When every single step forward matters.

Raising the standards of care



NUTRICIA Infatrini

Toolkit 2.0 2026



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Raising the Standards of Care with Infatrini

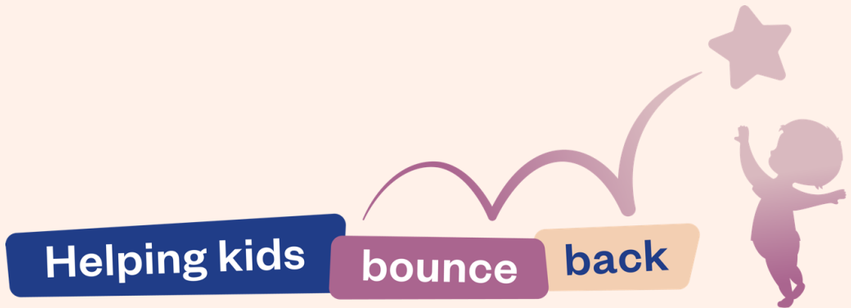
NUTRICIA Infatrini

Millions of infants around the world are at risk or impacted by malnutrition[1].

With Infatrini we lead at point of initiation, taking care of the most vulnerable infants and bringing them back to healthy growth & development during the critical first 1000 days of their lives.

For the last 25 years, we have been reinforcing our superiority, as the most researched ENDF with proven efficacy and our relentless drive to continuously innovate[2]. And we continue to raise the bar by adding HMO 2'-FL to our improved formula.

Everything we do, every step forward in innovation and research is a step forward for every baby treated and ultimately a step towards ending malnutrition for all children.



[1]Source: WHO, UNICEF and the World Bank.
[2]Source: see evidence directory.

Toolkit objectives

NUTRICIA Infatrini



1. Drive BOFC in all markets by leveraging our superiority & legacy

2. Raise AW by effective comms: comm materials across different platforms

Helping kids bounce back

How to navigate this toolkit

This toolkit is designed to equip you with all you need to activate Infatrini in your market.
The content is divided in 2 main sections.

01 GENERAL INFORMATION

Product info, evidence, etc, focused on raising awareness among HCPs on infant malnutrition treatment & role of ENDF

02 EXECUTIONAL MATERIALS

NEW

Containing MCE campaign, E-com toolkit & CHD assets, this section is an upgrade of 1.0 toolkit materials we created for you



Helping kids bounce back

What's in the Toolkit?

NUTRICIA Infatrini

GENERAL INFORMATION



PRODUCTS FUNDAMENTALS



VALUE PROPOSITION & MANIFESTO



NUTRICIA EVIDENCE AND CLAIMS



INTERNAL EDUCATION



EXTERNAL EDUCATION

EXECUTIONAL MATERIALS



MULTI CHANNEL ENGAGEMENT CAMPAIGN



E-COM ACTIVATION TOOLKIT (IN Q1 '26)



CHD ACTIVATION CAMPAIGN

01. Product fundamentals

Content summary:

- Medical rationale (with and without HMO 2’-FL): includes relevant information on the product design and use (e.g. background & target population, product features, indications, evidence, rationale for nutritional composition, etc..)
- Science deck
- Q&A

Objective:

Support registrations and provide detailed information on the product design, composition, target population and clinical use. First line resource for questions on the product and target population.

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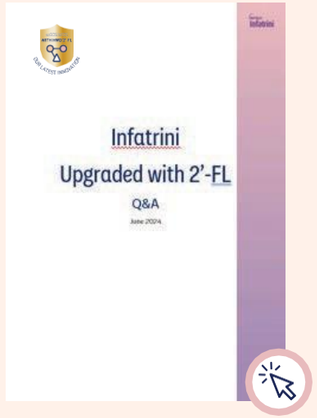
Internal



Infatrini Upgrade with 2’-FL Science Deck



Medical Rationale Infatrini upgrade with HMO 2’-FL



Q&A



Medical Rationale Infatrini upgrade without HMO 2’-FL

02. Value proposition & Manifesto

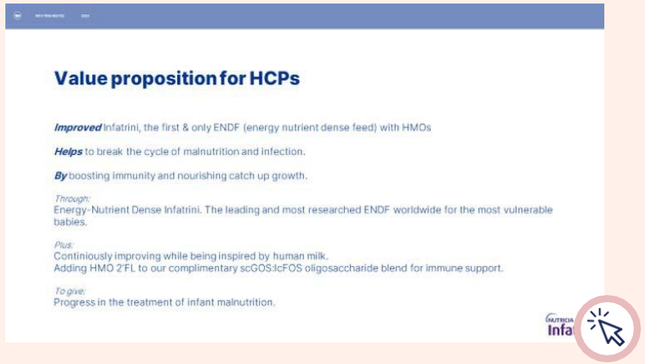
Content summary:

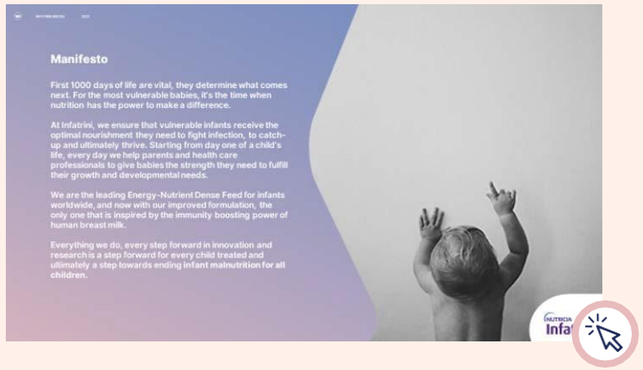
•Value proposition: Shows which elements are highly valued by HCP's and drive BOFC and recommendation for Infatrini. Based on value proposition tested amongst HCP's

•Manifesto: Creative translation of the value proposition that served as a base for our communication assets

Use:

Internal



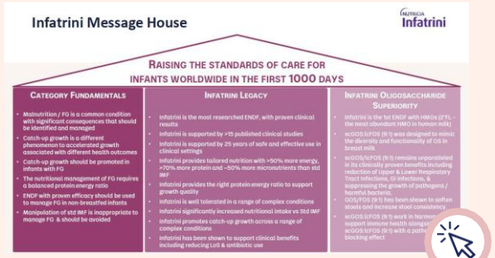


03. Nutricia evidence & claims

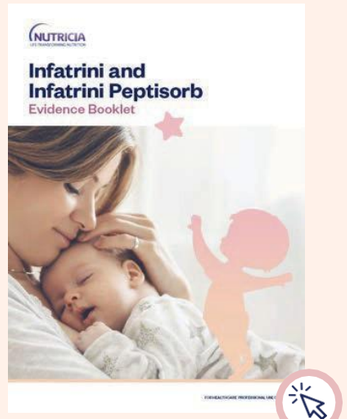
Content summary:
- Message house
- Infatrini evidence
  - Infatrini clinical studies
  - Infatrini abstract book
- Infatrini Claims Database
  - ACBS summary
  - nutriGROW
- Biotics evidence

Objective:
Leverage existing evidence and key claims

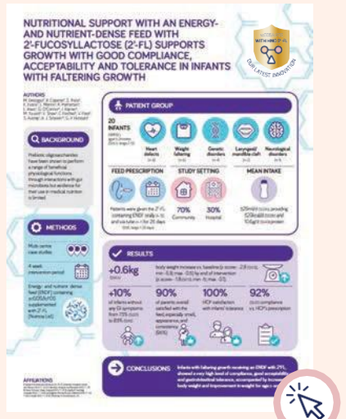
Use:
Internal



Message house



Abstract book



ACBS summary



scGOS:lcFOS (9:1) +/- 2'-FL Clinical Evidence



Infatrini Claims Database

NUTRIGROW

nutriGROW

04. Internal education

Content summary:

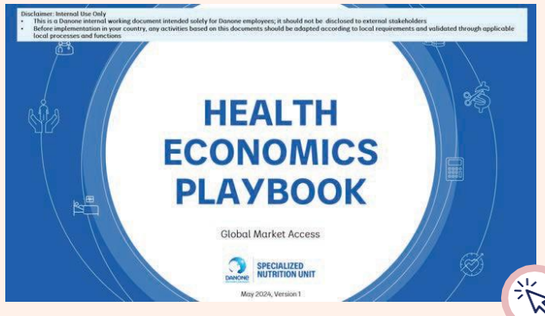
- Market access playbook: drive access & Value by supporting creation & communication of Health Economics Evidence
- Faltering Growth Campus X training

Objective:

Provide training & educate internal teams

Use:

Internal



Health Economic playbook

DANONE ONE PLANET. ONE HEALTH

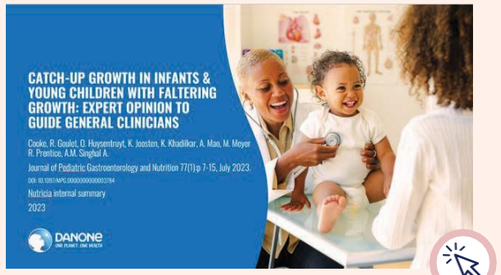
CAMPUS X

05. External education

Content summary:
- Expert opinion publication
- Fast Facts: Infant Faltering Growth. CME accredited HCP e-learning

Objective:
Provide peer-to-peer HCP education on the identification and management of infants with faltering growth, including the use of ENDF

Use:
External



Expert opinion publication



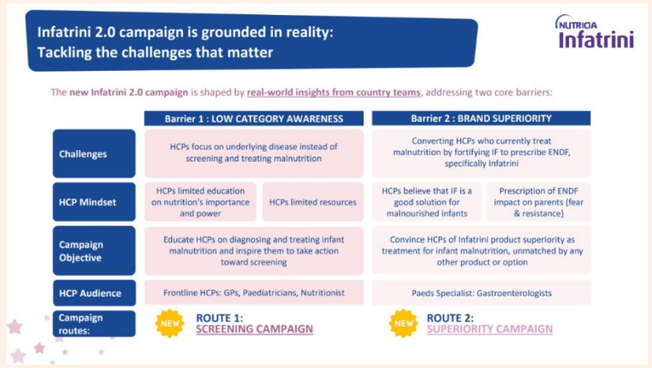
General Medicine **FREE**

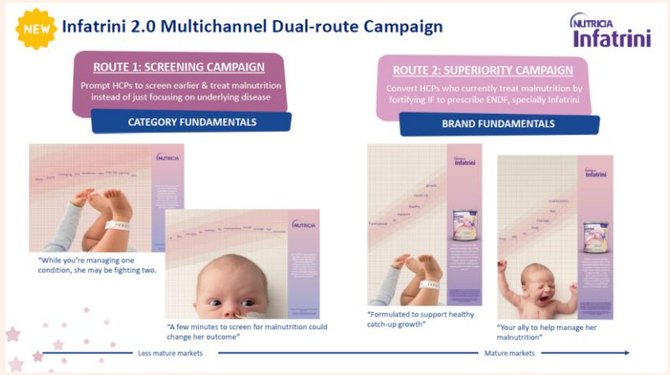
Fast Facts: Infant Faltering Growth

An interactive course for healthcare professionals. This course has been designed to teach you everything you need to know about faltering growth in infants under 2 years of age.

06. MCE campaign







What is inside the playbook?

To help you bring Infatrini's unique strengths to life the playbook provides a step-by-step framework along with key tools, including:

- **Key facts and figures** to support HCP engagement
- What is an **ALWAYS-ON MCE campaign** and why it matters
- **Activation guidelines** and requirements to guide your rollout
- **New assets** for you to steal with pride!

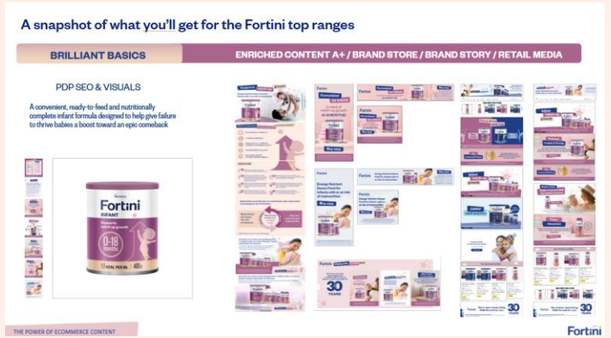
USE: External (HCPs)

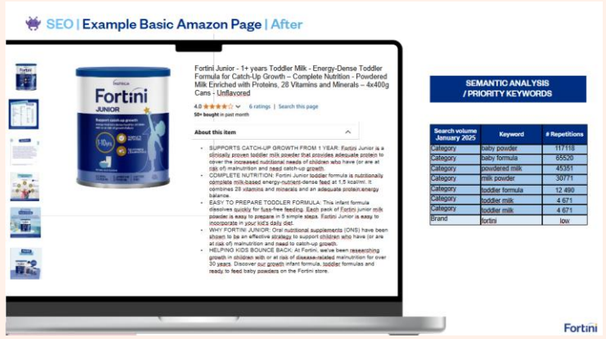
07. E-com activation toolkit

COMING IN Q1 2026!

NUTRICIA Infatrini







What is inside the playbook?

All **brand content that facilitates the online consumer experience on digital platforms** (ePharma, DTP*, Brick&Click or PurePlayer)

- Hero Imagery
- A+ Content
- SEO
- And Much More

COMING IN Q1 2026!

USE: External (D2P)

08. CHD activation campaign

Content summary:

- Executional campaign materials (KVs, digital, detail aid, and much more).
- High-res images linked to each stage of the CHD journey.

Objective:

Provide CHD-related assets for campaign activation locally.

Use:

External.

**Please bear in mind that all assets need to be approved by your local legal & regulatory parties upon localisation.*



CONTACTS

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



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