

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 shareowners 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 shareowners 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 shareowners 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.