



## Nestlé in brief

Nestlé is the world's largest food company and leader in the field of **Nutrition, Health & Wellness**. The current CEO of Nestlé, **Paul Bulcke**, is originally from Belgium. The headquarters are in Vevey, Switzerland, where Henri Nestlé founded the company in **1866**.



Over **330,000 employees** worldwide.



**75.5 billion euro** turnover worldwide in 2013.



Established in **almost every country** of the world and available in every country.



**1 billion Nestlé products** sold every day.



Nestlé is the world's largest company in Research & Development

in the food industry. Around **5,200** specialists are working continuously on better and innovative products, for example by reducing salt, and using alternatives to sugar and fat.

Worldwide, Nestlé produces thousands of different products. Well-known brands in the Netherlands include:

**Nescafé, Maggi**, chocolate such as **KitKat** and **Bros**, Nestlé baby food such as **Nestlé PyjamaPapje**, water including **San Pellegrino** and **Vittel**, and Nestlé Purina Petcare with brands like **Felix, Bonzo** and **Purina One**. With our mission Good Food, Good Life, we aim to make high-quality products. Products for different times of the day, and for young and old. Products that people can enjoy.

## Nestlé in the Netherlands

The Dutch Headquarters are in Amstelveen. In addition, Nestlé has a production plant in Nunspeet which produces baby food for the Dutch and European market.



In the Netherlands, Nestlé has approximately **900 employees**.



Turnover of Nestlé Netherlands in 2013: **426 million euro**.



CEO of Nestlé Netherlands is **Marc-Aurel Boersch**.

## Aim and strategy

Nestlé aims to be the recognised world leader in the field of nutrition, health and wellness, a trustworthy brand and a benchmark for financial performance in the sector.

Leadership is not just about size. It is about how you behave as a company, and the amount of trust consumers and stakeholders have in the company. We earn their trust only by keeping our promises, over and over again. Our ambitions come together in the mission Good Food, Good Life.

Nestlé operates according to the **Creating Shared Value** principle. We believe that in the long term, we can only create value for our shareholders if we also create value for the whole supply chain and the communities in which we operate.



# Nestlé Roadmap

The Nestlé Roadmap provides focus and structure for decisions about the direction taken by the company, both strategically and financially, on the short and the long term. The Roadmap covers three key areas:

## Competitive advantages:

- Largest product and brand portfolio
- Largest R&D capacity
- Represented worldwide
- The people, the culture and our values

**Nestlé is the world's largest food company. Good products, strong R&D, broad geographical presence, an entrepreneurial spirit, great people and strong values are the driving force behind the company.**

## Growth drivers:

- Nutrition, Health & Wellness\*
- Emerging markets and Popularly Positioned Products (PPP)\*\*
- Out-of-home
- More premium products

**Each of these four areas offers growth perspectives. They can be found in all our categories, all over the world.**

\* All our activities are driven by Nutrition, Health & Wellness, aimed at offering products with the best nutritional value.

\*\* For consumers on lower incomes or with limited access to nutritious food, Nestlé develops Popularly Positioned Products: products with a higher nutritional value at lower prices.

## Operational pillars:

- Innovation and renovation of products
- Products suitable for any time and available everywhere
- Involvement of consumers
- Efficiency in the chain

**These four core competencies stimulate product development, innovation and quality, operational performance, interactive relations with consumers and other stakeholders, and differentiation from our competitors.**



# Creating Shared Value

We can only achieve leadership and trust if we continue to meet the expectations of consumers whose daily choices influence our performance, those of our shareholders, of the communities in which we operate, and of society as a whole. We are convinced that there is only one way to create value for our shareholders: our behaviour, strategies and businesses should also create value for the society we are active in, for our business partners and for our consumers. This is what we call **Creating Shared Value**.

We are investing in the future with **financial and ecological sustainability**: in capacity, technologies, opportunities, people, brands and R&D. It is our aim to meet the current needs, without affecting the ability of future generations to meet their requirements. We do this in a way that will ensure profitable growth in the long term, year after year, with a high return for our shareholders and society as a whole.

# Our performance

In Europe Nestlé has:



Over  
**100,000 EMPLOYEES**  
(29.4% of the company's global workforce)



**153 FACTORIES**



**16 R&D-CENTRES**

The Dutch organisation is mainly focused on Marketing & Sales. Nestlé has a local marketing approach all over the world. Products are developed or adapted according to the needs of the local consumer.

## Youth Employment Initiative for young people in Europe

In 2013, Nestlé announced plans to help at least **20,000 Europeans under the age of 30** into jobs over the next three years. The **Nestlé needs YOUth** initiative will create jobs for young people and thousands of internships and traineeships by 2016. As part of the new initiative, Nestlé encouraged its European suppliers to offer young people a job, work experience or a traineeship. In the Netherlands, Nestlé will provide approximately 300 young people with jobs or internship.



## Nestlé in the Netherlands – a local player

Nestlé Netherlands, based in Amstelveen, has as its main activities the production, import and sale of food products in the Netherlands, including **Maggi, Nescafé, Nescafé Dolce Gusto, Nesquik** and various chocolate products like **Kitkat, Bros, Lion** and **Smarties**.

**In addition, there are nine Nestlé operations active in the Netherlands:**

- Nespresso (espresso coffee and machines)
- Nestlé Waters Direct (water systems)
- Nestlé Purina Petcare (pet food)
- Nestlé Healthcare Nutrition (medical nutrition)
- Nestlé Infant Nutrition (baby food)
- Wagner (frozen pizzas)
- Nestlé Professional (for large scale use)
- Tivall (meat replacements)
- Innéov (in collaboration with L'Oréal; cosmetics)

Nunspeet:  
baby food  
factory

### Publication of figures

Besides its annual financial statements (February), Nestlé S.A. publishes its results and objectives every quarter of a year.

## Figures 2013 - Nestlé Netherlands

- Turnover 426 million euro
- National turnover 228 million euro
- International turnover 139 million euro
- Investments: 9 million euro
- One production plant in Nunspeet

## Innovation and renovation

Nestlé is the world's largest food R&D organisation. Specialists are continuously working to innovate and improve their products. For example, they are working on the reduction of salt levels and use of sugar and fat replacements.

For the development of our products, we rely on scientific research. About **5,200 employees** (70 nationalities) work at **34 R&D centres** all over the world (3 scientific and research centres and 31 product and technology centres). Every year, Nestlé invests **over 1 billion euro in R&D**.

## Nestlé Research Centre

In the 21st century, we are faced with many challenges with regard to the necessities of life. Nutrition has a fundamental place in this debate.

- The world population is growing fast.
- People live longer.
- Habits are changing.
- Nutritional needs are evolving.

Nutrition is synonymous with life, at any time of the day and for young and old. Twenty-five years ago, Nestlé set up a new centre for fundamental research, the **Nestlé Research Centre**. This is the world's largest private research institute into food and nutrition. This centre,

founded in 1987, is based in Vers-chez-les-Blanc, near Lausanne (Switzerland). It specialises in life and food sciences, and has over 700 employees, including over 300 scientists of 48 different nationalities.



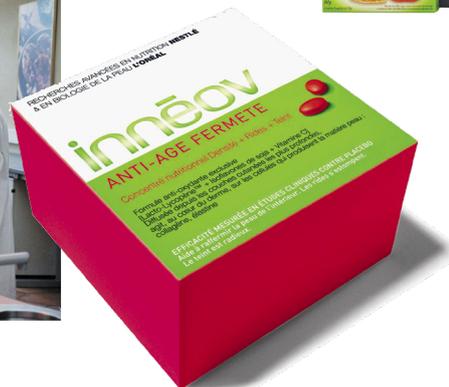
## Acquisitions and alliances

Over the years, Nestlé has grown to become the world's largest food company, largely due to acquisitions and new alliances, such as:

- Acquisition of Pfizer – baby food
- Partnership with Yinlu
- Partnership with Hsy Fu Chi

In addition, Nestlé has set up a number of joint ventures in the food and beverage sector, as well as in pharmaceuticals:

- Cereal Partner Worldwide (CPW) with General Mills
- Beverage Partners Worldwide (BPW) with The Coca-Cola Company
- Les Laboratoires Innéov with L'Oréal



## Good to know

- Every second, **5,500 people worldwide drink a cup of Nescafé.**
- Worldwide, there are **over 200 different tastes of Nescafé** to conform to local consumer preferences.
- Every **second, 481 Kit Kat bars** are eaten.
- **Bros** is a **typical Dutch brand** that was launched 75 years ago by the Bensdorp family in Bussum.
- **Nescafé** celebrated its 75th anniversary in 2013.
- Due to recipe adjustments, **Maggi** products contain 14,000 tonnes less salt than in 2005. You could use this amount to circle the world with stock cubes.
- In 2011, Nestlé was the first baby food manufacturer included in the **FTSE4Good Index**. This index contains strict criteria about marketing of alternatives to breast feeding.

