



Jamba Juice®

Jamba, Inc. Presentation

January 2014



Safe Harbor Statement



This presentation (including information incorporated or deemed incorporated by reference herein) contains “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are those involving future events and future results that are based on current expectations, estimates, forecasts, and projections as well as the current beliefs and assumptions of our management. Words such as “outlook”, “believes”, “expects”, “appears”, “may”, “will”, “should”, “anticipates”, or the negative thereof or comparable terminology, are intended to identify such forward looking statements. Any statement that is not a historical fact, including estimates, projections, future trends and the outcome of events that have not yet occurred, is a forward-looking statement. Forward-looking statements are only predictions and are subject to risks, uncertainties and assumptions that are difficult to predict. Therefore actual results may differ materially and adversely from those expressed in any forward-looking statements. Factors that might cause or contribute to such differences include, but are not limited to, those discussed under the section entitled “Risk Factors” in our reports filed with the SEC. Many of such factors relate to events and circumstances that are beyond our control. You should not place undue reliance on forward-looking statements.

Key Messages



Our focus is on...

Successfully transforming Jamba to a Globally Recognized
Healthy Lifestyle brand

Strengthening our Total Brand Value through brand
building and total innovation

Consistent organic growth in revenue, earnings and
profitability

We remain committed to driving growth and innovation, disciplined financial management and continuously improving efficiencies across the enterprise

About Jamba Juice



- Company Founded 1990
- >850 stores with 100M annual visits
- System wide revenue of \$500M
- AUV 2x greater than nearest competitor
- Over 1.7 million Jamba Facebook fans
- 900K Jamba insiders
- #1 Top Selling Smoothie Brand
- #3 Top of mind healthy food/beverage brand



Vision: Building a Globally Recognized, Healthy Active Lifestyle Brand



A Management Team Built for Accelerated Growth



- James D. White, Chairman, President and CEO
- Karen Luey, EVP, CFO and CAO
- Chris Beeson, SVP Store Operations
- Julie Washington, SVP Chief Brand Officer
- Susan Shields, SVP Chief Innovation Officer
- Thibault de Chatellus, SVP International



Jamba Growth Strategy



Brand Building

A Strong Portfolio of Assets to Leverage



Jamba Healthy Living Council



Elizabeth Ward, RD, MS Tara Gidus, RD Kathleen Zelman, RD



Vernon Davis Summer Sanders Jake Steinfeld
Pro-Football Olympic Medalist Personal Fitness

Technology



Sponsorships

Join the
Ultimate Dream Team

Tennis Superstar
Venus Williams

Together we can make a difference! Join Venus, Jamba® and our partners, who are teaming up in the fight against childhood obesity.

Take our Weekly Health Pledge to do something good for you, and Jamba will donate \$1 to help kids by providing fitness and athletic equipment to a school in need.

It's easy, good for you, and everybody wins!

With each weekly pledge to live healthier, **Jamba Juice will donate \$1** to help fight childhood obesity.

www.myhealthpledge.com

OUR PARTNERS

POWERED BY



Community Partnerships



Brand Building

How We Leverage Those Assets - Million Free Smoothie/Juice Campaign



Brand Building

Leadership in QSR Use of Technology – Focus on Mobile and Loyalty



Jamba is among industry leaders in leveraging technology to enhance convenience, speed-of-service, and production efficiencies

- **Spendgo** loyalty program will allow us to leverage consumer behaviors to drive engaging promotions and obtain insights while rewarding customers for their loyalty
- Mobile payment apps like **ISIS**, **PayPal**, and **Google Wallet** allow consumers to pay ahead or pay with ease
- **ISIS** launch will be supported with significant promotion across integrated media venues

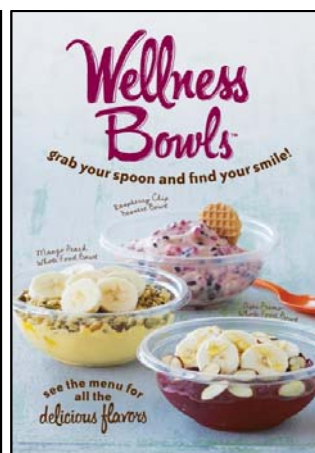
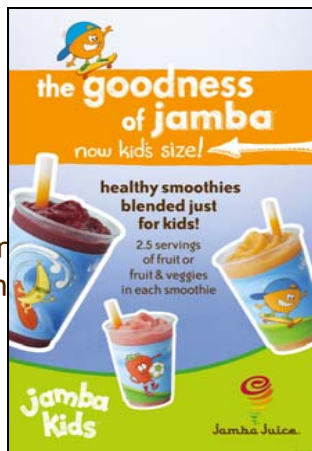


PayPal[™]



Product Innovation and Design

On-Trend Health & Wellness Offerings



Product Innovation & Design

Whole Food Blending & Juicing Platform – Expanded Fresh Squeezed Juice



- Fresh-squeezed juices blended with highly nutritious whole foods, such as kale, ginger, and chia seeds
- Provides consumers with easy, great-tasting ways to get daily requirements of fruits & veggies
- Jamba will leverage our 800+ store footprint to take the current coastal juicing national
- To date: 200-300 bps SSS improvement over control

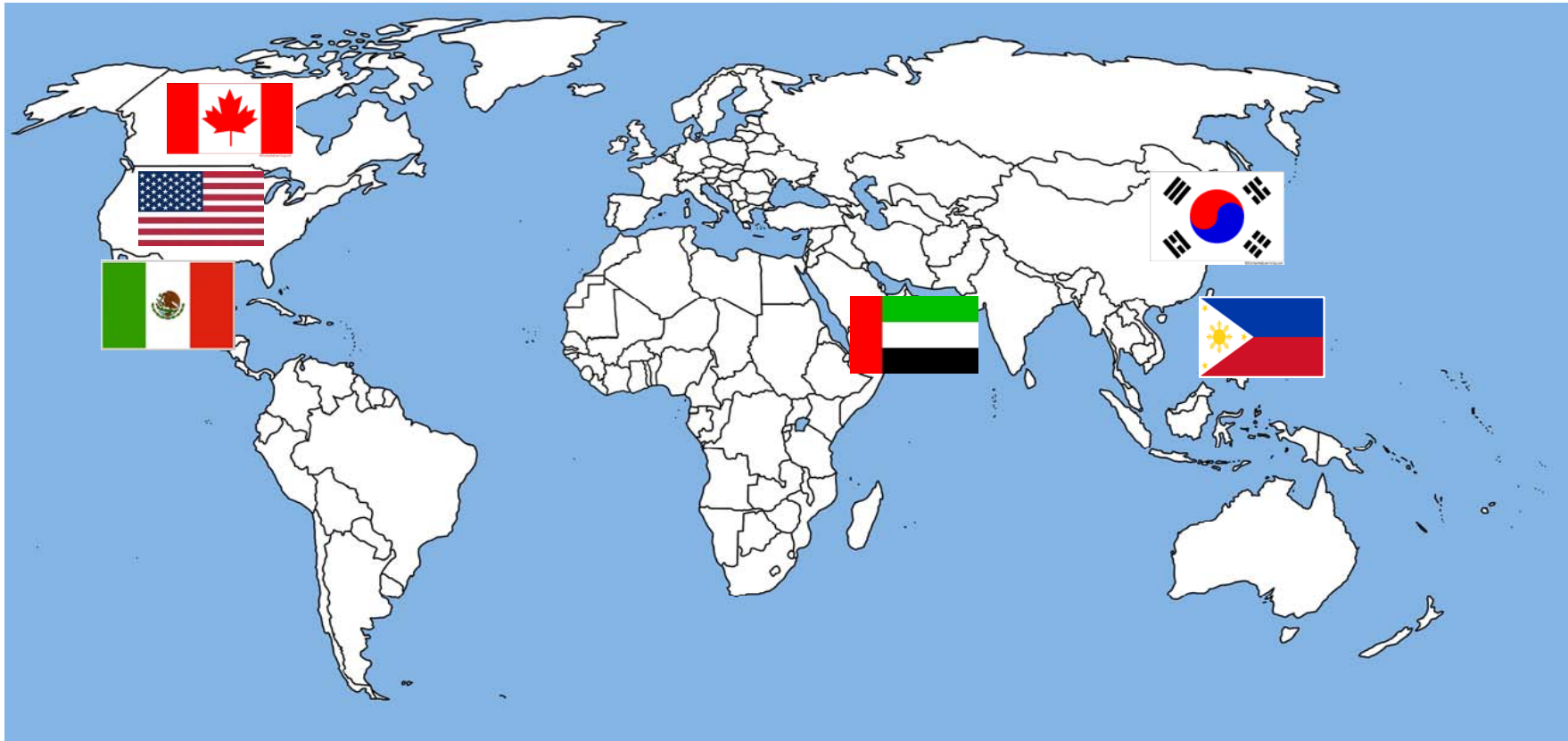


Product Innovation & Design



Global Retail Growth Accelerated Expansion

Five International Markets; 800+ Domestic Locations



Current Footprint 851 Stores Globally

803 Domestic Locations:

- 535 Franchise /Stations
- 268 Company

1,800 JambaGO™ stations

48 International Locations:

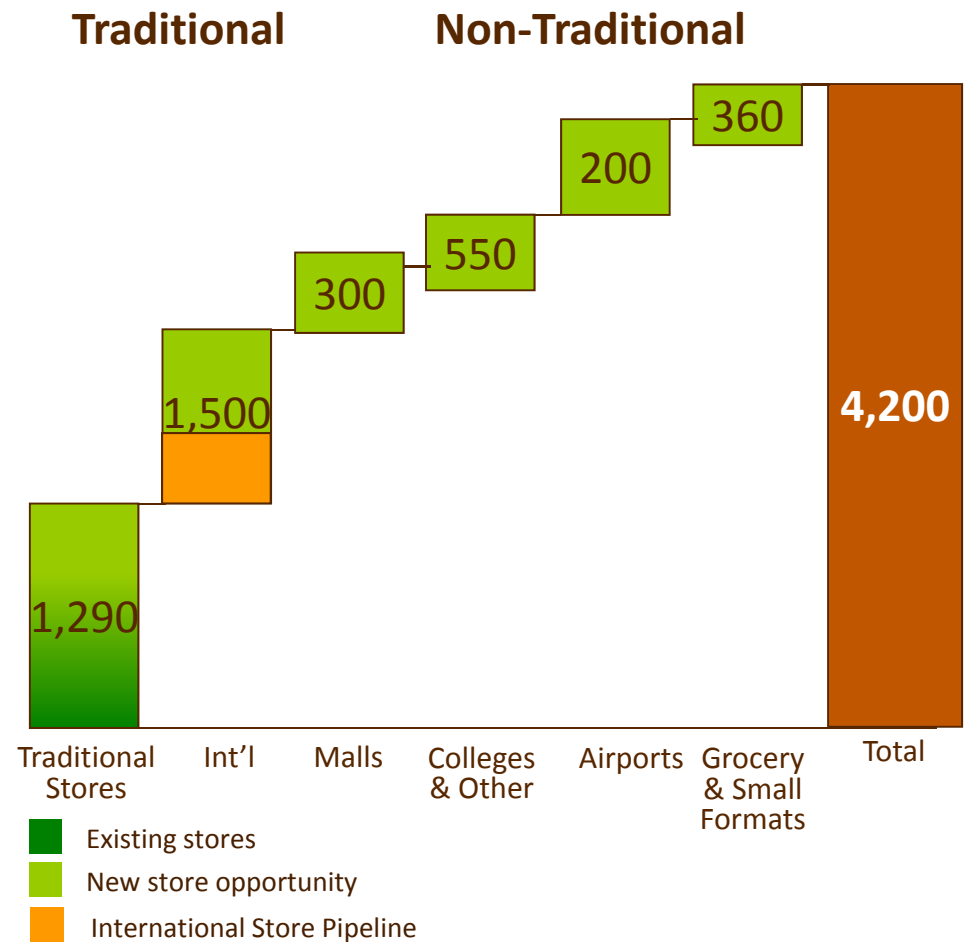
- 27 South Korea
- 12 Canada
- 9 Philippines

Global Retail Growth - Path to 4,200 Units

Accelerated Global Retail Growth Through New & Existing Formats



Jamba Unit Potential



Global Retail Growth – Domestic Expansion

California Development 90% Complete; First Drive-thru Opens



Expansive development reflects iconic brand positioning and Jamba's broad awareness with consumers across the globe

On track to open 60-80 new locations this year

- 15-20 international locations
- 45-60 domestic locations

California development 90% complete – significantly accelerates store growth in Jamba's Founding State

- 100+ traditional trade areas

First drive-thru opens in Las Vegas Nevada!



New Ventures Group

Significant Growth – JambaGo™ Launches in Retail



JambaGO™ Concept

- Reinforces Jamba as a healthy, active lifestyle brand that is also convenient *and* portable
- Raises consumer awareness of and accessibility to Jamba
- Significant growth potential in K-12 schools and retail venues

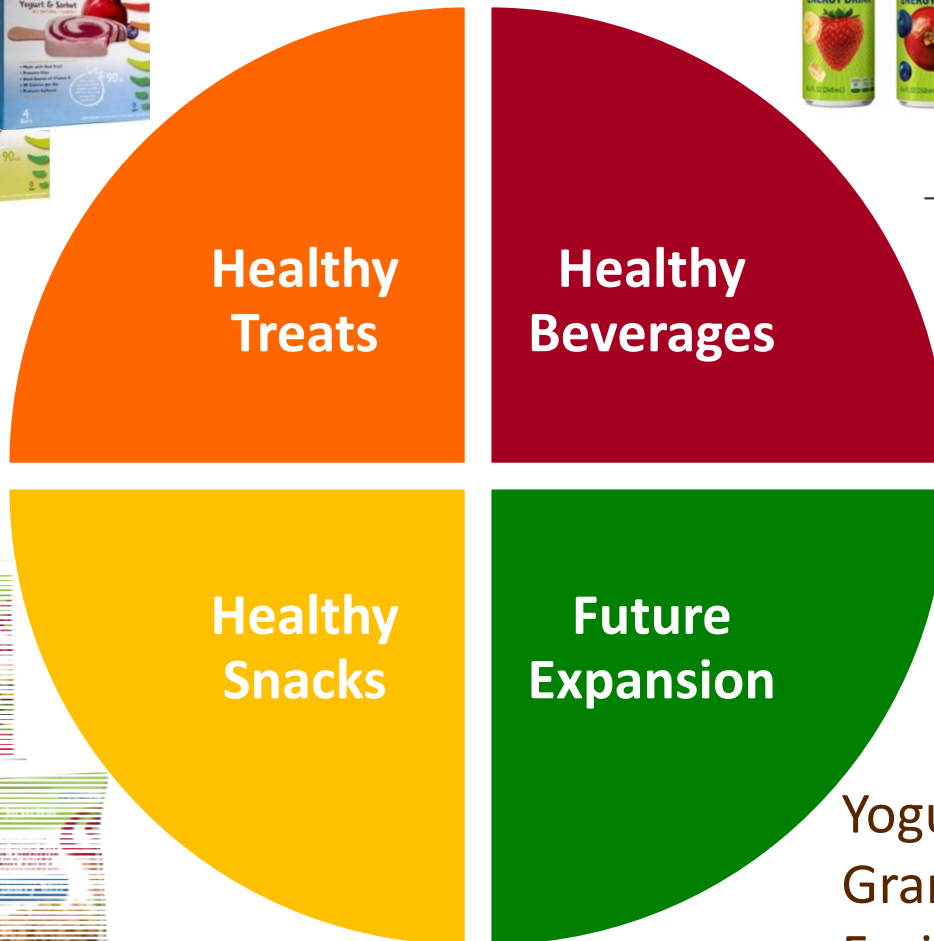


JambaGO™ Economics

- No capital investment and limited overhead required by Jamba
- Razor/blade and revenue model
- Machine site revenue volume - average \$2K annually
- High margin flow through
- 1,800+ machine sites by year-end 2013
- Up to 1,000 additional machine sites anticipated by year-end 2014



New Consumer Products, Partners, Channels & Markets



Yogurt Cups
Granola Bars
Fruit Snacks

Business Model

License
3-5%

Company-Owned
Business
-Talbot Teas
- Jamba Energy

High Margin
Flow-Through

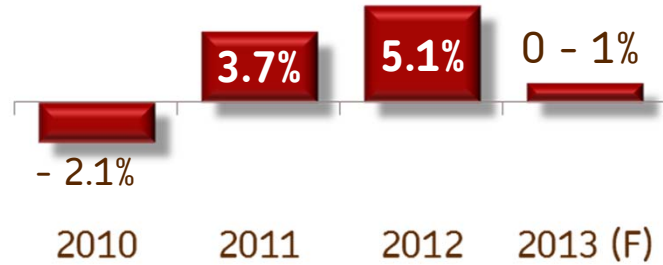
Future Focus Will
be on License
Platforms

Financial Highlights

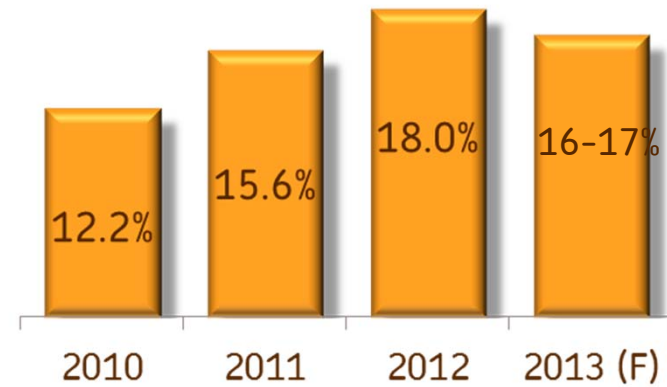
Continued Improvement in Sales & Profitability



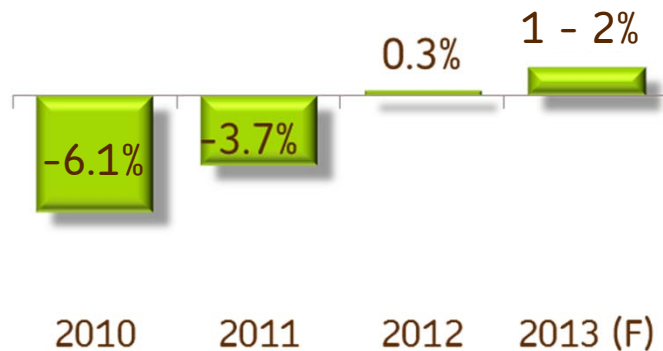
System Comparable Store Sales



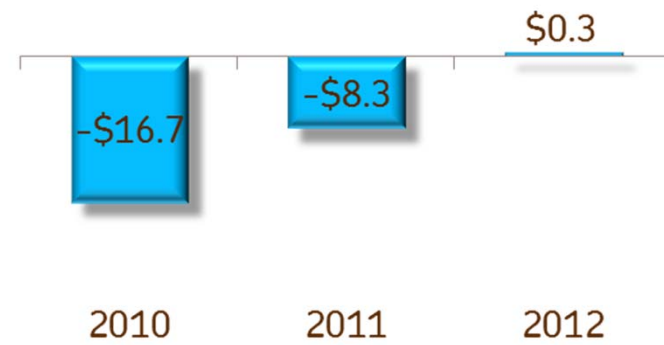
Store-Level Margin %



Operating Margin



Net Income \$M





Cost-Savings and Productivity Initiatives

- Enterprise-wide efforts in progress to drive \$4-5 million system-wide cost savings
- Organizational redesign for faster, more flexible execution and enhanced focus on growth initiatives
- Continued implementation of technology to enhance customer experience
 - PayPal, ISIS, Google Wallet, Spendgo loyalty program

2014 Guidance

We Plan to Accelerate Growth as a Healthy, Active Lifestyle Brand



- Deliver positive Company-owned comparable store sales of 2%-4%;
- Deliver store-level margin of 18% to 19%
- Achieve income from operations of 2.0% - 3.0%
- Add up to 1,000 JambaGO™ machine sites



In Summary

- We have an exceptional brand franchise in a high-growth, on-trend sector.
- We have a strategy focused on pursuing both accelerated growth and solid cost and productivity improvement.
- We have a talented, disciplined organization.
- We have great confidence in our tremendous future potential.

Promises Made Will Be Kept!