

Jamba, Inc. Presentation

March 2012



Agenda

- Business Overview
 - The Company, The Vision, The Focus
- Our Future
 - Transformational Growth
- Concluding Highlights
 - Guidance for 2012
 - Summary

Key Messages

Our focus is on...

- Successfully transforming Jamba from a smoothie company to a globally recognized “Healthy on the Go” lifestyle brand
- Accelerating our growth by strengthening and expanding our business model
- Building Jamba into a \$1 billion healthy, active lifestyle brand by 2013

We remain committed to driving growth, managing financial discipline, cost management, continuous improvement, and realistic targets that we will meet or exceed.

Jamba is a Leading Health and Wellness Brand with Considerable Assets to Leverage

Founded in 1990, Jamba is a leading healthy, active lifestyle company that provides customers with a variety of better-for-you specialty beverage and food offerings:

- The smoothie brand leader with a 100 million annual visits to >750 Jamba stores
- AUV 2x greater than nearest competitor
- High brand awareness and consumer affinity
- Over 1 million Jamba Facebook fans
- Total system revenue of \$400 million



- #1 top-of-mind healthy restaurant brand*
- #1 share of specialty beverage shop smoothies sold nationally **
- #3 top-of-mind healthy food/beverage brand– ahead of Lean Cuisine, Weight Watchers, Panera***

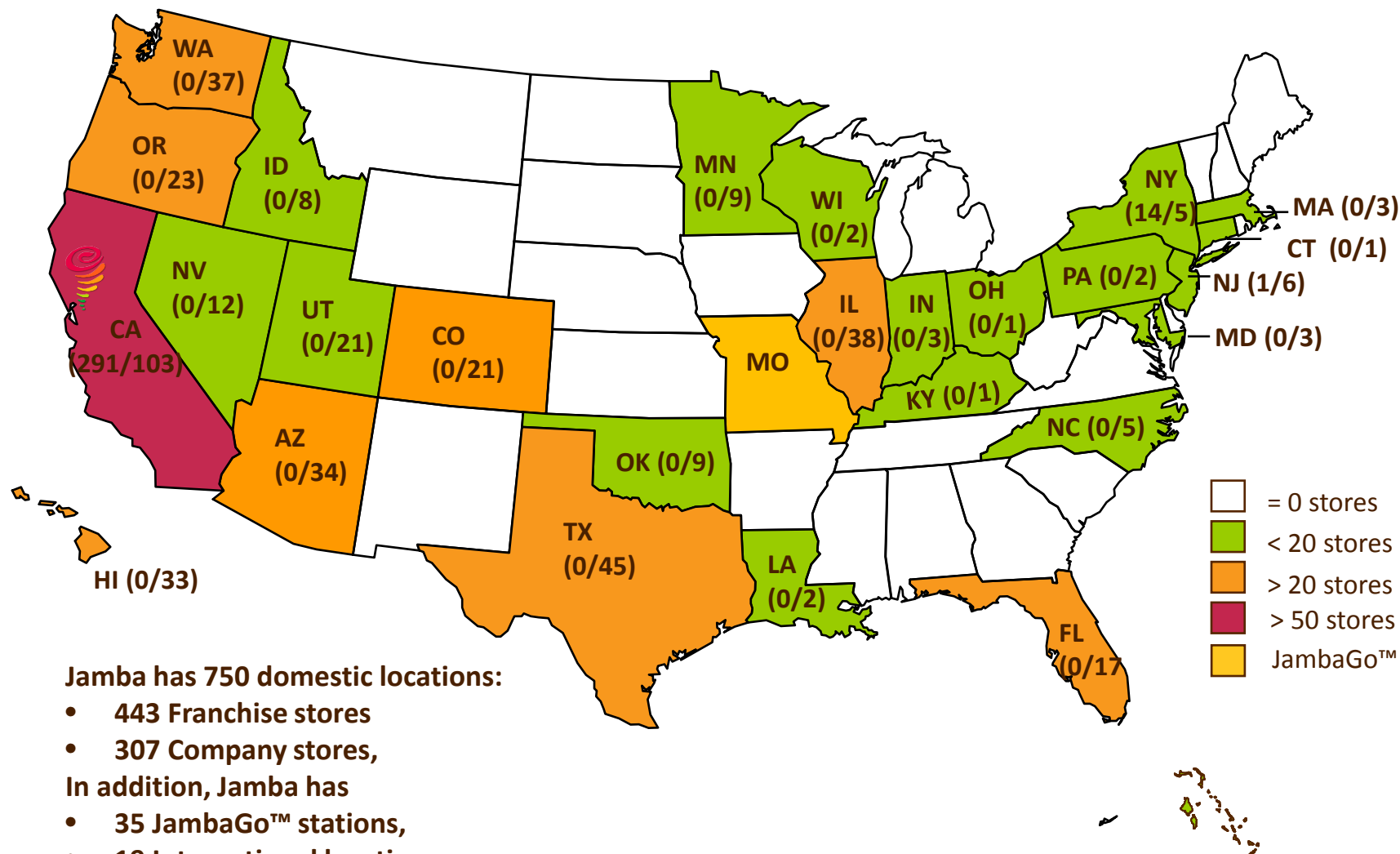
*Source: Synovate eNation Omnibus, Dec 2011, n=1,995

**Source: StudyLogic, Dec 2011

***Source: Synovate eNation Omnibus, Dec 2011, n= 1,995

Jamba is Well-Positioned for Growth

Outlets in 26 States; Branded Products Available in All 50 States

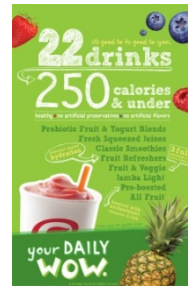


Jamba's Growth Journey

**Company Decline
2008**



**Turnaround
2009-2011**



**Accelerate Growth
2012-2015**



2008 - The Company Decline

An Iconic Brand With Business Challenges

- Leader in specialty smoothie beverage business
 - Shifting strategic priorities
 - Misaligned store growth
 - Operational and service challenges
 - \$25 M senior term note
 - Company comparable store sales (8.1%)
 - Net Loss (\$149M)
-
- *Enter James D. White as CEO*



2009-2011

The Turnaround Years

- Announced BLEND Plan 1.0
- \$35M capital infusion, eliminates short-term debt
- Refranchise 174 store complete, business model change
- Menu expansion, smoothie innovation and food platforms launched
- Compelling and relevant brand marketing
- International - 320 stores over 10 years
- CPG - 10 product lines commercialized
- Executive talent added with deep beverage and restaurant competency



Jamba has a Highly Experienced Leadership Team with Deep Beverage Experience

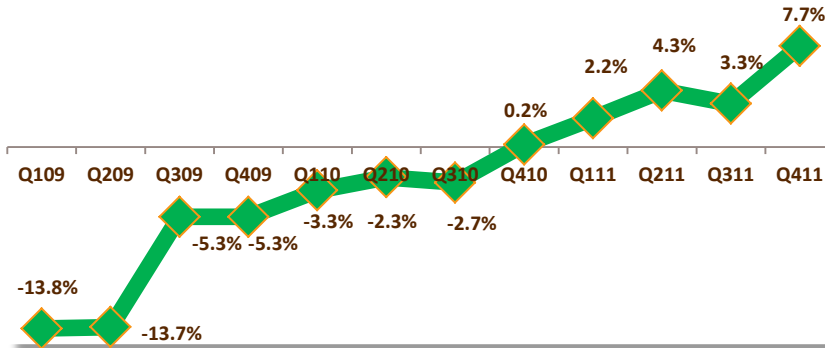
- James D. White, Chairman, President and CEO
- Karen Luey, EVP, CFO and CAO
- Bruce Schroder, EVP and COO
- Julie Washington, SVP Chief Brand Officer
- Susan Shields, SVP Chief Innovation Officer
- Richard Coats, SVP Franchise Operations
- Thibault de Chatellus, SVP International



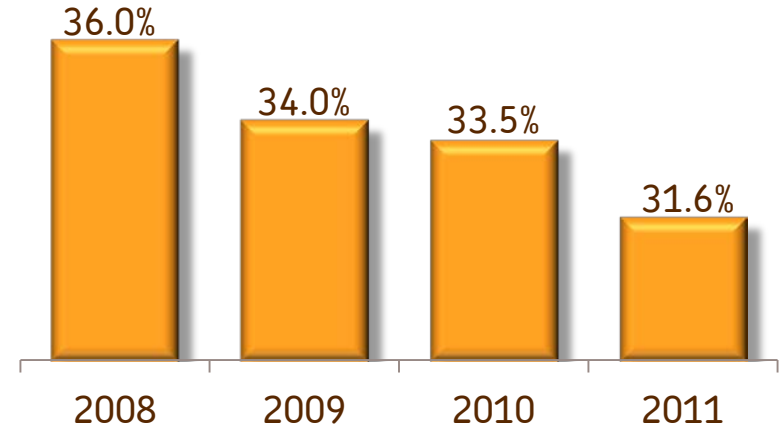
Jamba's Performance Over Time (2008-2011)

Continued Improvement in Sales & Profit Drivers

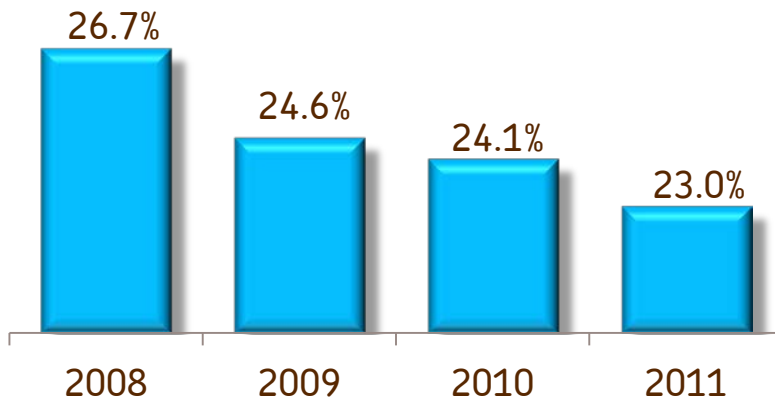
Company Comparable Store Sales



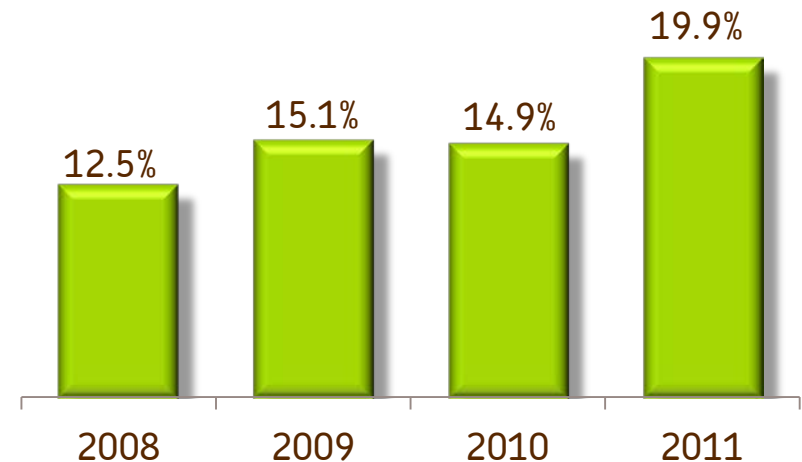
Labor % of Sales



Cost of Sales %



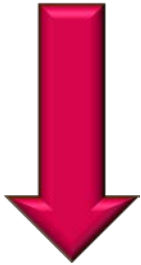
Adjusted Operating Profit Margin



Blend 1.0 Turnaround Complete



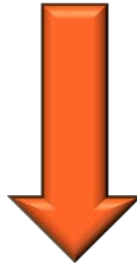
**Financial
Turnaround**



Blend 1.0



**Strategic
Turnaround**



☐ **Accelerate
Growth**



Blend 2.0

1. Disciplined expense reduction plan
2. Build/expand beverage and food offerings across all day parts
3. Build a customer first “operationally focused” service culture
4. Accelerate the development of franchise and non-traditional stores
5. Build a licensing growth platform

Our Vision: Transform Jamba into a Billion Dollar Healthy, Active Lifestyle Brand



2012 BLEND Plan 2.0 (Accelerated Growth)

1

- Make Jamba a Top-of-Mind Healthy Food & Beverage Brand

2

- Embody a Healthy, Active Lifestyle at Store Level and Broadly Across the Enterprise

3

- Accelerate Global Retail Growth Through New and Existing Formats

4

- Build a Global CPG Platform In Jamba-Relevant Categories

5

- Relentlessly Pursue New Ways to Reduce Costs and Drive Productivity

1

Make Jamba Top of Mind

Innovative, On-Trend, Craveable Menu Items Across All Dayparts

Expanded Menu for All Day Parts

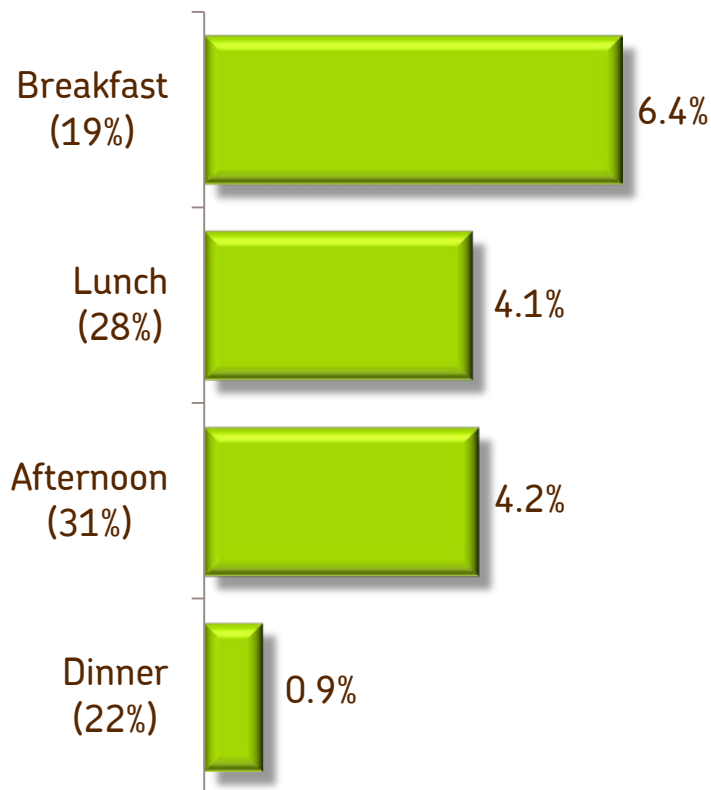
Morning



Evening



Same Store Sales Growth by Daypart – FY 2011



Relevant Across All Dayparts

1

Make Jamba Top of Mind

Beverage Innovation with Functional Benefits



1

Make Jamba Top of Mind

Ambassadors of WOW Program

Leveraging their passion, enthusiasm and social networks to spread the word

They are:

Celebrity fitness trainers

Radio DJ

Cross Fit gym owner

Celebrity choreographer

Marathoners/Triathletes

Olympic hopefuls

Bloggers

College students

Parents



They are Influencers:

Facebook Friends: 34,943

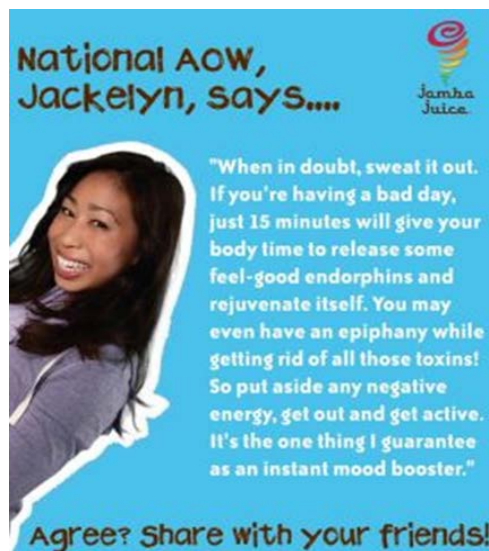
Facebook Likes: 34,216

Twitter Followers: 94,428

Bloggers: 16

Personal Websites: 18

They are almost everywhere
Jamba is:



2

Embody a Healthy, Active Lifestyle

A Brand Committed to Inspiring & Simplifying Healthy Living

How we engage consumers/
What we encourage them to do

Live Fruitfully!

Encourages healthy diet
Engages consumers in activities



Products, Promotions, Events, Ambassadors

Expresses fun elements
of Jamba brand



How we communicate to
consumers what we do

Team Up For A Healthy Community

Awareness of Jamba as an
authentic, purposeful company

PR, Fundraising, Donations, Cause-Related Activities, Schools

Engages consumers in
community giving

Jamba leading other
companies



Embody a Healthy, Active Lifestyle

Jamba Offers Solutions in the Fight Against Obesity

3 Accelerate Global Retail Growth

Formats Capitalize on Global Consumer Healthy Lifestyle Trends

Projected International Opportunity 1,000 Units



Projected Domestic Opportunity 2,700 Units

3 Accelerate Global Retail Growth

Formats Capitalize on Global Consumer Healthy Lifestyle Trends

Jamba's Store of the Future - Designing Stores that Embody a Healthy, Active Lifestyle



Mostly Merchandise

3 Accelerate Global Retail Growth

Launch Juice Bars - Explore Bolt-On Acquisitions



try our new
fresh squeezed juices

orange mango cals: 160 • 210	orange carrot banana cals: 160 • 210	orange strawberry blueberry raspberry cals: 160 • 210
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TWELVE \$ **SIXTEEN \$**

Not pasteurized. See Nutritional Guide for details.



3

Accelerate Global Retail Growth

Formats Capitalize on Global Consumer Healthy Lifestyle Trends

JambaGo™ Concept

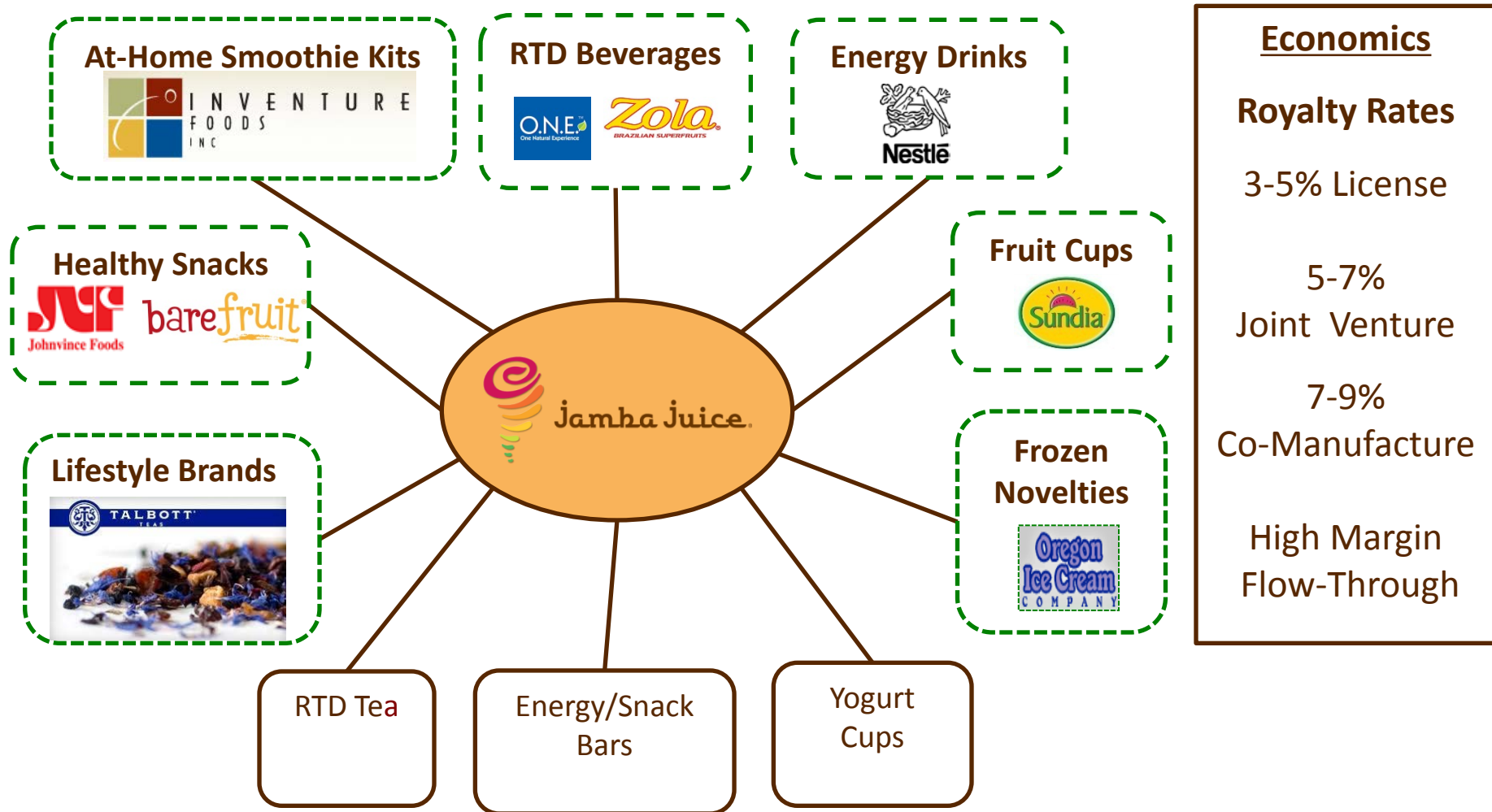
- Growth potential 1,000+ units in venues like K-12, convenience, colleges, entertainment centers.
- Growth platform test concept goal is to raise awareness of and accessibility to Jamba.
- Reinforces Jamba as a healthy, active lifestyle brand that is also convenient *and* portable.



4

Build A Global CPG Platform

Strong Partnerships, Multiple Categories, Room to Grow



4

Build A Global CPG Platform

Jamba Acquires Talbott Teas!

A “Cup of Couture” Designer Teas

- Created by Shane Talbott, certified master tea blender, in 2003.
- 23 unique blends—loose leaf as well as biodegradable sachets.
- Premium fair trade, 100% natural ingredients, nothing artificial.
- Stylish, designer packaging, steeped in style.
- Sold in QVC, specialty stores, gourmet grocers, salon spas, luxury hotel and Chicagoland restaurants.



4

Build A Global CPG Platform

Ten Product Lines, 30 SKUs Commercialized



4

Build A Global CPG Platform

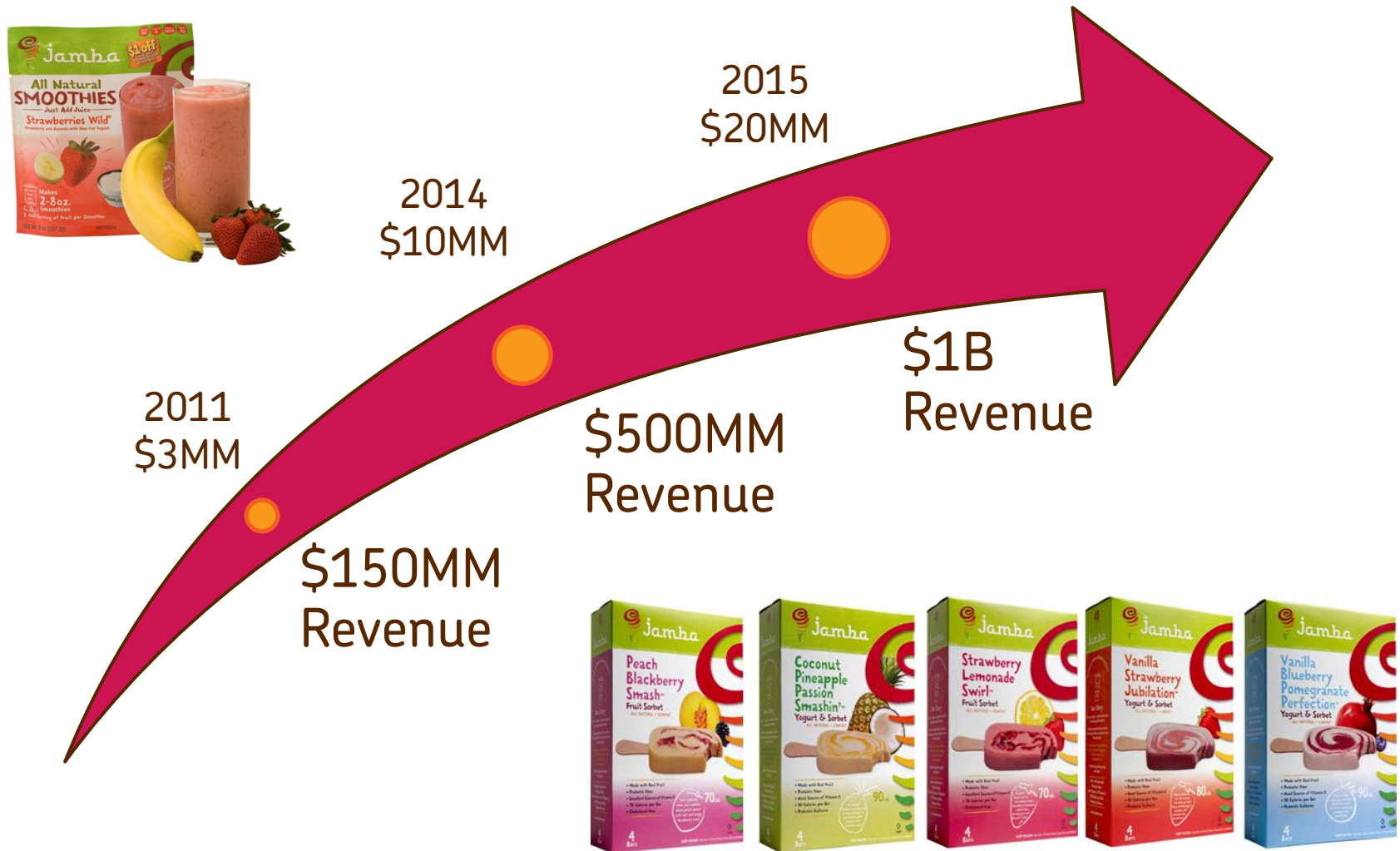
Growing to 50,000+ Points of Retail Distribution



4

Build A Global CPG Platform

A Billion Dollar Brand by 2016



5

Reduce Costs and Drive Productivity

Leverage Innovative Approaches to Drive Efficiency & Effectiveness

Innovative Technologies



National Distribution Alliances



Productivity Enhancements

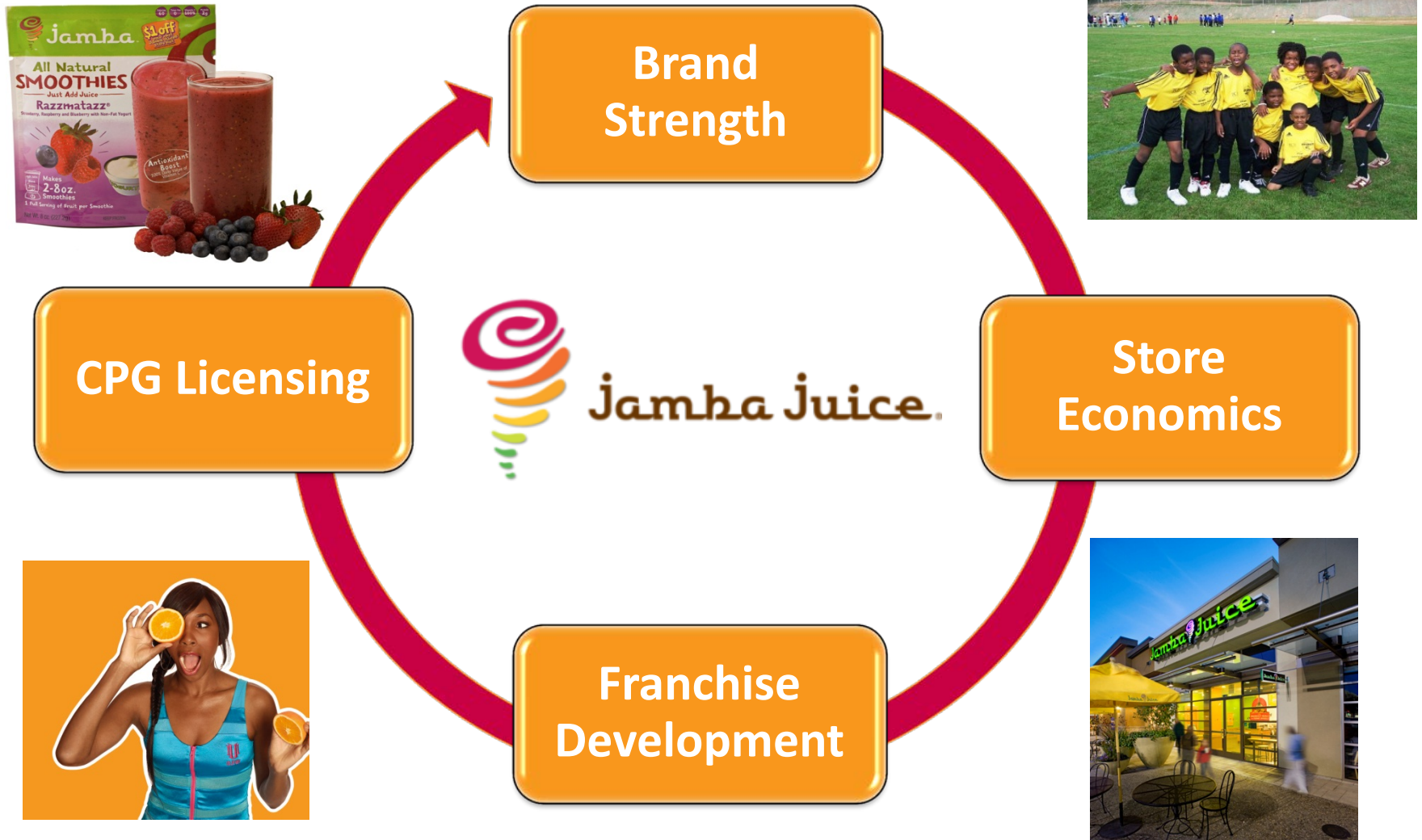


Global Sourcing/Supply Chain Efficiencies

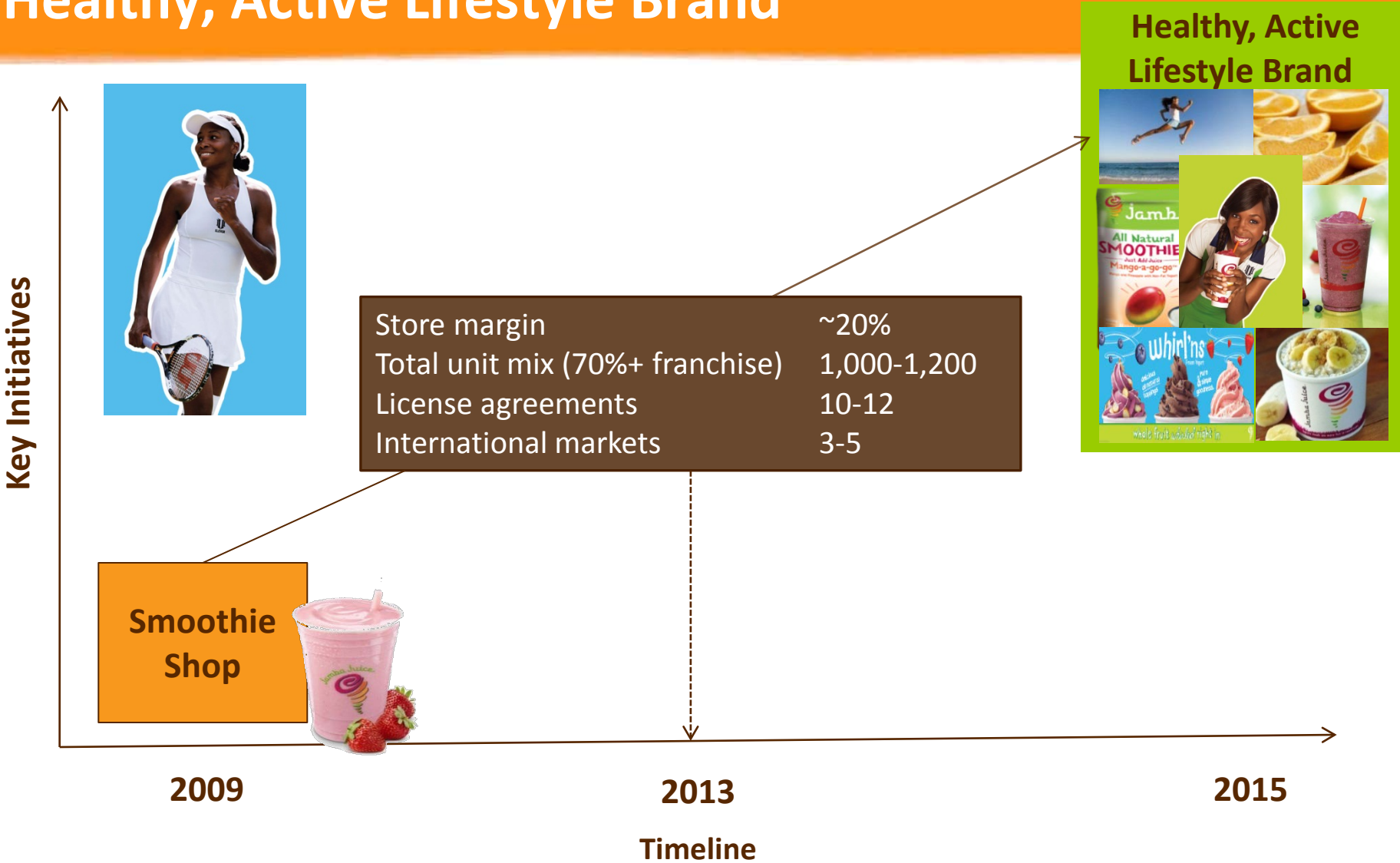


We Have Built A Strong Model For Growth

Key Components Essential to Jamba's Success



Our Vision: Transform Jamba into a Billion Dollar Healthy, Active Lifestyle Brand



2012 Guidance

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

- Deliver positive Company-owned comparable store sales of 3-4%;
- Achieve adjusted operating profit margin of 19-22%;
- Develop 40-50 new stores in U.S. locations, plus 10-15 new stores at international locations, all excluding JambaGo™ units;
- Maintain general and administrative expenses flat, in dollars, with fiscal 2011, excluding performance compensation;
- Deliver CPG licensing revenue of approximately \$3 million.

In Summary

- We have an exceptional brand franchise
- We have a focused strategy
- We have a disciplined organization
- We are confident about our future

Promises Made Will Be Kept!

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.