

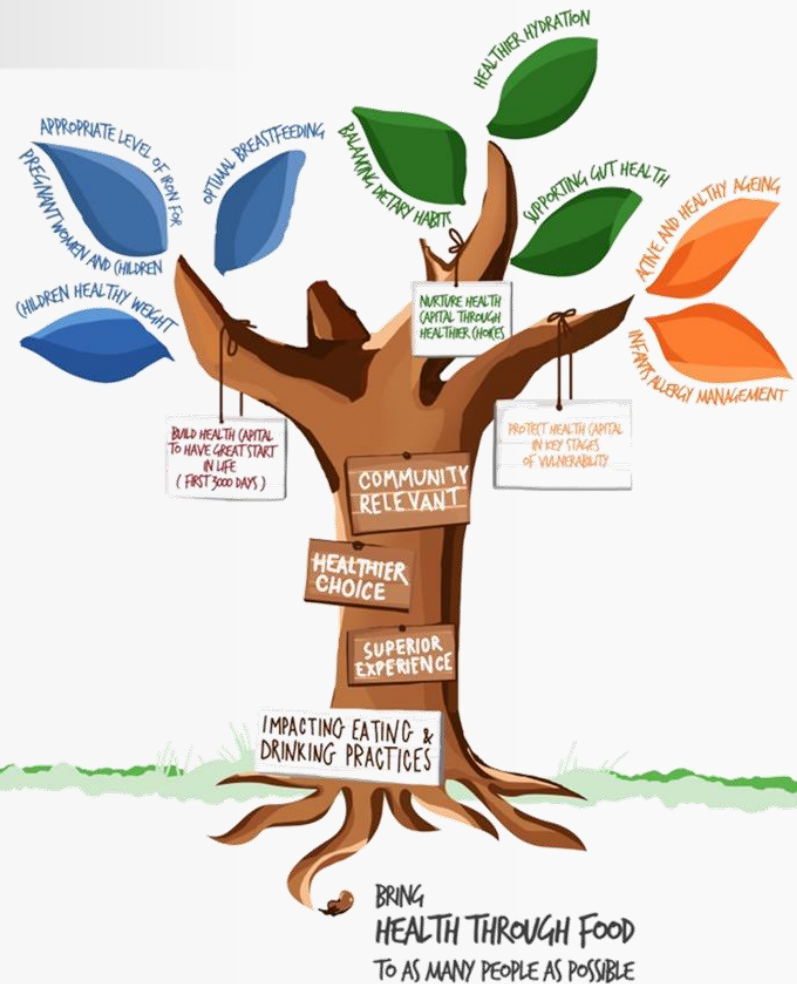


R&D: TRANSFORMING  
ALIMENTATION INTO GROWTH  
OPPORTUNITIES

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Jean-Philippe PARÉ

# R&D: TRANSFORMING ALIMENTATION INTO GROWTH OPPORTUNITIES



- ★ Leveraging our core scientific platforms to impact the Alimentation Essentials
- ★ Impacting eating & drinking practices through the Triple WIN
- ★ Opening new fields of opportunities

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# LEVERAGING OUR CORE SCIENTIFIC PLATFORMS TO IMPACT THE ALIMENTATION ESSENTIALS

## Life science

IMMUNITY / ALLERGY

MICROBIOTA / DIGESTION

NUTRITIONAL PROGRAMMING

HYDRATION

MUSCLE METABOLISM

BRAIN METABOLISM

## Technology

FERMENTATION

PRODUCT EXPERIENCE DESIGN

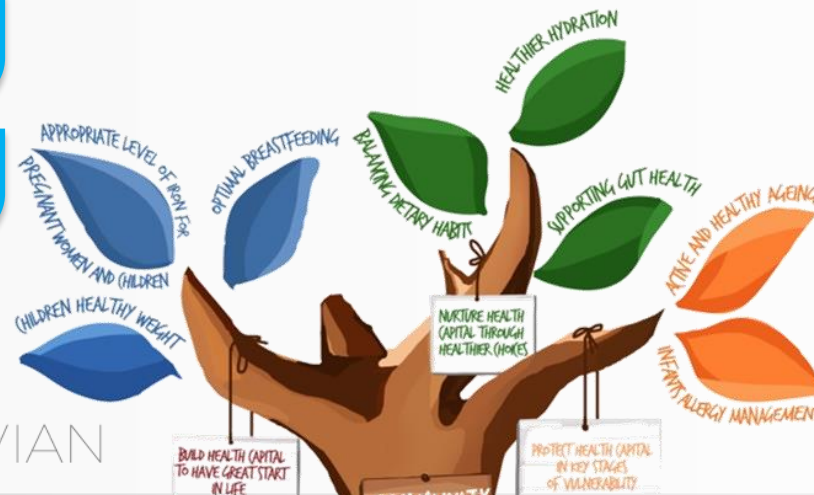
SENSORY & BEHAVIOURS

SWEETENING SYSTEMS

PLASTIC MATERIALS

PROTEINS

DIETARY ASSESMENT & MODELING

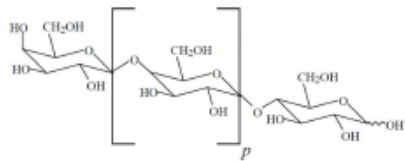


# EX = CONTINUING TO COMPETE ON IMMUNITY + OPEN A NEW CONCEPT ON GUT HEALTH



## ALLERGY

30 - 40% of the world population has experienced any kind of allergic manifestation at least once in life (WAO, 2011)

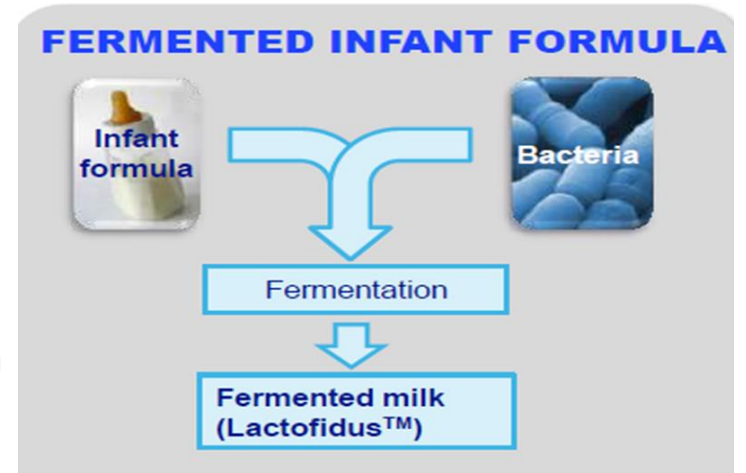


GOS/FOS

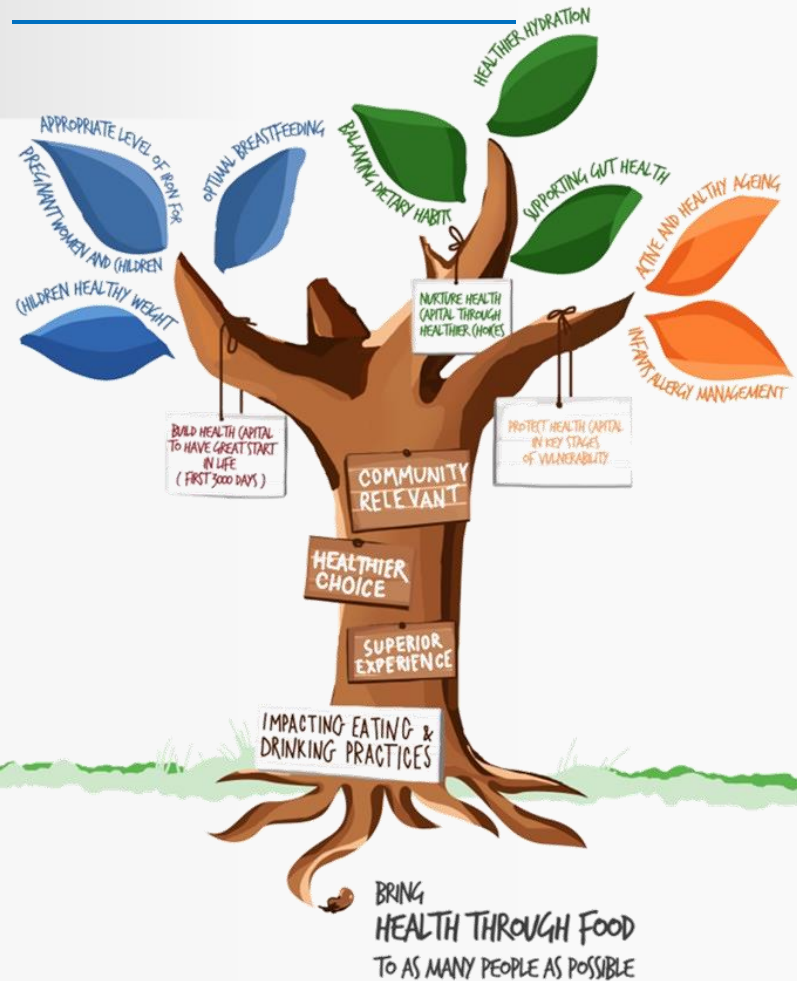
+

## GUT

- 6-20% Colic
- 50-60% Regurgitation
- ~15% Functional constipation



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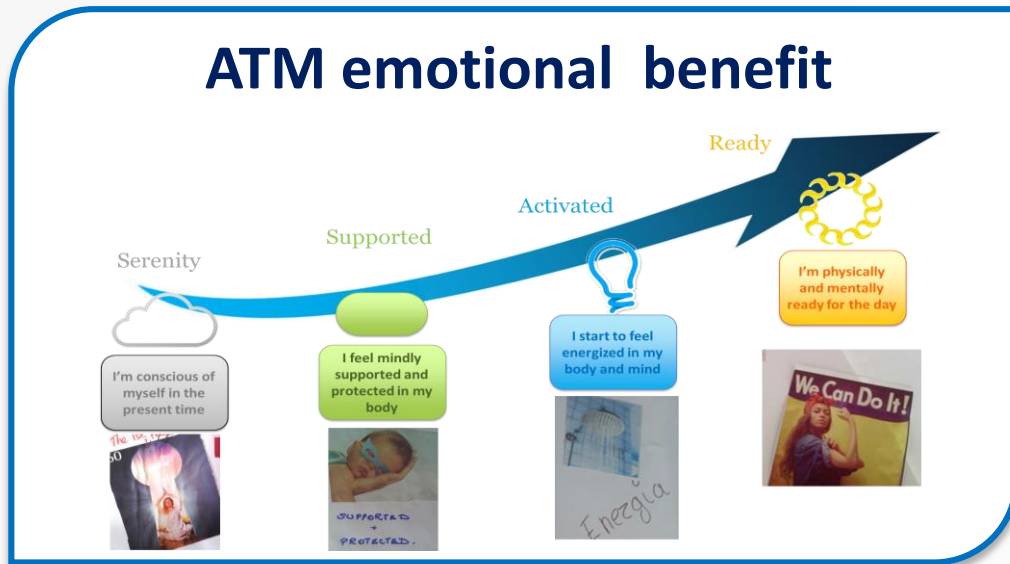
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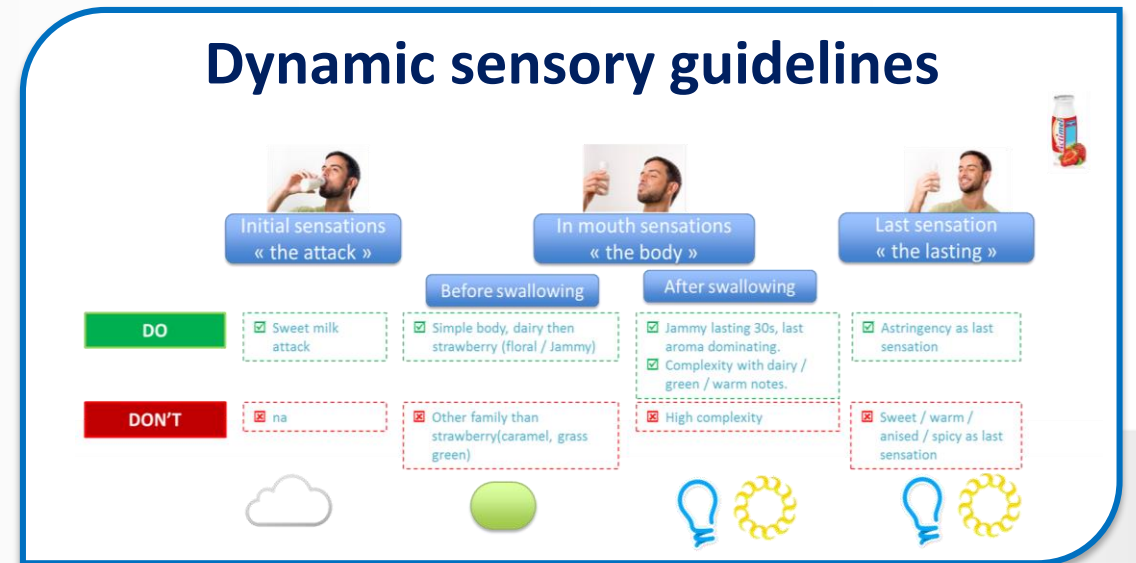
# DELIVERING MEANINGFUL SUPERIOR PRODUCT EXPERIENCE

## H.E.A.D.. = Holistic Experience Advanced Design

### ATM emotional benefit



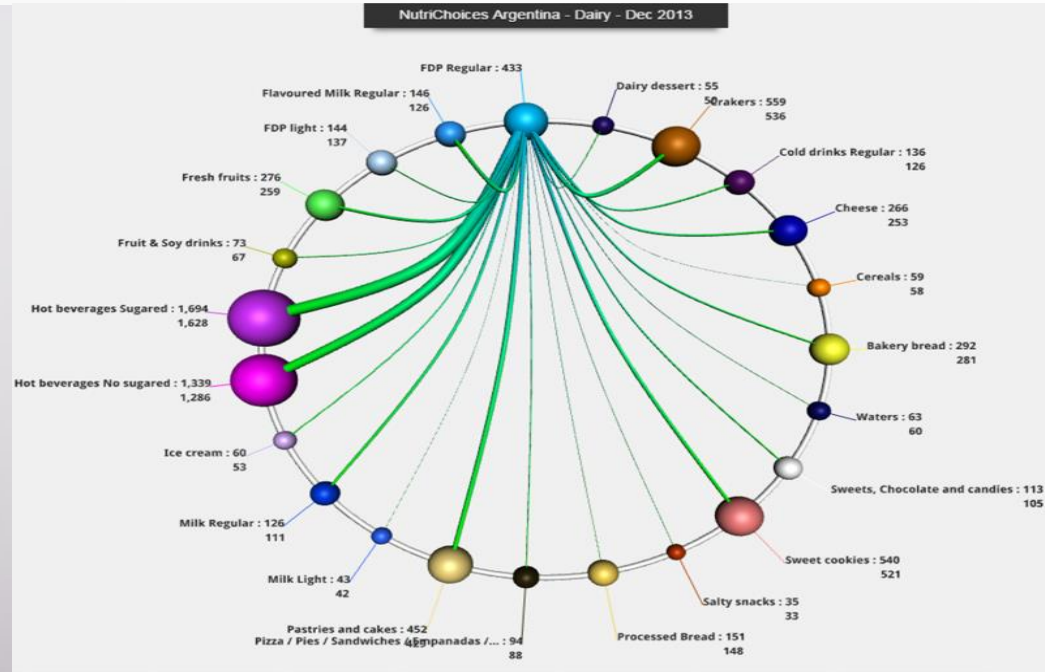
### Dynamic sensory guidelines



# DELIVERING HEALTHIER ALTERNATIVES

## NUTRICHICES

Understand snacking behavior and snack eaters,  
to improve eating habits thanks to relevant local solutions



- Renovate product formula to gain legitimacy as healthier alternative
- Position yoghurt snack innovation as healthier choice
- Launch the “Month of the Healthy Snack” as a trade & consumer activation











# NEW DANONINO IN POUCH:

Superior Experience:



Healthier Choice:

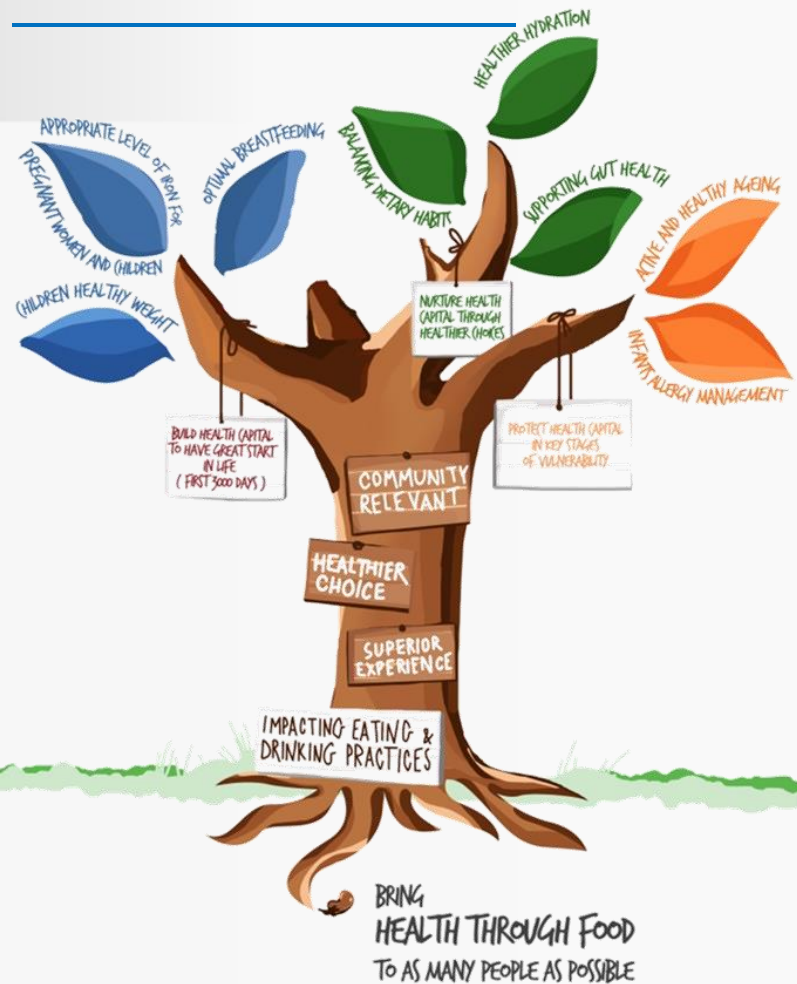
Community relevant:

			
		 XXX	 YYY
	Overall liking	7.77	7.84
	Overall liking	8.26 M 3.71 K	8.25 M 3.64 K
TOTAL SUGAR		10,5%	13%

*It stays up to 8 hours fresh out from fridge  
Easy to hold, easy to eat by the kid himself,  
on the go with re-closable cap and is funny because  
of the 10 different characters to collect!*



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# HEALTH FOR LIFE CAPITAL

## AN INNOVATION FUND CREATED 18 MONTHS AGO WITH DANONE AS LEAD INVESTOR

Health  
ForLife  
CAPITAL

Seventure

### ■ TARGET

100M€ focus on start ups or growth acceleration company.  
6 investments done + 4 in progress

### ■ EXPECTED BENEFITS

Monitoring emerging players & trends

Increase number of potential engines and modes of action with technological innovative solutions.

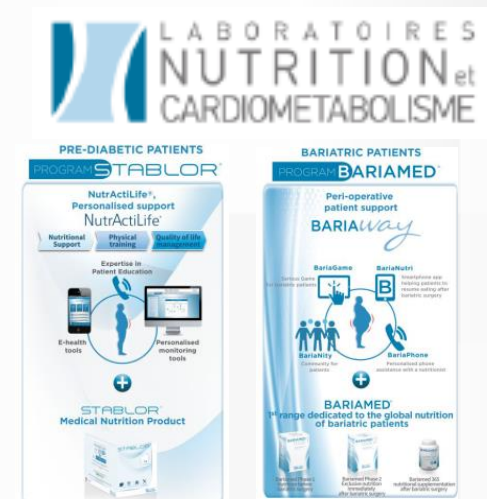
New combined business model on preventive health: convergence nutrition/ pharma/ devices / datas

Potential collaborations.



innovative therapeutic solutions in the new and promising field of diseases associated with abnormalities of the gut microbiome and that are as diverse as Crohn's disease, asthma, obesity, diabetes, and some forms of cancers.

MycoTechnology  
Simply Better Taste



# MANIFESTO IN ACTION INCUBATOR



## INCUBATING DISRUPTIVE IDEAS & BUSINESS MODELS LOOKING CROSS CATEGORIES AND BEYOND:

- Handled cross-divisions and with external assets & collaborations
- Should be disruptives = Game changer
- Includes products, services and business models

## HOW DOES IT WORK?

### PROGRAMS DESIGN & DEVELOPMENT

*A lean Core Team, with dedicated resources & reporting to a Comex sub-committee*

*Designing and supporting several “incubators”, each of them leading a program*

#### **Governance:**

- *Selection approved by a multi-disciplinary selection committee*
- *Key decisions validated by a dedicated “Development Committee”*

