



THE MARKET

The name Evian is synonymous with French natural mineral water. Evian is the world's number one natural mineral water brand. It produces over 1.4 billion litres of water annually and is available in more than 120 countries around the world. The brand has been widely embraced by consumers, becoming the top mineral water brand in the eyes of consumers globally.

As part of the Danone Group, Evian has grown to become the number one imported natural mineral water brand in China today. Crisp, refreshing Evian water, sourced from the Alpine town of Evian-les-Bains, is the purest in the world. With a unique mineral composition and consistent pureness, the brand is the favourite of consumers all over the world.

ACHIEVEMENTS

In 1878, the French Academy of Medicine confirmed the health benefits of drinking Evian water. Evian's reputation as a natural mineral water has been growing ever since, its healthy properties recognised throughout the medical world.

This gift of nature was produced by the Rhone Glacier, which through shifting back and forth

for several hundred years was able to crush loose boulders into ultra-fine fluviological sand. Each drop of Evian natural mineral water starts out as rain and goes through a slow filtering process that lasts at least 15 years. As it passes through a natural filter located in a large protected aquifer deep within the mountain, and flows over mineral-rich rocks, the water is sheltered from external influences by dense layers of clay.

Evian, the first water brand to internationalise, has long been recognised for its business development efforts. Today, it has become a symbol of lifestyle and prestige.

HISTORY

Evian water has been a well-loved drink by people around the world since it was first discovered over 200 years ago. It comes from a hydro-geological formation deep within the earth, which evolved in 16,000 BC, and is named after the town in which it was discovered. In 1789, the Marquis of Lessert drank the spring water from Evian and found that it helped relieve his ailments of the kidney and liver. Scientists thereafter embarked on researching the source,

which became a popular site for visitors in the area. The "miracle" water quickly became a common prescription of doctors.



To accommodate people visiting the spring, the first spa in Evian-les-Bains opened in 1824. Two years later, the first official authorisation to bottle Evian natural mineral water was granted by the Duke of Savoy. Then in 1878, the health benefits of drinking Evian water were confirmed by the French Academy of Medicine, thereby pushing Evian's status as natural mineral water all the way to the top.

In 1962, Evian was formally launched in the market.

In 1965, a new state-of-the-art bottling facility opened at nearby Amphion. It is continuously updated and modernised with the world's leading bottling technology.

In 1971, Boussois Souchon Neuvesel (now known as Danone) acquired Evian.





Because Evian is pollutant-free and has a healthy balance of calcium, magnesium, phosphorus and potassium, it has been recognised as an acceptable ingredient for mixing baby formulas, as well as an appropriate beverage for infants and women during and after pregnancy.

Evian is a unique natural mineral water from a unique source – the French Alps. Each drop of Evian natural mineral water begins as rain and spends at least 15 years slowly filtering through a large, protected aquifer deep within the mountain, giving it its unique taste and natural mineral content.

Evian water is bottled directly at the source, which is under stringent supervision. Every day over 300 chemical tests are conducted to ensure that the water is safe to drink and meets strict international requirements. Only transparent, neutral plastic is used to make Evian bottles, which all undergo a series of compression tests. These measures are

taken to ensure that Evian water can go straight from the Alps to people around the world without being artificially contaminated in any way.

RECENT DEVELOPMENTS

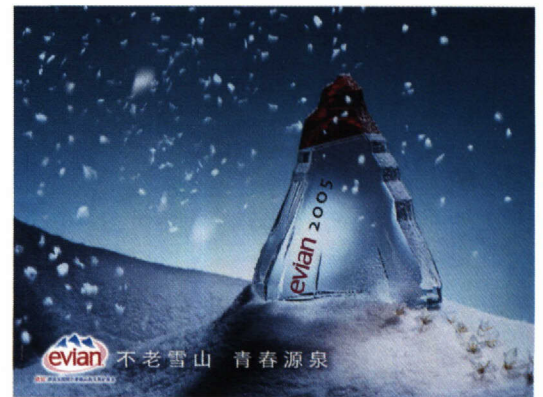
Although Evian is a company with a long history; it continues to lead the industry in terms of design trends. It has recently unveiled a series of new

In all the top hotels, trendy restaurants and fashionable clubs of the world, from Bungalow 8 in New York, to The Ivy in London, to Felix in Hong Kong, Evian is used as a symbol of the high life.

Evian regularly conducts retail promotions to maintain its position as a leader in trends and lifestyles. It is this kind of marketing which has helped to make Evian the most popular top-end mineral water brand.

BRAND VALUES

Evian is like its source – pure and natural. It is the result of several millennia of natural hydro-geological processes and remains as pure today as it was when it was first discovered. Evian is bottled directly at the source and is completely free of any artificial contaminants. It is the purest natural mineral water available on the market and contains the minerals people require on a daily basis.

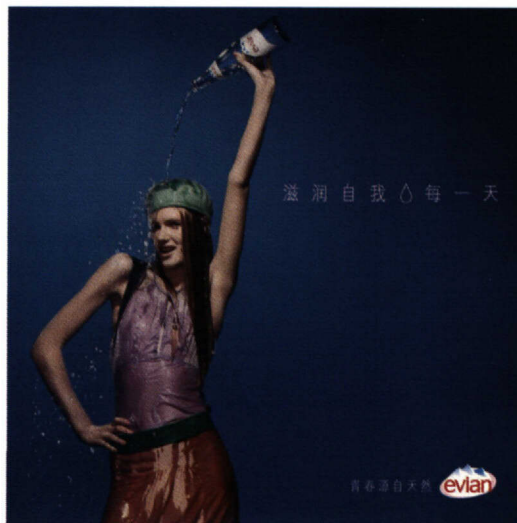
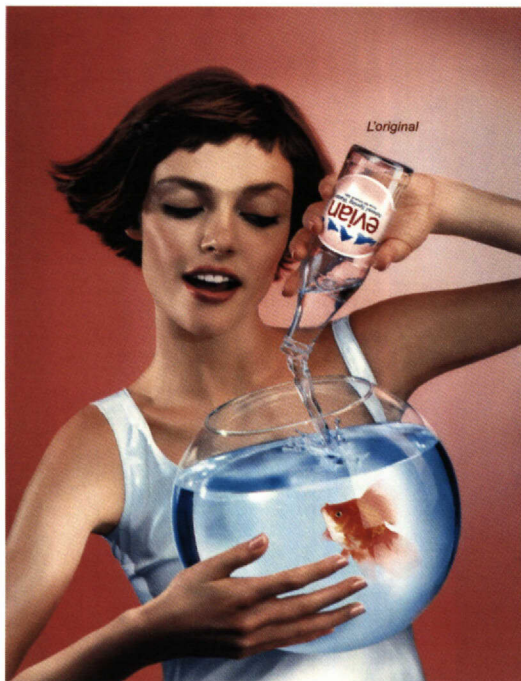


Since then, Evian has constantly striven for innovation in design and packaging. Ranking among the strongest global brands, Evian has become the world's natural mineral water of choice.

THE PRODUCT

Not only is Evian the world's most famous mineral water, it is also the most natural. Completely free of pollutants, artificial processing and alteration, every drop of Evian is a pure marvel of nature, a precious gift from the environment to mankind. Evian has a neutral pH of 7.2 and a unique blend of daily-required minerals (including calcium, magnesium, phosphorus and potassium).

Not only is Evian water refreshing and crisp, it also helps rid the body of harmful toxins, is a good match for any kind of meal, and is suitable for people of all ages. There are a countless health benefits to be reaped from drinking Evian water.



bottles as classic as the eye-catching Evian Water-Drop bottle in 2000.

The Evian Origin bottle was launched in 2005, the latest in its series of memorabilia bottles.

PROMOTION

Even though it holds a large share of the market, Evian has never depended on past success to uphold its sales. Its market positioning is made up of two major elements: pure water and being a lifestyle symbol.

This is why Evian has sponsored so many high-level events, from tennis tournaments to golf championships, modelling competitions to French film festivals. A rigorous method of selection is used to ensure that each sponsorship activity enhances the healthy, natural and trendy image of the brand.

In recent years, Evian has established a clear brand identity for itself, making its name synonymous with its source in the French Alps, a symbol of beauty and purity. The pink color in its logo, which connotes the brand's historical background and symbolizes its femininity, blends perfectly with the blue snow-capped Alpine mountains in the background.

THINGS YOU DIDN'T KNOW ABOUT EVIAN

- The name Evian comes from the Latin word *evua*, meaning "water"
- Evian was first discovered in 1789, when the Marquis of Lessert drank the water from Evian and discovered that it could relieve the ailments he was suffering in his kidneys and liver
- Evian is bottled at the source and is completely free of any artificial contaminants. Every day over 300 chemical tests are conducted to ensure the safety of the water
- Each drop of Evian natural mineral water begins as rain and spends at least 15 years slowly filtering through a large, protected aquifer deep in the earth. The water travels at speeds of 1.5cm/hour in the mountain, which gives it its unique taste and natural mineral content