



# Nutritional policy

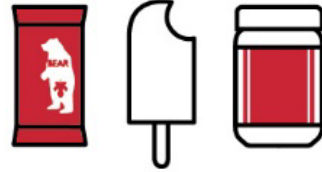
## Our five goals

Lotus Bakeries has a clear nutritional policy, focusing on five concrete goals:



1

Superior taste  
experience



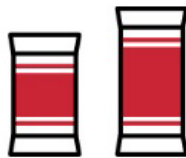
2

Diverse range



3

No artificial  
flavours or  
colours



4

Variety in portion  
sizes



5

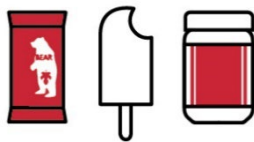
Clear information  
and responsible  
marketing



## 1. Superior taste experience

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Lotus Bakeries wants to be able to offer its consumers delicious, high-quality snacks at any time of the day. A superior taste experience is key to this, both in the range of biscuits and pastries and in the range of natural snacks. We only use high-quality ingredients and we monitor production and supply chain processes from beginning to end. Ensuring the quality, origin, composition and safety of our products is vital. Our R&D department plays an important part in this: it has the task of developing products with attention to constantly improving quality and taste.



## 2. Diverse range

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Lotus Bakeries aims to offer every consumer a quality range of snacks at every moment of consumption. It does this through a portfolio of products with a variety of nutritional compositions.

With the acquisition of brands such as nākd, TREK, BEAR and Urban Fruit, the focus has expanded to fruit and nut-based snacks. Moreover, the takeover of Kiddylicious has meant an expansion of our range with snacks and meals for little ones. These Natural Foods brands provide the consumer with the option to choose a healthy or healthier alternative to existing snacks in the food category.



## 3. No artificial flavours or colours

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To exclusively offer our consumers healthy and high-quality products, we aim not to use any artificial flavours or colours in our products. We have considered it important as a business to use pure and natural ingredients since our foundation in 1932.

## 4. Variety in portion sizes

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It is our ambition to offer consumers responsible snacks. Not just with our range of natural snacks, but also by making several of our top products available in large and small packs, that contain less than 150 Kcal a portion.



## 5. Clear information and responsible marketing

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In order to support consumers in their nutritional choices, we believe it is important to give them accurate product information, including the nutritional values.

Lotus Bakeries also takes an unequivocal position with regard to responsible advertising towards children.

For example, Lotus Bakeries Belgium signed the Belgian Pledge 3.0, which expands its commitment to responsible advertising for children compared to its existing commitment under the Belgian Pledge 2.0. This revised version takes the same guidelines into account for social media channels when communicating via influencers.