



Why **B Corp™**
creates **value**

June 2020

WE'RE PROUD
TO BE
THE LARGEST
CERTIFIED

B Corp
IN THE
WORLD





Triodos Bank



The Guardian



KICKSTARTER



allbirds

patagonia



LOMBARD ODIER
LOMBARD ODIER DARIER HENTSCH



Good in every sense

wetransfer



B Corporations are for-profit companies certified by the nonprofit B Lab™ for meeting rigorous standards



GOVERNANCE



WORKERS



ENVIRONMENT



COMMUNITY



CUSTOMERS



At the origin of B Corp certification

From good products to good companies

LAST 20 YEARS

Good Products



90% of Americans say that companies must not only say a product or service is beneficial, but they need to prove it.

Cone Communications

NEXT 20 YEARS

Good Companies



73% of consumers care about the company, not just the product when making a purchasing decision.

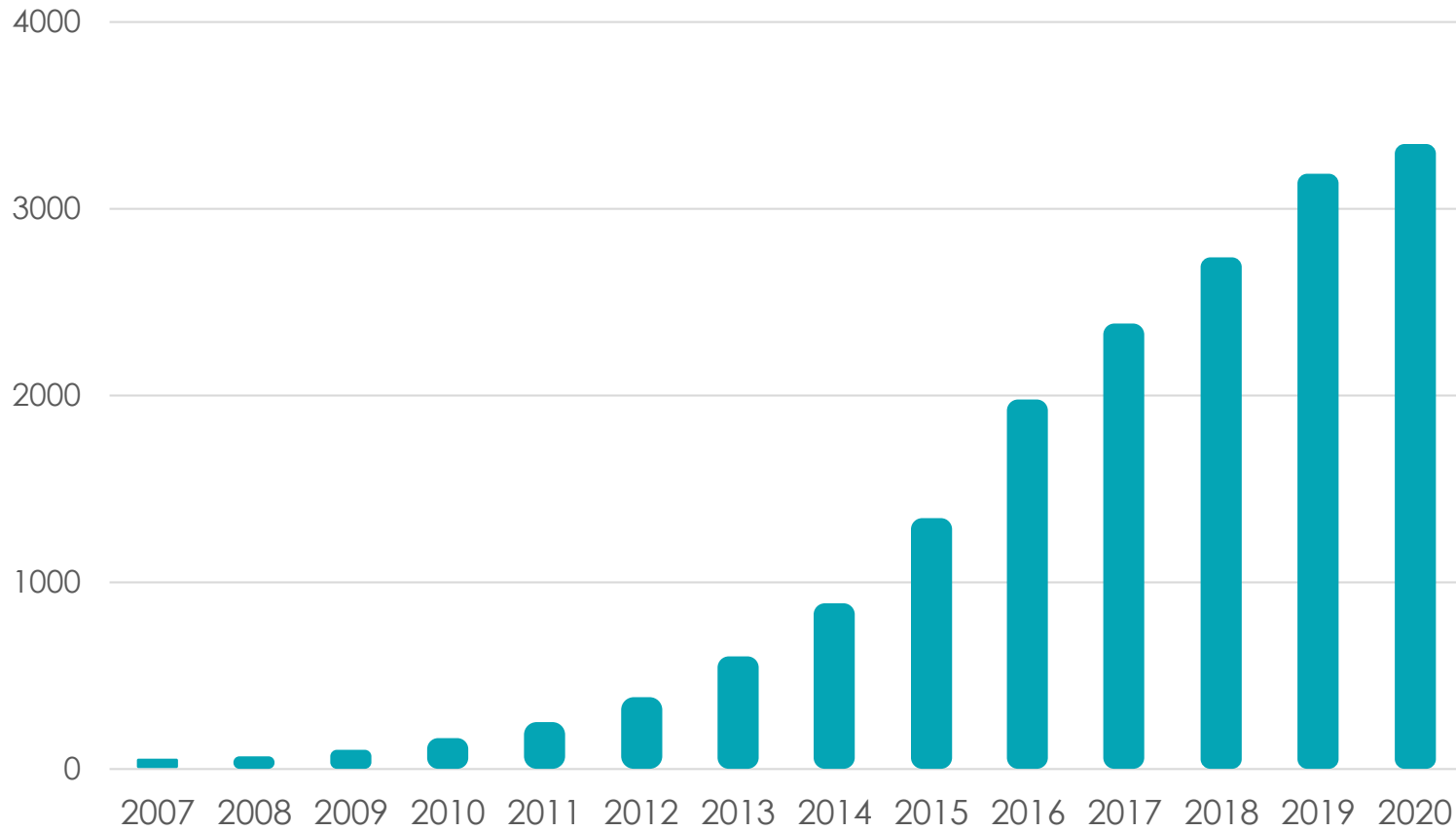
BBMG

A movement born in 2006 in the US

- Today consumption is a powerful statement
- Brands under greater scrutiny by consumers
- Consumers expecting from companies higher verified levels of
 - Social and environmental performance
 - Transparency
 - Accountability

A fast-growing movement across regions and sectors

3,300+ B Corp community to date



60
countries

>50%
of B Corps
outside US

150
industries
represented

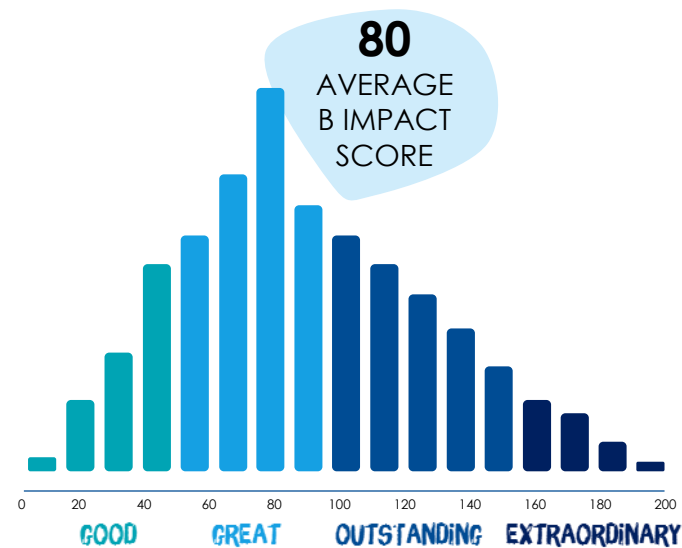
B Impact Assessment

A holistic and demanding framework

B Impact Assessment (BIA)

- A tool for measuring the social and environmental performance of a company, developed from best international sustainability frameworks (ISO 26000, GRI, SASB, Global Compact)
- 200 questions on 5 themes
 - Governance
 - Workers
 - Community
 - Environment
 - Customers
- Total of 80 points required for B Corp Certification. Only positive practices are assessed. Background checks performed before certification is approved
- Update of certification every three years

Performance standards



70,000 companies using the BIA tool
3,300+ companies certified to date

Aligned with the United Nation SDGs



Developed by



B Impact Assessment tool

An integrated assessment of practices impacting business model



GOVERNANCE



WORKERS



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CUSTOMERS

OPERATIONAL IMPACT QUESTIONS
on the daily operations / activities of the company
(~140 points)

Accountability
Transparency
Ethics, Mission

Compensation
Benefits
Training, Career development

Facilities
Supply chain
Manufacturing
Packaging

Community
Engagement,
Diversity & Inclusion,
Suppliers

Services
Products
Value Chain

BUSINESS MODEL IMPACT QUESTIONS
on the Company structure to create a specific positive benefit / result
(~60 points)

Mission Lock

Worker Owned

Resource conservation
(i.e. renewable energy),
Toxin reduction
(i.e. organic)

Fair Trade Supply Chain, Poverty Alleviation, National Economic Development

Health & Wellness, Provision of Basic Services, Education, Economic Empowerment

A consumer-facing certification, still in its early days

High purchase intent, growing consumer awareness

We believe focusing on the simple things gives us the most delicious results.

It's why we're passionate about **live cultures** (they help us to turn milk into our delicious yogurt) and is why we make this yogurt **using just milk, live cultures and a fruit layer** (and all with no added sugar* or sweeteners of course!). It really is as simple as that.

And it's not just about what goes INTO the pots... We're passionate about doing our bit to make it simpler to build the future we all want. That's why today **all our pots and cardboard are 100% recyclable**, so we really hope you'll remember to recycle them. We're also working hard to make sure our lids can be recycled in the future too. **It's a start, a simple step, and there's so much more we want to do.**

Thinking about the next 100 years

That's why we're delighted to be a B Corp™

For us doing good is about more than just making delicious yogurts with no added sugar* or sweeteners. It's about doing our bit for families, our communities and our planet. It's been our belief for the last 100 years, and it's what we will be focusing on over the next 100.

That's why we've been recognized as a B Corp.

Okay, so what is a B Corp?

In a nutshell, B Corp is a community of companies with a common goal: To use business as a force for good. It's an external recognition of all we do for families, communities and the planet. After all, **what matters more?**

Certified B Corporation

DANONE
Simply what matters

Find out more at danonegpart.co.uk

Cher Blédina

NOUS SOMMES PLUS DE 1000 PERSONNES À NOUS LEVER CHAQUE MATIN AVEC L'ENVIE DE TRANSMETTRE l'amour des bonnes choses à tous les bébés.

NOUS TRAVAILLONS MAIN DANS LA MAIN AVEC DES AGRICULTEURS, UN CUISINIER ET DES NUTRITIONNISTES.

TOUS PASSIONNÉS, AINSI D'ÉLABORER DE BONNES RECETTES À PARTIR D'INGRÉDIENTS de qualité qui éveilleront les papilles de chaque bébé.

ET CE DEPUIS 110 ANS !

RETROUVEZ TOUTS NOS ENGAGEMENTS SUR BLEDNA.COM

Mode d'emploi - voir sur l'étiquette.

Ingrédients: De l'eau de cuisson - de saumon (moins de 200 g) - des pommes de terre (des tranches vertes 140% - des courgettes 8,00% - de la viande de poulet 8,00% - des légumes 4,00% - un filet d'huile végétale (soja, tournesol).

Si ce produit contient toutes nos précautions, n'est pas conforme à vos attentes, merci de nous contacter en gardant le pot et sa capsule à disposition.

La communauté de B Corp

NOUS VOUS RECOMMANDONS 24h/24 et 7j/7 gratuitement* ou 0 800 415 415

TELECHARGEZ NOTRE NOUVELLE APPLICATION bledi pop

POUR TOUT SAVOIR SUR L'ALIMENTATION DES TOUT-PETITS

400g

WELCOME!

LES 2 VACHES

To the European B Corp Family!

www.bcorporation.eu

Certified B Corporation

Silk OAT YEAH

PLAIN VANILLA CHOCOLATE

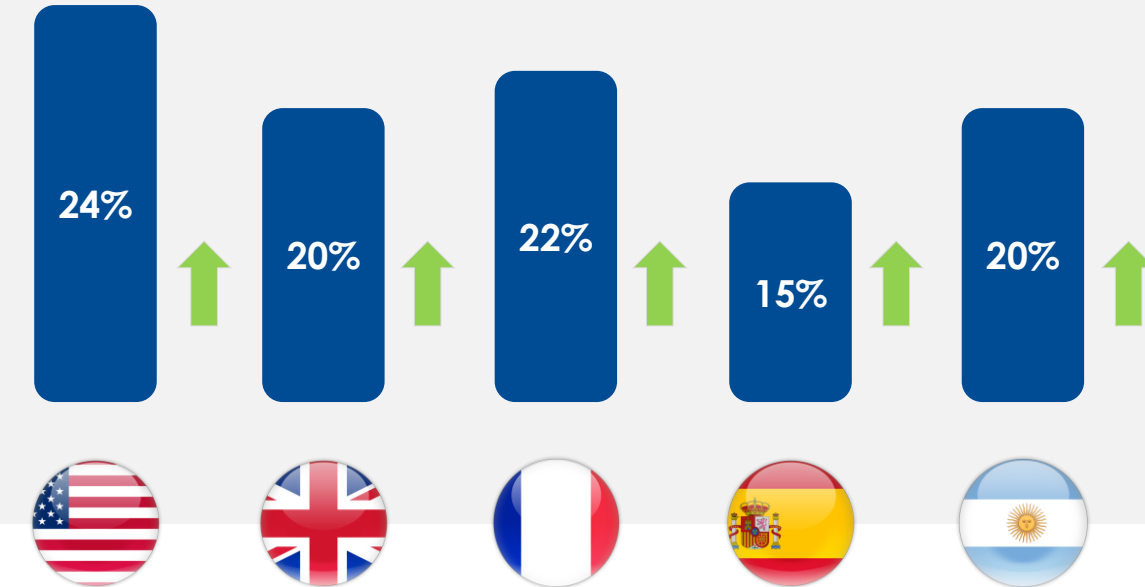
TRANSFORM YOUR TASTY SPOONFUL

Certified B Corporation

% influence on Purchase Intention



Prompted Awareness



*Research over 1000 adults nat rep, Prompted awareness (NMI / Toluna) – 2019

Danone is committed to sustainable value creation as a B Corp

Lead the way to create and share sustainable value for all

2030 GOALS

OUR BRAND MODEL

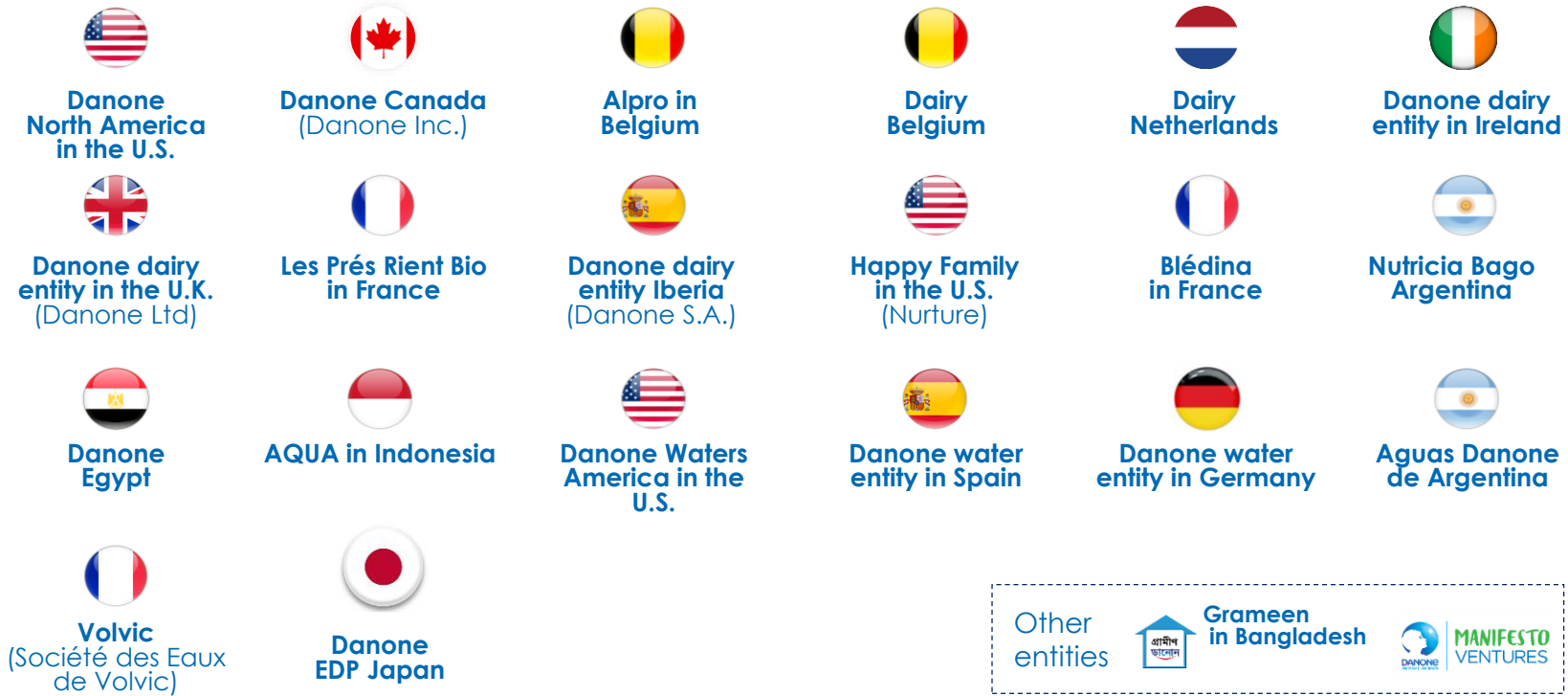


OUR BUSINESS MODEL

OUR TRUST MODEL

Objective to be the 1st very large company to achieve global B Corp certification in five years

> 1/3 of sales covered by B Corp certification to date*
Average B Corp score of 85.5



*as of June 2020

How B Corp helps to drive sustainable shareholder value?

The only model of business that covers all facets and players of our ecosystem



Driver of brand equity

Meeting consumers' expectations for trusted and purpose-led brands
Consumer-facing certification contributing to differentiation vs competition

Driver of sales

Retailers: growing traction, specific activation campaigns
Consumers: high purchase intent, growing consumer awareness

Driver of de-risking

Risk avoidance in large business scope

Driver of team engagement

Growing employee expectations for driving societal change

Lower cost of capital

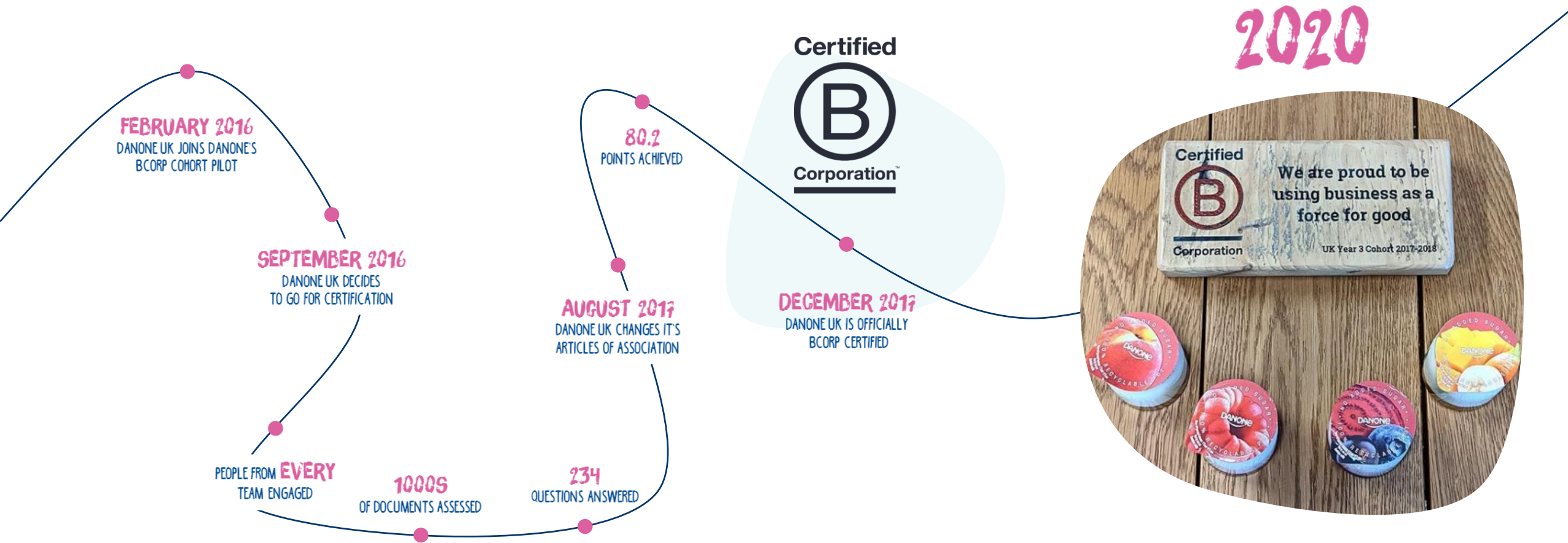
Cost of syndicated credit loan linked to B Corp progress

More transparent and holistic framework to address ESG investors' agenda

Link with UN Sustainable Development Goals

Danone Essential Dairy and Plant-based in the UK as a case study

A 3-year B Corp journey



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A 3-year B Corp journey



A lever to increase engagement with retailers and partners

Waitrose

Dedicated B Corp store hosted on online grocery store

Tony's Chocolonely win big
Tony's Chocolonely have won a Waitrose & Partners Sustainability Award for their fantastic work in raising awareness of the inequalities in the cocoa industry. Since 2012, they've traded 16k tonnes of traceable cocoa, and have paid \$7 million in premiums to ensure over 5000 farmers earn a living wage.

What is B Corp?
Certified B Corporations are a group of companies that use the power of business as a force for good. B Corps aim to create a sustainable, inclusive economy by reducing poverty and inequality, creating good jobs and a healthier environment. A B Corp is certified based on its positive impact on customers, workers, community and the environment.

Ella's Kitchen is on a mission...
To improve children's lives through developing healthy relationships with food. They take simple, organic ingredients and make delicious products packed full of wholesome food for tiny tummies and the planet. What started as a promise between a dad and his daughter continues to be the driving force of their business as a certified B Corp today.

Join their mission

Offers: Dietary: Sort By:

<p>Tony's Chocolonely Milk Chocolate Caramel Sea Salt</p> <p>25% Off Was £3.49</p> <p>★★★★★ (8)</p> <p>£2.61 (11.50/mg)</p>	<p>Activia Rhubarb</p> <p>Add 2 for £3</p> <p>★★★★★ (3)</p> <p>£2.00 (11.50/mg)</p>	<p>Activia Strawberry</p> <p>Add 2 for £3</p> <p>★★★★★ (3)</p> <p>£2.00 (11.50/mg)</p>	<p>Tony's Chocolonely Milk Chocolate</p> <p>25% Off Was £3.49</p> <p>★★★★★ (8)</p> <p>£2.61 (11.50/mg)</p>
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TRY

ACTIVIA

4 pots

organic raspberry & banana yogurt

with live cultures & no added sugar

Yogurt with the feelgood factor
Activia achieved B Corp certification in 2017, thanks to the company's commitment to a healthier future through food.

A lever for differentiated product innovation and brand model

First B Corp born brand in the UK launched in Jan-20

DANONE

We're not just a tasty yogurt

Simply what matters

LIVE CULTURES

100% RECYCLABLE POT

Certified B Corporation

DANONE

simplyfruit

with live cultures & no added sugar*

DANONE

natural

yogurt

with live cultures & no added sugar*

DANONE

kids

organic raspberry & banana yogurt

with live cultures & no added sugar

A consistent framework of actions and employee engagement

50% of employees volunteers for B Corp
75% pledged to contribute to the goal

