



# Dannon US Pledge

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Evian 2017 - Investor Seminar

# DanoneWave Yogurt brand portfolio



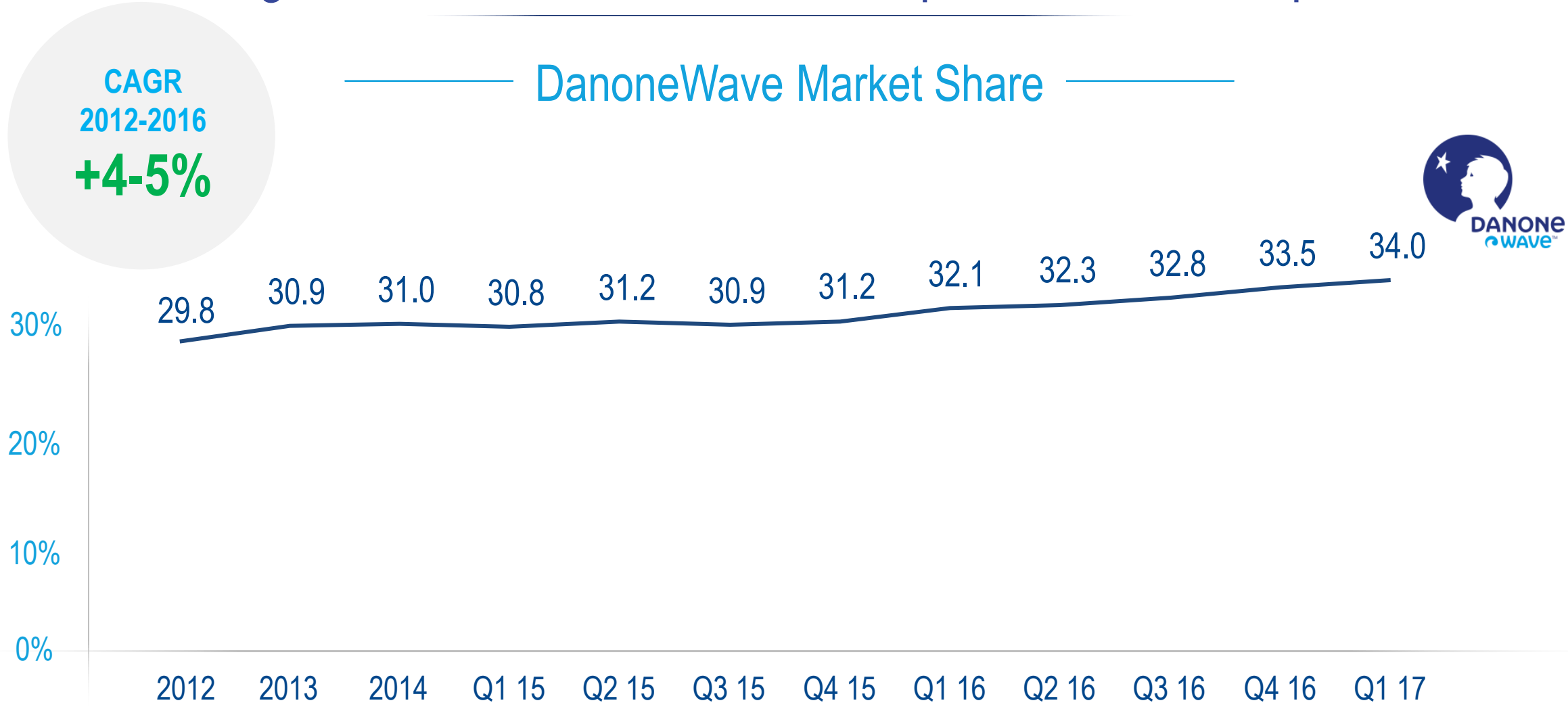
Dairy

Organic

Plant-based



# We believe that the Dannon Pledge will help DanoneWave Yogurt growth track record continue expand its leadership



Source : IRI





# Consumers are our main ingredient

- > More and more proactive about their health
- > Want more Natural foods
- > Want to know Where their food is coming from
- > Want to know How their food is being made
- > Want to buy Brands they can Trust



# The 3 pillars of the Dannon Pledge make it unique and credible

Democratizing simple and more natural foods.



<b>WE ARE GOOD HONEST FOOD</b>		NATURAL NUTRITIOUS FERMENTS EVERY DAY
TRANSPARENT SUSTAINABLE	DELICIOUS YOGURT	





# We pledge **Transparency**

So we have **labelled** the presence of **GMO ingredients** in all of our products nationally.

- > 83% of mums read ingredients list
- > « Does not contain GMOs » comes second when it comes to kids snacks concerns
- > Mums perceive Non-GMO as highly valuable



TRANSPARENCY

Since 12/2016

Consumers are looking for a SHORT, CLEAN ingredient list.

NON GMO INGREDIENTS\*

# We pledge **Naturality**

By 2019, three flagship brands will use Fewer, Non-Synthetic and Non-GMO ingredients and will be **Non-GMO Project Verified**.

2H 2016    1H 2017    2H 2017    1H 2018    2H 2018    1H 2019



# We pledge **Sustainable Agriculture**

Improve sustainable agricultural practices, working with our **farmer partners** to reach for better animal welfare, soil health, carbon, water and biodiversity



## SUSTAINABLE AGRICULTURE



Consumers believe it is the responsibility of a company to select farmer partners & suppliers with the highest standards.





# We are unique in the scale and impact of our transformation, investing in Non-GMOs all the way to the feed...

## Brands

3 Flagship Brands



## R&D

75% products reformulated



## Ingredients

Sugar  
Starches  
Flavors  
Sweeteners...



## Milk

1.3 Billion LB of Milk

45,000 cows

65,000 forage acres



## Manufacturing

50% volumes

Milk segregation



# And we know this will make a big difference with our consumers!



## Natural ingredients and Non GMO are powerful

"I like that it says NON GMO ingredients, this is a huge concern."

"If it's made with natural ingredients you have less to worry about."

Source : Dannon Pledge consumer quals 2016



## Clean ingredients perceived as worth paying more for

% Consumers who believe claim is worth paying more for

- > Natural Ingredients with Vitamin D
- > Non GMO ingredients
- > Organic
- > Helps build strong bones
- > No High Fructose Corn Syrup

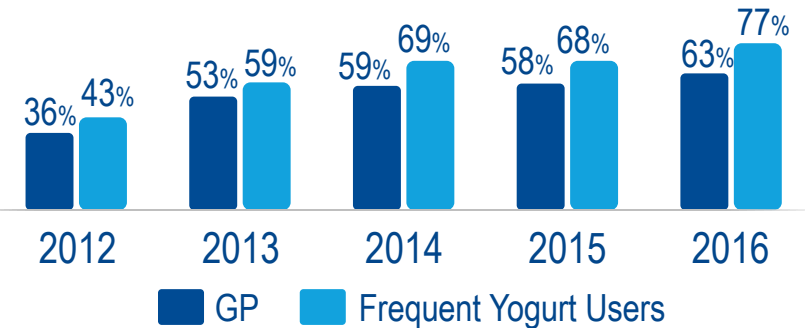
Source : Danimals Claims Study 2016



## And Even more so for Frequent Yogurt Users

### Usage of non-GMO labeled foods

% general population indicating they have used the following products in the past year



Source : NMI 2016 Dannon Report





Thank you!

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