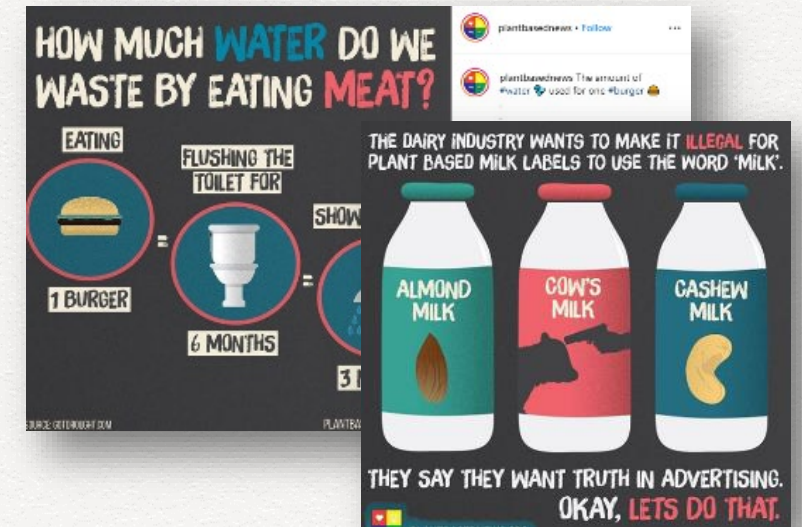




Henning Villadsen
Business Development
Director, Dairy

Plant-based Foods

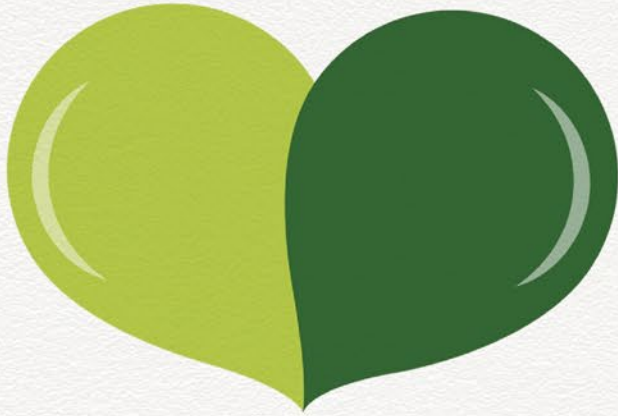
AAK



Sources: www.quora.com/Does-every-modern-movement-need-a-face-to-be-successful-Is-this-why-the-profile-of-the-climate-change-movement-increased-after-Greta-Thunberg-became-the-leading-activist-for-it, www.gfi.org/fazenda-futuro-launches-futuro-burger, www.instagram.com/plantbasednews/?hl=en, www.instagram.com/p/ByXhZbSDL1G/, www.newsgroove.co.uk/jane-fonda-arrested-for-fourth-time-after-delivering-iconic-bafta-speech-in-handcuffs/, www.twitter.com/sarrrrba/status/1158995694469955585?lang=en, www.plantbasednews.org/culture/the-game-changers-best-selling-documentary-itunes, www.facebook.com/Good-Dot-Veg-meat-815814331933200/, www.thrillist.com/eat/nation/impossible-burger-vs-beyond-meat

AkoPlanet™

Why are we seeing this change?



Health

69%

“Product is healthier”



Sustainability

52%

“Sustainably sourced ingredients”



Lifestyle

51%

“Lifestyle preference”

Source: Health Focus International August 2017 – International Plant Study. Consumers of ages 18–65.

AkoPlanet™

Plant Based Foods Market



Plant-based Dairy market is ~\$14 billion* globally with expected growth of ~11%* CAGR 2023 driven by consumer perception of health benefits and positive climate impact.



Plant-based Meat market is ~ \$12 billion* globally with expected growth of ~ 14% CAGR 2025, driven by health benefits, climate- and animal welfare awareness.

*Source: (1) Euromonitor (2019), (2) Barclays (2019)
(3) Marketsandmarkets (2019), (4) Plant-based Foods Association (2019)

A day in the life of Anna



Born in 1987 > Millennial

- ◆ Word of mouth is the most important marketing channel
- ◆ PhD in Human Nutrition
- ◆ Flexitarian diet



AkoPlanet™

Good morning!

08:00



**A healthy plant-based
start to the day**

AkoPlanet™

Good morning!

08:00



**A healthy plant-based
start to the day**

AkoPlanet™

Lunch on the go...

13:00

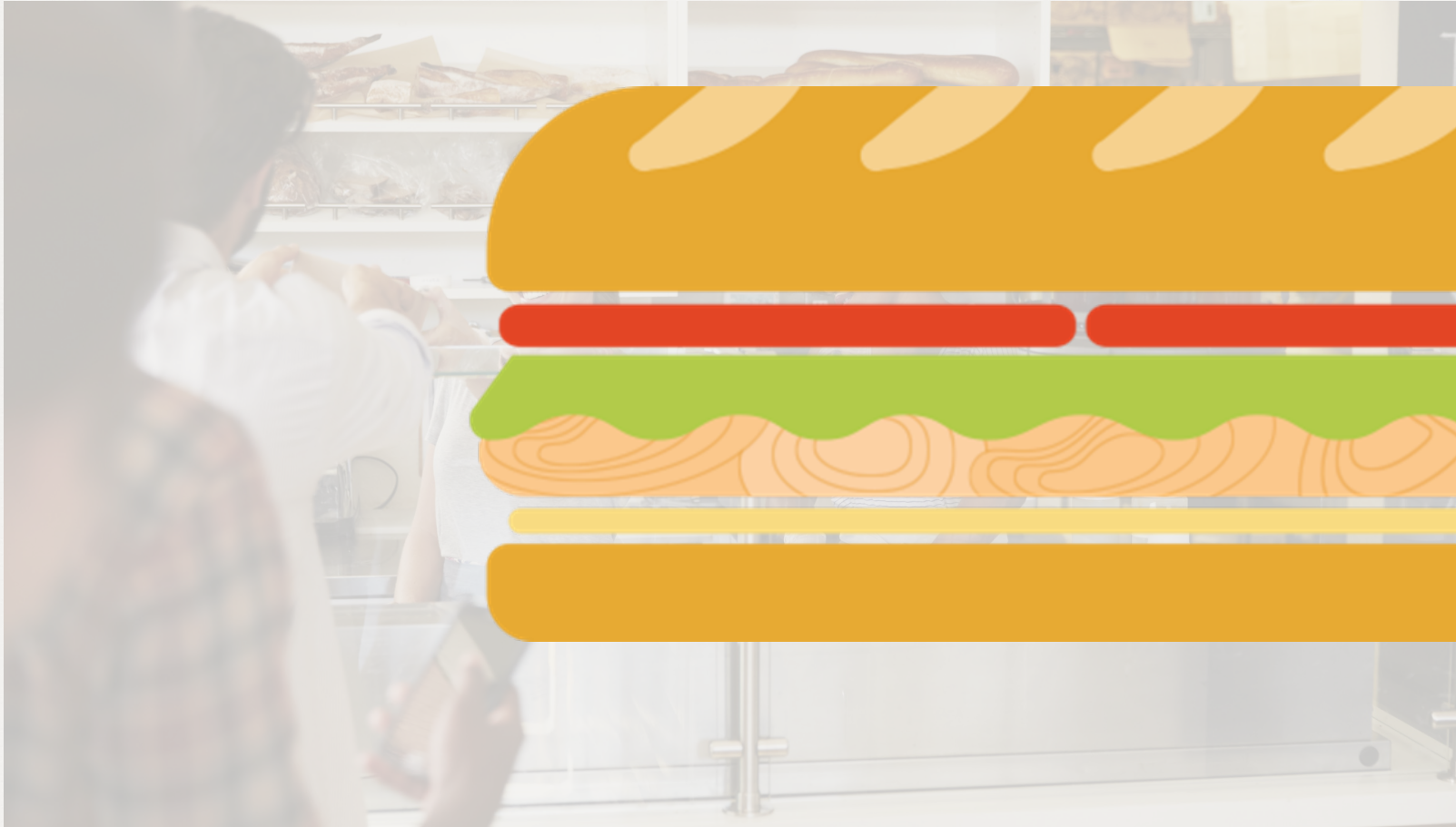


**... but still a conscious
decision**

AkoPlanet™

Lunch on the go....

13:00



... but still a conscious
decision

Catching up with Alex

13:30



Meeting up at the train station

AkoPlanet™

Arriving at Mum and Dad's

16:00



It's their 35th wedding anniversary

BBQ celebration with friends

18:30

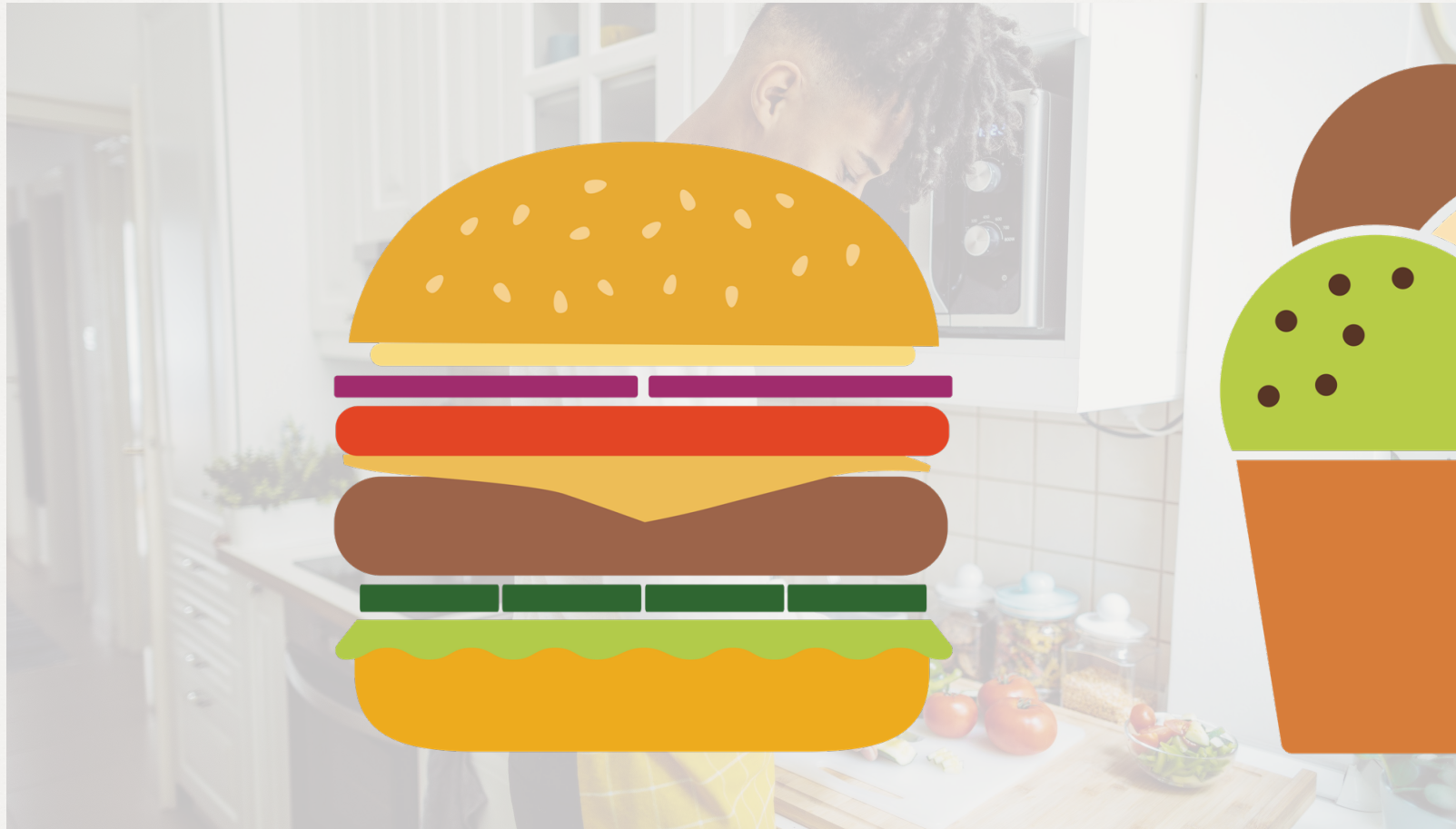


Plant-based on the menu

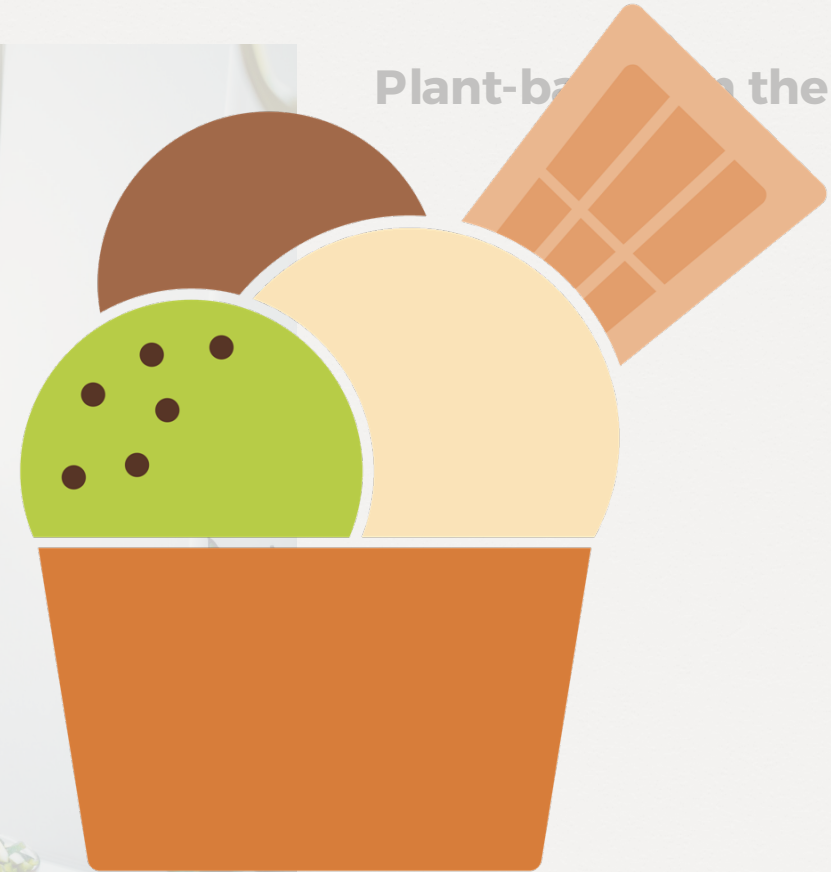
AkoPlanet™

BBQ celebration with friends

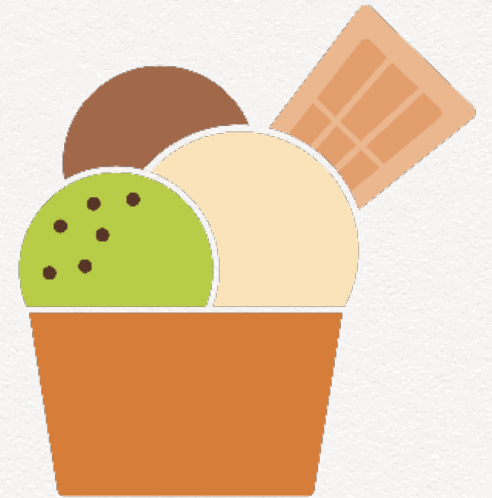
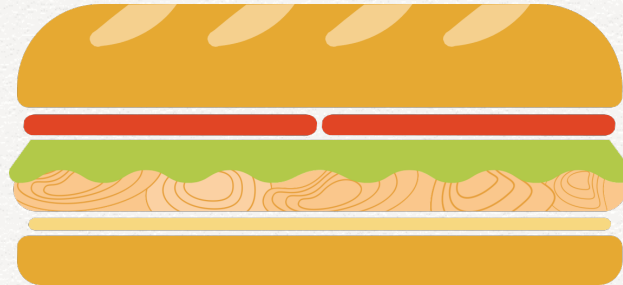
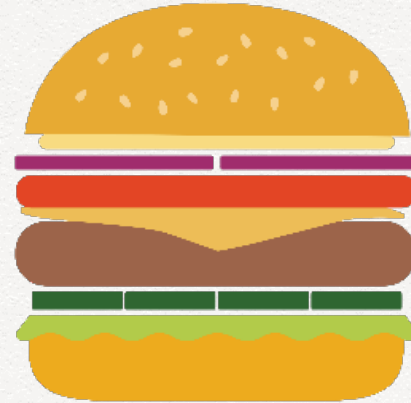
18:30



Plant-based on the menu



Time to say goodnight and reflect 22:30



Made with love for people, plants and the planet



Made with people, for people

We believe people should be able to enjoy sustainable plant-based foods without having to compromise on taste and texture. And we believe co-developing is the way to achieve that.



Made with over 100 years of experience

AAK has been a plant-based company for over 100 years, and plant-based foods made with AkoPlanet™ benefit from all that experience to deliver on taste, texture, health, and sustainability.



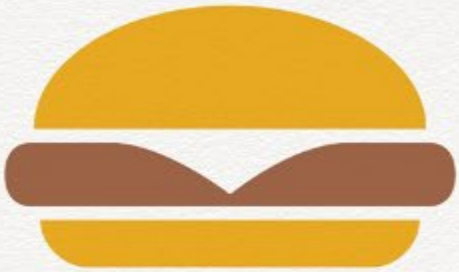
Made with responsibly sourced raw materials

Through AkoPlanet™, we seek to play our part in moving towards a more sustainable world. Our oil ingredients are traceable to growing region or beyond.

AkoPlanet™

It's only fat, right?

But did you know that the fat in plant-based product can:



Make the juiciest burger

- ◆ Add succulence
- ◆ Enhance taste and texture
- ◆ Optimize the nutritional profile
- ◆ Build on your sustainability story



Make the tastiest cheese

- ◆ Enhance melting and browning
- ◆ Improve grating and slicing
- ◆ Optimize the nutritional profile
- ◆ Build on your sustainability story



Make the creamiest frozen dessert

- ◆ Create a creamier, smoother texture
- ◆ Improve melting
- ◆ Optimize the nutritional profile
- ◆ Build on your sustainability story

AkoPlanet™ makes Plant-based Food a great consumer experience



AkoPlanet™ makes Plant-based Food a great consumer experience



AkoPlanet™



Thank you!

www.aak.com

AAK