

one brandone vision

...Our vision is to continue to develop and grow, to build an organisation that is always better tomorrow than it is today...



Our Vision

- | 7 countries
- | 22 glass production facilities
- | 47 furnaces
- | 122 machine lines
- | 3.4 million tonnes of glass produced
- | Annual Revenues: €1.3 bn+
- | 18% of European glass container market
- | Employees: 6,798 (end Dec' 07)



At a glance

groupoverview

An hourglass is shown in the background, tilted diagonally. The top bulb contains a mound of fine, golden-brown sand. The bottom bulb contains a mound of fine, grey sand. A narrow stream of sand flows from the top bulb through the neck into the bottom bulb. The hourglass is set against a plain white background.

1932 | Irish Glass Bottle Company founded in Dublin

1999 | Acquisition of Rockware Glass (UK)

2002 | Acquisition of Consumers Glass (Italy)

2003 | Acquisition of Heye Glass and HEYE International AND (Germany)

2004 | Purchase majority share of Huta Szkla Ujscie (Poland)

2005 | Acquisition of Rexam Glass (UK)

2007 | Acquisition of Rexam Glass (continental business)

History

Number 1



Number 2



Competitive Position



Sites

Food Nestle, Premier Foods, Kraft, Heinz

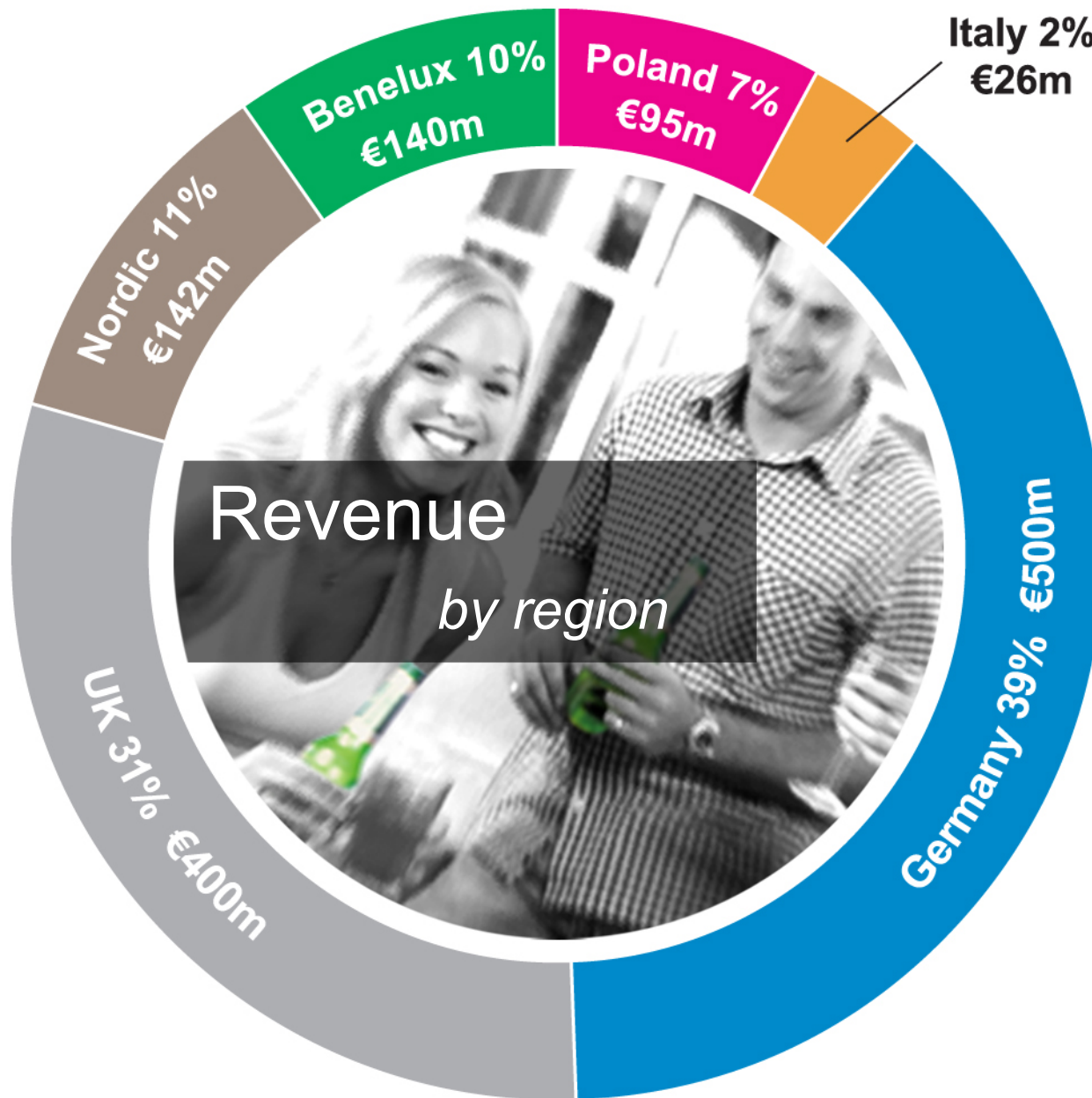
Beer Heineken, Carlsberg, InBev,
Peroni, Anheuser-Busch,
Scottish & Newcastle, SAB

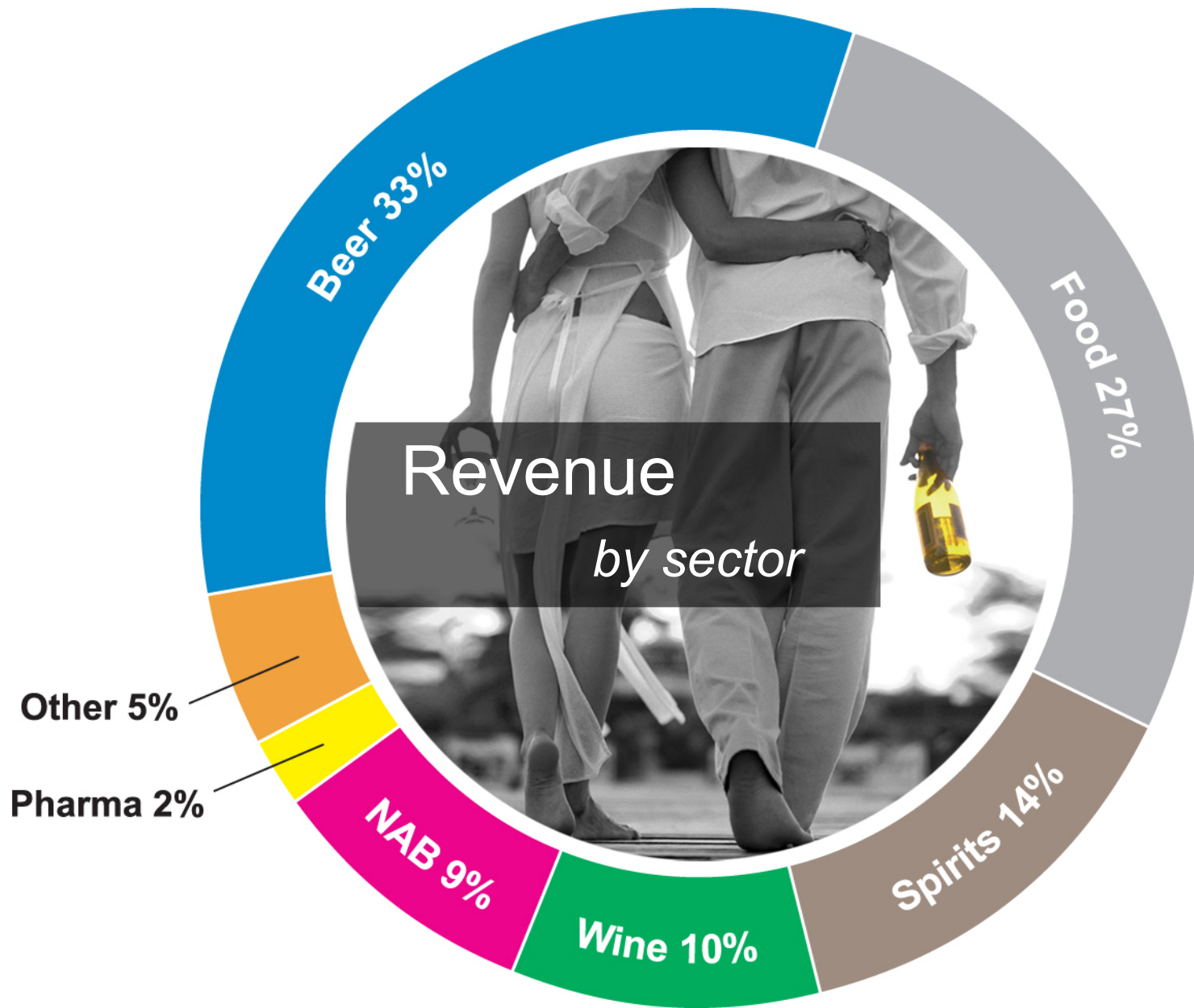
Soft Drinks Coca-Cola, Britvic

Wine/Spirits Diageo, Pernod Ricard, MEK,
Henkell, Absolut Vodka,
Whyte & Mackay, William Grant,
Bacardi-Martini, Constellation



Global Customers





ourstrategy

- | Successful integration of all operations
- | Measured and focussed investment (€450 to 2010)
- | Continue to apply advanced technology and technical expertise
- | Focus on high growth glass intensive segments
- | Improve product mix and diversify customer base
- | Careful evaluation and pursuit of strategic opportunities



Strategy

addedvalue

Ardagh Glass has a huge amount of experience across its business in producing packaging designs that not only are fit for purpose but also stand the test of time:

- | Product design
- | Mould design
- | Secondary packaging



Ardagh Glass has the largest range of in-house decoration facilities in Europe for a glass container manufacturer, creating endless possibilities for adding value to your packaging:

- | | |
|-------------------|------------------------------|
| Embossing | Coatings |
| Base Pad Printing | Screen Printing |
| Satin Etching | Pressure Sensitive Labelling |
| Sleeving | Hand Applied / Transfers |

Decoration



We seek to innovate in every aspect of our business. From product to process we are continually looking for new ways to improve:

- | Cross-functional teams
- | Problem solving techniques
- | Supply chain & customer partnerships
- | Academic partnerships
- | Consumer Insight
- | Annual 'Freshthinking' Day



Ardagh Glass Freshthinking Day 2007

A photograph of the Ardagh Glass building at night. The building has a distinctive, angular, and modern design with a large glass facade that reflects the city lights. The word "Innovation" is overlaid in white text on a dark rectangular background in the lower right corner of the image.

Innovation

The environment

We are committed to reducing our environmental impact by investing in efficient processes and management systems.

- | Light weighting
- | Emissions abatement
- | Energy efficiency programs
- | Carbon footprint



Environment

Glass is the only material that can be recycled an infinite number of times without affecting the quality or state of the new container.


Depending on both design requirements and material availability, we are able to use up to 90% cullet to produce new glass. At this level we can save up to 25% of the energy used in the melting process.

Recycling



Lightweighting, combined with an increased use of recycled glass, or cullet, means we are not only reducing the amount of precious raw materials we use, but we are also reducing our energy usage.

Looking to the future there are two inescapable issues - the environment and corporate social responsibility.



Sustainability

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