

**THE ORIGINAL**

**OAT**  
**LY!**

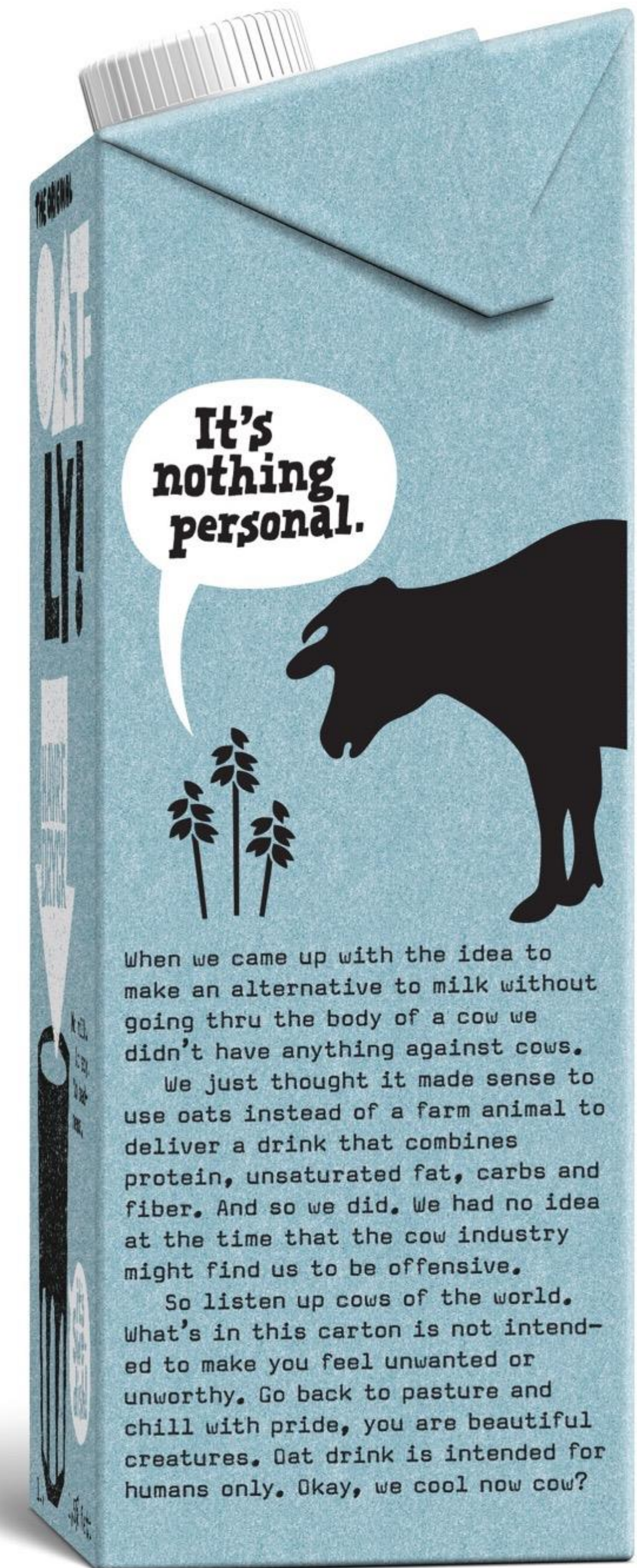
We make oat drinks, alternatives to cooking cream, oatgurts even a liquid whole grain breakfast. As cool as this might seem today, it hasn't always been the case. A few years back nobody even knew what an oat drink was. So we sat around a big table in a conference room and tried to figure out how to become cool.

**\*\*\*HOW TO  
BE  
COOL.**

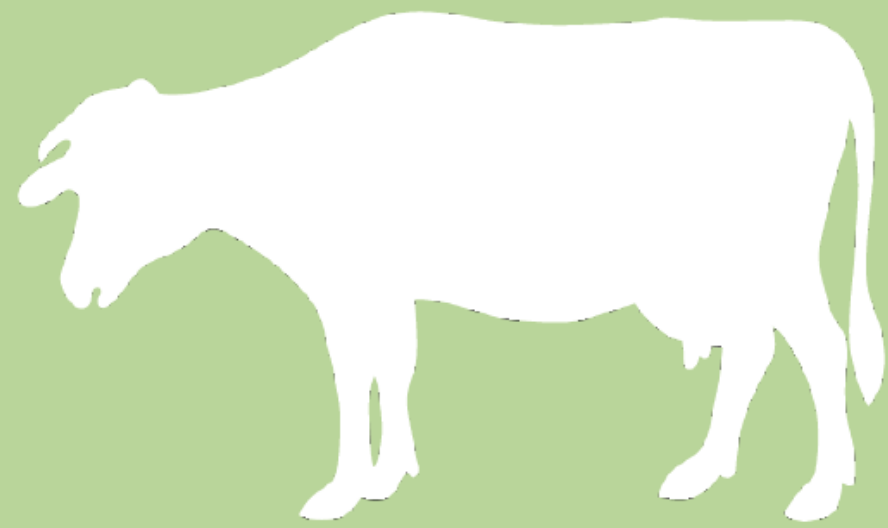
Actually we never did that because if you are sitting in a conference room trying to become cool the chances of becoming cool are not very good. Instead we decided to be who we are — a Swedish company built on the idea of change that makes great products to help people upgrade their lives and keep the planet healthy. If that's cool, then cool and if that's not cool well then that's cool too.



# A company built on the idea of change







Animal-based food production creates more CO<sub>2</sub>e emissions than all transportation combined.

## A GLOBAL RESOURCE CRISIS.

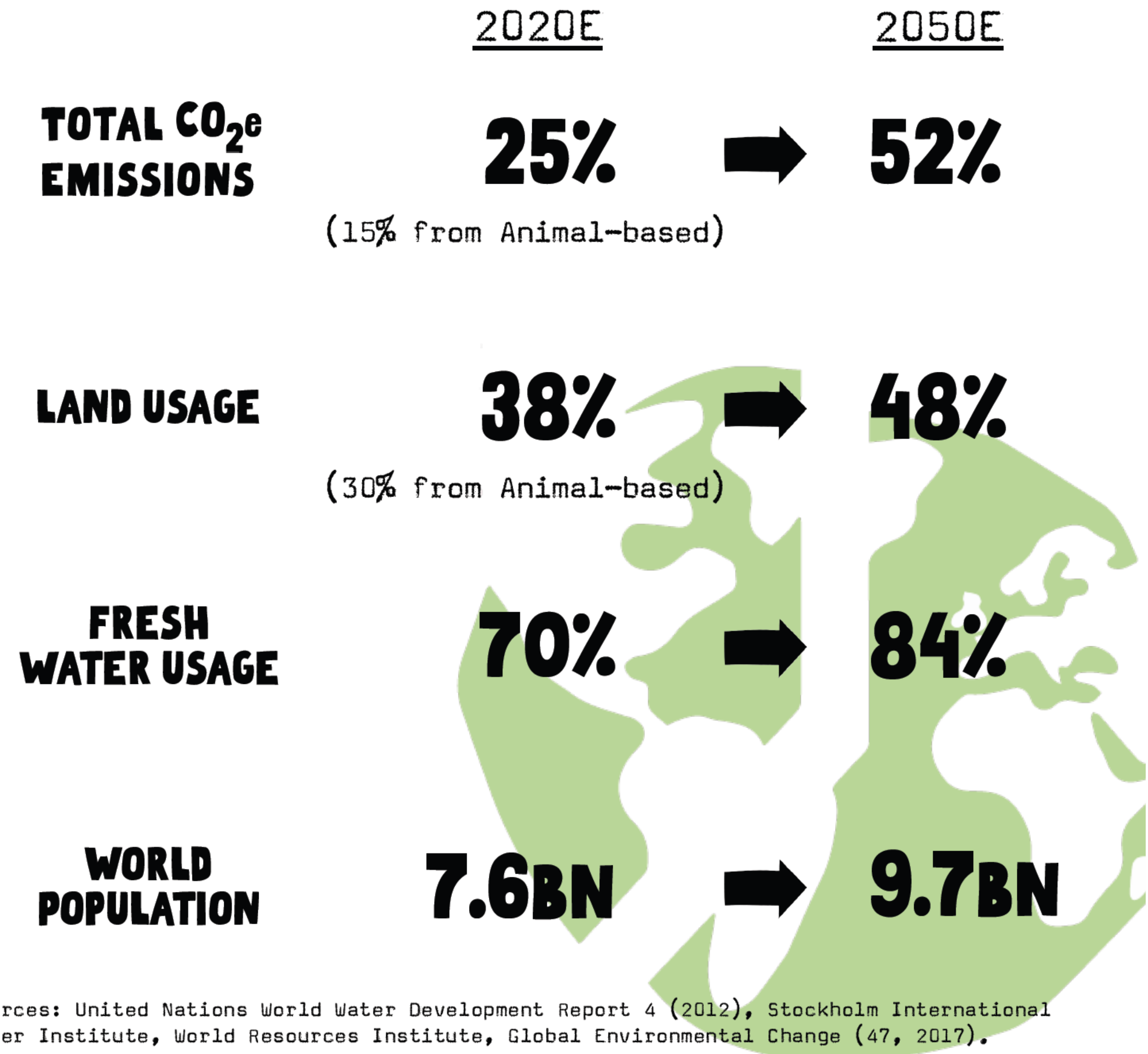
To put it simply: our food and agriculture system is overusing our planet's limited resources.

By 2050, the industry will account for over half of CO<sub>2</sub>e emissions and 84% of global fresh water usage.

However, animal-based products don't meet our nutritional needs as a population: they yield only 18% of our total consumed calories.

This resource waste is a big reason why researchers agree that eating more plant-based foods is key to cope with our current sustainability challenges.

**AT THE CURRENT PACE, FOOD PRODUCTION WILL DOMINATE GLOBAL RESOURCE USAGE.**



Sources: United Nations World Water Development Report 4 (2012), Stockholm International Water Institute, World Resources Institute, Global Environmental Change (47, 2017).



We make something called oat milk





# OUR MILESTONES

**1994**

**OUR FIRST  
OAT DRINK  
PATENT**

**2001**

**THE OATLY  
BRAND LAUNCHES**

**2013**

**BRAND  
REFRESH**

**2017**

**BRAND LAUNCH  
& PRODUCTION  
IN THE U.S.**

**2011**

**CHILLED (FRESH)  
OATMILK LAUNCHES  
IN SWEDEN**

**2006**

**BUILT FACTORY  
IN LANDSKRONA**



GO AHEAD  
AND PRETEND  
NOT TO NOTICE  
WE KNOW YOU  
ARE READING  
THIS ANYWAY.





**PLEASE DON'T SIT ON THIS  
BENCH, WE ARE TRYING TO  
USE IT TO SELL OUR OATMILK.**





# INSIGHTS TO SHARE FOR THE FUTURE



**More consumers are entering the category**

+13% New L6mo  
44% in L2yrs



**Existing PBM users are consuming more**

87% 1x per week



**Existing PBM users also intend to increase consumption in future**

50% Purchase+

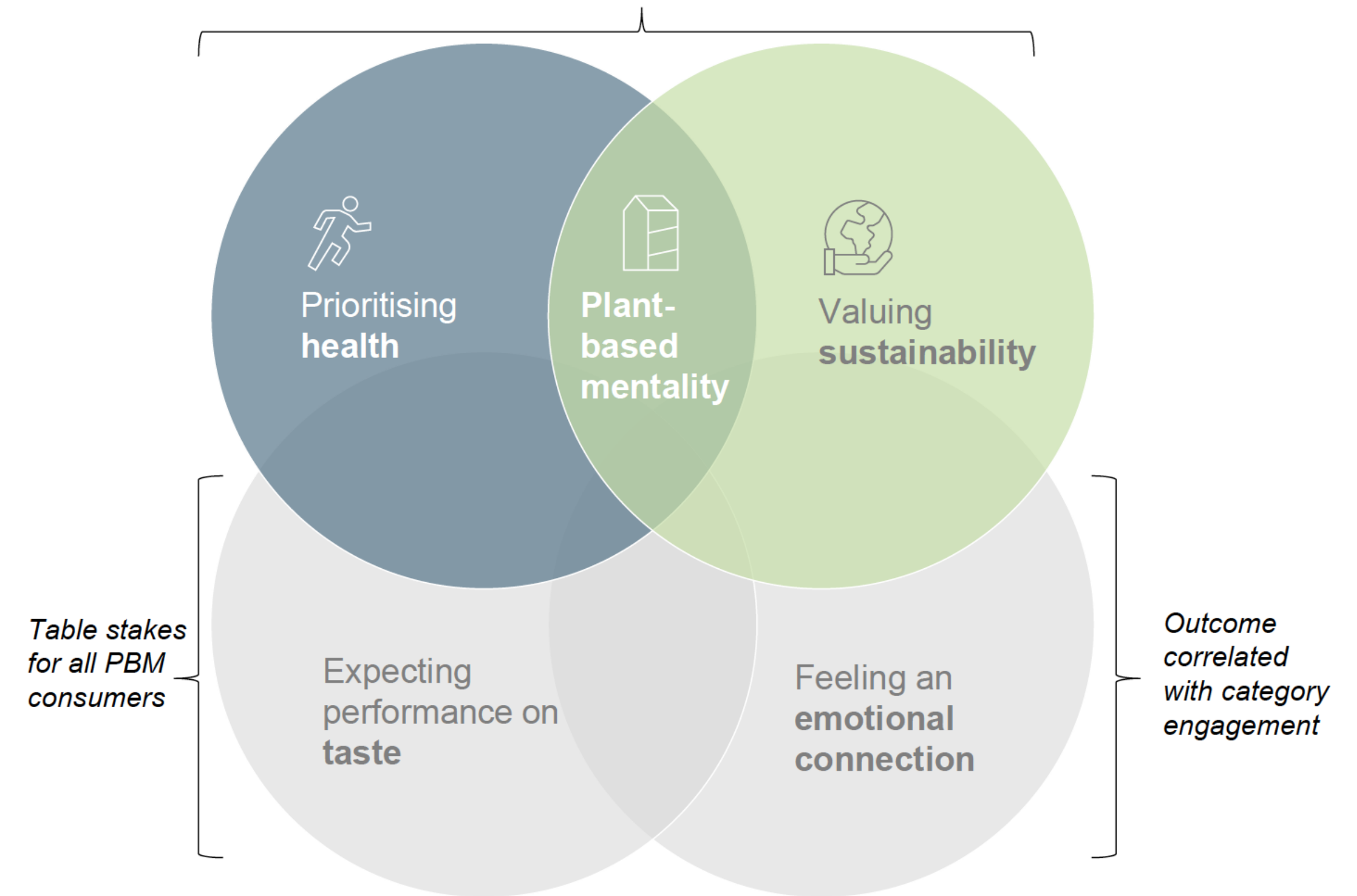


**A substantial proportion of non-users today are interested in the category**

19% Want to Start

**The plant-based mentality is a signature of PBM loyalty**, driven by attitudes that prioritise health and value sustainability

*Differentiators among committed PBM consumers*







Thank you