NUTRICIA
Infatrini®

Fortini
INFANT

INFANT SEGMENT PENETRATION STRATEGY TOOLKIT

Growth category
2025



Helping kids bounce back

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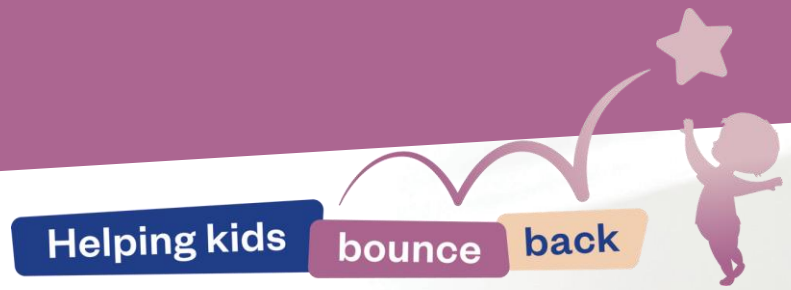
Over the last 25 years we have been raising the standards of care with infants at risk or impacted by malnutrition around the world.

Since our launch, we have been at the top of the game, bringing innovations through proven, reliable solutions.

Although we are leaders in infant segment, we know there is still work to be done – whether expanding our footprint to new markets or building penetration in existing ones.

This toolkit will give you all necessary information to scope your own market context and decide how you can reach more infant patients.

Because we believe no infant should be left behind, we're helping them bounce back.





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NUTRICIA Infatrini®

Fortini INFANT

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Helping kids bounce back

01

WHERE TO PLAY: GLOBAL CONTEXT OF INFANT SEGMENT



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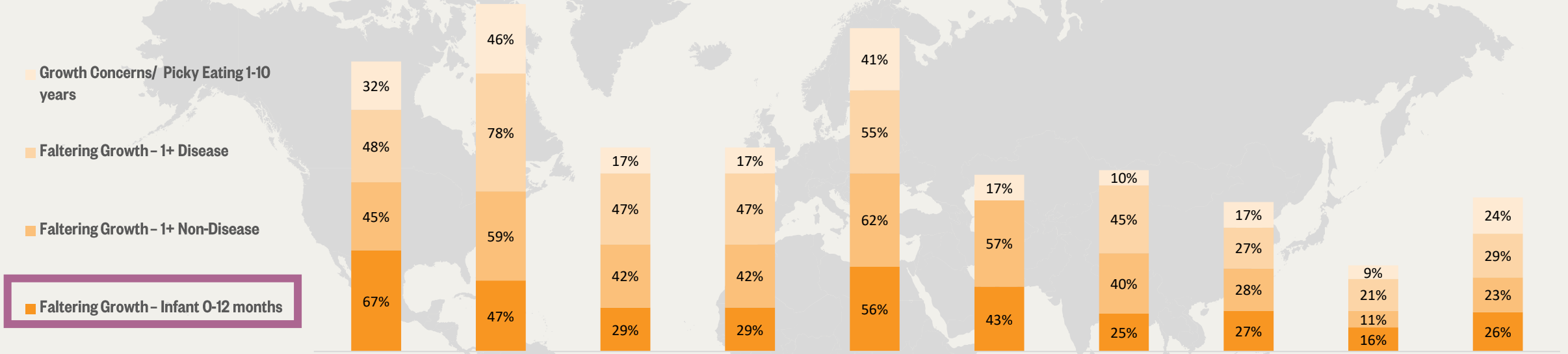
OUT OF ~130M* NEW BORN INFANTS EVERY YEAR, ~5% IS AT RISK OR IMPACTED BY MALNUTRITION, BOTH DISEASE & NON-DISEASE RELATED

	BRAZIL	CHINA	THAILAND	INDONESIA	GERMANY	UK	SPAIN	US	RUSSIA	TURKEY
TTL number of children aged 0-10 years	29,309,000	171,823,000	7,385,000	48,701,000	7,738,000	7,954,000	4,051,000	39,023,000	18,995,000	13,498,000
Incidence of Growth need: Faltering Growth – Infant 0-12 months	4%	7%	5%	13%	1%	1.0%	1%	1.5%	4%	8%
Abs number of impacted children: Faltering Growth – Infant 0-12 months	117,236	1,202,761	36,925	633,113	7,738	7,954	4,051	58,535	75,980	107,984

*SOURCE:
BRA, CN, TH, IN: FF5 Primary research: HCP Patient share. Aligned with WHO data and same lens as SERMO research /
GER, UK, SPA: FG: WHO Prevalence Stunting/ Wasting; SERMO Primary research: HCP patient cases with underlying condition disease vs. non disease; GC/ PE: % Fussy/ Picky Eating as underlying condition for Parental concerns/
US: FG: WHO Prevalence Stunting/ Wasting; apply same split as EU markets for disease vs. non disease; GC/ PE: Apply proxy from EU markets
TUR: CBU Input : FG Infant/ PC/ PE: no data: proxy used from Middle East (UAE, SA); FG 1+ no split by disease/ non disease; hence equally split amongst disease vs. non disease
RU: no data, proxy used from BRA

Source: Growth opportunity scoping, FiftyFive report, Mar'21
*How many babies are born a year? - UNICEF Data

HOWEVER, PENETRATION IS STILL VERY LOW: ONLY ~ 36% OF THOSE INFANTS ARE RECEIVING MEDICAL NUTRITION THEY NEED



	CHINA	INDONESIA	BRAZIL	RUSSIA	THAILAND	US	TURKEY	UK	GERMANY	SPAIN
EXTRAPOLATED NUMBER OF CATEGORY USER*										
Faltering Growth – Infant 0-12 months	805,850	297,563	33,998	22,034	20,678	25,170	26,996	2,148	1,238	1,053

Source: Growth opportunity scoping, FiftyFive report, Mar'21

WHAT ARE INFANT FEEDING PRACTICES?

WHO and UNICEF recommend:

- Early initiation of breastfeeding within 1 hour of birth
- Exclusive breastfeeding for the first 6 months of life
- Introduction of nutritionally-adequate and safe complementary (solid) foods at 6 months together with continued breastfeeding up to 2 years of age or beyond



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*Infant and young child feeding

HOWEVER, WHEN AN INFANT IS AT RISK OR IMPACTED BY MALNUTRITION, WHAT DO HCPs RECOMMEND?



- "In formula fed infants ready to use energy dense therapeutic feeds with proven efficacy should be used, where available; if these are not available suitable locally available powdered feeds can be used, applying WHO hygiene safety for mixing."

- "Modular additions of only fat and carbohydrates to feed and food should be avoided, as this reduces the protein energy ratio"

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*Infant and young child feeding

INFANT PERSONA: MEET OUR CALEB

WHO IS HE?
He is one of our babies from US, born with CHD.

WHAT DOES HE NEED?
Due to surgery early on upon birth, he needs a nutritional support to be able to catch up on his weight.

WHO TAKES CARE OF HIM?
His parents.

WHAT DO THEY WANT FOR CALEB?
They want him to recover from the surgery & get back on track to be able to thrive, not just survive.

HOW DID WE HELP CALEB?
By using our Infatrini, Caleb managed to recover & grow into a lively, smiling dude!



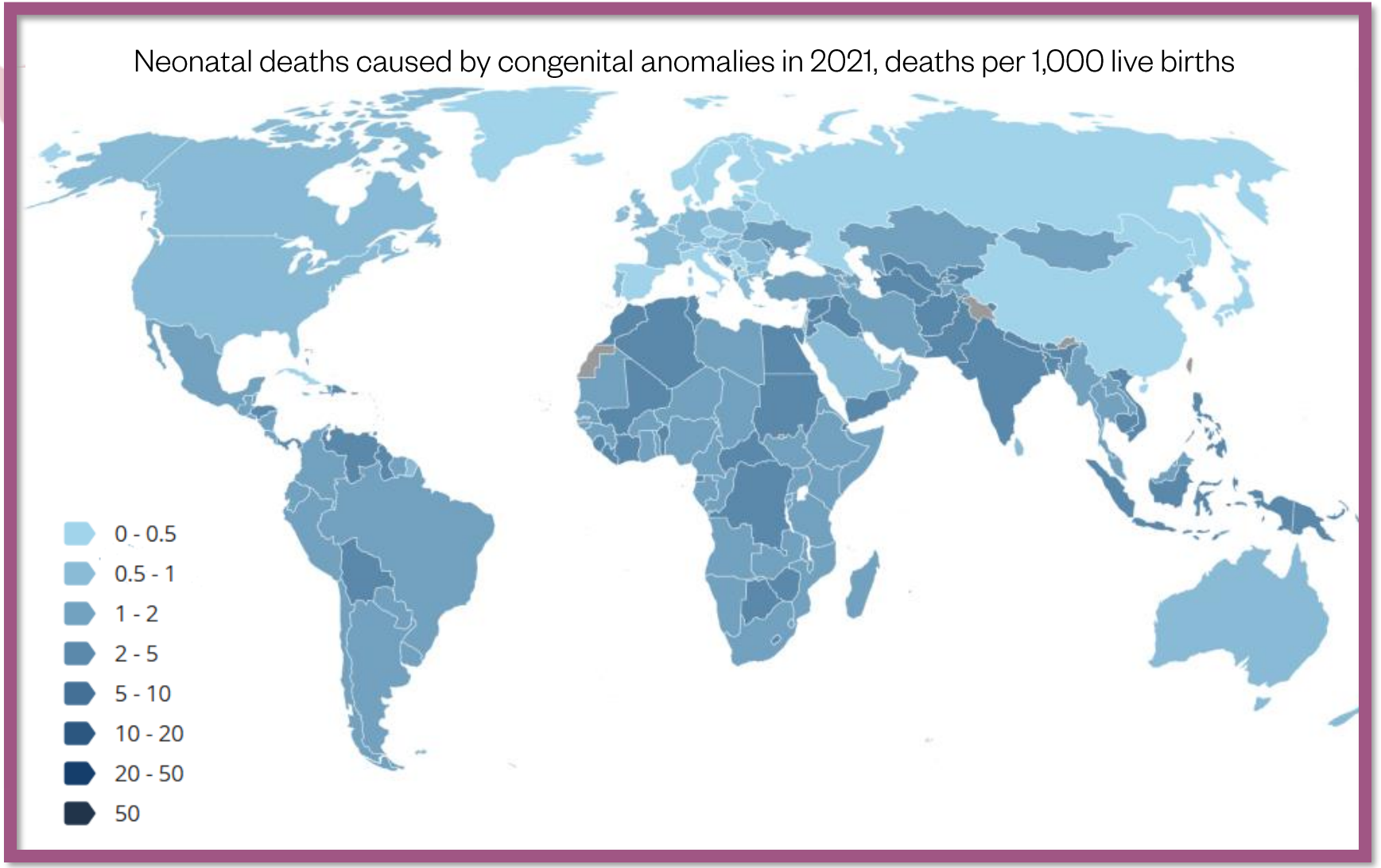
MOST FREQUENT TAs IN INFANCY (0-18 MONTHS)

CHD	ASD	Cancer
CP	CF	Prematurity
Birth trauma, sepsis, etc.	Infections (diphtheria, tuberculosis, etc.)	Stunting/ wasting -> social malnutrition



CHD IS ONE OF THE MAJOR FACTORS INFLUENCING INFANTS' DEATH ACROSS THE WORLD, WITH MOST IMPACTED POPULATION IN AFRICA & SEA





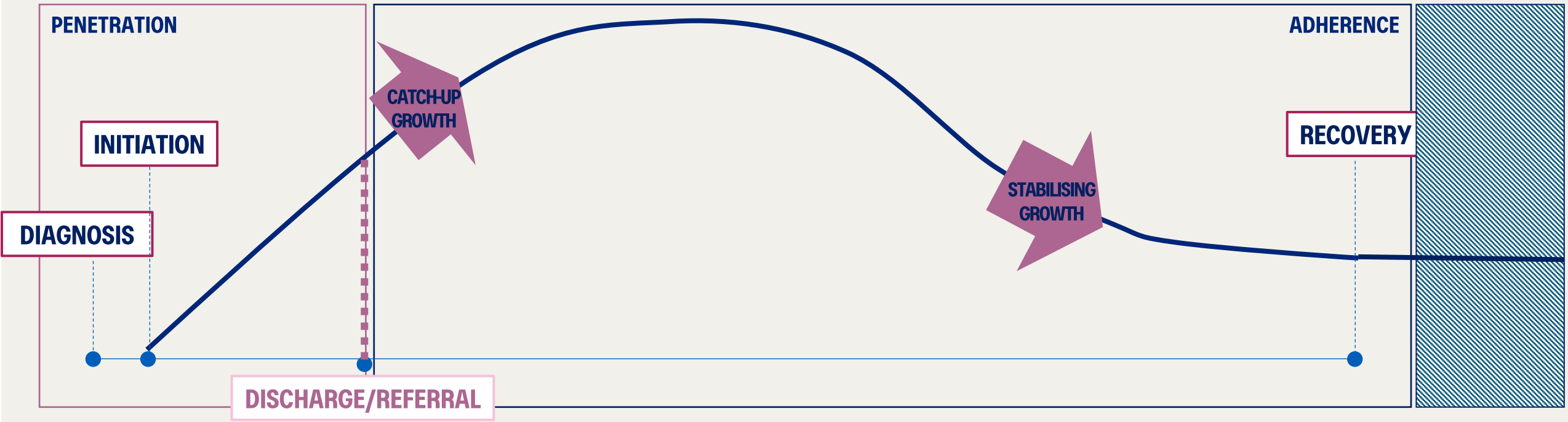
Source: CME Info - Child Mortality Estimates

That’s why CHD is our top priority in infant segment penetration.

With ttl of **~3.7M infants** affected worldwide, it’s estimated potential value is **> 0.7Bn.**



IRREGARDLESS OF THE CONDITION, HOSPITAL STAYS ARE SHORT COMPARED TO MAXIMAL POTENTIAL JOURNEY LENGTH. HOWEVER, 100% OF OUR BUSINESS IS THERE



Maximal journey length
18 months

19 months onwards -> move to 1+

100% of our business today!

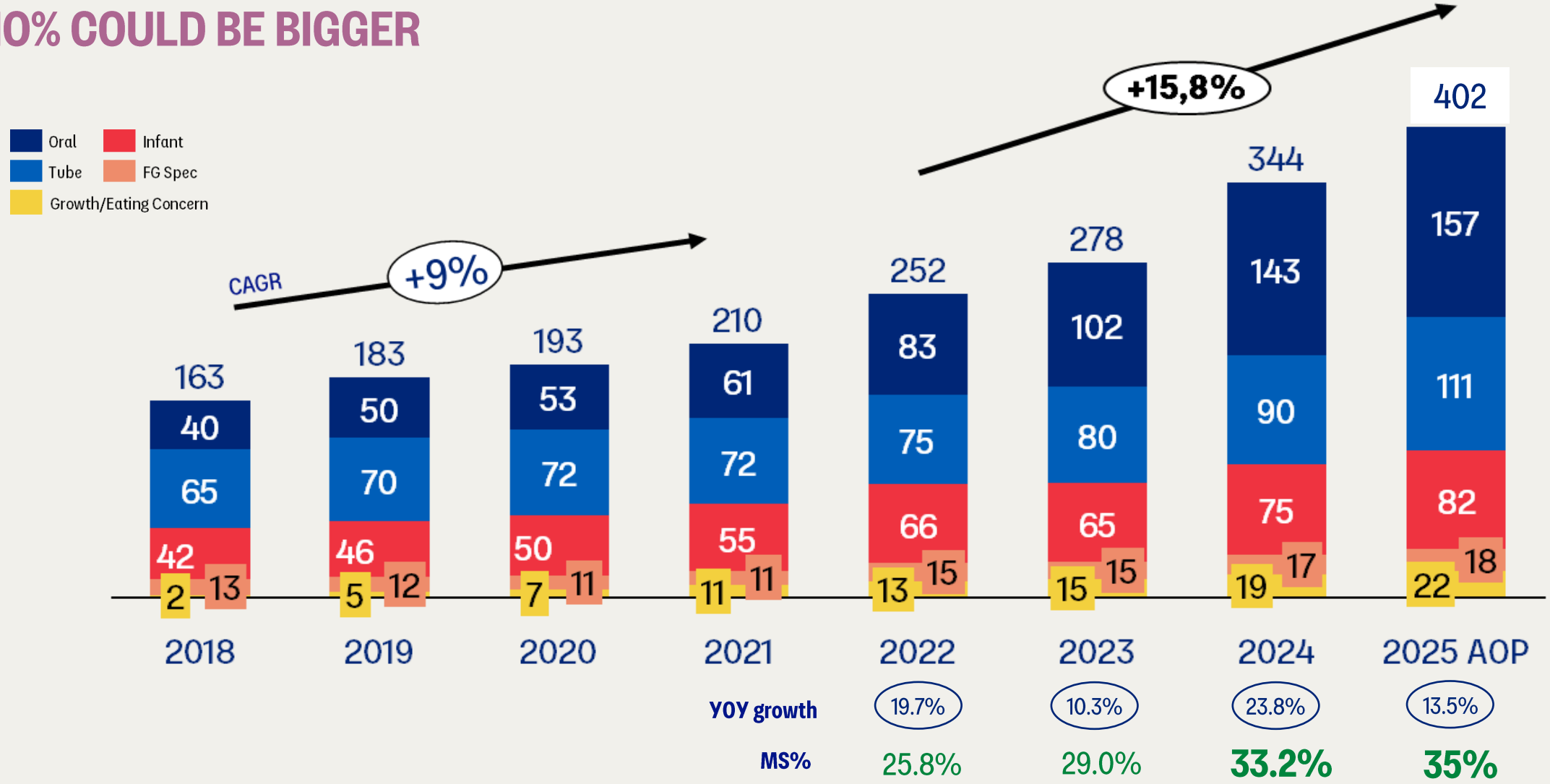
Hospital treatment

Home treatment

COMPETITION IN INFANT SEGMENT ALMOST NON-EXISTING. HOWEVER, A QUESTION FOR HOW LONG THIS SPACE WILL CONTINUE BEING OUR FLAGSHIP TERRITORY

	ENDF	STANDARD INFANT FORMULAS	MODULAR FEEDS
DANONE			n/a
Abbott	X		n/a
Nestlé			n/a
OTHERS	X		 Common non-advised practice of fortifying standard formulas

INFANT MAKES 20% OF TTL GROWTH CATEGORY VALUE, AND IT'S GROWING ACROSS YEARS. HOWEVER, CONSIDERING IT'S OUR FLAGSHIP TERITORY IT'S YoY GROWTH OF ~10% COULD BE BIGGER



Source MS: SN Dashboard, FY2023 data

Note: all financials reported in LFL 2024 rate, except 2025 @ 2025 rate. Including Argentina & Turkey

02

HOW TO PLAY:
CHOOSING YOUR STRATEGY



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GROWTH CATEGORY: INFANT SEGMENT 2026-2030 STRAT PLAN

NUTRICIA Infatrini Fortini INFANT

BRAND PROMISE

We believe every child should be able to get back on track and families shouldn't feel alone during these tough times.
FUELLING COMEBACKS FROM GROWTH SETBACKS.

BRAND IDEA

HELPING KIDS BOUNCE BACK.

BUSINESS OBJ.

Reach 250 NS in 5 years (from 20% to 25% of TTL cat value)

IMPACT OBJ.

Bringing life thru food to as many malnourished babies in the world as possible.

MARKETING OBJ.

Increase penetration thru: 1) Leadership step up in EU, 2) Expanding footprint in NON-EU, 3)Exploring next gen innos & segments

STRAT. PRIORITIES

175M LEADERSHIP STEP UP	50M EXPANSION	25M NEXT GEN INFANT
JTBDs		
• Raising the standards of care • Continue leading in POI • Journey expansion: win outside of hospital	• Geo expansion: NON-EU • CHD focus • Segment expansion: Affordability	• Innovation • TA expansion
KEY ACTIVITIES		
Raising the standards of care • Raise ENDF AW as preferred solution with peads & dietitians – education via digital, congresses, etc. • Raise Brand relevance with new (bolder) comm **Lead POI** • Be BOFC: win hospital tenders to maximize RX value & capture patients earliest in the journey **Journey expansion** • Unlock homecare for discharged patients • Unlock Pharma • Develop tools for growth tracking at home	**Geo expansion** • Ensure full portfolio expansion across NON-EU • Launch HMO as per plan **CHD focus** • Reach 50% more Cardiologists • Increase referral from Peads to Cardio by 30% • Reach 30% more CHD patients **Segment expansion** • Implement dual strategy to unlock accessibility for community via affordable solution	**Innovation** • Leverage Nuturis engine in Infant segment to strengthen CTBM positioning **TA expansion** • Scope the opportunity in Pre-term infants

DANONE ONE PLANET. ONE HEALTH

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LEADERSHIP STEP UP

Value: ~175M

01 Raising the standards of care



- Raise ENDF AW as preferred solution with peads & dietitians – education via digital, congresses, etc.
- Raise Brand relevance with new (bolder) comm

02 Continue leading in POI



- Be BOFC: win hospital tenders to maximize RX value & capture patients earliest in the journey

03 Journey expansion: Win outside of hospital



- Unlock homecare for discharged patients
- Unlock Pharma
- Develop tools for growth tracking at home

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EXPANSION

Value: ~50M

01 Geo expansion: NON-EU



- Ensure full portfolio expansion across NON-EU
- Launch HMO as per plan

02 CHD focus



- Reach 50% more Cardiologists
- Increase referral from Peads to Cardio by 30%
- Reach 30% more CHD patients

03 Segment expansion: Dual strategy



- Implement dual strategy to unlock accessibility for community via affordable solution

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NEW GEN INFANT

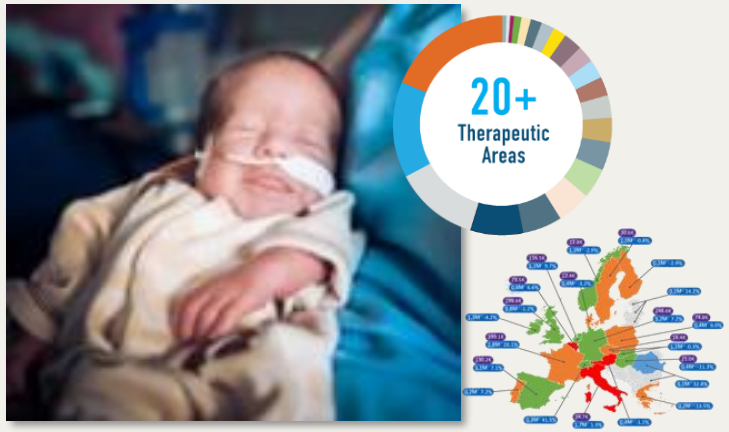
Value: ~25M

01 Innovation



- Leverage Nuturis engine in Infant segment to strengthen CTBM positioning

02 TA expansion



- Scope the opportunity in Pre-term infants

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03

HOW TO WIN:
ASSETS



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SET OF ASSETS AVAILABLE TO SUPPORT EACH STRATEGIC PILLAR

LEADERSHIP STEP UP

01 Raising the standards of care

- E-learning tools
- Infatrini HCE
- MCE communication materials
- E-com toolkit

02 Continue leading in POI

- Infatrini HCE
- Infatrini Evidence
- Infatrini clinical studies

03 Journey expansion: win outside of hospital

- Post-discharge strategy in infant segment- toolkit 

- E-com toolkit

EXPANSION

01 Geo expansion: NON-EU

- Product booklet 2.0 with available Infatrini portfolio

02 CHD focus

- CHD strategy toolkit
- CHD communication materials
- Best practice

03 Segment expansion: Dual strategy

- Dual strategy playbook with Indonesia best practice

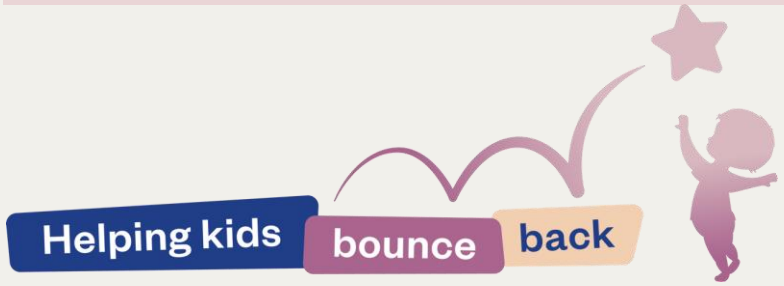
NEW GEN INFANT

01 Innovation



02 TA expansion





*All assets are available at fortini.info or upon request from the global team

04

WINNING EXAMPLES: US & INDONESIA BEST PRACTICES



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FORTINI INFANT US BEST PRACTICE

WINNING THROUGH CHD



Fortini



AGENDA

- Mapping the Landscape
- Targeting & Engagement tactics
- Results to Date & Challenges
- Next Steps

Fortini

US Market opportunity:

Creating an ENDF category and change the standard of care for FTT infants

Key to success: Build credibility in hospitals first with HCPs in key TAs and then deepen reach within the community and with consumers.

US Market Overview

- Entered in Oct. 2021
- Supply Issues 2022
- Steady, sustained growth in 2023 – 25
- Continued TA & Portfolio expansion 2026+

Fortini

Mapping the Landscape

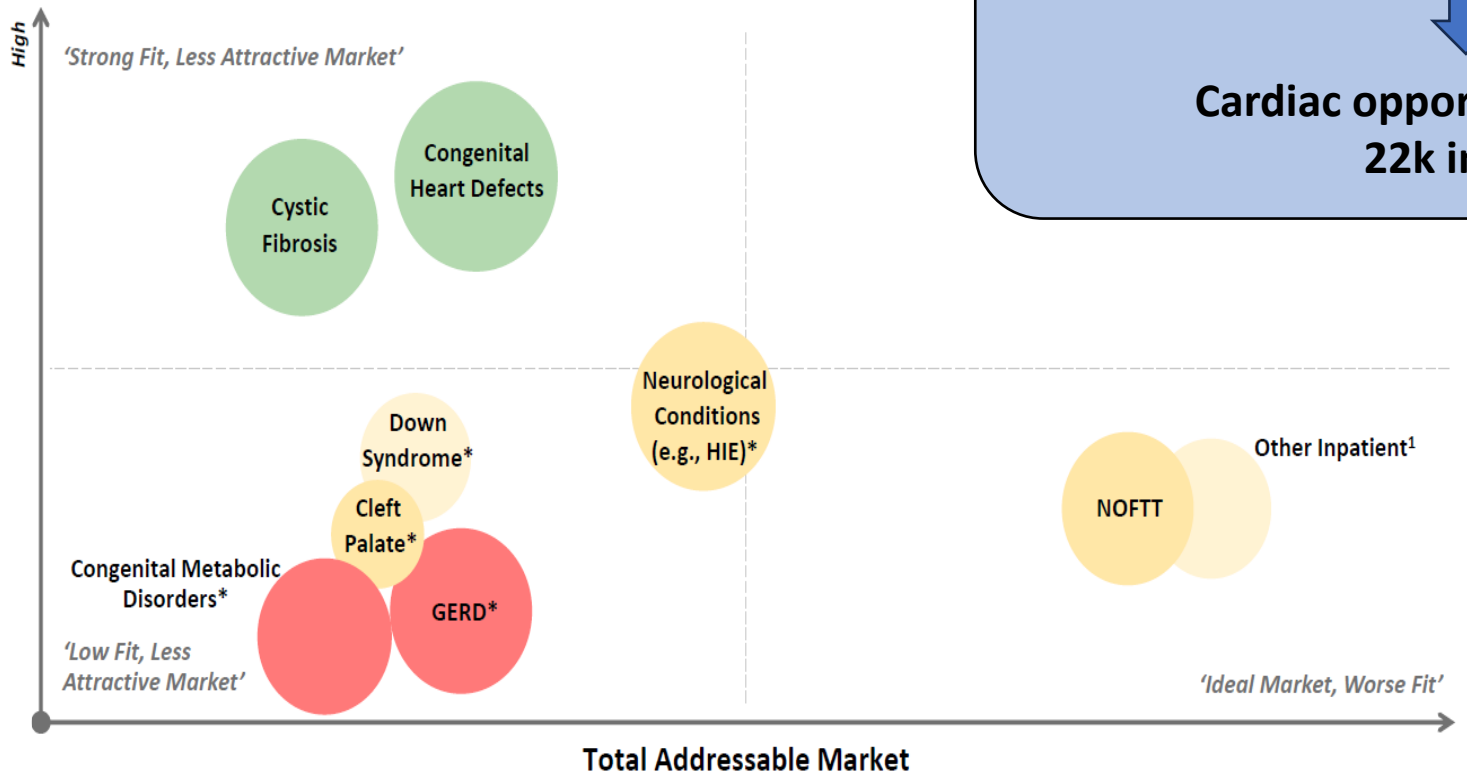
Fortini

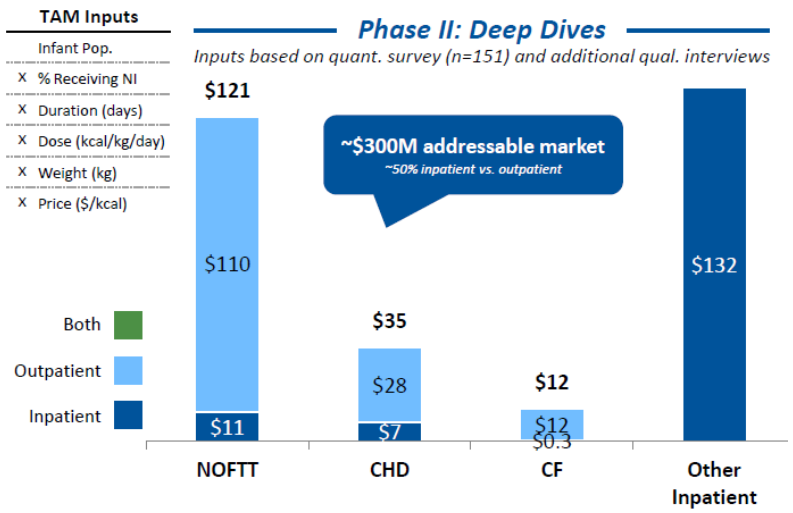


PRODUCT INFLUENCER MAPPING WAS CONDUCTED PRIOR TO LAUNCH TO SIZE OPPORTUNITY AREAS BY TAS

Current estimated market size – $160M
Current estimated US infants – 122k

Cardiac opportunity – $27M
22k infants





	NOFTT	CHD	CF	Other Inpatient
Infant Population	~362K	~57K	~2K	~382K
% Receiving NI	~30%	~68%	~75%	~71%[1]
Duration (days) *Inpatient / Outpatient*	18 / 52	23 / 47	19 / 450	18
% Prescribed Infatrini	~5%	~56%	~64%	~49%

KAISER ASSOCIATES

Fit for Infatrini: Low — High

*Denotes high-level estimates based only on initial qual. interviews

[1]Excludes inpatient CHD, CF, and NOFTT but includes other inpatient FTT indications (e.g., GERD, HIE, etc.)

Bubble Size: corresponds to number of times surveyed HCPs ranked indication as a '6' or '7' on a 1-7 scale (7 = very common) for indications commonly leading to FTT (n=95)

WHERE WE PLAY: DISEASE-REALTED FTT IN HOSPITAL WITH CHD AS A KEY TA IS OUR ENTRY POINT INTO THE CATEGORY → NOW EXPANDING IN THE COMMUNITY

Fortini

Source of business come from HOSPITAL INITIATION, DISCHARGE, OR COMMUNITY INITIATION

01



Disease FTT

Hospital & Specialists
e.g. Cardiac, Cleft-palate

WIN IN THE HOSPITAL 1st ⇢ **SECURE HOSPITAL DISCHARGE**

KEY DRIVERS:
I. FIRSTHAND EXPERIENCE
II. MEDICAL CREDIBILITY & EVIDENCE/PROTOCOLS
III. HOSPITAL FORMULARY
IV. REIMBURSEMENT & ACCESS POST DISCHARGE (WIC)

02



Non-Disease FTT

Community & pediatricians

DISRUPT FTT IN THE COMMUNITY → CATCH-UP GROWTH

KEY DRIVERS:
I. HCP RECOMMENDATION
II. REIMBURSEMENT & ACCESS (WIC)
III. PHARMACY/DME AVAILABILITY
IV. SELF PAY / COST
V. PARENTAL AWARENESS & SUPPORT

HCP-Driven Market

40% In-patient
Hospital usage

60% Out-patient
Community usage

Primary Targets:

Ped-GIs | Registered Dietitians | Pediatric Card

Secondary Targets:

Pediatrician | Neos

Parent Influence in community & Non-disease related FTT

Targeting & Engagement Tactics

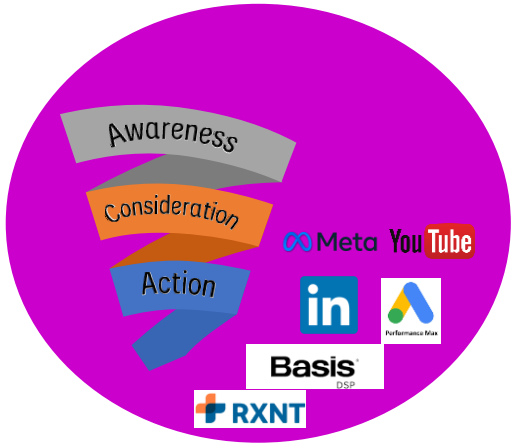


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THE PROVEN SUCCESS FORMULA FOR FORTINI: A 3-STEP PROCESS CONTRIBUTING TO GROWTH

Fortini

RAISE AWARENESS → **EDUCATE & CHANGE SOC** → **CLOSE THE SALE**







DIGITAL PAID MEDIA

MSLS + MEDICAL EDUCATION & KOL ENGAGEMENT

SALES ENGAGEMENT

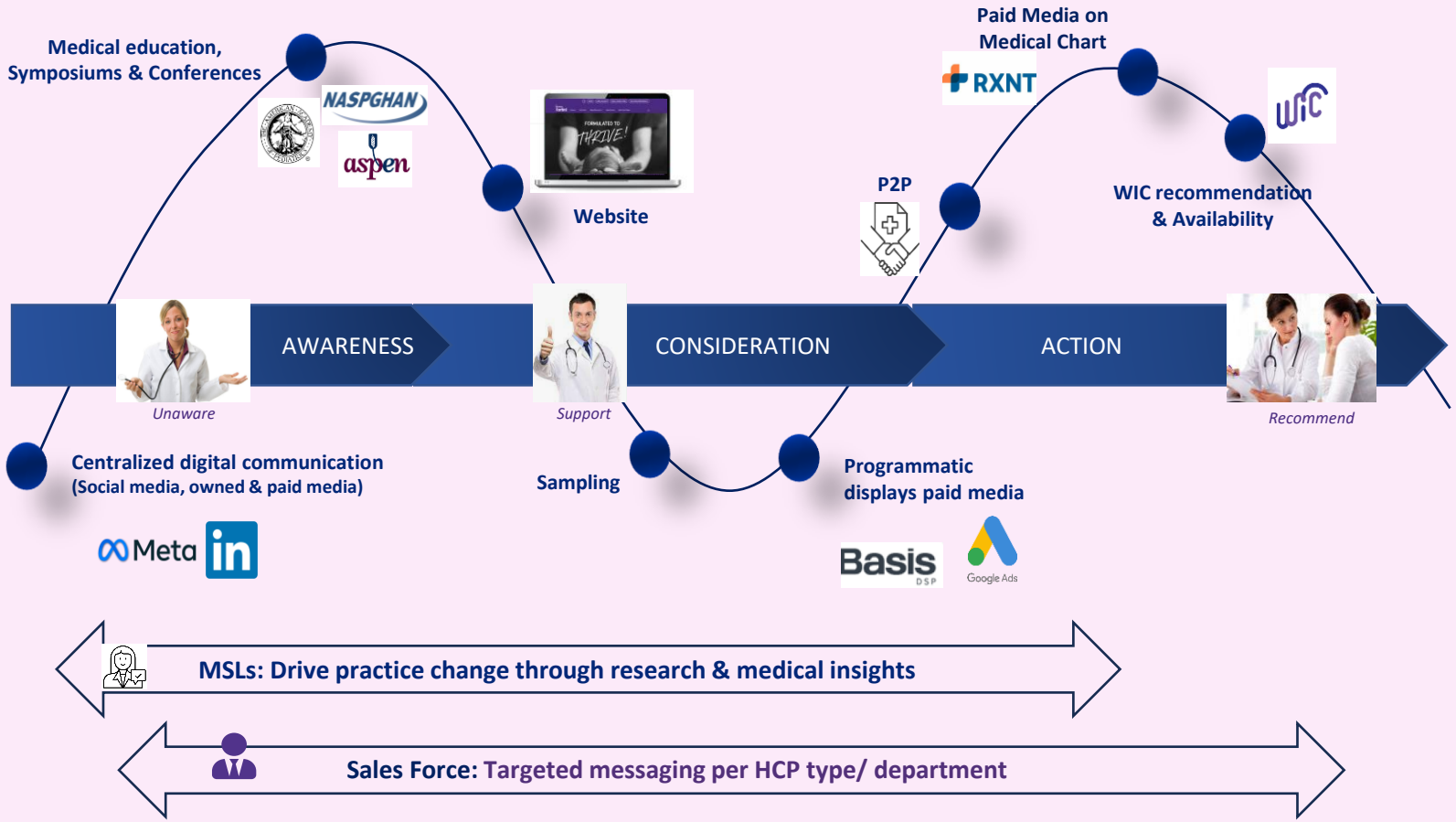
Attribution Model Insights:

Paid Digital is the largest contributor to Fortini predictive sales. Organic digital & Amazon are growing.

Face to Face, Lunch and Learns and Email are all top tactics contributing to predictive sales. Supported by sampling and medical events/conferences.

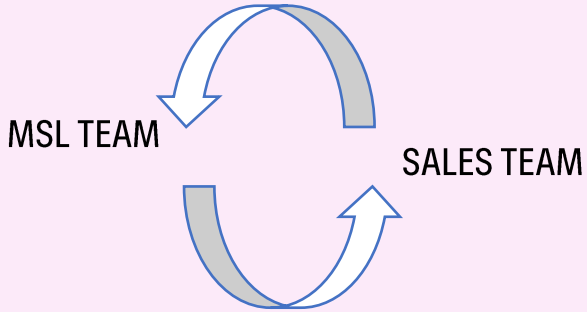
STRONG EXECUTION TO DRIVE PRACTICE CHANGE IN THE HOSPITAL & POST DISCHARGE

EFFECTIVE MULTICHANNEL ENGAGEMENT MODEL: COMBINING DIGITAL, SALESFORCE & MEDICAL SCIENCE LIAISONS (MSLS) TO DRIVE PRACTICE CHANGE



CLOSE SALES PARTNERSHIP WITH MSLS AT REGIONAL LEVEL

Lead sharing to educate



Handover of converted HCPs/Hospitals

ACTIVATION & ENGAGEMENT WITH KEY TA SPECIFIC ORGANIZATIONS

The Pediatric Cardiac Intensive Care Society
Connections Strengthened. Care Transformed. Outcomes Elevated. Lives Enriched.

ACPA American Cleft Palate Craniofacial Association

Neonatal Heart Society

aspen

Children's Hospital of Philadelphia

COMEBACK KIDS ADS HAVE CONTINUED TO BE OPTIMIZED THROUGHOUT THE YEARS, AND WILL CONTINUE TO EVOLVE

2023 – 2024 Digital Ads

















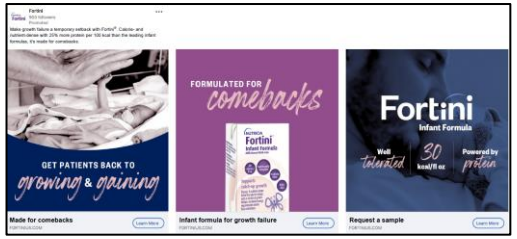


New VI Refreshed Ads & Landing Page









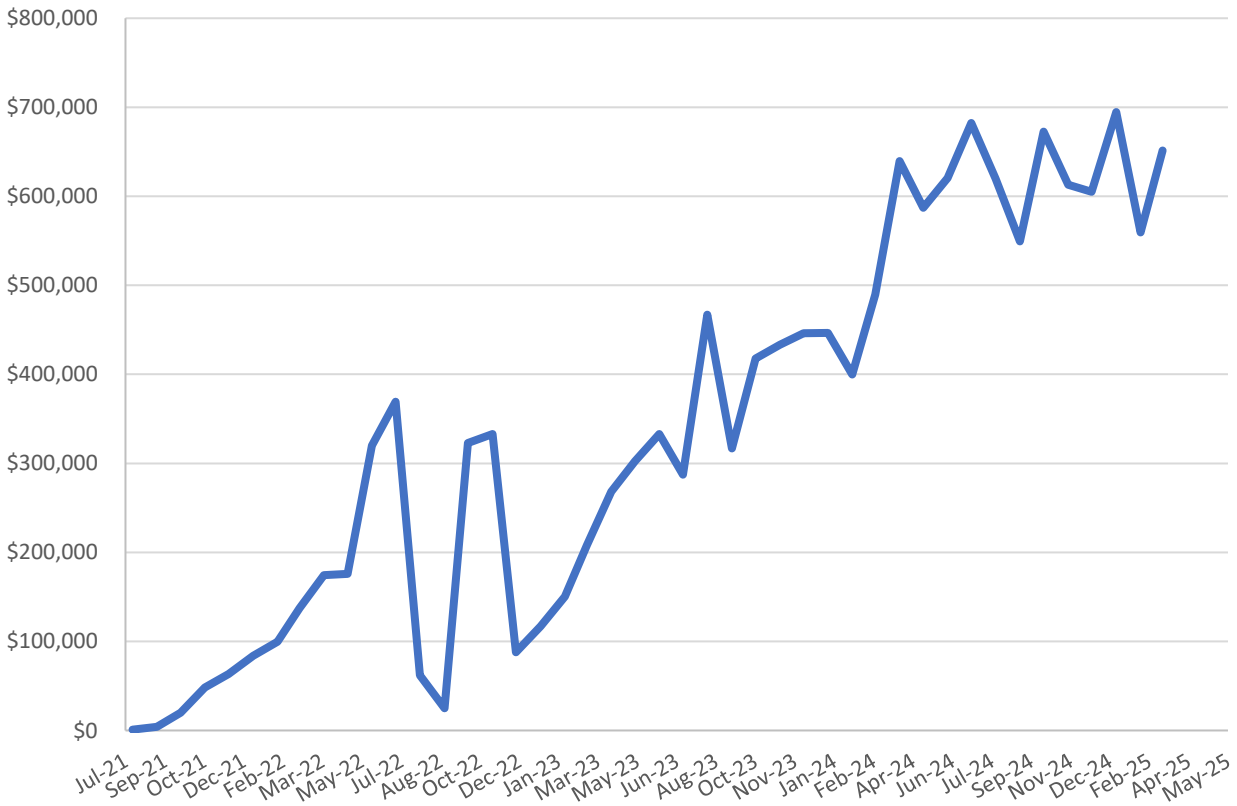
Success to date & Challenges

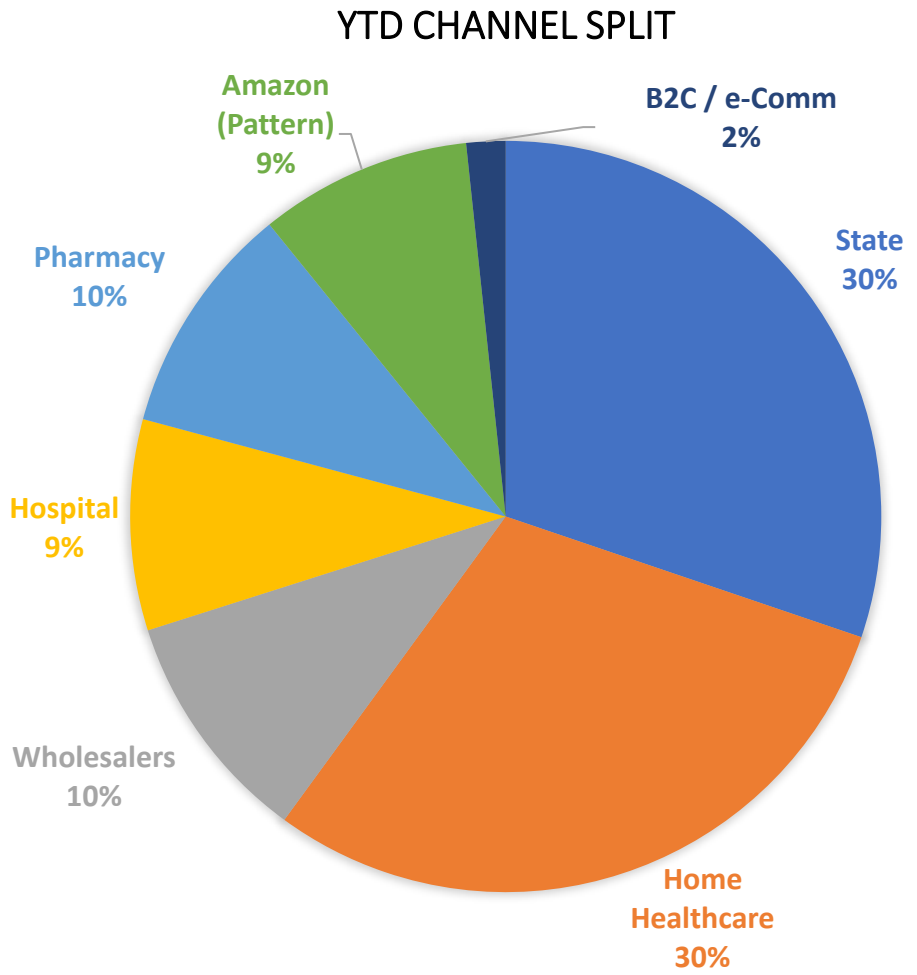
Fortini



DESPITE THE HEADWINDS, WE HAVE SEEN STRONG OVERALL GROWTH SINCE LAUNCH

- Growth has been driven from multiple channels, with full team support over time



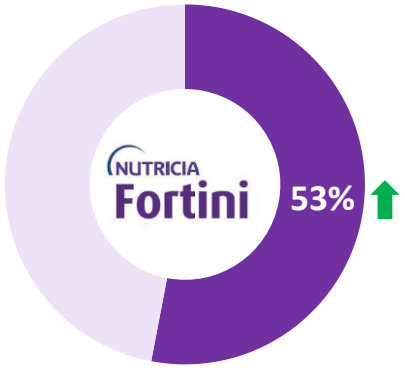


WE HAVE ACHIEVED A BIG MILESTONE ON HCP AWARENESS IN 2024 AND USAGE WITH CHD INFANTS REMAINS STRONG

Overall Fortini continues to grow in awareness with the investment in growth among peds paying off

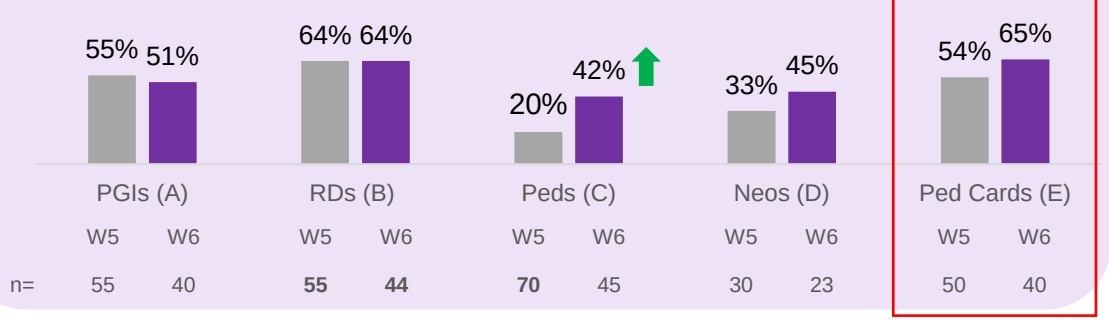
HCPs surveyed report highest expected usage of Fortini with CHD infants in addition to many other conditions

Aided Awareness
Wave 6 (n=192)



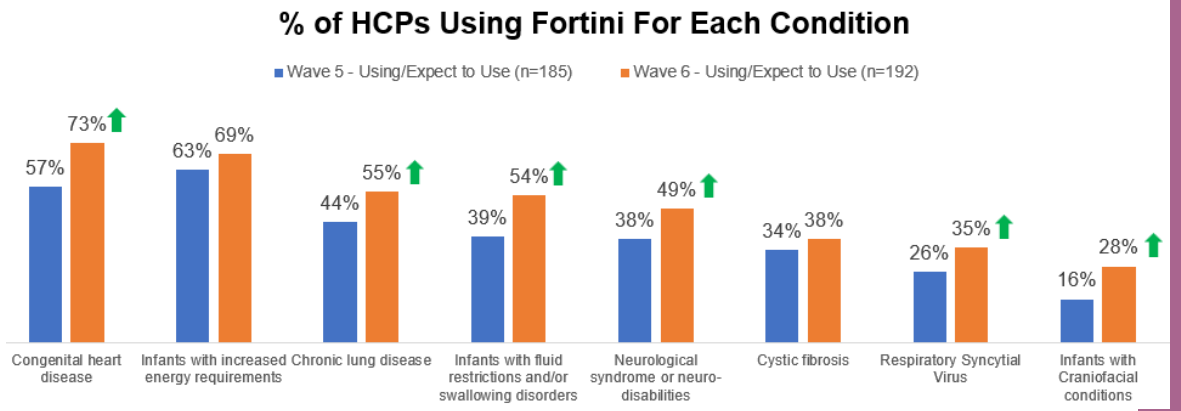
+8 ppts from W5

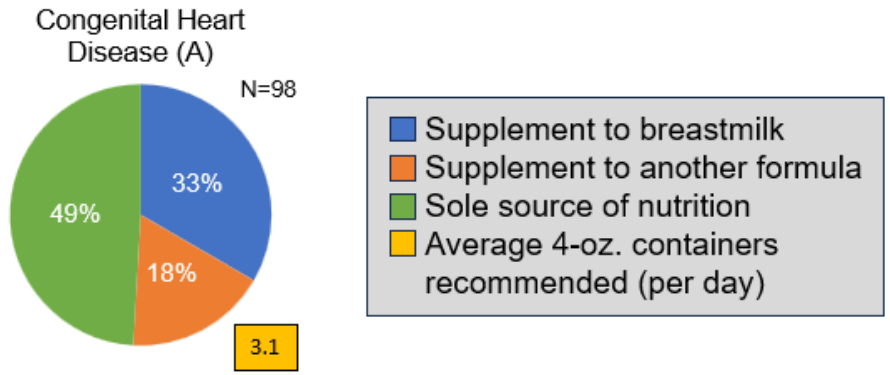
Aided Awareness by Specialty





Pediatric Card **7,800**





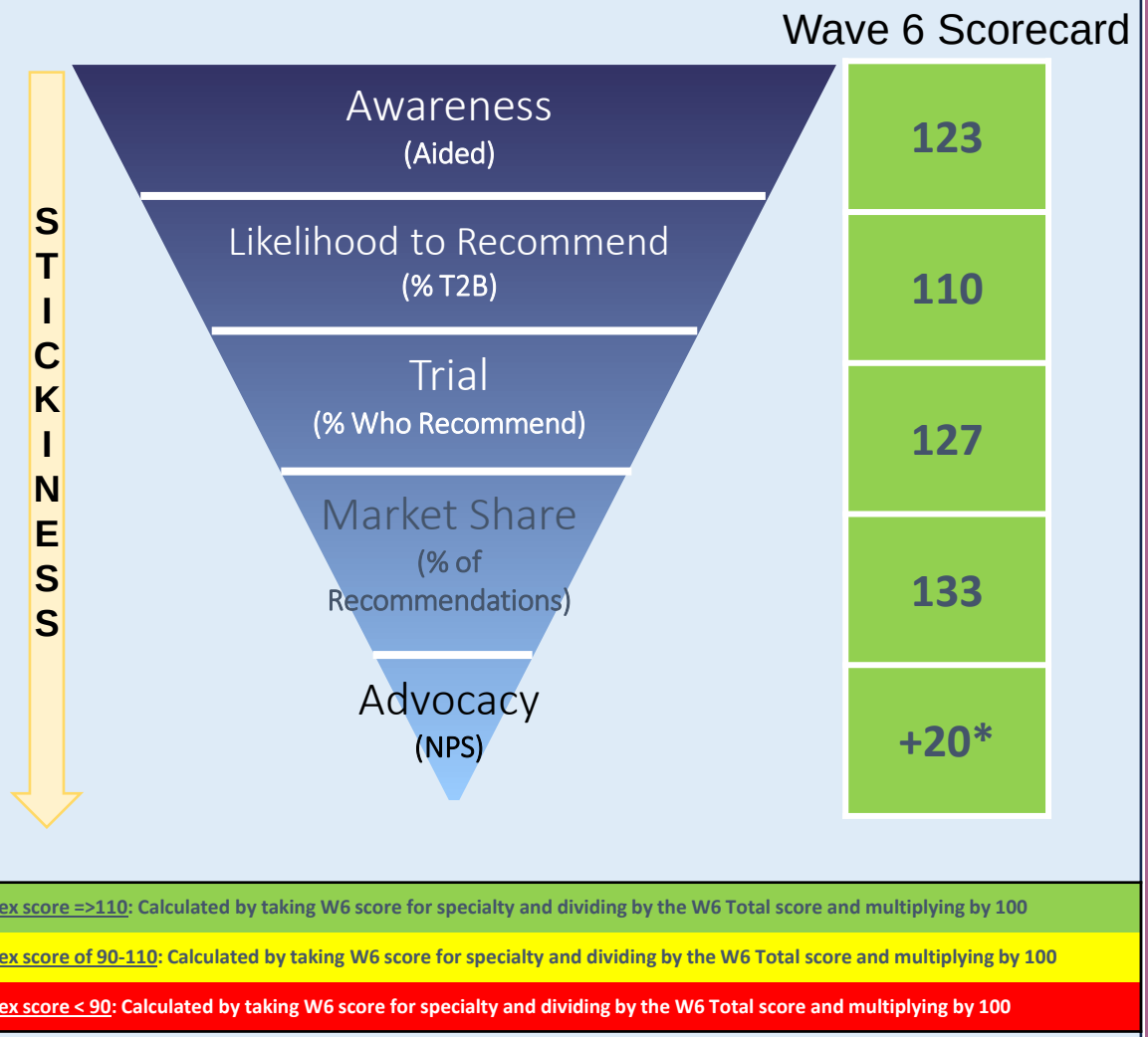
PED CARDS DEEP-DIVE

For Ped Cards, focus on continued growth (or at least maintaining current levels)

- Ped Cards had directional growth for aided awareness, trial and market share from wave 5, while usage has remained steady.
- This group has had the highest level of interaction with MSLs from Nutricia (over 50% had a visit in the last 6 months) and 48% cite MSLs as a source of awareness (higher than any other source).
- After the highest NPS score among all HCPs surveyed last wave, NPS took a dip for this wave, dropping 29 points, as many promotors moved to a more neutral position on the product.

Affordability is the biggest barrier to higher recommendation rates.

- Not being on the hospital formulary is also a stumbling block for Ped Cards.



*NPS is shown as the W6 score (not as an index score).

KEY ISSUES WE CONTINUE TO FACE IN THE US MARKE



Category shaping requires time and investment

Lack of consistent standard of care in FTT ; default to concentrating formula.

Questions around efficacy of product in various TAs.

Limited SOV with HCPs; fragmented across different HCP types & TAs.

Fortini is only 20% of SF time & winning a hospital is resource intensive.

Community pediatricians are slow to adopt & have low awareness of Fortini; but opportunity size is larger than initially sized.

Parents lack awareness of Fortini & importance of early catch-up growth.

Cost & reimbursement barriers + economic outlook & future of gov programs slows adoption

What's Next



Opportunities for Fortini to continue to grow in the US Market by +30% YOY



- Continue to shape the ENDF category and elevate the standard of care for catch-up growth in the US
- Maximize Hospital Penetration in key TAs
- Expand further in the community and drive awareness with parents of children with FTT
- Break down access barriers to make Fortini more accessible for all patients
  - Launch new format powder as a lower-cost alternative in Q4 2026 and expand into 1+





INFATRINI & SGM
INDONESIA BEST PRACTICE

WINNING THROUGH STUNTING



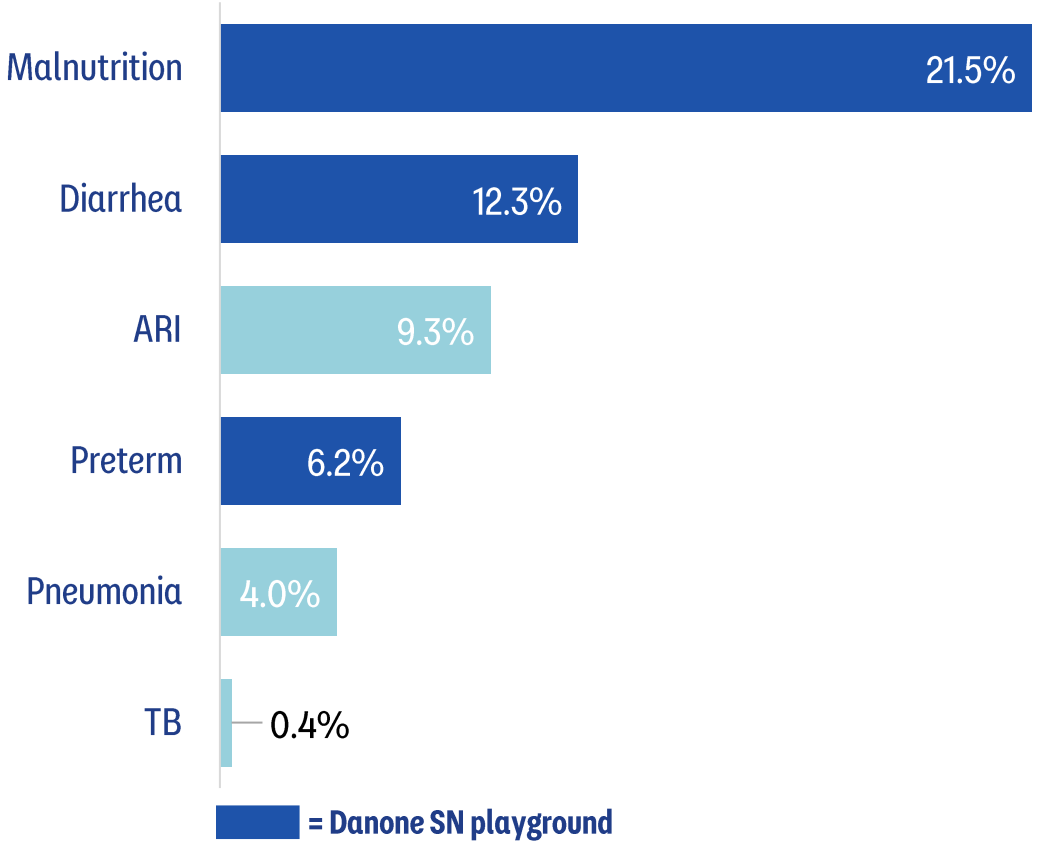
NUTRICIA Infatrini®

SGM Ananda Gain 100

WHERE TO PLAY?

MALNUTRITION IS AMONG TOP 5 CHILDREN HEALTH ISSUES IN INDONESIA AND ALIGNED WITH GOVERNMENT AGENDA, STUNTING IS STILL NATIONAL PRIORITY.

The Incident of Indonesian Children Health Issues in 2023[1]



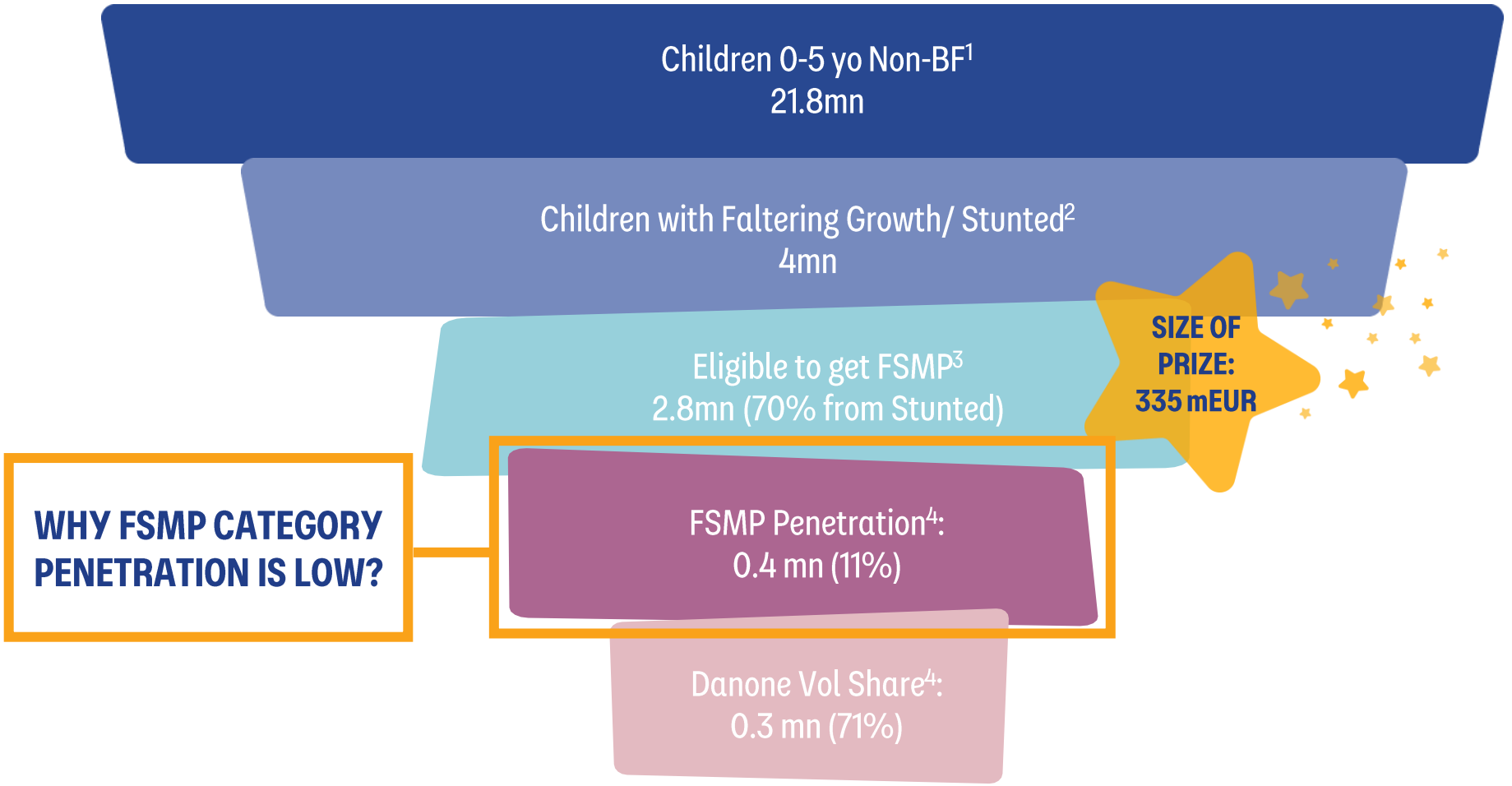
Government aimed to reduce to 14% in 2024



Source: 1 Riskesdas 2023; 2 BAT Kantar Non-Breastfeeding rate 62%; 3 70% eligible to use FSMP in Stunting National Guideline 2024; 4 SES A&B 27%, C&D 73%, AWOP Premium :7kg AWOP Mainstream 6kg, LoT: 2 months

WHERE TO PLAY?

INDONESIA: THE OPPORTUNITY TO ADDRESS MALNUTRITION AND STUNTING. HUGE HEADROOM TO PENETRATE CATEGORY AND INCREASE USER BASE (11% in 2023)



Source: 1 BAT Kantar Non-Breastfeeding rate 62%; 2 Riskesdas 2023; 3 70% eligible to use FSMP in Stunting National Guideline 2024; 4 IQVIA Medical Audit 2023

WHERE TO PLAY?

IN NATIONAL GUIDELINE, FSMP ROLE IS ONLY ELIGIBLE IN HOSPITAL WITH RECOMMENDATION FROM PEDS AND ONLY CAN BE PURCHASED IN MEDICAL CHANNEL

Indonesia National Stunting Guideline - MoH

Measurement on weight and height

Normal Baby
Supplementary Feeding with Local Food

Weight Faltering[1]
Core Milk for 1 week



Severely Wasted[2]
F75/F100 for 1 week



Stunting[3]
Final diagnosed by GP

No Adequate weight increment + Red flags
1 WHZ/ WAZ <-2SD; 2 WHZ <-3; 3 HAZ <-2



Posyandu
(1st Tier Healthcare Facility)

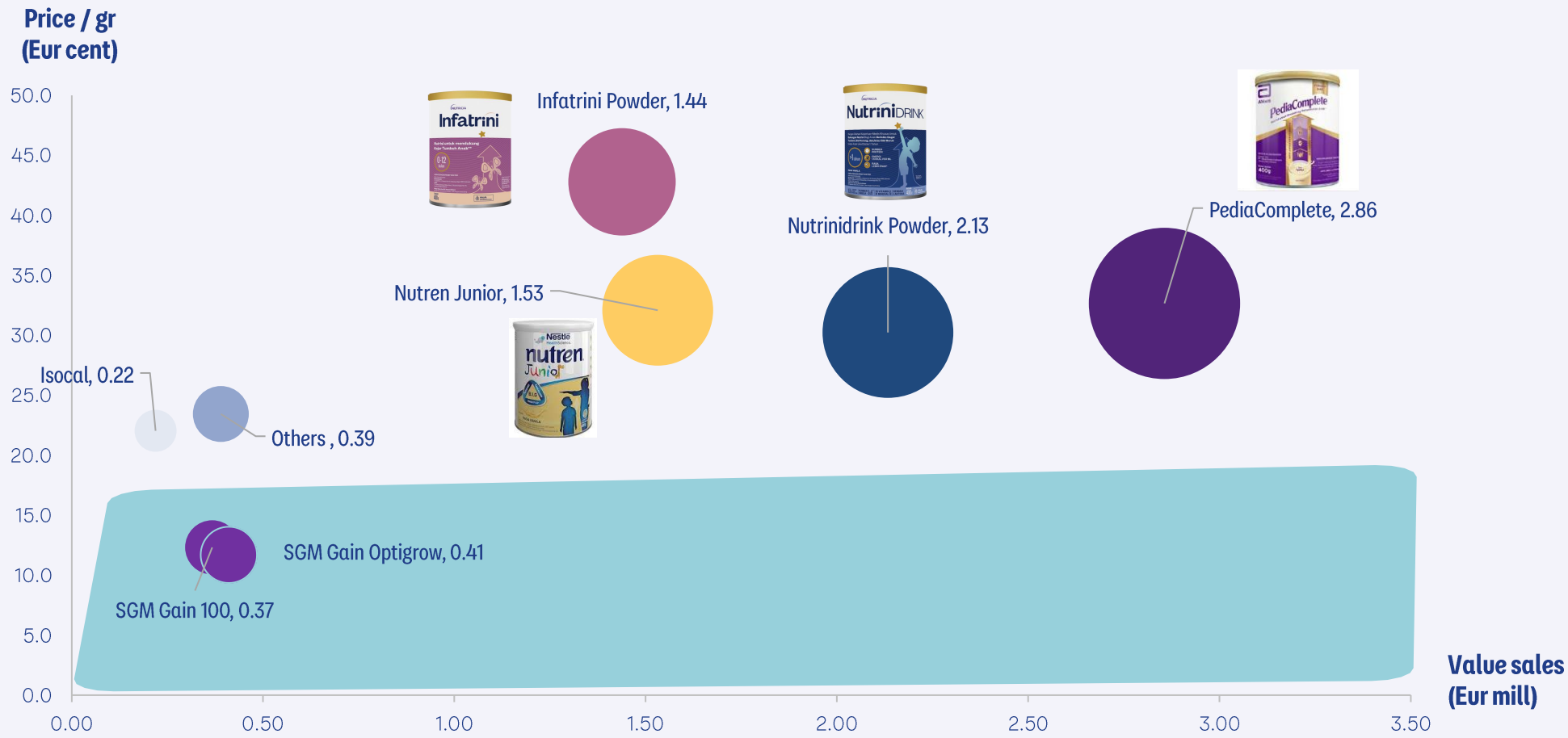
GP+Midwives in Puskesmas
(2nd Tier Healthcare Facility)

Peds in Hospital
(3rd Tier Healthcare Facility)

WHERE TO PLAY?

AND BEFORE 2022, FSMP MARKET IS DRIVEN BY THE PREMIUM PLAYER ADDRESSING MOSTLY SES A & B, WHILE 75% OF INDONESIAN ARE SES C AND D

FG Competitor Landscape based on Gross Sales and Price in 2022



WHERE TO PLAY?







3 Main underlying problems:

LACK OF AWARENESS:
A lot of myth stunting

LOW SCREENING:
Unskilled HCP in primary health care

LIMITED ACCESSIBILITY:
Access to HCF

HOW TO PLAY?

... THATS WHY WE AIMED TO UNLOCK FG GROWTH THROUGH DUAL STRATEGY



With **SGM Gain** as the **trusted solution for everyday growth** support and **Infatrini / NutriniDrink formulas for advanced needs**, we are well-positioned to drive sustainable, double-digit growth in FSMP while ensuring no child is left behind.





HOW TO PLAY?

WHAT DOES THAT MEAN FROM DUAL STRATEGY PERSPECTIVE?

POINT OF ENTRY	PRODUCT	CHANNEL	PRICE	BRAND	COMMS

CONGENITAL HEART DISEASE

3.7 Million Children Worldwide
(50% Malnourished)

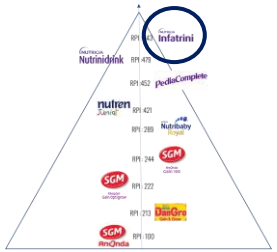




Hygiene factors
+
Superiority
(GOS:FOS)
+
Services
(Growth tracker, Academy 3)



SELF-PAY
(Private) hospitals



PREMIUM

NUTRICIA Infatrini

NUTRICIA Nutrinidrink



Tailored towards hospitals
&
more affluent consumers

STUNTING

149 Million Children Worldwide
(100% Malnourished)

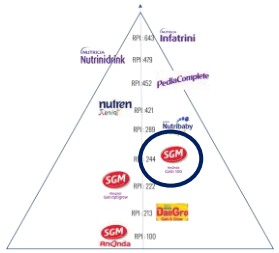




Key functional
deliverables
(hygiene factors)



RX
Community /
primary care



AFFORDABLE

SGM Anonda Gain 100

SGM Eksplor Gain Optigrow



Tailored towards community
&
less affluent consumers

HOW TO PLAY?

WE SEE ABUNDANT OPPORTUNITIES TO ACTIVATE ACCESSIBILITY, SCREENING & DIAGNOSIS AND AWARENESS

4 M

2.8 M
FSMP Eligible (70%)[1]

1 M
37% Screened & Diagnosed[2]

103 K
10% NDF Rx[3]

82 K
80% Compliance[4]

1 Initiation — 2 — 3 — 4 Extending the journey

Indonesian Stunted Journey

3 Awareness (Origination)

Key Drivers:
- Moms care to children growth & development

Key Barriers:
- Moms know the word stunting but not the manifestation
- Moms didn't aware of FSMP brands

2 Screening & Diagnosis

Key Drivers:
- HCPs are open for screening tool

Key Barriers:
- Wide coverage of HCPs and multisectoral touchpoint

Access to Treatment

10% HCP treatment using FSMP; 90% Core IMF

1a Private Market

Key Drivers:
- Clinically proven
- In national guideline

Key Barriers:
- Not all peds are familiar with Stunting Guideline

1b Reimbursement Market

Key Drivers:
- Stunting is national priority agenda

Key Barrier:
- 1st line treatment with local food & biscuits

Adherence

Consumer Barriers[3]:
- Taste
- Price
- Availability in retail channel
- No perceived as impactful for child's growth

HCP influence[3]

- Pediatrician (52%)
- Midwives (56%)
- General Practitioner (13%)
- Other HCPs (9%)

*Dinkes: District of MoH

Ref: 1. SKI 2023; 2. ACS 2023; 3. Purple Study (IQVIA) 2024; 4. Devaera et al. PGHN, 2018

HOW TO PLAY?

OUR ROUTE TO MARKET FOR FSMP LAYS ON 2 BUSINESS MODEL, WHERE TENDER CONTRIBUTES TO 25% OF SGM GAIN VOLUME

COMMERCIAL (75%)

Hospital/ Peds Engagement in 2nd and 3rd Tier Hospital



Product Scope:
Infatrini, Nutrinidrink (Private A Hospital)
SGM Gain 100 + Optigrow (Public and Private B HOS)

TENDER (25%)

Local Health (Dinkes) Engagement in 1st Tier HCF (Puskesmas)



Product Scope:
SGM Gain 100
SGM Gain Optigrow

HOW TO PLAY?

THE OBJECTIVE OF 3LM IS TO DRIVE SCREENING & DIAGNOSIS AS AN END-TO-END JOURNEY -> FROM SCREENING TO CONVERSION ACTIVATION

AWARENESS

Education

Stunting education directly to the HCP, Gov. Stakeholder and Moms

CONSIDERATION

Screening Day

Screening and Diagnosis to fully detect the symptoms

CONVERSION



Sample

To solve the stunting issue and increase first trial

Helping kids bounce back

HOW TO PLAY?

THE ONLY ONE WITH IRON-C AND SPECIALLY FORMULATED 1KCAL/ML THAT ARE CLINICALLY PROVEN FOR CATCH UP GROWTH

SGM ANANDA GAIN 100 & SGM EKSPLOR GAIN OPTIGROW

Nutrisi Kejar Tumbuh
- Energi 100 kkal/100 mL
- Protein 10,65% En

Nutrisi untuk Dukung Perkembangan Otak
- AA (Omega-6), DHA (Omega-3), IronC

Bebas Sukrosa





TERBUKTI DUKUNG KEJAR TUMBUH KLINIS

0 - 12 Bulan

> 1 Tahun

Nutrisi Kejar Tumbuh
- Energi 100 kkal/100 mL
- Protein 9,4% En

Nutrisi untuk perkembangan kognitif
- PRO-GRESS MAXX dengan IronC, kandungan DHA (Omega-3), AA (Omega-6) untuk mendukung perkembangan otak

Rasa Enak
- Rasa disukai oleh 9 dari 10 Anak (Berdasarkan Sensory Test pada 129 Anak)

*IronC (ratio Zat Besi dan Vitamin C 12) untuk bantu anak siap belajar dan siap untuk maju

ASI ADALAH YANG TERBAIK

Penggunaan Formula Bayi hanya jika ada indikasi medis dan atas rekomendasi Tenaga Kesehatan.
Hanya untuk Kalangan Medis dan dilarang untuk disebarluaskan ke pihak lain.

HOW TO PLAY?

THE ONLY ONE WITH IRON-C: RIGHT COMBINATION OF IRON & VITAMIN C SINCE IRON DEFICIENCY AS ONE OF THE FALTERING GROWTH RISK FACTOR

Iron Deficiency

↓ Reducing Hemoglobin

↓ Slower metabolism from lack of oxygen

Untreated growth faltering

Stunting

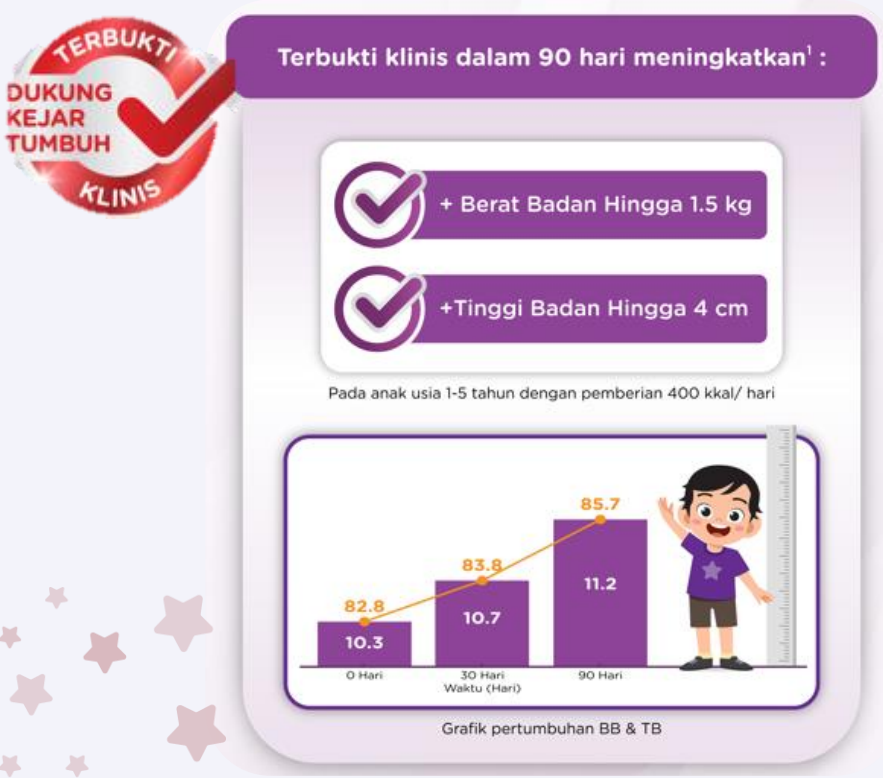
SGM, the only one with IronC to support 2X Iron absorption

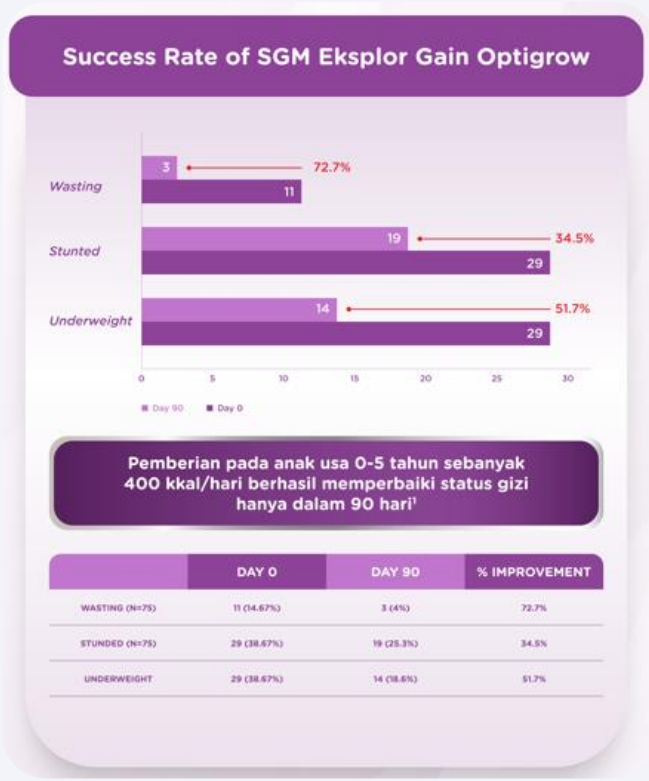


HOW TO PLAY?

TO IMPROVE IMAGERIES AND GAIN BOFC, WE ROLL OUT NEWEST CLINICAL STUDY FOR SGM GAIN OPTIGROW

- Lead by Indonesian Pediatrician KOL, study was conducted in weight faltering Indonesian children 1- 5 year. Intervention: SGM Gain Optigrow 400 kkal / day for 90 days & parent dietary counseling.
- In Q2 2024, we will highlight new result for SGM Gain 100





HOW TO PLAY?


SGM
GAIN
(Gerakan Anak Indonesia)
Bebas Stunting
IronC*
PRO-GRESS MAXX


SGM Gain dengan Fortifikasi IronC*
Dapat Membantu Untuk Mencegah Hambatan Pertumbuhan
Kekurangan zat besi pada anak dapat menyebabkan Faltering growth
Kekurangan zat besi
↓ Kadar Hb dan sel darah merah
↓ Kadar oksigen tubuh
↓ Metabolisme pada masa kritis pertumbuhan
Faltering Growth
IronC (Vitamin C dan zat besi 2:1) lebih mudah diserap tubuh dan mempercepat kejar tumbuh dibanding suplemen zat besi biasa
Vitamin C dapat mereduksi ion besi Fe3+ dari makanan menjadi Fe2+ yang mudah diserap oleh usus
Vitamin C dan Fe2+ dapat membentuk kompleks kimiawi yang mudah diabsorbsi usus
Referensi
ASI adalah yang Terbaik
Hanya untuk Kalangan Medis


SGM Gain dengan Rasa yang Enak
SGM Gain memiliki rasa yang disukai oleh 9 dari 10 anak
*Berdasarkan hasil uji sensorik pada 129 anak
Rasa yang enak akan mudah diterima oleh anak-anak sehingga meningkatkan kepatuhan terhadap produk dan konsumsi yang konsisten hingga target pertumbuhan tercapai
ASI adalah yang Terbaik
Hanya untuk Kalangan Medis


SGM EKSPLOR GAIN OPTIGROW dengan IronC*
Formula Tinggi Kalori 100kcal/100ml untuk Bantu Kejar Tumbuh
Anak > 1 Tahun dengan Risiko gagal tumbuh, gizi kurang dan/atau gizi buruk
SGM
Eksplor Gain Optigrow
IronC*
1+
Vanila
400g
Nutrisi Kejar Tumbuh
• Energi 100 kcal/100 ml
• Protein 9.4% En
Nutrisi untuk Perkembangan Kognitif
• PRO-GRESS MAXX dengan IronC, kandungan DHA (Omega-3), AA (Omega-6) untuk mendukung perkembangan otak
Osmolalitas
• 369 mOsmol/kg H2O (angka rekomendasi BPOM max 700 mOsmol/kg H2O)
Rasa Enak
• Rasa disukai oleh 9 dari 10 Anak (berdasarkan sensory test pada 129 anak)
Takaran Saji
• 220 ml SGM Eksplor Gain Optigrow (±220 kkal) = 175 ml air + 8 sendok takar
• 1 sendok takar = 8 g = ±36.7 kkal
*IronC (ratio Zat Besi dan Vitamin C 1:2) untuk bantu anak siap belajar dan siap untuk maju
ASI adalah yang Terbaik
Hanya untuk Kalangan Medis


Lakukan
3 Langkah
MAJU
Mengukur
tinggi dan berat
AJak konsultasi
ke dokter
Upayakan Beri
Nutrisi Teruji Klinis

HOW TO PLAY?

THE OFFLINE SCREENING THROUGH GMBS MOBI AND ONSITE DINKES WITH FOCUS ON AREAS WITH HIGH STUNTING RATE





On-site screening

MOBI screening



HOW TO PLAY?

ALODOKTER

Online Consumer Screening



CHAT DOKTER SEKARANG

ALODOKTER

Online PEDS Consultation



SGM MOBI



OFFLINE DINKES

NutriGain

NUTRICIA PROFESSIONAL

GENERASI MAJU BEBAS STUNTING

Microsite (House of GMBS) “1,000,000”

Alfamart

APOTEK K24 Sobat Sehat Kita-Kita

3rd parties CSR program



Mombassadors With Village Cadres

HOW TO PLAY?

WE'RE AIMING TO GET REIMBURSEMENT FOR FG PORTFOLIO FROM NATIONAL AND LOCAL GOVERNMENT THRU MARKET ACCESS STRATEGIES

NATIONAL REIMBURSEMENT (VIA UNIVERSAL HEALTH COVERAGE/FORNAS)

Pioneering FSMP Category Reimbursable for the 1st ever in Indonesia (MOH Decree (KMK 2197/2023)

Cracking the opportunity for FSMP Premature and Galactosemia



For the **1st time ever in Indonesia HEOR history,** Health Economic (CUA) analysis with **nutrition intervention** (using SGM Eksplor Optigrow) has been **presented as Poster presentation** in ISPOR Europe and awarded for top 5% poster

LOCAL TENDER REIMBURSEMENT (VIA LOCAL HEALTH AUTHORITY PROGRAM)

Reimbursement in

249

Local Health Authority



Volume

602 Ton

2024-YTD 2025

Value

6.1 Meur

2024-YTD 2025

Growth

+9%

FY'25 vs FY'24

Reach Children

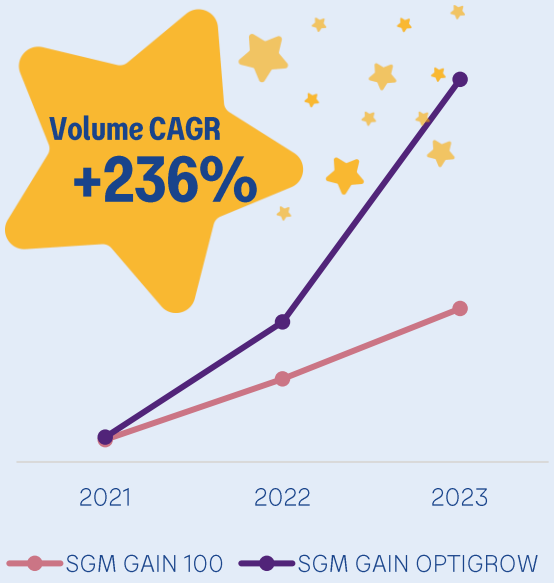
70K

*Source : Blitz FY'24 - April '25
1 Euro = IDR 16.960

HOW TO WIN?

AFFORDABLE SOLUTION LAUNCH SUCCESSFUL WITH GREAT RESULTS. SGM GAIN IS WELL ACCEPTED BY HCPS AND ANSWERS MOMS NEEDS

Strong TS Performance



Strong Market Share

In Government Hospital* - HCP Tracking Q2'23

+1,500 bps

(Q2'23 vs 21)

Occupied 20% FG Market Share

Gain Believe in HCPs

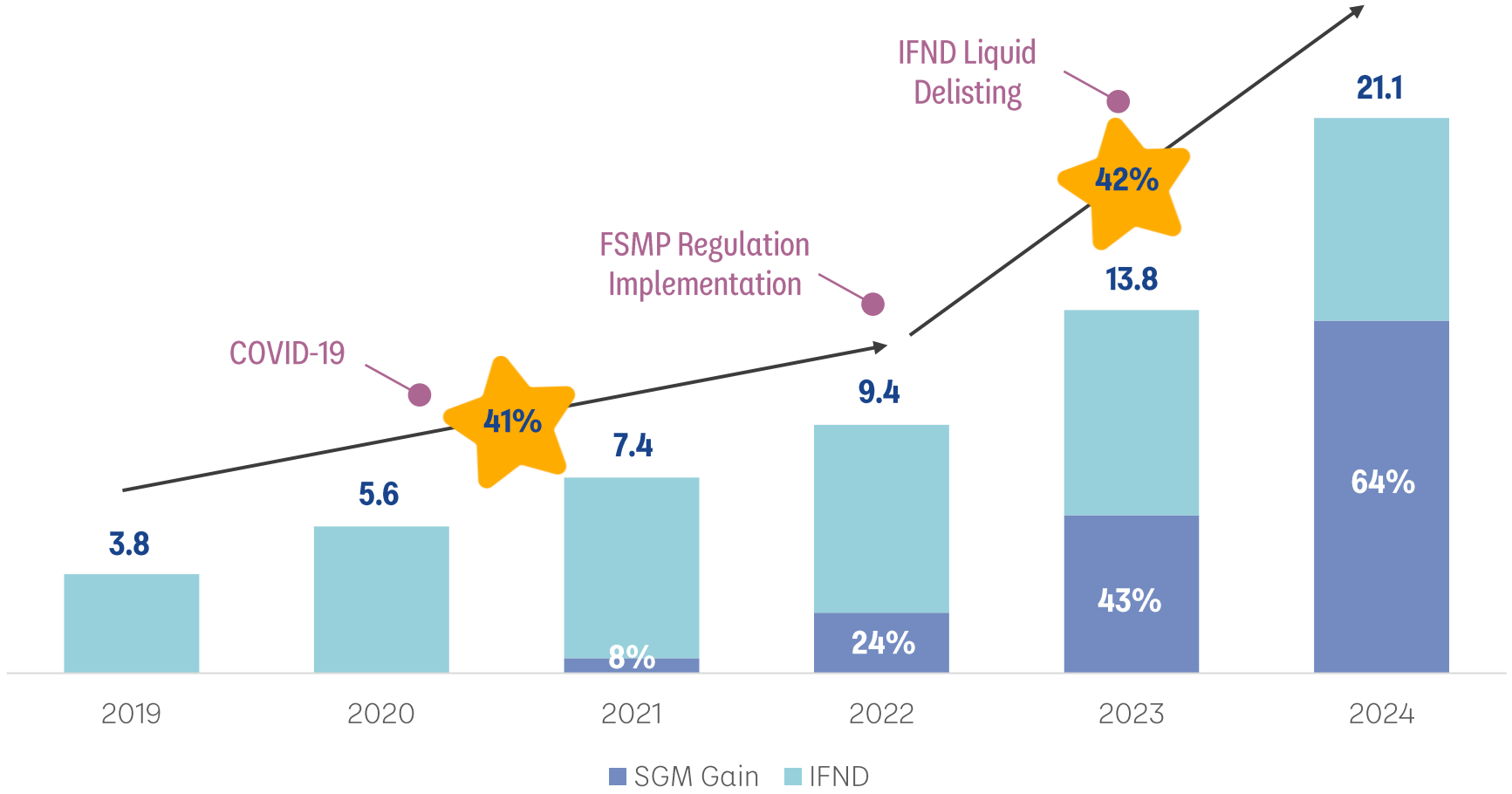
No. #1 Peds Reco

In Government Hospital* - HCP Tracking Q2'23
(1.5 year after launching)

HOW TO WIN?

WITH DUAL BRAND STRATEGY, WE ARE ABLE TO ACCELERATE CATEGORY PENETRATION

Faltering Growth Performance 2019-2024 (in mE)



CAGR VOL
+53%

CAGR VAL
+41%

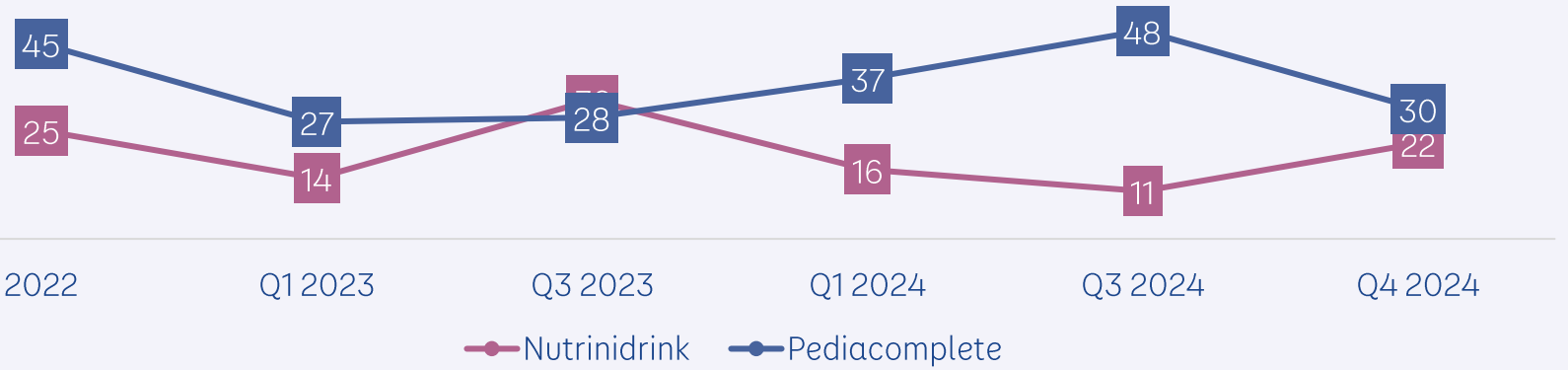
Market Share
(MED AUDIT Q4 '24)
71%

Source: Demand 2024

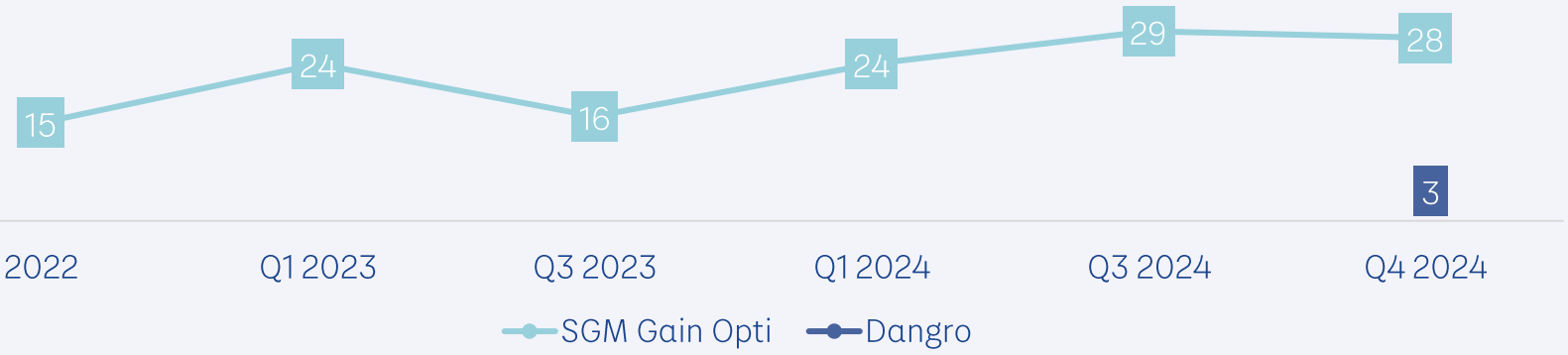
HOW TO WIN?

AND PROVEN FROM HCP DEMAND CREATION FROM FG BRANDS, SUSTAINABLE RECO FROM SGM GAIN AND INCREASE RECCOMENDATION OF NUTRINIDRINK

Nutrinidrink



SGM Gain Opti



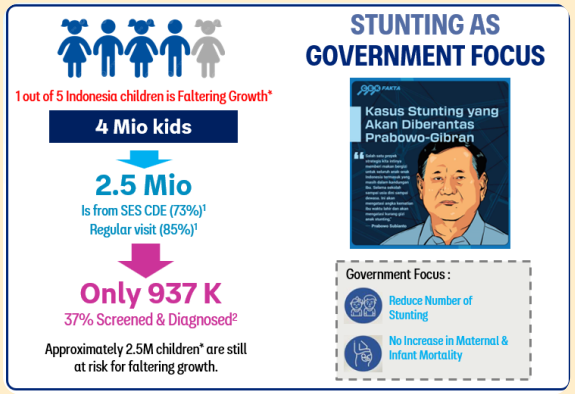
Source: Kantar HCP Tracking : most often recommended brand among Peds

HOW TO WIN?

WHY HAVE WE WIN SO FAR – MS 71%*

GOVERNMENT'S FOCUS ON HIGH STUNTING RATE SINCE 2019





From President Jokowi until Prabowo, Stunting is still high in the government agenda
The question is only How.

CLEAR PRODUCT POSITIONING TAILORED TO CHILDREN NEEDS



DANONE'S RTM CAPABILITIES

- **The Right Hospitals and Peds**

118 Reps
2.3k Hospitals
3.8k Peds
Penetration 81%

- **The Right Pharmacies**

9K Pharmacies
11K Pharmacists

- **Strong Market Access Team**

1 NOM + 12 FOMs
552 Provincial/City MOH Bodies

*Source: Medical Audit Q4'24

CONTACTS

If you have any questions, please get in touch with Global Growth team.



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Helping kids bounce back

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Helping kids bounce back