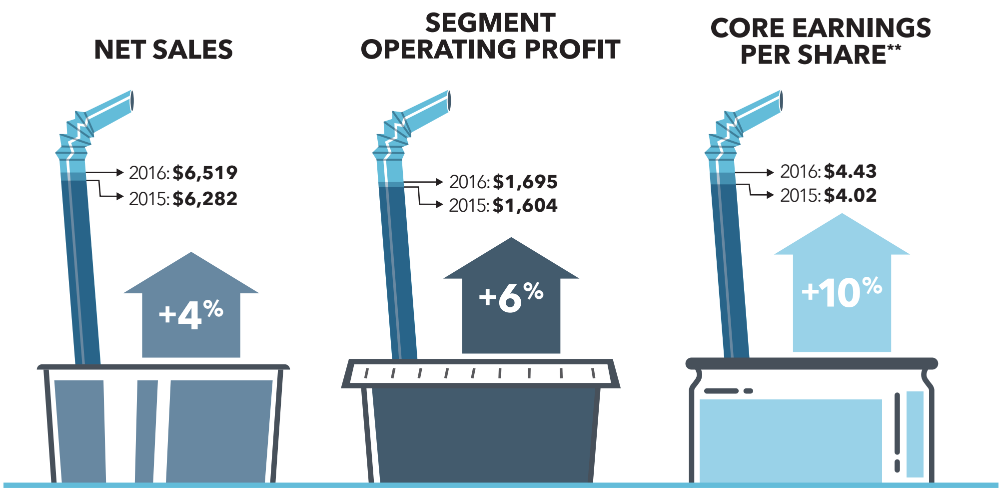
2016 HIGHLIGHTS

By staying focused on our key priorities – building our brands, executing with excellence and driving rapid continuous improvement (RCI) across the organization – Dr Pepper Snapple Group delivered a strong performance in 2016. We continued to outperform the carbonated soft drink (CSD) category and grew both dollar and volume share in CSDs. We grew or held distribution across many of our CSD and non-carbonated priority brands and packages in both the grocery and convenience channels, and found new opportunities for these brands with consumer-driven insights. We positioned our portfolio for growth with focused communication, activation and partnerships, and drove product and package innovation across our priority brands to address consumers' changing needs. With our acquisition of Bai Brands in early 2017, we've solidified our stake in several emerging and fast-growing beverage categories, and with RCI, we continue to drive growth and productivity across DPS. Take a sip of some of the highlights of our flavorful year.

CURRENCY NEUTRAL FINANCIAL SNAPSHOT*

(IN MILLIONS, EXCEPT EARNINGS PER SHARE)

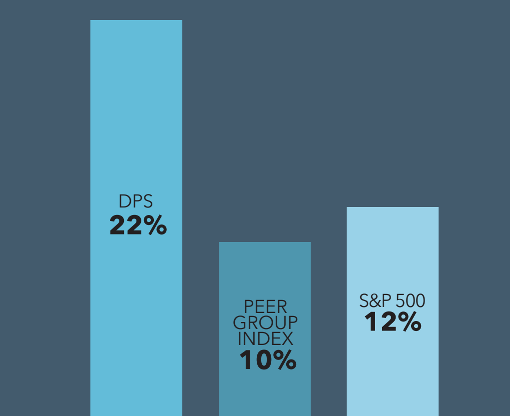


*Currency neutral financial metrics determined by converting our current period local currency financial results using the prior period foreign currency exchange rates.

**2016 core diluted earnings per share excludes unrealized mark-to-market impact of commodity derivatives and interest rate derivatives not designated as hedges in accordance with U.S. GAAP, a gain on the extinguishment of a multi-employer withdrawal liability, an income tax benefit driven by a restructuring of the ownership of our Canadian business, the loss on early extinguishment of debt related to the redemption of a portion of our 2018 notes and acquisition costs related to the Bai Brands merger. 2015 core diluted earnings per share excludes unrealized commodity-related mark-to-market losses, a non-cash brand impairment charge for Garden Cocktail and an adjustment to a previously disclosed legal provision.

ANNUALIZED TOTAL SHAREHOLDER RETURN

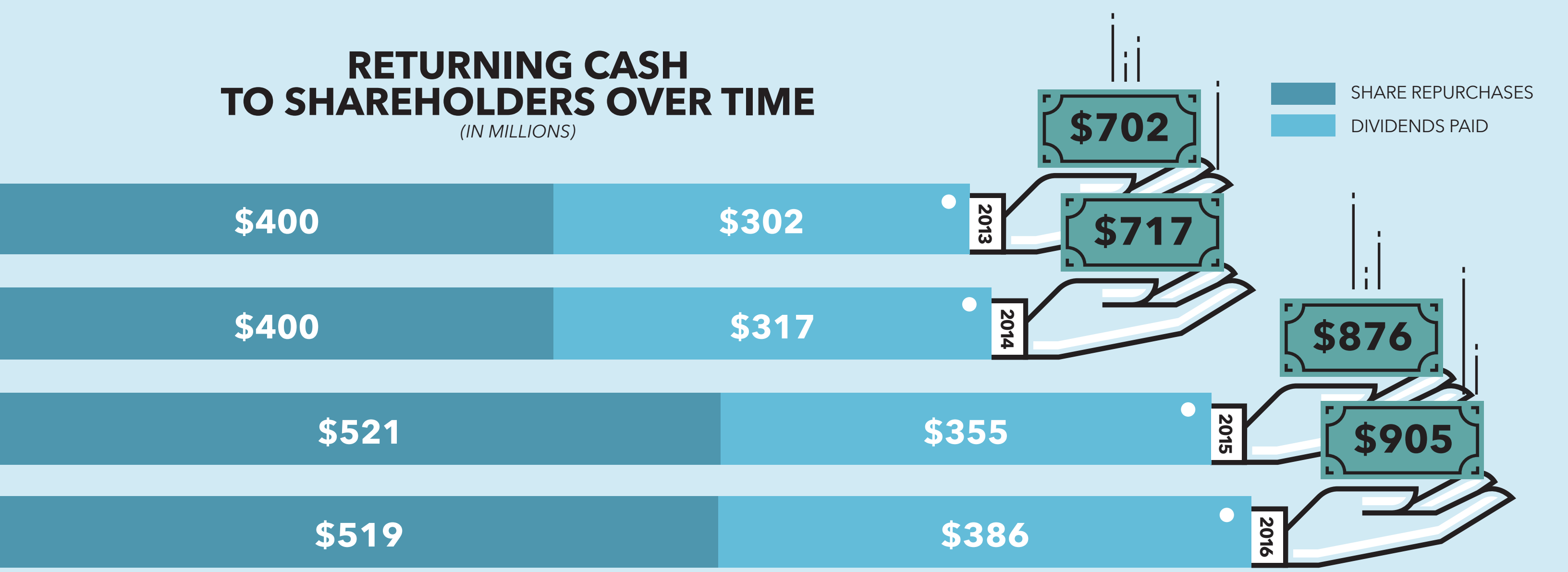
(THROUGH DEC. 31, 2016)



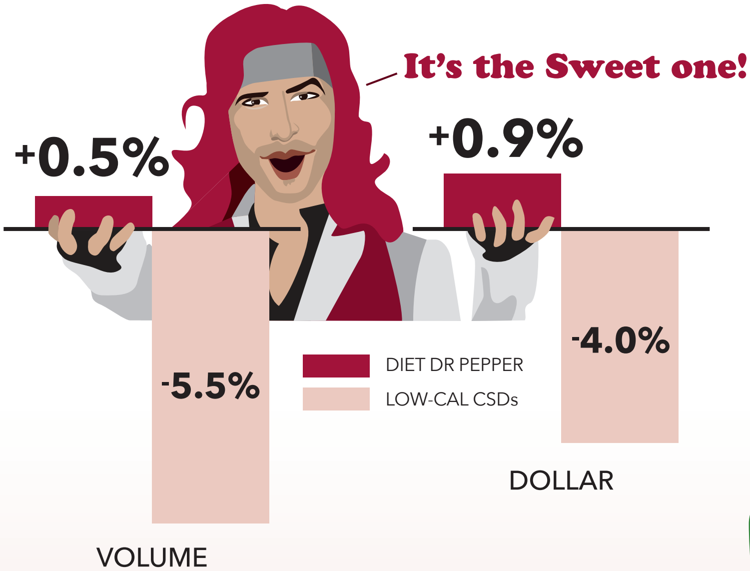
Compound annual growth rate includes changes in stock price since Dec. 31, 2010, and reinvestment of dividends. The peer group index comprises the Coca-Cola Co., PepsiCo, Inc., Monster Beverage Corp., The Cott Corp. and National Beverage Corp.

RETURNING CASH TO SHAREHOLDERS OVER TIME

(IN MILLIONS)



BUILDING OUR BRANDS



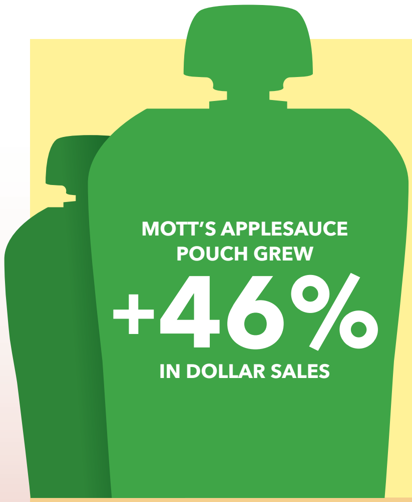
DR PEPPER – THE ONE YOU CRAVE

The Dr Pepper trademark grew volume +0.3% in 2016 with highlights including the performance of regular Dr Pepper, our Diet Dr Pepper advertising campaign and the continued growth of Dr Pepper Cherry. Diet Dr Pepper has outpaced category declines and is the only diet soft drink to show this level of performance in the category. In 2017, Dr Pepper will continue to invest in media and advertising behind L'il Sweet diet advertising, Larry Culpepper's football presence and our new trademark campaign, "The One You Crave."

Source: IRi U.S. MULO + Conv

BREAKING THROUGH WITH BAI

In our direct-store delivery system, our distribution of Bai grew by more than 100 percent in 2016, cycling triple-digit growth in the prior period. DPS acquired Bai Brands on Jan. 31, 2017, solidifying our position in the enhanced water category with the fastest-growing premium brand and providing extensions into additional categories including carbonated water, premium tea and CSDs.



NUTRITIOUS OPTIONS FOR THE FAMILY WITH MOTT'S

Moms are reaching for Mott's to help their families start strong. Mott's single-serve applesauce cups and pouches were up +7% in dollar sales and +2.5% in volume in 2016, and 8-oz. six-pack 100% juice volume is up +18.1% vs. a year ago. New advertising, innovation and investment will lead to trademark growth in 2017.

Source: IRi U.S. MULO + Conv

+7%

BUBBLING UP WITH CANADA DRY

Canada Dry has delivered its 10th-straight year of volume growth on the strength of the ginger ale category, with +5% trademark volume growth and +7% dollar growth ahead of a new 2017 advertising campaign encouraging fans to "Relax Harder."

Source: IRi U.S. MULO + Conv

SNAPPLE

Snapple teas grew both volume (+2.1%) and dollar sales (+1.3%) vs. prior year, as did our juice drinks, up +10.3% in volume and +10.9% in dollar sales. We'll look to boost Snapple growth even further in 2017 by encouraging consumers to "Put a Little Flavor in Your Break."

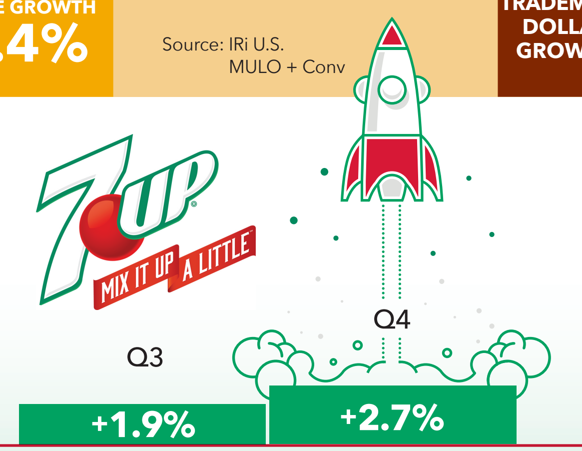
Source: IRi U.S. MULO + Conv

+4.2%

ORIGINAL AND AUTHENTIC CLAMATO

Clamato trademark volume grew +4.2% in 2016. Media activation and national advertising will increase behind this profitable brand in 2017 as we look to turn the authentic Clamato Michelada into the next margarita.

Source: IRi U.S. MULO + Conv



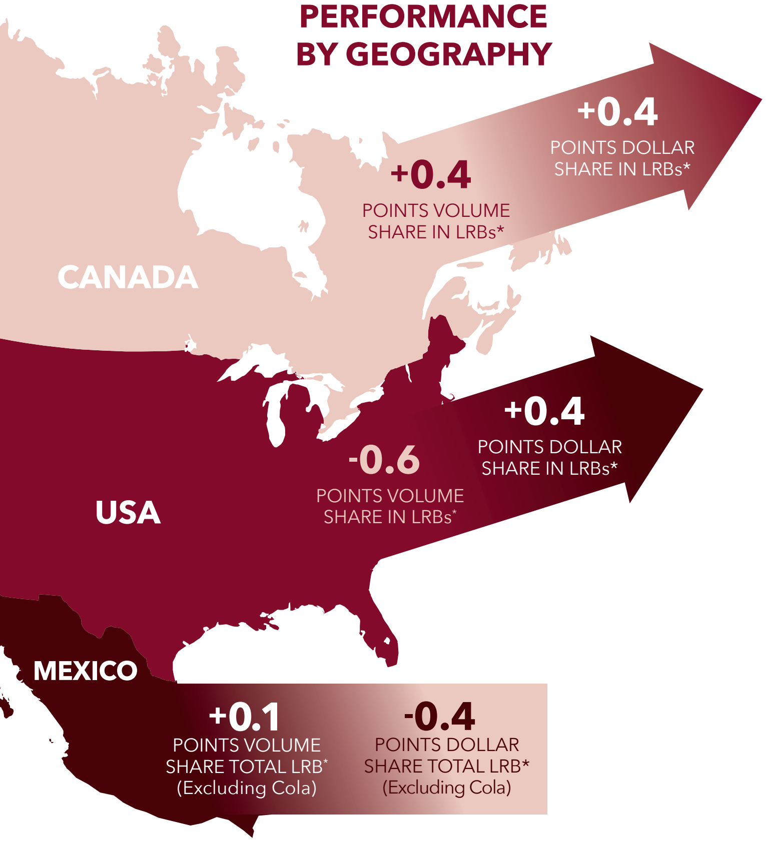
MIXING IT UP WITH 7UP

We're on our way to bringing 7UP back to growth thanks to our 7UP Lean track, with volume building throughout the second half of 2016 on increased retail and trade support and strong holiday performance. We'll continue the journey in 2017 with a new advertising campaign that highlights the versatility of 7UP.

Source: IRi U.S. MULO + Conv

DRIVING EXECUTIONAL EXCELLENCE

PERFORMANCE BY GEOGRAPHY

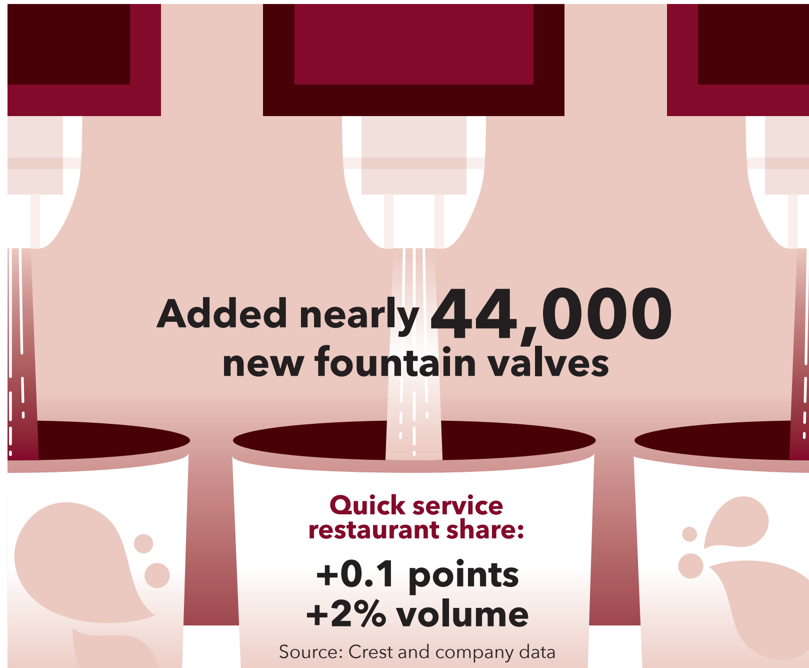


Source: U.S. data from IRi through Jan. 1, 2017, Canada from Nielsen through Nov. 26, 2016, and Mexico from Nielsen through November 2016.
*Liquid refreshment beverages

ALLIED BRANDS

Our strategy of partnering with select allied brands is contributing to our growth, and we'll look to add new partners as time progresses. Distribution of these allied brands allows us to participate in emerging and fast-growing categories while prudently managing capital.

FOUNTAIN FOODSERVICE



ALL-COMMODITY DISTRIBUTION GAINS

We also grew distribution of Snapple Premium 16-oz. glass by about 1.5 points and Clamato 16-oz. glass by about 1 point in convenience.

Source: IRi U.S. MULO + Conv

RAPID CONTINUOUS IMPROVEMENT

2,200 DPS employees participated in 120 Kaizen events in 2016

An estimated 600 visual management boards deployed to drive Lean daily management

30% increase in allied brand priority SKU volume due to void closures

14% reduction in route delivery driver turnover with long-term sustainability

12,000 voids closed on smaller Dr Pepper packages

Source: Company data