



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 **339,000 employees** worldwide.



85.5 billion euro turnover worldwide in 2014.



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 more 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 that can be consumed throughout the day by 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 2014: **505 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.



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 Purina Petcare (pet food)
- Nestlé Healthcare Nutrition (medical nutrition)
- Nestlé Infant Nutrition (baby food)
- Wagner (frozen pizzas)
- Nestlé Professional (**Nescafé, Chef** and **Maggi** for large-scale use)
- Tivall (meat replacements)

Publication of figures

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

Figures 2014 - Nestlé Netherlands

- Turnover: 505 million euro
- National turnover: 289 million euro
- International turnover: 122 million euro
- Investments: 16 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.

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.



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.

Nestlé needs YOUth

Due to the current economic recession, the rate of youth unemployment is growing in Europe. For Nestlé, tackling this problem is not only a responsibility of the government, but the business world should contribute as well. In 2013, Nestlé announced



Nestlé needs YOUth, in which it will create thousands of jobs for young people under 30 years of age over the next three years. In the Netherlands, Nestlé will provide approximately 300 young people with jobs or internships.

With Nestlé needs YOUth, we focus on the following pillars:

1. Get Skilled & Hired

Nestlé invests in creating opportunities with for example jobs, internships and apprenticeships. Throughout the year, Nestlé offers internships and apprenticeships at several divisions within every Nestlé business unit in the Netherlands. In addition, we invest in partnerships with schools and universities and in the North-South Alliance, where young people from the South of Europe are offered to gain experience in the Netherlands.

2. Readiness for Work

Within this pillar Nestlé organises interview trainings, (social media) workshops and CV clinics for young people in order to help them get a positive start on the labour market. In addition, a mentoring programme was started through which Nestlé employees voluntarily coach a young person. By giving advice about their résumé and role-playing in preparation of an interview, the youngsters get some insights in how they can best present themselves on the job market.

3. Alliance for YOUth

Together with other organisations we can tackle the problem of unemployment among youth more effectively. In the Alliance for YOUth we are working on this problem together with our suppliers and other partners on both European and local scale. Nestlé has joined forces with more than 200 organisations worldwide. Nestlé seeks for collaboration with organisations in the Netherlands to maximise the result.

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 Hsu 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 Partners Worldwide (CPW) with General Mills
- Beverage Partners Worldwide (BPW) with The Coca-Cola Company



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** **KitKat** bars are eaten.
- **Bros** is a **typical Dutch brand** that was launched 75 years ago by the Bendorp family in Bussum.
- **Maggi** celebrates its 120th anniversary in 2015.
- Due to recipe adjustments, **Maggi** products contain 14,000 tonnes less salt in 2012 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.

