



Market

The Wm. Wrigley Jr. Company is the recognised leader in the confectionery field and the world's largest manufacturer and marketer of chewing gum.



It has been over 110 years since Wrigley introduced its first two products, Juicy Fruit® and Wrigley's Spearmint® gums. Today, Wrigley brands are sold in over 180 countries and its portfolio of products includes dozens of innovative brands that provide consumers with a variety of benefits, including dental care, breath freshening, tooth whitening and vitamin delivery.

The Wm. Wrigley Jr. Company has been represented in Romania since 1992 by Wrigley Romania Produse Zaharoase S.R.L., the sole importer of Wrigley's products on the local market. Wrigley Romania is the leader of the Romanian confectionery business. Wrigley is the leader of the Romanian chewing gum market, with a 96% share of the gum market in terms of value (Source: AC Nielsen, June 2006), through the chewing gum brands Orbit, Airwaves, Winterfresh and Hubba Bubba. The company also ranks second on the candy segment, with a 27% share of the candy market in terms of value. Wrigley's non-gum brands are Orbit Drops, Solano and, more recently, Juicy Fruit.

Wrigley Romania's leading brand on the local chewing gum segment is Orbit. The Orbit brand name includes Orbit basic, Orbit White, Orbit for Kids and Orbit Professional, each being available in various flavours. According to a research conducted by AC Nielsen, in June 2006, Orbit chewing gum represented 65% of the chewing gum market by volume, with 23% of the total market being represented by Orbit Professional.

Orbit is also present in Wrigley's Romania's non-gum portfolio, as hard candy, available in different flavours.

Achievements

Worldwide, Wrigley's brands like Doublemint®, Big Red®, Winterfresh®, Extra®, Eclipse®, Freedent®, Hubba Bubba®, Orbit® and Excel® continue to generate excitement in the gum

category, while Wrigley has simultaneously created new products under these well-loved brands including mints, breath strips and candies. Wrigley's chewing gum brands have been a refreshing part of everyday life for more than 100 years. The spirit of innovation that made Wrigley one of the world's best known and best loved companies can still be seen today, with exciting new products, new markets and new ideas.

The Orbit range is diversifying each day, offering its consumers more and more alternatives just waiting to be chosen - from better cavity protection to complete oral care - never forgetting that people enjoy a wide variety of flavours.

Orbit®, Extra® and Freedent® are Wrigley's worldwide dental-care gum brands. For over 25 years, Wrigley has worked in partnership with the dental profession and pioneered independent research into the oral care benefits of chewing sugarfree gum, helping the dental profession understand the importance of saliva to dental health. Wrigley Oral Healthcare Programs (OHP) were established to help support dental teams in promoting better oral care to patients. Wrigley OHP are committed to



providing educational materials and resources for patients and professionals, relevant to today's oral health needs. Programs have currently been established in 36 countries in Europe, the Middle East and Africa. Wrigley OHP provides dental teams with:

- Professional information and support about saliva and SFG (sugar free chewing gum)
- Patient resources including leaflets, posters and waiting room materials on a healthy oral care routine.

Wrigley OHP is also present in Romania, the program being supported by The Romanian

Dental Association with Free Praxis (AMSPPR). Wrigley's dental-care chewing gum brand for the local market is Orbit.

History

In 2001, Orbit Sugarfree gum made its spectacular debut in the US. Already a top selling brand across Europe, Orbit's launch in the US was a huge success. Orbit's great taste, fun flavours and attractive packaging has made it a consumer favourite.

In 2003, Wrigley diversified its product portfolio into candies with the launch of Orbit Drops, a sugar free dental candy available in more than a dozen countries including Austria, the Czech Republic, Croatia, Greece, Hungary, Israel, Russia, Slovenia, Bulgaria and Romania. Building on the established success of Orbit sugar free gum in Europe, these candies offer dental benefits in the form of a hard candy.

Today, Orbit gum is enjoyed by millions of people throughout Europe and the Middle East.

Orbit gum has been present in Romania since 1992. Over the years, the gum range has diversified in terms of flavours, forms of presentation, content and benefits, as well as package design. After fourteen years on the local market, Orbit is the leader of the Romanian gum market with a 68% market share in terms of value.

Product

Orbit is a range of dental care products, meant to ensure cavity protection. Research has shown that chewing Orbit sugar free gum for ten minutes after each meal or snack stimulates saliva, thus neutralising the acid that causes dental plaque.

The basic Orbit range of chewing gum includes Orbit Sweet Mint, Orbit Winterfrost, Orbit Spearmint, Orbit Peppermint, Orbit Herbal, Orbit Cherry Mint, Orbit Orange and Orbit Watermelon. The sub-brands of Orbit are: Orbit Professional,

Orbit White, and Orbit for Kids.

Orbit chewing gum is sugarfree, smooth and refreshing, leaving the mouth with a crisp, "just brushed clean" feeling. In Romania, the main Orbit flavours are Sweet Mint, Spearmint and Winterfrost. Orbit White is another member of the Orbit family, which offers, besides protection, a whitening effect, while Orbit for Kids with Calcium (available in Classic and Lemonade flavours) is part of the brand's dedicated product range for children, again offering oral health benefits.

Orbit Professional is a modern product, containing micro-granules to leave clean feeling



teeth. This sub-brand was launched in Romania in October 2004 with Strong Mint flavour, new Fresh Mint flavour being added in January 2005. In July 2006, the new Orbit Professional White was launched in the country, with Orbit Professional Herbal having been launched in May. Orbit Drops is a sugarfree candy product available in various fruit and mint flavours.

Recent Developments

The Orbit range is continuously developing, striving to offer increasing benefits to consumers. One of the most important recent successes was the improvement of Orbit sugar free gum in such a way as to reduce the incidence of tooth decay by 40%. The packaging of the product was concurrently redesigned. In Romania, this improvement was announced in 2006, when Orbit was re-launched and sustained by an aggressive advertising campaign.

Another very big success for the Orbit range was the launch of Orbit Professional. In terms of the Romanian gum market, Orbit Professional was very well received by the public, securing a 23% share of the gum market in just two years. The most recent addition came in May 2006, when Orbit Professional Herbal was launched, an extension of the range offering an important



dual benefit - teeth and gum care in the same product!

Romania ranks second worldwide in terms of sales of the Orbit Professional range, after the world leader, Germany.

Promotion

Wrigley takes an integrated approach to the creation and delivery of campaigns that make good use of both traditional and non-traditional media. Wrigley's marketing and promotional strategy is designed to create demand for its products through the use of strong consumer advertising and highly visible and recognisable in-store display solutions.

Communications for the Orbit brand highlight its dental and oral healthcare benefits, ranging from tooth whitening to "cleaning your teeth in a way you can feel".

With Orbit, Wrigley was one of the pioneers in developing and marketing the dental benefits of chewing sugarfree gum.

The Orbit brand is communicated in Romania mainly via TV and outdoor media, with launch campaigns for new products also being visible in the printed press. PR tools are also used for new products, when credibility is developed through the construction of a more personalised message.

Brand Values

William Wrigley, the founder of the Wrigley Company, once said: "Even in a little thing like a stick of gum, quality is important". This philosophy is as important for the Wrigley Company now as it was in 1891. This focus on quality and the spirit of innovation ensures that Wrigley always wins with consumers.

Orbit offers a great taste experience, dedicated to those who want to look and feel good. Offering oral care and dental protection against cavities, Orbit chewing gum contributes to maintain the oral health of consumers.

Orbit is everybody's friend when it comes to teeth cleaning and cavity protection, at times when taking out a toothbrush is simply not an alternative. Whenever and wherever, Orbit is making sure teeth stay healthy and clean. As

consumers wants have diversified, so has Orbit's product range, offering additional benefits such as whitening, gum care and stronger teeth. Despite all these, Orbit's main benefit remains cavity protection.



THINGS YOU DIDN'T KNOW ABOUT

Orbit

- The minerals in saliva are the same minerals as in teeth, meaning saliva actually helps repair teeth. Moreover, if you stimulate saliva, for example by chewing Orbit sugarfree gum, it has a much greater concentration of these minerals and is more able to neutralise plaque acid
- After eating, plaque acid attacks your teeth and puts them at risk of tooth decay. This acid attack can last for up to two hours. The best and most tooth-friendly way to produce more saliva is to chew sugarfree gum, as this stimulates saliva by up to ten times the normal amount. Stimulated saliva is more effective at replacing the minerals lost through acid attack, and helps repair early decay damage. Chewing Orbit Sugarfree gum for twenty minutes after eating or drinking stimulates saliva and helps reduce tooth decay by up to 40%