

Press Release

Nespresso launches a Flash Lite mobile application with Apocope

GSMA, Barcelona - February 16, 2009 – Nespresso announced today the launch of “Nespresso Mobile”, an ultimate mobile multimedia experience and one of the first Flash Lite 3.1 mobile applications available for download, in collaboration with Apocope. By taking advantage of the newest version of Adobe® Flash® Lite™, this service oriented application represents a new step in Nespresso’s active mobile strategy.

The worldwide pioneer and market leader in premium portioned coffee, Nespresso has been sustaining an innovative mobile marketing strategy for several years in collaboration with Apocope, a mobile marketing agency. Nespresso launched a mobile commerce Web site in 2003 on the Bouygues Telecom portal i-mode and Gallery and optimized it in 2005 for all Web-enabled handsets in 16 countries allowing users to order capsules directly via their mobile. As soon as the launch of the iPhone was announced in 2007, Nespresso decided to develop a new version optimized for iPhone users. The mobile sites were so successful that Nespresso did not hesitate to develop a Flash Lite mobile application.

Apocope is specialized in relational marketing and Nespresso has been developing rich CRM solutions for years, so the development of the application was focused on the functions and the design to add real value to the user experience in the Nespresso universe.

The goal for the existing customer is to find the same Nespresso interface and functionality that they are already familiar with and the objective for new potential clients is to introduce them to the Nespresso universe. By using the newest version of Flash Lite, Apocope was able to embed videos in the application, search for boutique and retailer on-the-fly, and allow the user to connect to his or her Nespresso Club account.

The application contains rich content that is always relevant and up-to-date. All boutique and retailer store information comes directly from Nespresso so the user will find the same information as on the Web and mobile sites.

In addition, the application takes advantage of Nespresso’s rich customer database to customize the content based on account information, previous purchases, and personal preferences. The highlights of the application include account login over-the-air, a customized account area, a rapid order form, videos, and a store locator and store maps.

The application is distributed by Aardvark, Apocope’s technical framework. The handset is automatically identified to determine its compatibilities and the user can then download the correct version of the application (depending on the technical specifications of the handset and the user’s market and language) or is redirected to the Nespresso mobile site if the handset is not Flash Lite compatible.



To download Nespresso Mobile: <http://flashlite.nespresso.com>



About Nestlé Nespresso SA: www.nespresso.com

Nestlé Nespresso SA, the worldwide pioneer and market leader in highest-quality premium portioned coffee, introduced consumers to the very highest quality Grands Crus to be enjoyed in the comfort of their own homes, as well as to be savoured at locations outside the home, such as gourmet restaurants, upscale hotels, luxury outlets and offices. What transpired was the creation of the unique *Nespresso* trilogy, a unique combination of the world's highest-quality Grands Crus coffees, smart and stylish coffee machines and exceptional customer service. The culmination of these three elements came to be known as the *Nespresso Ultimate Coffee Experience*. Headquartered in Paudex, Switzerland with more than 2,500 employees, Nestlé Nespresso SA sells products in more than 50 countries directly to its customers and at the end of 2007 operated more than 117 prestigious boutiques in key cities around the world. For the second year in a row, it was named the fastest growing company within the Nestlé Group and one of its "billionaire brands", having achieved a growth rate of more than 40 percent in 2007.

About Apocope: www.apocope.com

Interactive mobile marketing expert, Apocope proposes to the brands, media and operators to use the mobile channel for customer acquisition and the development of consumer loyalty on the mobile. Created in 2000, the agency benefits today from a solid experiment. Among its more faithful advertisers *Nespresso*, JC Decaux (Velib'), Marionnaud, Decathlon, Orange, Bouygues Telecom, Cortal, Assu 2000, Sofinco, Brozengo,...Aardvark®, the technical framework of the agency makes it possible "to manage the mobile relation" between the brand and its customers, through the whole of the mobile supports (Text, Multimedia, Internet, ...) and interactive tools (Voice, Web, ...). Thanks to its framework, Apocope carries out and operates relevant, qualitative and effective interactive solutions.

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