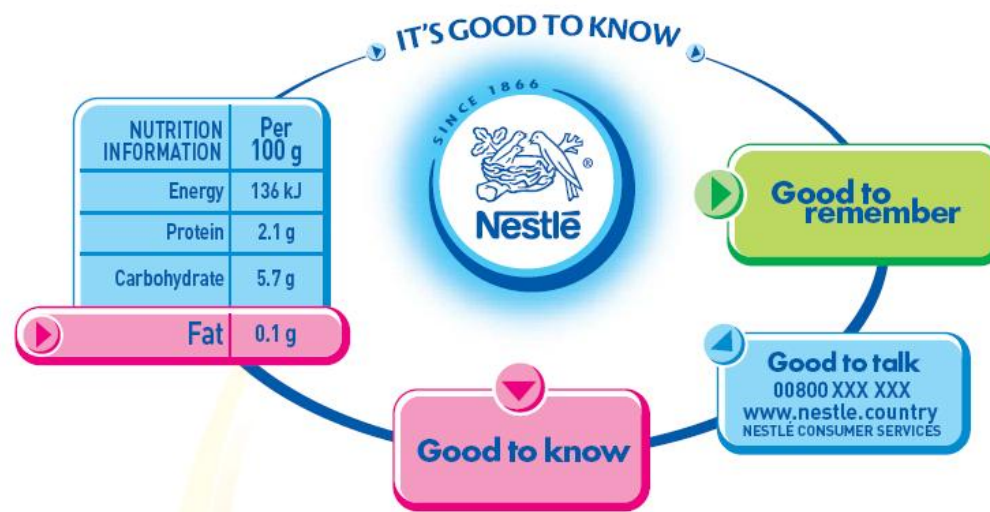


## Nutrition, Health and Wellness in Food and Beverages



## Disclaimer

This presentation contains forward looking statements which reflect Management's current views and estimates. The forward looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements. Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

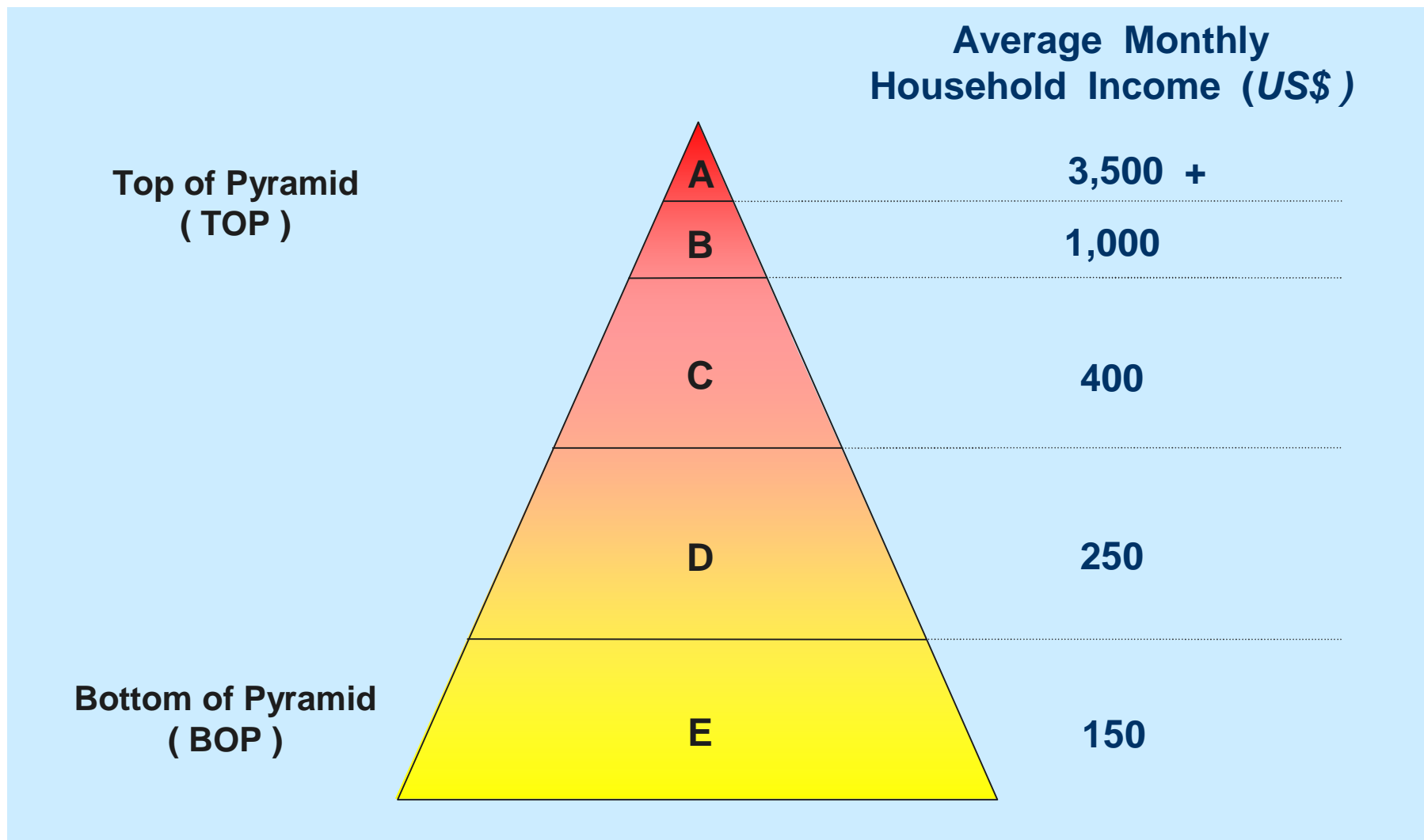


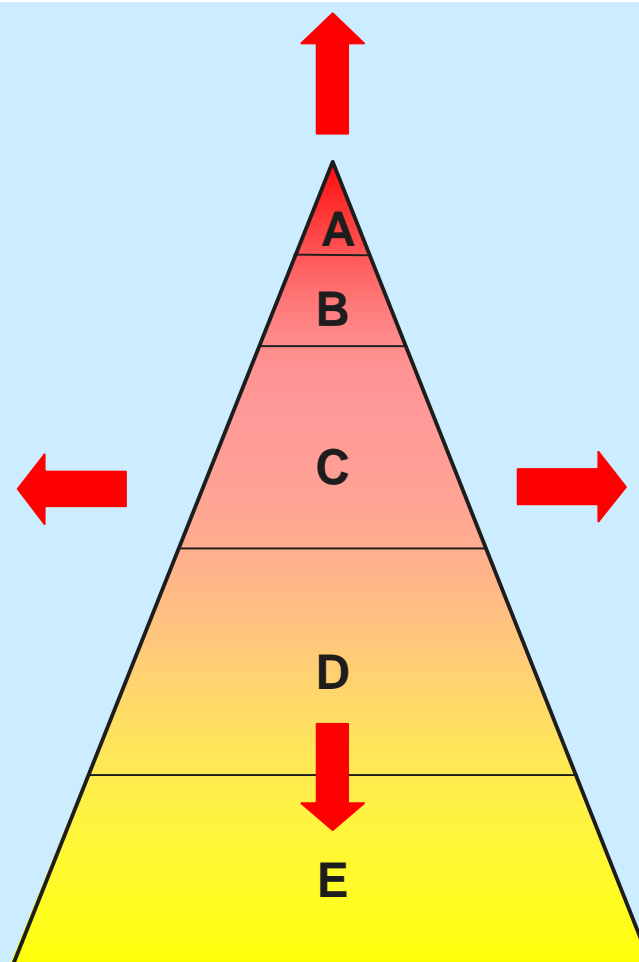
## Nestlé Corporate Wellness Unit

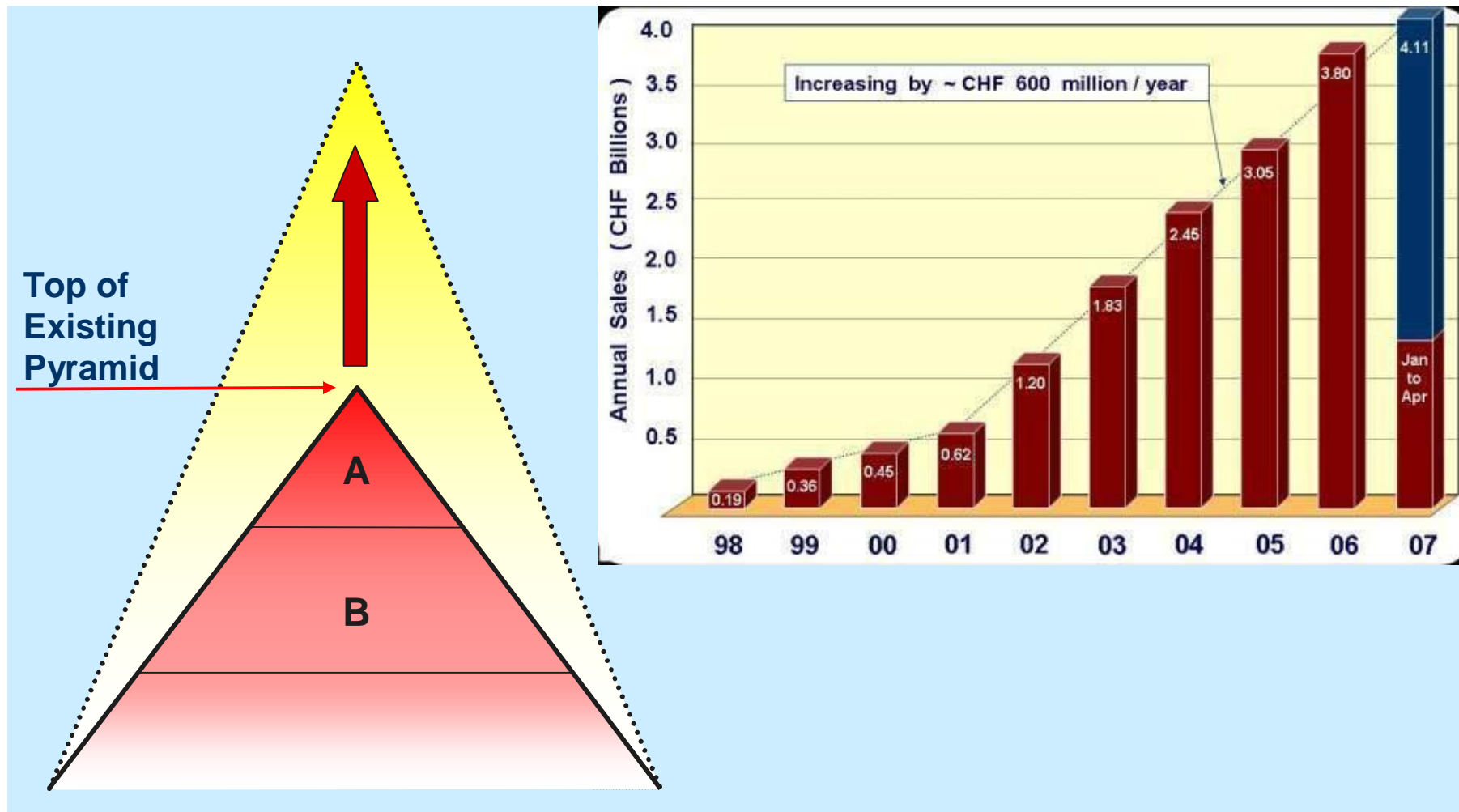
Leveraging science and research for  
Nutrition, Health and Wellness growth

**Christiane Kuehne**

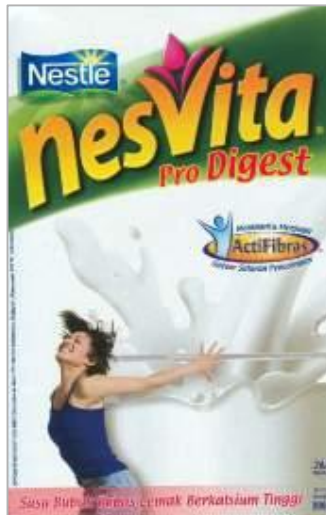
**Head of Corporate Wellness Unit**

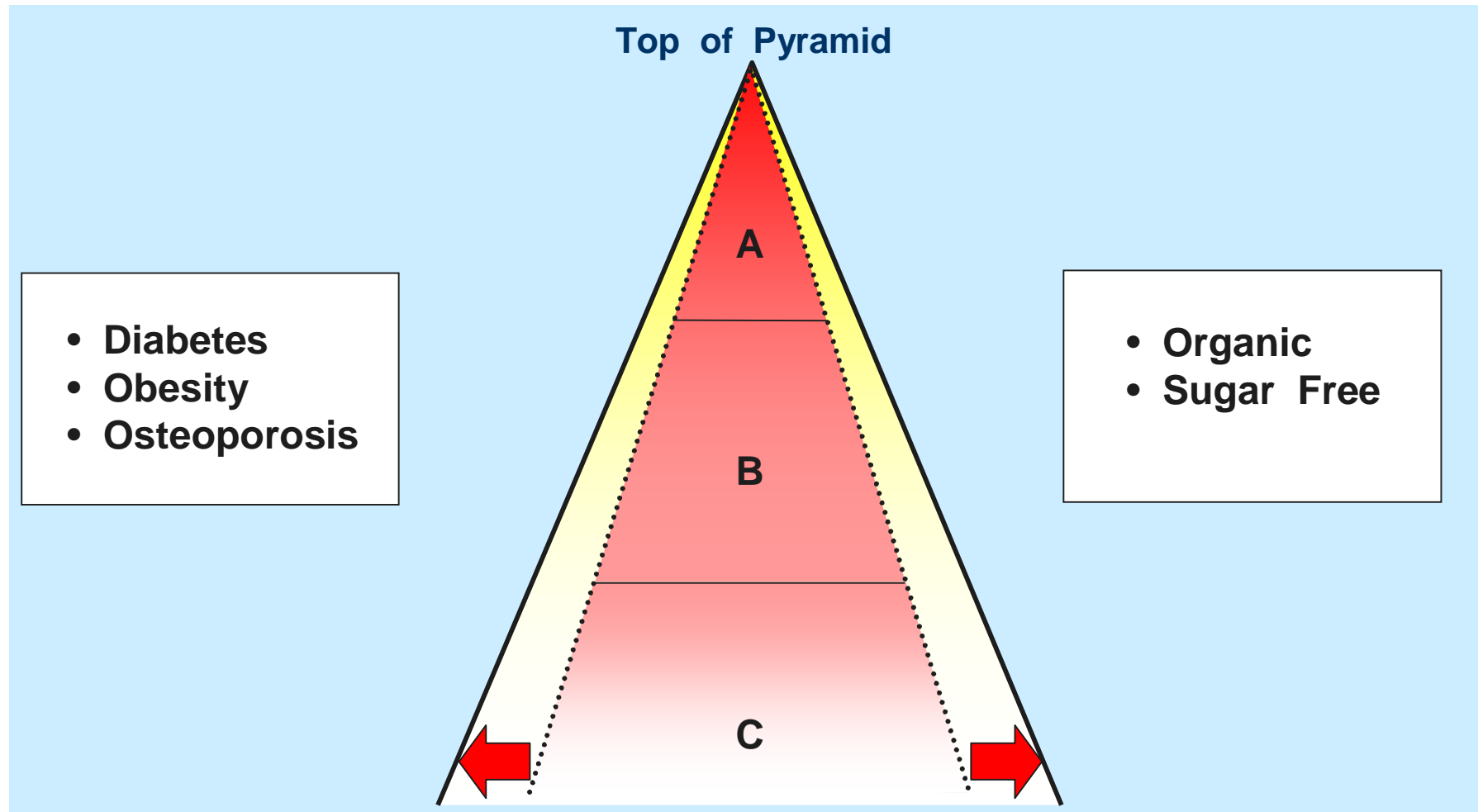














## Nestlé Nutrition

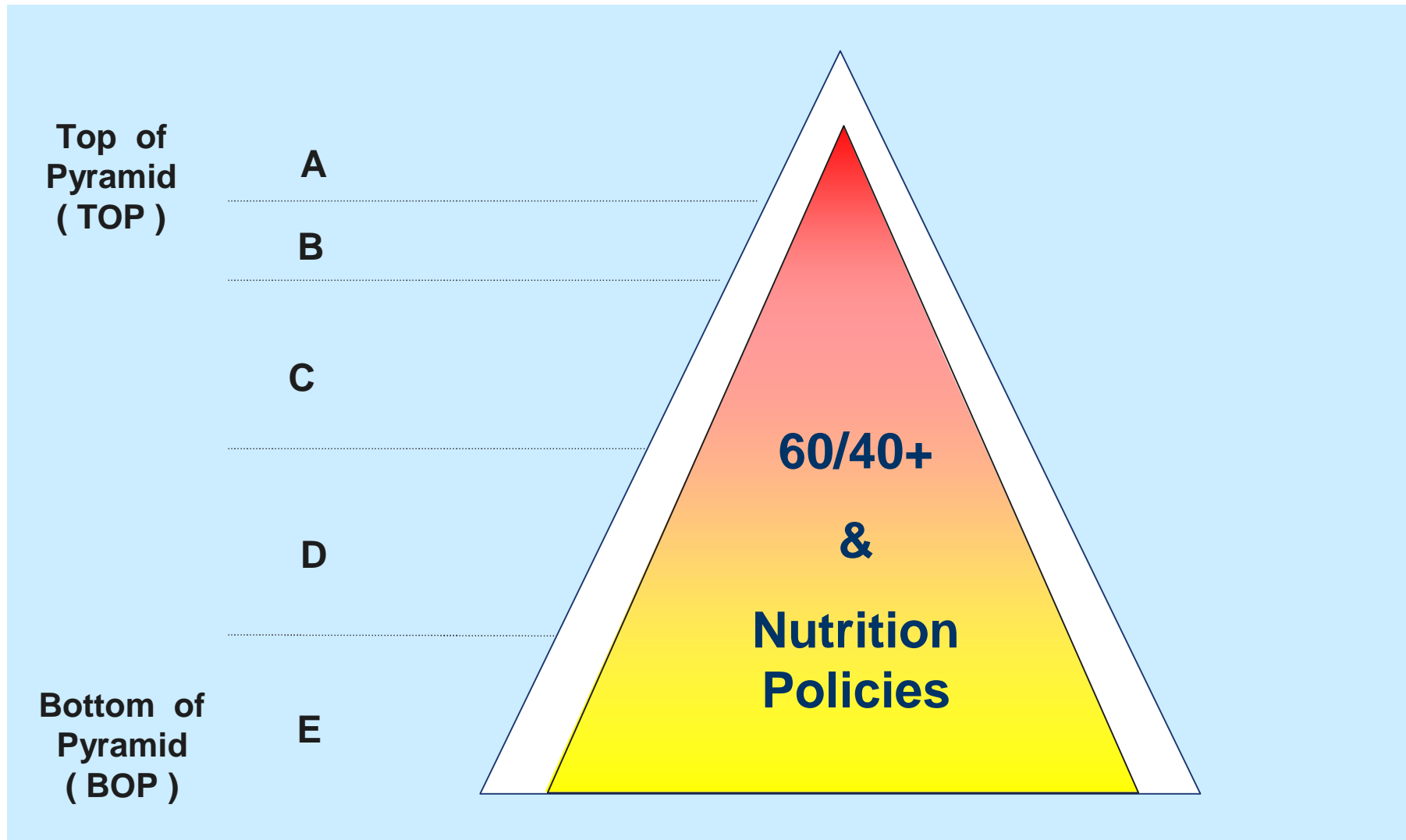


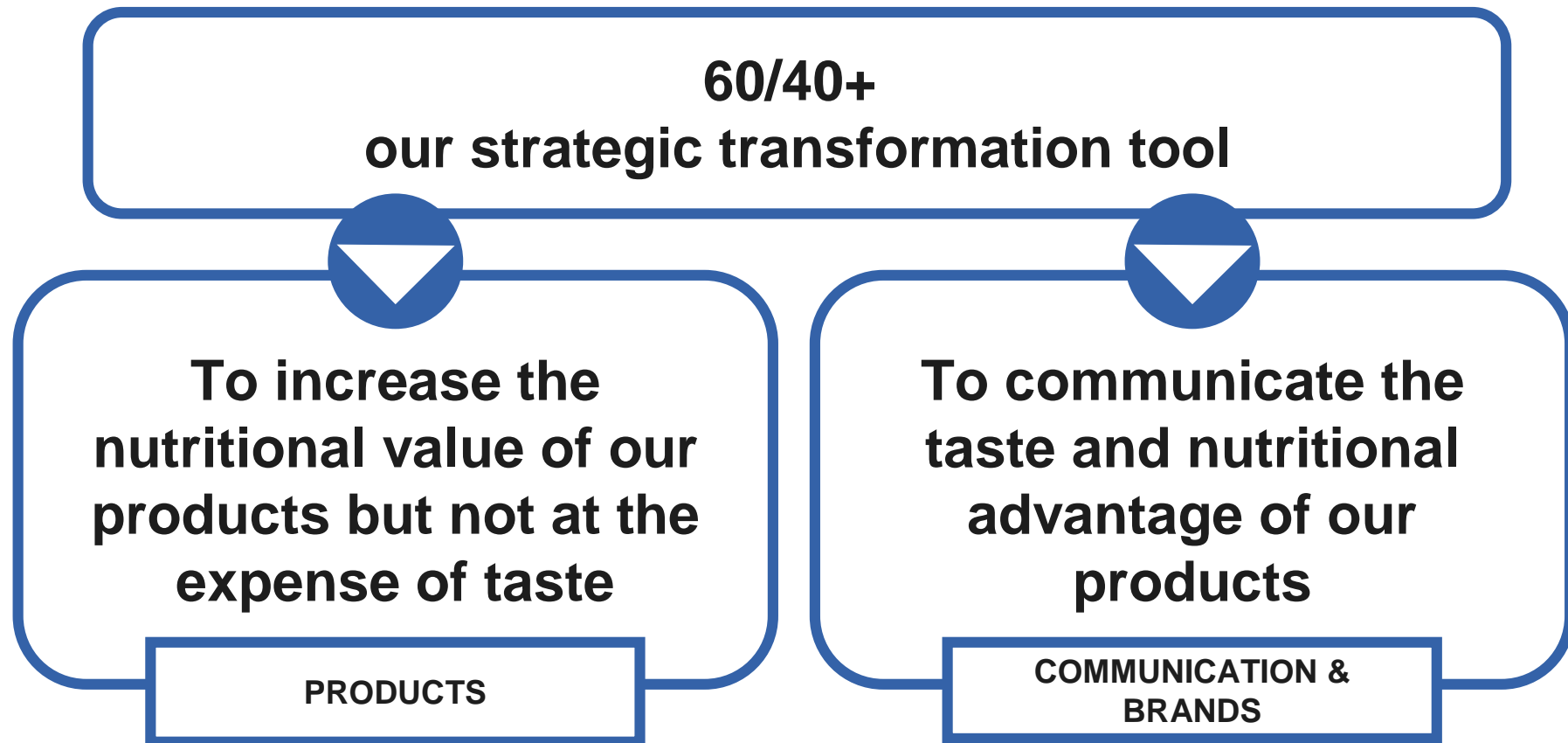
' For ' People with Diabetes

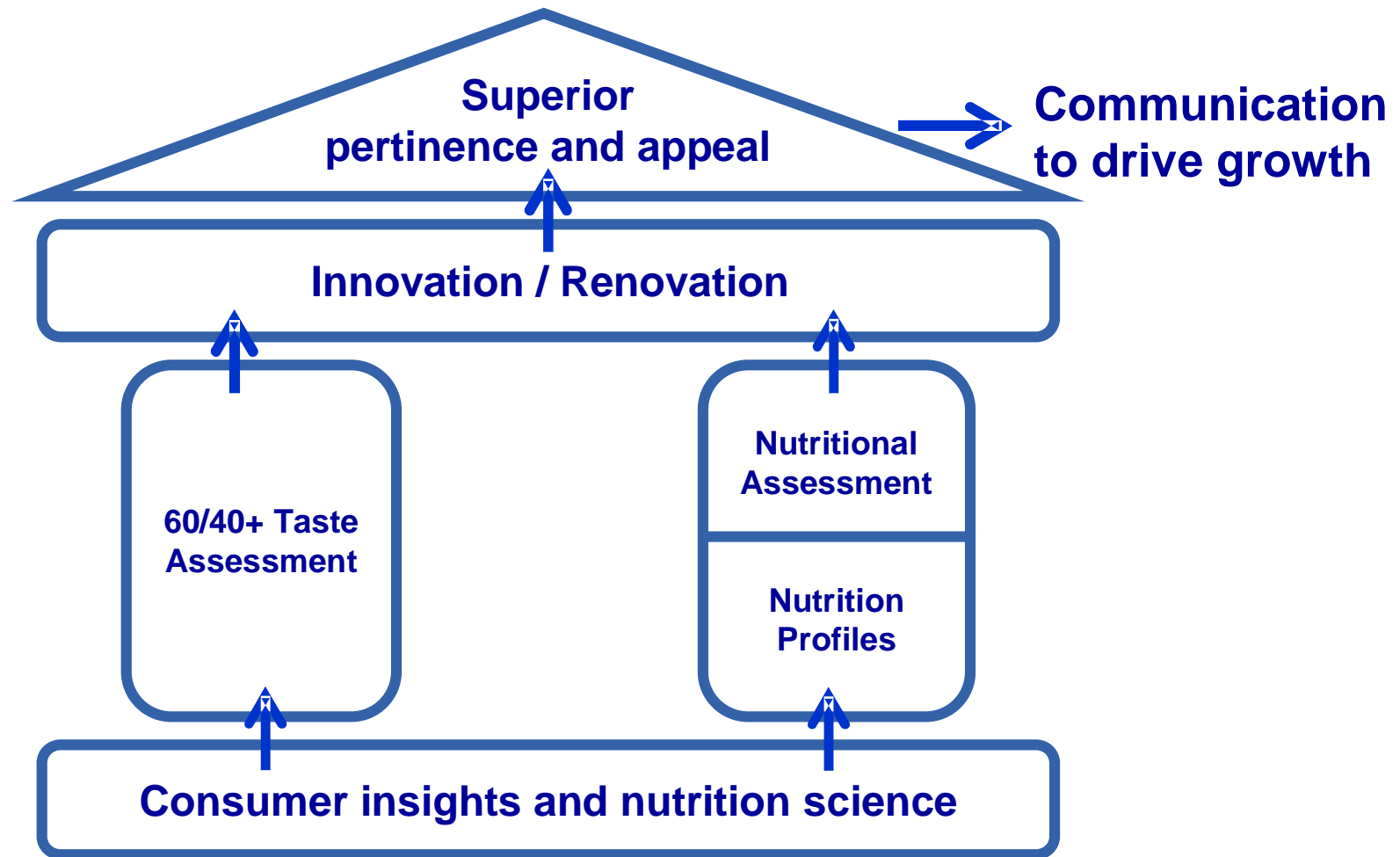
## Nestlé Food & Beverage



' Also Suitable' for People with Diabetes

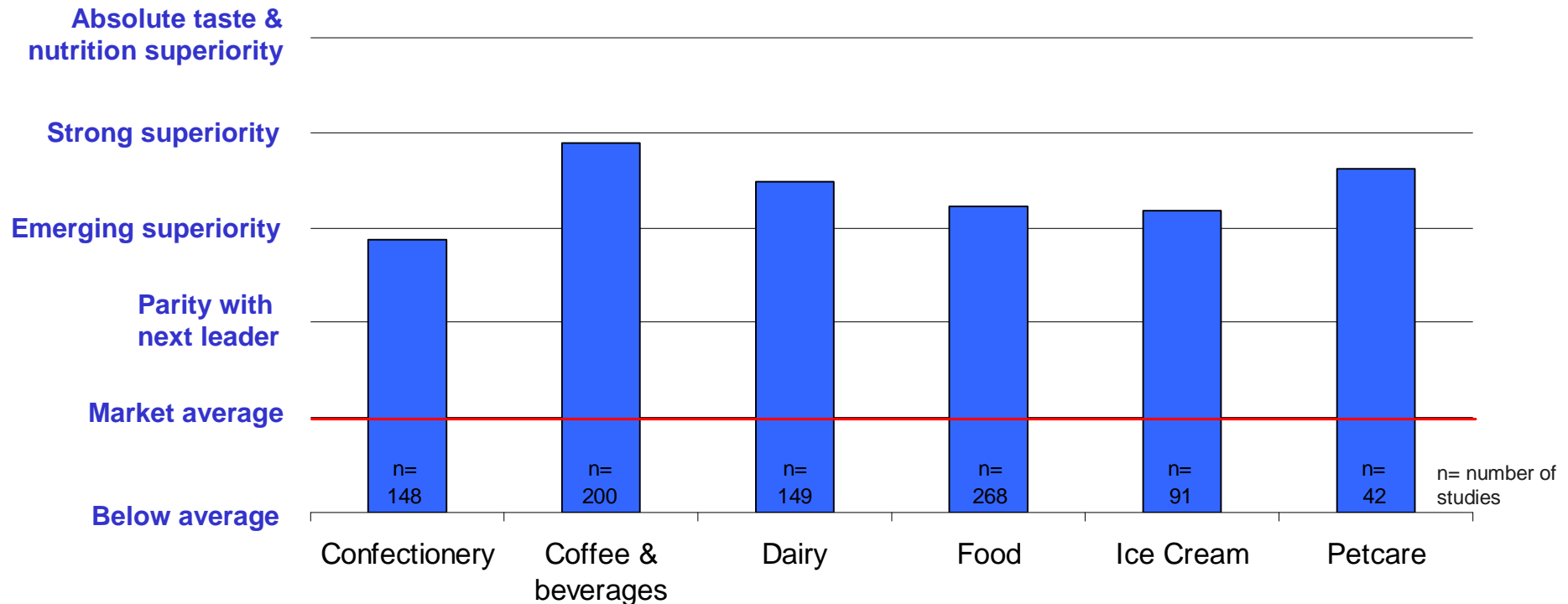






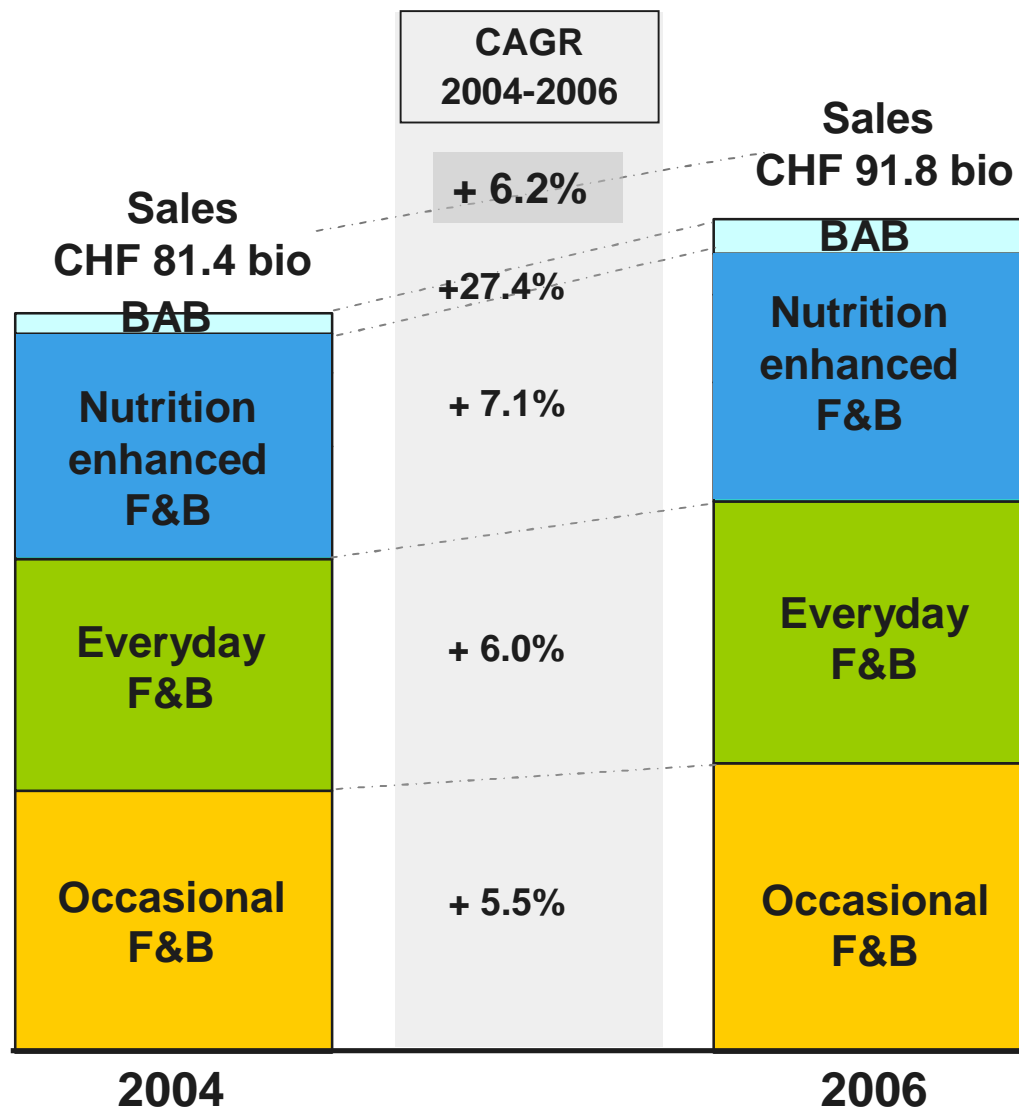
**At end 2006, products with sales of CHF 30.5 billion  
had already been fully '60/40+ processed'**

Measured against the next leader in the market



Snapshot May 07

**In an increasingly challenging environment, our constant renovation process delivers a performance above the next leader in each category**

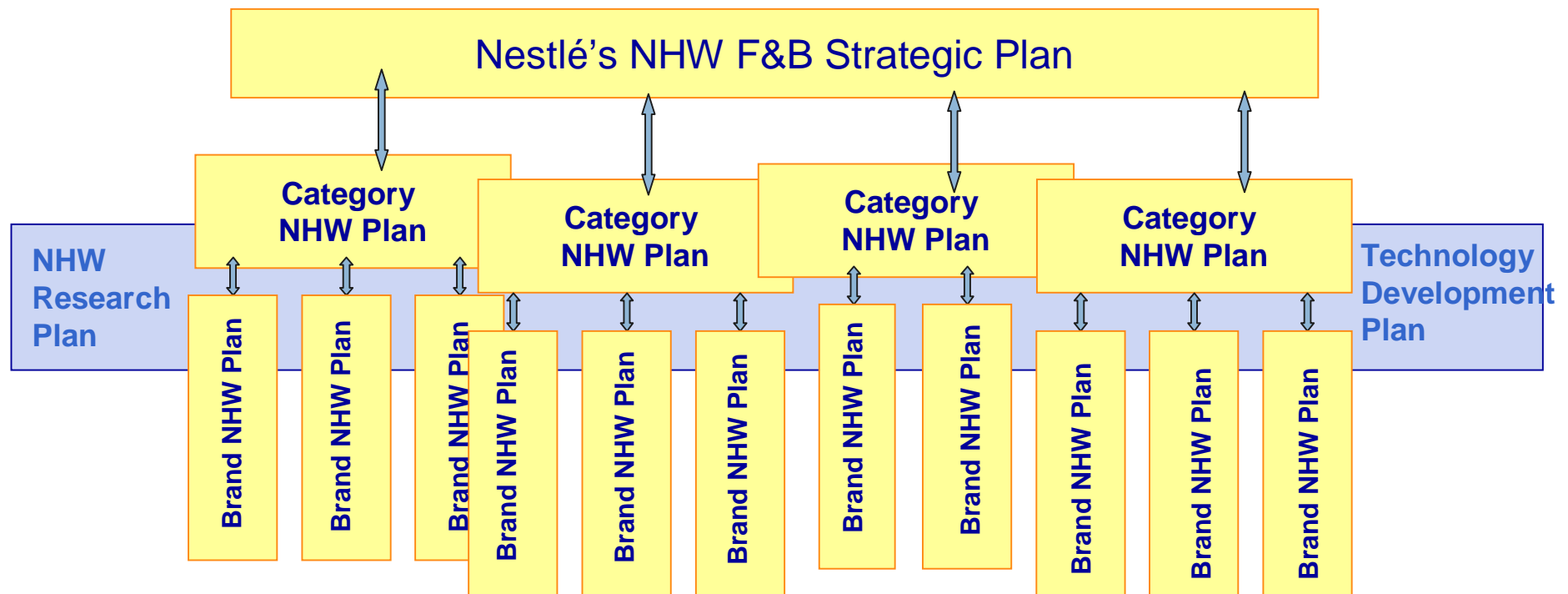


## Optimising Nutrition:

- **Adding/enhancing**
  - **2005 – 2007:** Whole Grains: 700 million additional servings in Europe
  - Health benefits: BABs
  - Micronutrients: vitamins, minerals, trace elements...
- **Reducing**
  - **2003 – 2006:** TFAs: 34,000 metric tons removed
  - **2005 – 2006:** Salt: 5,000 metric tons removed
  - **2003 – 2006:** Sugar: 240,000 metric tons removed



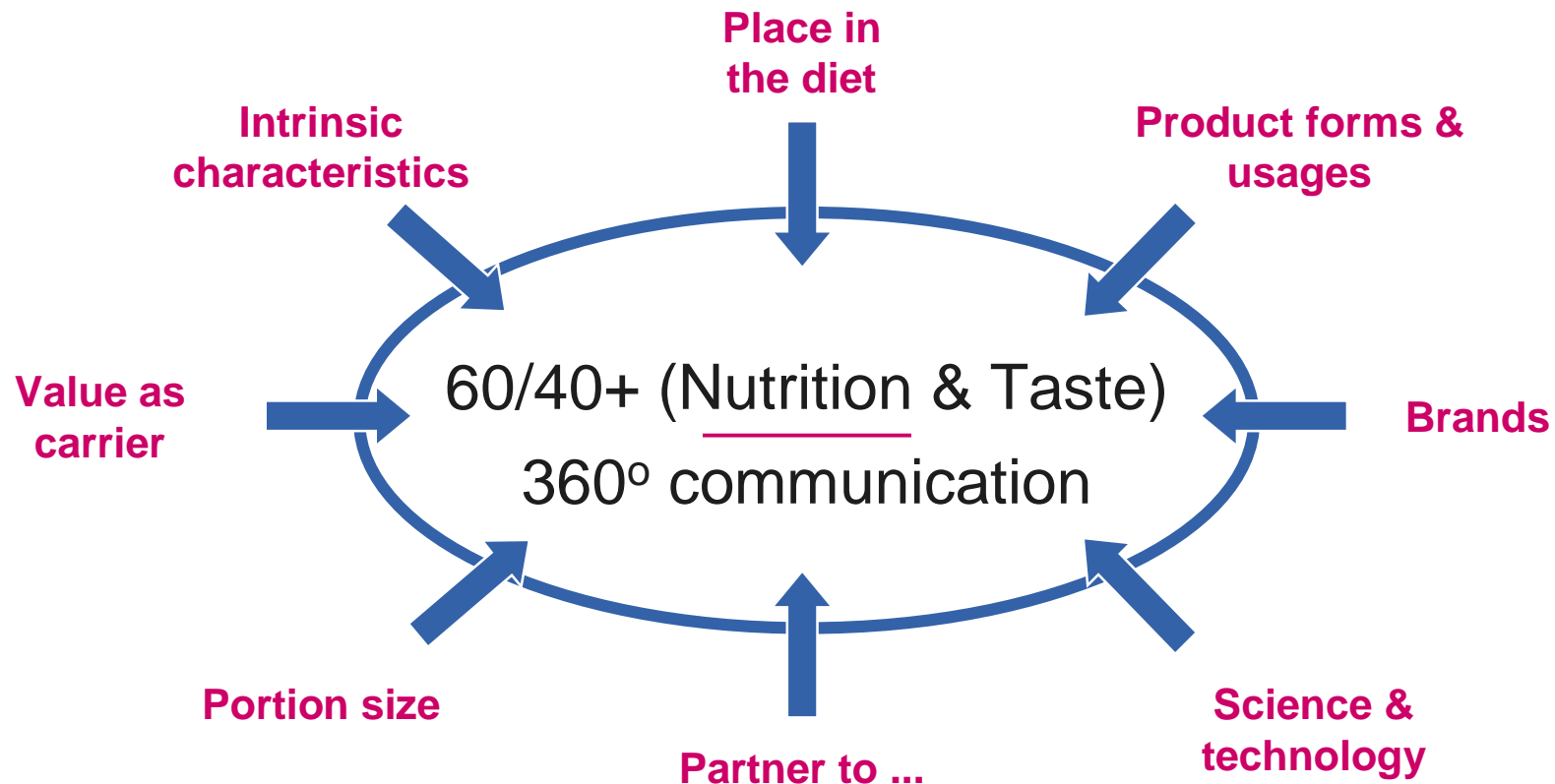
Our overarching Nutrition, Health, Wellness strategy fuels and is fuelled by nutrition strategies for each category




Cross-fertilization and transversal capitalisation


Nutrition strategies for each category analyse and leverage:

- a the product and its **consumer**
- a the product and the **global diet** of this consumer
- a the product and the **'environment'** of this consumer



## Science-based benefits of Nestlé products


Food groups 


Lifestages 

	Dairy	Cereals	Ready meals/ Culinary	Ice Cream	Bever- ages	Confect- ionary				
Babies	Digestion	Digestion								
Pre-school kids 3-6	Digestion									
Kids 6-12	Digestion									
Teens	Digestion									
Adults	Digestion	Digestion								
Young seniors	Digestion	Digestion								
Elderly	Digestion	Digestion								

**Facilitating good digestion with prebiotics, probiotics, fibres and whole grains**

## Science-based benefits of Nestlé products

Food groups 

Lifestages 

	Dairy	Cereals	Ready meals/ Culinary	Ice Cream	Bever- ages	Confect- ionary				
Babies	Weight									
Pre-school kids 3-6	Weight				Weight					
Kids 6-12	Weight	Weight			Weight					
Teens	Weight	Weight			Weight	Weight				
Adults	Weight	Weight	Weight	Weight	Weight	Weight				
Young seniors	Weight	Weight	Weight	Weight	Weight					
Elderly			Weight	Weight						

**Facilitating weight management via calorie management with less fat, less sugar, portion control, no-fat cooking, enhanced satiety...**

## Science-based benefits of Nestlé products

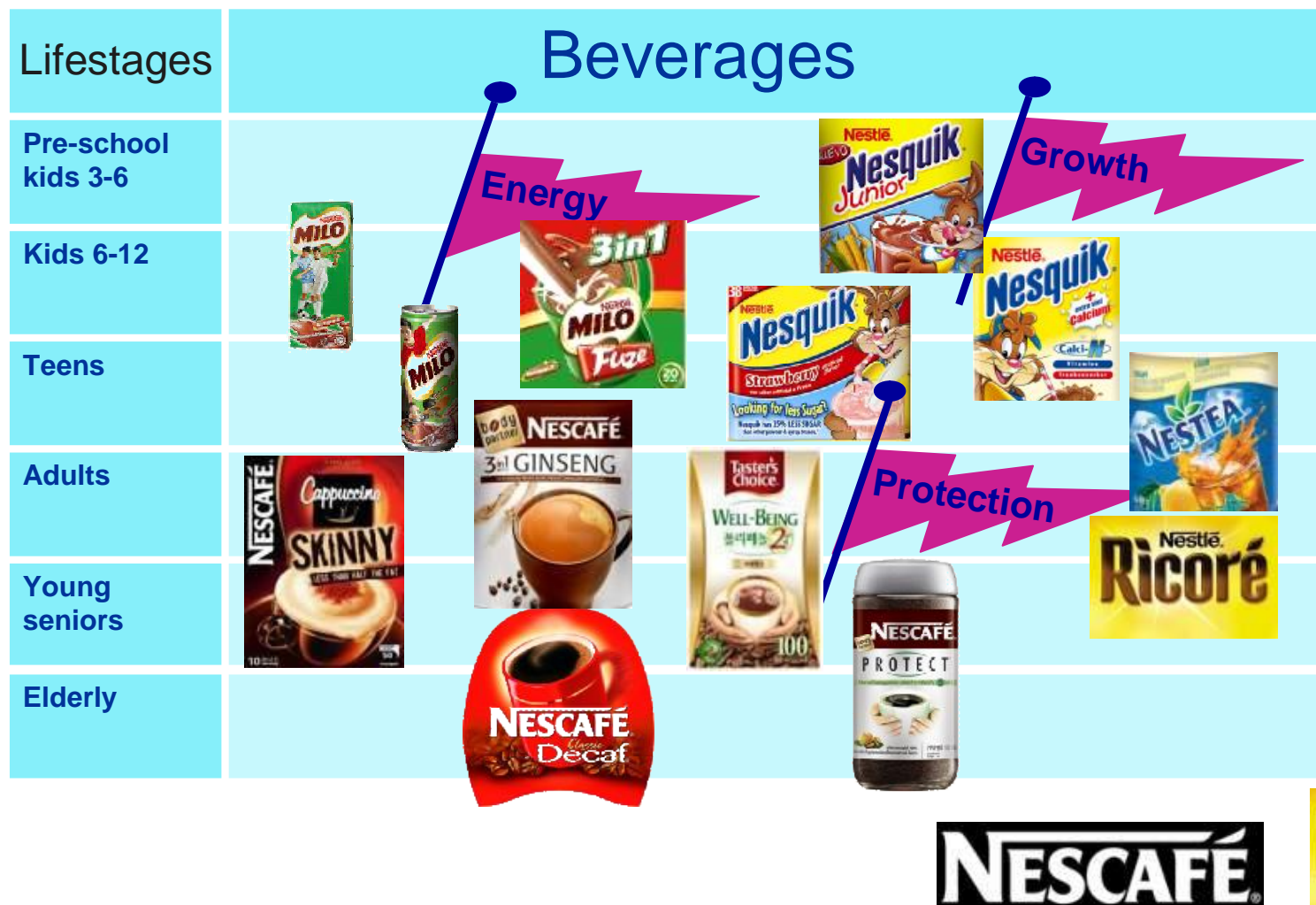
Food groups →

Lifestyles ↓

	Dairy	Cereals	Ready meals/ Culinary	Ice Cream	Bever- ages	Confect- ionary				
Babies	Growth	Growth								
Pre-school kids 3-6	Growth	Growth			Growth					
Kids 6-12	Growth	Growth		Growth	Growth	Growth				
Teens	Growth	Growth		Growth	Growth					
Adults	Bone health	Bone health								
Young seniors	Bone health	Bone health								
Elderly	Bone health	Bone health								

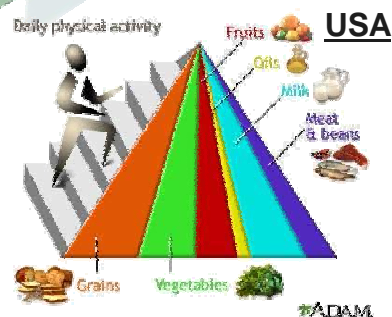
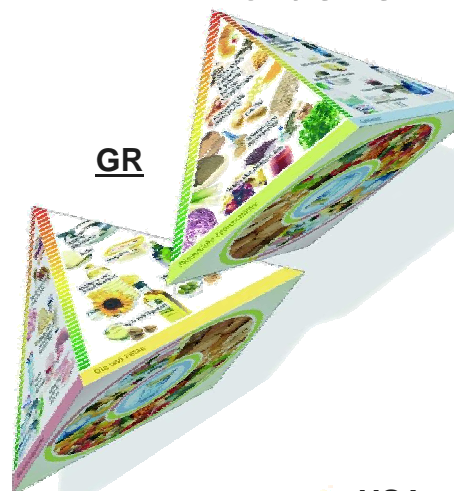
**Facilitating daily consumption of appropriate doses of calcium, with high bioavailability**

Categories allow a broad spectrum of NHW benefits and strong opportunities for NHW-based growth, **e.g.** ....





Merging dietary recommendations and product know-how to better meet the needs of consumers



Canada



Programme National Nutrition Santé

FR



BR

- Ø More variety, adjusted servings
- Ø More nutritional density, less fat, sugar
- Ø More whole grains, vegetables
- Ø More calcium, omega-3s, antioxidants, less salt
- Ø More water, less high-calorie drinks
- Ø More flavor, pleasure, conscious enjoyment
- Ø More & clearer nutrition information, and education



Our Nutrition, Health, Wellness commitment is underpinned by our fundamental Nutrition, Health and Wellness **VALUES**

- **Positive Nutrition**
- **Moderation**
- **Authenticity and transparency**

Our Nutrition, Health, Wellness strategy is based on the following operating **PRINCIPLES**

- To encourage a balanced diet
- To formulate products and programs to help consumers meet their nutritional needs
- To take care of our own people



6040+

NQ  
NUTRITION  
TRAINING

- **Nestlé brands deliver NHW value**
  - Leading brands lead research, product innovation, and communication innovation
  - Leading brands have strong personalities and solid credentials, allowing them to contribute to shaping consumers' purchasing and other lifestyle choices
- **NHW value in turn builds stronger Nestlé brands**
  - Making brands even more meaningful, in an increasingly complex environment



**Building trust, impact, and sustainable growth**

- **Adding value by:**
  - improving the nutritional profile of our products but not at the expense of taste
  - providing information to consumers
  - leveraging our R&D expertise across life stages and categories
  - driving science based growth through clear nutrition, health and wellness strategic plans for all categories
  - nurturing and building strong brands around nutrition, health and wellness

- **Taking our portfolio of products, brands and services to:**
  - more differentiation from competitors
  - higher growth
  - higher EBIT margin and returns



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