



# WM. WRIGLEY JR. COMPANY

## Investor Presentation May 2007

ONE TEAM ONE FOCUS

# Forward-looking Statements

Certain statements made during the presentations today and the question and answer session which follows the presentations may contain statements considered to be forward-looking under the Securities Litigation Reform Act of 1995 and are made pursuant to the safe harbor provisions of the Act. These forward looking statements may include such matters as restructuring cost savings, gross margins, capital expenditures, net working capital and sales from new products, and reflect the company's views at the time these statements are made. These statements are subject to known and unknown risks and uncertainties that could cause actual results to differ materially from those expressed or implied by the statements which risks are more fully described in the Risk Factors noted in the Company's most recently filed Form 10-K. We invite you to read the full disclosure regarding forward-looking statements contained in the Form 10-K and our other filings with the Securities and Exchange Commission.





# Basic Financials

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# Sales Growth

*Indexed*



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# Earnings Per Share

*in dollars (GAAP Basis)*



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# Earnings Per Share

*in dollars (Non-GAAP Basis)*



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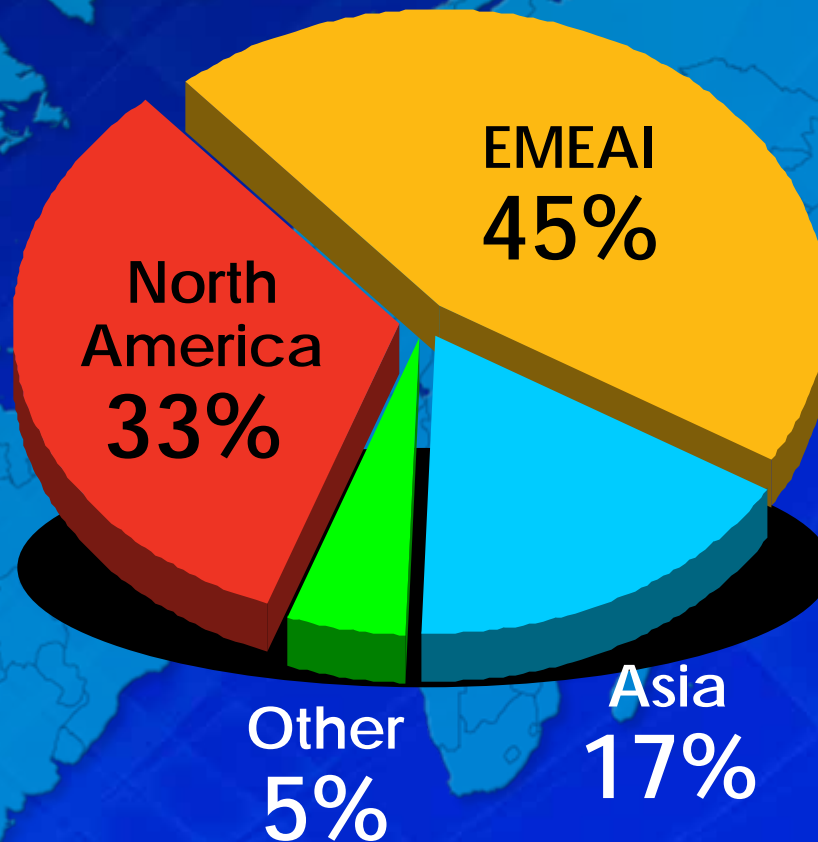


# Geographies

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# Geographic Performance

## Net Sales by Region

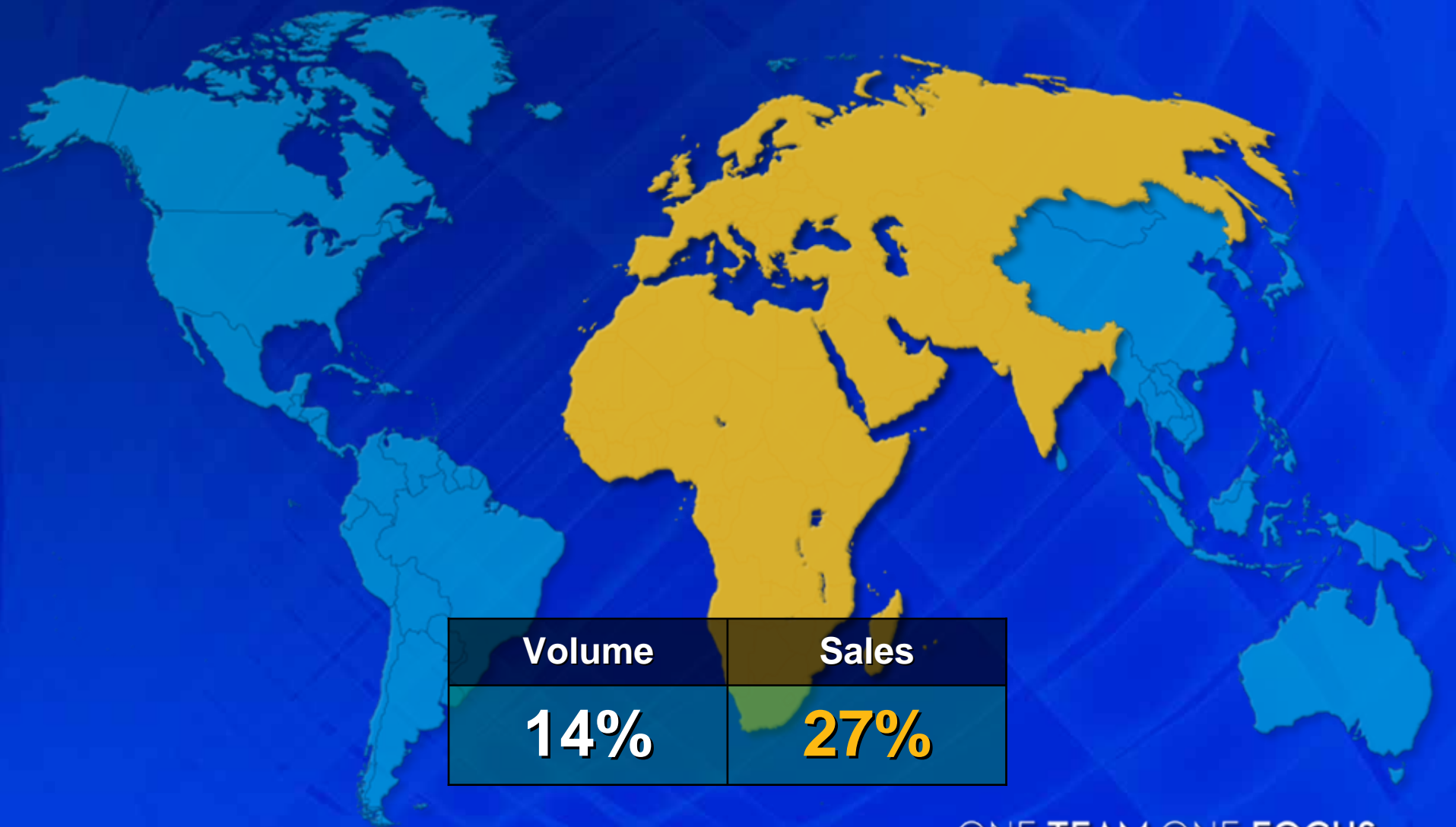


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# EMEA

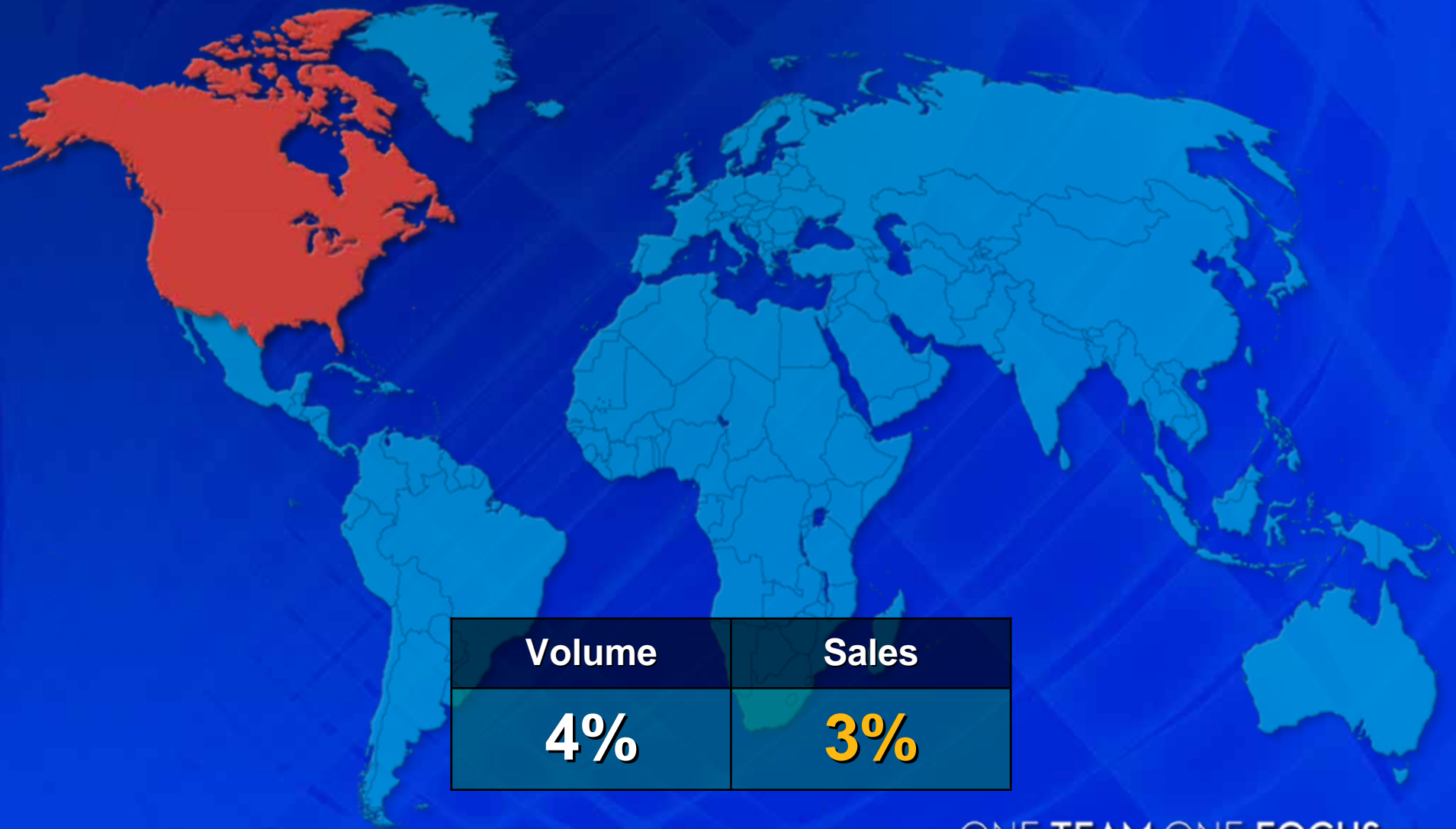
## Geographic Highlights



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# North America

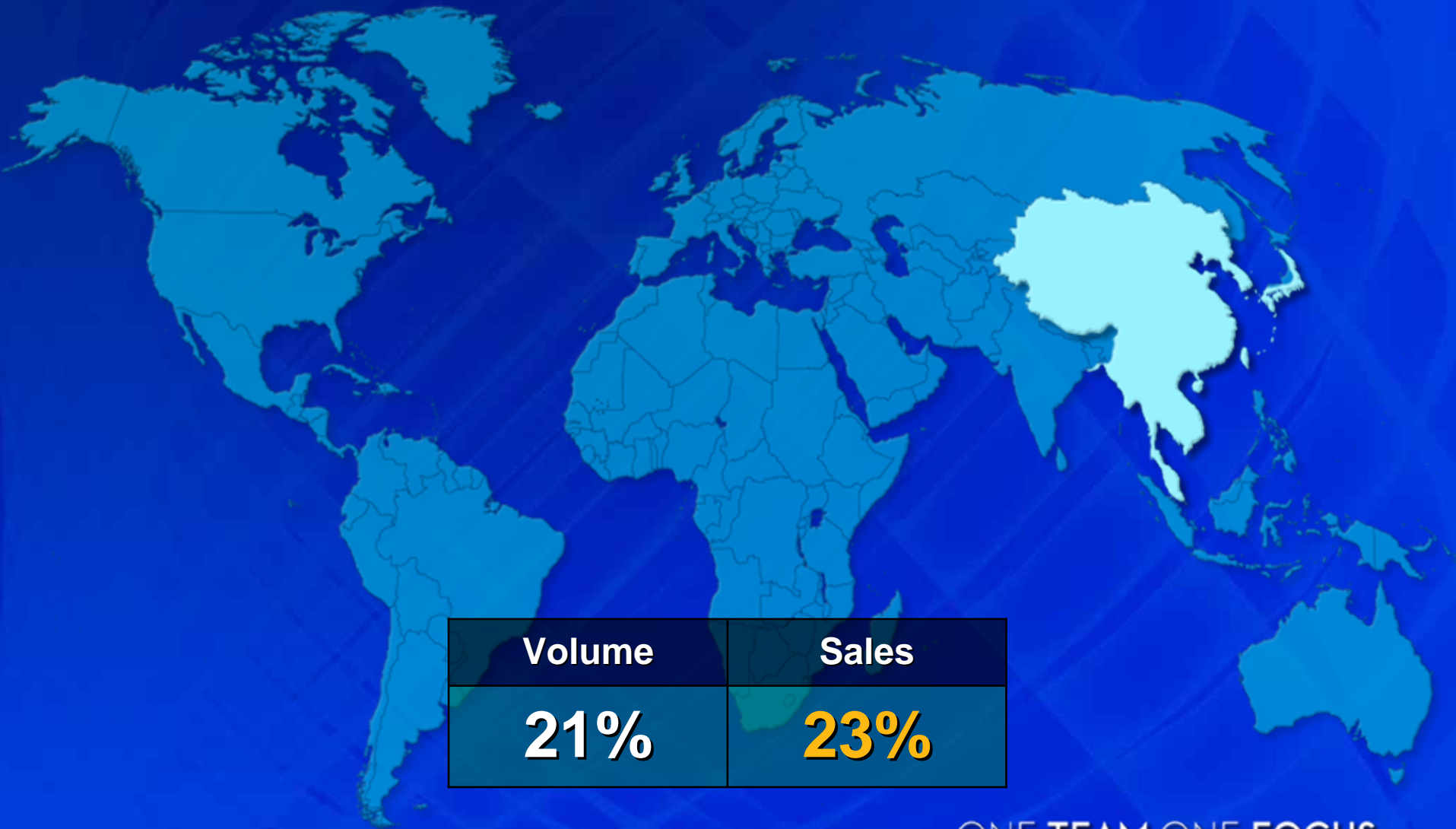
## Geographic Highlights



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# Asia

## Geographic Highlights



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# Category Strength

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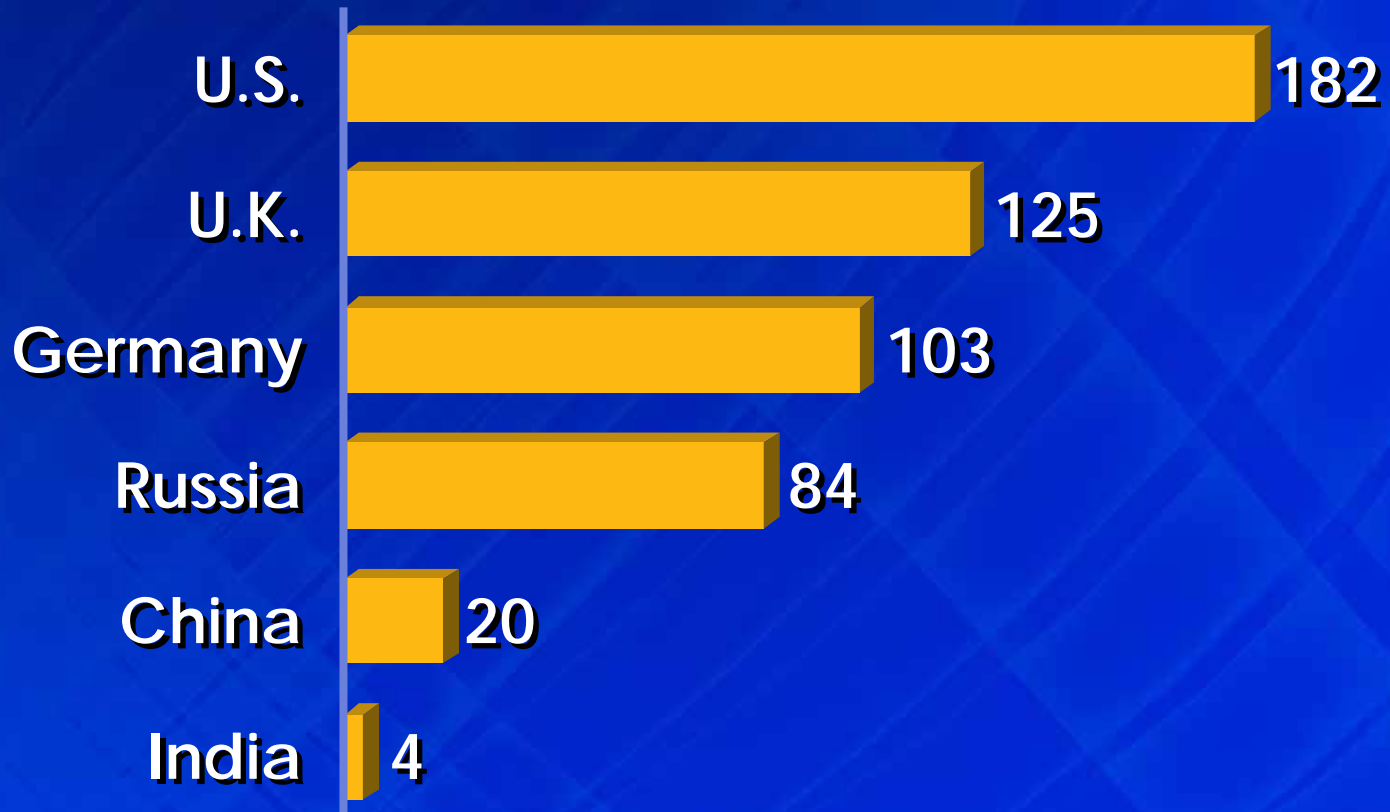
# Incredible Category Growth

**8.6%**

**in Top 14  
Geographies  
in 2006**

# Per Capita Consumption

Servings



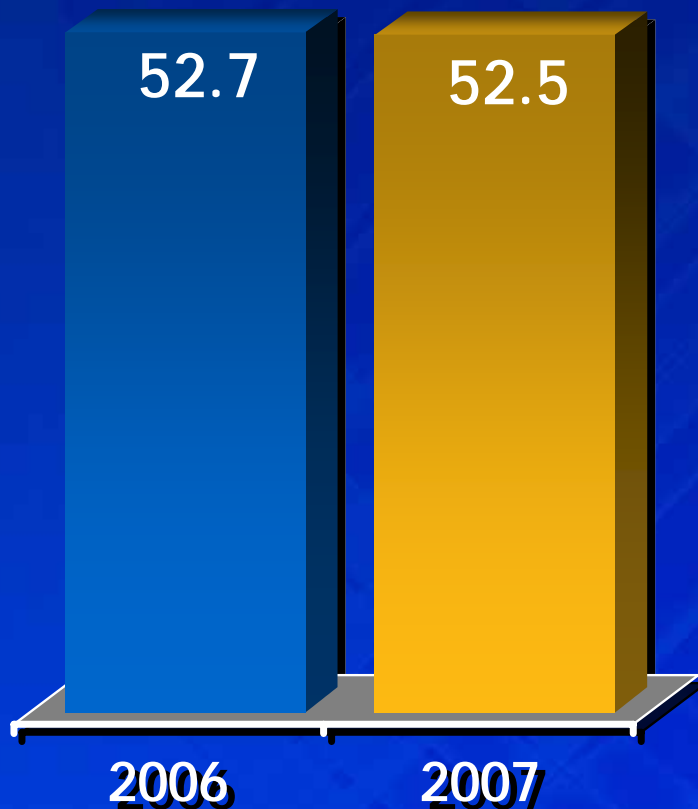


# Operating Discipline

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# Gross Margin

*percent of sales*



- **Supply chain restructuring (~\$20 MM)**
- **Improving operating efficiencies**
- **Targeted SKU reduction**
- **Opportunity to leverage pricing**





# Key Storylines

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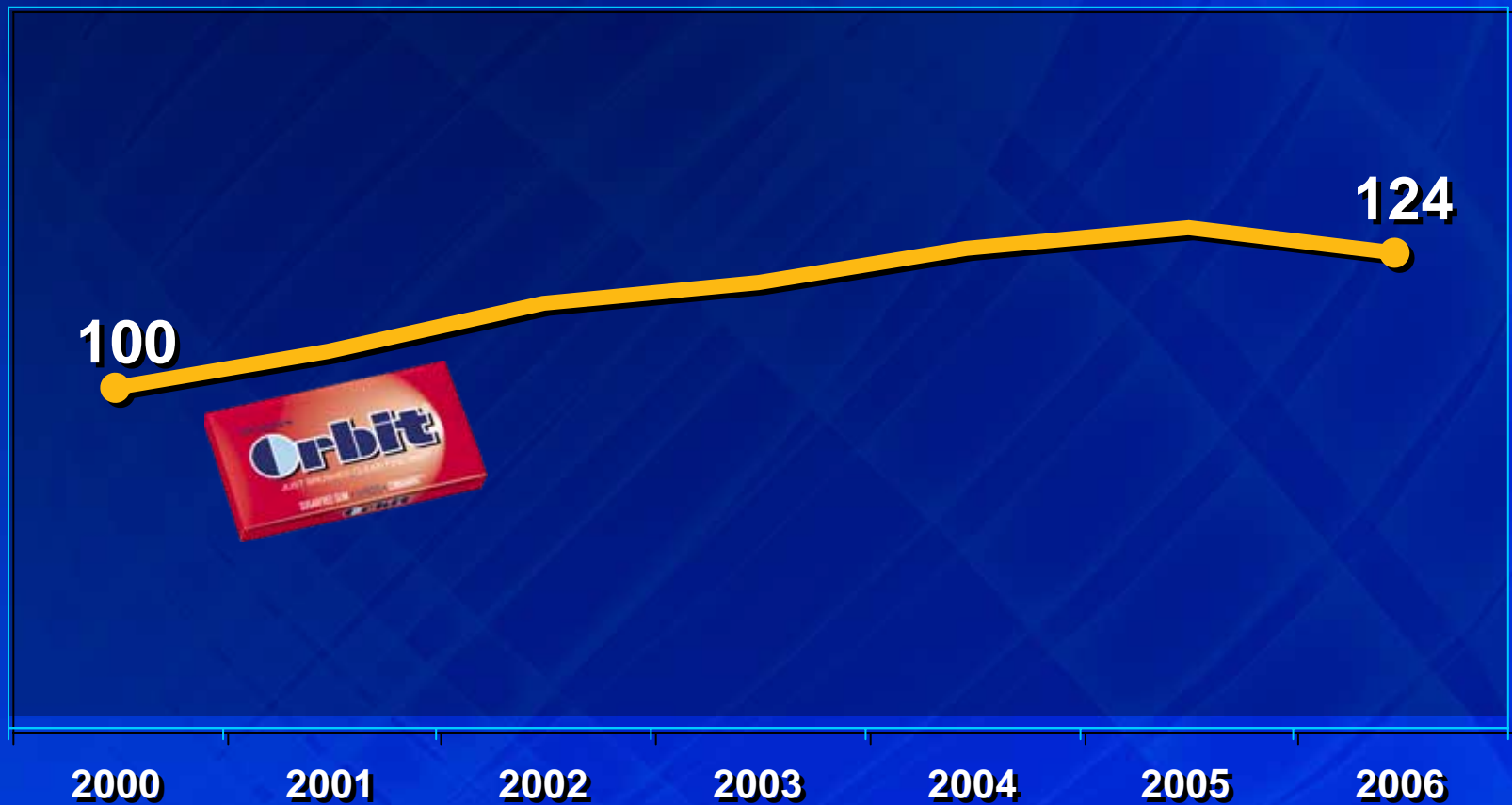
# UNITED STATES



- **Population: 298 million**
- **Per capita consumption: 182**

# Long-Term Share Growth (Gum)

Index



# Orbit – Outpacing the Competition

**#1**

**Gum Brand**



**Remarkable performance in 2006**

**Growth alone exceeded size of  
combined sales for Stride and Trident  
Splash**



# 1<sup>st</sup> Quarter 2007



- Allocated resources
- Positive, but mixed, brand performance
- Wrigley grew, but category grew faster



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# Confectionery Reinvigoration



**LIFESAVERS®**

## BEFORE

**10 years  
without a  
new flavor**



## AFTER

**Steady stream of  
innovations and  
strong double-  
digit growth**

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# Resonating with Customers

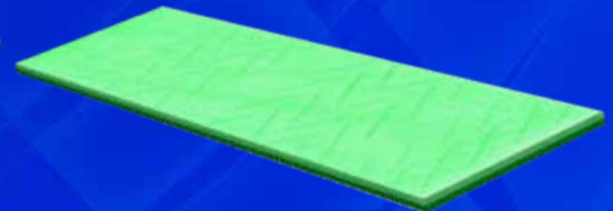
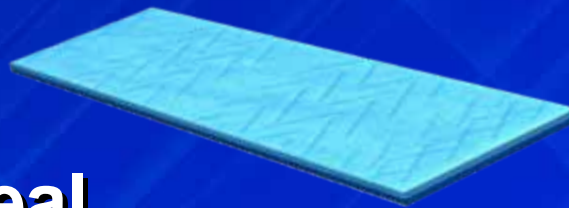


## CONFECTIONER MAGAZINE

### 6<sup>th</sup> Annual “Category Driver” Awards

- **CHEWING GUM – GOLD = Wrigley**
- **BREATH FRESHENERS – GOLD = Wrigley**

# Innovation in Stick Gum



- **Sensory appeal**
- **Outstanding flavor duration**
- **Intriguing packaging and graphics**

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# New in July 2007



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# UNITED KINGDOM



- **Population: 61 million**
- **Per capita consumption: 125**

# 1<sup>st</sup> Quarter 2007

- Pre-emptive product launches
- Allocated resources
- Wrigley grew, but category grew faster
- Recent share trends encouraging, but still work to do



JAN - APR	1	2	3	4	5	6	7	8	9	10	11	12	13
Wrigley	-	-	-	-	-	-	-	0	+	+	+	+	+

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# GERMANY



- **Population: 82 million**
- **Per capita consumption: 103**



# 1<sup>st</sup> Quarter 2007

- Strong double-digit growth
- Extra bottle leading the way
- Wrigley is driving total confectionery growth
- More innovation in July



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# Resonating with Customers



# RUNDSCHAU Magazine

## “Sweetie Award” for Innovation

- **Airwaves Menthol & Eucalyptus bottle packaging**

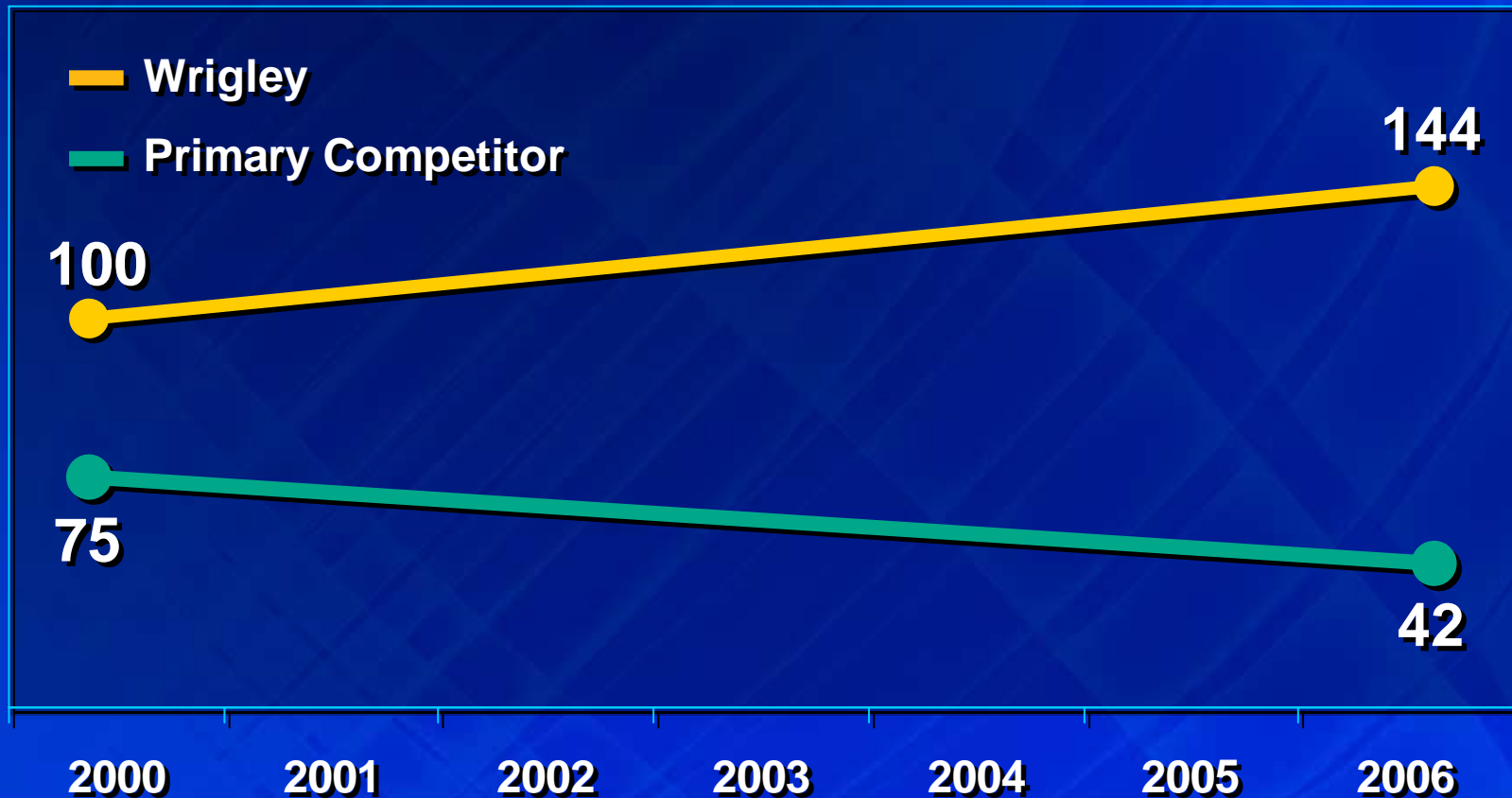
# RUSSIA



- **Population: 143 million**
- **Per capita consumption: 84**

# Long-Term Share Growth (Gum)

Index



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# 1<sup>st</sup> Quarter 2007

- Strong double-digit growth
- Orbit brand growing in gum and confectionery
- Strengthening leadership positions – #1 in gum and #2 in confectionery



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# A. Korkunov

#1 brand in segment



- Robust distribution network
- State-of-the-art production facility

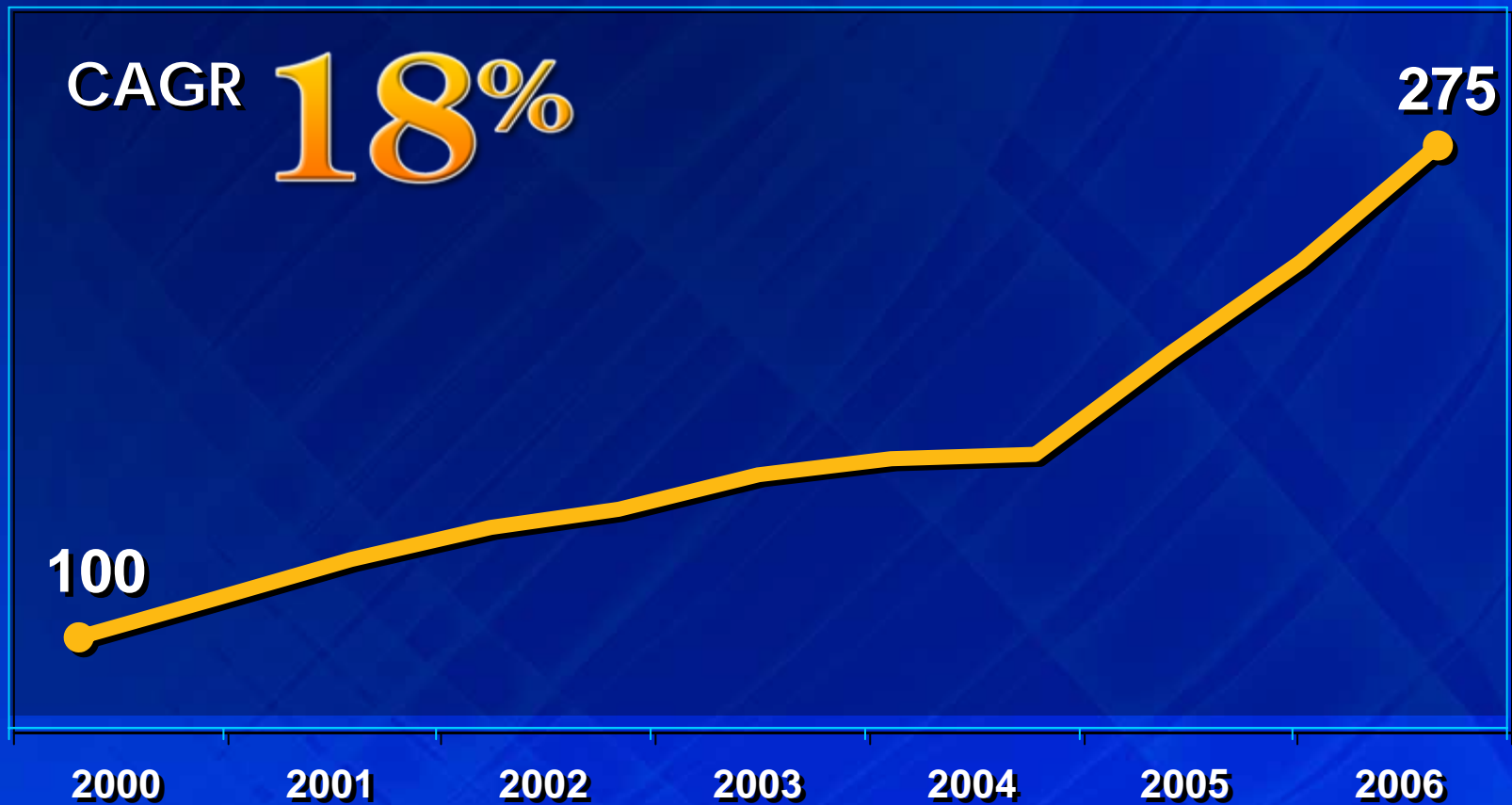
# CHINA



- **Population: 1.3 billion**
- **Per capita consumption: 20**

# Wrigley Growth in China

Index – Volume





# 1<sup>st</sup> Quarter 2007



- Continuing double-digit growth
- Strengthening leadership positions – #1 in gum and confectionery
- Growth across newer and older brands
- Local consumer insights



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# Benefit Innovation

- Lang Yi
- Traditional Chinese medicine

*Beauty*



*Cooling*



*Relaxation*



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# Advertising Innovation

- Chinese reality TV
- Doublemint 17885
- Based on simple concept



*The 4 key steps for fresh transformation:*



Improve appearance

Enhance confidence

Better communication

Fresh breath

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# Advertising Innovation

Leverage show's popularity:

## Roadshow



## In-Store Promotions



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# 1<sup>st</sup> Quarter Recap

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# At A Glance

- **Strong double-digit volume, sales and earnings growth**
- **Global successes amid increased competition**
- **Margin stabilization**
- **Consistent brand support**
- **Vigorous innovation**



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