Fortini

MANIFESTO





Our vision

To be the expert in bringing healthy growth & development to millions of children around the world who are at risk or impacted by malnutrition

The state of the world

Nutritional status of children & its impact on growth and development is high on the global agenda



FEATURE STORY | JUNE 28, 2019

Indonesia Accelerates Fight Against Childhood Stunting

"Stunting among children under the age of 5 is a reflection of Indonesia's future. The issue is now a government priority."

Sri Mulyani Indrawati
Minister of Finance

The Length Mat is a simple and innovative tool that communities and health workers can use to detect stunting early.

Photo: Atet/World Bank





The challenge today

Even though these challenges are on the rise, it all too often goes undetected or takes too long to identify

1.5 out of 10 kids are impacted or at risk globally (about 250M+ kids)

Only 30% of kids get supported today worldwide, due to lack of awareness, diagnosis and access

In developing markets, up to 50% of children 0-10 years old who consult with HCP are affected by Faltering Growth



The societal context

Across a wide spectrum of challenges, parents are navigating their child's development and finding the solutions to ensure their child 'stays on-track'

From disease-related to non-disease related

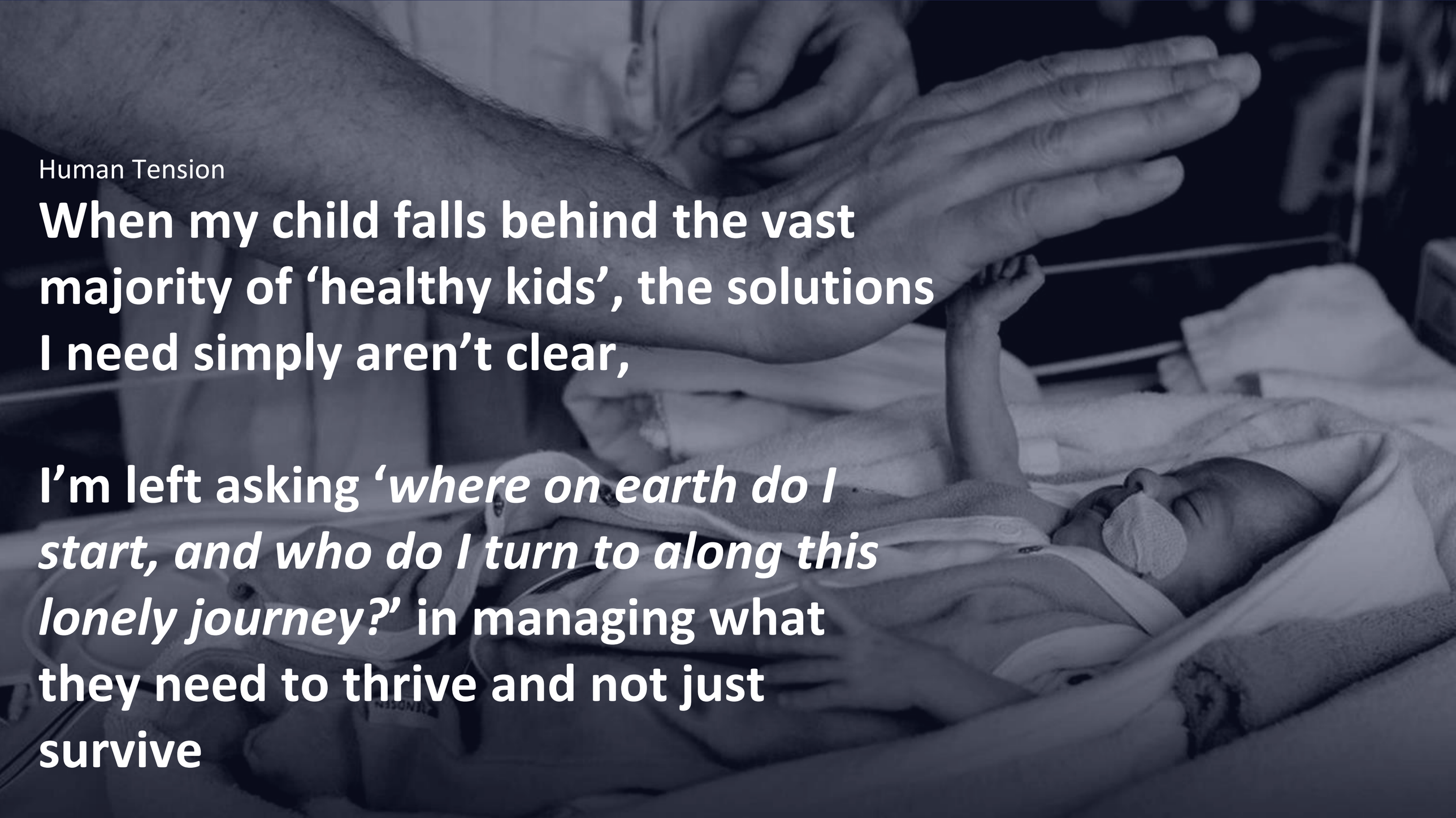


The reality for parents

Even with doctors and certain products in place, parents know there must be solutions out there… and want to make sure they can find more than just quick solves.

They want to do the very best they can, to give their child the support they need





Human Tension

When my child falls behind the vast majority of ‘healthy kids’, the solutions I need simply aren’t clear,

I’m left asking ‘*where on earth do I start, and who do I turn to along this lonely journey?*’ in managing what they need to thrive and not just survive

Wider category

They look in multiple places for solutions to the nutritional challenges their child faces

Knowing it’s important to find options that work for their child, themselves and their family



Wider category

But it doesn’t always give them the full support they need.





Category Truth

They’re looking for trusted products that solve a nutritional gap or growth setback

and provide a meaningful and tangible result, and in turn a sense of reassurance



What they’re really looking for

More than a product, they want an ally, there with them along their difficult and unique journey.

That understands growth journeys are never one-size-fits-all, so products shouldn’t be either.



Product Truth

As pioneers in developing the *most* complete, highly-tailored range of products *and* services, we ensure parents can see measurable results, wherever they are in their unique journey

Fortini

Our Superiority

With **tailored solutions that are carefully designed by scientists, recognized by experts and most importantly, approved by kids**



Our promise

We believe every child should be able to get back on track

and that families should never feel alone during these tough times.





Our Promise

Fuelling comebacks from growth setbacks

Our Values

We do this by always living up to our core values



SCIENCE-DRIVEN

Experts in developing nutritional solutions that give you evidence-based, measurable outcomes

PROGRESS

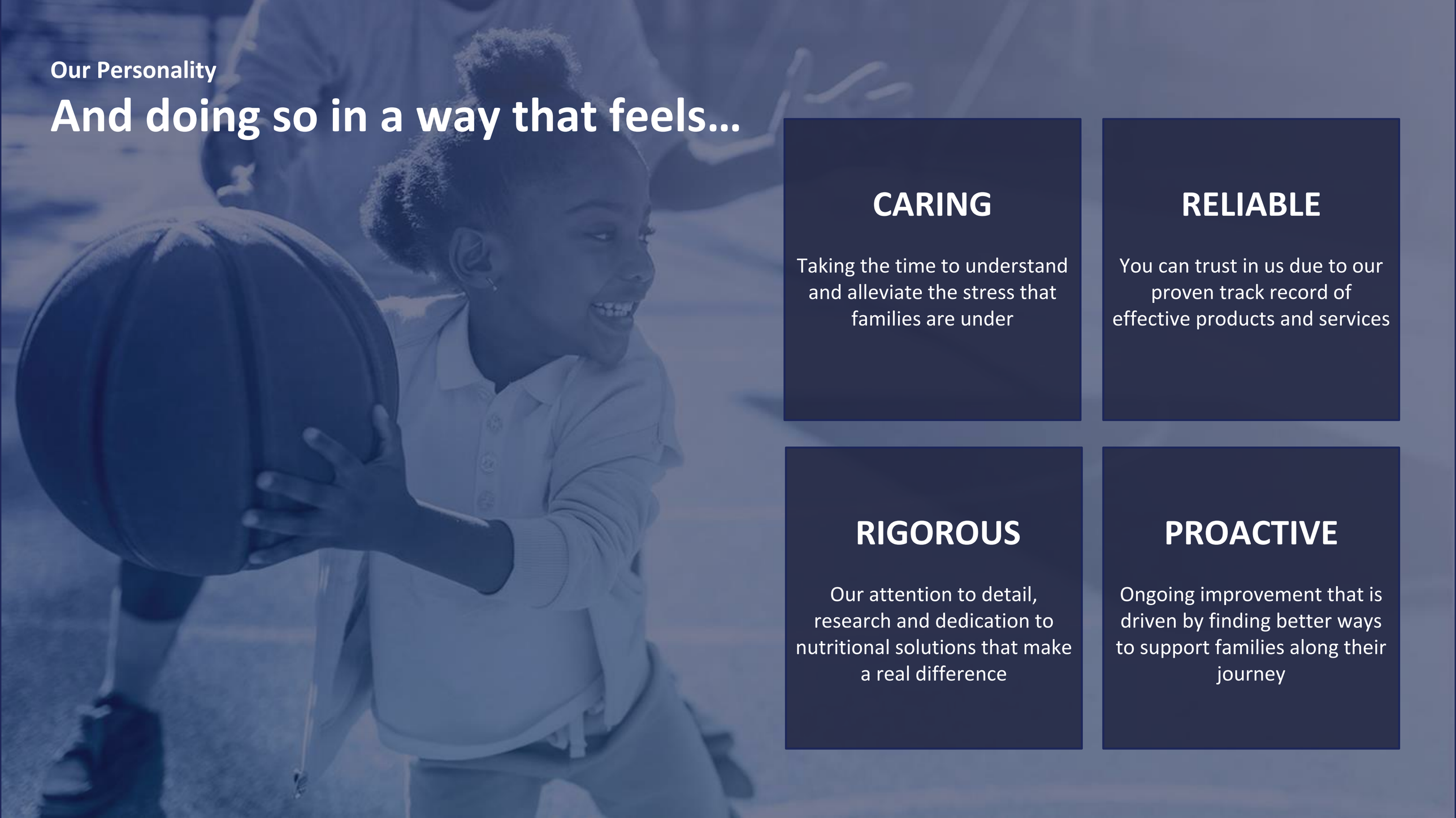
Ongoing innovation and improvement to our products & services

FAMILY-CENTRIC

Creating solutions with both child and family in mind

HOLISTIC SUPPORT

Continued products and services along the journey



Our Personality

And doing so in a way that feels…

CARING

Taking the time to understand and alleviate the stress that families are under

RELIABLE

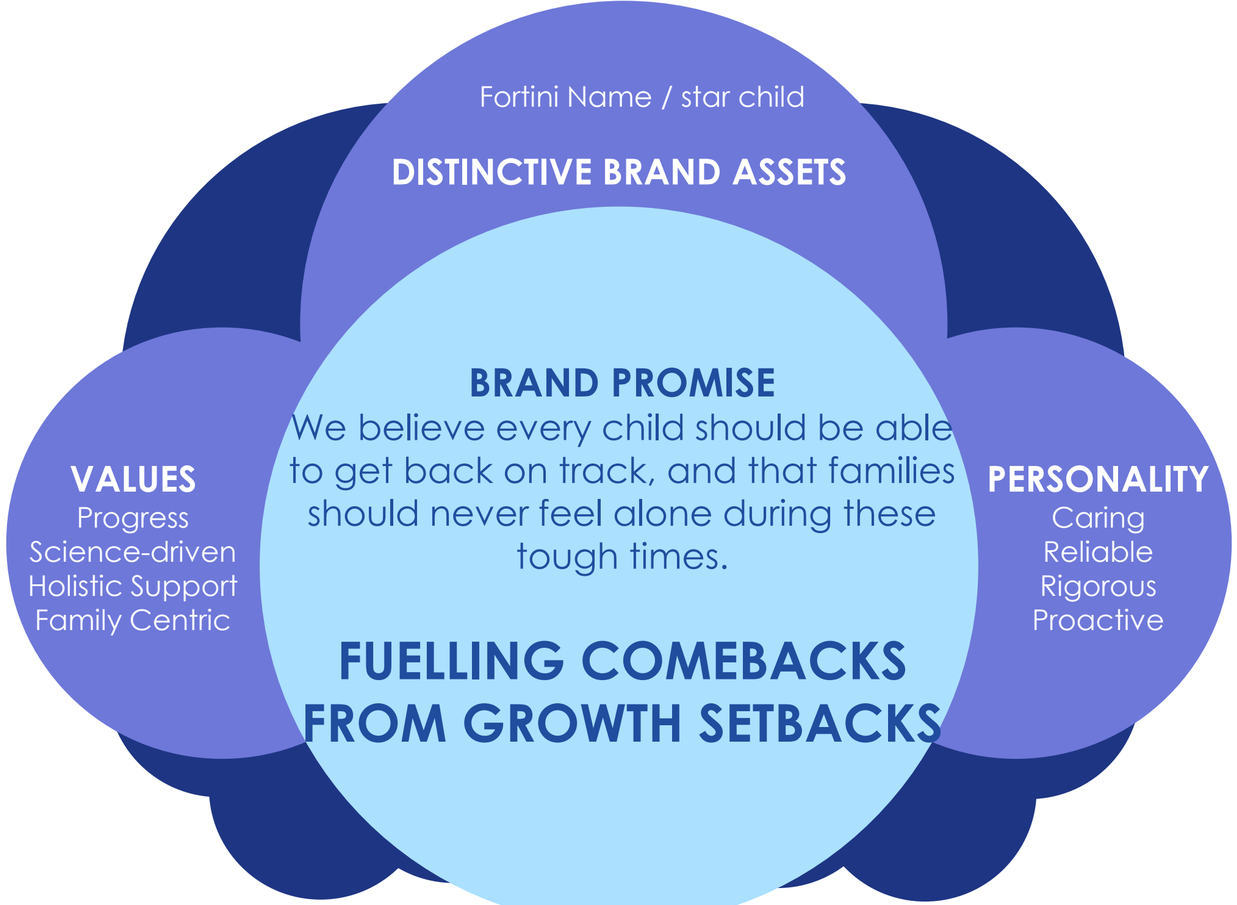
You can trust in us due to our proven track record of effective products and services

RIGOROUS

Our attention to detail, research and dedication to nutritional solutions that make a real difference

PROACTIVE

Ongoing improvement that is driven by finding better ways to support families along their journey



CATEGORY TRUTH

Trusted products that solve a nutritional gap or growth setback and provide a meaningful and tangible result and in turn a sense of reassurance

PRODUCT TRUTH

Pioneers in developing the most complete, highly-tailored range of products & services that ensure you can see measurable results wherever you are in your unique journey

HUMAN TENSION

When my child falls behind the vast majority of 'healthy kids', the solutions I need simply aren't clear, so I'm left asking where on earth do I start, and who do I turn to along this lonely journey of managing what they need to thrive and not just survive



Thank you