



NATURLI'

BE THE CHANGE



Who we are

A PIONEER ON THE DANISH MARKET SINCE 1988

A BRAND KNOWN BY THE CONSUMERS AS 100% PLANT-BASED

A BRAND THAT CHALLENGE THE STATUS QUO & HAS ENTREPRENEUR SPIRIT

NATURLI 24/7 PLANT-BASED

- NATURLI HAS A PRODUCT FOR EVERY "HOUR" DURING THE DAY.



AMBIENT DRINKS
8 variants



CHILLED DRINKS
2 variants



VEGAN SPREAD
2 variants



COOKING
1 variant



FRESH PASTA
4 variants



COLD CUTS
3 variants



OAT ICE CREAM
6 variants



ORG. OAT ICE CREAM
2 variants



RICE ICE CREAM
4 variants



SOY GRANULATE
2 variants



TOPPING & SPREAD
1 variants



ON THE GO – RAW BARS
4 variants



BASIC MEAT FREE
2 variants



READY MEALS MEAT FREE
4 variants



VEGAN MEAT
5 variants



Challengers of conventional thinking

Challenge conventional thinking

Sometimes calls for inspiration!

In Naturli' we are inspired by challengers.....



crop forecasts

precision gps

safety grooving

gigapan photography

digital fly-by-wire

shock absorbers

enriched baby formula

winglets

rechargeable batteries

cochlear implants

dustbusters

the electronic thermomete

digital cameras

athletic shoes

cloud-free satellite imag

openstack cloud computing

smoke detectors

invisible braces

advanced water filters

aerodynamic swimsuits

food safety protocols

cardiac pump

truck aerodynamics

freeze-dried foods

memory foam

emergency blankets

cat scans

THE WAY WE ACT

**EVERY DAY
IS DAY**



**NO status
quo**

**RETAIL
FOCUS**



**Win-Win
partnership**

**CONSUMER
OBSESSED**



**Every day
dialogue**

**THINK
BIG**



**Mainstream
consumers**



Business plans



THE WAY WE WORK

BRAND CULTURE



**LESS
STRUCTURE**

CULTURE DNA

- Having a playful environment
- Valuing each member
- Closely connecting each member
- Enjoying the pressure
- Each member has the freedom to think different

**INDIVIDUAL
THINKING**

START UP PERCEPTION



**EVERYTHING
IS POSSIBLE**

NO COMPROMISE



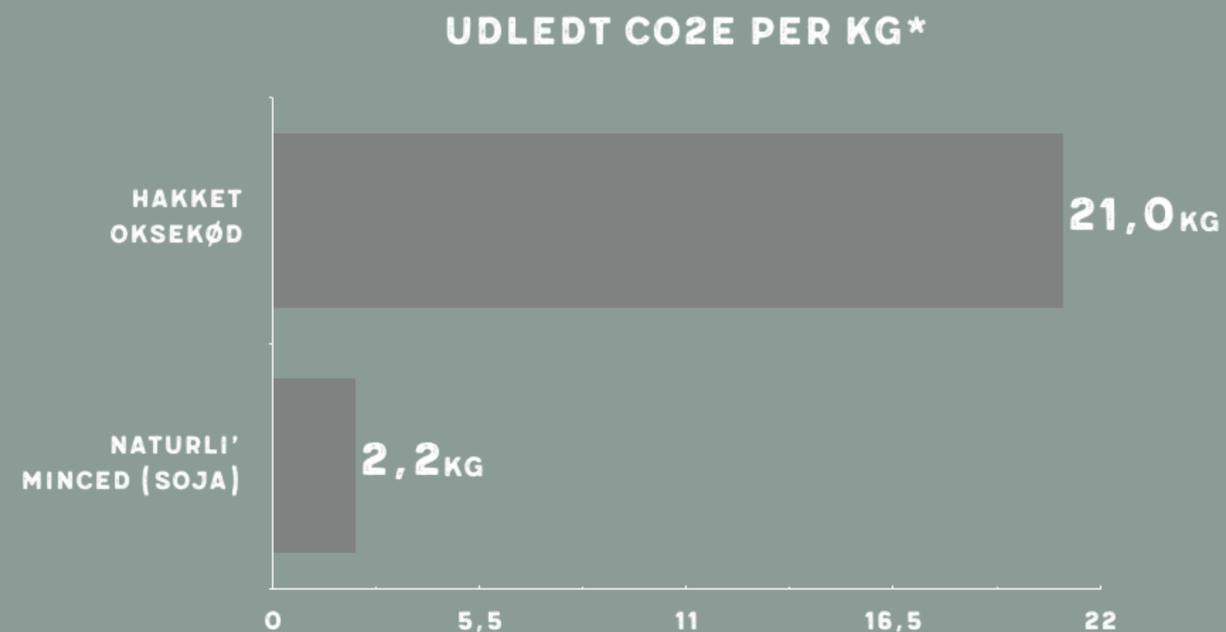
**IN & AROUND
PRODUCT**

Naturli' Frozen desserts



Launch in DK Week 12
Launch in SE week 12

NATURLI' minced – 400g



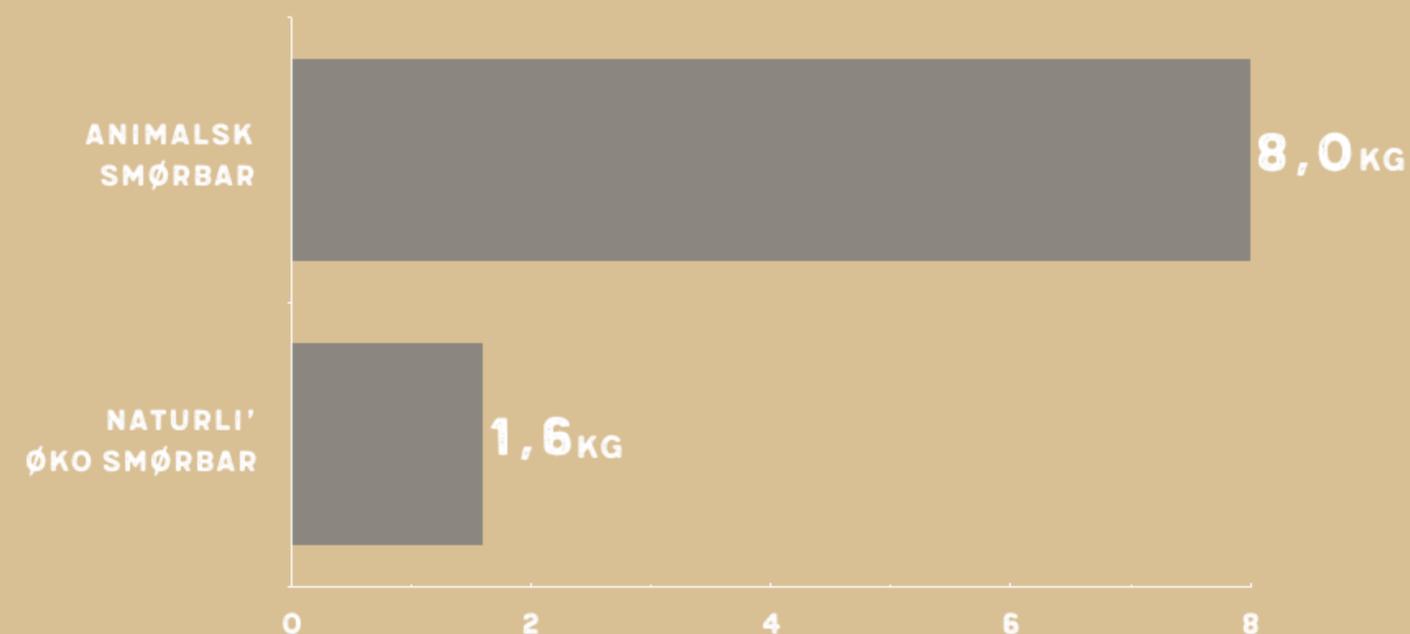
KILDE: *FRA JORD TIL FÆRDIGT PRODUKT BEREGNING UDREGNET AF CARBON CLOUD
LÆS MERE PÅ WWW.NATURLI-FOODS.COM

All meat free products is now being calculated

NATURLI' spreadable - 225g



UDLEDT CO₂E PER KG*



KILDE: *FRA JORD TIL FÆRDIGT PRODUKT BEREGNING UDREGNET AF CARBON CLOUD
LÆS MERE PÅ WWW.NATURLI-FOODS.COM

UK, DE, AUS/NZ, ETC.



**The best way to predict
the future is to invent it!**

Alan Kay





CREATIVE SOLUTIONS

NATURLI' Øko SMØRBAR



Det mest innovative
smørbar produkt i 20 år

Challenge Conventional thinking



Nu vil NATURLI' ruske en
sovende kategori til live

Naturli' FRUGTBAR

- ARE YOU CRAZY?

DRAFT



- NATURLI' RUSKEDE LIV I SMØRBAR
- NU RUSKER NATURLI' LIV I MARMELADE
- 50% SMØRBAR 50% JORDBÆR - 100% PLANTEBASERET
- 2 I 1 PRODUKT OG BØRN VIL ELSKE DET OG FAMILIEN MED
- VIL SKILLE SIG UD I HYLDEN - NY & INNOVATIV
- ARE YOU CRAZY? – YES DET ER VI - OG FOLK BLIVER CRAZY MED DET.

Never Be Universal



Take the lead - and keep the lead

TOWARDS GREENER PASTURES

EVERYBODY USE SOY TODAY, BUT GRASS
MIGHT BE THE NEXT PROTEIN.

BECAUSE WHY NOT?

IT CONTAINS TWICE AS MUCH PROTEIN,
GROWS 11 MONTHS A YEAR AND HAS ALL
11 AMINO ACIDS.



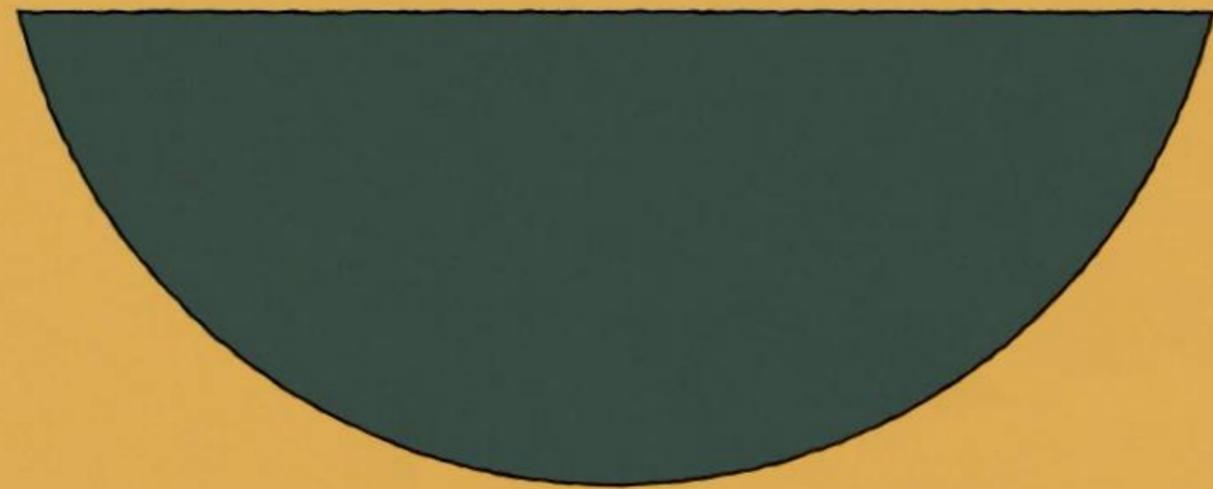
The strongest pea protein in the world

We were not satisfied with the pea protein we could source in the market!

We have developed PEA'F 68 ourselves and produce it in partnership with another Danish industry in Lolland Falster

The outskirts of Denmark have many skilled people and industries to offer – AND they strive harder!





IT's only waste if we don't use it

A staggering 1.3 billion tonnes of food is
wasted every year
during production.

With Carlsberg we're looking to put food
waste to good use. It can be used in an
entirely new product or for building
materials.



Spreadable building blocks

it's not only others' waste, but also our own we're looking to innovate.

The rapeseed used for our spreadable leaves us with a bi-product "rapeseed cakes" that we're looking to use for building material.



vitamins, but plant based

We're working on isolating natural plant vitamins.

If we succeed we can provide b12 vitamins which has not existed in plant based form before.

Our goal is to be the first within 1-2 years.



Diabetes fighting plants

WE LIKE EARTH, BUT WE ALSO LIKE HUMANS.

TOGETHER WITH AARHUS UNIVERSITY WE'RE STRIVING TO extract vitamins into products that can prolong life - like preventing type 2 diabetes.





WHAT WE BELIEVE

We like animals. And we like to eat. So we don't eat animals.

We also like humans. And we want them to exist. So we don't eat humans.

We don't speak vegan. We speak human. With a plant based accent.

Burgers never killed anyone. Except cows. So we make cow-free burgers.

We want to save the earth. And do business. We call it earth business.



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