

Eden Springs MEDIA KIT



THE WATER & COFFEE COMPANY



AT A GLANCE

With a network of branches and water sources throughout Europe, Eden Springs is Europe's leading supplier of water in the workplace, offering direct delivery of bottled water for [water coolers](#), [plumbed-in filter systems](#) and [small pack bottles \(0.5l and 1.5l PET bottles\)](#).



600,000 CUSTOMERS IN
15 COUNTRIES 450 MILLION
LITRES OF WATER PER YEAR
2300 EMPLOYEES

Eden Springs also offers a range of coffee solutions as part of its drinking solutions portfolio

Water and Coffee represents 80% of all beverages consumed in the work place. To adapt to this need Eden started in [2008 to offer Lavazza's solutions to its business customers](#). Lavazza working mainly with capsules solutions Eden has since then partnered up with other renowned suppliers such as Kraft, Nestlé etc in order to [offer a complete coffee solution portfolio matching the needs of the customers in all markets](#).



2008 EDEN INTRODUCED ITS
FIRST COFFEE SOLUTIONS.
TODAY 8 MARKETS ARE
OFFERING COFFEE TO MORE THAN
80 000 CUSTOMERS

edenissimo

Beginning 2012 Eden launches its [own exclusive coffee brand; Edenissimo](#), with premium blends.

MISSION



Delight Customers by fulfilling Office Drinking Products & Services needs and exceeding their expectations



HISTORY

Eden Springs Europe launched its first water cooler operations [in Poland in 1997](#) before [entering the Swiss market in 1999](#), which became the [base for the company's European headquarters](#). Through a combination of organic growth and strategic acquisition, Eden Springs has become Europe's leading brand of water and coolers in less than eight years, with the widest geographical coverage of any company in Europe's water cooler industry.

RECENT **ACQUISITIONS**



UK - SHAKESPEARE COFFEE CO. [2011](#)

FRANCE – NESTLÉ WATERS DIRECT [2010](#)

POLAND – JCR [2010](#)

UK – HYDROPURE [2009](#)

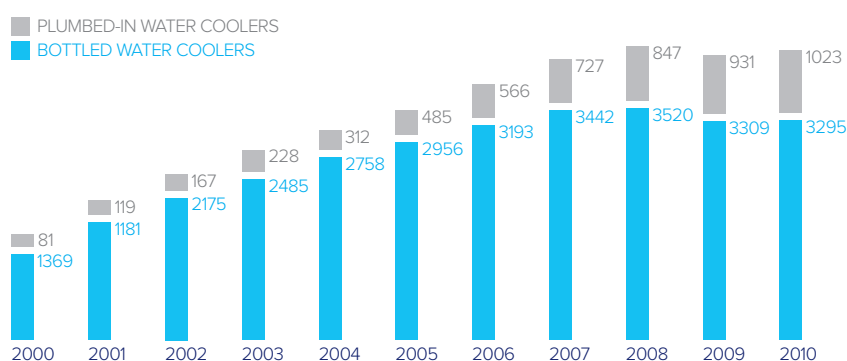
NETHERLANDS – CULLIGAN [2009](#)

To find out more about Eden Springs' history please visit www.edensprings.com/corporate-history

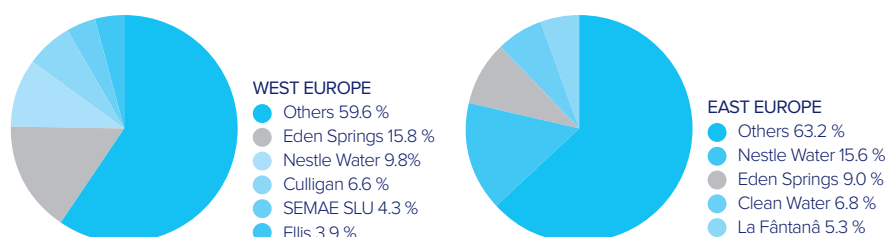
WATER COOLER INDUSTRY IN 2010

Over the last 10 years, the number of water coolers in Europe has risen from 620,000 to over 2.7 million. The growth started with the bottled water coolers which grew steadily for the first 8 years until the financial crisis came along. However the plumbed-in water cooler market benefitted from the crisis and kept on growing. Eden Springs followed these trends as well.

* WATER COOLER MARKET. West & East Europe Coolers in '000 units^{(1)&(2)}



* BOTTLED WATER COOLER MARKET SHARE IN # OF UNITS. In 2009e⁽²⁾



The water cooler industry consists of many small players that operate at a regional or even local level, all of whom are committed to generating industry growth. This is beneficial to Eden Springs as the strategy of Eden Springs is since more than 20 years to expand the group's operations through a combination of organic growth and acquisitions.

* EDEN SPRINGS' BOTTLED WATER COOLER MARKET POSITION

- No. 1** DENMARK + FINLAND + FRANCE + NETHERLANDS + NORWAY + SWEDEN
SWITZERLAND & UK
- No. 2** ESTONIA + LATVIA & POLAND
- No. 3** SPAIN



MARKET DATA. Source:
Zenith International
Market Research 2010 Report

(1) Plumbed-in water cooler are not quantified in
Zenith International East Europe Report

(2) Dispensers and pumps are included in Bottled
Water Coolers East Europe Report

PRODUCTS

WATER by Eden

Eden Springs' water solutions include a wide range of [bottled water coolers](#), [plumbed-in filter systems](#), [PET and sports bottles](#).



EDEN PURE NATURE
Bottled water coolers

EDEN UNLIMITED
Plumbed-in filter systems

EDEN ON THE GO
PET & sports bottles



There is a growing body of evidence that proves that the performance of a company is directly linked to the well-being of its employees. Since most people spend the majority of their waking hours at work, it is only logical that the workplace should be a point of wellbeing for employees. To offer fresh clean drinking water free at charge to all employees is one of the most cost efficient ways to increase the feeling of well-being at the workplace.

Efforts to improve employee well-being have shown the following benefits:

- LOWERING EMPLOYEE RISK OF CHRONIC DISEASE
- SAVING THE BUSINESS MONEY BY REDUCING HEALTH-RELATED EXPENSES AND LIMITING ABSENCE AND DISABILITY
- INCREASED WORKER MORALE AND WORK RELATIONS
- IMPROVED WORKER PRODUCTIVITY
- IMPROVED FINANCIAL RESULTS OF THE COMPANY

PRODUCTS

COFFEE by Eden

Eden Springs offers a range of office coffee solutions adapted for all needs including [capsule systems](#), [coffee beans](#), [ground coffee](#) and [classic soluble coffee](#).



EDEN CHOICE
Capsule solutions

EDEN FRESH
Coffee Bean solutions

EDEN CLASSIC
Ground Coffee solutions

EDEN CONVENIENCE
Soluble coffee solutions

Beginning 2012 Eden launches its [own exclusive coffee brand](#); [Edenissimo](#), with premium blends.

SERVICE

SLA by Eden

At Eden Springs, we are proud of the service level we deliver to our customers and to demonstrate our commitment, we offer a unique guarantee if we fail to meet our commitments. [This one-of-a kind promise covers the four key aspects of our business](#):



SLA guarantee

- ★ COOLER INSTALLATION
- ★ COOLER SANITISATION
- ★ BOTTLE DELIVERY
- ★ WATER QUALITY



CORPORATE SOCIAL RESPONSIBILITY

BECOMING **CARBON NEUTRAL**

In 2007, Eden piloted a product lifecycle assessment with the help of Swiss-based expert external consultants, **Quantis**. The results of this study provided a 'roadmap' to develop the company's environmental strategy and identified the first steps to improving our business processes and environmental impact. Although the processes vary between our markets, we have seen several similarities in the results. Common to all our markets are the two main sources of CO2 emissions;

- 🍃 **COOLERS' ELECTRICITY CONSUMPTION** (usage phase)
- 🍃 **TRANSPORT**

The **MAIN ACTIONS** to reduce our carbon footprint



- MINIMISE TRANSPORT**
Optimization of the delivery routes
- REDUCE ENERGY CONSUMPTION**
Selection of EnergyStar certified coolers
- MINIMISE PLASTIC CONSUMPTION**
Reuse the 5G bottles at least 50 times before recycling them
- CARBON NEUTRALITY**
Cooperation with the CarbonNeutral Company to balance the environmental impact

CARBON NEUTRAL® CERTIFIED



To learn more, please visit www.edensprings.com/sustainability



John Marks

CarbonNeutral.com
CO₂ emissions reduced to net zero in accordance with The CarbonNeutral Protocol



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- The subsidiaries in:
- DENMARK + FINLAND + FRANCE
 - + SWEDEN + SWITZERLAND
 - & UNITED KINGDOM

Compensate 38 000 Tons of CO₂



CORPORATE SOCIAL RESPONSIBILITY

CHARITY PROJECTS

Since early 2011, Eden Springs has been working in partnership with the charity **People help People – One World** on a range of projects to provide clean drinking water supplies for secondary schools in the Kilimanjaro region of East Tanzania.



2011 OBJECTIVE

BRING WATER TO **2100** SCHOOL PUPILS AND **7800** PEOPLE IN SURROUNDING VILLAGES.



To learn more, please visit www.edensprings.com/eden-charity-projects.html

MEDIA COMMENT AND CONTACTS

Eden Springs' experts are available for media comment on the following issues:

- MERGERS AND ACQUISITIONS • BUSINESS TURNAROUNDS • INTERNATIONAL MANAGEMENT • BUSINESS STRATEGY • SERVICE INDUSTRY TOPICS • FINANCE
- BUSINESS DEVELOPMENT • HR TOPICS • OPERATIONAL EXCELLENCE • SALES AND MARKETING EXCELLENCE • PRODUCT SOURCING IN THE FAR EAST • COFFEE BUSINESS AND TRENDS • ENVIRONMENTAL CHALLENGES AND COMMUNICATION

If you need any further information on Eden Springs or you would like to discuss any of above topics, [please find the contact details below.](#)

Eden Springs

If you would like to contact Eden Springs directly please send an email to:

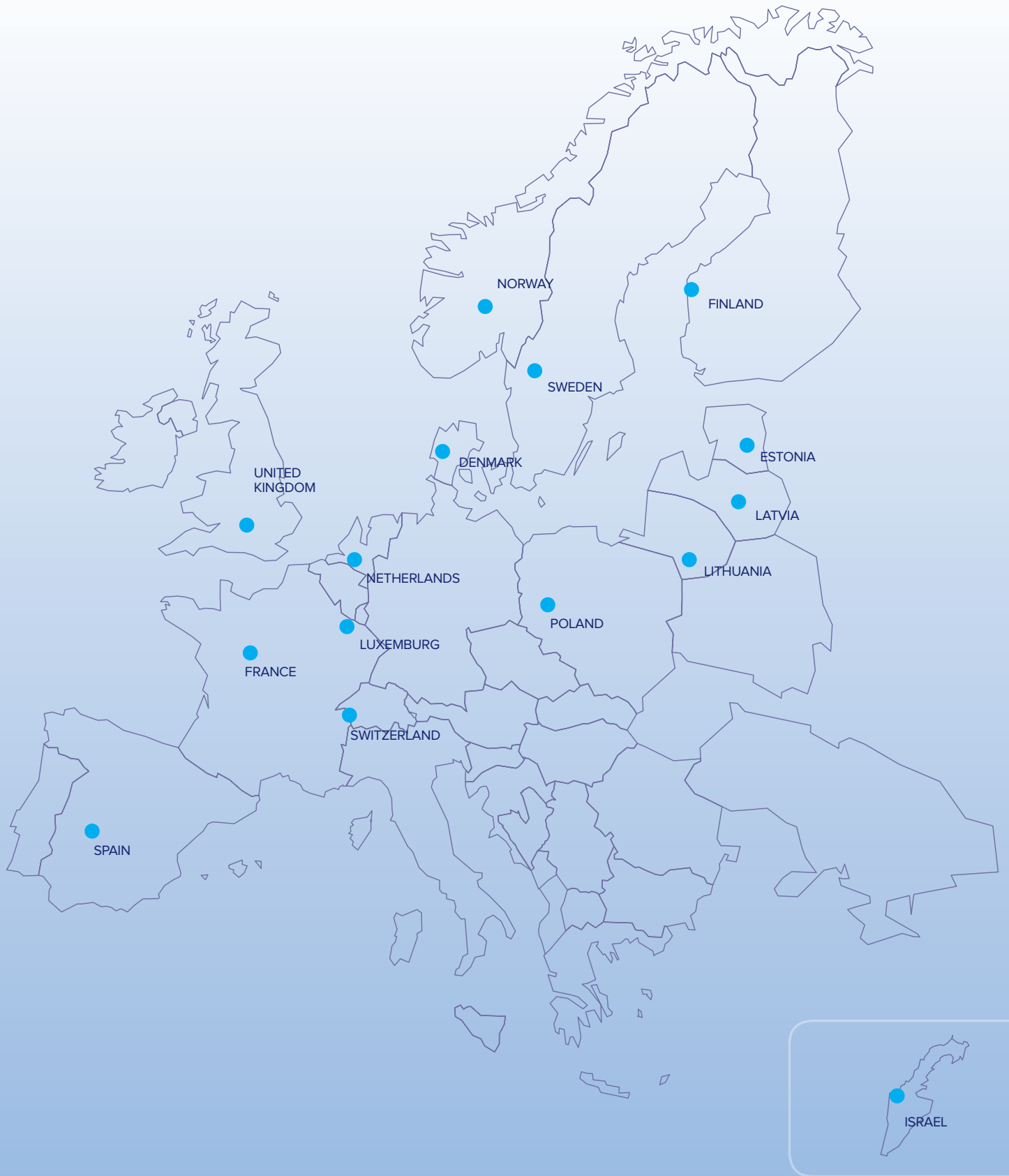
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