FEB 7, 2005 AGENDA

1. ADMIN

2. CONCEPTS

3. GRN. MTN.

4. NEXT WEEK
<table>
<thead>
<tr>
<th></th>
<th>JEN</th>
<th>ALYCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAMI</td>
<td>CHERYL</td>
<td>ERIN</td>
</tr>
<tr>
<td>ANNE</td>
<td>AVRIL</td>
<td>ALEX</td>
</tr>
<tr>
<td>IRENA</td>
<td>KONST.</td>
<td>JOHN</td>
</tr>
<tr>
<td>LUDO</td>
<td>RALPH</td>
<td>ANNA</td>
</tr>
</tbody>
</table>
Rami
Anne
Rena
Ludo
Phil

Jen
Cheryl
Avril
Konst.
Ralph

Alyce
Erin
Alex
John
Anna
MISSION:

WHAT WE DO

HOW WE DO IT

& FOR WHOM

SOCIALLY RESP.

FAIR PRICE

WHOLESALE

HIGH END

WORKER RETENTION

DIFFERENT QUALITY

LEADING SPECIALTY COFFEE CO.
ULTIMATE COFFEE EXPERIENCE

IN EVERY LIFE WE TOUCH

FROM TREE TO CUP XFORMING

THE WAY THE WORLD UNDERSTANDS BUSINESS
PRODUCE & MFG

WIDE VARIETY OF PREMIUM COF.

EMAIL AVAIL. WHOLESALE & RAIL

SOCIAL & ENV. RESP.
<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>STRATEGIC</th>
<th>FINANCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ST</td>
<td>LT</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>
MACRO ENV.

LEGAL

REZ.

POLITICAL - STABILITY

ECONOMY

SOCIAL

TECHNOLOGY

DEMOGRAPHICS

AGE

INCOME

EDUCATION

GEOG
Drivers of EOS

3 BIG

Price

Price

- Costs

= Profit

\[ \Delta \]

QTY

VC
INDUSTRY
CAPACITY SURPLUS/SHORTAGE

POSITION IN THE INDUSTRY LIFE CYCLE

\[ \Sigma \text{SALES} \]

TIME
S FORCES
STRUCTURAL
KS Fs