



In the US, 81% of millennials purchase food based on protein content



UK millennials will have 1/3 of buying power by 2025

Today's consumers are more informed and empowered than ever before. Simultaneously, they are both influencers and influenced. They share knowledge and opinions that result in shifts in preferences, expectations and ultimately, demand. Whether it's free-from or high-in-protein, consumers demand products that not only delight their senses, but fulfill their individual lifestyle choices.

An indulgent approach that matches consumers' individualized lifestyles

With our unique Co-Development approach, you can align your product development to meet the desires and lifestyle choices of today's discerning consumers.



Meet the vegan and plant-based trend, spot on

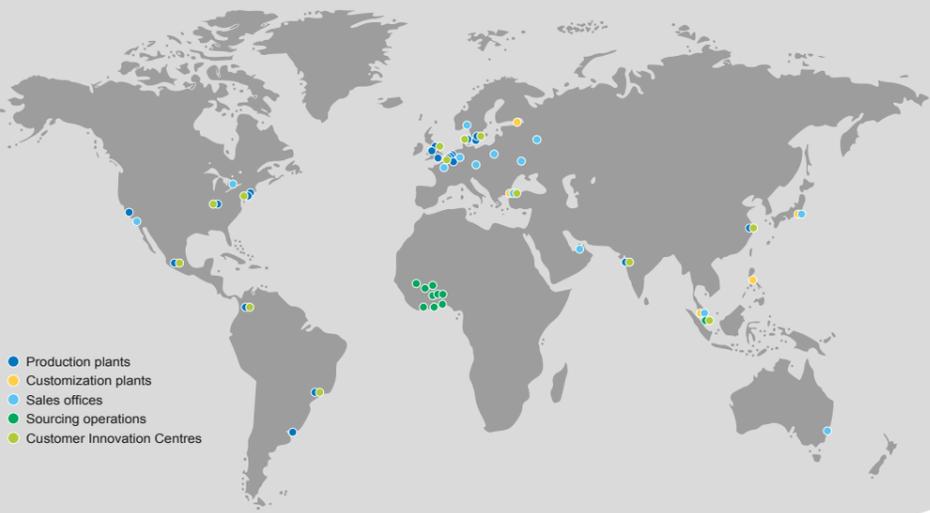
Target the high-in-protein trend

Co-Developing exciting solutions together with our customers

Product formulations are a playground which seems to be inviting all consumers to try super-exciting, healthy ingredients that make a difference to both health and flavour. That's 'indulgence 2.0'. We are seeing a fundamental shift from food-for-the-masses to personal and unique food that's customized for each individual's specific needs.

One size no longer fits all

This is where AAK has an important role to play. We have over 140 years of experience in chocolate and confectionery products. We know how to transform lifestyle trends into unique products that are perfect for your end consumers.

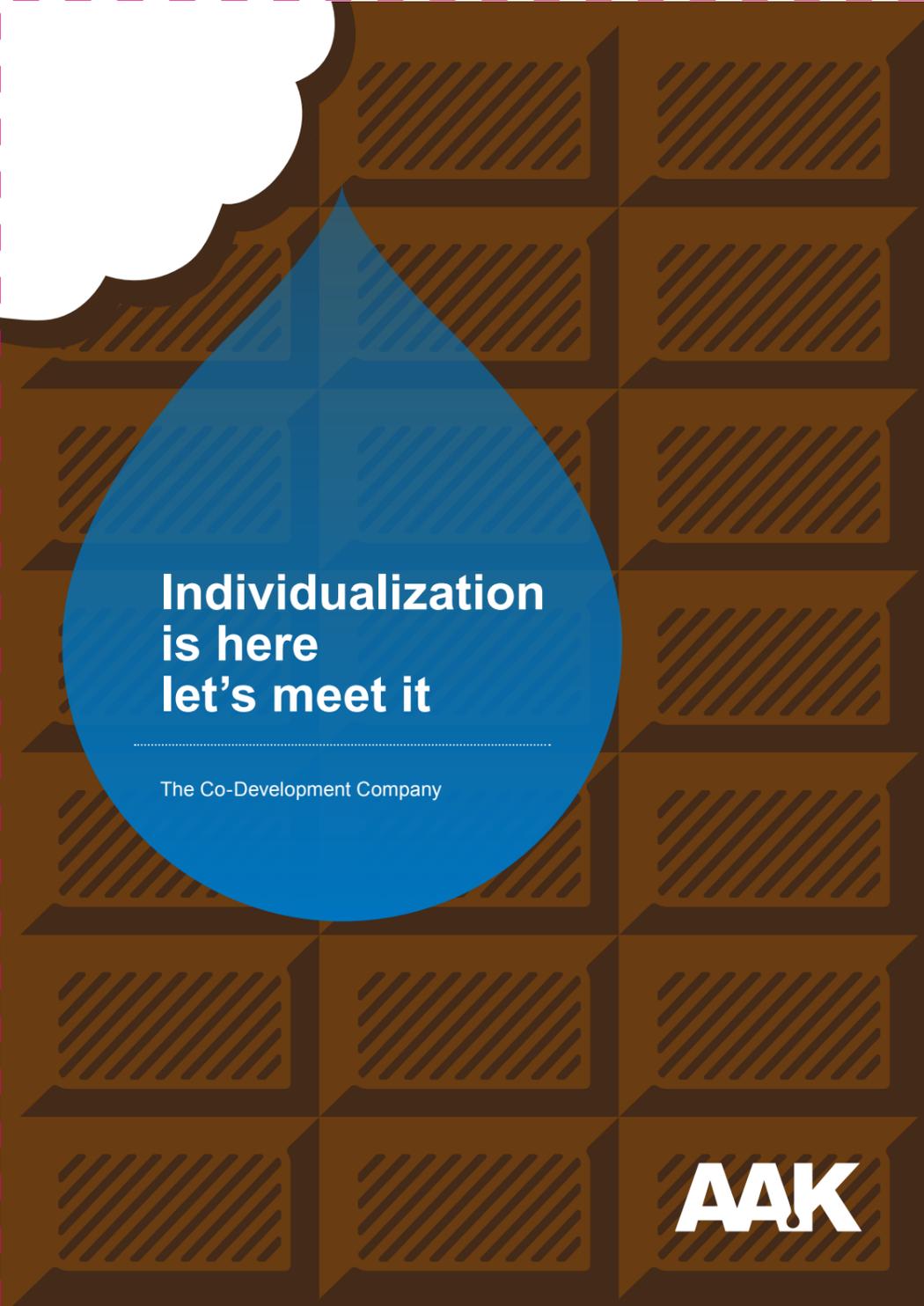


We are AAK

AAK is a leading provider of value-adding vegetable oils & fats. Our expertise in lipid technology within foods and special nutrition applications, our wide range of raw materials and our broad process capabilities enable us to develop innovative and value-adding solutions across many industries – Chocolate & Confectionery, Bakery, Dairy, Special Nutrition, Foodservice, Personal Care, and more. AAK's proven expertise is based on more than 140 years of experience within oils & fats. Our unique co-development approach brings our customers' skills and know-how together with our own capabilities and mindset for lasting results. Listed on Nasdaq Stockholm and with our headquarters in Malmö, Sweden, AAK has more than 20 different production facilities, sales offices in more than 25 countries and more than 3,700 employees.



We are AAK – The Co-Development Company.



Individualization is here let's meet it

The Co-Development Company





Snacking segment taps into premium, high-in-protein chocolate

I am demand
My life, my rules

Society's ever-increasing emphasis on fitness and looking good is expected to generate more demand for everyday foods that have "the good stuff" added.



High-in-protein chocolate

66% of snackers want to indulge too, especially with friends

58% of snackers take regular exercise

MILLENNIALS

"I'm looking for natural and nutritious products and brands for a healthy snack."



Live to train and Train to live

Why protein chocolate?

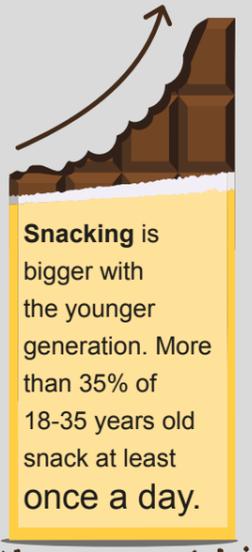
- 1 Healthy choice for a snack
- 2 Added protein in my diet



How to meet the opportunity



What's not so good about a high-in-protein chocolate bar?



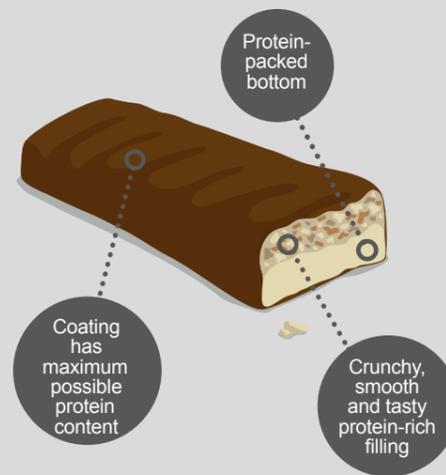
Top challenges for high-in-protein chocolate bars:

- 1 Taste
- 2 Texture
- 3 Sweetness



31% of consumers consider high-in-protein claim important when buying chocolate

AAK global consumer survey 2019



Unfolding with Tasty protein break

>20% protein by optimizing the protein content in all parts of the bar with a high focus on taste, texture and sweetness.

ENJOY



The vegan trend meets chocolate and confectionery

I am choice
My life goes beyond me

As health, cost and planetary concerns coincide, more people are adopting flexitarian lifestyles, with dairy as an occasional treat.



Vegan chocolate

79% of chocolate consumers would be interested in trying a non-dairy milk chocolate

MILLENNIALS

"I'm looking for new and innovative brands and products that are also vegan."



Sweet but healthy Want it all

Why vegan chocolate?

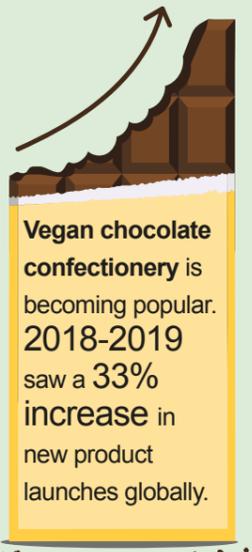
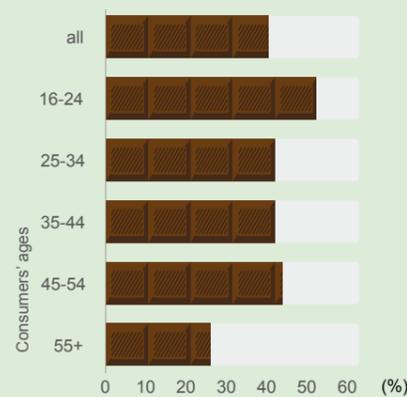
- 1 Personal beliefs
- 2 Experimenting with new flavors



How to meet the opportunity



I'm interested! Who else would be interested in trying vegan "milk" chocolate?



Top challenges for vegan "milk" chocolate:

- 1 Taste
- 2 Appearance
- 3 Texture



74% of vegans are looking for an occasional treat

Foresight Factory 2019



Unfolding with Simply milky

Reflects the characteristics consumers love in milk chocolate. It's less brittle and softer and has the same intense flavor, without additional sweetness.

ENJOY