

Demerger of American Beverage Business

In March 2007, we announced that we intended to separate our confectionery and Americas Beverages businesses, since both had the appropriate platforms to deliver greater value for shareholders as focused, independent businesses.

In October 2007, we confirmed that we intended the separation would take place by way of a demerger, after which the businesses would operate as independent and separately listed groups with their own management teams and boards of directors.

After receiving shareholder approval and the sanction of the Court of England and Wales, the demerger was completed on 7th May 2008.

Following completion of the demerger, Cadbury plc (Cadbury) became the new holding company of the confectionery business with its primary listing on the London Stock Exchange and American Depositary Receipts listed on the New York Stock Exchange.

Dr Pepper Snapple Group, Inc. (DPS) is the new holding company of the Americas Beverages business and is listed on the New York Stock Exchange. You will find more information at [about DPSG, Inc.](#)

For complete and accurate information, shareholders should read the documents which were sent to them by post and not just rely on the summary information set out here.

The Process

Cadbury Schweppes completed the demerger of its Americas Beverages business on 7 May, 2008. As of this date, the confectionery business traded under the name Cadbury plc and the Americas Beverages business continues to trade under the name Dr Pepper Snapple Group, Inc. (DPSG).

The scheme and all of the resolutions necessary to give effect to the demerger were approved by our shareholders on 11 April, 2008.

Pursuant to the scheme of arrangement, Cadbury Schweppes ordinary shares were cancelled. Once the demerger became effective, Cadbury Schweppes shareholders received for every 100 Cadbury Schweppes ordinary shares held:

- 64 Cadbury plc ordinary shares, and
- 12 DPSG shares.

Holders of Cadbury Schweppes ADRs received for every 100 Cadbury Schweppes ADRs held:

- 64 Cadbury plc ADRs, and
- 48 DPSG shares.

Until 8 March, 2010, Cadbury plc was listed in the United Kingdom and Cadbury plc ordinary shares began trading on the London Stock Exchange's main market for listed securities under the symbol "CBRY" on 2 May, 2008.

Cadbury plc ADRs were also listed on the New York Stock Exchange and dealings in the ADRs also began trading on 2 May, 2008.

DPSG shares are listed on the New York Stock Exchange and began regular way trading under the symbol "DPS" on 7 May, 2008.

The Form 10 Registration Statement was sent to shareholders and is available on the US Securities and Exchange Commission's website, www.sec.gov.

Statements reflecting shareholders' holdings in DPSG common stock were sent to shareholders along with their Cadbury ordinary share certificates, sums due pursuant to the sale of fractional entitlements and the Cadbury Schweppes plc 2007 final dividend of 10.5p per share on or around 16 May 2008.

The Timetable

Date	Event
19 March 2008	Cadbury Schweppes 2007 Annual Report and Circular sent to shareholders Cadbury plc Prospectus posted on Cadbury Schweppes website
20 March 2008	Third amendment of Form 10 filed with SEC
11 April 2008	Court Meeting, General Meeting and Annual General Meeting
11 April 2008	Interim Management Statement
01 May 2008	Record and ex-dividend date for 2007 final dividend
02 May 2008	Listing of Cadbury plc ordinary shares on the London Stock Exchange and Cadbury plc ADRs on the New York Stock Exchange
07 May 2008	Listing of DPSG, Inc. shares on the New York Stock Exchange
16 May 2008	Payment of Cadbury Schweppes 2007 final dividend

Tax Basis Information

The following documents give information relating to the determination of a shareholder's tax basis in the Cadbury plc ordinary shares or Cadbury plc ADRs and Dr Pepper Snapple Group, Inc. common stock received as a result of the demerger completed on 7 May, 2008.

Tax Basis Information for US Holders of Cadbury Schweppes Shares

As a result of the demerger of the Cadbury Schweppes plc Americas Beverages business to Dr Pepper Snapple Group, Inc. (DPSG), holders of Cadbury Schweppes ordinary shares or Cadbury Schweppes ADRs received Cadbury plc (Cadbury) ordinary shares or Cadbury ADRs and Cadbury beverage shares on 2 May 2008 and, upon cancellation of the Cadbury beverage shares, received DPSG common stock on 7 May 2008 (Distribution).

The following is information relating to how you, as a US Holder, determine your tax basis in the Cadbury ordinary shares or Cadbury ADRs and DPSG common stock received by you in the Distribution for US federal income tax purposes. It is for general information only and does not purport to be a complete description. You are a "US Holder" if you are for US federal income tax purposes: (i) a citizen or resident of the United States; (ii) a corporation (or an entity treated for US federal income tax purposes as a corporation) created or organized under the laws of the United States or of any state thereof or the District of Columbia; (iii) an estate the income of which is subject to US federal income tax regardless of its source; or (iv) a trust if (a) (I) a court within the United States is able to exercise primary supervision over the trust, and (II) one or more US persons have

authority to control all substantial decisions of the trust, or (b) the trust has made an election under applicable Treasury regulations to be treated as a US person.

As a result of the Distribution, Cadbury Schweppes shareholders received for every 100 Cadbury Schweppes ordinary shares they held:

- 64 Cadbury ordinary shares, and
- 36 Cadbury beverage shares

Cadbury beverage shares were not listed and not tradable, and were cancelled on 7 May 2008. In exchange for every 36 Cadbury beverage shares held, 12 shares of DPSG common stock were received.

As a result of the Distribution, Cadbury Schweppes ADR holders received for every 100 Cadbury Schweppes ADRs they held:

- 64 Cadbury ADRs, and
- 144 Cadbury beverage shares

Cadbury beverage shares were not listed and not tradable, and were cancelled on 7 May 2008. In exchange for every 144 Cadbury beverage shares held, 48 shares of DPSG common stock were received.

If you did not receive Cadbury ordinary shares or Cadbury ADRs and DPSG common stock (in exchange for the cancellation of the Cadbury beverage shares), this notice does not apply to you and you may disregard it. Moreover, this notice does not apply to persons who sold or disposed of their Cadbury Schweppes ordinary shares or Cadbury Schweppes ADRs prior to 6pm (London time) on 1 May 2008.

Consult your tax advisor

The information contained in this notice represents a general explanation of the application of certain existing US federal income tax laws and regulations relating to certain aspects of the Distribution. It does not constitute tax advice and does not purport to be complete or to describe the consequences that may apply to particular categories of US Holders.

Tax Basis Information for UK Holders of Cadbury Schweppes Shares

As a result of the scheme of arrangement and the subsequent demerger of Cadbury Schweppes plc's Americas Beverages business to Dr Pepper Snapple Group, Inc. (DPSG), holders of Cadbury Schweppes ordinary shares or Cadbury Schweppes ADRs received Cadbury plc (Cadbury) ordinary shares or Cadbury ADRs and Cadbury beverage shares on 2 May 2008 and, upon cancellation of the Cadbury beverage shares, received DPSG shares on 7 May 2008 (Distribution).

The following is information relating to how you, as a UK holder, determine your tax basis in the Cadbury ordinary shares or Cadbury ADRs and DPSG shares received by you subsequent to the Distribution. It is for general information only and does not purport to be a complete description.

As a result of the scheme of arrangement, Cadbury Schweppes shareholders received for every 100 Cadbury Schweppes ordinary shares they held:

- 64 Cadbury ordinary shares, and
- 36 Cadbury beverage shares

Cadbury beverage shares were not listed and not tradable, and were cancelled on 7 May 2008. In exchange for every 36 Cadbury beverage shares held, 12 shares of DPSG shares were received.

As a result of the scheme of arrangement, Cadbury Schweppes ADR holders received for every 100 Cadbury Schweppes ADRs they held:

- 64 Cadbury ADRs, and
- 144 Cadbury beverage shares

Cadbury beverage shares were not listed and not tradable, and were cancelled on 7 May 2008. In exchange for every 144 Cadbury beverage shares held, 48 shares of DPSG shares were received.

If you did not receive Cadbury ordinary shares or Cadbury ADRs and DPSG shares (in exchange for the cancellation of the Cadbury beverage shares), this notice does not apply to you and you may disregard it. Moreover, this notice does not apply to persons who sold or disposed of their Cadbury Schweppes ordinary shares or Cadbury Schweppes ADRs prior to 6pm (London time) on 1 May 2008.

Consult your tax adviser

The information contained in this notice represents a general explanation of the application of certain current UK tax laws and practice as at the date of this notice (which are subject to change at any time) relating to certain aspects of the Distribution.

The information applies only to UK holders, being shareholders who are resident or in the case of individuals, domiciled and resident or ordinarily resident in (and only in) the United Kingdom for tax purposes, who are the absolute beneficial owners of their shares and who hold their shares as an investment (and not as securities to be realised in the course of a trade).

The information does not constitute tax advice and does not purport to be complete or to describe the consequences that may apply to particular categories of UK holders such as dealers in securities, broker-dealers, insurance companies, collective investment schemes, and persons who have acquired (or are deemed for tax purposes to have acquired) their shares by reason of an office or employment.

You are urged to consult your own tax advisers as to the specific tax consequences to you of the receipt of Cadbury beverage shares, Cadbury ordinary shares, Cadbury ADRs and DPSG shares.

We also urge you to read the Cadbury Schweppes Circular of 19 March 2008. The document was sent to shareholders and is available on the demerger section of our website www.cadbury.com.

Allocation Percentages

In order to apportion your base cost in your old Cadbury Schweppes ordinary shares (your "CS base cost") between your new Cadbury ordinary shares and DPSG shares, you need to take the following steps:

Step 1: if you received any payments in respect of fractional entitlements to Cadbury ordinary shares, first deduct the amount so received from your CS base cost.

Step 2: calculate 71.42% of the CS base cost (as adjusted at Step 1). This is your base cost in your Cadbury ordinary shares.

Step 3: calculate 28.58% of the CS base cost (as adjusted at Step 1) and deduct from this any payments you received in respect of fractional entitlements to DPSG shares. This is your base cost in your DPSG shares.

The above assumes that the total amount you received in respect of fractional entitlements did not exceed £3000 and that you received any payments in respect of fractional entitlements in Sterling. If this is not the case then you should take your own tax advice.