

STRONGER MAKES EVERYTHING BETTER



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Sr. Director Non-Commercial Sales

Danone North America

BRINGING HEALTH
THROUGH FOOD TO AS
MANY PEOPLE AS
POSSIBLE



†NOT A LOW CALORIE FOOD

DANONE NORTH AMERICA



Mission

Bring health through food to as many people as possible.



People & Science at the core



Done the Danone Way



...Shaping & leading our business categories

Yogurt

Coffee Focused Beverages

Plant Based

Water

Early Life & Medical Nutrition

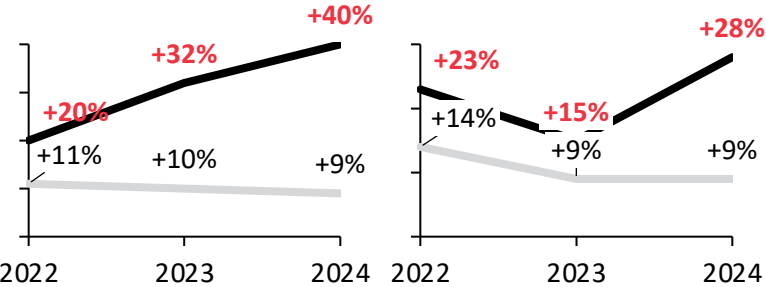
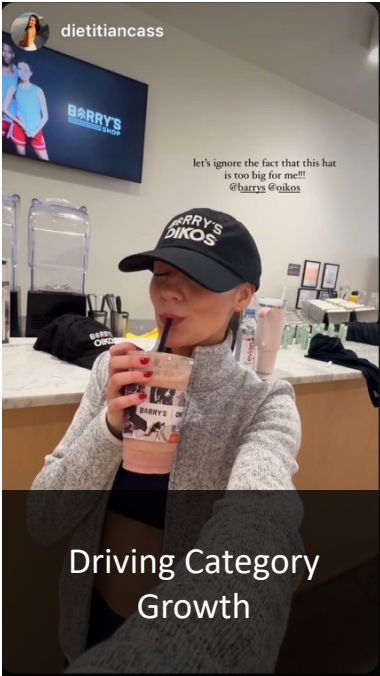
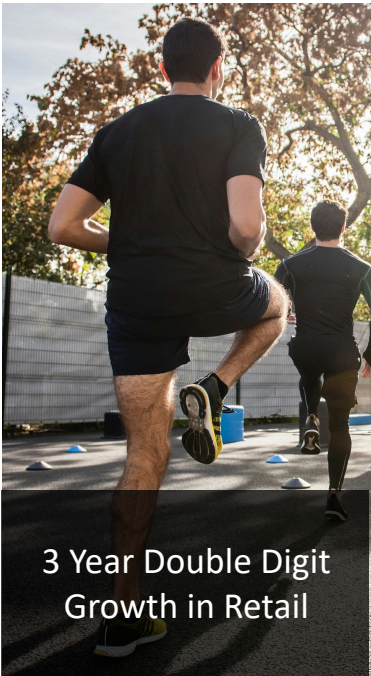


OUR 2025 BIG GAME SPOT: **SUPRISING STRENGTH DRIVEN BY PROTEIN**



OIKOS EXPERIENCING MASSIVE GROWTH AND BECAME A \$1B BRAND IN 2024

OIKOS WAS THE FASTEST GROWING YOGURT BRAND IN THE CATEGORY



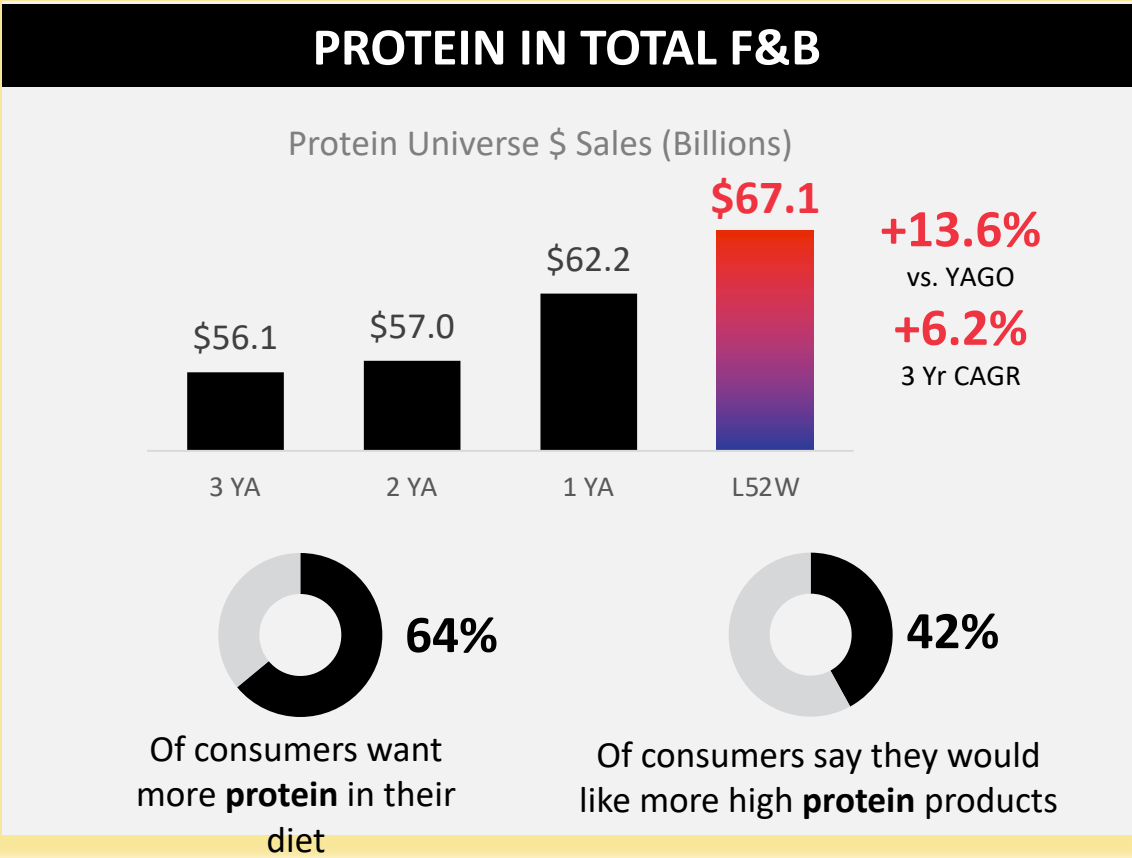
#1 growth contributor in yogurt category

+4.5pts HHP driving ~6 million new buyers to the brand

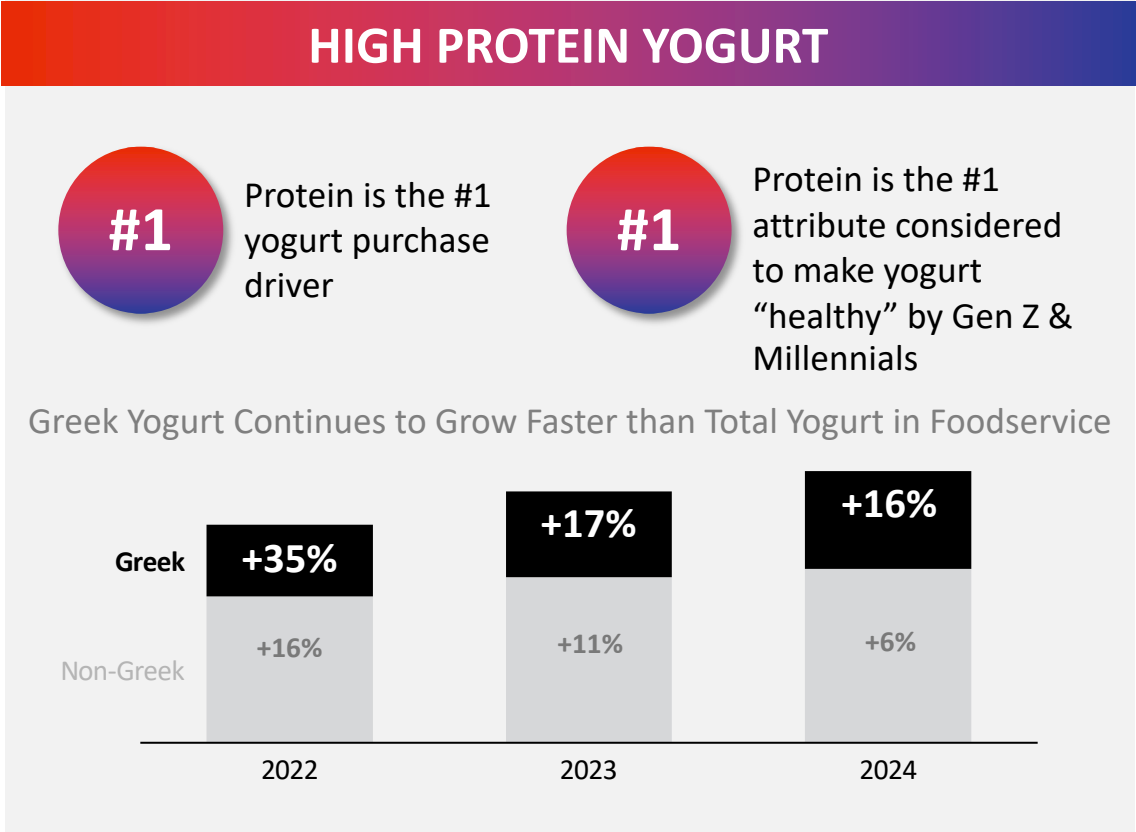
#1 selling item in entire yogurt category (absolute \$ sales)

#1 brand associated with protein in yogurt category

CONSUMERS ARE SEEKING OUT MORE PROTEIN IN THEIR DIET..... (AND IN THEIR YOGURT)



Protein is key for muscle, weight management, and overall wellness ¹



STUDENT ATHLETES ARE SEEKING CONVENIENT WAYS TO CONSUME PROTEIN



Americans generally meet daily protein needs, but certain groups need more.¹⁰

- The Recommended Daily Allowance (RDA) for protein is 0.8g per kilogram of body weight (0.36g per pound)¹
- Americans generally eat more protein in the evening. Spreading protein intake more evenly across the day may better support muscle mass.

ATHLETES HAVE INCREASED NEEDS¹¹

RECOMMENDED INTAKES



0.8-1.1 g/kg/day
**RECREATIONAL
ATHLETE**
Practicing gentle
exercise a few
times a week
= **GENERAL
POPULATION**



1.1-1.5 g/kg/day
**ENDURANCE
ATHLETES**
Practicing a mix of
low/moderate to
intense training
**4-5 DAYS PER WEEK
FOR AT LEAST 1H**



1.6-2 g/kg/day
**TOP-LEVEL
ATHLETES**
Practicing high
intensity or
endurance sports
**ON A DAILY BASIS
FOR EXTENDED
PERIODS OF TIME**



OIKOS READY TO DRINK PROTEIN SHAKE IS TAKING OIKOS INTO A NEW CATEGORY

- **30g** of complete high-quality protein to support overall muscle health
- **0g** added sugar (**1g** total sugar) & **No artificial sweeteners**
- **5g** of prebiotic fiber to support digestive health
- Fewer ingredients vs leading competitor

SHELF STABLE FORMULA

✓ 12 months shelf life



AVAILABLE: JUNE
2025

A person is shown from the chest up, wearing a light-colored, ribbed sweater. Their hands are clasped together over their heart. The entire image is covered with a semi-transparent blue gradient. The words "THANK YOU" are written in large, white, bold, sans-serif capital letters across the center of the image.

THANK YOU