

The background of the slide is a dark, almost black, surface. Overlaid on this are several concentric, glowing red circles that resemble ripples in water. Numerous small, translucent red bubbles of varying sizes are scattered throughout the scene, particularly concentrated in the upper right quadrant. The overall effect is one of dynamic movement and organic growth.

ANDREW MITCHELL

STRATEGIC CORPORATE DEVELOPMENT
& TRANSFORMATION

A Legacy of Value Creation at Coca-Cola Amatil &
CCEP Group (2017–2023)

THE ARCHITECT OF VALUE: FROM COCA-COLA AMATIL TO CCEP



**M&A | API
REGION**



THE ROLE

Served as Head of M&A for Australia, Pacific & Indonesia (API), reporting directly to the Global Head of M&A. Navigated the organization through the A\$12B takeover of Coca-Cola Amatil by CCEP.



THE MANDATE

Tasked with reshaping the post-merger portfolio, authoring the Southeast Asian inorganic growth strategy, and strengthening the commercial partnership with The Coca-Cola Company (TCCC).



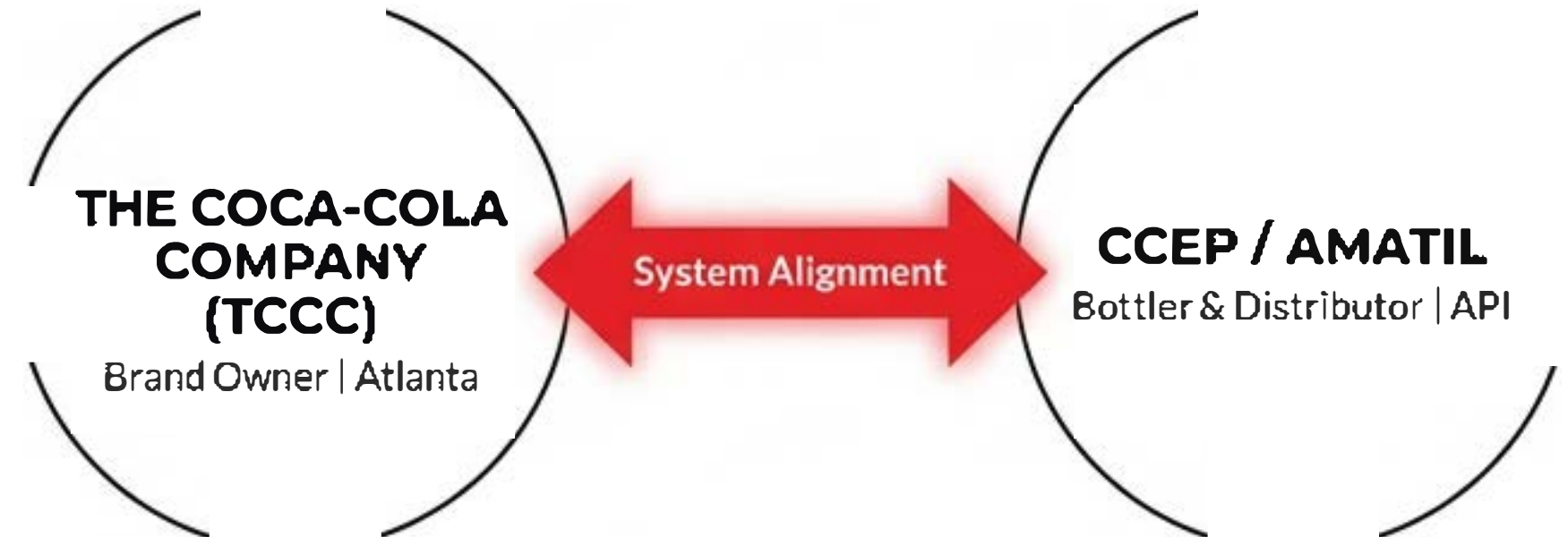
THE TRACK RECORD

Career participation in \$32B+ total deal value across 88 strategic transactions, with a specialized focus on the \$750M+ transaction portfolio managed specifically during CCEP tenure.

OPERATIONAL SCOPE: THE AUSTRALIA, PACIFIC & INDONESIA (API) REGION



THE SYSTEM DYNAMIC



Andrew Mitchell's role involved negotiating complex commercial rights, equity stakes, and manufacturing alignment between these two global entities to unlock regional growth.

THREE PILLARS OF STRATEGIC TRANSFORMATION

INORGANIC GROWTH



Expansion into new categories (Alcohol, Coffee, NARTD).

Key Win: Acquisition of Made Group (Project Bernard)

PORTFOLIO OPTIMIZATION



Divestment of non-core assets to recycle capital and focus resources.

Key Win: Exit from Beer & Cider (Project Jigsaw) & SPC Divestment

SYSTEM ALIGNMENT



Solidifying the partnership with TCCC to streamline decision making.

Key Win: Consolidation of Indonesian Bottling Operations

PILLAR I: DRIVING GROWTH THROUGH STRATEGIC ACQUISITIONS



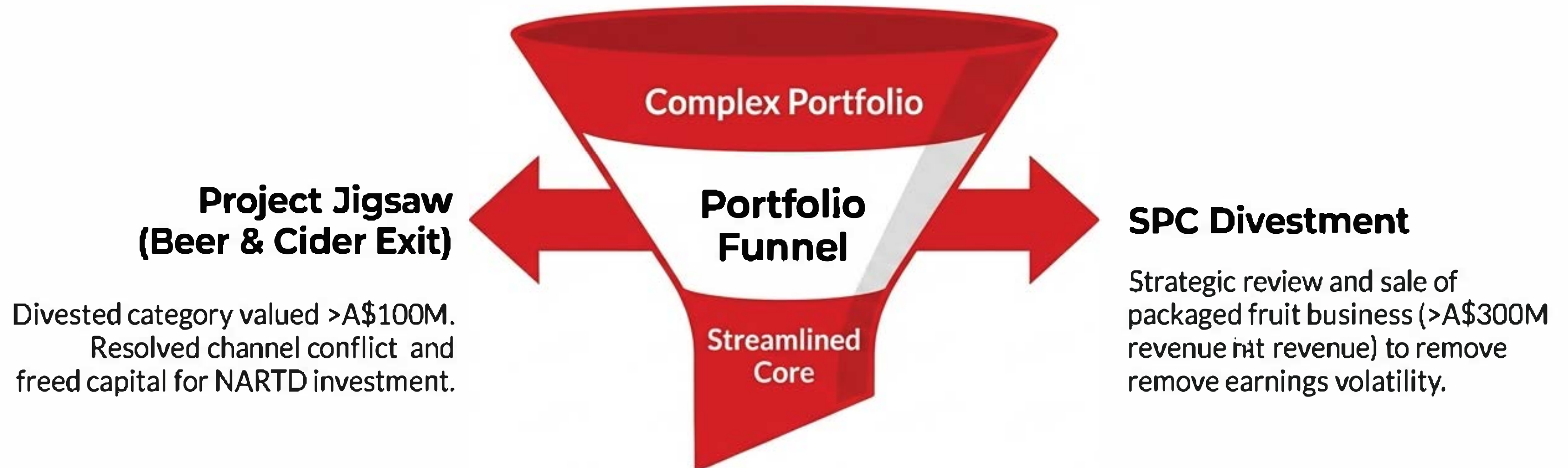
CASE STUDY: PROJECT BERNARD (MADE GROUP)

- **THE DEAL:** Joint acquisition with TCCC of a 45% stake in Made Group (leading beverage innovation hub, >A\$100M revenue).
- **THE STRATEGY:** Secured access to high-growth functional beverages and dairy categories.
- **THE STRUCTURE:** Negotiated a complex, phased acquisition path granting CCEP a contractual route to 100% ownership, mitigating initial risk while securing future upside.

ADDITIONAL GROWTH CONTEXT

Executed the bolt-on acquisition of Feral Brewing to support the Alcohol division's growth strategy (prior to strategic pivot).

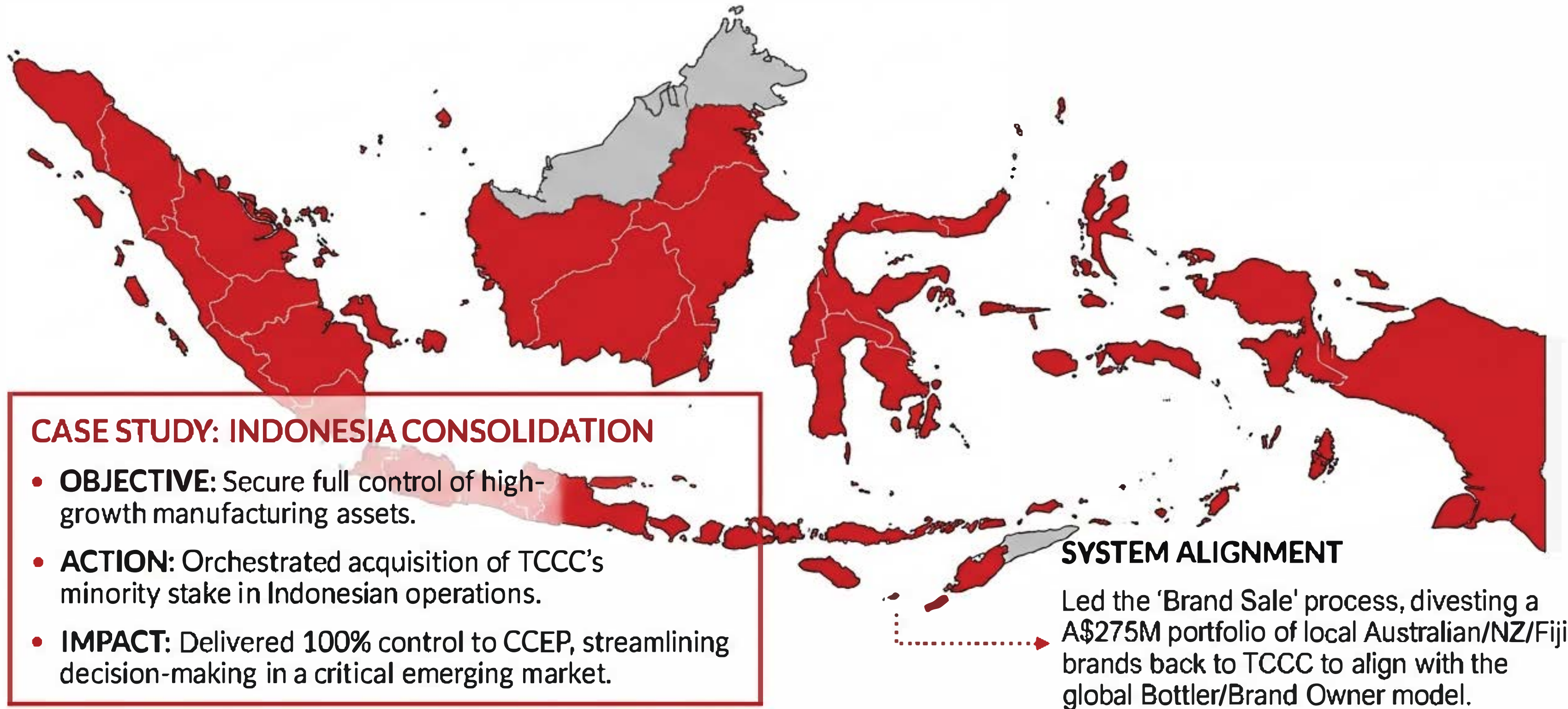
PILLAR II: FINANCIAL DISCIPLINE & PORTFOLIO RATIONALIZATION



THE STRATEGIC 'NO'

Capital Preservation: Evaluated a potential ~A\$1.7B acquisition of a leading convenience retail franchise but recommended **AGAINST** the transaction to preserve capital and strategic focus.

PILLAR III: UNIFYING THE SYSTEM IN SOUTHEAST ASIA



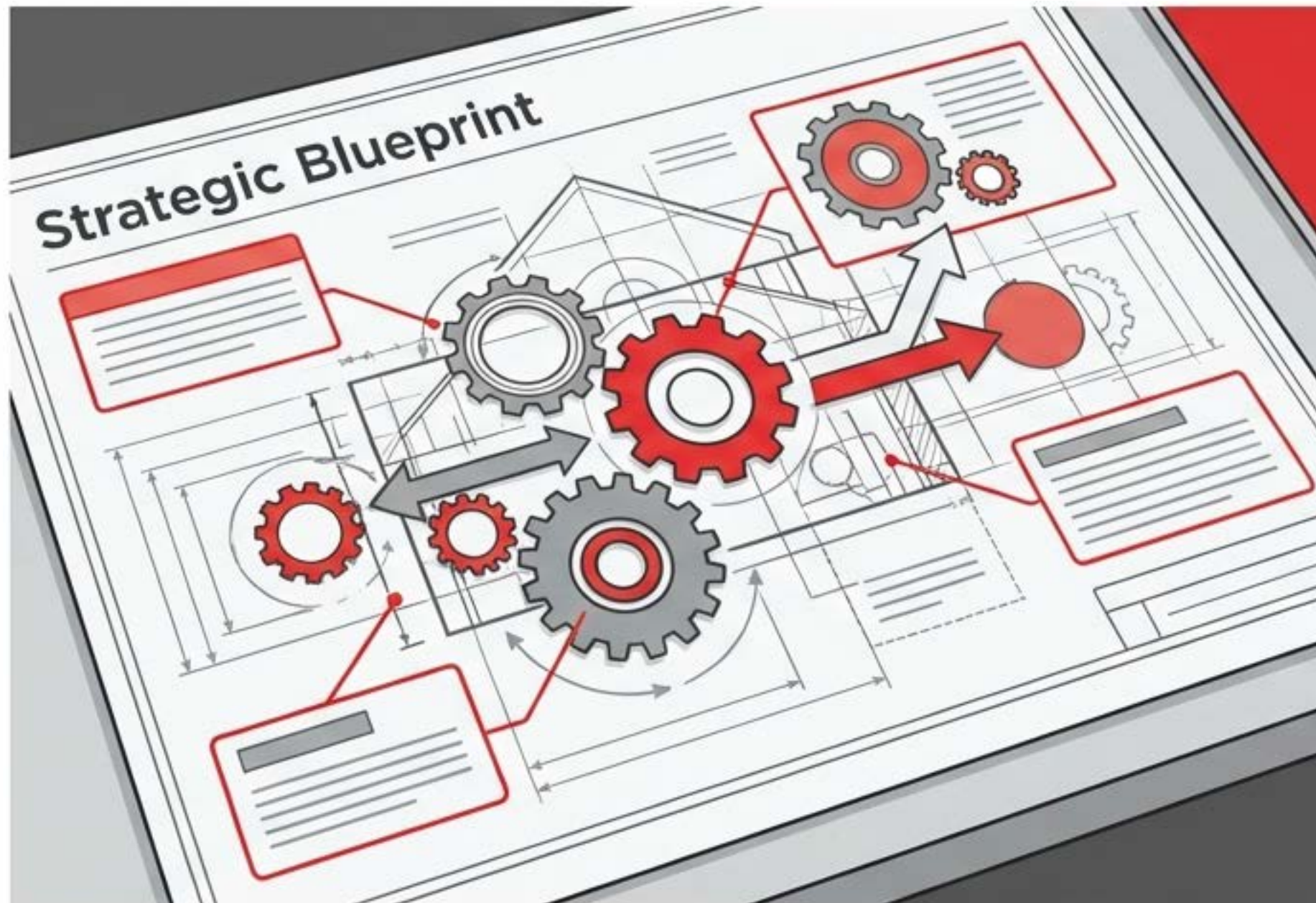
CASE STUDY: INDONESIA CONSOLIDATION

- **OBJECTIVE:** Secure full control of high-growth manufacturing assets.
- **ACTION:** Orchestrated acquisition of TCCC's minority stake in Indonesian operations.
- **IMPACT:** Delivered 100% control to CCEP, streamlining decision-making in a critical emerging market.

SYSTEM ALIGNMENT

Led the 'Brand Sale' process, divesting a A\$275M portfolio of local Australian/NZ/Fiji brands back to TCCC to align with the global Bottler/Brand Owner model.

ARCHITECTING THE SOUTHEAST ASIAN ROADMAP



THE MANDATE

Authored the definitive strategic framework for CCEP's inorganic growth in Southeast Asia.

THE ANALYSIS

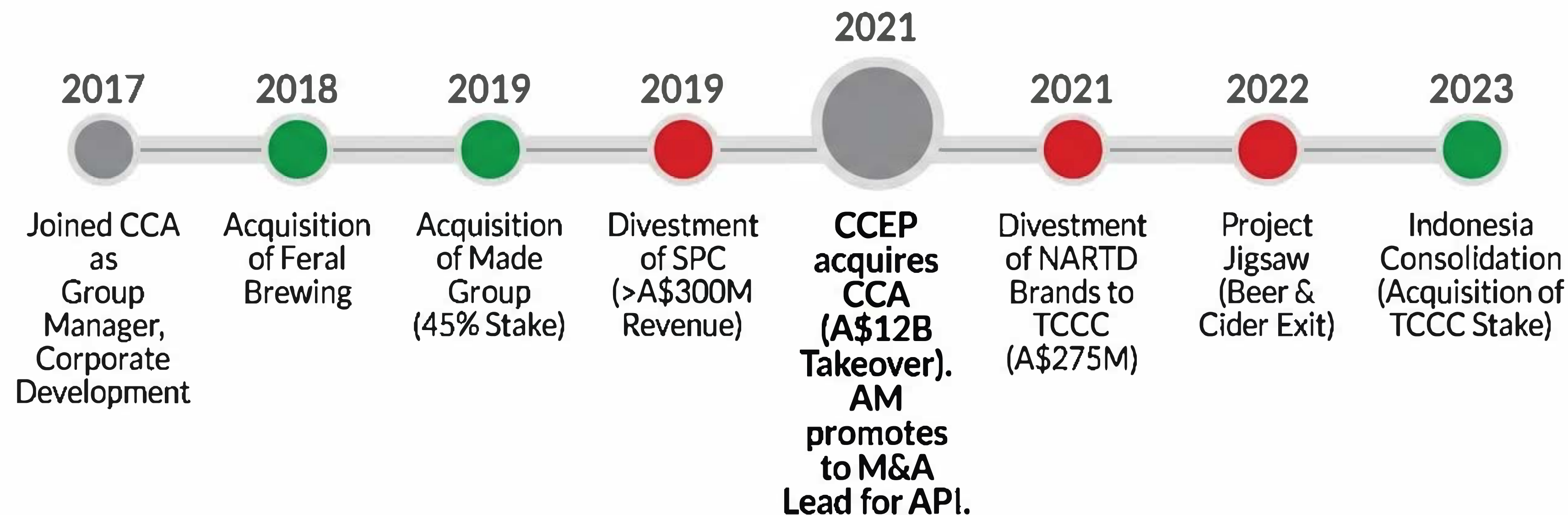
Presented comprehensive evaluations of expansion options across Malaysia, Singapore, and the Philippines to the CCEP Board and Global Leadership.

STRATEGIC IMPACT

Defined the "Inorganic Growth Options" paper, effectively setting the long-term M&A agenda for the region.

Provided subject matter expertise for the 2020 Board Strategy Refresh.

THE TRANSACTION LEDGER (2017-2023)



QUANTIFIABLE IMPACT & FINANCIAL METRICS

\$32B+

Total value of strategic transactions participated in/led over career.

\$750M+

Transaction portfolio managed specifically during CCEP tenure.

14.6%

ROCE achieved on bolt-on M&A programs (historical context).

\$100M+

Capital recycled via non-core asset divestments.

\$300M+ Revenue impact of SPC strategic review and sale.

LEADERSHIP, INFLUENCE & STAKEHOLDER TRUST



BOARD INFLUENCE

Trusted to author and present papers for the CCEP Board regarding SEA expansion.
Served as the 'Right Hand' to the Global Head of M&A for the API region.



CHANGE MANAGEMENT

Managed the complexity of the A\$12B Asciano takeover and the CCEP integration, demonstrating stability during massive corporate pivots.



RECOGNITION

MBA from Macquarie Graduate School of Management (MGSM) - Merit Award for Corporate Acquisitions.
Dean's List (University of Richmond).
Innovation Award (ANZ).



A LEGACY OF STRATEGIC CLARITY

From navigating a \$12B takeover to streamlining the regional portfolio, Andrew Mitchell has delivered a legacy of financial discipline, strategic clarity, and system alignment.

Andrew Mitchell

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