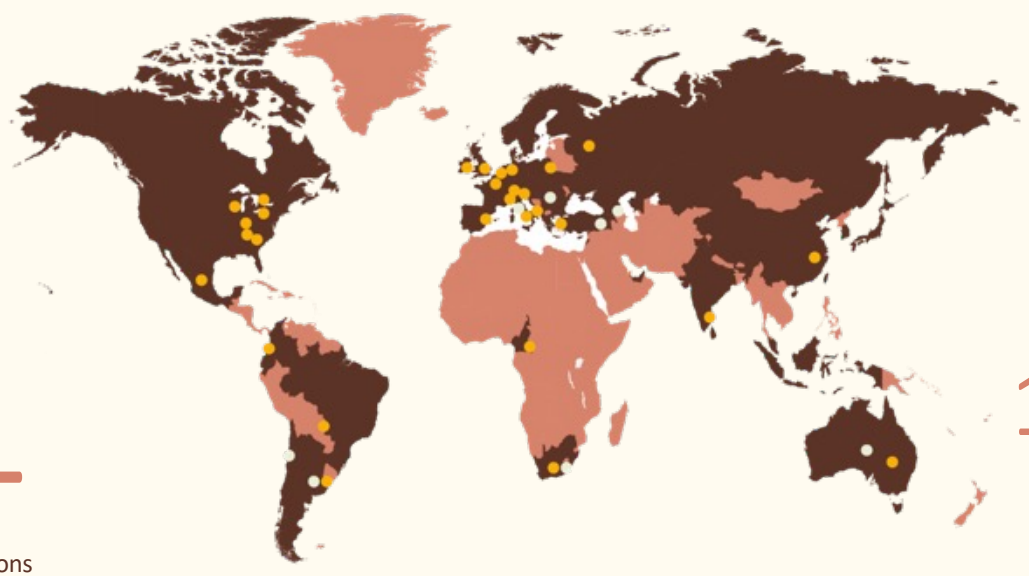
Sustainability in Retailers Engagement

ECR CATMAN Webinar **09 April 2024**

About Ferrero

Our presence in the world



50+

Countries and Regions

17 bn EUR

Consolidated annual turnover (22/23)

47,000+

Employees
(Full Time Equivalent)
2019/20 34,121

>100

Consolidated companies managed under Ferrero International S.A

Our brands

FERRERO ROCHER · nutella · kinder · Butterfinger · tic tac · Thorntons · Fannie May · Delacre · EAT NATURAL

Expanding our portfolio

Alongside organic growth, our global presence is constantly expanding as we enter new product categories and expand our footprint across Europe and North America through strategic acquisitions. We are constantly growing our portfolio of well-established brands that consumers love, allowing us to diversify and capitalise on exciting growth opportunities.

2015

Acquired Oltan Group (Turkey)

Acquired Thorntons (UK)

2017

Acquired Fannie May (USA)

2018

Acquired former Nestlé U.S. chocolate confectionery business with iconic brands, such as Butterfinger, BabyRuth, 100Grand, Raisinets, and the exclusive right to Crunch brand (USA)

2019

Acquired Kellogg Company cookie, cone and pie crust businesses, including the iconic cookie brand Keebler®, top selling on-the-go Famous Amos® cookies, the premium family cookie brand

Mother's®, and Murray® sugar free cookies, as well as Little Brownie Bakers®, supplier of cookies to the Girl Scouts

Acquired a controlling stake in Ice Cream Factory Comaker (ICFC)

2020

Acquired Eat Natural, UK-based maker of high-quality cereal bars, toasted muesli and granola

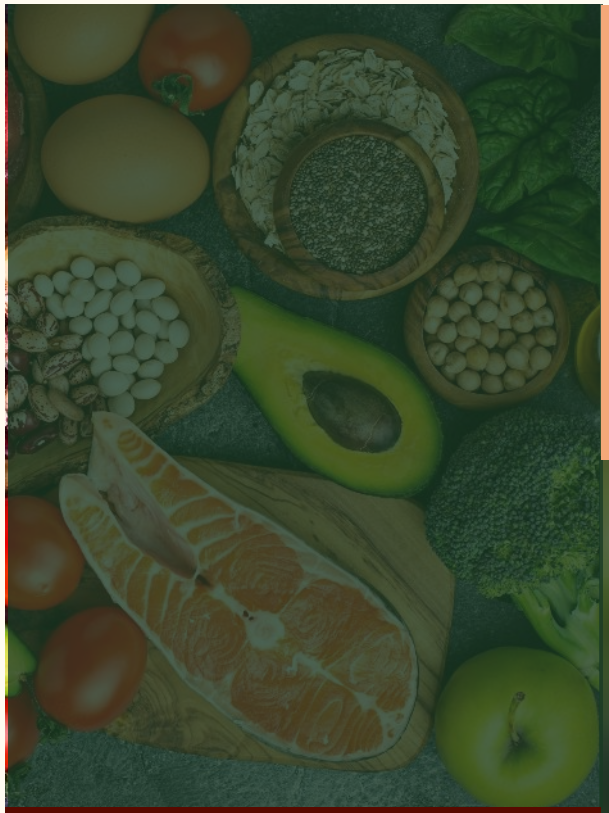
2021

Acquired The remaining shares of Ice Cream Factory Comaker

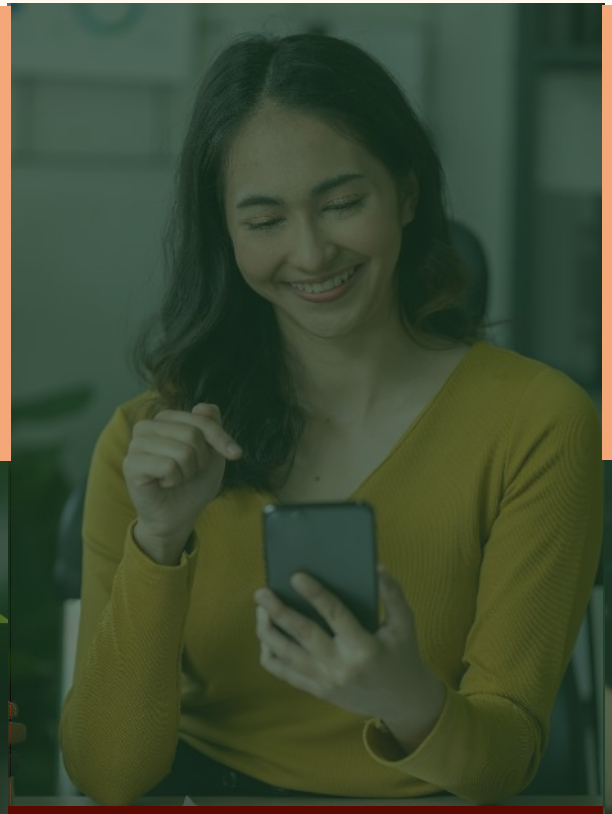
2022

Acquire d FULFIL Nutrition

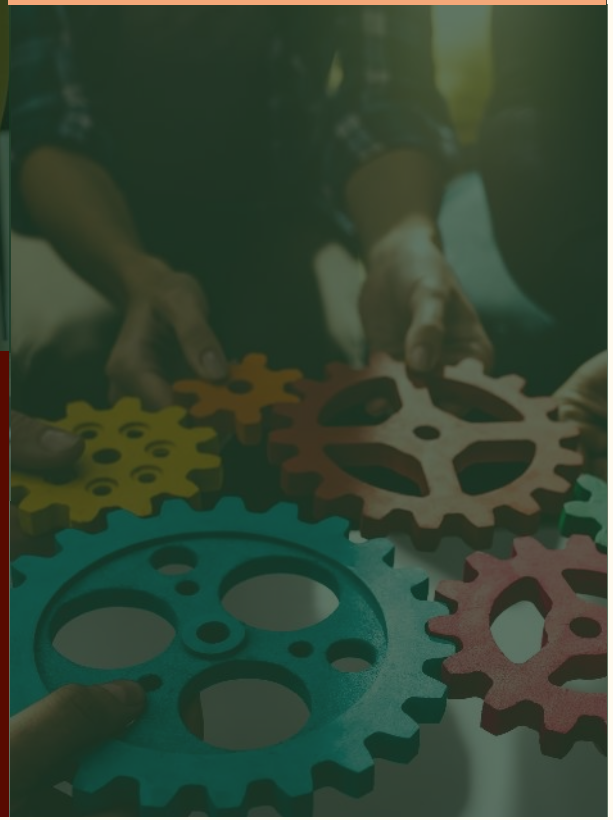
Wells ice cream,



SUSTAINABILITY IS THE NEW COMPLIANCE



BUSINESS RELEVANCE AND A DIFFERENTIATING FACTOR



GREATER TRANSPARENCY

THE IMPORTANCE OF PARTNERSHIP = IMPACT

At Ferrero, Sustainability and Quality are at the heart of everything we do

MISSION

We craft quality products for you to enjoy and share, with the utmost **respect for people and the planet, treasuring the richness and diversity of our world.**

VISION

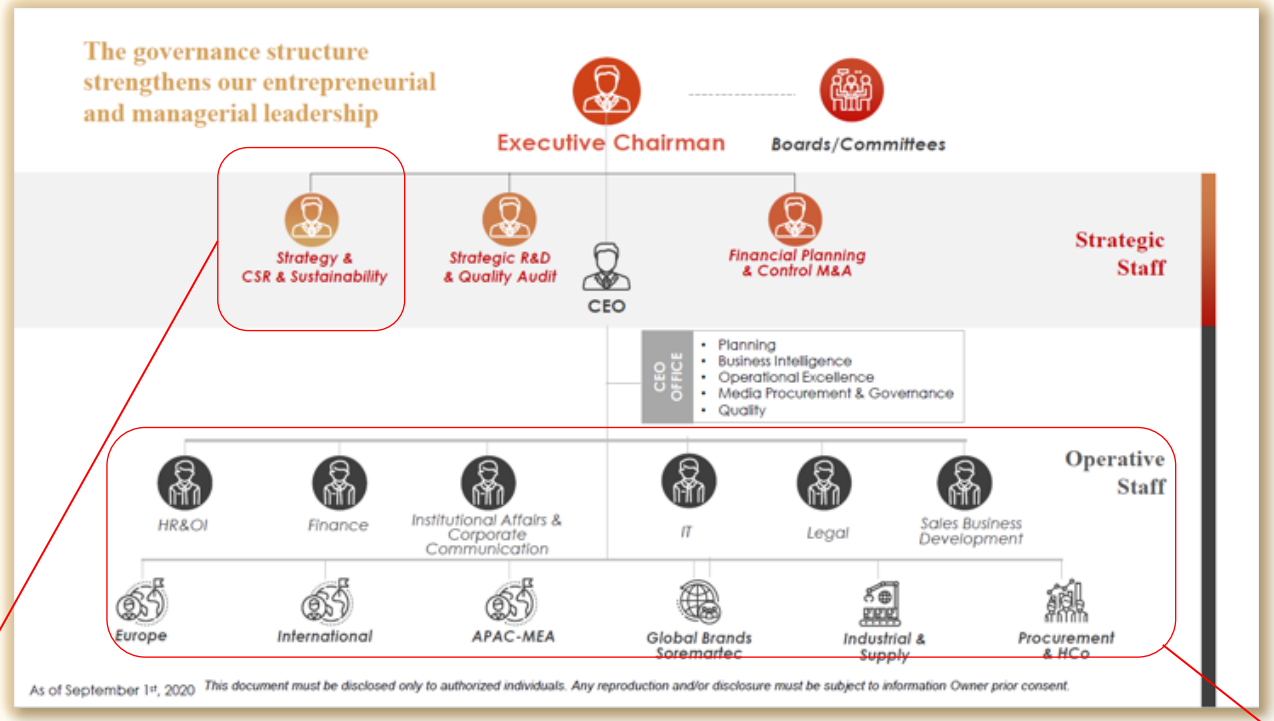
We strive for **excellence with our passion for quality** and extraordinary **craftsmanship**. We are constantly exploring new ways to create products to **meet the evolving needs** of consumers.

PURPOSE

We bring joy to people by delighting and surprising them **with delicious products.** This belief has shaped our Ferrero family for generations, unites us today and will continue to inspire us.

CSR & Sustainability Team is part of the EC Staff

It defines the long-term strategy and supports business functions implementation



SUSTAINABILITY FRAMEWORK & VISION

- Define group sustainability strategy
- Support business function in implementing plans
- Develop long term corporate sustainability projects
- Monitor main sustainability trends
- Develop and maintain the reporting system

SUSTAINABILITY OPERATIVE COMMITTEE (S.O.C)

Alignment with EC/ CEO

SUSTAINABILITY PS3 DEFINITION & EXECUTION

- Design PS3 and implement operative initiatives (actions plans, policies & procedures…)
- Manage actions plans
- Define Kpi's for programs & certifications
- Contribute to the sustainability report

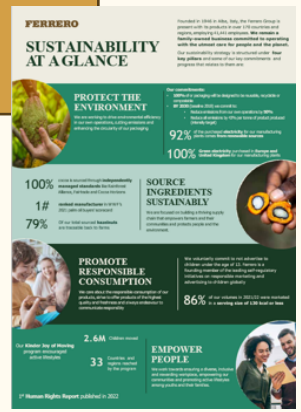
FERRERO

Sustainability to Trade - our dedicated program

To upskill the communication on sustainability to our trade partners

Governance with clear flows and responsibilities

Tools to upskill knowledge and confidence



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Collaborate

Sharing information and best practices

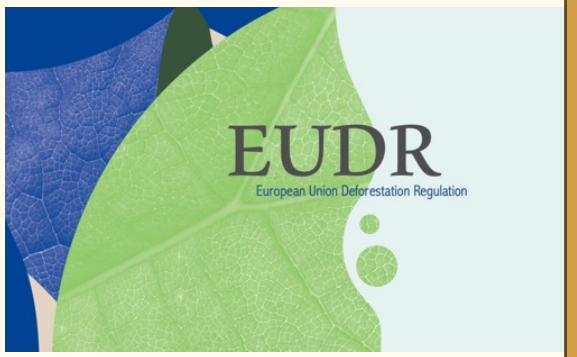
IMPACT

The importance of engagement – some concrete examples

PP: easier recyclability globally

Less plastic

Lower carbon footprint



Sharing know how and expertise for sustainability compliance

Tic Tac is offering recycling tips to consumers through a **recycling guide!**

Supporting shoppers to contribute to circularity of packaging

Through on-pack QR codes, **Kinder** is providing consumers packaging sorting instructions based on their local waste-management system

bottles are made from 100%* recycled plastic and are 100% recyclable

-30% CO_2eq emissions in the environment

-3,200 tonnes of virgin PET annually

Source: evidence based on an internal LCA study on Estathé packaging.

Communicating sustainability

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"Don't walk the talk, but talk the walk"

FERRERO

Thank you