



Jamba Juice®

# Jamba, Inc. Presentation

## March 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

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Strengthening our Total Brand Value through brand  
building and total innovation

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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***

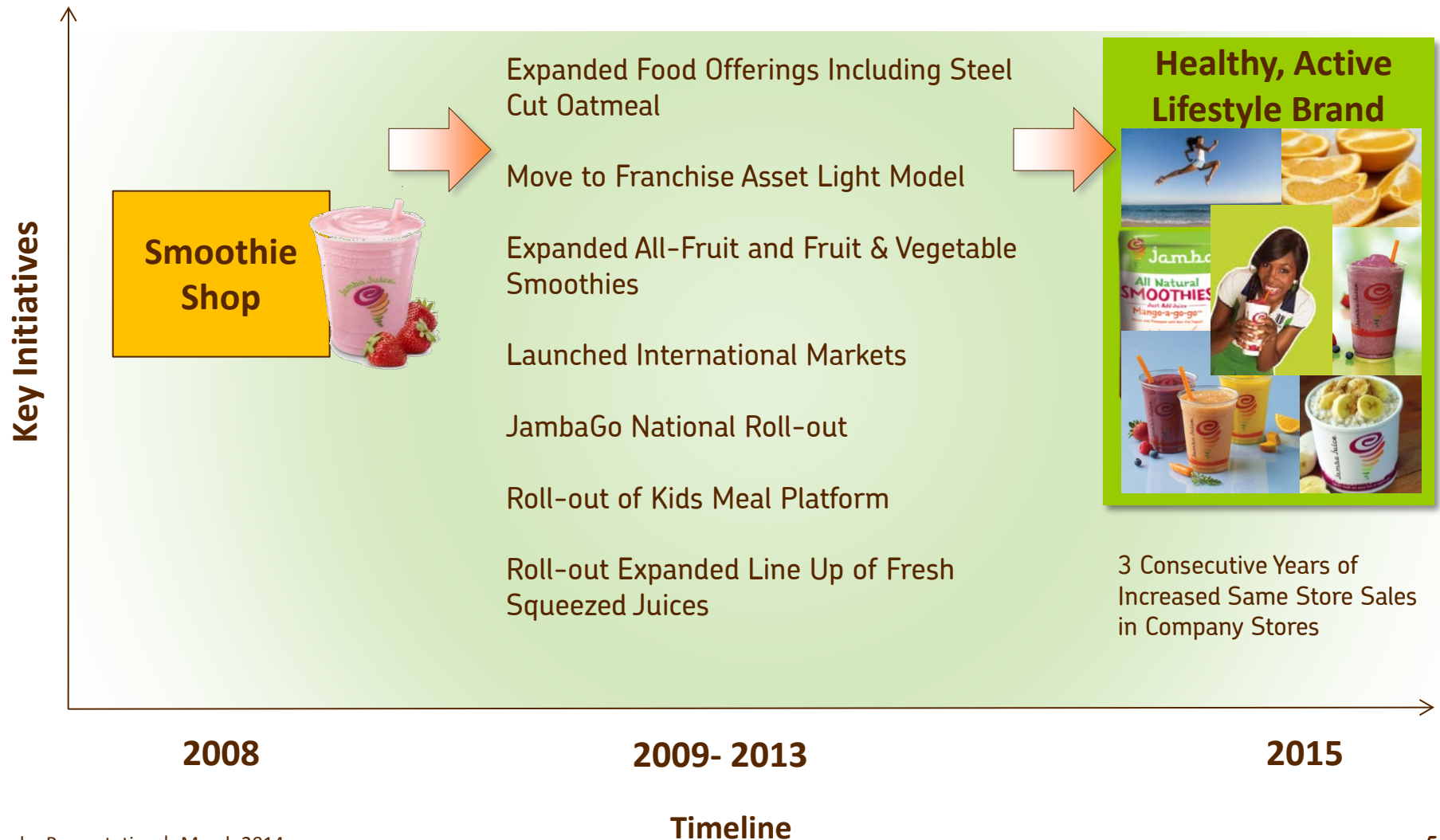
# About Jamba Juice



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



# 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  
Pro-Football

Summer Sanders  
Olympic Medalist

Jake Steinfeld  
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](http://www.myhealthpledge.com)

OUR PARTNERS: National PTA, AIME, Jamba Juice, neighbor, FIT, Golden State Warriors, San Jose Earthquakes, USA Water Polo.

### 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™**

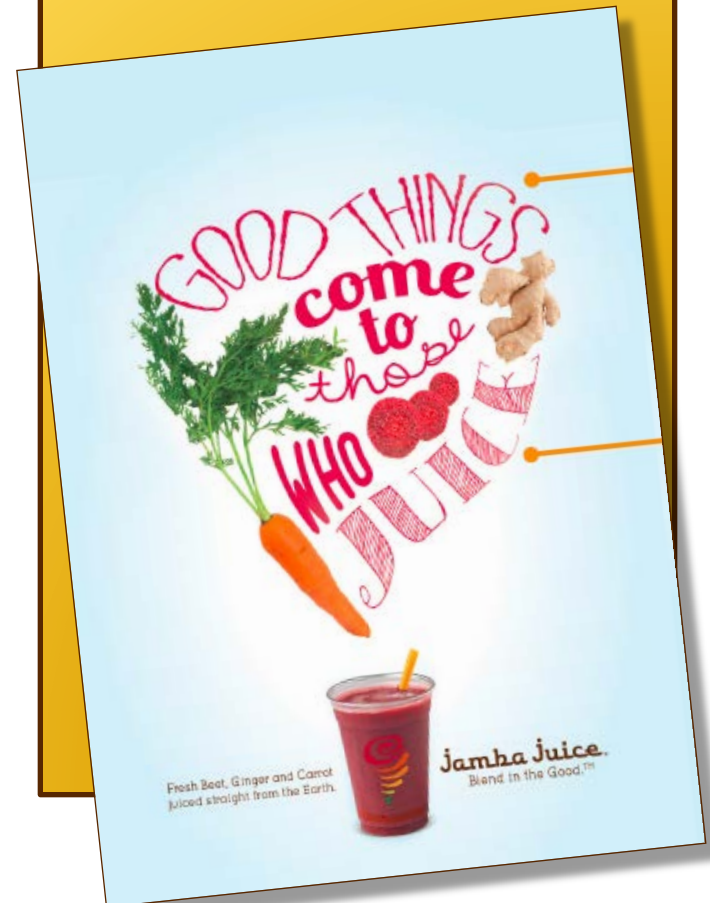


# Product Innovation and Design

## *On-Trend Health & Wellness Offerings*



**2014 - A leading blended whole foods platform**



# Product Innovation & Design

*Whole Food Blending & Juicing Platform – 500 Locations by Year End*



- Fresh-squeezed juices blended with highly nutritious whole foods, such as kale, beets, cucumber, 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
- Competitive advantages – brand strength, supply chain efficiencies, R&D capabilities, operational know-how

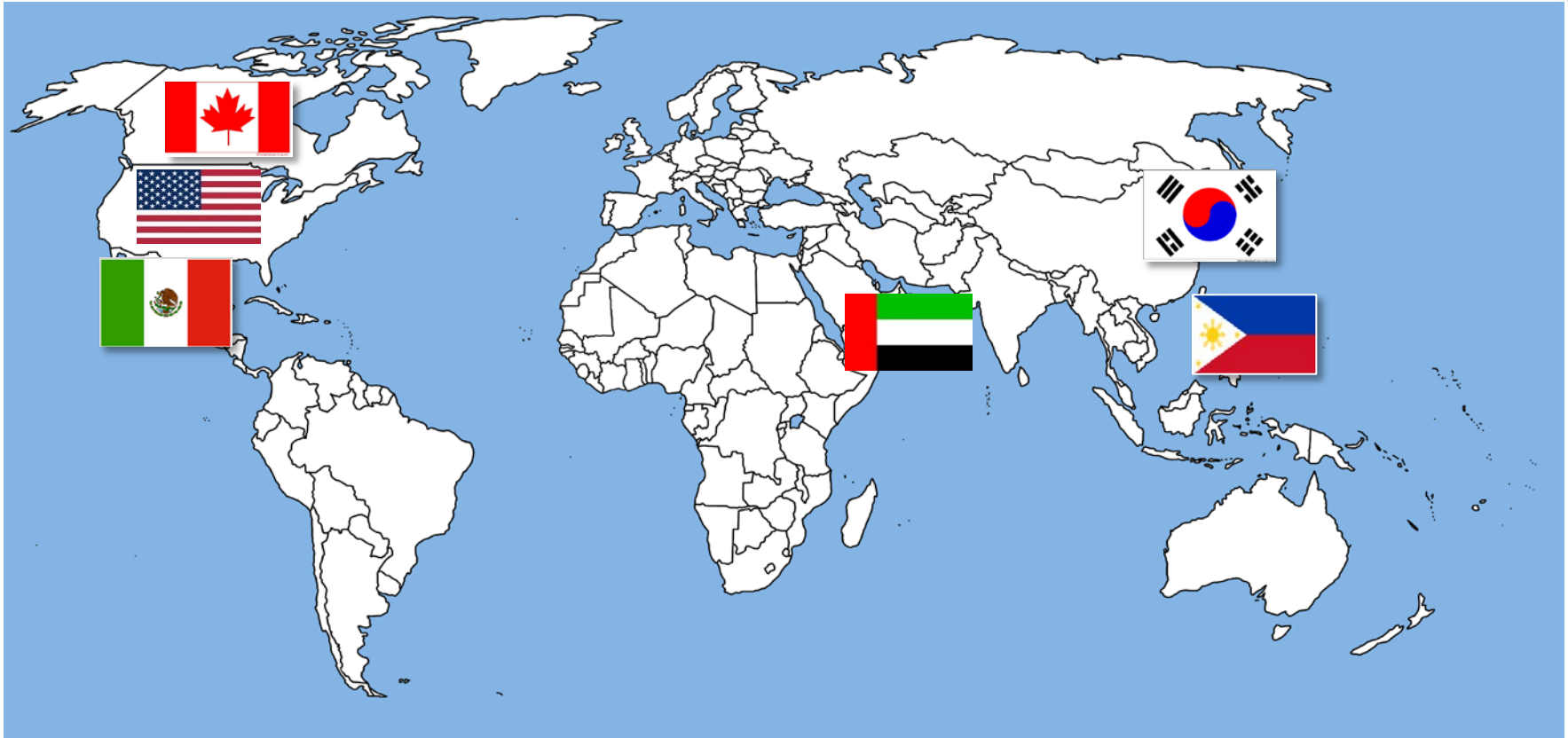


# Product Innovation & Design



# 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:**

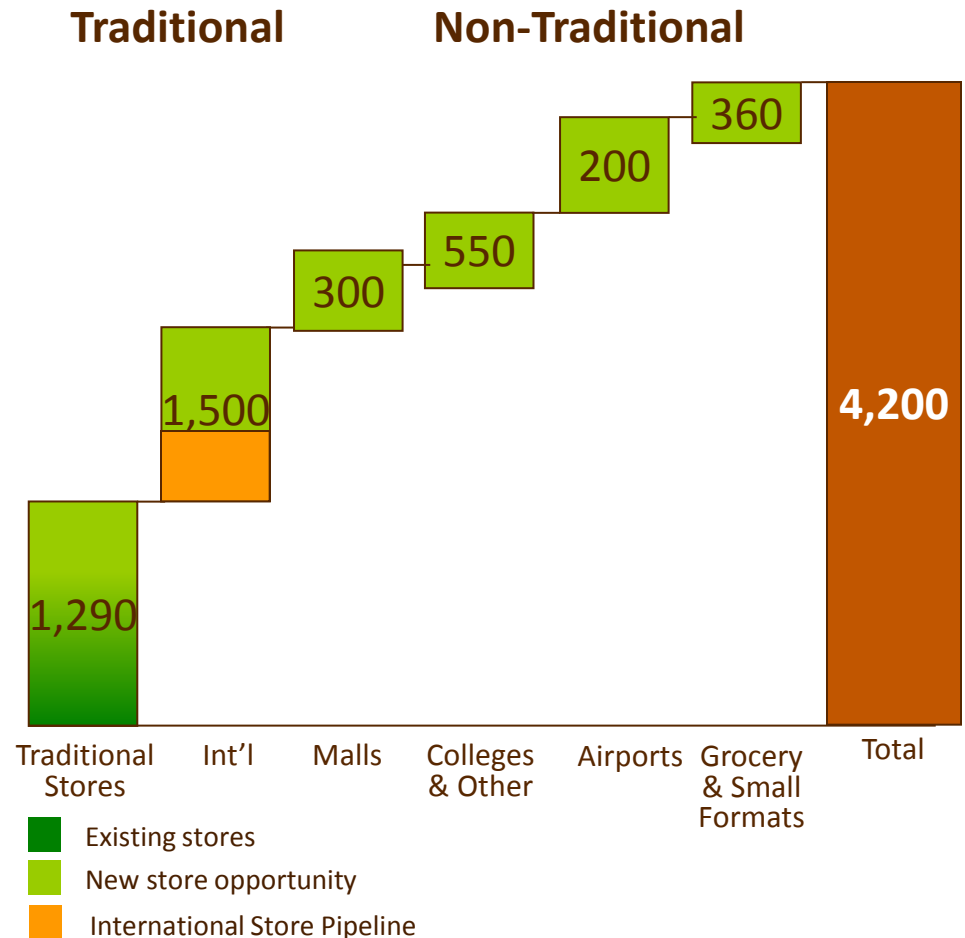
- 27 South Korea
- 12 Canada
- 9 Philippines

# 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

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

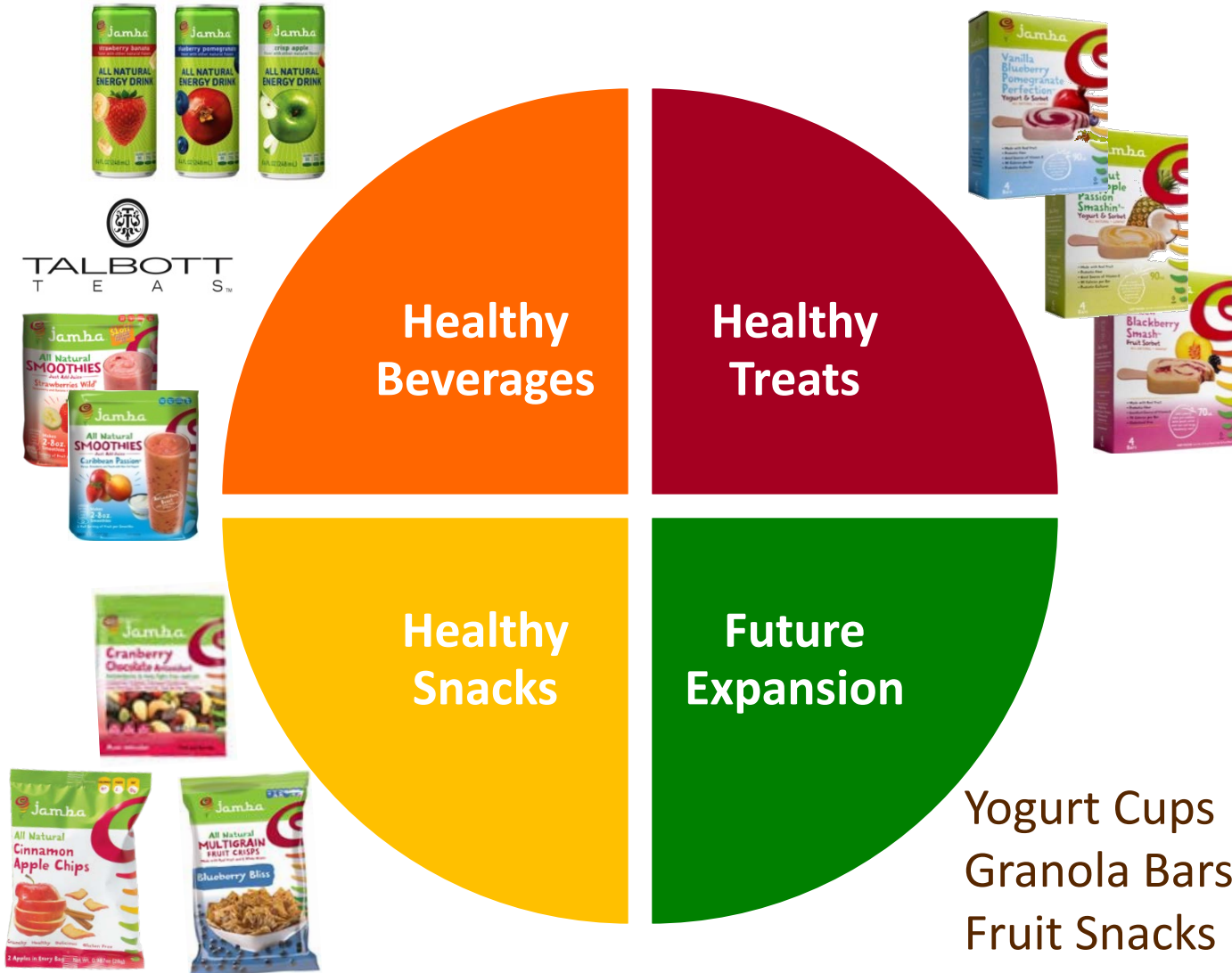


### JambaGO™ Economics

- 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
- Up to 1,000 additional machine sites anticipated by year-end 2014



# New Consumer Products, Partners, Channels & Markets



## Business Model

License  
3-5%

Company-Owned  
Business  
- Talbott Teas  
- Jamba Energy

High Margin  
Flow-Through

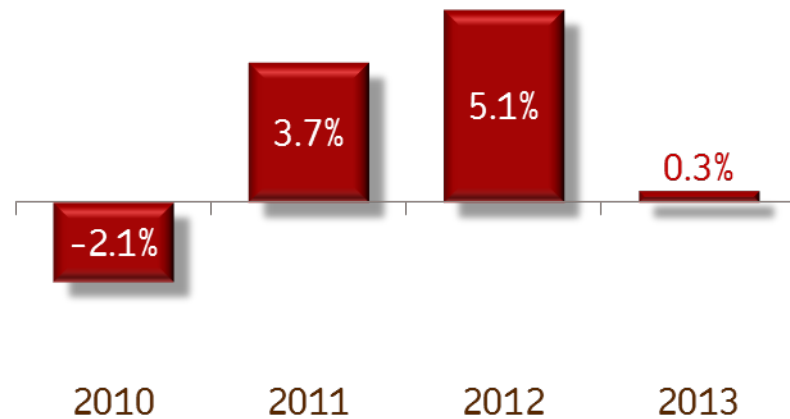
Future Focus Will  
be on License  
Platforms

# Jamba's Performance Over Time (2010-2013)

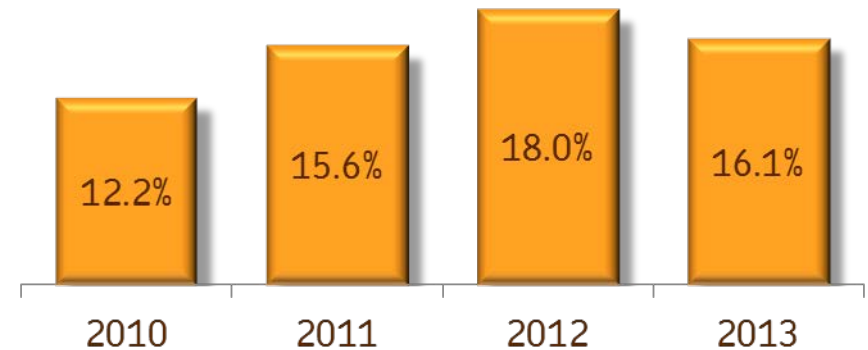
*Continued Improvement in Operating Margin and Income*



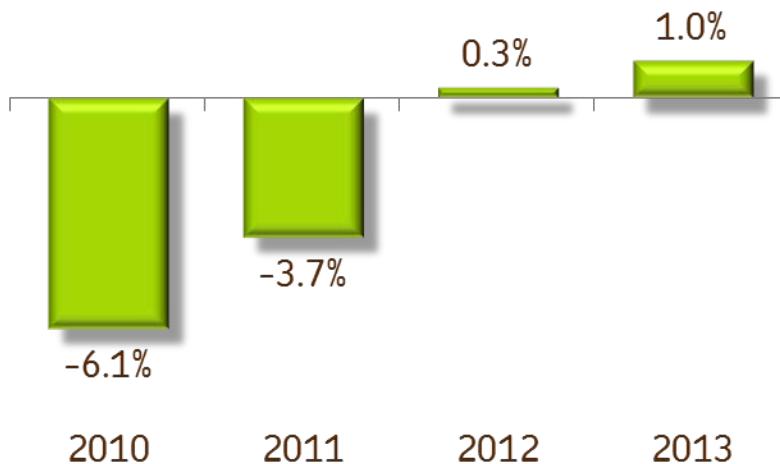
System Comparable Store Sales



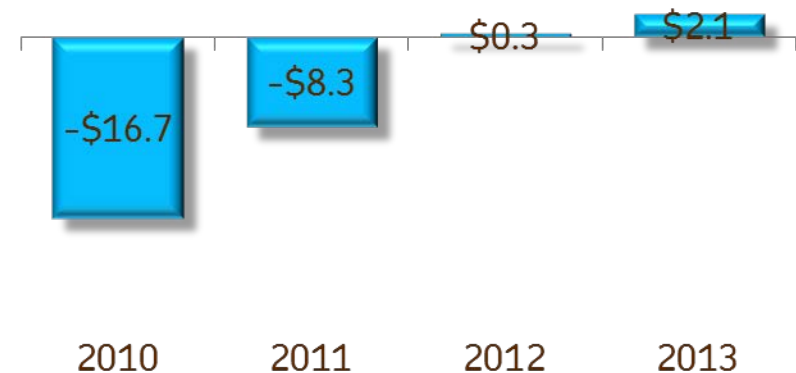
Store-Level Margin %



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
  - Spendgo loyalty program, PayPal, ISIS and Google Wallet

# 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!**