



Key Account Channel Communication

July 2008

NESPRESSO.

Agenda



- Global sales statistic 2008
- Global sales results July 2008
- CS-Range vs. ES-Range
- Facilitat deals by *Nespresso*
- Global key deals July 2008
- Key deals under negotiation



Global Sales Statistic 2008

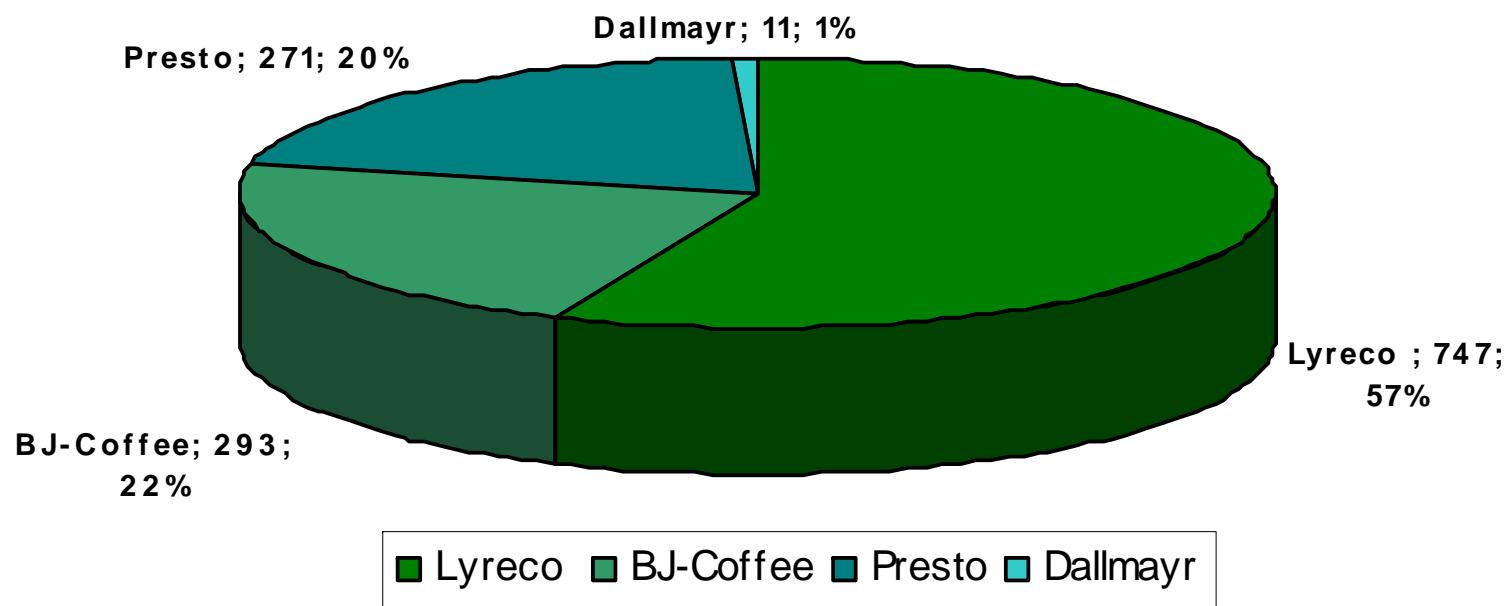


Month / Distributor	Lyreco	BJ-Coffee	Presto	Dallmayr	Total	Objectif 2008	% to Objectif	Nespresso	% NN vs. Total
January	133	19	10	0	162	234	69%	57	35%
February	119	42	28	0	189	234	81%	89	47%
March	71	21	10	0	102	234	44%	19	19%
April	128	36	108	9	281	234	120%	20	7%
May	92	60	61	2	215	234	92%	104	48%
June	118	75	25	0	218	234	93%	51	23%
July	86	40	29	0	155	234	66%	17	11%
Total	747	293	271	11	1322	1638	81%	357	27%

Month	Tower	Disp.	CS220	CS200	CS100	ES100	ES80	ES50	Total	Objectif	% to Obj.
January	2	2	2	53	18	33	12	44	162	234	69%
February	0	0	6	26	43	36	12	66	189	234	81%
March	3	3	0	29	45	14	8	6	102	234	44%
April	9	9	3	36	117	35	11	79	281	234	120%
May	0	0	3	65	88	7	4	48	215	234	92%
June	9	12	2	40	115	39	7	15	218	234	93%
July	0	0	0	29	84	33	5	4	155	234	66%
Total YTD	23	26	16	249	426	164	54	258	1'322	1638	81%



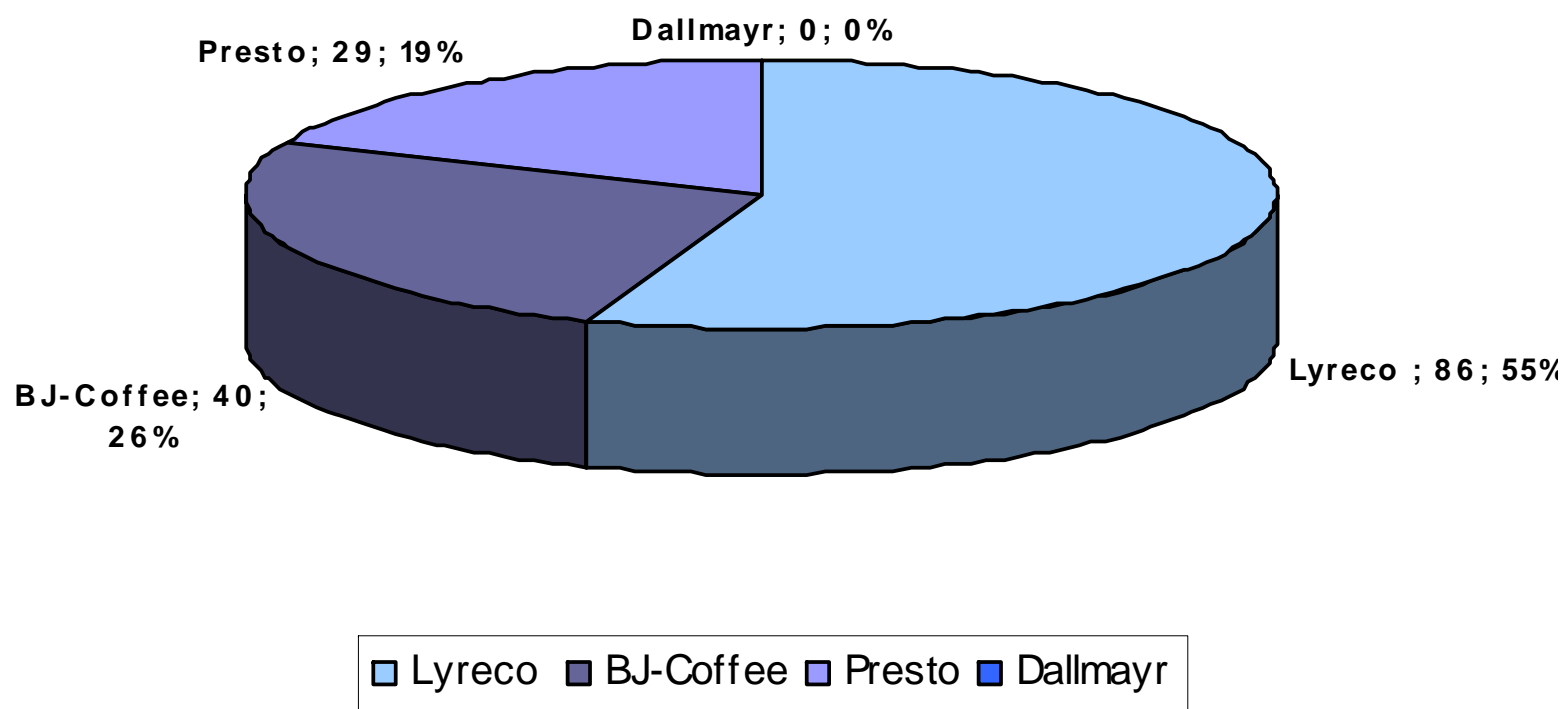
Total sales YTD



Total of 1'322 machines placed
(81% to objective)

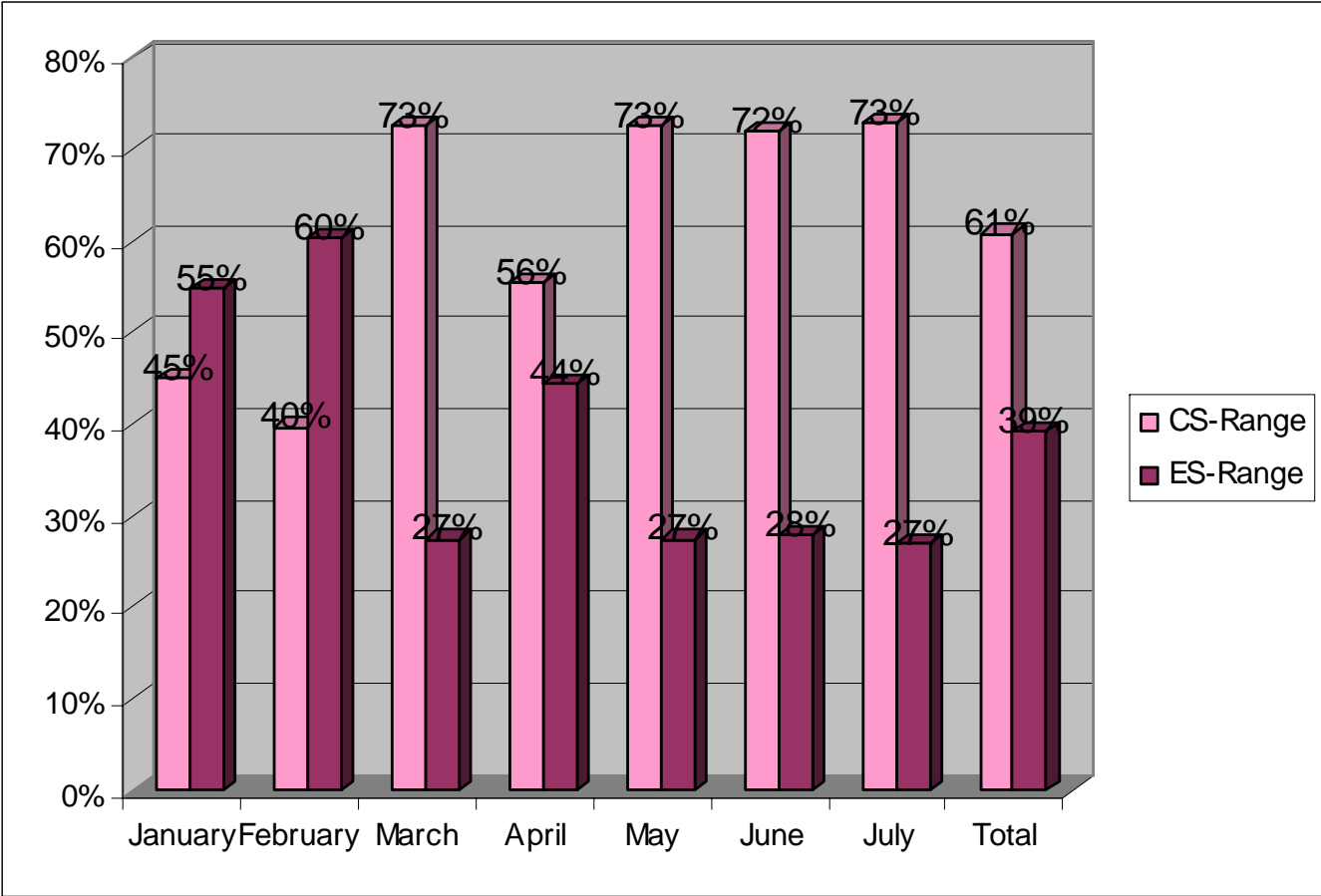


Total sales July 2008



Total of 155 machines placed
(66% to objective)

CS-Range vs. ES-Range



Facilitat deals by *Nespresso*



Company	Tower	Dispenser	CS220	CS200	CS100	ES100	ES80	ES50	Total
Nestlé Rive-Reine				1	1				2
Bobst				1					1
Compass Group				2					2
Induni				1					1
Lucerne Festival				1					1
Jet Aviation				3	7				10
July 08	0	0	0	9	8	0	0	0	17
Total YTD	15	18	6	107	115	7	20	102	357



Key deals July 2008



L'ORÉAL

L'Oréal is one of the famous cosmetic producer in the world. We equipped all break areas in the headquarter in Geneva with **10x Gemini CS100**. We also sold 400 Classic machines for a special offer during the months of June and July with the product Kerastase. This deal was signed by BJ-Coffee and *Nespresso*.



Merk Serono is a leading chemical company. BJ-Coffee placed **20x ES100 PRO** at this existing customer, we expect e yearly consumption of **100'000 capsules**.



UBS the biggest customer in Switzerland ordered another **9x Gemini CS200** and **27x Gemini CS100** for their offices. Lyreco has placed over 190 machines since the beginning of the year.





Key deals under negotiation

Dätwyler Rubber

Dätwyler Rubber is one of the Business Units of Dätwyler Group and they are since November 2007 an important supplier for *Nespresso*. They want to create a *Nespresso* Coffee corner in the break area and install 8 double head machines with 7 capsule dispensers. We have a potential of **250'000 capsules**.





THANK YOU FOR
YOUR ATTENTION

NESPRESSO.