

DORNA®



Market

The Coca-Cola Company is constantly working upon the consolidation of its position on the international market as a premium beverage producer. As part of this strategy, the Company is also known today as an important global mineral water supplier, holding the fourth position in the global mineral water business.

Coca Cola HBC, one of the leading European soft drink bottlers, with a particularly strong base

in many of the East European Countries, joined forces with Coca-Cola to acquire a 94.5% stake in the leading Romanian water producer.

In 2002, along with Coca-Cola HBC, The Coca-Cola Company acquired the Dorna Apemin natural mineral water company in Romania. The acquisition brought three prestigious brands into the company's portfolio, Dorna, Poiana Negri and Izvorul Alb, as well as a 13% share of the Romanian market in the seven years since the acquisition. Its annual sales stand at around 90 million litres.

Achievements

Dorna is one of the most important natural mineral water brands in South East Europe for The Coca-Cola Company, holding the sixth place in terms of water per capita in the world.

Since the acquisition in 2002, Dorna has strengthened its importance and market position, having benefited from The Coca-Cola System's expertise in marketing, distribution and sales. Today, the Dorna business is in an excellent position to grow further.

Not only was the new company efficiently integrated into the Coca-Cola family, moreover the brand benefited from communication that came to set a benchmark in its sector. This has been recognized through the Golden EFFIE award won by Dorna in 2005 in the Non-alcoholic beverages category, at the International Festival held in Romania.

Even though Dorna is a Romanian brand and building it in Romania constitutes the primary strategy for the company, its prestige extends beyond the country's borders. Dorna is also exported to Greece and the Republic of Moldova.

History

Water is truly the essence of life. It makes up about 60% of an adult's body, while a child's body consists of up to 75% of water. A loss of 3% of total body water will cause fatigue, while losing 10% is seriously life threatening. Depending on climate, diet, and body, each person needs between 1.5 -3 litres of water every day.

Mineral Waters contain, as the name suggests, various minerals and trace elements. They are usually measured as the residues (what remains) when a litre of water is evaporated at 180 degrees C. These minerals have various effects on a person's health and well-being.

Dorna brands are mineral waters from a very beautiful and ecologically clean area of Vatra Dornei. The region of Vatra Dornei is situated at the bottom of the high peaks of the Rarău-Giumalău Mountains, at the confluence of rivers Dorna and Bistrița, one of the most beautiful depressions of the Eastern Carpathians, called Țara Dornelor. This region is well known in Romania for its mineral waters.

The Dorna, Izvorul Alb and Poiana Negri mineral waters come from the area of Vatra Dornei, which is famous for its pure air and spectacular scenery. The natural mineral water springs are a part of a well-preserved ecosystem, away from industrial and agro-chemical pollution.

The first mention of Izvorul Alb dates back to 1752, while in 1790, the French naturalist Belsazar Haquet, who carried out research in the Carpathians, mentioned the water's beneficial



effects on the body. 1806 is the year when Poiana Negri Valley is mentioned by a Galician doctor in Bucovina, who was passing through the region where the shepherds used to drink from a spring known for its "health giving waters". He also made the first physico-chemical analysis of the water in 1808. Water from the Poiana Negri spring was initially bottled in order to be exported to Vienna and Odessa.

Since 1923, the Poiana Negri mineral water spring has been providing bottled water for the inhabitants of Vatra Dornei and later for the whole country.

The carbonated mineral waters of Dorna and Poiana Negri are a result of late volcanic activity, which is in evidence elsewhere in Europe.

Izvorul Alb water is naturally non-carbonated mountain water, with a beneficial effect on the human body due to its low mineral content, which helps purify the body as well as offering it the hydration that it needs.

In 2002 Dorna, Poiana Negri and Izvorul Alb become part of the Coca-Cola family.

Product

The Coca-Cola System in Romania boasts a range of three waters, two of which are carbonated (Dorna and Poiana Negri) and one of which is a still water (Izvorul Alb).

Dorna is a carbonated water with balanced taste and carbonation, bottled directly at the famous sources of Vatra Dornei, while Poiana Negri is a carbonated water that comes in two degrees of carbonation. It is one of the

traditional carbonated waters, with high mineral content to match the body's requirements. Finally, Izvorul Alb is a non-sparking natural mineral water of remarkable quality. Its purity and freshness are characteristic of the sources from which it springs, the heart of the Oriental Carpathians.

Recent Developments

The Coca-Cola Company is continually looking to deliver the needs of consumers with regard to each of its brands and uses consumer insights to help develop new solutions to packaging and product innovation.

In September 2005, Dorna, Poiana Negri and Izvorul Alb changed their graphic identity, using styles and colours that better represent their brand values and building further on their brand image.

In October 2005, Dorna and Izvorul Alb were launched in a 330 ml returnable glass bottle and a 750 ml non-returnable glass bottle, in order to address the requirements of premium locations like restaurants, hotels and, moreover, to further highlight brand values.

Promotion

In 2003, Dorna started to advertise on Romanian TV. The campaign communicated a new image not only for the brand, but also for mineral water as a category of beverages. With most of the category's previous communication conveying a very traditional image for mineral waters, the Dorna campaign offered a refreshing injection of modernity. It established new and specific territory for Dorna, presenting all the qualities of the water - such as purity and naturalness - in a contemporary manner befitting a premium brand.

The first Dorna campaign from 2003 was launched under the slogan: "You are 70% water. You are what you drink", in a way which explored the different states of water in connection with human states of mind. This communication campaign has been one of the most successful campaigns for Dorna to date.

Dorna has also played its part in the world of sports through its involvement in the most famous tennis tournaments in Romania, Romanian Open Tennis that it sponsors every year.

The first campaign for Izvorul Alb dates back to 2004, building on the qualities and values of this pure spring water. To further enhance its image and its properties, well known by

consumers, such as its low mineral and salts content, the brand has also been associated with Marathon events and programs for babies and new mothers.

In 2005, in order to better address the needs of people living in urban areas, in which nature can be seen as something truly inspiring, Dorna launched a new campaign under the slogan: "Recharge from nature". This aimed to bring the natural world closer to consumers, through the product's naturalness and freshness. In the coming years, Dorna will continue to recharge people with energy through its communication and programs.

Brand Values

The whole brand portfolio stands for nature, purity and health, as the Dorna, Poiana Negri and Izvorul Alb waters come from the ecologically protected area of Vatra Dornei. While Dorna has constructed an image that is positive, active and contemporary, Poiana Negri reflects other values, such as tradition. Izvorul Alb aims to be perceived as being light and innocent.

www.coca-cola.com



THINGS YOU DIDN'T KNOW ABOUT

DORNA

- › One litre of Dorna per day provides 20-25% of the potassium (K+) required by the human body
- › The Emperor Franz Joseph I of the Austro-Hungarian Empire wrote in 1817 about Dorna mineral water in his memoirs: "it is a spring with therapeutic effects and it is the best mineral water spring in the region" (Fr: Joseph I - Emperor of Austria - "Travelling Memoirs from Bucovina", 1817-1823)
- › More than a third of the European mineral water springs can be found in Romania. Located in the north of the country, the region of Dorna was documented in 1592. Its further development was based on the discovery, a century later, of a mineral water that was described as "pricking the tongue". In the nineteenth century, western specialists used to compare Dorna water with the mineral water from the famous European spas such as Antenil, Mitterbad, Bad-Bruckenuau and Santa-Caterina
- › Vatra Dornei was called often the Spa of the Heart. It is famous for its effectiveness in treatments for preventing heart attacks, ischemic cardiomyopathy, arterial hypertension and many other such diseases

