



free energy drink
COMPANY
PROFILE

www.free-beverage.com

www.free-beverage.com



COMPANY FACTS



Company information

Product information

free sales strategy

International Development

Contact



Our Mission

establish our position on the worldwide beverage drink market



COMPANY FACTS



Strategies

free enters market with dual strategy approach:

PUSH - free focuses on acquiring strong distribution partners to achieve presence in every significant market and thus assuring sustainable market penetration

PULL – By applying a dedicated approach to brand development by means of trend setters and multipliers, free at the same time creates corresponding demand on the part of customers and doing so the PUSH approach is intensified.

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free energy drink target group (sociodemographic profile)

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- primary target group between the age of 16 and 29
- men, consume 2 x more energy drinks than women
- single or young couples without children
- 90% of consumers are active working or students





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Brand values

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AUTHENTICITY pure and fresh taste
the real, credible alternative

OPEN MINDED international
fresh
flexible

AMBITION self-confident
agressive
ambitious
hungry for success
dynamic

VARIETY adventurous
young
stylish
modern
curious



COMPANY FACTS



History

Company information

free beverage GmbH started its operative business in March 2008, based in Munich, Germany

Product information

free beverage GmbH, founded in January 2008, based in Munich, Germany

free sales strategy

free is currently available in more than 13 countries around the world:
Germany, Austria, Switzerland, Czech & Slovak Republic, U.A.E, Australia, Cypress, Spain, Ghana, Ivory coast, Benin, Nigeria

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our main objective is to establish free as global player in the worldwide energy drink market

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free product portfolio includes soft and energy drinks



COMPANY FACTS



Our principles

- focus on professional partners
- high international experiences
- young and flexible company, open minded for new ideas/structures
- international transferable concept
- strong shareholder background from Finance, Real Estate, Property and Law sector
- high upscale potential
- sophisticated market entry strategy

Our key principles

- outstanding high product quality
- strong brand mark and design
- advanced customer care

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PRODUCT INFORMATION

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Product range – energy drink

Main ingredients:

- caffeine
- taurin
- vitamins

250 ml regular can



PRODUCT INFORMATION

Product range – others in pipeline

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Magnesium sport drink - for sportsmen in Fitness centers.



Free activating water - is a vitalizing mineral water beverage.



Green tea based refreshment beverage



PRODUCT INFORMATION



Why to drink it ...

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REASON WHY...

MAXIMUM INDULGENCE!

- pleasant fruity sweetness
- refreshing with soft carbonation

EXCELLENT VALUE FOR THE PRICE!

- attractive price
- low purchase price for max. quality
- high profit margins

IMAGE

- Music, Motor Sports/sports, Music,
Lifestyle & culture





PRODUCT INFORMATION

Packaging possibilities

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Different packaging possibilities, to fit purchase occasion and customer needs:



- Duo packs – ideal for Petrol channel promo
- 4 – packs suitable for retail HM & SM promo to increase transaction size
- 6 packs – ideal as a penetration SKU to build distribution as well as for Metro/Makro customers (Horeca, Trader, Traditional trade)
- 24 can tray – regular package





PRODUCT INFORMATION

Product ingredients & effects

Company information

The philosophy and vision behind free is to set a benchmark in taste and quality in the energy drinks market. The unique freshness of free energy drink is achieved by the exclusive use of pure, Austrian spring water.

Product information

The composition of this mineral water with caffeine, taurine, sugar, vitamins B6 and B12 result in the outstanding taste of free and the instant revitalization of your senses.

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INCREASES

performance, concentration and reaction speed

IMPROVES

vigilance and emotional status

STIMULATES

metabolism, cardiovascular system and detoxification of the body

free - energize your life!



PRODUCT INFORMATION

Product consumption occasions

Company
information

**Product
information**

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free is a functional beverage. It has been specially developed for times of increased mental and physical exertion and the effects for consumer are among other things:

- an increase in the ability to perform by improving concentration and reaction speed
- stimulation of the cardiovascular system and metabolism

key consumption situations:

- at work (~ 24 %)*
- while partying (~ 17 %)*
- while studying/at school (~ 15 %)*
- working out (~13 %)*
- during sports (~ 11 %)*
- while driving (~ 8 %)*
- other (~12 %)*

...or whenever additional energy is needed!

*Source national science foundation 2002



PRODUCT INFORMATION

free energy drink ingredients

Company information

Product information

free sales strategy

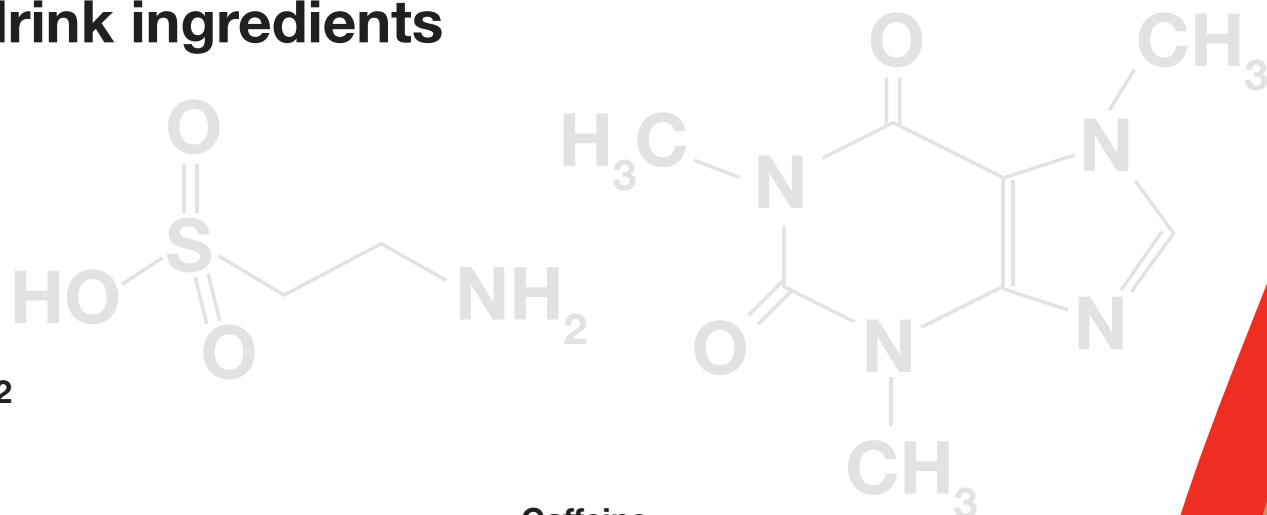
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- Taurine
- Caffeine
- Carbonated water
- Sugar
- Vitamins
- Niacin, Vitamin B6, B12

Taurine

Taurine is an amino acid created naturally in the body. It is concentrated in fluids of body cells and is as such distributed throughout the entire body. Adding taurine supports the body's productiveness in various different situations, such as for overcoming stress, osmoregulation, thermo regulation, increases performance of the heart, counteracts oxidative stress, detoxifying the body, etc. Taurine can be found in everyday food like mussels, tuna, beef and pork, yoghurt, etc.



Caffeine

Naturally occurring substance in plants (coffee, tea, cacao, guarana, etc.). Caffeine stimulates the brain, the cardiovascular system and fat burning.



SALES STRATEGY

Cooperation

We are looking for a long-term cooperation with our partners!

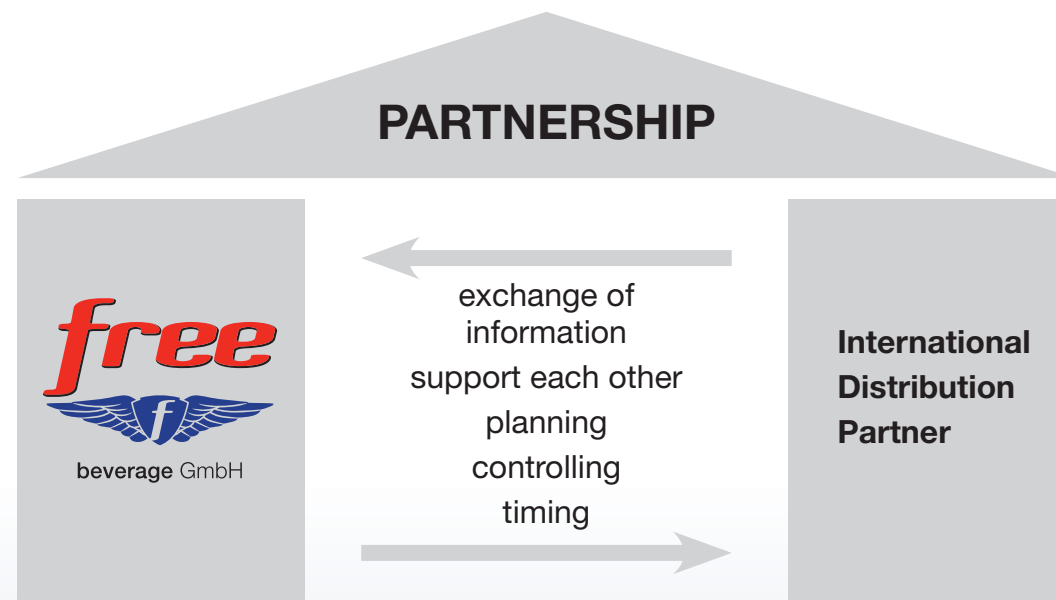
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SALES STRATEGY



energy drink



FOCUS

HORECA

- Hotel
- Restaurant
- Cafe
- Bar
- Nightlife, Disco

CONVENIENCE STORES & GAS STATION

- e.g. Seven Eleven, On the run
- e.g. Agip, Shell
- others

RETAILERS & WHOLESAILERS

- Metro/Makro Cash & Carry Group
- Edeka
- REWE
- others

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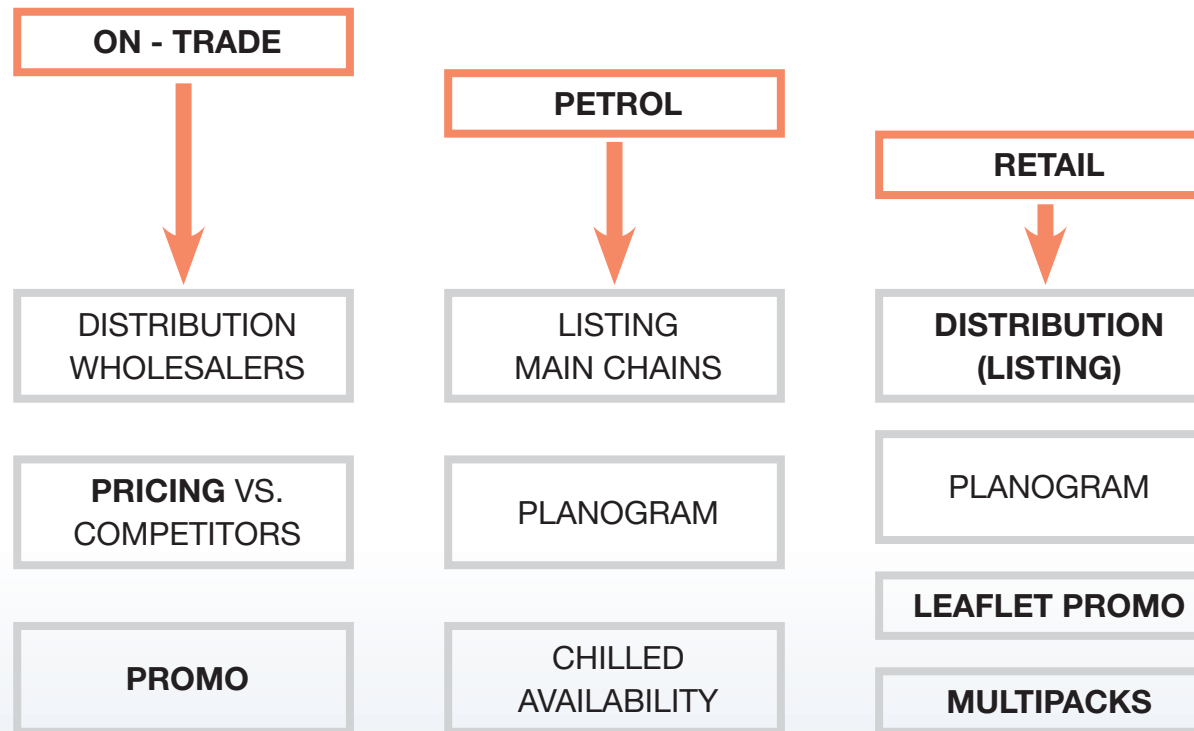


SALES STRATEGY

STRATEGIES BY CHANNEL

HORIZONTAL GROWTH 2009 - 2010

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SALES STRATEGY

Consumer and shopper understanding

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Product
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BACKGROUND

There is often a difference between the person who BUYS energy drinks - the shopper, and the person who DRINKS energy drinks - the consumer.

42% of supermarket shoppers buy energy drinks for someone else

Therefore, shoppers are not always consumers and it is important to understand both sets.

KEY AREAS

There are 4 Key Channels for Consumer/Shopper understanding

- Petrol
- On Trade
- Retail
- Cash & Carry and Wholesale





SALES STRATEGY

PETROL

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KEY FINDINGS:

There are 3 key shopping times in the day:

- early morning
- early afternoon
- early evening

Many chilled multipacks are bought in the morning.
There is a weekend peak for multipack sales
(parties and social consumption).

OPPORTUNITIES:

- Avoid Out of stock after the morning peak.
- Avoid Out of stock on Thu/Fri/Sat due to Party/Social peak sales.
- Cans need to be chilled as well as ambient.



SALES STRATEGY



ON TRADE

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KEY FINDINGS:

There are 2 key shopping times in the day:

- lunch time
- evening & night

Single Can sales mainly, with a big peak in the late evening and night.

OPPORTUNITIES:

- Avoid Out of stock during peak sales times on Evening, esp. before weekends.
- Cans need to be chilled.
- Ideal for mixed drinks in bars – prepared special Mixed drink concept



SALES STRATEGY

RETAIL

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KEY FINDINGS:

There are 3 key shopping times in the day:

- early morning
- early afternoon
- early evening

Many multipacks are bought in the morning and in the evening. Single Can sales are steady all day, with a big peak in the late afternoon and evening.

OPPORTUNITIES:

- Avoid Out of stock after the morning peak.
- Avoid Out of stock during peak sales times on evening and weekends.
- Cans need to be chilled as well as ambient.



SALES STRATEGY

free - Off trade sales strategy

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SALES OBJECTIVES:

The main overall objectives to achieve perfect free AVAILABILITY and VISIBILITY in each sales channel.

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SALES FUNDAMENTALS:

The 5 P's are the free sales fundamentals. We use these fundamentals to achieve the objectives.

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- What is the right PACK range (single can, four pack, etc)?
- What is the right PRICE to the consumer?
- What should the PLANOGRAM, or main display look like (location, flow, space, etc)?
- What is the ideal secondary PLACEMENT (cooler, multi-pack display, etc)?
- What is the right PROMOTION (driving message, multi-pack promotion, etc)?

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SALES CHANNELS:

The two main sales channels within off premise is IMPULSE and RETAIL. Impulse stores are classified as smaller outlets where most consumption is immediate (eg, a Kiosk, Petrol Station, Convenience store). Retail stores are generally larger outlets where most purchases of free are made for future consumption (eg, a Supermarket, Hypermarket, Cash & Carry). These sales channels cannot be treated the same. We should have different availability and visibility objectives for each channel and each store format. Therefore, the sales fundamentals must be adapted to each channel and store format.

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INTERNATIONAL DEVELOPMENT



free countries

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- 13 COUNTRIES WORLDWIDE -

AMERICA - EUROPE - AFRICA - MIDDLE EAST - ASIA - AUSTRALIA



INTERNATIONAL DEVELOPMENT



Our retail distribution partners

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- Metro Group
- Lekkerland
- Edeka
- Müller
- InterSpar
- Netto
- Rewe
- Independent Wholesalers/Distributors
- Eppco Enoc





INTERNATIONAL DEVELOPMENT



Communication strategy

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COMMUNICATION CONCEPT:

free - and the life goes on
free - your mind with free
free - make things real
everything is possible with free
free gives you freedom
with free you can win any championship...
free makes everything possible...

BENEFIT/POSITIONING:

free boost your mind and body (mental power)

CLAIMS:

increases performance
increases concentration and reaction speed
improves vigilance
improves the emotional status
stimulates metabolism



INTERNATIONAL DEVELOPMENT



Sponsoring

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The company has a strong international sponsoring portfolio that serves to foster its market position as a viable alternative to the market leader.

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SPORTS

e.g. Racing: FIA GT, Mini Challenge, Formel 3, Nascar USA, Fiesta Cup, DTM)

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MUSIC

e.g. Lexington Park, Monroe

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FASHION & LIFESTYLE

e.g. GQ, Philipp Plein

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Company
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free energy drink GmbH
Justus-von-Liebig-Ring 4-6
82152 Krailing - Munich
Germany

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Phone: +49 89 800 656 49
Fax: +49 89 800 656 71

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CEO: Falk Raudies

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www.free-beverage.com