

Press Release

FOR IMMEDIATE RELEASE

AQUA REFLECTIONS PRESENTS LIMITED EDITION BOTTLE 2019 DESIGNED BY RINALDY YUNARDI

Jakarta, 28 November 2019 – To celebrate the festive season, AQUA Reflections is launching its new 2019 Limited Edition designed by Indonesian couture accessories designer, Rinaldy Yunardi. The bottles are ready to be ordered by restaurant and hotel partners from 7th of December 2019, and will be available through-out Indonesia for a limited period during this Festive Season. Presented in two colours, the still water is adorned in red and the sparkling water in green, available in 2 sizes at 380ml and 750ml.

Reflections represents a labour of love and craftsmanship. The water is carefully selected from a single source in Mount Salak, West Java. The water is naturally filtered through layers of volcanic rocks. Fusing with natural minerals along its journey, each drop reflects the wonders of its sacred home. It is here in the lush green foothill Reflections preserve the purity of this naturally mineralized water. Reflections is a brand that not only prides itself on presenting Indonesia with the finest water, but also on creating partnerships that heighten its consumer experience. Reflections has collaborated to celebrate Indonesian inspirational figures in fashion, lifestyle, and culinary.

This year, Reflections identifies Rinaldy Yunardi who is known for his intricate masterpieces. Rinaldy started his career in 1996 designing wedding tiaras and soon expanded to jewellery, millinery and art lighting. Rinaldy was appointed as a member of the Asian Couture Federation as the only Accessories Designer in 2015 and has since cemented his brand in the international fashion scene with a list of clients that range from Indonesian celebrities to Hollywood A-listers.

Inspired by the origin story of Reflections' single sourced water from Mount Salak, Reflections Limited Edition 2019 represents the goodness of nature crowned by the design of Rinaldy, where the crown symbolizes his origin in craftsmanship. This collaboration blends Reflections' finest story and Rinaldy's art-nouveau design approach, bringing to life what the brand stands for - presenting all of nature's best gifts wrapped in a beautiful glass bottle design that reflects healthy lifestyle within the dynamics of a modern world.

"Water is the source of life, it holds a great significant meaning in human life. The tiara represents me and my art, since I started out designing tiaras. I envision Reflections as a reflection of myself and I want these two elements - the finest mineral water that is imperative to human life and the tiara is an important part of my life - marry together. This is my finest artwork, my best pursuits and how I elevate, giving this collaboration a deeper meaning," Rinaldy says.

An exhibition depicting the idea of excellence and the purity of Reflections as well as the collaboration with Rinaldy will also be held for a weeks starting from the 14th of December 2019 at Plaza Indonesia. Working together with designer Felix Tjahyadi, the exhibit will showcase the story of Reflections, from its origin to its expertise of Select- Protect- Preserve – and Present. Taking water as the essence of the concept and combining Rinaldy's design elements together in a festive ambience, a visual splendour of Finest Reflections will be created through a narrative and interactive space.

"During this joyous moment towards the yearend and together with Indonesia's maestro of jewelry art, we are delighted to present the finest goodness of nature crowned with the exclusive design by Rinaldy Yunardi to further enliven your dinner tables this Festive Season. Moreover, Reflections will auction a few of Rinaldy's creations that is inspired by this collaboration together with Reflections Limited Edition 2019 being sold to guests on the 14th December, during our launch event. All proceeds from the auction and sales of the Reflections Limited Edition 2019 will be given for the provision of clean water and sanitation purposes surrounding our source through our partner Yayasan Aspirasi Muslimah Indonesia," said Flora Tobing, Senior Brand Manager of AQUA.

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About Reflections

AQUA presents all of nature's best gifts wrapped in a beautiful bottle design that reflects a healthy lifestyle within the dynamics of a modern world. Through the talented hands of Indonesia's designers, the AQUA premium product is packaged inside an elegant glass bottle of 380 ml and 750 ml. Reflections is the reflection of a modern individual, dynamic and innovative that is also balanced with a healthy body that shines from within. Reflections is available in two types, Reflections Still and Reflections Sparkling.

Preservation Initiatives surrounding AQUA Reflections source

To ensure the quality, quantity, and sustainability of water, Danone-AQUA is giving back to nature and its surrounding community. The company is implementing some initiatives including the provision of WASH (Water Access, Sanitation and Hygiene) or clean, safe water access for more than 13,000 locals. Conservation efforts are also taken to increase efficiency in water-soil infiltration and prevent water run-off through Agroforestry or its tree-planting campaign "100% Tumbuh", Recharge Water Wells, Rain Harvesting, Waterpond & Biopori. Furthermore, the company has developed a Biodiversity Park to preserve the unique variety of plants and animals and provide protection to the forest in the Lido area.

About Danone-AQUA

Danone-AQUA is the pioneer of Air Minum Dalam Kemasan (AMDK) – bottled/package water – and Minuman Ringan (light beverage) in Indonesia that was established in 1973. As an Indonesian-born brand, for more than 46 years Danone-AQUA has always tried to spread goodness to the community by providing healthy hydration while maintaining the sustainability of nature. This is in line with Danone's vision, "One Planet One Health", where we believe that public health is determined by a healthy lifestyle and environment. As the manifestation of a vision and commitment in the responsible running of an operation within a social and environmental structure, AQUA has developed the AQUA Lestari Initiative, which is comprised of Protection of Water Source, Reduction of CO₂, Package Optimization, Packaged Waste Collection and Sustainable Product Distribution that have been executed by stakeholders and employees. Danone-AQUA also pioneered the first recycling program called "AQUA Peduli" in 1993 as an initial step towards a more circular packaging model. Currently, we are able to collect 12,000 tons of plastic every year through 6 Recycling Business Units in different locations in Indonesia. Last year, Danone-AQUA launched #BijakBerplastik movement that focuses on three core aspects: recycling education to our consumers; product packaging innovation; and the development of a waste collection infrastructure. As part of product packaging innovation aspect, recently AQUA has just launched AQUA LIFE, the first water bottle in Indonesia made of 100 percent recycled plastic. Danone-AQUA is a member of the DANONE Group, one of the biggest food and beverage producers in the world. In Indonesia, DANONE's business units cover three main categories, namely beverage (AMDK, non-carbonated light beverage, tea-based beverage), Nutrition for Early Life (Nutricia and Sarihusada) as well as medical nutrition. Danone AQUA is the first FMCG company in Indonesia with B-Corp certification, which is the highest standard for social and environmental dynamics, transparency and accountability. The sustainability report of Danone-AQUA can be accessed through www.aqua.co.id. For customer suggestions and complaints, please contact AQUA Menyapa Bebas Pulsa 08001588888 or through Facebook Sehat AQUA and www.SehatAQUA.co.id.

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