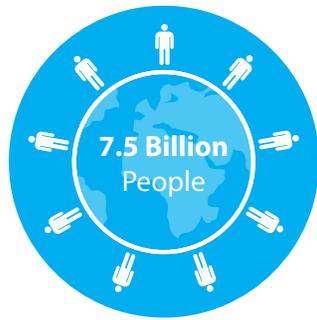


WHAT IS *Personalized* NUTRITION?

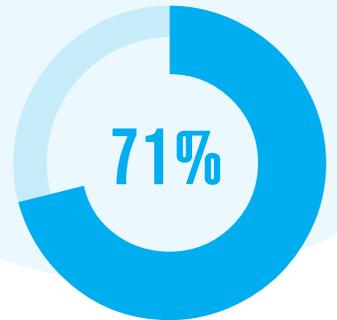
Personalized nutrition is the phenomenon of health-focused consumers seeking out functional foods and beverages that address their specific health and wellness needs.

DIVERSITY THRIVES

With 7.5 billion people on the planet, there is a growing emphasis on diversity and the importance of individual needs and preferences.¹



GLOBALLY, 71% of consumers view the concept of products customized to their individual health needs to be very or somewhat appealing.²



DRIVERS OF PERSONALIZED NUTRITION³

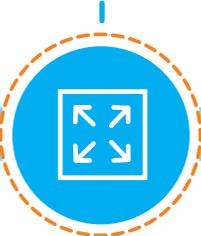


PERSONALIZATION PROVIDES A WIDE SPECTRUM FOR PRODUCT DEVELOPMENT

For manufacturers, the key to success is in creating products that appeal to specific demographic groups, while still providing a "just for you" feeling.



Products tailored precisely to consumer DNA or microbiome.



Scalable opportunity for manufacturers.



Products personalized with generic benefits.

PERSONALIZATION SUCCESS FACTORS

To achieve success in personalizing functional foods and beverages you must consider the following factors.



Age: 55% of consumers globally are more likely to purchase products developed for their age group.⁵



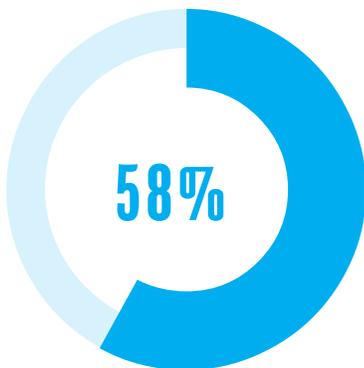
Gender: 74% of women and 67% of men find products customized to their own health needs appealing.⁶



Region: Latin America leads in the personalized nutrition trend, with the greatest consumer interest in customized products.⁷



Health Benefits: Determining the health benefits most important to your target consumers is key. For example, digestive health is a top desired benefit in food and drink.⁸



58% of global consumers are often or always influenced in their food choices by how tailored a product is to their needs or personality.⁴



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Consumer awareness of probiotics is at an all-time high, presenting a great opportunity to personalize products that feature targeted digestive health benefits. To learn more visit www.GanedenProbiotics.com

1 <https://census.gov/popclock/world>
2, 4, 5, 6 *GlobalData*, Global Consumer Survey Q3, 2016.

3, 7 *GlobalData*, TrendSights Analysis: Personalized Health, Oct 2016.
8 *GlobalData*, Global Consumer Survey, Q4 2015.