



## Statement on Product Formulation and Innovation (October 2019)

- **To improve the formulation of products, continuing to reduce nutrients such as sodium, sugar and saturated fats**
  - Sodium:
    - By 2020, reduce the sodium in our cereals on average by more than 30%. 2018 Progress: achieved
    - By 2020, ensure that 85% of cereals have 150 mg or less of sodium per 30 g serving. 2018 Progress: exceeded at 88%
    - By 2020, at least 85% of convenient nutrition snacks will have 150 or fewer mg of sodium per serving. 2018 Progress: underway
    - By 2020, ensure that at least 75% of our cracker portfolio has 230 mg or less of sodium per serving. 2018 Progress: achieved
  - Sugar:
    - By 2020, ensure that 90% of our cereals have 10 grams or less of sugar per 30-gram serving. 2018 Progress: achieved
    - By 2020 - Reduce sugar on average by 10% per serving, in convenient nutrition bars and other snacks. 2018 Progress: underway
  - Saturated Fat:
    - No more than 2g saturated fat/0g trans fat per serving for products marketed to children. 2018 Progress: Achieved
- **To increase components to encourage wherever possible (fibre, whole grains, vitamins and minerals, fruits and vegetables and low-fat dairy)**
  - By 2020, include one or more positive nutrients or ingredients in every snack food in the convenient nutrition category. 2018 Progress: 72% complete
  - By 2020, add more beneficial nutrients to cereals, including protein and Omega-3 fatty acids.
  - By 2020, ensure that 100% of cereals have at least one nutrient that consumers do not get enough of, such as vitamin D, fibre or iron.
- **To replace trans-fatty acids with unsaturated fats; and/or continue progress on trans fat reductions**
  - At the end of 2018, 100% of our global product portfolio contained no industrially produced trans fat or less than 1g per 100g of product.

- **To provide a variety of portion size packaging, including small and/or reduced portion sizes and/or low- and no-calorie options, as well as portion guidance**
  - As we continue to grow our company by expanding our business in emerging markets, addressing hidden hunger and ensuring accessibility and affordability of our foods become even more important considerations.
  - In some Latin American countries, more than 80% of retail sales occur in small, high-frequency stores. Our transition to bags and single servings helps drive a price point that makes our nutritious foods, as well as our snack foods, accessible to many more people.
  - We've deployed a similar strategy in Nigeria and Egypt that brings our nutritious foods to more families in these important emerging markets. Our work in all three of these geographies focuses on distribution of our fortified foods to people in disadvantaged communities.