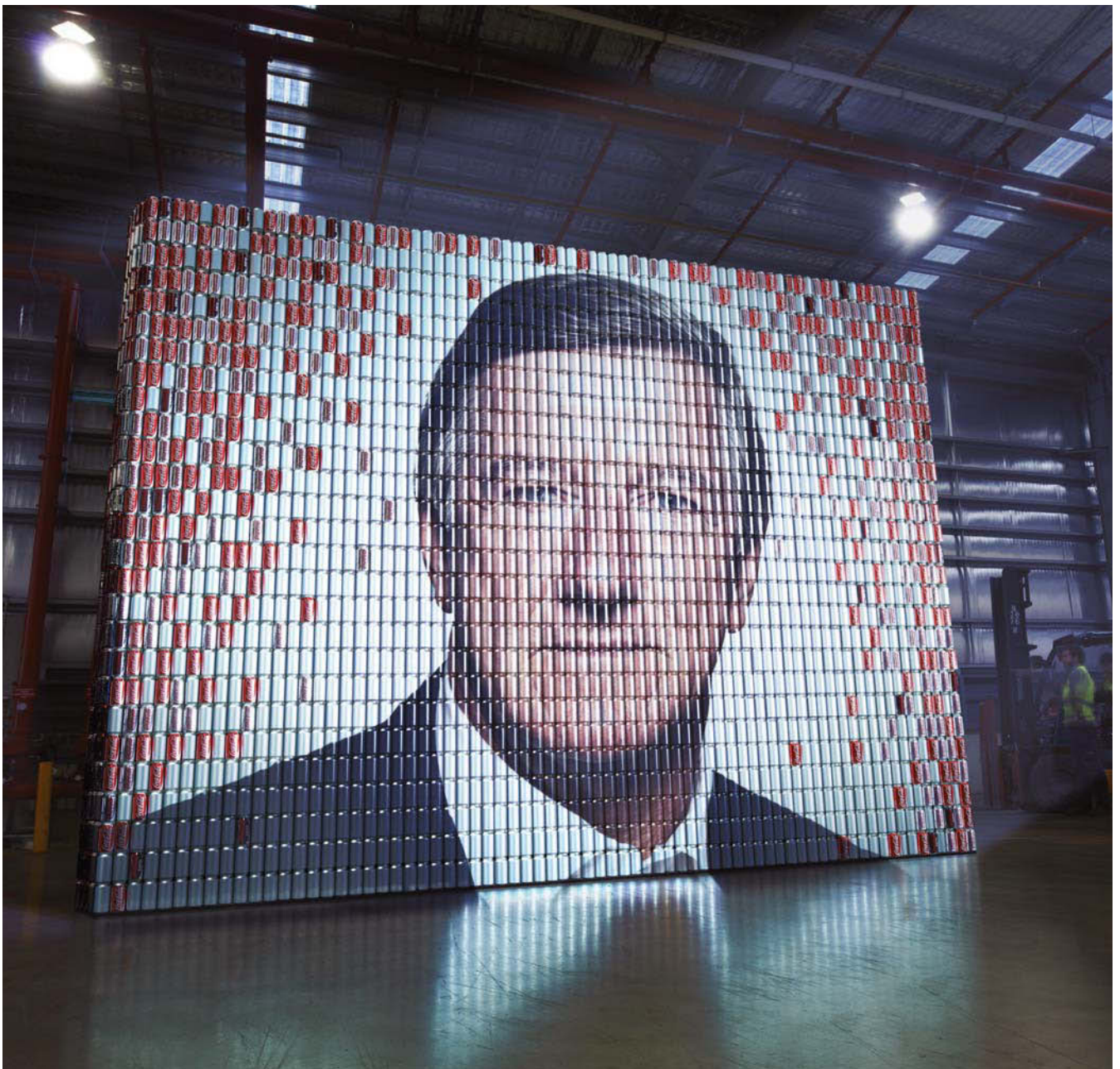


COCA-COLA AMATIL AND NAS

COCA-COLA AMATIL (CCA), ONE OF THE WORLD'S TOP FIVE COCA-COLA BOTTLERS, IS A TRUE NAS CUSTOMER.

Since signing a ten year agreement with Telstra in 2009, CCA has gone on to deploy such innovations as Cashless Payments via Telstra's Machine to Machine solution and, most recently, a Digital Media Strategy that has delivered revenue increases upwards of 50 per cent in some venues.

Underpinning this is the reliability of Telstra's network, as well as its end-to-end management. This combination of Network, Applications and Services has contributed much to CCA's goal of using ICT to become a more productive and thus more profitable business, whilst also delivering great customer service.



Terry Davis, Group Managing Director of Coca-Cola Amatil currently features in Telstra's *The Clever Australian* campaign. For more information, visit www.telstra.com/thecleveraustralian/cca