Infatrini
HCP Engagement & MCE Activation playbook

June 2025



POINTS OF CONTACT:
- RITA OROZCO for HCP Engagement strategy and MCE Activation
- DIXIE CAMUA , CHLOE RUFRANCOS for HCP Assets and Comms guidance

Welcome to the MCE Infatrini playbook

This playbook is your team's guide to planning and executing a cohesive, high-impact **Infatrini HCP Activation**.

It provides key tools you need to showcase **Infatrini unique strengths, ensuring that your market activation aligns with our brand positioning and resonates with our target audience.** Inside, you'll find Step-by-step framework that will help you:

- Identify key barriers & strategic engagement approach
- Select compelling messages tailored to HCP needs
- Select the right channels for activation with ready-to-use Communication Assets for each journey phase

This playbook is designed to support your team in delivering Infatrini message with clarity, consistency, and intention.

Let's ignite growth, together!



Helping kids bounce back

HCP Engagement plays a pivotal role in boosting category and brand awareness and driving product demand



DEMAND GENERATION

Non - HCP Driven

HCP Driven

HCPs' impact on demand*

- EU : ~ 64% - 87%
- AMEA : ~ 60% - 80%

*Peads Specialties

TENDERS, ETC.

HCP ENGAGEMENT

HCP ENGAGEMENT GOALS:

1. Enhance understanding of our product's benefits to help HCPs provide the best care to patients

- Category penetration
- Drive BOFC

2. Influence HCPs to consider and prioritize the promoted product when making treatment decisions

- Product Trial & Adoption

3. Engage continuously HCPS with the right messages, right channels, at the right moment

- Fuel prescription growth

HCPs' needs and preferences are rapidly evolving. Today HCPs expect personalized, omnichannel engagement

75% HCPs worldwide are millennials in 2025. More open to digitalization, and turning to digital to primary information

90% HCPs want more personalized engagement and high-quality Scientific information

45% HCPs consider social media very important for accessing scientific information, weekly use



Sources:
Doccuity Pulse Check report 2024; EPG Health data report; Digitally Savvy HCP, Indegene; Veeva Pulse Shows Doctors Opening Up Two-Way Communications Doubles Digital Engagement; Veeva Link key People 2025; ChannelDynamics Channel preference 2025

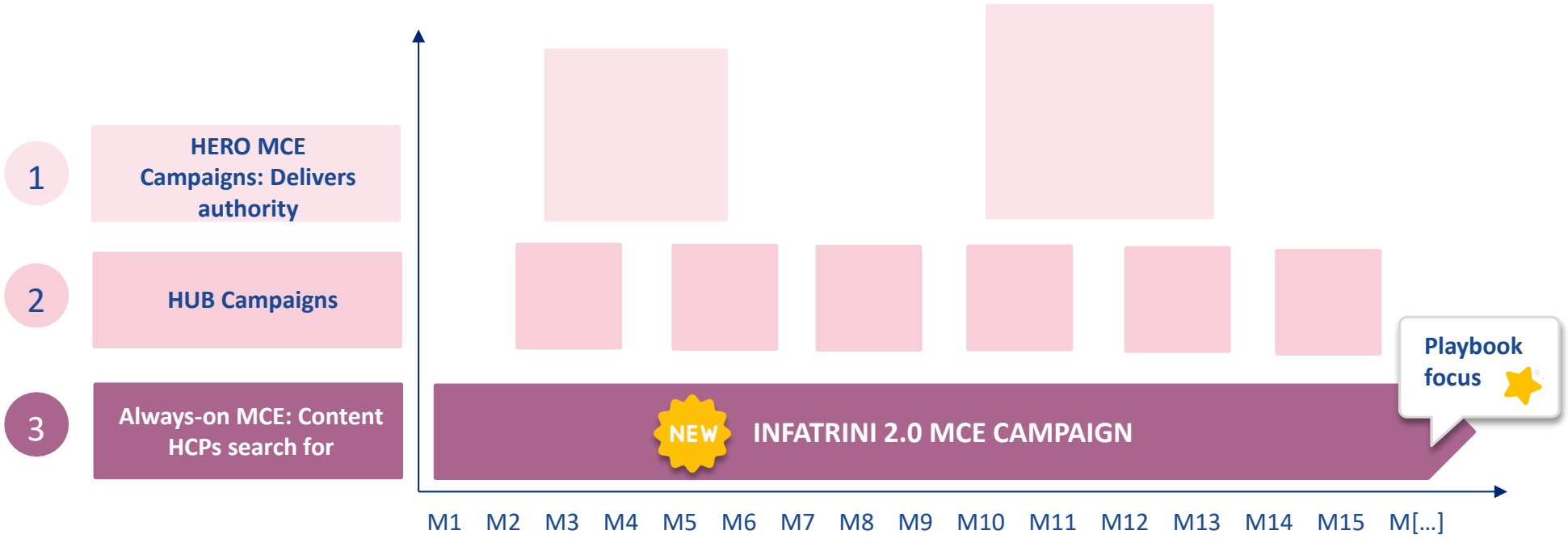
We play in hyper-competitive markets. HCPs receive over ~100 -130 promotional messages per month from the industry



To stand out and win, we must:

- Be Always-On – visible across multiple touchpoints
- Be Always-There – ready when HCPs seek support
- Deliver Scientific & Impactful messages – that stick
- Create differentiated experiences – not more of the same

Always-on, Always-there approach to sustain continuous engagement & keep Infatrini Top of Mind of HCPs



HERO CAMPAIGNS

Hero campaigns are high-impact, high visibility and high-investment activations. They are usually used for product launches, key disease awareness days and are supported by media push. **They drive traffic into the Always-on ecosystem**

HUB CAMPAIGNS

Hub campaigns are thematic, mid-scale activations that keep our message relevant between "HERO" moments. A strong example is the **monthly Face-to-face visit by the rep** – consistent touchpoint that builds familiarity.

ALWAYS-ON CAMPAIGNS

Always-on campaigns are the foundation of our engagement strategy. They ensure that we are consistently present and discoverable (between F2Fs), offering educational tools, relevant content and support across digital channels.

Understanding HCP Mindset, Journey and Channel usage is key to move HCPs quickly toward Action and Advocacy

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Each phase plays a critical role in building trust, driving conviction and supporting recommendation.
While the number of HCPs naturally narrows through the funnel, the quality and impact of each interaction increases

(UN) AWARENESS

Spark a thought I Trigger to connect



HCPs in the funnel



CONSIDERATION

Inform to educate I Interact to



HCPs in the funnel



ACTION

Facilitate to Act I Contact to reassure



HCPs in the funnel



ADVOCACY

Motivate to share



HCPs in the funnel





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TO WIN OVER HCPS HEARTS & MINDS, WE NEED TO:

KEEP MALNUTRITION TOP OF MIND

Infant Malnutrition is not always the focus of HCP's, who often prioritize the underlying disease – yet recognizing and addressing malnutrition early is essential to support long-term growth outcomes

REINFORCE IMPORTANCE OF NUTRITION

Help HCPs identify how malnutrition often coexist with other conditions – and motivate them to recognize the nutritional burden of disease (GI, respiratory, etc.)

SUPPORT OPTIMAL CATCH-UP GROWTH

Enable HCPs to **promote effective catch-up growth** - not just in weight, but in quality – by supporting better body composition and developmental outcomes

MCE ACTIVATION

THEORY INTO PRACTICE

Infatrini 1.0 Raising the standards of care

The steeping stone for Infatrini 2.0 new campaign

- Nutritionally complete
- Leading and most researched ENDF
- First & only ENDF with HMOs
- Available in different formats



LEGACY CAMPAIGN

Focused on category relevance ENDF superiority vs alternative practices & Infatrini Evidence

CATEGORY FUNDAMENTALS





PIONEERING HMO

Focused on superiority of the innovation of adding HMO'-FL to Infatrini prebiotic blend

BRAND FUNDAMENTALS





<u>IMPORTANT CONSIDERATION:</u> Markets in earlier stages of category development should follow a sequenced campaign activation approach to maximize impact:

Less mature markets → Mature markets

1. LEGACY CAMPAIGN
2. PIONEERING HMO

Infatrini 2.0 campaign is grounded in reality: Tackling the challenges that matter

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The **new Infatrini 2.0 campaign** is shaped by **real-world insights from country teams**, addressing two core barriers:

	Barrier 1 : LOW CATEGORY AWARENESS		Barrier 2 : BRAND SUPERIORITY	
Challenges	HCPs focus on underlying disease instead of screening and treating malnutrition		Converting HCPs who currently treat malnutrition by fortifying IF to prescribe ENDF, specifically Infatrini	
HCP Mindset	HCPs limited education on nutrition's importance and power	HCPs limited resources	HCPs believe that IF is a good solution for malnourished infants	Prescription of ENDF impact on parents (fear & resistance)
Campaign Objective	Educate HCPs on diagnosing and treating infant malnutrition and inspire them to take action toward screening		Convince HCPs of Infatrini product superiority as treatment for infant malnutrition, unmatched by any other product or option	
HCP Audience	Frontline HCPs: GPs, Paediatricians, Nutritionist		Paeds Specialist: Gastroenterologists	
Campaign routes:	NEW **ROUTE 1: SCREENING CAMPAIGN**		NEW **ROUTE 2: SUPERIORITY CAMPAIGN**	

NEW Infatrini 2.0 Multichannel Dual-route Campaign

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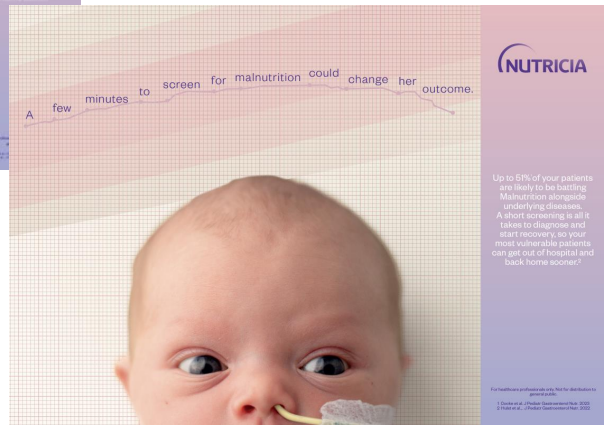
ROUTE 1: SCREENING CAMPAIGN

Prompt HCPs to screen earlier & treat malnutrition instead of just focusing on underlying disease

CATEGORY FUNDAMENTALS



"While you're managing one condition, she may be fighting two.



"A few minutes to screen for malnutrition could change her outcome"

ROUTE 2: SUPERIORITY CAMPAIGN

Convert HCPs who currently treat malnutrition by fortifying IF to prescribe ENDF, specially Infatrini

BRAND FUNDAMENTALS



"Formulated to support healthy catch-up growth"



"Your ally to help manage her malnutrition"

Less mature markets → Mature markets

Overview of Infatrini 2.0 campaign pain points, key messages and key considerations

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Pain Points



Awareness	Consideration	Action
As an HCP, I focus primarily on the underlying condition and not nutrition unless the infant is in treatment for a long time. I don't look at nutrition because I don't realise that it is so important because it's not a focus of my education	Do I have the right knowledge/ tools to properly detect malnutrition?	I don't need expert knowledge on how to treat malnourished patients. I can work alongside an expert to manage this patient

Key Message

Awareness	Consideration	Action
Did you know that 30% of your patients with underlying diseases are also confronted with malnutrition which often goes undetected and nutritional status generally declines during a hospital stay?	You have the power to make sure that nutrition is properly managed either by doing it yourself or by referring to a nutritionist. - Use a validated tool	Experts recommends ENDF in infants with faltering growth. ENDF feeds (such as Infatrini) are tailored to promote good quality catch-up growth with a better body composition

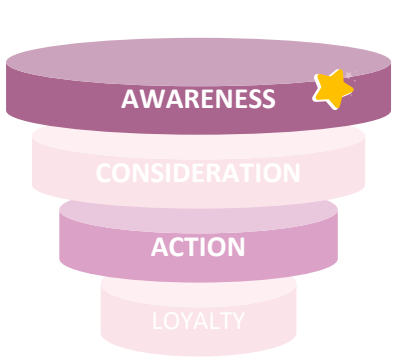
Key considerations

- CTAs can be interchangeable
- Opportunity to deliver personalized messages across journey
- Different key messages per market challenges

Dual route campaign structure with targeted paths, tailoring engagement by funnel stage

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	NEW ROUTE 1: SCREENING CAMPAIGN	NEW ROUTE 2: SUPERIORITY CAMPAIGN
HCP Audience	Frontline HCPs: GPs, Paediatricians, Nutritionist	Paeds Specialist: Gastroenterologists

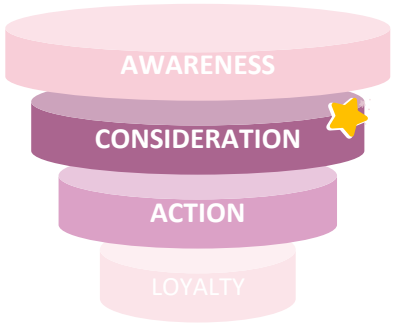


CAMPAIGN KEY FOCUS

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CAMPAIGN KEY FOCUS

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Type of Campaign

MULTICHANNEL ENGAGEMENT - ALWAYS-ON

Key MCE channels

Rep F2F, Rep Triggered Email, Central Email, Hypertargeting, Digital Media, Website, Instant messaging

Touchpoints per month: high reach, low/mid frequency **+- *5/month**

CHANNEL STRATEGY

ACTIVATING THE RIGHT CHANNELS

Activating Infatrini 2.0 campaign through key channels for practical and cost-efficient maximum impact

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	(UN) AWARENESS	CONSIDERATION	ACTION	ADVOCACY
	Spark a thought I Trigger to connect	Inform to educate I Interact to	Facilitate to Act I Contact to reassure	Motivate to share
PAID CHANNELS	1. Digital Paid media/ Hypertargeting High reach, mid frequency ~5/month*		**CALL TO ACTION (CTAs):** 1. Learn More 2. Start Screening 3. Contact our Representative 4. Visit our Website	
	** Optimal frequency depends on the market. A test-and-learn approach is recommended, and optimal frequency is determined at the level at which the engagement rate is highest*	*Zoom-in Paid Media*		
OWNED CHANNELS	2. Website / Landing Page			
	3. Central Email / Newsletters			
	4. Rep: Face-to-Face and Rep Triggered Email (RTE) / ideally ~2-3/month	*Zoom-in RTE*	**CALL TO ACTION (CTAs):** 1. Start Screening 2. Visit our Website 3. Get Detail Aid	
# HCPs In funnel				

Channels remain the same, but their role adapts depending on the campaign route

Key Channels	Role in (Route 1): SCREENING CAMPAIGN	Role in (route 2): SUPERIORITY CAMPAIGN
	Focus on educating and sparking interest	**Focus on convincing and converting**
REP F2F + RTE	• Build malnutrition awareness through HCP education • Drive initial HCP interest and content follow-up	• Deliver Infatrini superiority story to visited HCPs • Tailor messages to objections during visit • Drive Infatrini sampling, recommendation or prescription
CENTRAL EMAIL	• Deliver curated malnutrition information to HCP's inbox • Highlight the "why screening matters"	• Drive Infatrini sampling, recommendation or prescription through claims, clinical proof and clear CTAs
WEBSITE / LANDING PAGE	• Act as educational hub with malnutrition –focus content • Offer exploration space for HCPs to self-educate	• Act as a proof point library • Reinforce Infatrini claims and offer downloadable tools
DIGITAL PAID MEDIA/ HYPERTARGETING	• Raise top-of-funnel awareness • Spark curiosity and visibility at scale on malnutrition and screening	• Reinforce Infatrini superiority through repetition/ retargeting • Drive clicks to content and CTAs

What a 1-Month, HCP Engagement Activation looks like
< 5 Key channels, ~5 Touchpoints >

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Keys: Rep F2F | Rep Triggered Email | Digital Paid media/ hypertargeting | Central Email/ newsletters | Website/ Landing page

SCREENING CAMPAIGN

Route 1 channel activation:



Infatrini 2.0 campaign



Week 1	Week 2	Week 3	Week 4	Week 5
Spark curiosity & visibility at scale on malnutrition and screening	Keep on driving on "why screening matters"	Build malnutrition and screening awareness	Drive content follow-up after F2F visit	Offer further exploration to HCPs on malnutrition and screening relevance
Deliver Infatrini superiority story to visited HCPs	Drive content follow-up after F2F visit	Reinforce Infatrini superiority claims and offer downloadables	Drive Infatrini reco or prescription through claims	Reinforce Infatrini claims & Drive clicks to CTAs

Route 2 channel activation:

SUPERIORITY CAMPAIGN

Zoom-in

Rep-Triggered email (RTE) zoom in: amplifying F2F with RTE, connect channels & create targeted journeys

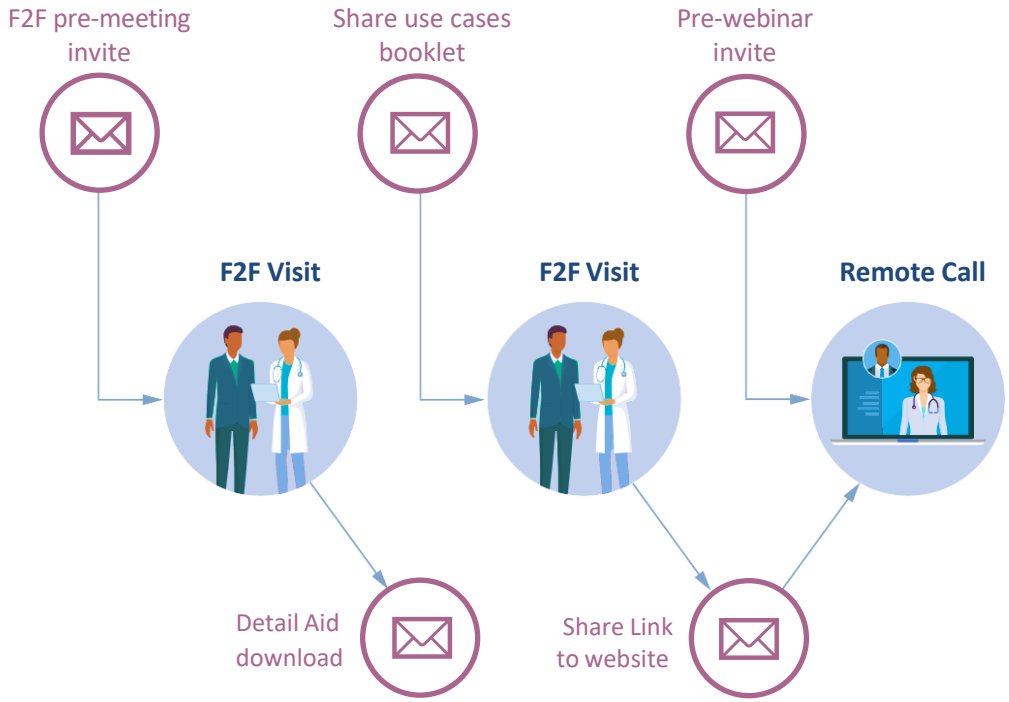
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Usage of RTE for amplification:

1. Further connect channels and add to Infatrini message frequency
2. Follow up to a visit: sharing content discussed during F2F
3. Share News: case studies, publications, event invites
4. Not able to reach HCP by F2F or by phone

RTE Extra resources for you and your teams:

- Rte channel playbook
- Request a customized rte kick off call



Zoom-in

Digital Paid media platform recommendations, aligned to the 2 campaign routes:

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We recommend multiplatform paid media support to effectively reinforce: Malnutrition awareness, screening relevance and Infatrini brand superiority

Route 1: SCREENING CAMPAIGN

FACEBOOK

Strong Reach and targeting flexibility. Supports both awareness and education. Many HCPs join closed FB groups dedicated to their specialties or interests. FB ads tools allow granular targeting by profession, interest, and behaviours, helping you reach HCPs segments effectively

INSTAGRAM

Visually engaging platform ideal for storytelling and mobile-first HCPs. Paid campaigns can be targeted (Specialty, location, geolocation) allowing you to engage with right profiles at scale

Route 2: SUPERIORITY CAMPAIGN

LinkedIn

High credibility and professional targeting by specialty. Best for delivering scientific messages and Infatrini superiority campaigns. KOLs and medical societies often publish & interact here, partnering with them can amplify reach and credibility

3rd-Party medical platforms

Highly credible, specialty-targeted environments. Best for serious scientific content, data sharing, clinical studies, and disease and product education.

Budget recommendation for minimum 6-month Infatrini 2.0 HCP campaign activation – Paid media

	Role in (Route 1): SCREENING CAMPAIGN	Role in (route 2): SUPERIORITY CAMPAIGN
Objective:	**Raise awareness, highlight screening importance and increase HCP category consideration**	**Reinforce brand superiority and preference and drive treatment action: recommendation, trial or prescription**
Media Strategy:	Focus on broad-reach, lower-cost platforms like Facebook, Instagram, and TikTok with educational messaging	Use targeted, HCP-trusted channels like LinkedIn, 3rd party medical platforms (e.g. Springer, Medscape), focusing on clinical, data-rich, product-led messaging
Recommended Budget:	**~30-35K€**	**~35-40K€**

Key Considerations:

- Always-on campaign with ~5 Touchpoints/ month. **Paid channels accounting for ~2-3 Touchpoints**
- Digital Paid Media Mix tailored per route and HCP digital behaviour. To be discussed with your media agency
- Content repurposing across platforms to optimize cost-efficiency
- Budget may flex based on market size and media buying rates

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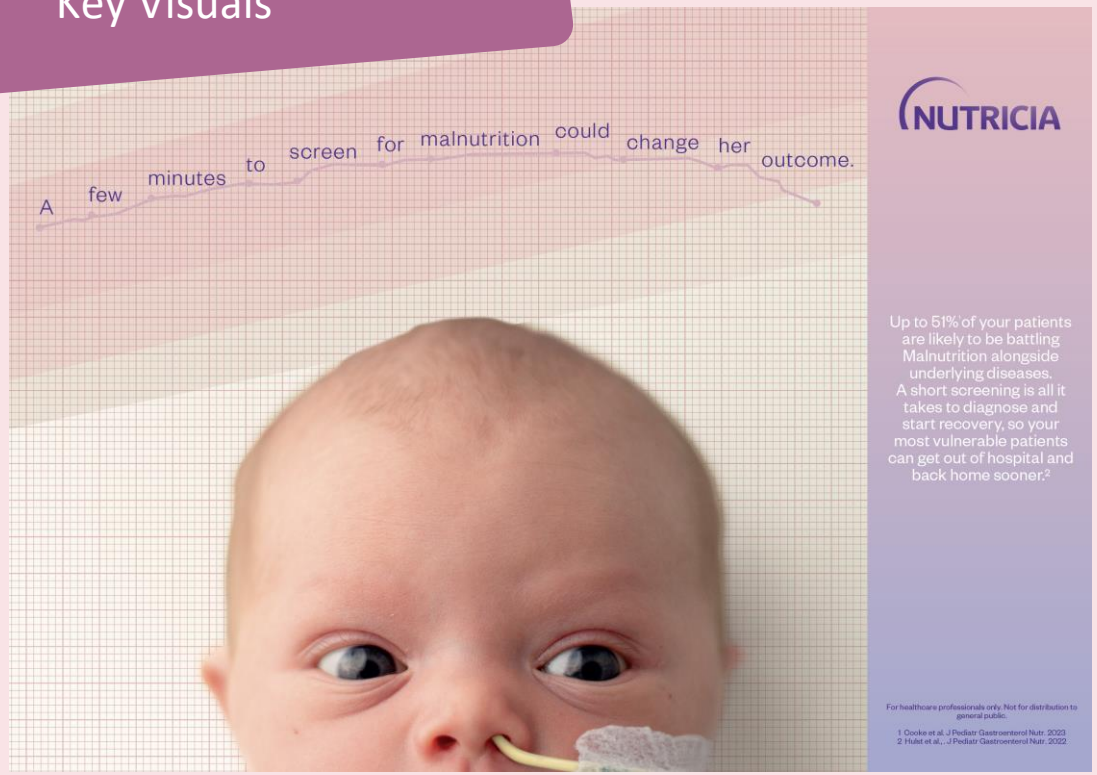
HCP ASSETS

READY TO ADAPT AND LOCALIZE

Route 1: Screening Campaign

Key Visuals

Click on the folder to access the HCP assets





Mix, match & make it your own
Route 1: Screening Campaign headlines

NUTRICIA Infatrini

KEY MESSAGE: Malnutrition Often Goes Undetected

Headlines

A few minutes to screen for malnutrition could change her outcome

Have you screened for malnutrition?

While you're managing one condition, she may be fighting two

Malnutrition hinders recovery. Don't let it

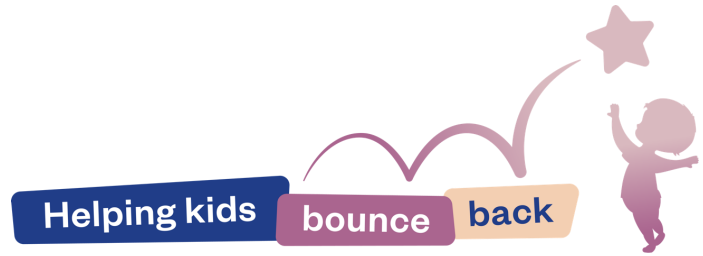
TA specific Headlines (can be changed to any TA)

You're fighting CHD together, don't let her fight malnutrition alone

CHD may not be her only battle. Have you screened for malnutrition?

CHD may not be her only condition. Screen for malnutrition.





Route 1 : SCREENING CAMPAIGN

Click on the folder to access the HCP assets

Social Media Carousel – Malnutrition often goes undetected narrative

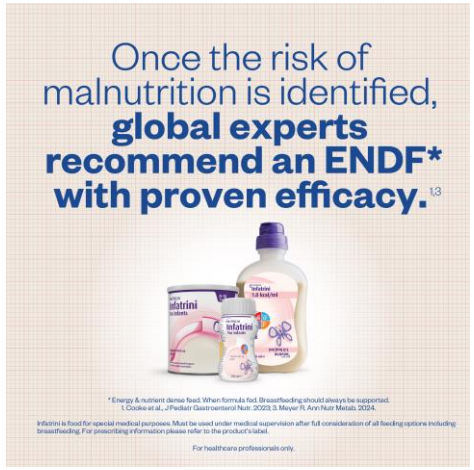




FRAME 1



FRAME 2



FRAME 3



FRAME 4

CALL TO ACTION



FRAME 5: CTA OPTION A



FRAME 5: CTA OPTION B



FRAME 5: CTA OPTION C

Mix, match & make it your own
Route 1: Screening Campaign headlines

NUTRICIA Infatrini

KEY MESSAGE: Faster Recovery, Shorter Hospital Stay

Headlines

Malnutrition impacts recovery. Screen early

A short nutritional screening could speed up recovery

TA specific Headlines (can be changed to any TA)

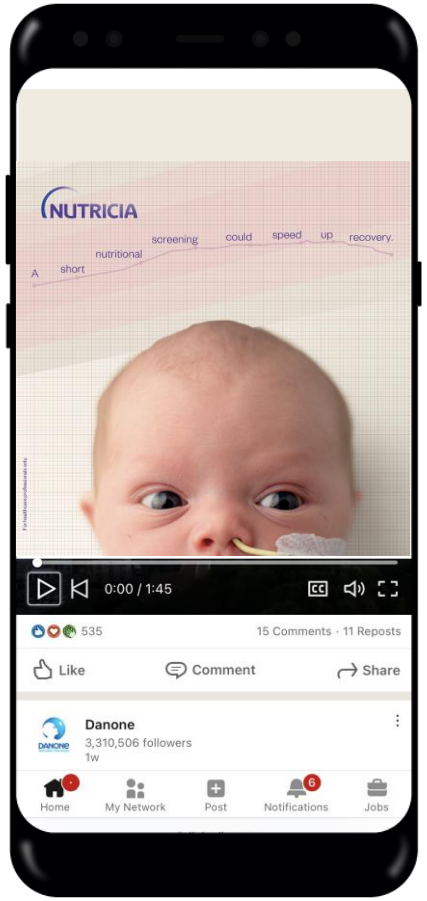
It’s not only CHD keeping him from going home

Helping kids bounce back

Route 1 : SCREENING CAMPAIGN

Click on the folder to access the HCP assets

Social Media Carousel – Option 1: Screening shortens hospital stay





FRAME 1



FRAME 2



FRAME 3



FRAME 4

CALL TO ACTION



FRAME 5: CTA OPTION A



FRAME 5: CTA OPTION B

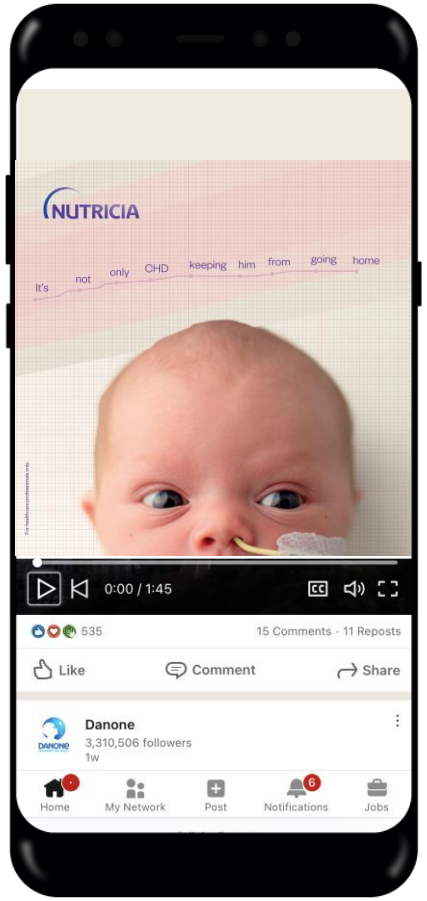


FRAME 5: CTA OPTION C

Route 1 : SCREENING CAMPAIGN

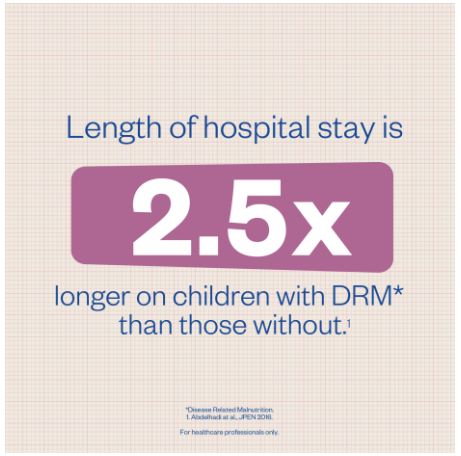
Click on the folder to access the HCP assets

Social Media Carousel – Option 2: Screening shortens hospital stay





FRAME 1



FRAME 2



FRAME 3



FRAME 4

CALL TO ACTION



FRAME 5: CTA OPTION A



FRAME 5: CTA OPTION B



FRAME 5: CTA OPTION C

Route 1 : SCREENING CAMPAIGN

Centralized Email

Click on the folder to access the HCP assets





CALL TO ACTION (CTAs)

Learn More
Provide link to website or to CME accredited HCP e-learning

Start Screening
Provide link to CBU specific screening tool or clinical paper regarding the importance of screening

Contact our Representative
Provide link to contact

Route 2: Superiority Campaign

Key Visuals

Click on the folder to access the HCP assets





Mix, match & make it your own
Route 2: Superiority Campaign headlines

NUTRICIA Infatrini

KEY MESSAGE: Infatrini Is The Right Special Formula

Headlines

Formulated to help her gain healthy weight for surgery

Your ally to help manage her malnutrition

Supporting healthy weight gain through evidence-based nutrition

Formulated to support healthy catch-up growth

Designed to meet the nutritional needs of malnourished infants

Discover how Infatrini supports healthy catch-up growth

Helping kids bounce back

Mix, match & make it your own
Route 2: Superiority Campaign headlines

NUTRICIA Infatrini

KEY MESSAGE: Weight Gain Is Needed For Surgery

Headlines

Support her weight gain before surgery

Supporting weight gain to minimize surgical delays

Delayed weight gain may delay surgery

KEY MESSAGE: Infatrini Is Reimbursed (Where Applicable)

Headline

Formulated to support healthy weight gain, reimbursement available

Helping kids bounce back

Route 2 : SUPERIORITY CAMPAIGN

Click on the folder to access the HCP assets

Social Media Carousel – Option 1

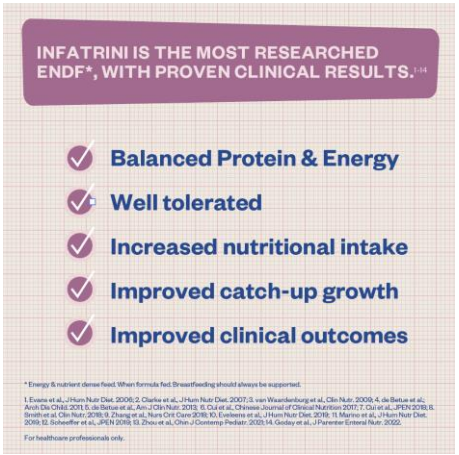




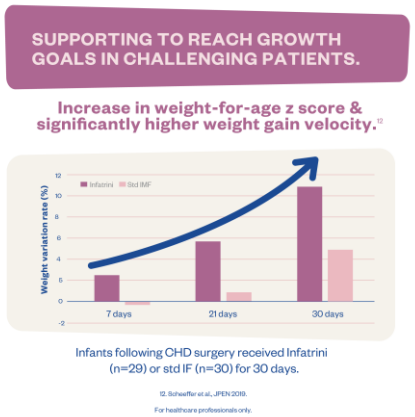
FRAME 1



FRAME 2



FRAME 3



FRAME 4

CALL TO ACTION



FRAME 5: CTA OPTION A



FRAME 5: CTA OPTION B



FRAME 5: CTA OPTION C

Route 2 : SUPERIORITY CAMPAIGN

Click on the folder to access the HCP assets

Social Media Carousel – Option 2: Highlight on clinical studies

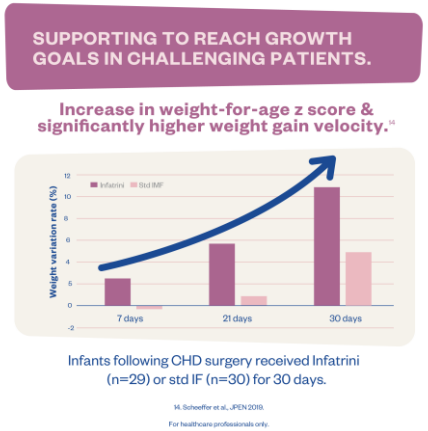




FRAME 1



FRAME 2



FRAME 3



FRAME 4

CALL TO ACTION



FRAME 5: CTA OPTION A



FRAME 5: CTA OPTION B

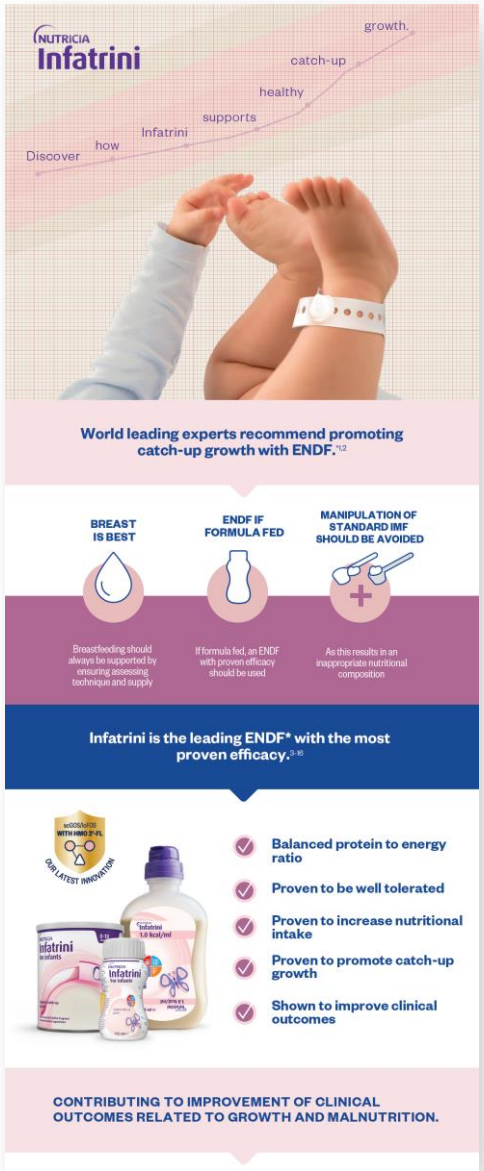


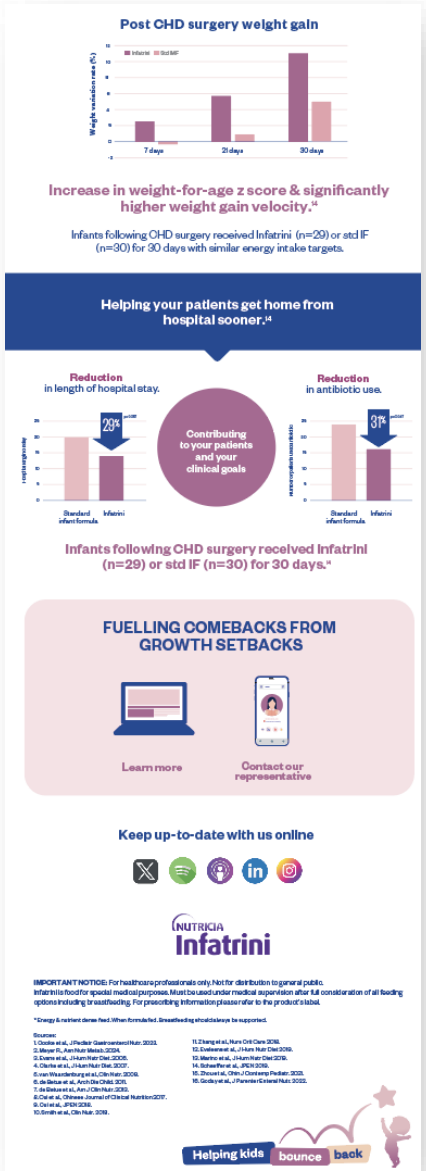
FRAME 5: CTA OPTION C

Route 2 : SUPERIORITY CAMPAIGN

Centralized Email

Click on the folder to access the HCP assets





CALL TO ACTION (CTAs)

Learn More
Provide link to website

Contact our Representative
Provide link to contact

ADDITIONAL MATERIALS

ILUSTRATING THE MCE JOURNEY

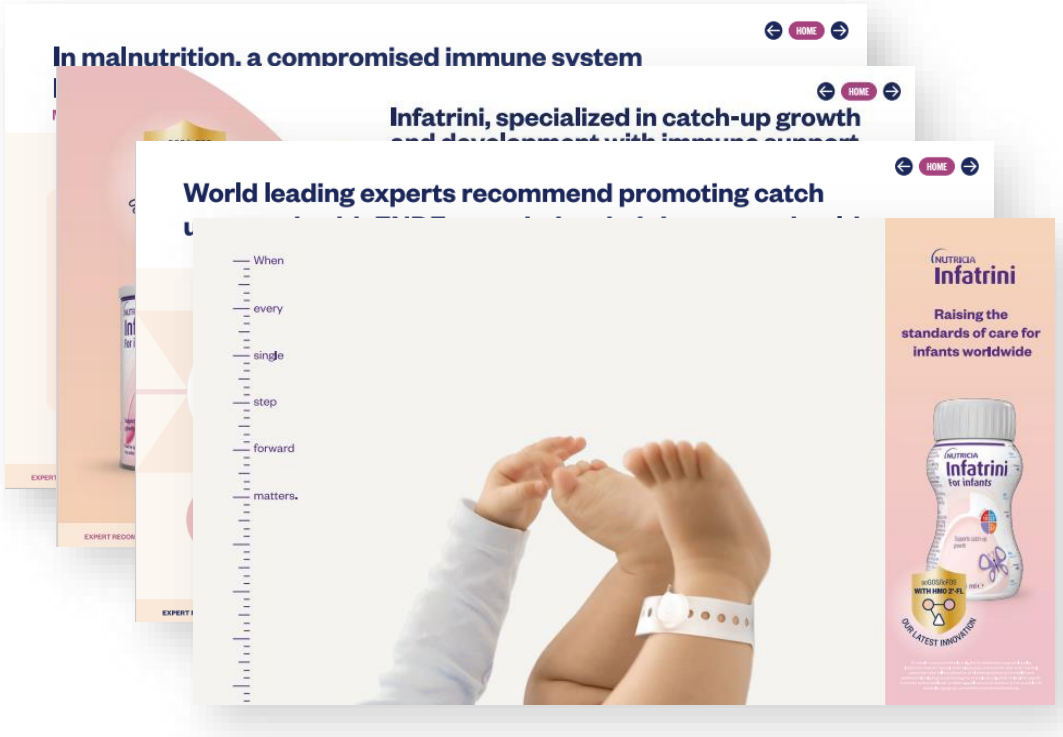
Leveraging existing assets: F2F detail aid

Route 1 : SCREENING CAMPAIGN



Legacy Infatrini e-detailer

Route 2 : SUPERIORITY CAMPAIGN



HMOs Infatrini e-detailer

Website landing page inspirational mockup



Once the risk of malnutrition is identified, **global experts recommend an Energy & Nutrition Dense Feed (ENDF) with proven efficacy**[1,2]

Infatrini is the leading ENDF for infants with or at risk of malnutrition[3-15]



- **Balanced protein to energy ratio**
- **Proven to be well tolerated**
- **Proven to increase nutritional intake**
- **Proven to promote catch-up growth**
- **Shown to improve clinical outcomes**

Contributing to improvement of clinical outcomes related to growth and malnutrition

Increase in weight-for-age z score & significantly higher weight gain velocity[14]



Infants following CHD surgery received Infatrini (n=29) or std IF (n=30) for 30 days with similar energy intake targets

29%

Reduction in length of hospital stay

Helping your patients get home from hospital sooner [14]

Infants following CHD surgery received Infatrini (n=29) or std IF (n=30) for 30 days[13]

Contributing to your patients and your clinical goals[14]

Infants following CHD surgery received Infatrini (n=29) or std IF (n=30) for 30 days[13]

31%

Reduction in antibiotic use







Learn more about DRM | **Find Infatrini** | **Contact us**

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For healthcare professionals only

The Fortini Infant/Infatrini Range is Food for Special Medical Purposes (FSMP) for the dietary management of infants and young children with faltering growth, who have increased nutritional requirements and/or fluid restriction and/or malabsorption/maldigestion.

For use under medical supervision only, Infatrini is a range of nutritionally complete, energy-nutrient dense, ready-to-use feeds.

1. Cooke R. et al, J Pediatr Gastroenterol Nutr. 2023;
2. Meyer, R. Ann Nutr Metab. 2024
3. Evans S et al. J Hum Nutr Diet. 2006
4.Clarke et al. J Hum Nutr Diet. 2007
5.van Waarderburg et al. Clin Nutr 2009
6.de Betue et al. Arch Dis Child 2011
7.de Betue et al. Am J Clin Nutr 2013
8.Cui et al., Chinese Journal of Clinical Nutrition 2017
9.Cui et al. JPEN 2018 B. Smith et al. Clin Nutr 2018
10.Zhang et al. Nurs Crit Care 2018
11.Eveleens et al. J Hum Nutr Diet 2019
12.Marino et al., J Hum Nutr Diet 2019
13.Scheffer et al. JPEN 2019
14.Zhou et al., Chin J Contemp Pediatr 2021
15.Goday, et al., J Parenter Enteral Nutr, 2022

14. Scheffer et al. JPEN 2019

Also on this website: COVID-19 Homepage; Nutricia Congresses; The Role of Nutrition; Nutricia Heritage; Where to find us

Education for Healthcare Professionals: Danone Nutricia Campus

Other Danone websites: Danone; Danone Nutricia Research

Linkedin: Nutricia; Danone; Danone Nutricia Campus; Danone Nutricia Research

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ARE YOU READY?

Follow this step-by step guide for quick implementation:

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Step 1

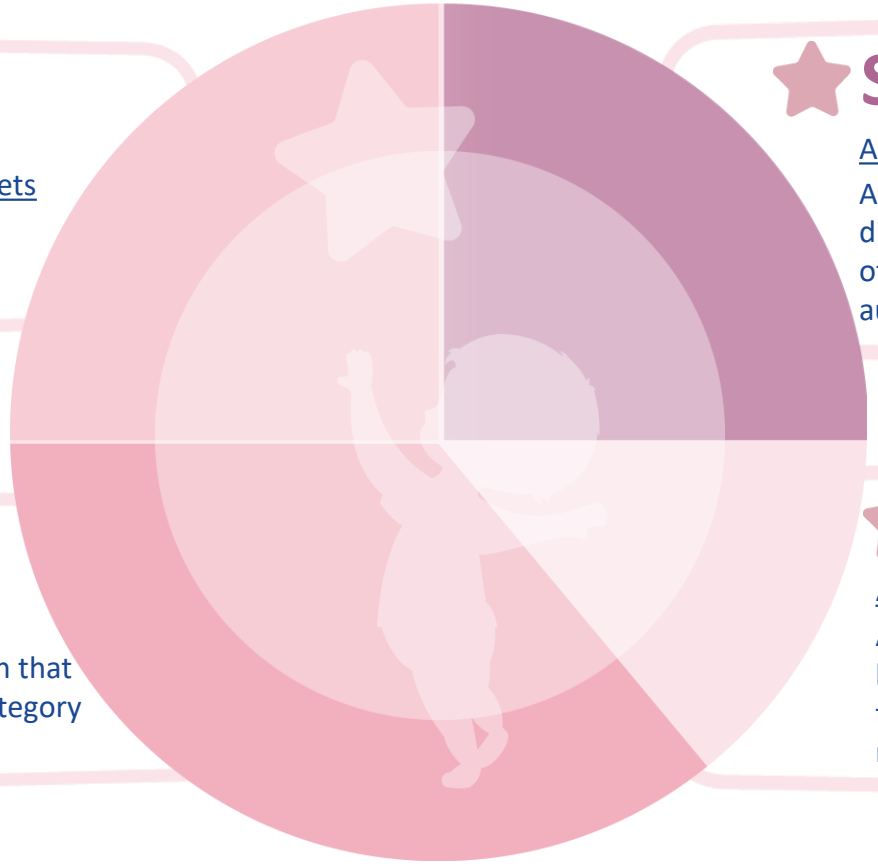
Download & localize the global HCP assets

All HCP campaign assets are ready to download. Adapt to your local market

Step 2

Define your CTAs

Set a clear, actionable Call-to-Action that aligns with your market context, category priorities and local regulations



Step 3

Activate the Right HCP Channels

Amplify Rep channel by using the HCP digital channels that deliver the best mix of Reach and Impact for your HCP audience

Step 4

Allocate the right level of budget & Optimize

Always-on is a smart investment – it builds sustained HCP Engagement over time. Secure this activation for at least 6 months

… And share your learnings with us and other CBUs!

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THANK YOU

Let’s ignite growth, together!



Helping kids bounce back