



Market

Jana, natural spring water; the leading brand of Jamnica d.d. is also the leader on the bottled water market in Croatia, having more than 50 percent of market share among spring non-carbonated bottled waters with yearly sales of 63 million litres.

Nevertheless, considering its constant market share increase, Jana has a significant role and strong presence on regional markets. Jana established its strong position and at the same time built an image of an internationally accepted premium brand.

Thanks to its exceptional quality, unique taste and continuous investments in marketing activities and design, Jana is very successful in regional countries; Bosnia and Herzegovina, Serbia, Montenegro, Slovenia, Macedonia, Hungary as well as on international markets such as Canada, Japan, Portugal, Romania, Germany, Baltic Countries and the USA. It should be noted that Jana is the market leader in Bosnia and Herzegovina with 12 million litres sold.

In May 2005, Jana started exports to the USA. In the first stage, it covered the State of New York thanks to the cooperation of different retailers and specialised "health & beauty" chains.

Each year, it enters a new market, and as a result, from the beginning of 2008 Jana has been present on one of the strongest developing markets, Russia.

On regional markets, Jana's competitors are the largest local brands, whereas on the European and the overall international market Jana is competing with premium bottled water brands owned by the «big four»: Nestle, Coca-Cola, PepsiCo and Danone.

Jana is positioned as an exceptional product of unique and characteristic identity with clear and consistent communication that differentiates it from other competing brands.

On both local and foreign markets Jana has the same premium positioning, which translates into unique communication and pricing strategies. However, local market specifics are always taken into consideration in order to adapt communication and sales activities. On

overall, Jana is an established regional brand with high aspirations of becoming an international brand with a unique and characteristic communication strategy.

Achievements

Jana is a world-over known bottled water; a fact proved by a number of international awards and certificates.

Jana's exceptional quality is confirmed by a number of international institutions:

Aqua Expo Paris / Eauscar 2005 - Jana is the proud recipient of the Aqua-Expo Paris 2005 Eauscar award for best spring water.

NSF is the leading independent US quality control institute that is a guarantee of trust, independence and expertise. The NSF logo is a signed guarantee of the quality and safety of Jana water.

ITQI Brussels 2006 - the International Taste & Quality Institute gave Jana its highest grade for taste and quality (3 stars).

SGS Fresenius - the SGS Fresenius Institute, as Germany's leading independent authority in the area of quality control established that Jana's essential qualities remain preserved in the production process and that the microbiological composition remains unaltered long after its bottling. A microbiological analysis and certificate from SGS Fresenius attest to the fact that Jana's impeccable purity and superior characteristics remain unaltered long after bottling and is especially recommended for consumption by children and in the preparation of baby food and beverages.

Jana's spring water is on the official EU bottled water list.

Jana is also on the official list of NATO suppliers that requires supreme water quality that is regularly confirmed with several certificates and analyses throughout the year.

History

The Jana brand was created and unveiled to the market in 2002. It may be said that is the true result of its own achievements and in less than six years Jana became one

of the most famous brands on the local and international markets.

At the beginning of 2001, Jamnica d.d. accomplished a Greenfield investment, opening the Saint Jana bottling unit, starting the commercial production of Jana in the summer of 2002.

Product

On the market, Jana is present in PET packaging of 1.5, 1.0, 0.5 and 0.25 litres as well as in 0.33l and 0.75l glass bottles for cafés and restaurants. With supreme technology of production and bottle design, Jana is positioned alongside the most famous world bottled waters.

Jana was a 7,000 years well-kept secret in an arterial well near Saint Jana, hidden between the hills. Due to the depth of the well of 800 metres, the Jana spring is exceptionally well protected from any kind of contamination. Jana's purity and freshness is the result of the lengthy natural process of filtering through thick layers of mineral rock. On its thousand-year voyage through layers of mineral rock, Jana has been naturally enriched with minerals, including calcium and magnesium. The exceptionally balanced mineral composition gives it the uniquely light and fresh flavour that makes it so particularly pleasant to drink. One of the most important facts referring to Jana's exceptional quality is that it is bottled directly at the source preserving its original purity and unchanged natural characteristics.

With the low content of sodium and well-balanced elements and ratio of calcium and magnesium, Jana is ideal for replenishing bodily fluids, very important for normal functioning as well as for baby food preparation.

Jana differentiates itself with a light, silky taste that makes it the favourite water of consumers.

In 2004, a brand extension was created in the form of non-alcoholic refreshing drinks developed with Jana spring water and natural extracts - fruit flavours. Flavoured Jana has low calorie content, from 9 to 12 Kcal per 100 ml and is declared as a light product. The



refreshing drinks are based on an all-natural concept that contains all of the Jana qualities together with natural fruity flavours. Moreover, there are no preservatives added.

Flavoured Jana is available in four fruity combinations: lemon-lime, strawberry-guava, blueberry-cranberry and apple-lychee packed in 0.5l bottles with a thumb-up cap as well as in the 1.5l bottle.

Jana lemon-lime, a refreshing, fruity taste with a unique fruity scent now may be found in glass bottles of 330 ml.

The freshness of Jana pure natural spring water and the exquisite natural flavours provide a real pleasure of fruity refreshment.

Flavoured Jana, apart from providing all the advantages of natural spring water and allowing hydration, provides a low calorie but tasty alternative to sweetened drinks with a high calorie value.

A recognisable combination of Jana lemon-lime seduces with its unique citrus fruit flavour; it satisfies all the tastes and will boost the atmosphere and refresh visits to bars, restaurants and clubs.

Jamnica d.d. has recently expanded its wide range of products under the most awarded and internationally known Jana brand with an innovative and easy-to-use 5L bottle.

Jana 5L is an ideal family packaging, yet also a practical solution for all of those who are aware of the importance of the recommended eight glasses of water per day.

Jana 5L is designed to allow practical and simple handling of the bottle with the specific characteristic of horizontal placement thus saving valuable space in the fridge.

An additional benefit of the bottle is the pusher that permits pouring water directly into your glass. The pusher not only facilitates pouring, but together with the plastic cover, protects the content from any external influence, guaranteeing pure natural water



with every glass, Jana 5l. Source in your home.

Recent Developments

JANA is bottled at a newly constructed bottling facility in Saint Jana, equipped with the most modern bottling line in this part of Europe.

Its advantage over others is the use of aseptic bottling technology (in sterile conditions), which means that Jana is filled directly into the bottle, without any outside contamination or contact with the environment.

Always opened to most modern technological developments, Jamnica is the first company in this part of Europe that has introduced a special new sport thumb-up cap on its 0.5l packaging, that facilitates the opening and product consumption. Its special advantage is that it avoids the extra protective foil under the cap. Thumb-up satisfies the most rigorous standards of safety and offers complete preservation of product quality bottled with aseptic technology.

Promotion

Integrated marketing communications represent the force behind the Jana brand on the domestic, regional and international markets.

Jana's marketing strategy includes a well thought-out ATL communication supported with BTL activities targeted mostly at points of sales.

During its introduction to the market in 2002, Jana started building its image with a comprehensive promotional campaign and continued in the following years until present to follow through with equally detailed campaigns that made it instantly recognisable in the region and the rest of the world, taking into consideration the adaptations to the specifics of each individual market.

ATL communication includes a vast variety of media, beginning with TV campaigns, print, outdoor advertising, radio and internet advertising that all together represent an overall marketing communication of the brand with



additional support by display materials with an accent on Jana's style and design.

Considering the fact that Jana was created as a lifestyle product, it is important to mention that marketing activities are not restricted only to ATL and BTL communications. Moreover, Jana is widely known for its active participation in social life being linked to fashion, cultural and sporting events as well as those for the little ones.

Jana has already been present for a long time at significant fashion and cultural events in the region and Europe; in Zagreb, Sarajevo, Belgrade, Budapest and Ljubljana.

It must be noted that Jana is not only regionally linked to such lifestyle glamour events, but also in the world as well. Namely, Jana is the Official water of the Madison Square Arena in New York where, in the hands of world known celebrities, Jana proves its international position as a premium brand.

In 2009, Jana launched a new educational campaign "History" - explaining how Jana was created before everything we know today, before the key milestones of human history - before the wheel, before the script, before civilisation, 7,000 years ago... Untouched for all those years, Jana's first encounter with today's world is at the moment of opening the bottle when its values become a part of us.

The educational campaign carries a new headline - Source of life. Jana.

Brand Values

Quality, purity, premium design, quality of life and lifestyle itself, self-respect, health, internationality... There are many associations that a brand like Jana may evoke in the minds of consumers.

In the past seven years, Jana has built its basis for communication as the embodiment of the current ideal of the modern independent woman that exudes self-confidence and trust.

www.jana.com.hr

THINGS YOU DIDN'T KNOW ABOUT...

Jana

- > From the physiological aspect, the recommended daily intake of calcium and magnesium is ideal in a 2:1 ratio. That is precisely the ratio of calcium and magnesium present in Jana (63:32.5 mg/L).
- > Jana is 7,000 years old and the person that opens the bottle is the first one to taste it through all of those years, for the first time. There is no treatment with artificial substances of either the water or the packaging at any point in the bottling process. Jana's first contact with the human world is when a person feels it on their lips.