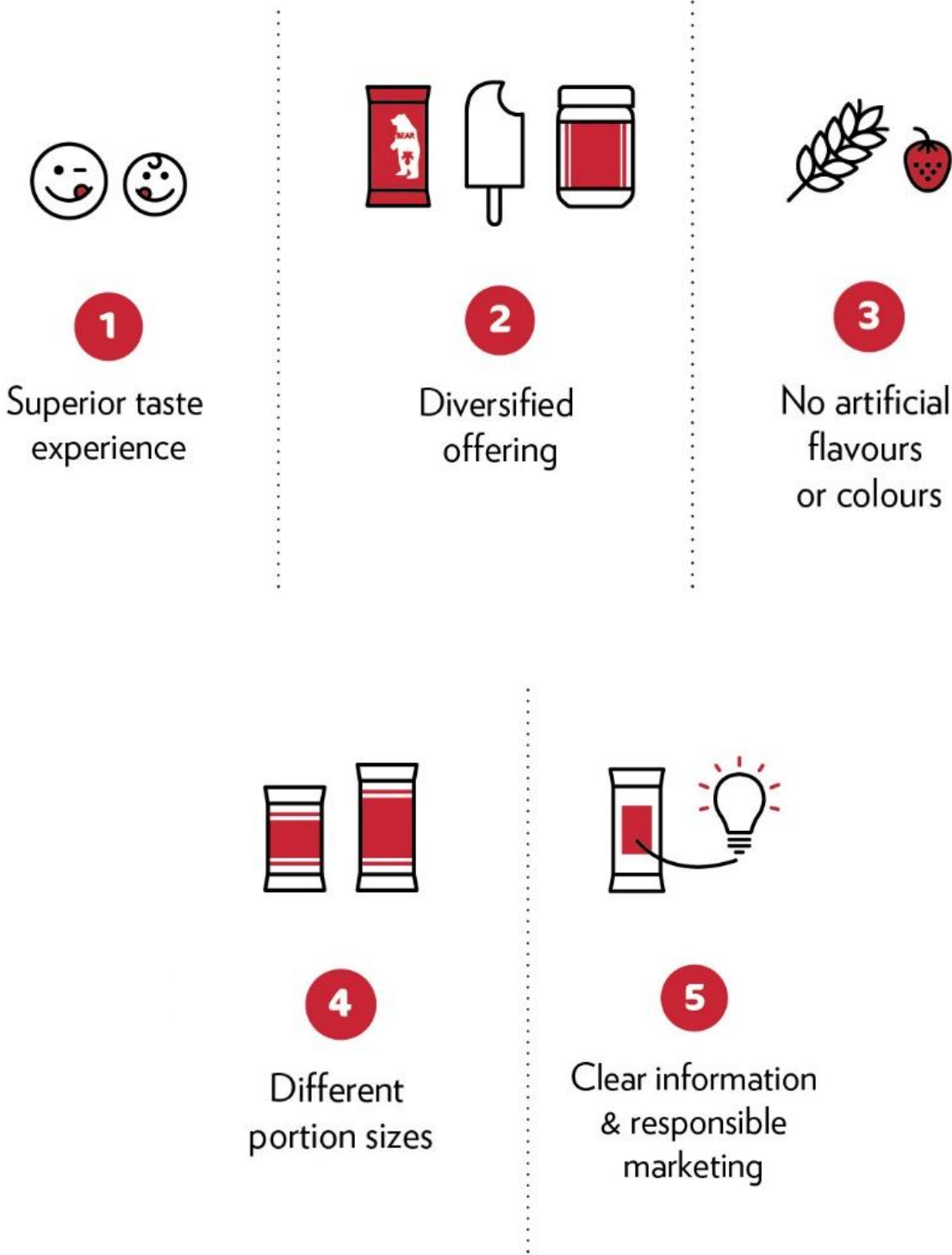




# **Nutritional policy**

# Our five goals

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

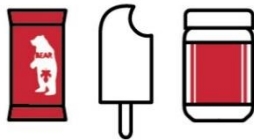




## 1. Superior taste experience

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Lotus Bakeries wants to offer its consumers tasty and high-quality snacks for all times of day. Key to this is a **superior taste experience**, whether in the range of cookies and cakes or of natural snacks. To achieve this, we only use high-quality ingredients and monitor production and supply chain processes from start to finish. Ensuring the quality, origin, composition and safety of our products is vital. Our R&D department plays a key role in developing products with a focus on continuously improving quality and taste.



## 2. Diversified offering

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Lotus Bakeries strives to serve every consumer at every moment with a high-quality range of snacks, offering a portfolio of products with varying nutritional compositions.

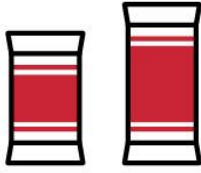
Through the acquisition of such brands as Nākd, TREK, BEAR and Urban Fruit, a new focus area of snacks based on fruit and nuts was tapped into. On the other hand, the takeover of Kiddylicious has extended our range to include snacks and meals for little ones. These Natural Foods brands offer consumers the choice of opting for a healthier alternative to existing snacks in the food category.



## 3. No artificial flavours or colours

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In order to only offer healthy and high-quality products to consumers, we aim to use no artificial flavours or colours in our products. Ever since the establishment of Lotus Bakeries in 1932, we consider it important to use pure, natural ingredients.



## 4. Different portion sizes

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It is our goal to offer consumers responsible snacks. Via our range of natural snacks, but also through a number of top products in both large and small packs. Products offered in small sizes always contain less than 150 Kcal per portion.



## 5. Clear information and responsible marketing

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We want to support consumers in their nutritional choices. That's why we consider it important for them to be given accurate product information, including nutritional values.

In addition, Lotus Bakeries adopts a clear position with regard to responsible advertising to children. Lotus Bakeries Belgium, for example, has signed the **Belgian Pledge 3.0**, by which it extends its commitment to responsible advertising to children compared with its existing commitment under the Belgian Pledge 2.0.