

Orangina opportunity

A naturally refreshing, French sparkling citrus experience



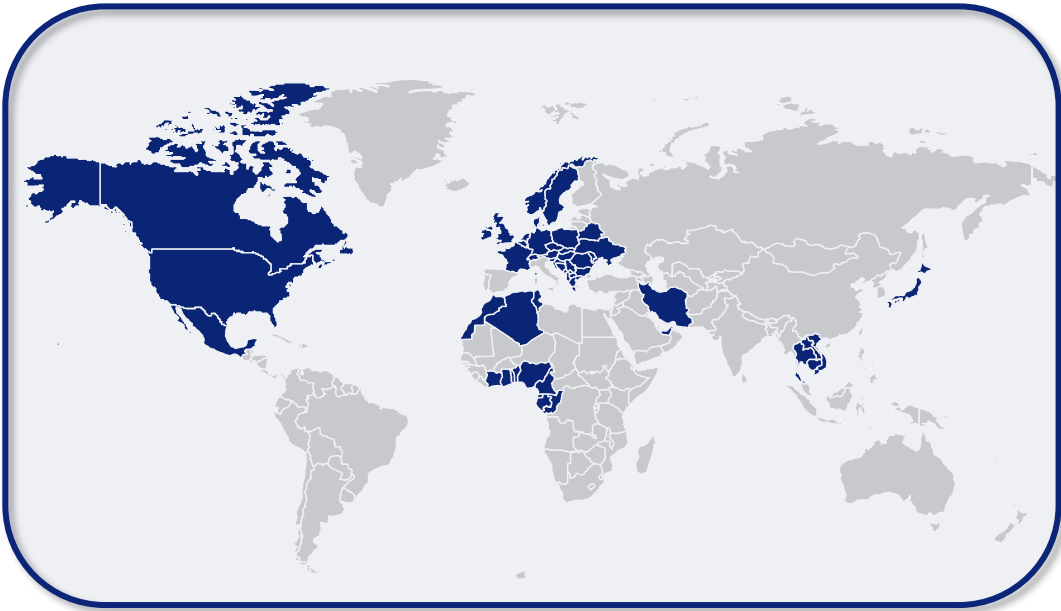


A French global brand in expansion

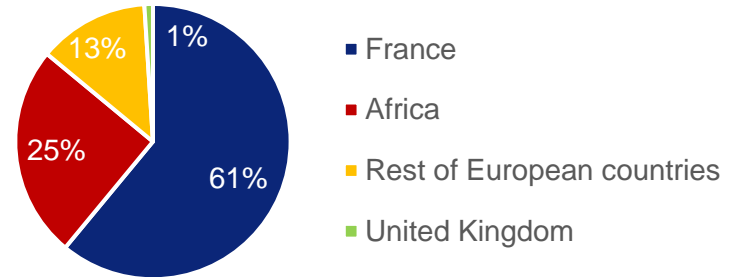
Bringing French excellence to the world, one bottle at a time



#1 Most beloved brand in France 



Geographic presence



40+ Countries in the world

32 Countries in SBFE⁽¹⁾

75% Worldwide volume in SBFE

16% Market share in France

14% Market share in Ivory Coast

5% Market share in Tunisia

Note

(1) SBFE: Suntory Beverage & Food Europe



Orangina, a historical & heritage brand since 1936

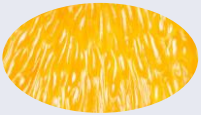
A perfect blend of natural citrus and French craftsmanship for a premium brand



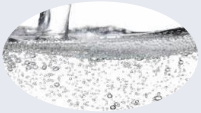
A historic recipe, based on natural ingredients



11% of fruit juice



2% of pulp



Slightly carbonated



Essential oils



No artificial flavors or preservatives

Iconic French beverage crafted with traditional methods



Made in France



A transgenerational brand, that focuses on 35-49 years old segment



High quality product



Unique bottle shape



"It's best when it's shaken"



A complete beverage offering

Orangina's sparkling range: a flavor for every occasion



1.5L



50cL



33cL



VP⁽¹⁾ 25cL



1.5L



33cL

Note

(1) VP: Verre Perdu (no-deposit bottle)



Reasons to buy

Unique multi-sensorial experience that breaks category rules



1

Bulby bottle: Historical & iconic orange shaped design with granular texture



2

Light Fizziness: Less carbonation than other soft drinks and less bottling pressure that creates this unique tasty sensation



3

Natural pulp and juice: With no artificial flavors nor colorant, the Orangina experience comes from the natural encounter between the pulp bites and the juicy gulps



4

Real taste of orange: A fresh orange flavor and natural bitterness derived from orange peel extract



5

Shaking ritual: A brand identity based on a distinctive concept usually forbidden for other CSDs⁽¹⁾: the shaking before the drinking

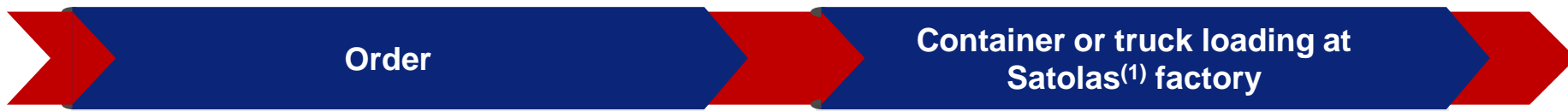


Note
(1) CSD: Carbonated soft drink



Distribution process & logistics




From France to the world: seamless distribution in every step

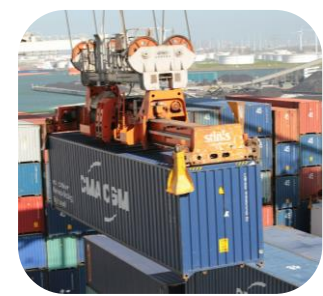


Order

- 1 Order
- 2 Reception of reference loading number 8 days after payment

Container or truck loading at Satolas⁽¹⁾ factory

-  11 pallets on floor or c. 24 pallets when depalletized, depending on product mix
-  22 pallets on floor
-  Minimum 15 pallets



Note
(1) Located in Isère département in France



Logistic data

Efficient packaging, optimized for global delivery



| | | | | | | | |
|--------------------------------|---------------|---------------|----------------|----------------|----------------|---------------|-----------------------------|
| Product type | Reg. PET 1.5L | Red PET 1.5L | Reg. PET 50 cL | Reg. Slim 33cl | Reg. Slim 33cl | Red Slim 33cL | Reg. VP ⁽¹⁾ 25cL |
| Fruit taste | Orange | Blood orange | Orange | Orange | Orange | Blood orange | Orange |
| EAN pack | 3249760000654 | 3249760017096 | 3124480167026 | 3124480184320 | 3124480184337 | 3124480190413 | 3124480195210 |
| Conditioning | 6x1x1.5L | 6x1x1.5L | 12x1x50cL | BT1 F24 UNIT | BT6 F4 | BT6 F4 | 4x6x25cL |
| Shelf life | 217 days | 217 days | 186 days | 279 days | 279 days | 279 days | 372 days |
| Custom code | 2202100000 | 2202100000 | 2202100000 | 2202100000 | 2202100000 | 2202100000 | 2202100000 |
| Number of pack per pal. | 84 | 84 | 133 | 100 | 100 | 100 | 63 |
| Number of unit per pal. | 504 | 504 | 1,596 | 2,400 | 2,400 | 2,400 | 1,512 |

Note

(1) VP: Verre Perdu (no-deposit bottle)



Visibility, right execution and activation in modern trade...





As well in traditional trade...





And in food business...



