



KIM JEFFERY
PRESIDENT & CHIEF EXECUTIVE OFFICER
NESTLÉ WATERS NORTH AMERICA

Kim Jeffery is President and Chief Executive Officer of **Nestlé Waters North America Inc.** based in Greenwich, Connecticut. He oversees the largest bottled water company in North America with 9,000 employees, 27 plants, and more than 100 facilities.

Mr. Jeffery joined the Company in 1978 as Central Division Sales Manager. Over the following years, he advanced to lead posts in Sales, Marketing, and Operations progressing to Executive Vice President and Chief Operating Officer before assuming the Company's top position in 1992.

For 30 years, Mr. Jeffery has been at the vanguard of the rapidly growing bottled water industry. When Mr. Jeffery joined the Company, shortly after its inception, Perrier was the only brand marketed. Since then Nestlé Waters North America has developed into the leading bottled water Company in America. With sales of more than \$4.2 billion in 2007, the Company holds seven of the top ten U.S. brands including Poland Spring, Arrowhead, Deer Park, Ozarka, Zephyrhills and Nestle Pure Life. Nestle Waters N.A. is also the leading bottled water company in Canada. The Company also owns and distributes imported brands Perrier, Acqua Panna and S. Pellegrino.

Today, Nestlé Waters North America commands a 34% market share of the bottled water category in America, with a 40% share of the PET single-serve segment which is the largest and fastest growing aspect of the bottled water business. Throughout his tenure, he has made environmental stewardship a priority and has been an industry leader in building green plants, reducing water use, protecting 14,000 acres around more than 100 spring sites which NWNA owns, and reducing raw material usage through light-weighting and self manufacture of packaging.

Additionally, Mr. Jeffery launched a decade-long partnership with The Nature Conservancy and as part of his personal commitment to the environment, Mr. Jeffery co-led the Nature Conservancy of Maine's historic Campaign for Conservation, which was the most successful corporate campaign for conservation in the state's history at the time. This effort helped protect more than 185,000 acres of the wild St. John River.

Mr. Jeffery currently chairs the recycling task force of ABA, where he is working with other beverage companies to develop new and tangible recycling solutions for beverage containers.

Mr. Jeffery was the recipient of the Beverage Forum Lifetime Achievement Award in 2007, as well as a member of the IBWA Hall of Fame. He serves on the Executive Board of American Beverage Association, and is also currently on the Board of Directors for Kendall Jackson Wine Estates and Stew Leonards Retail Food Stores. Prior to joining Nestlé Waters, Mr. Jeffery held positions with Kraft Foods and the Pepsi Cola Company. A native of Wilmette, Illinois, Mr. Jeffery received a B.A. degree from Hillsdale College in Hillsdale, Michigan. Mr. Jeffery is dedicated to charitable activities related to children and is an avid golfer. He, his wife Mary, and their four young children live in Greenwich, Connecticut.

