



Statement on Product Formulation and Innovation (October 2019)

Enable healthier and happier lives for individuals and families. Our 2030 ambitions are to

- Help 50 million children lead healthier lives
- Offer tastier and healthier choices
- Launch more foods and beverages that are nutritious, especially for mothers-to-be, new mothers, and infants and children
- Further decrease sugars, sodium and saturated fat
- Increase vegetables, fibre-rich grains, pulses, nuts and seeds in our foods and beverages
- Simplify our ingredient lists and remove artificial colours
- Address under-nutrition through micronutrient fortification

2018 achievements

- 10 000 tonnes of sugar removed from our foods and beverages since January 1, 2017.
- Achieved our goal of adding 484 million portions of fiber-rich foods to our products.
- 13.2% decrease in artificial colors (based on tonnage purchased).
- 65.4% of our children's and family products provide Nestlé Portion Guidance.
- We increased the amount of marketing expenditure on healthier categories by 30% (compared to 2016), to promote healthier cooking, eating and lifestyles among individuals and families.
- We maintained our Nestlé Healthy Kids Global Programs, while measuring their impact on children based on five globally defined goals: eat nutritious and diverse meals, manage portions, choose water, play and be active, and maintain good hygiene habits. 9.6 million parents in over 50 countries are currently registered with Nestlé Start Healthy Stay Healthy.
- Launched in May 2018, Nestlé for Healthier Kids, which is present in 86 countries and supports our ambition to help 50 million children lead healthier lives by 2030.