



Nestlé Waters North America

# At A Glance 2009

## ***Bottled Water Leader For Two Decades***

Nestlé Waters North America Inc. was formed in 1976 with just one brand, Perrier® Sparkling Natural Mineral Water. Today, we sell 15 of Europe's and North America's pre-eminent bottled water brands to our loyal consumers across the U.S.

Nestlé Waters is a division of Nestlé S.A., headquartered in Vevey, Switzerland. Founded by Henri Nestlé in 1866, Nestlé S.A. is the leading food and beverage company in the world, with more than 283,000 employees. Consumers know Nestlé best for its respected brands, including Nestlé chocolate, Nescafé coffee and Coffee-mate, Stouffer's and Lean Cuisine frozen foods, and Purina pet products.

Nestlé aspires to become the world's leading nutrition, health and wellness company. Its desire to provide consumers with "the very best" food throughout their lives is reflected in the famous Nestlé logo depicting a mother bird feeding her young in the nest. This design is also inspired by the coat of arms of the Nestlé family name, which means "little nest."

As part of Nestlé, we have the corporate resources to expertly source, bottle and deliver exceptional water products. This strong and solid backing will support our position as a leader in the U.S. bottled water industry well into the future.



## ***Our Credo***

"Respect for each other, respect for the environment and respect for community." These simple words are brought to life every day by our team of employees and are reflected in a dynamic and positive work setting, the provision of high-quality products, a dedicated environmental protection program, and cooperative efforts with communities.

## ***Our Nestlé Family***

Nestlé Waters North America and its affiliate, Nestlé Waters Canada, manage both the U.S. and Canadian bottled water operations. Nestlé Waters North America is related to Nestlé Waters, which is based in Paris, France. Nestlé Waters is the world's leading bottled water company:

Percent of World Market Share.....	18*
Number of Brands.....	64
Number of Countries.....	130
Number of Employees.....	31,500

\*estimated

Updated third quarter 2009 for 2008 results



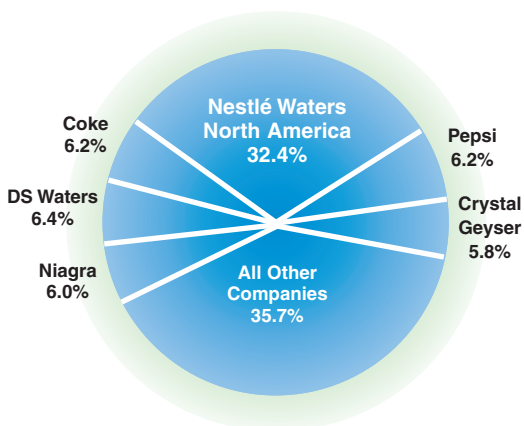
## Our Business

Nestlé Waters North America is unique in the bottled water industry because of its comprehensive water portfolio. As the industry leader, we bring to market a great variety of brands and package sizes.

Sales.....\$4.24 billion  
 U.S. Market.....\$3.9 billion  
 U.S. Market Share.....35.0 percent (\$)

### Top 6 Companies

Leading U.S. bottled water companies;  
 2008 volume share (all channels)



Source: Beverage Marketing Corporation

Employees.....8,800  
 Bottling facilities.....27

Water Used by NWNA: 0.001 Percent  
 of Total U.S. Renewable Fresh Water  
 Annually

## Our Brands

Nestlé Waters North America bottles and distributes 15 well-known bottled water brands. Most of these are sold regionally and are leaders in their distribution areas. NWNA's North American brand, Nestlé® Pure Life®, is sold throughout the U.S. and Canada. Non-sparkling water represents more than 90 percent of sales. Each brand has its own distinctive character, water source and story.

From grocery stores, restaurants and convenience stores, to vending machines, concession stands at stadiums and school cafeterias, our brands are widely distributed.

To suit versatile needs, we provide package sizes ranging from single-serve plastic bottles, to one-gallon jugs, to five-gallon containers delivered to people's kitchens and offices.

### Bottled Water Customer Profile:

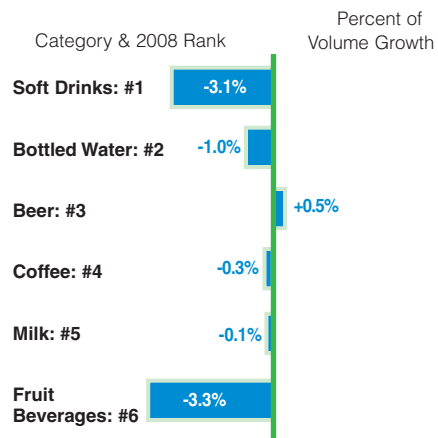
- All Ages
- Active People
- 82 percent of adults, ages 18-59, consume bottled water; 70 percent consume at least one bottle per week.\*

## Our Industry

Bottled water is a simple refresher, free of calories and additives. With its convenient packaging, clean taste and reliable quality, bottled water is second only to soft drinks in popularity.

- To fully appreciate the growing popularity of bottled water, compare the 2008 sales volume trends of bottled water with other beverage categories:

### 2008 U.S. Sales Volume Trends\*\*



- In 2008, per capita consumption of bottled water was 28.5 gallons.
- Bottled water wholesale dollar sales in 2008 were \$11.2 billion in the U.S. Total volume was 8.66 billion gallons.\*\*
- Packaged in single-serve PET containers, bottled water is convenient and a favorite alternative beverage. In 2008, PET accounted for 65.4 percent of bottled water sales and for almost two-thirds of industry revenue.

\*Source: FRC Research, an Internet survey of 7,622 adults across the U.S., February to August 2005 (margin of error +/- 1.3%).

\*\*Source: Beverage Marketing Corporation



NORTH AMERICA

Nestlé Waters North America  
 777 West Putnam Avenue  
 Greenwich, CT 06830

Phone: (203) 531-4100  
 Fax: (203) 863-0572

www.nestlewatersnorthamerica.com

