



The winners of BIG Cola's unique 'Win a Giraffe' promotion accomplished their BIG dream in Africa

- *The 12 fortunate winners from Colombia, Ecuador, Indonesia, Thailand and Venezuela, travelled to Africa to live an unforgettable experience: adopt their very own giraffe at the Giraffe Centre in Nairobi, Kenya.*
- *In addition, the winners participated in a memorable safari through the world-famous Masai Mara National Reserve.*

Madrid, 27.02.2014. The 12 winners of BIG Cola's "Win a Giraffe" promotion, have just returned home after living one of the most exciting experiences of their lives: an unforgettable trip to Africa to adopt their very own giraffe.

The special adoption ceremony took place at the Giraffe Center in Nairobi, Kenya, where the winners had the opportunity to meet, touch, feed and kiss their own Rothschild giraffe, and learn more about this unique and endangered species from the conservation experts at the Giraffe Centre.

In the words of one of the fortunate winners of the BIG Cola promotion, "I can't believe that I actually met with and got a big, wet kiss from my very own giraffe in Kenya! Thank you BIG Cola for proving that nothing is impossible when you think BIG."

According to **Andrea Tama, Marketing Manager of BIG Cola**, "BIG Cola inspires its consumers to Think BIG and knows how to connect with them. This is why our initiatives make a difference, making dreams that might seem impossible, a reality. We are very proud to be contributing to the conservation of the Rothschild giraffe and to be supporting the valuable work of the Giraffe Centre".

Christine Odhiambo-Nyang'aya, Manager at the Giraffe Centre added: "The



partnership with BIG Cola is an opportunity to spread the word about conservation, and not just conservation, but conservation for posterity".

The winners of the BIG Cola promotion also enjoyed an exciting safari in the Masai Mara National Reserve, where they saw wild animals in their natural habitat, the African savannah. A perfect ending for this unforgettable BIG adventure!

About AJE

AJE is one of the largest multinational beverage companies, with presence in more than 20 countries in Latin America, Asia and Africa, and with 15,000 direct and indirect employees. Globally, AJE is the 10th largest soft drinks company in sales volume and the 4th largest producer of carbonated soft drinks (source: Euromonitor, 2011). With a strong commitment to "democratizing consumption," AJE reaches out to new consumer groups and provides them with access to high quality products at fair prices. In addition to its flagship brand, BIG Cola, AJE's product portfolio is complemented with brands such as Cielo, Cifrut, Pulp, Sporade and Volt in the categories of water and juices, as well as hydrating and energy drinks. AJE's vision is to be one of the top 20 multinational companies by the year 2020. For more information, please visit: www.ajegroup.com / www.facebook.com/global.bigcola

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