

ALPRO: 100% PLANT-BASED PIONEER BORN IN 1980



We at Alpro are on a plant-based mission. We believe in a better way of doing business (B-Corp) and make it our global goal to add more plant-based to your plate: important steps in changing the way the world eats for the better.

Alpro has been the **European pioneer in plant-based food & drinks for 40 years** and offers a tasty selection of plant-based drinks, alternatives to yoghurt and cooking cream, desserts and ice cream made from non-genetic soya beans, almonds, hazelnuts, cashew, rice, oats and coconuts. Our range is growing continuously in order to be able to **bring health through food to as many people as possible.**



Facts & figures

Mother	Danone
Alpro HQ	Ghent (BE)
Production	3 factories in Wevelgem (BE), Issenheim (FR) and Kettering (UK)
Sales offices	In core countries BE, NL, UK, GE and Spain, France, Nordics and beyond Europe
Employees	> 1500
Net sales Alpro	Double digit growth in 2019
Market share	Alpro is leading the plant-based category in its main markets in Europe
Brands	Alpro & Provamel

Our founder recognized plant power in the 1980s as **a balanced solution for people and the planet.** We want to lead positive change for both. That is why we are committed to reducing our carbon footprint and water consumption, we value sustainable raw material procurement and always optimize our product packaging.

We are also particularly proud that Alpro has been **B Corp certified** since 2018 - we are part of a network of companies that combine social and ecological goals with financial success.

WE ARE LEADING THE CHANGE, MAKING PLANT-BASED A POSITIVE EVERYDAY CHOICE FOR THE GOOD OF PLANET EARTH AND ITS PEOPLE

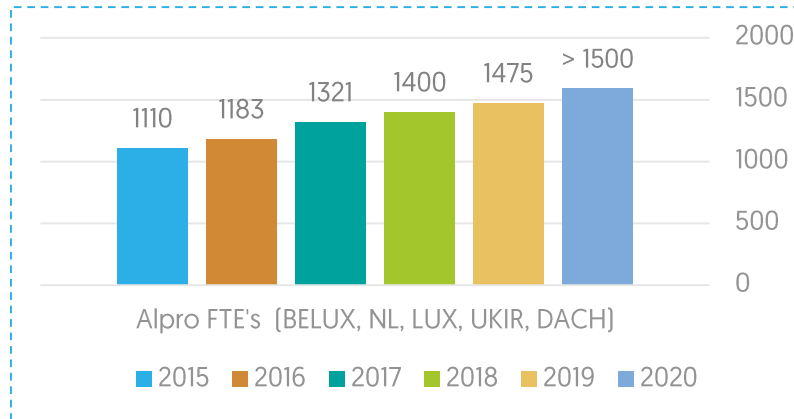
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Company growth

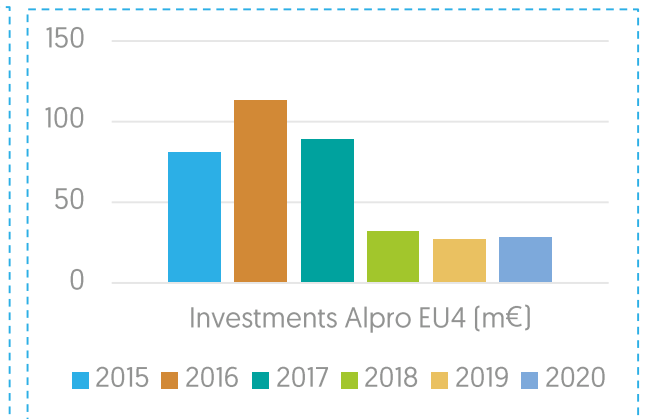
Convinced of the huge value of plant-based food to both people and the planet, Alpro's founders established the company in 1980. The original mission was to fight famine in Africa with plant-based food products. The main tool in this fight was the nutritional power of the soya bean. The company's soya products were soon marketed in Europe, initially only on the health food market. After a few years, the products were also stocked by supermarkets, which led to the company's exponential growth.

- **In 1989 Alpro built Europe's biggest and most modern soya food production unit in Wevelgem** (Belgium) based on the UHT process and expanding over time to fresh production, production of plant-based alternatives to dairy, desserts and producing drinks made of almond, oat, coconut, rice.
- **In 1996 Alpro took over Sojinal**, thereby strengthening the company with an extra soya drinks production unit in Issenheim (France) also expanding to later on almond and other plant-based drinks.
- **In 2000 Alpro built a brand-new soya plant in Kettering** (UK) growing fast with extra drink lines.
- **In 2012 Alpro added two non-soya drinks to its range** for the first time: Alpro Almond Drink and Alpro Hazelnut Drink and broadened its portfolio at high speed.
- **Since April 2017, Alpro is part of Danone.**
- **In 2018, Alpro invested in a high bay warehouse, plant-based innovation center and pilot plant** in Wevelgem.

thanks to people (> 1500)



and investments (€370 mio since 2015)



2020:

> €30 mio of investments in our factories to follow plant-based growth & innovation

WEVELGEM

- Plant-based alternative to yoghurt process expansion
- Introduction of sustainable paper-based cups
- Extra land next to factory
- Factory production output: 10 brick lines, 8 cup lines, 350k tons endproduct (+/- 50% of Alpro production)
- Dehulling of 50k tons of soya for 3 Alpro factories

KETTERING

- High-speed Tetra pack line for fast-growing UHT soya, oat, rice, coconut production.
- Factory production output: 7 drinks lines

TOP 3 SKU BASED ON SALES VALUE



UKIR

IRI P8, 2020

1. Almond Drink Fresh No Sugars 1L
2. Soya Drink Fresh 1L
3. Almond Drink UHT No Sugars 1L



BELUX

Nielsen P8, 2020

1. Alpro Cooking Light 250ml
2. Soya Drink UHT 1L
3. Almond Drink UHT No Sugars 1L



FR

Nielsen P8, 2020

1. Alpro Almond Original 1L
2. Alpro Almond No Sugars 1L
3. PB Alternative to Yoghurt Soy-Coconut 500g



DACH

Nielsen P7, 2020

1. Almond Drink No Sugars 1L
2. PB Alternative to Yoghurt Soya Plain No Sugars 500g
3. Oat Drink UHT 1L



NL

Nielsen P8, 2020

1. Mild & Creamy Soya Plain Unsweetened 750g
2. Mild & Creamy Soya Plain 750g
3. PB Alternative to Yoghurt Soya Plain 500g



40 YEARS OF PLANT-BASED DEEELICIOUSNESS

SINCE 1980

1973
Our story begins in the hippy heydays of the 70s when a group of soya-loving pioneers have a big idea for a better way to eat.



2011
We're keeping it real, reducing our carbon footprint step by step. We open our own **quay at Wevelgem**. Hooray! Fewer lorries means cleaner air! Power to the planet! We become the first European food company to join the **WWF Climate Savers programme**.

2012
We go nuts and launch our smooth and creamy **almond and hazelnut drinks**. 'Enjoy Plant Power' is our new mantra.



1979
They change their tie-die for lab coats and get busy developing a **new soya drink**. It launches in Belgium. Hurrah!



2007
Harry Potter waves his wand for the last time in the final book, and we conjure up a sparkling **new HQ in Ghent**.



2015
Our first sustainability report lands. We keep it low, everything from emissions and water to sugar and fats. And we go local with our soya cultivation.



2017
Whoopie, there are more plant lovers in the world than ever. Alpro records a **EUR 500 million turnover**. French food brand Danone buys WhiteWave, and ooh la la, we become **part of a big Danone family**.

alpro

1980

Big flares give way to big hair and **it's game on for Alpro** and its plant-based nutrition-mission.

Provamel
Organic Bio

1983

Michael Jackson shows us his Moonwalk, Jaws 3D terrifies cinemagoers and shoppers go "oh yeah" for organic with Alpro's **new Provamel brand**.



1988

It's official! Plant-based foods are super tasty. "We want more", say our customers. We get the message and build a **new factory in Wevelgem**.



1996

The world becomes besties with Friends and goes Pokemon crazy, and we acquire **the French factory Sojinal**. We cross the English Channel and set up Alpro UK.

We start our scientific exploration of all things plant with **The Alpro Foundation**. That's more goodness on the horizon!

alpro foundation
Helping the world thrive on plants



2019

40 years on and would you believe it, flares are back in fashion! Time for a make-over. We add some va va voom with a **new-look Alpro and Provamel**.

alpro **Provamel**
Organic Bio

GOOD FOR YOU!

1994

Our new plant is busy **24/7**. Ooh, that's a lot of product!



1995

Everyone says "yo" to our new **100% soya alternative to yoghurt**.



2020

We launch a rallying shout-out to **feed our future with plants!**



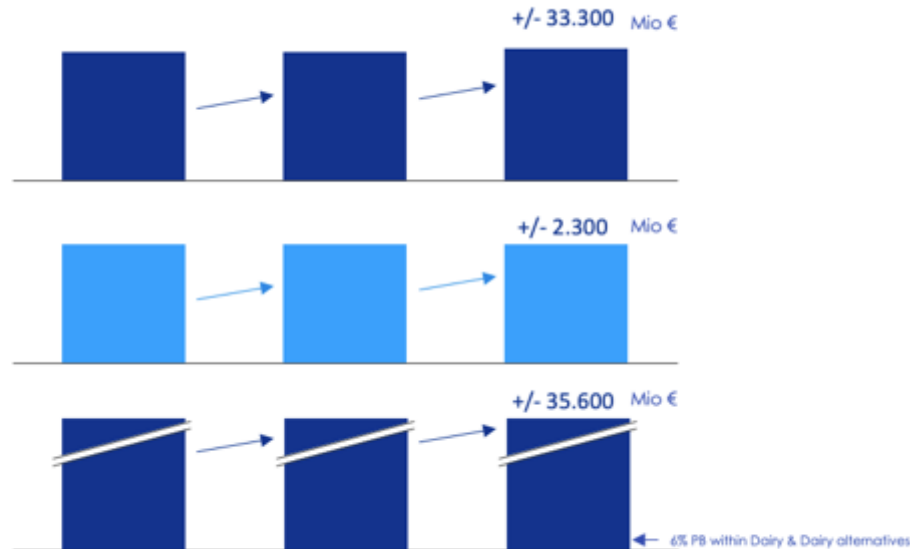
PLANT-BASED CATEGORY IS FURTHER GROWING IN VALUE & SHARE: ALPRO CLOSE TO 40% OF PB CATEGORY



Dairy
(excl. plant-based)
+3%

Plant-based
+15%

**Total Dairy
& Plant-based**
+4%



ALPRO GROWS FASTER THAN CATEGORY FOR PB ALTERNATIVES TO YOGHURT, SOYA DRINKS & OAT DRINKS

