

Press Release

FOR IMMEDIATE RELEASE

AQUA REFLECTIONS PRESENTS LIMITED EDITION BOTTLE 2019 DESIGNED BY RINALDY YUNARDI

Jakarta, 14 December 2019 – To celebrate the festive season, AQUA Reflections launched its new 2019 Limited Edition designed by Indonesian couture accessories designer, Rinaldy Yunardi at La Moda, Plaza Indonesia last Saturday. The bottles are available 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.

The event was well attended by clients and partners of Refelctions and Rinaldy Yunardi who were invited to view the first glimpse of the Reflections Limited Edition 2019. The unveiling moment left all eyes in awe as the Reflections Limited Edition 2019 was previewed by Rinaldy and Ethan Lim, Vice President Marketing of Danone-AQUA. Reflections and Rinaldy also partnered in this season of giving for a cause. Selling cases of Reflections Limited Edition 2019 with total sales of 76,8 million and auctioned two *Minaudieres* or Bag Clutches with the value of 42 million, which will be 100% donated for the provision of clean water access, sanitation and hygiene surrounding the water source through the partner, Yayasan Aspirasi Muslimah Indonesia.

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.

"Since its birth in 2011, we have collaborated with some of the biggest names in fashion, lifestyle, and culinary to celebrate and support Indonesian talents. This year, we are delighted to present the finest goodness of nature, crowned with the exclusive design by Rinaldy Yunardi. I would like to thank Rinaldy for working with Reflections on this collaboration," said Ethan on his welcome speech.

Outside the main event area, guests were welcomed to take a tour of Reflections Design Exhibition, a series of installations depicting the idea of excellence and the purity of Reflections as well as the collaboration with Rinaldy that will be held for a week starting from the 14 to 19 December 2019 at the La Moda corridors of 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 splendor of Finest Reflections will be created through a narrative and interactive space.

– END –

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/packaged 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.

For media inquiries, please contact:

Gilang Sasmoyo
Danone – AQUA Corporate Communications
E-mail: Gilang.Sasmoyo@danone.com

Viana Igah



PREFINITE Communications
E-mail: viana@prefinite.id
Mobile: +62815 823 0578