



THE No.1 BEVERAGE POWER HOUSE

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Disclaimer

This presentation contains forward looking statements which reflect Management's current views and estimates. The forward looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

28 Billionaire Brands...

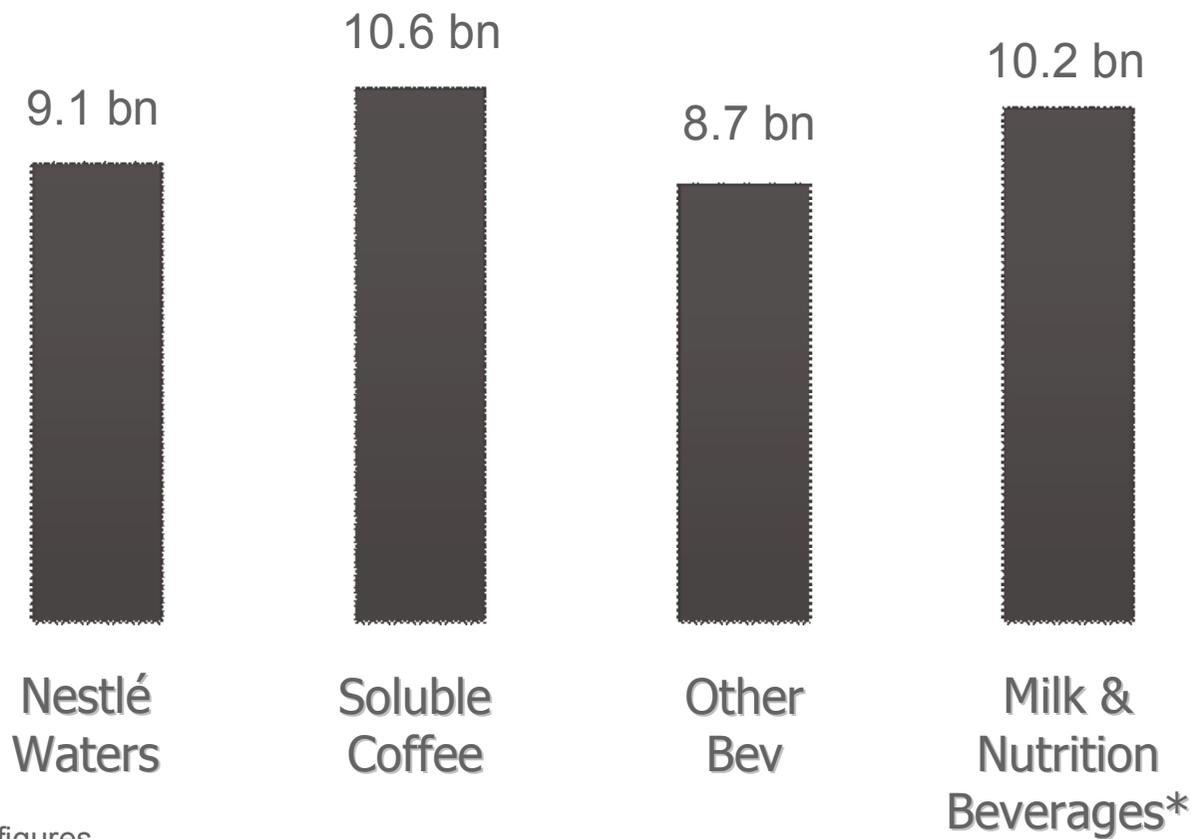
Organic Growth (2009)	
Over 20%	
10.1 to 20%	    
7.6 to 10%	     
5.1 to 7.5%	    
3.1 to 5%	    
0.0 to 3%	
Below 0%	    

...and 9 are “Beverages”

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3.1 to 5%	 
0.0 to 3%	
Below 0%	

Beverages : 38% of F&B Sales

~CHF 39 billion

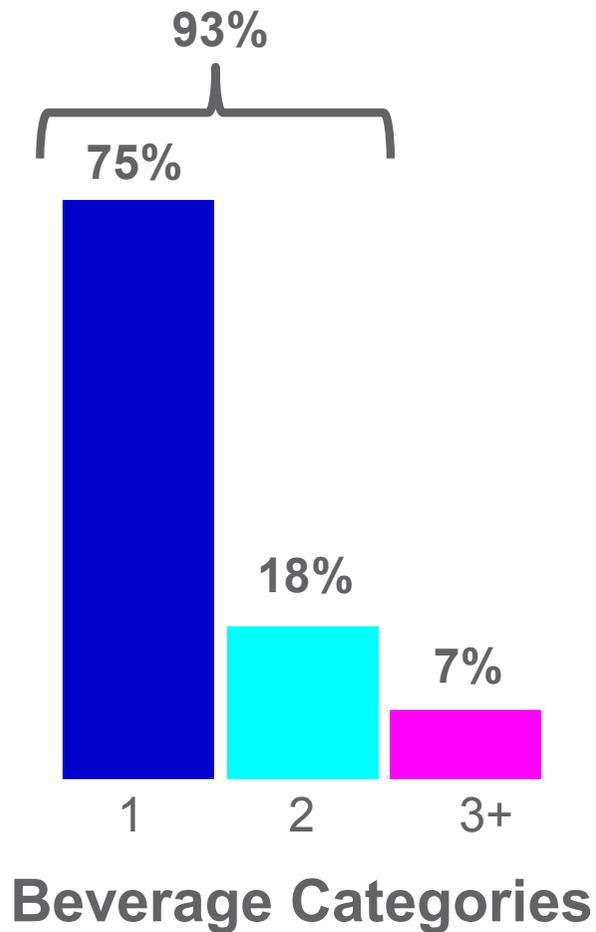


2009 figures

* Excluding Infant Formula (3.1 bn)



Nestlé – Enviably Leadership in Beverages

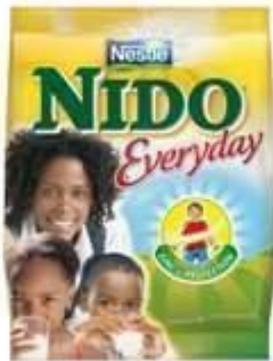


**#1 or 2 in 93%
of Beverage Cells**



« based on data supplied by Nielsen, IRI, Business Analytica and Deloitte »

Beverages for ALL consumers...



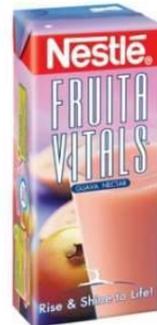
PPP

Mainstream

Premium

S-Premium

Beverages throughout the Day...



Morning

Noon

Evening

Beverages throughout their Lives...



Childhood

Seniors

Global Leader in WATER

Heathly Hydration
...across the spectrum



#1 Water Brand
in the World



#1 Local Brand
in USA



The Ultimate Refreshment
of Water

CHF 9.1 bn

Everyday Refreshment

NESTEA... a global brand refreshing in any format !



Fruit Juices & Nectars



~CHF 1.5 bn

Great "Mates" for Milk !

Global Leadership via Our Strong Regional Brands



No.1 in AMS & EUR !



No.1 in Brazil!



No.1 in AOA !

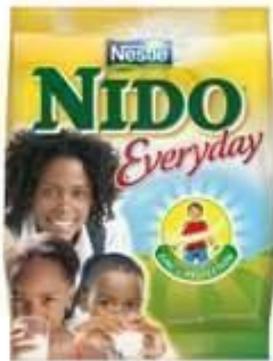
~CHF 3.7 bn

Daily DAIRY Drinks

NIDO
the Leader in
Child Nutrition



Strong Bones



PPP, Mainstream and Premium



On
The
Go



~CHF 8.4 bn

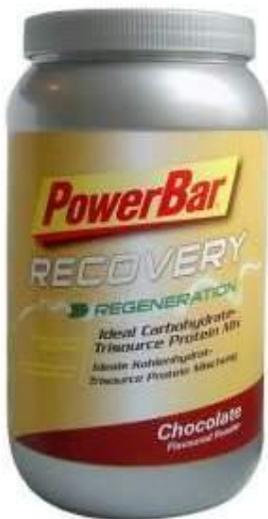
Specialised NUTRITION Beverages

Beverages to address specific nutrition needs...



And... for World Class

Athletes and Active Seniors!



~CHF 1.7 bn

COFFEE IS NESCAFÉ

the #1 Coffee Brand



Continuous growth through Innovation...

~CHF 10 bn

Nescafé: Linked to Four Global Priorities

Premiumisation

Nutrition, Health & Wellness

Popularly Positioned Products

Out of Home



Average consumption of coffee only “a quarter cup” per day

Beverages - Out of Home

Nestlé Systems..



... and Solutions

VIAGGI

TEA can be Special !

SPECIAL.7[®]
BY Nestlé



Driving Value in Categories from Products to Services



