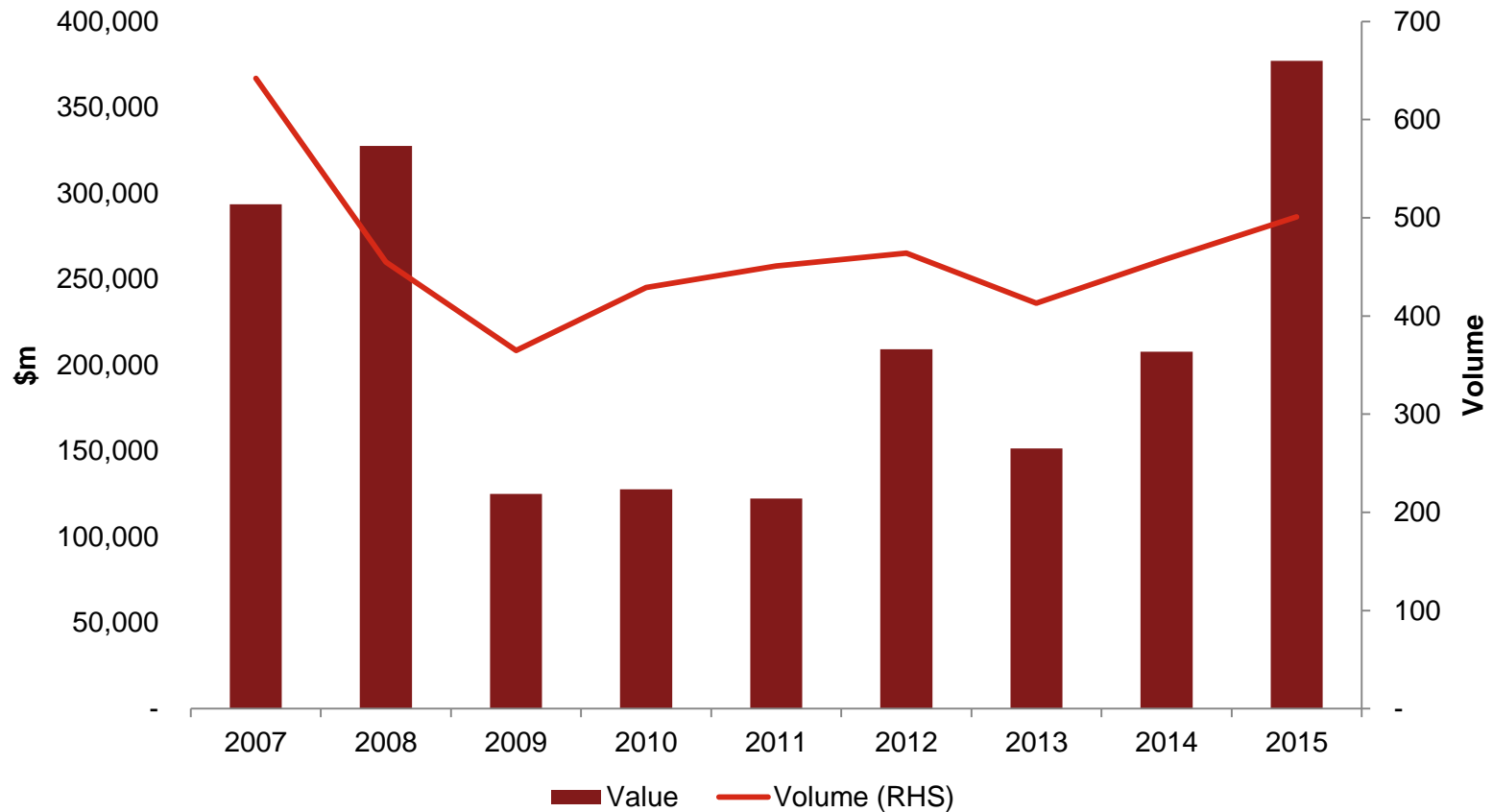


Consumer Goods Webcast

January 2016

A record year for consumer...

Consumer deal values and volumes: 2007 – 2015



Source: Dealogic

Consumer goods webcast
PwC

January 2016
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Top of the table for 2015...

Target	Target country	Sector	Acquirer	Acquirer country	Deal value (\$m)
SABMiller	UK	Beverages	Anheuser-Busch InBev	Belgium	117,406
Kraft Foods Group	USA	Food	HJ Heinz	USA	62,573
Jarden Corp	USA	Household Products	Newell Rubbermaid	USA	19,983
Procter & Gamble (Beauty Business)	USA	Health and Beauty	Coty	Austria	14,911
Keurig Green Mountain	USA	Beverages	Agnaten; BDT Capital Partners; Mondelez International	Austria	14,263
MillerCoors	USA	Beverages	Molson Coors Brewing	USA	12,000
Coca-Cola Iberian Partners SA	Spain	Beverages	Coca-Cola Enterprises	USA	6,176
Big Heart Pet Brands	USA	Pet Food	JM Smucker	USA	5,830
Reynolds American (Natural American Spirit)	Japan	Tobacco	Japan Tobacco	Japan	5,000
Souza Cruz SA	Brazil	Tobacco	British American Tobacco	UK	3,577

Source: Dealogic

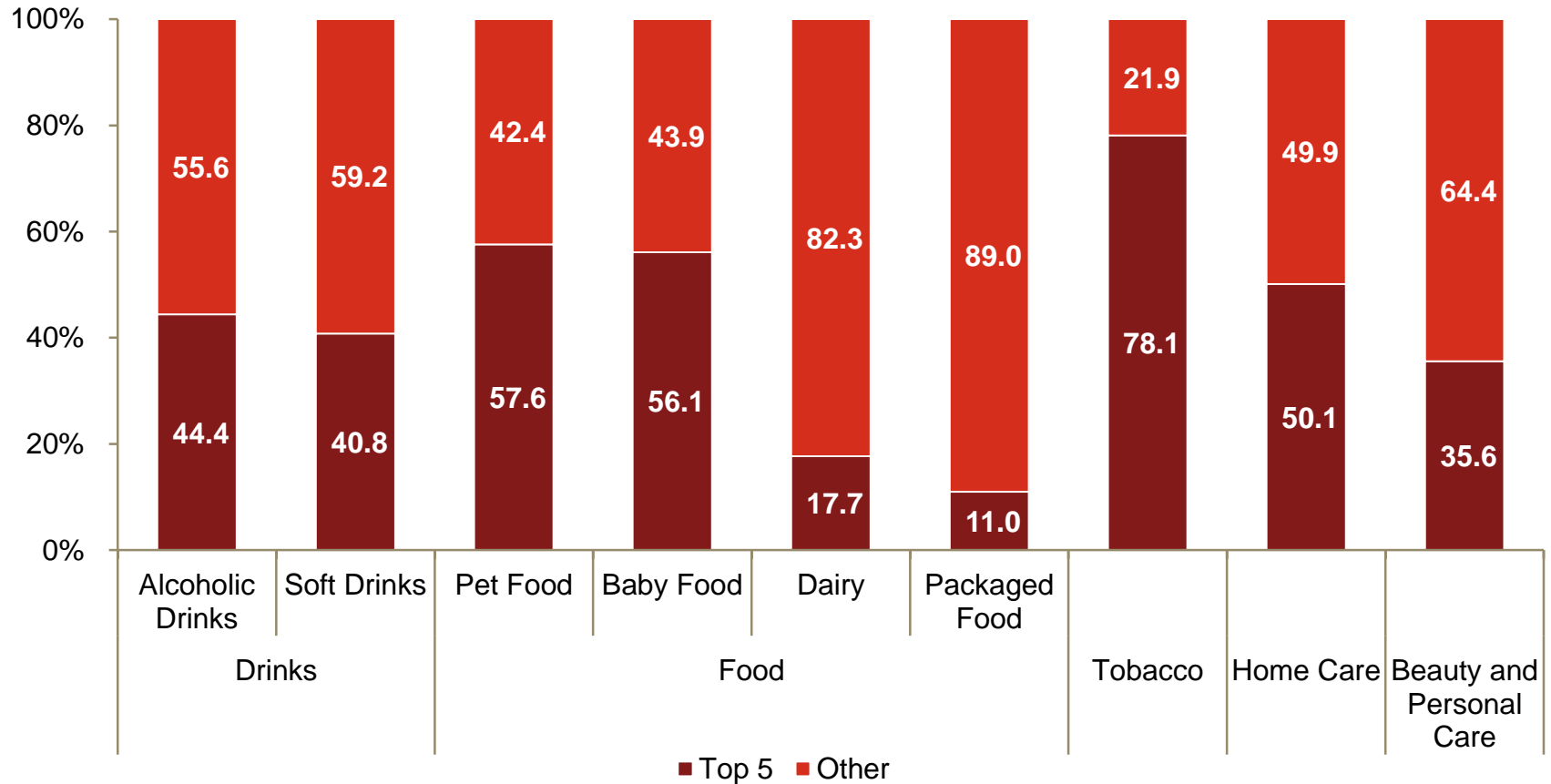
Source: Dealogic

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The PwC consolidation index...

Global market shares of top 5 companies vs the rest of the market, 2015



Source: Euromonitor and Ibisworld

Who's investing...?

Global Consumer deals by volume

FY15 rank	FY14 rank	Acquirer country	FY15 no. of deals	% domestic deals	Deal value (\$m)
1	(2)	China	117	84%	12,976
2	(1)	United States	72	67%	134,741
3	(4)	South Korea	37	95%	3,061
4	(5)	United Kingdom	27	41%	10,478
5	(3)	Japan	24	63%	9,882

Source: Dealogic

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What next for 2016...?



the Consumer

Global M&A trends in the Consumer sector

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Issue 1 Focus on Food/November 2015

the Consumer



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