



Marketing Trend Necenové benefity

02/12/2011

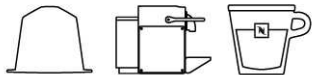
Josef Voltr, Nespresso

Our Mission...



**Delight the consumers by
delivering moments of
genuine pleasure and
indulgence**

Coffee is at heart of all we do. But consumers pleasure is why we do it.



Unique *Nespresso* Trilogy



Nespresso the Ultimate Coffee Experience



Perfectly portioned
highest quality
Grand Cru coffees

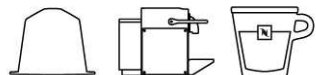


Smart and easy
to use machines



Personalised
exclusive services

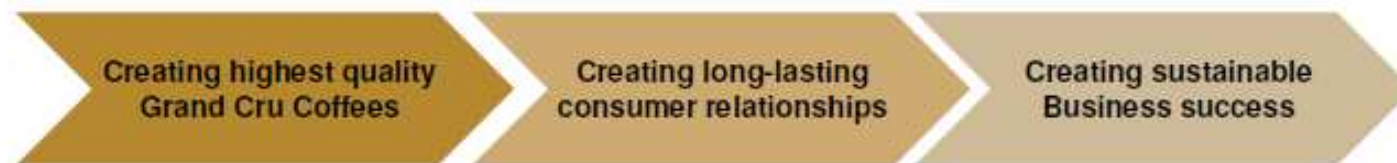
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Nespresso Winning Formula



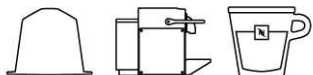
The 3 Key Growth Drivers



The 6 Core Competencies



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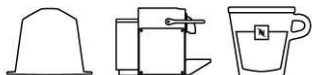
Improving Quality at Every Step



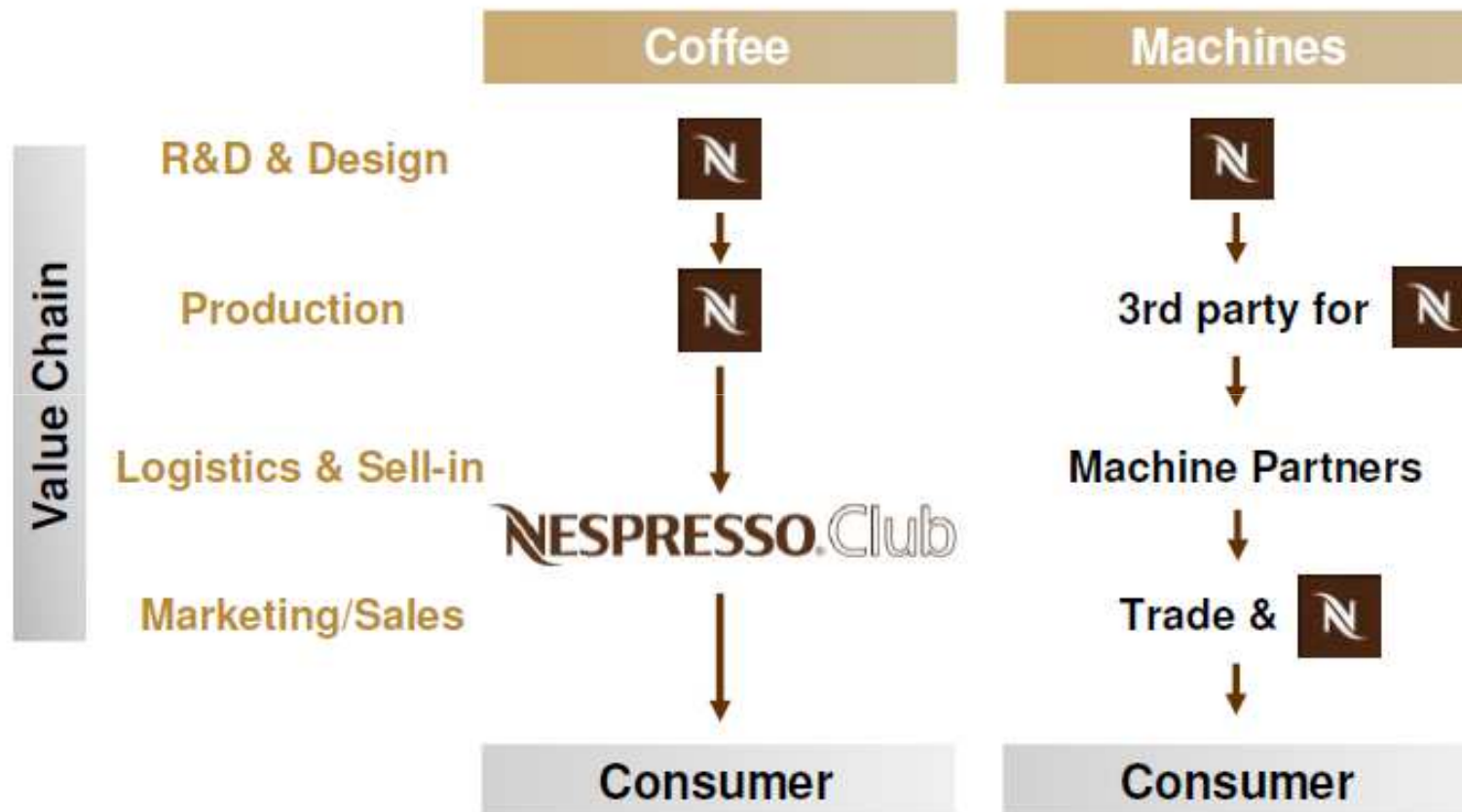
The unique *Nespresso* business model allows us to guarantee **highest quality** from cherry to cup



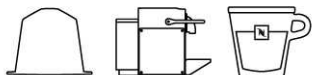
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Unique *Nespresso* Business Model



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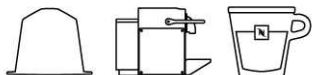


Nespresso Personalized Services



- 24/7 information, advice and specialised services around coffee and machines and lifestyle services
- 48 hours capsule and coffee accessory delivery to your address of choice; maintenance service with free machine pick-up and free machine loan
- Our direct consumer relations enable us to engage Club Members in dialogue. By listening to them, *Nespresso knows what they want and strives to exceed their expectations.*

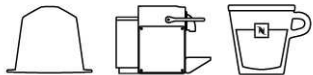
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Boutiques as Brand Building Tool



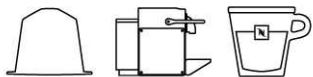
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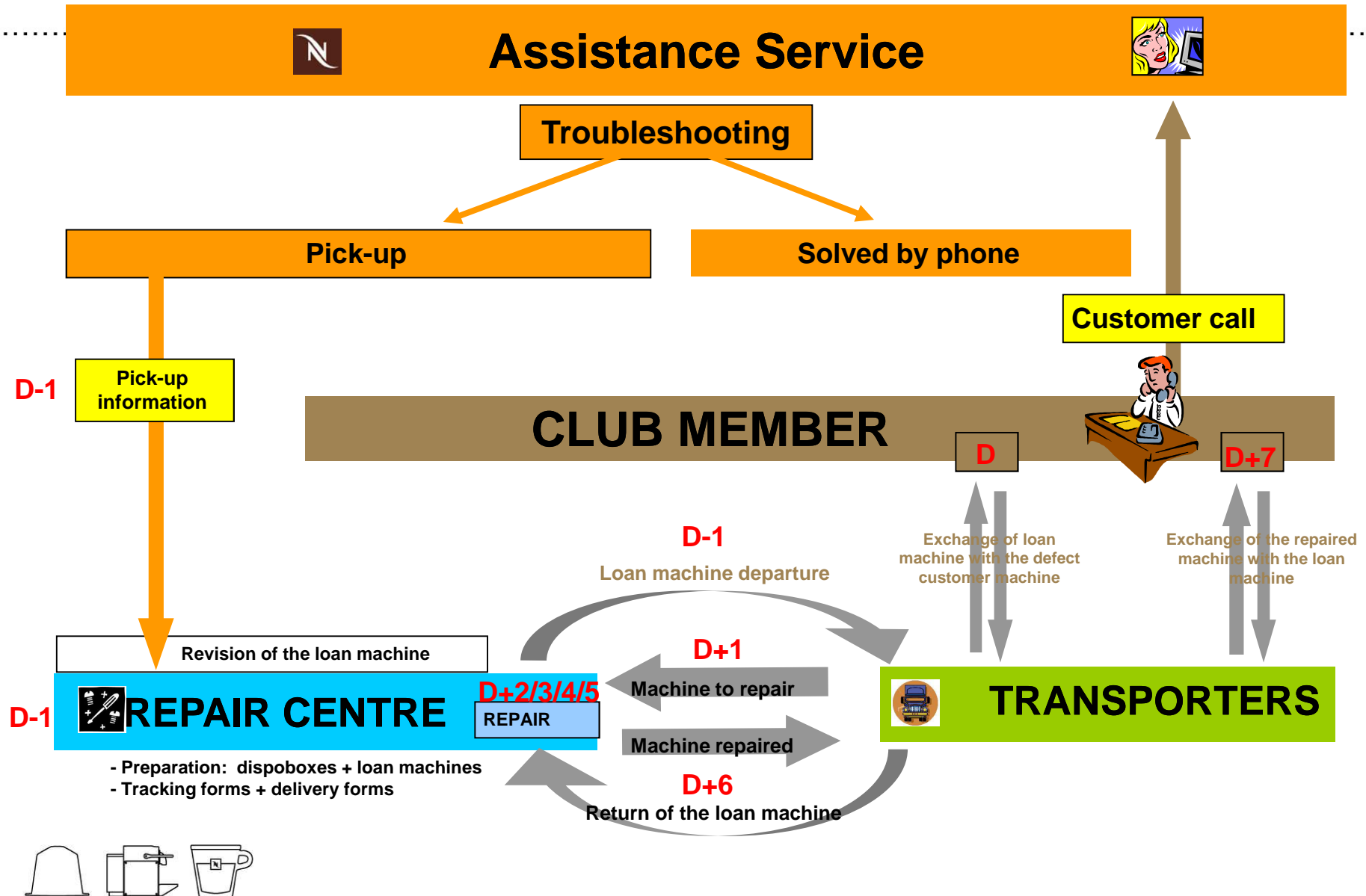
Nespresso Fan Community since 1989



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Assistance Service Program



Nespresso Commitments Set in 2009



By 2013 we will



Source 80% of our coffee from the *Nespresso* AAA Sustainable Quality™ Program, including Rainforest Alliance certification-**Status 60%**

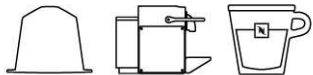


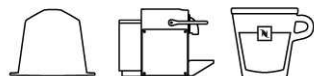
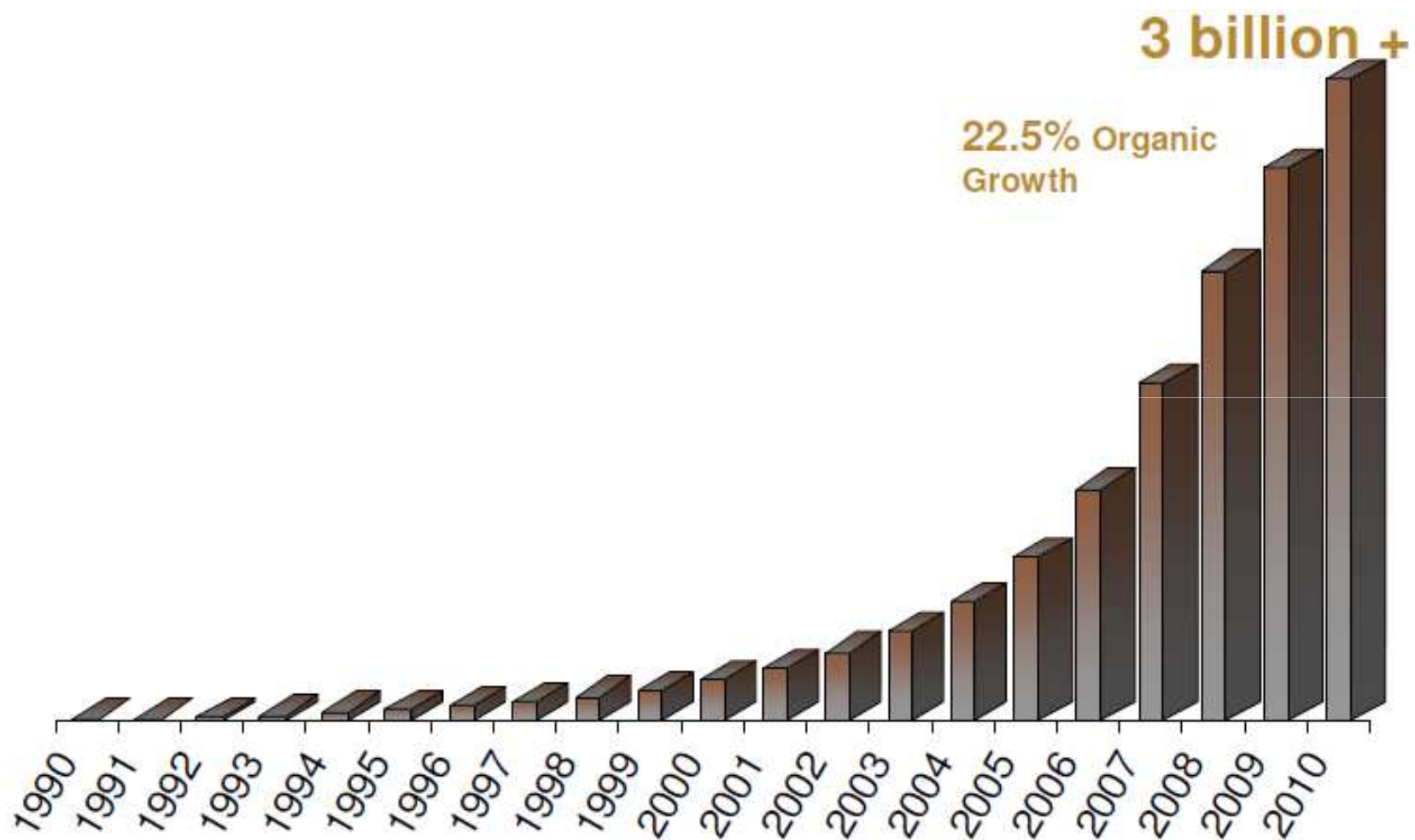
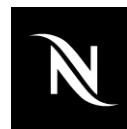
Put systems in place to triple our capacity to recycle used capsules to 75%-**Status 60%**

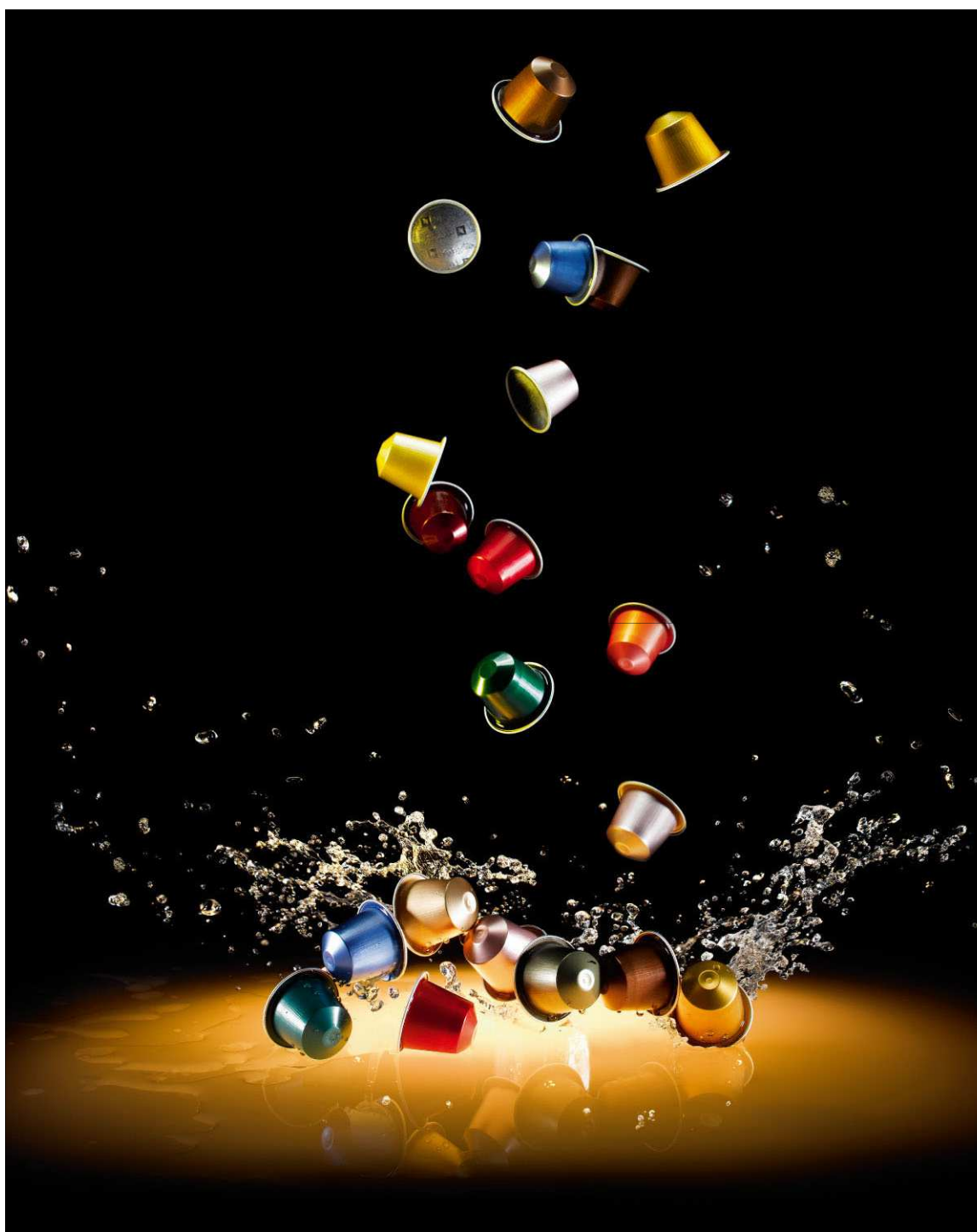


Reduce our carbon footprint per cup of Nespresso by 20%

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Děkuji za pozornost