to pay cash tax in 2010 of £2m on UK and overseas liabilities
- The proposed reductions in UK corporate tax rates will reduce cash taxes going forwards although the benefit will be offset by the reductions in capital allowance rates
- Based on the balances in the interim financial statements the proposed reductions would reduce deferred tax provisions by £1.5m per annum for the next four years

## Earnings Per Share

| £m   | 2010 H1        | 2009 H1        | %             |
|--|----------------|----------------|---------------|
| <b>Trading profit</b>                      | <b>110</b>     | <b>117</b>     | <b>(6.0)</b>  |
| Regular interest                           | (77)           | (78)           | 1.3           |
| <b>Adjusted profit before tax</b>          | <b>33</b>      | <b>39</b>      | <b>(15.4)</b> |
| Tax at 28%                                 | (9)            | (11)           | (18.2)        |
| <b>Adjusted profit after tax</b>           | <b>24</b>      | <b>28</b>      | <b>(14.3)</b> |
| <b>Adjusted eps</b>                        | <b>1.0</b>     | <b>1.6</b>     | <b>(37.5)</b> |
| <b>Average shares in issue (millions)</b>  | <b>2,398.0</b> | <b>1,743.9</b> |               |
| <b>Pro forma adjusted profit after tax</b> | <b>24</b>      | <b>30</b>      |               |
| <b>Pro forma eps</b>                       | <b>1.0</b>     | <b>1.2</b>     |               |
| <b>Closing shares in issue (millions)</b>  | <b>2,398.0</b> | <b>2,398.0</b> |               |

- Pro forma uses 2010 definition of Trading profit, closing number of shares and interest calculated assuming that the refinancing was completed on 31 December 2008

## Pension Valuation And Assumptions

| <b>Pension Deficit (£m)</b> | <b>Jun 2010</b> | <b>Dec 2009</b> |
|-----------------------------|-----------------|-----------------|
| Assets                      | 2,644           | 2,530           |
| Liabilities                 | (3,075)         | (2,959)         |
| Gross deficit               | (431)           | (429)           |
| Deferred tax                | 119             | 119             |
| Net deficit                 | (312)           | (310)           |

| <b>Assumptions</b>                      | <b>Jun 2010</b> | <b>Dec 2009</b> |
|---|-----------------|-----------------|
| Discount rate                           | 5.5%            | 5.8%            |
| Inflation (derived)                     | 3.3%            | 3.5%            |
| Expected salary increases (RHM/Premier) | 4.3% / 4.3%     | 3.5% / 4.5%     |
| Future pension increases (RHM/Premier)  | 3.3% / 2.2%     | 2.2% / 2.2%     |
| Mortality assumptions                   | Medium Cohort   | Medium Cohort   |



## Swap Instruments

| Instrument Type   | Nominal Value<br>£m | Interest H1 2010<br>£m |            | Maturity            | MTM<br>£m   |              |              |
|---|---------------------|------------------------|------------|---------------------|-------------|--------------|--------------|
|   |                     | Matching               | Additional |                     | Matching    | Additional   | Total        |
| Conventional swap   | 50                  | 3                      | -          | May 2013            | (3)         | -            | (3)          |
| Cap & collar swaps  | 350                 | 9                      | -          | Jun 2012            | (32)        | -            | (32)         |
| Long dated swaps  | 150                 | 3                      | -          | 2023                | (13)        | (20)         | (33)         |
| Long dated swaps  | 250                 | 6                      | -          | 2037                | (20)        | (41)         | (61)         |
| Digital swap  | 100                 | 2                      | 1          | Jun 2013            | (8)         | (7)          | (15)         |
| Digital swap  | 175                 | 3                      | 10         | Jun 2013            | (15)        | (43)         | (58)         |
| Financial instrument held at fair value through P&L account | 150                 | 1                      | -          | Aug 2012 / Jun 2013 | -           | (40)         | (40)         |
|   | <b>1,225</b>        | <b>27</b>              | <b>11</b>  |                     | <b>(91)</b> | <b>(151)</b> | <b>(242)</b> |

- The Conventional swap has a fixed coupon of 4.6%.
- The collar structures have a cap set at 6.21% and a floor at 4.45%, however, if LIBOR falls below the floor Premier pays 5.75% for the following quarter.
- Several of the long dated swaps have early termination provisions which become active from 2012. The swaps have an average fixed coupon of 4.87%.
- Digital swaps have a fixed coupon of 4.58% (£175m) and 4.40% (£100m). If LIBOR is below 3.25% and 3.50%, additional interest charges are due. On the £175m swap, the additional interest is 4.4x the difference between 3.25% and LIBOR. On the £100m swap the additional interest is the difference between 3.50% and LIBOR.
- The financial instrument held at fair value through profit & loss a/c delays the settlement of the mark to market until 2012 (optional break) or 2013 (mandatory break).

## Covenants

| £m                           | 2010 H1 |
|------------------------------|---------|
| Covenant Net debt            | 1,366   |
| Covenant EBITDA              | 364     |
| Covenant Interest            | 138     |
| Net debt / EBITDA actual     | 3.75    |
| Net debt / EBITDA maximum    | 4.50    |
| Net debt / EBITDA headroom % | 17%     |
| EBITDA / Interest actual     | 2.64    |
| EBITDA / Interest minimum    | 2.25    |
| EBITDA / Interest headroom % | 17%     |



## Balance Sheet

| £m                          | Jun 2010 | Dec 2009 |
|-----------------------------|----------|----------|
| Fixed assets                |          |          |
| Property, plant & equipment | 621      | 635      |
| Intangibles / goodwill      | 2,450    | 2,480    |
| Total fixed assets          | 3,071    | 3,115    |
| Working capital             |          |          |
| Stock                       | 217      | 214      |
| Debtors                     | 320      | 347      |
| Creditors                   | (425)    | (485)    |
| Total working capital       | 112      | 76       |
| Net debt                    |          |          |
| Gross borrowings            | (1,380)  | (1,383)  |
| Debt issuance costs         | 15       | 18       |
| Total net debt              | (1,365)  | (1,365)  |
| Other net liabilities       | (813)    | (761)    |
|                             | 1,005    | 1,065    |
| Share capital & premium     | 1,149    | 1,149    |
| Reserves                    | (144)    | (84)     |
|                             | 1,005    | 1,065    |

## Cash Flow

| £m   | 2010 H1    | 2009 H1      |
|--|------------|--------------|
| <b>Cash flow pre non-recurring items</b>                 | <b>2</b>   | <b>(83)</b>  |
| Operating exceptional cash costs                         | (4)        | (20)         |
| Integration capital expenditure                          | -          | (2)          |
| <b>Operating cash flow</b>                               | <b>(2)</b> | <b>(105)</b> |
| Disposal proceeds  | 4          | 54           |
| Net equity proceeds                                      | -          | 380          |
| Financing fees, discontinued operations & other non-cash | (2)        | (37)         |
| <b>Movement in net debt</b>                              | <b>-</b>   | <b>292</b>   |