



DREAM **BIGGER**

**AJE: INSPIRING, GROWING AND TRANSFORMING
A WORLD WITHOUT LIMITS**



APEC PRESENTATION

17 th August 2016



AJE, the ***DREAM*** of a
company that thought
BIG

1.1 OUR ORIGINS

1988

Peruvian Mountains



Threat Vs Opportunity



Entrepreneurship of the Añaños Family



Quality products for everyone



SUCCESS



1.2 OUR SIZE

AJE is currently one of the world's largest drinks producers.



13,000
people
employed
directly
and indirectly

people
directly

3,600

million liters sold
worldwide in 2015

8

Global brands

24 countries

32 plants

89
bottling
lines

20
Resin
injection
lines

10
Closure
compression
lines

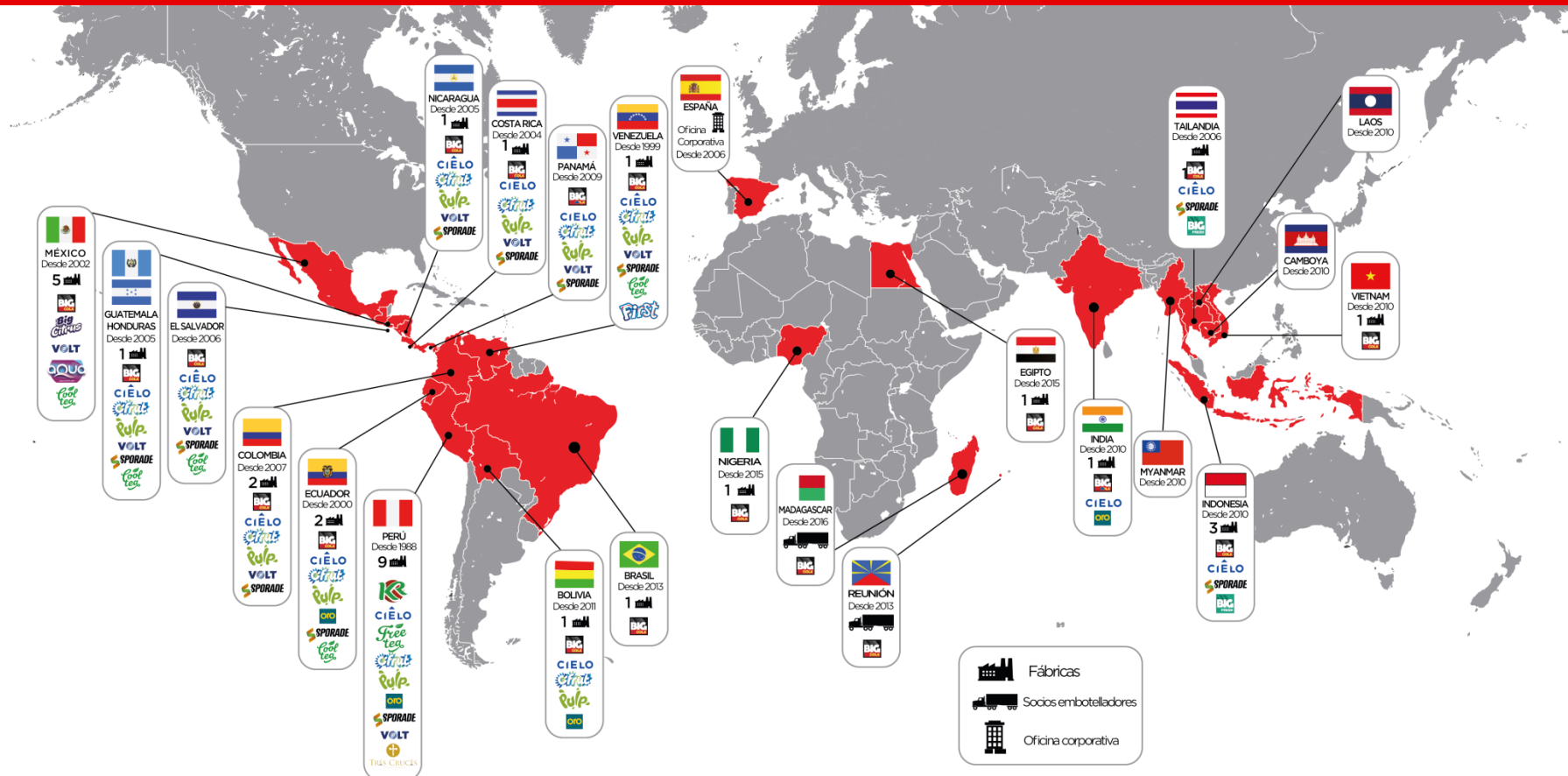


4th

largest drinks producer

28 years
experience
in the production
of drinks

1.5 OUR WORLDWIDE PRESENCE



Partneship Marketing

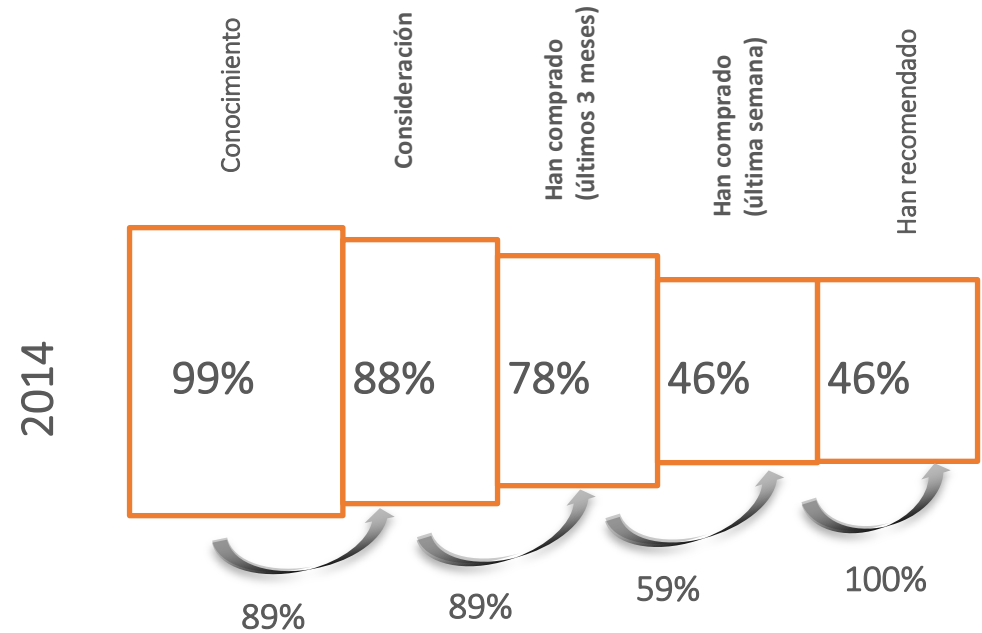


Success case INDONESIA

BIG considered Favorite Drink of Indonesia 2015



CONSUMER FANNEL



Fuente: ITG Research Brand Tracking 2014

UKM JEPANG SERBU INDONESIA

FORTUNE

INDONESIA

VOLUME 61 / RP 40.000 (LUAR JAWA RP 42.000) / BEREDAK SAMPAN 2 FEBRUARI 2014

THE NEXT BIG THING

BARU DUA TAHUN MASUK INDONESIA, **BIG COLA** KINI MENGANCAM KEBERADAAN COCA-COLA. PRODUK ASAL PERU ITU MENGANDALKAN UKURAN LEBIH BESAR DAN HARGA LEBIH MURAH.



THE
ICE MAN
COMETH:
SETELAH
MENGUASAI
NYSE,
BISAKAH
MEREKA
BANGKIT?

HARAPAN
PETANI DARI
HASIL WTO
BALI

MASALAH
BESAR
MENGHANTUI
BLOOMBERG

SEKOLAH
MANTAN
PEJABAT

DARI MENJUAL ASSET
PRIBADI HINGGA
BERHUTANG DEMI
MEMBANGUN
ANAK NEGERI

