

Conny Braams

16 April 2019

VUG



NL Context: Hyper Fragmentation

Consumers

Silver vs Millennials



Digital Savvy



Indulgence vs Health



Naturals

Polarisation and Fragmentation

Customers



Disaggregating

Competitors



...Multiplying

Unilever in the Netherlands: developments in 2018/2019

ZFG Partnership started in Q1 '18



Foods & Refreshment have landed in Q2 '18



Upfield carved out Q3 '18



Highest Point Ceremony in Wageningen Q3 '18



December '18 Acquisition DVB



CEO transition January '19



March '19: New Compass: purpose led, future fit



Unilever Netherlands Journey since 2016

WHY

WIJ MAKEN
DAGELIJKSE
MOMENTEN
MOOIER VOOR
IEDEREEN

DUURZAMER



ECHT
SAMEN



GEZONDER



WHAT

DEMOGRAPHIC
TRENDS

PRODUCT
TRENDS

NEW
CHANNELS

NEW
OCCASIONS



HOW

DIRECT CONSUMER RELATIONS

DEMOGRAPHIC
TRENDS

NEW
CHANNELS

PRODUCT
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NEW
OCCASIONS

LEAN OPERATION

AGILE INNOVATION



***“Companies with purpose last,
brands with purpose grow,
and people with purpose thrive”***



Unilever Netherlands Journey

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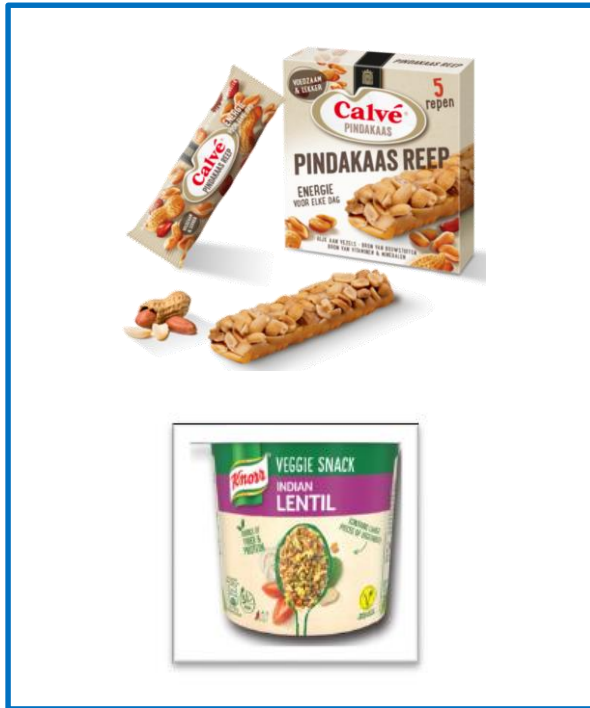


2019: Innovations in all big-Cs and launching new brands



Shifting our portfolio to growing segments

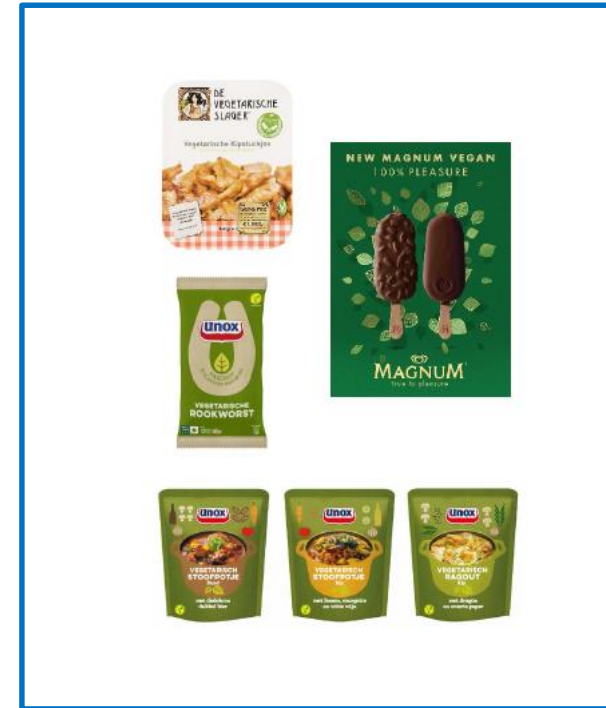
Snacking



Naturals



Vegetarian



Unilever Netherlands Journey

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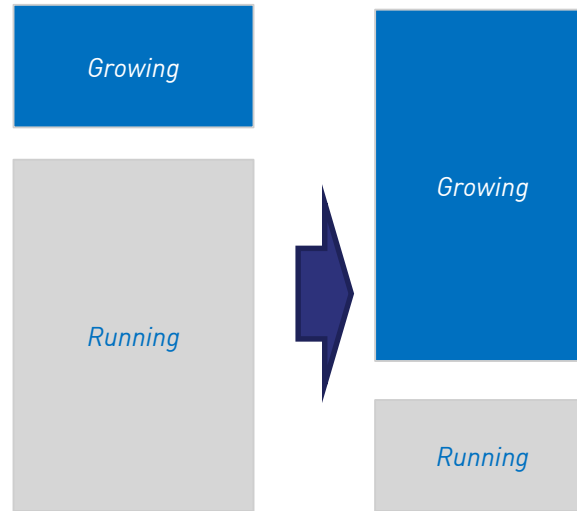


Netherlands Leading Edge in transformation

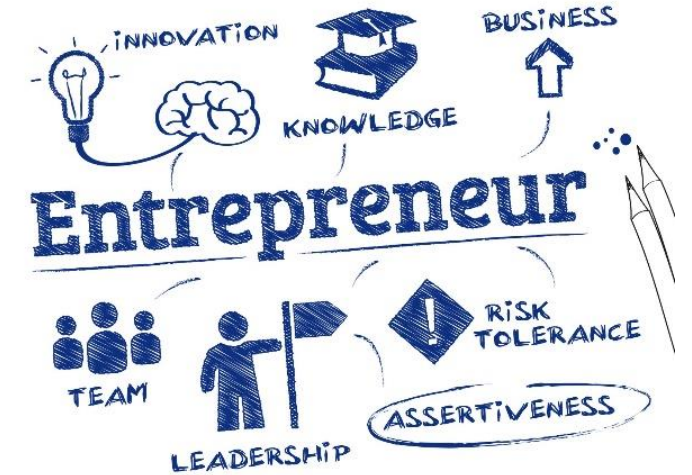
Digital Transformation



Integrated Operations



Ways of Working



PLASTIC STRATEGY



DEVELOPMENT UNILEVER PACKAGING STRATEGY 2010-2017



"REDUCE"



"CIRCULAR"

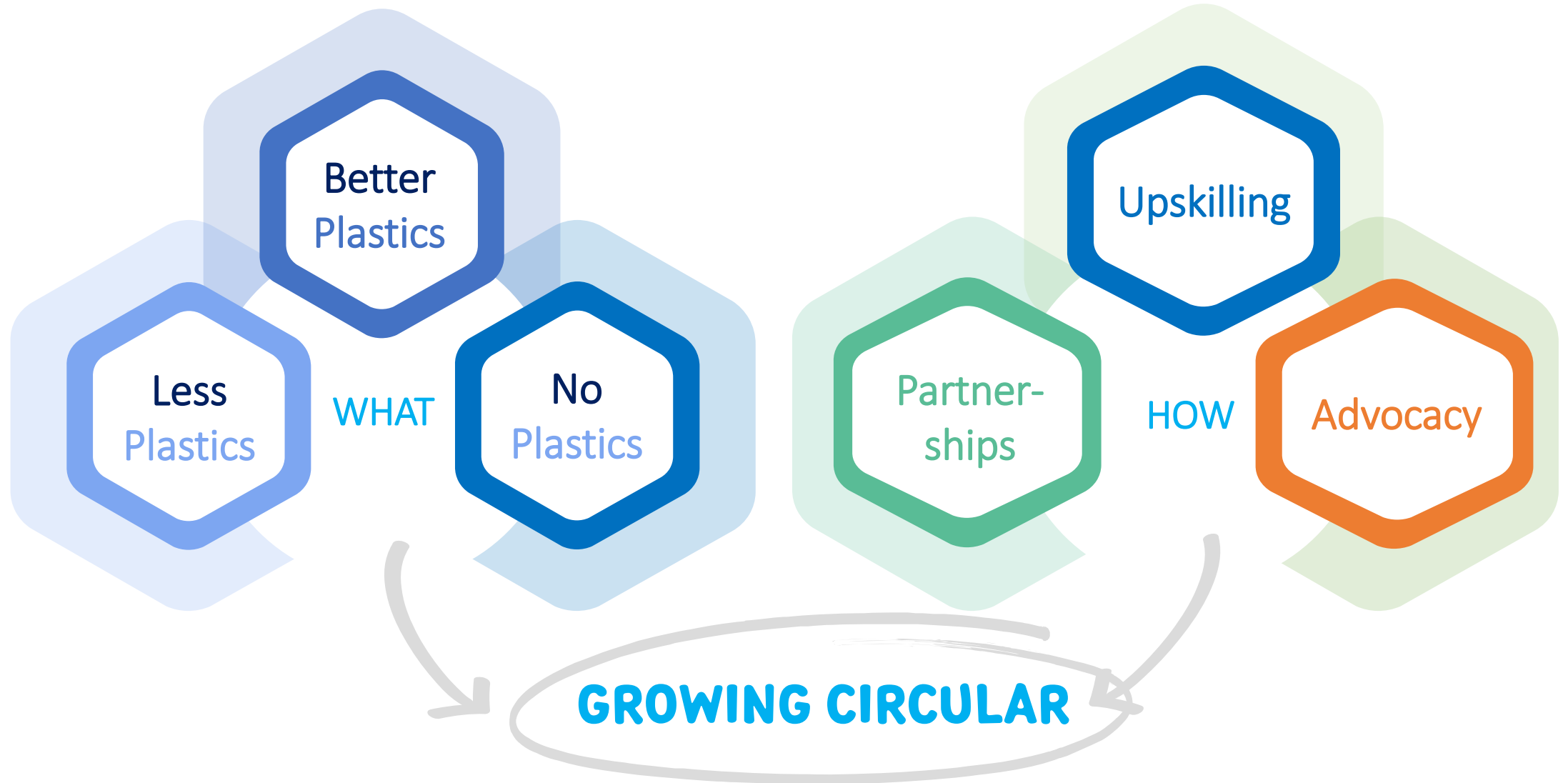
-
1. **GEEN** PLASTIC WAAR DAT KAN
2. **MINDER** PLASTIC ALS ER NOG GEEN
GOED ALTERNATIEF IS, OF
3. **BETER** PLASTIC DAT GERECYCLED
KAN WORDEN
- The infographic consists of a central green box with three points, connected by lines to three other boxes: an orange box at the bottom left, a blue box at the bottom right, and a yellow box at the top right.

TEGEN 2020
REDUCEREN
WE ONS AFVAL
MET 50%

IN 2025 BESTAAN
ONZE VERPAKKINGEN
UIT **MINSTENS 25%**
GERECYCLED PLASTIC

IN 2025 ZIJN AL ONZE
PLASTIC VERPAKKINGEN
100% RECYCLEBAAR,
HERBRUIKBAAR
OF COMPOSTEERBAAR

DOING *MORE* WITH *LESS* PLASTIC



NO PLASTIC: ALTERNATIVES LIKE PAPER, CARTBOARD, GLASS OR NO PACKAGING AT ALL



LESS PLASTIC: REFILL



BETTER PLASTIC: INNOVATION THROUGH TECHNOLOGY



100% RECYCLED PET VOOR 2023

Onze grootste ambitie:
Alle PET-flessen van 100% recycled PET



Shift portfolio to
accelerate growth



VEGA AND FLEXI ARE BECOMING MAINSTREAM



Our ambition

Start from our own brands and build a presence



Step in big Vegetarian platforms



M&A









A blue door with a silver knocker and handle is set into a light-colored brick wall. To the left of the door is a window with a white frame and multiple panes. Above the door is a small, square, black-framed light fixture. Two large, rounded, green bushes are positioned on either side of the door. The scene is illuminated by warm, golden light, suggesting sunset or sunrise.

Robijn

doet de was bij...





AL HET GOEDE BEGINT



