

OUR GLOBAL ADVANTAGES



Investor Update
Third Quarter Review
November 5th, 2009

CCL Industries Inc.

Disclaimer

Any forward-looking statements contained in this presentation, including statements regarding the operations, business, financial condition, priorities, ongoing objectives, strategies and outlook of the Company, other than statements of historical fact, are forward-looking statements. Forward-looking statements include all statements that are predictive in nature or depend on future events or conditions. Forward-looking statements are typically identified by the words "believes," "expects," "anticipates," "estimates," "intends," "plans" or similar expressions. Forward-looking statements are not guarantees of future performance. They involve known and unknown risks and uncertainties, and assumptions relating to future events and conditions, including, but not limited to, the evolving global financial crisis and its impact on the world economy and capital markets; the impact of competition; consumer confidence and spending preferences; general economic and geopolitical conditions; currency exchange rates; interest rates and credit availability; income tax rates and the ability to tax-benefit losses by jurisdiction; technological change; changes in government regulations; risks associated with operating and product hazards; and the Company's ability to attract and retain qualified employees. Do not unduly rely on forward-looking statements as the Company's actual results could differ materially from those anticipated in these forward-looking statements.

Unless noted otherwise, all amounts are expressed in millions of Canadian dollars.



Statement of Earnings

Third Quarter Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation</u>
Sales	\$ 294.3	\$ 289.8	+1.6%	+1%
Operating Income	28.9	33.1	(12.7%)	
Corporate Expense	(2.6)	(1.8)	+44.4%	
	26.3	31.3		
Interest expense, net	7.0	6.1	+14.8%	
	19.3	25.2		
Restructuring & other items - net gain	-	1.7		
Earnings before income taxes	19.3	26.9		
Income taxes	2.7	4.8		
Net earnings	\$ 16.6	\$ 22.1	(24.9%)	
<i>Tax rate before restructuring & other items (Note 1)</i>	<u>14.0%</u>	<u>19.0%</u>		
<i>EBITDA (a non-GAAP measure: see press release dated November 5, 2009, for definition)</i>	\$ 50.7	\$ 52.8	(4.0%)	

Comparatives impacted by acquisitions – Eltex (December 2008) and Ferro Print (March 2009)

Note 1: The third quarter of 2009 includes an accounting adjustment of \$4.7 million income. Excluding this accounting adjustment, the effective tax rate would have been 38.4%.



Statement of Earnings

Nine Months Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation</u>
Sales	\$ 909.7	\$ 897.7	+1.3%	(4%)
Operating Income	97.2	118.6	(18.0%)	
Corporate Expense	(12.4)	(8.4)	+47.6%	
	84.8	110.2		
Interest expense, net	<u>22.8</u>	<u>16.2</u>	+40.7%	
	62.0	94.0		
Restructuring & other items - net (loss) gain	<u>(2.1)</u>	<u>3.5</u>		
Earnings before income taxes	59.9	97.5		
Income taxes	<u>17.6</u>	<u>23.8</u>		
Net earnings	<u>\$ 42.3</u>	<u>\$ 73.7</u>	(42.6%)	
<i>Tax rate before restructuring & other items (Note 1)</i>	<u>29.0%</u>	<u>25.3%</u>		
<i>EBITDA (a non-GAAP measure: see press release dated November 5, 2009, for definition)</i>	<u>\$ 158.9</u>	<u>\$ 171.5</u>	(7.4%)	



Comparatives impacted by acquisitions and divestiture – CD-Design (February 2008), Clear Image (April 2008), ABS “Bag-on-Valve” divestiture (April 2008), Eltex (December 2008) and Ferro Print (March 2009)

Note 1: The third quarter of 2009 includes an accounting adjustment of \$4.7 million income. Excluding this accounting adjustment, the effective tax rate would have been 37.2%.



Earnings per Class B Share

Periods Ended September 30th

Per Class B Share	Third Quarter			Year-to-date		
	2009	2008	Change	2009	2008	change
Net earnings - Basic	<u>\$ 0.51</u>	<u>\$ 0.70</u>	(27.1%)	<u>\$ 1.31</u>	<u>\$ 2.30</u>	(43.0%)
Diluted earnings	<u>\$ 0.51</u>	<u>\$ 0.68</u>	(25.0%)	<u>\$ 1.29</u>	<u>\$ 2.23</u>	(42.2%)
Net (loss) gain from restructuring & other items and favourable tax adjustments	\$ -	\$ 0.05		\$ (0.05)	\$ 0.11	
Adjusted Basic Earnings (a non-GAAP measure - see Press Release dated November 5, 2009, for definition)	<u>\$ 0.51</u>	<u>\$ 0.65</u>	(21.5%)	<u>\$ 1.36</u>	<u>\$ 2.19</u>	(37.9%)
Adjusted Basic Earnings variance (after tax) due to:						
Operating income	(0.12)			(0.52)		
Corporate expenses	(0.02)			(0.10)		
Interest expense	(0.02)			(0.15)		
Effective tax rate impact (Note 1)	<u>0.02</u>			<u>(0.06)</u>		
	<u>\$ (0.14)</u>			<u>\$ (0.83)</u>		

Note 1: The third quarter of 2009 includes an accounting adjustment of \$4.7 million income. This adjustment positively impacted EPS by \$0.14.



Impact of Changes in Exchange Rates

Impact of Currency on E.P.S.	3Q09 Act	YTD 2009	2008 Act	2007 Act
	vs. 3Q08 Act	vs. YTD 2008	vs. 2007 Act	vs. 2006 Act
Currency translation	\$ 0.02	\$ (0.04)	\$ -	\$ -
Currency transactions	\$ (0.02)	\$ (0.06)	\$ 0.01	\$ 0.09
Total Negative (Positive) Impact	\$ -	\$ (0.10)	\$ 0.01	\$ 0.09

Drivers:

- In the quarter, the U.S. dollar appreciated 5% (up 15% YTD) and the euro 1% (up 3% YTD), partially offset by the U.K pound down 9% (down 9% YTD), Mexican pesos down 18% (down 12% YTD) and Brazil real down 6% (down 7% YTD) over the same periods in 2008
- Currency transactions also affected by forward sales of U.S. dollar

Based on current exchange rates, foreign exchange will have a negative impact on EPS for the balance of 2009, shown as follows:

Per Canadian \$	2009 Current	2008 Avg Q4	% Change
U.S. dollar	1.06	1.21	-12%
euro	1.57	1.60	-2%



Balance Sheet (selected items)

As at September 30th

(Millions of Cdn\$, except Book Value per Share)

	<u>2009</u>	<u>2008</u>	<u>Change</u>
Net working capital (receivables, inventory, prepaids, taxes receivable, payables, accruals and taxes payable)	\$ <u>56.0</u>	\$ <u>45.5</u>	+23.1%
Property, plant & equipment (net)	\$ <u>783.0</u>	\$ <u>757.5</u>	+3.4%
Intangible assets & goodwill	\$ <u>405.9</u>	\$ <u>434.4</u>	(6.6%)
Total assets	\$ <u>1,667.1</u>	\$ <u>1,731.5</u>	(3.7%)
Net debt (net of cash and cash equivalents)	\$ <u>404.0</u>	\$ <u>382.1</u>	+5.7%
Shareholders' equity	\$ <u>762.3</u>	\$ <u>771.4</u>	(1.2%)
Book value per share	\$ <u>23.51</u>	\$ <u>24.13</u>	(2.6%)
Total shares outstanding (<i>in millions</i>)	<u>32.4</u>	<u>32.0</u>	+1.3%

All balance sheet items are affected by currency translation primarily due to higher US dollar & euro currency exchange rates in 2009 versus 2008



Debt Summary

As At September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Increase (Decrease)</u>
Long-term debt - senior notes (2009 - US\$ 438.1 MM, 2008 - US\$ 447.5 MM)	\$ 469.0	\$ 476.2	\$ (7.2)
Long-term debt - all other	43.4	112.0	(68.6)
Total debt	512.4	588.2	(75.8)
Cash and cash equivalents	(108.4)	(206.1)	97.7
Net debt	<u>\$ 404.0</u>	<u>\$ 382.1</u>	<u>\$ 21.9</u>
Net debt to total capitalization	<u>34.6%</u>	<u>33.1%</u>	

- The following debt is scheduled for repayment in 2010:
 - 1998 senior notes - US \$31 million matures July 2010
 - 1997 senior notes - US \$9.4 million in September (annual payment)
- Increase in net debt due to capital spending program and small strategic acquisitions in the last twelve months.



Cash Flow Highlights

Nine Months Ended September 30th

(Millions of Cdn\$)

Inflows (Outflows)

	<u>2009</u>	<u>2008</u>
Net earnings	\$ 42.3	73.7
Depreciation and amortization	74.1	61.3
Net change in non-cash working capital (excl. ColepCCL receivable)	(31.0)	(29.6)
Capital spending on property, plant & equipment	(88.4)	(157.7)
Dividends	<u>(14.6)</u>	<u>(13.5)</u>
Normalized Cash Outflow (excluding ColepCCL receivable)	(17.6)	(65.8)
ColepCCL receivable	-	74.4
Repurchase of shares & shares held in trust	-	(22.5)
Business acquisitions & long term investments	(5.3)	(41.5)
Proceeds minus payments from bank advances and long term debt	(6.7)	153.8
Proceeds from property, plant and equipment & product line dispositions	4.0	13.2
All other (net)	<u>(2.3)</u>	<u>(2.1)</u>
Increase (decrease) in cash and cash equivalents	<u>\$(27.9)</u>	<u>\$ 109.5</u>

Normalized cash outflow, excluding ColepCCL receivable, improved to \$18 million in 2009 from \$66 million in 2008, primarily due to lower capital spending partially offset by lower net earnings.



Capital Spending Highlights

Nine Months Ended September 30th, 2009

(Millions of Cdn\$)

<u>Divisions</u>	<u>Capital Spending</u>	<u>* Depreciation</u>	<u>Difference</u>
Label	\$ 81.5	\$ 50.8	\$ 30.7
Container	2.4	11.2	\$ (8.8)
Tube	4.5	6.8	\$ (2.3)
Corporate	-	0.3	\$ (0.3)
	<u>\$ 88.4</u>	<u>\$ 69.1</u>	<u>\$ 19.3</u>

* excludes amortization of intangibles and other assets

- 49% of the capital spending in the Label Division went into expansion projects in the higher margin Healthcare & Specialty business segment.
- New plants in Asia: Vietnam, China and Thailand accounted for a further \$9 million.
- Investments at Tube largely related to the new equipment for the Los Angeles facility. Container needs remain nominal.



Income from Operations

Third Quarter Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>
Label	\$ 30.7	\$ 30.1	+2.0%
Container	(2.8)	2.8	n.m.
Tube	<u>1.0</u>	<u>0.2</u>	n.m.
Operating income	28.9	33.1	(12.7%)
Corporate expense	<u>(2.6)</u>	<u>(1.8)</u>	+44.4%
	26.3	31.3	(16.0%)
Interest expense (net)	<u>(7.0)</u>	<u>(6.1)</u>	+14.8%
Earnings before restructuring, other items and income tax	19.3	25.2	(23.4%)
Restructuring & other items - net gain	<u>-</u>	<u>1.7</u>	
Earnings before income taxes	<u>\$ 19.3</u>	<u>\$ 26.9</u>	(28.3%)



Income from Operations

Nine Months Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>
Label	\$ 98.2	\$ 107.0	(8.2%)
Container	(3.2)	11.0	n.m.
Tube	<u>2.2</u>	<u>0.6</u>	n.m.
Operating income	97.2	118.6	(18.0%)
Corporate expense	<u>(12.4)</u>	<u>(8.4)</u>	+47.6%
	84.8	110.2	(23.0%)
Interest expense (net)	<u>(22.8)</u>	<u>(16.2)</u>	+40.7%
Earnings before restructuring & other items and income tax	62.0	94.0	(34.0%)
Restructuring & other items - net (loss) gain	<u>(2.1)</u>	<u>3.5</u>	
Earnings before income taxes	<u>\$ 59.9</u>	<u>\$ 97.5</u>	(38.6%)



Sales By Division (Q3 2009 versus Q3 2008)

Third Quarter Ended September 30

	<u>Organic</u>	<u>FX</u>	<u>Acquisitions & Disposals</u>	<u>Total</u>
Label	+2%	-	+1%	+3%
Container	(16%)	+1%	-	(15%)
Tube	+9%	+5%	-	+14%
CCL Consolidated	+1%	-	+1%	+2%

Comparatives impacted by acquisitions Eltex (December 2008) and Ferro Print (March 2009)



Sales By Division (YTD 2009 versus YTD 2008)

Nine Months Ended September 30th

	<u>Organic</u>	<u>FX</u>	<u>Acquisitions & Disposals</u>	<u>Total</u>
Label	(3%)	+4%	+1%	+2%
Container	(19%)	+11%	(3%)	(11%)
Tube	+1%	+14%	-	+15%
CCL Consolidated	(5%)	+5%	+1%	+1%

Comparatives impacted by acquisitions – CD-Design (February 2008), Clear Image (April 2008), Eltex (December 2008), Ferro Print (March 2009) and ABS “Bag-on-Valve” divestiture (April 2008)



Label

Third Quarter Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation</u>
Sales	<u>\$ 244.8</u>	<u>\$ 237.1</u>	+3.2%	+3%
Operating income	<u>\$ 30.7</u>	<u>\$ 30.1</u>	+2.0%	
Return on sales	<u>12.5%</u>	<u>12.7%</u>		
EBITDA	<u>\$ 49.5</u>	<u>\$ 47.0</u>	+5.3%	
% of Sales	<u>20.2%</u>	<u>19.8%</u>		

The following commentary is based on constant Canadian dollars to exclude the foreign exchange impact:

- Sales increases across all segments drove excellent operating income results in North America
- Sales also increased significantly in Latin America and Asia with continuing strong margins, partly impacted by start-up expenses at greenfields in Asia
- European sales fell with profitability also down on 2008 but improving sequentially, cost focus delivered a double digit operating margin



Label

Third quarter Ended September 30th

(Millions of Cdn\$)

North America (39% of sales)

- Market conditions stabilized in the **Home and Personal Care (HPC)** sector; sales up low single digits over prior year period.
- **Healthcare** business saw strong growth into double digits with significant improvement in profits. **Specialty** sales rose in the high teens with a corresponding large increase in profitability. Sales for H1N1 related products had a positive impact on results in both segments.
- **Sleeve** sales almost doubled on a small base on large new beverage orders, but US **Battery** label business declined on weak customer sales.
- Overall sales increased double digits and profits rose significantly on volume and improved mix.



Label

Third Quarter Ended September 30th

(Millions of Cdn\$)

Latin America (9% of sales)

- High single digit sales growth drove a corresponding improvement in profits.
- **Mexico** performance strong; new facility delivered high teens growth and significant improvement in profitability.
- **Brazil** continued to deliver exceptional profitability. Sales impacted by exit from unprofitable stretch sleeve product line.
- Currency picture improved with weakening US\$.



Label

Third Quarter Ended September 30th

(Millions of Cdn\$)

Asia (5% of sales) + Australia & South Africa (ZA) (2% of sales)

- Sales to HPC customers grew by more than one third driven by excellent results in China and solid performance in South East Asia.
- **Battery** business was down but improved sequentially on signs of recovery in exports at customers. **Beverage** business growth was strong from a small base.
- Asian profitability at CCL Label average, impacted by start up expenses at new greenfields in Thailand, China and Vietnam.
- Sales in the Wine business in **Australia** were flat, localizing US export volume at new Portland, Oregon, plant. Solid progress in ZA.



Label

Third Quarter Ended September 30th

(Millions of Cdn\$)

Europe (45% of sales)

- Sales to **HPC** customers were up mid single digits on new business. Loss narrowed for the quarter, close to breakeven
- Sales of **Shrink Sleeves** were slightly down but with strong, improved profitability
- **Healthcare & Specialty** business fell high single digits; margins remain above average
- **Battery & Beverage** markets continue to be weak with significantly reduced but positive profitability
- **Durables** business posted encouraging results on recovery in automotive demand and new applications
- Improving results in **Russian equity investment** on signs of stabilized market conditions



Label

Nine Months Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation</u>
Sales	\$ <u>751.2</u>	\$ <u>733.4</u>	+2.4%	(2%)
Operating income	\$ <u>98.2</u>	\$ <u>107.0</u>	(8.2%)	
Return on sales	<u>13.1%</u>	<u>14.6%</u>		
EBITDA	\$ <u>153.9</u>	\$ <u>155.1</u>	(0.8%)	
% of Sales	<u>20.5%</u>	<u>21.1%</u>		



The following commentary is based on constant Canadian dollars to exclude the foreign exchange impact:

- Profitability drop entirely due to performance in **Europe**.
- **North American** sales up low single digits with significant improvement in profitability
- **Latin American** sales up high single digits, continues to be the most profitable region



Label

Nine Months Ended September 30th

(Millions of Cdn\$)

- **Asian** revenues up low single digits, strong HPC growth offset by decline in the battery business. Profitability at CCL Label average returns.
- **European** sales down low double digits, driven mainly by weak beverage markets. Margins declined but still close to double digit.
- Outlook remains significantly improved in North America and we continue to see solid growth in Asia and Latin America.
- Situation in Europe remains difficult but stabilized in Q3, comparatives continue to ease in Q4, many cost reduction programs underway.



Container

Third Quarter Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation & Divestiture</u>
Sales	\$ <u>31.5</u>	\$ <u>36.9</u>	(14.6%)	(16%)
Operating income	\$ <u>(2.8)</u>	\$ <u>2.8</u>	n.m.	
Return on sales	<u>(8.9%)</u>	<u>7.6%</u>		
EBITDA	\$ <u>0.8</u>	\$ <u>5.5</u>	(85.5%)	
% of Sales	<u>2.5%</u>	<u>14.9%</u>		

The following commentary is based on constant Canadian dollars to exclude the foreign exchange impact:

- Sales decline driven by weak demand for aerosols in high-end personal care market....however, signs of an uptick in orders early in Q4
- Beverage season ended with soft demand after a good start
- Direct margins impacted by hedge positions for aluminum not related to customer contracts: \$1 million for the quarter compared to a nominal gain in 2008 (2009 YTD - \$6 million loss)



Container

Third Quarter Ended September 30th

(Millions of Cdn\$)

- Recovery of scrap aluminum also affected by falling prices; negative impact \$1 million (2009 YTD - \$3 million)
- Significant labour and overhead savings and hedging gains against the US\$ only partly offset volume decline
- Sales in Mexico continued to rise, but Guanajuato plant running at less than 50% capacity



Container

Nine Months Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation & Divestiture</u>
Sales	\$ <u>105.0</u>	\$ <u>117.6</u>	(10.7%)	(19%)
Operating income	\$ <u>(3.2)</u>	\$ <u>11.0</u>	n.m.	
Return on sales	<u>(3.0%)</u>	<u>9.4%</u>		
EBITDA	\$ <u>8.0</u>	\$ <u>18.6</u>	(57.0%)	
% of Sales	<u>7.6%</u>	<u>15.8%</u>		



The following commentary is based on constant Canadian dollars to exclude the foreign exchange impact:

- Sales outlook improving for Q4, but Nov and Dec always impacted by vacations
- At current aluminum prices, hedge losses in Q4 will amount to approx. \$1 million, no loss making hedge positions in place for 2010 at today's LME pricing



Container

Nine Months Ended September 30th

(Millions of Cdn\$)

- 39% of 2010 aluminum volume hedged and matched to customer contracts; prices in the \$1,700-\$2,000 range
- Cash flow continues positive with nominal capex requirements
- Contract negotiations with the Hermitage, PA, union continue; changes remain necessary to secure a profitable future for the site
- Building volume for Mexico continues



Tube

Third Quarter Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation</u>
Sales	\$ <u>18.0</u>	\$ <u>15.8</u>	+13.9%	+9%
Operating income	\$ <u>1.0</u>	\$ <u>0.2</u>		
Return on sales	<u>5.6%</u>	<u>1.3%</u>		
EBITDA	\$ <u>3.2</u>	\$ <u>2.0</u>	+60.0%	
% of Sales	<u>17.8%</u>	<u>12.7%</u>		



The following commentary is based on constant Canadian dollars to exclude the foreign exchange impact:

- Strong quarter for sales given that many peers reporting double digit declines driven by soft HPC market and lower resin costs
- New Los Angeles plant continued to improve with very solid profitability in Q3
- ROI continues to improve



Tube

Nine Months Ended September 30th

(Millions of Cdn\$)

	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>Excluding Currency Translation</u>
Sales	\$ <u>53.5</u>	\$ <u>46.7</u>	+14.6%	+1%
Operating income	\$ <u>2.2</u>	\$ <u>0.6</u>		
Return on sales	<u>4.1%</u>	<u>1.3%</u>		
EBITDA	\$ <u>9.1</u>	\$ <u>5.8</u>	+56.9%	
% of Sales	<u>17.0%</u>	<u>12.4%</u>		

The following commentary is based on constant Canadian dollars to exclude the foreign exchange impact:

- Focus remains on building share in premium and prestige brand categories
- Improved order intake sustained in Q3 and backlog indicates that the solid progress should continue in Q4, easy comparatives with loss last year
- Limited near term capex needs and asset sales = good cash flow

