

Alpro - European Foods & Beverages

Enjoy Plant Power



Alpro, pioneer in 100% plant-based food

Alpro is the leading pioneer in plant-based food. The company is the European market leader in soya-based food products (drinks, margarines, desserts and plant-based alternatives to yoghurt and cream). In 2012, Alpro expanded its range with drinks made of almonds and hazelnuts, and recently also of rice, oat and coconut. For more than 35 years, Alpro has developed and produced healthy plant-based products in a sustainable way. The products are not just delicious, but also retain the unique nutritional values of their natural ingredients. Alpro products are marketed under the Alpro® and Provamel® brand names.

Alpro focuses on low energy and water consumption, sustainable transport methods, local production and waste reduction. Alpro products have a very low impact on the environment. Plant-based foods require less land, less water and emit less CO₂ than animal-based foods. In 2011 Alpro became the first European food company to join the WWF Climate Savers Program.

Alpro in facts and figures

Company	Alpro
Brands	Alpro® and Provamel®
Head office	Ghent, Belgium
Employees	910 (end 2014)
Turnover 2014	385 mio EUR USGAAP - 410 mio EUR IFRS



Sites

Alpro has 3 production sites in Belgium, the UK and France along side of a few companies that fill and package Alpro drinks.

Commercial network

3 sales organisations in Belgium, the UK, The Netherlands and Germany and more than 35 commercial partners all over Europe.

Market share

(Source for figures: Nielsen MAT P01 2015 EU9)

- Alpro represents 43% (+ 3%) of the category plant-based alternatives to dairy in Europe
- Plant-based alternatives to dairy represent 3% of the dairy market in Europe
- Alpro performs better than the average plant-based segment: growth of +27% (vs +19% EU market)
- Strongest growth of Alpro in Germany, The Netherlands, Italy and the United Kingdom .
- Future growth of plant-based alternatives to dairy is estimated at +15-20%.

For more information about Alpro and its products: Visit www.alpro.com



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Company growth...

Convinced of the huge value of plant-based food to both people and the planet, Alpro's founders established the company in 1980. The original mission was to fight famine in Africa with plant-based food products. The main tool in this fight was the nutritional power of the soya bean. The company's soya products were soon marketed in Europe, initially only on the health food market. After a few years the products were also stocked by supermarkets, which led to the company's exponential growth.

- In 1989 Alpro built Europe's biggest and most modern soya food production unit in Wevelgem based on the UHT process.
- In 1996 Alpro took over Sojinal, thereby strengthening the company with an extra soya drinks production unit in Issenheim (France).
- In 2000 Alpro built a brand new soya plant in Kettering (UK).
- In 2009 Alpro was sold to Dean Foods (USA)
- In 2012 Alpro added two non-soya drinks to its range for the first time: Alpro® Almond Drink and Alpro® Hazelnut Drink.
- Since 2012 WhiteWave Foods and Alpro are listed as independent company The WhiteWave Foods Company on the New York Stock Exchange and are no longer part of Dean Foods.



... which achieved success with delicious, healthy, sustainable products

Today Alpro offers the widest range of delicious plant-based products to be enjoyed at any time of day. That is good news for our planet! Plant-based products require less land and less water than dairy products, and result in less CO₂ emission. They are generally also easy to digest and low in cholesterol. Alpro also feel honour bound to ensure that these healthy and ecological products are absolutely delicious as well. This has made Alpro a trendsetter in the 21st century food sector.

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