



箭牌 WRIGLEY

THE MARKET

Chewing gum, a healthy, wholesome and delightful confectionery product, is well received and popular with Chinese consumers, even though it is deemed as an “exotic” product brought in from the outside world.

The Wm. Wrigley Jr. Company is a recognized leader in the confectionery field and the world’s largest manufacturer and marketer of chewing gum. Wrigley China is the largest chewing gum manufacturer and marketer as well as the No.1 confectioner in China.

ACHIEVEMENTS

In 1997, Wrigley became marketplace leader in China; in 1999, China became the largest overseas market after the United States in the Wrigley world; in 2000, Wrigley China became the No.1 confectioner in China.

According to authoritative third-party consumer research, awareness of Wrigley brands among Chinese consumers is as high as 99%. In March 2003, “Wrigley” (“Arrow Brand”) won the title of “Top 10 Most Favorite Foreign Trademark by Chinese People” in the 3rd China Trademark Awards, organized by the State Industrial and Commercial Administration, National Trademark Bureau, Trademark Appraisal Committee, China Trademark Association and CCTV etc. In October 2004, “Wrigley” was honored as a China Superbrand and awarded a special prize in the FMCG category.

Since its founding, the Wrigley Company has been committed to being a good corporate citizen where it operates. Continuing this company heritage, at the same time of achieving good business performance, Wrigley has been very active over the years in supporting environmental protection, education and public health in China, and has become a leader in actively assuming corporate social responsibilities (CSR).

HISTORY

The Wrigley Company was founded in 1891 in Chicago and has been traded on the New York Stock Exchange since 1923. Today, the company boasts annual global sales of more than US\$3 billion. It has 19 production facilities around the world and its products are sold in over 180 countries. In each geographic region, the company’s goal is to deliver the quality synonymous with the Wrigley name, while tailoring flavors and product benefits to address the tastes and needs of local consumers.

Wrigley products imported from Wrigley factories in Chicago and Australia were first introduced to the China market in 1914. Chinese consumers enjoyed the popular Wrigley products until the outbreak of World War II, and the subsequent Chinese civil war, when sales were suspended. Wrigley products re-entered the China market in 1981, but only in department stores designated for foreigners, in cities like Beijing, Shanghai, Guangzhou, Dalian and Xiamen. In 1993, production at Wrigley Guangzhou factory commenced. Since then, locally made Wrigley products have been woven into the everyday lives of Chinese consumers.

Wrigley Chewing Gum Company Limited was established in Guangzhou in 1989, and Wrigley Confectionery (Shanghai) Company Limited was founded in Shanghai in 2000. Today, Wrigley China has 3 production facilities located in Guangzhou Economic and Technological Zone, Panyu district of Guangzhou and Shanghai Songjiang Industrial Zone respectively.

THE PRODUCT

Wrigley’s chewing gum products currently sold

in China include Doublemint®, Juicy Fruit®, Wrigley’s Spearmint®, Extra® Sugarfree gum and Cool Air®. The positioning of these Wrigley brands is as follows:

- Doublemint: Freshens your breath.
- Doublemint Ultra: Long-lasting breath freshening.
- Wrigley’s Spearmint: Enjoy classic Spearmint taste.
- Juicy Fruits: Sweet, juicy flavor.
- Extra: Sugar-free, good for dental health.
- Extra White: Helps keep teeth clean and white.
- Extra Xylitol: Good for dental health, gives you brush clean feel.
- Cool Air: Vapor release, breathe free.

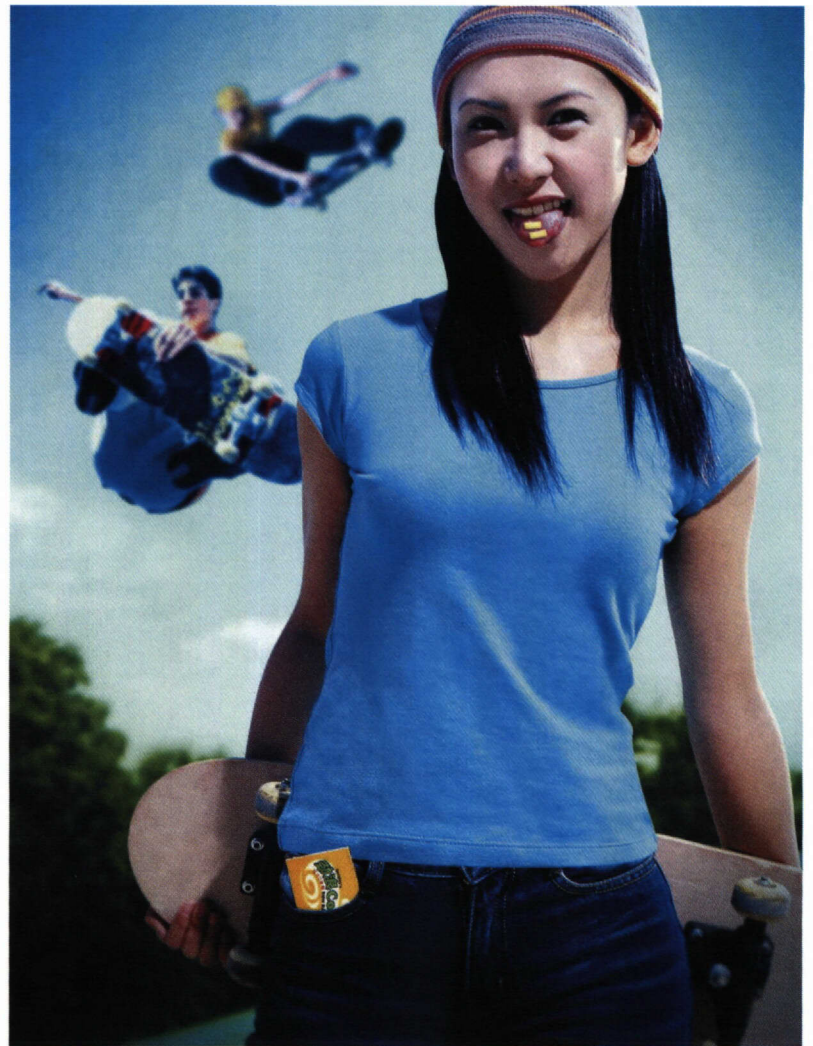
With the acquisition of Joyco in 2004, Wrigley’s product portfolio in China now extends into a broader confectionery range with the addition of Ta Ta® bubble gum, Pim Pom® lollipops and Solano® candies.

RECENT DEVELOPMENTS

While focusing on its core chewing gum business, Wrigley continues to diversify into other confectionery areas through both organic development and acquisition. Organically, the new introduction of Orbit Drops, Extra and Eclipse mints build on the strong equity and high quality of these global brands by extending their reach into new confectionery segments.

Wrigley diversified its offerings in 2004 with the acquisition of certain confectionery segments





of the Joyco Group. In China, the integration of Joyco China has helped strengthen Wrigley China's leadership in the confectionery industry.

In November 2004, Wrigley announced that it has entered into an agreement to purchase

certain confectionery assets of Kraft Foods for \$1.48 billion. The transaction includes ownership of well-known, iconic brand franchises – such as Life Savers®, Creme Savers®, and Altoids® – as well as a number of high-quality local or regional brands (including Sugus®) and production facilities in the United States and Europe.

PROMOTION

Since the introduction of Juicy Fruit and Wrigley's Spearmint gums over 110 years ago, the company has increased its portfolio of products to include dozens of brands that deliver a wide variety of consumer benefits, including breath freshening, tooth whitening, oral care and vitamin delivery, as well as sore throat and cough relief. There has been a continuous commitment to providing global consumers, including Chinese consumers, the highest-quality and best-tasting chewing gum and confectionery products as well as their benefits.

As one of the pioneers in the use of advertising and

promotion, Wrigley has been leveraging consumer insights to build brands that connect with consumers. Wrigley has stepped up its marketing efforts in recent years with more captivating communications. The company is developing more innovative advertising to ensure its brands are always top of mind.

BRAND VALUES

In the *World's 100 Most Valuable Global Brands* for the year 2003 and 2004, which were listed by the *Business Week* in the United States, Wrigley was ranked 55th and 52nd respectively (with brand value of US\$5.06 billion and US\$5.42 billion, respectively).

THINGS YOU DIDN'T KNOW ABOUT WRIGLEY

- Juicy Fruit and Wrigley's Spearmint were introduced in 1893, followed by Doublemint in 1914
- In 1974, at a supermarket in Ohio, U.S., Wrigley's Juicy Fruit launched the use of UPC codes for the first time in the world
- Generations of the Wrigley family have provided continuous leadership of the Wrigley Company. William Wrigley, Jr. is the current chairman, president and CEO and represents the fourth generation
- Most of Wrigley's wrapping machines are designed and built by Wrigley engineers and machinists, and each is a marvel of precision made up of over 6,000 moving parts

