

NEW BRAND PROPOSAL - 5 YEAR SCENARIO SUMMARY DASHBOARD

PLAN NAME	CANCOSE	START DATE	1 JAN 1997
PLAN	CANADA 2E	START DATE	1 JAN 1997
START DATE	1 JAN 1997		
SCENARIO TERMS (MONTHS):			
LEAD 3100 (MONTHS)	12		
WMS STOCK (MONTHS)	1		
GENERAL INFLATION RATE	5.00%	5.00%	5.00%
LEAF INFLATION RATE	5.00%	5.00%	5.00%
WMS INFLATION RATE	4.50%	4.50%	4.50%
WMS INFLATION RATE	4.50%	4.50%	4.50%

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
VOLUMES (M)	2,70	4,00	4,50	5,50	5,50	0,00
LEAF VARIETY PRICE	1,95	25,75	27,85	28,95	30,14	31,34
NET VARIETY PRICE (M)	1	12,74	14,25	15,85	15,45	16,07
PRICE* COST/MILL	0,00	0,00	0,00	0,00	0,00	0,00
CGT	0,00	0,00	0,00	0,00	0,00	0,00
LEAF	2,225	2,44	2,65	2,75	2,90	0,00
WMS	1,655	1,53	1,71	1,78	1,55	0,00
FEE	0,20	0,00	0,00	0,00	0,00	0,00
GIN	0,000	0,00	0,00	0,00	0,00	0,00
VARIABLE COST/MILL	3,50	4,07	4,34	4,55	4,77	0,00

	NO	1,42	1,42	1,42	1,42	1,42
ROSS CONTRIBUTION/MILL	5,24	10,22	10,52	10,91	11,31	0,00
TOTAL GROSS CONTRIBUTION (2 000'S)	27	41	47	55	62	0
SUPPORT EXPENDITURE	3	4	5	5	6	0
FREE STOCKS	1	0	0	0	0	0
STOCKS	9	0	0	0	0	0
NET CONTRIBUTION	22	37	42	50	57	0
PRODUCTION EXPENSE	4	5	6	7	8	0
ANNUAL GAIN	19	31	36	42	49	0

	0,00	0,00	0,00	0,00	0,00	0,00
EFFECT ON OWN BRANDS	0	0	0	0	0	0
VOLUME REDUCTION	0	0	0	0	0	0
FINANCIAL LOSS	0	0	0	0	0	0
NET MARKET IMPACT	19	31	36	42	49	0
MOVEMENT IN WORKING CAPITAL						
WMS Stocks	7	4	2	2	2	-17
WMS Stocks	0	0	0	0	0	-1
Receivables	6	2	2	2	2	-15
TOTAL CHANGES IN WORKING CAPITAL	13	6	4	4	4	-35

	0,00	0,00	0,00	0,00	0,00	0,00
DEVELOPMENT COSTS	4	0	0	0	0	0
CAPITAL EXPENDITURE	0	0	0	0	0	0
TAXATION	0	1	2	3	3	4
TOTAL CASH MOVEMENT	2	22	30	36	41	29
CUMULATIVE CASH FLOW	2	24	54	90	131	160

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NEW BRAND PROPOSAL - 5 YEAR SCENARIO STRATEGIC LAUNCH

BRAND: BEFX  
 MARKET: CANADA BF  
 LAUNCH DATE: 1 JAN 1993

BASE ASSUMPTIONS (EXCLUDING INDIRECT OVERHEADS):

NPV (E000): 20,000 ERR  
 IRR: 15%

IND. PER MILLE FIRST YEARS

YEAR 1 YEAR 2 YEAR 3 YEAR 4 YEAR 5 YEAR 6

VOLUMES-ans.	3.70	4.00	4.50	5.00	5.50	6.00
NET INVOICE PRICE/MILLE	13.74	14.09	14.86	15.45	16.07	16.00
SUPPORT/MILLE	1.11	1.00	1.00	1.00	1.00	1.00
IND. AFTER PROD CHG/MILLE /E000	5.99	7.09	8.10	9.49	10.89	12.00

EFFECT ON OTHER BRANDS	0	0	0	0	0	0
WORKING CAPITAL	13	8	4	4	4	-20
CAPITAL/DEV COSTS	4	0	0	0	0	0
TAX	0	1	2	3	3	4

CASH FLOW	2	12	30	36	41	29
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KEY SENSITIVITIES

Volume +/-	NPV	20,000	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	IRR	ERR						
Exchange Rate +/-	NPV	20,000	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	IRR	ERR						
Price +/-	NPV	20,000	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
	IRR	ERR						

EFFECT ON RONA

Return too small to have an impact

YEAR 1 COMPARISON WITH BUDGET

	BUDGET	ACTUAL	VARIANCE
Volume ans		3.70	3.70
CIF price \$'s per mille		13.74	13.74
Gross Contribution \$000's		51	51
Support \$000's		0	-3
IND \$000's		13	19

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NEW BRAND PROPOSALS

BRAND : SEFK

MARKET : CANADA RUT FREE

LAUNCH DATE : 1992 1<sup>st</sup> JAN 1993

	YEAR 1 1992	YEAR 2 1993	YEAR 3 1994	YEAR 4 1995	YEAR 5 1996	Year 6 1997
VOLUME (mas) :	-	2.7 <del>3.0</del>	4.0	4.5	5.0	5.5
PRICE (net CIF) :		14.10	14.66	15.25	15.86	16.50
4/ Per Annu						
SUPPORT EXPENDITURE:						
Price books (10%)		300,000,000				
M/market (£)		3000	4000	4500	5000	5500
EFFECT ON OWN BRANDS:	NIL					

BRAND :

BRAND :

DEVELOPMENT COSTS :

Admin - £1000  
 CTW/DAI - £2000

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**BATCo document for Province of British Columbia 14 April 1999**

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**BATCo document for Province of British Columbia 14 April 1999**