



Kuala Lumpur, 8th March 2022

By Bjorn Kruizenga, General Manager – Orkla Asia Pacific

# **Responsible consumption and production through sustainable Oral Care**

# Orkla is the leading branded consumer goods company in the Nordics

Vision: “Your friend in everyday life”

## Winning in local markets



## Key facts

- Established 1654
- Listed on Oslo Stock Exchange
- Revenue 50 BNOK
- EBIT 6 BNOK
- Market value ca. 85 BNOK
- Ca. 21.500 employees
- 300+ significant brands
- Orkla brands sold in over 100 countries

Orkla Foods	Orkla Confectionery & Snacks	Orkla Care	Orkla Food Ingredients	Orkla Consumer Investments	Industrial & Financial Investments
(NOK billion) <b>Sales: 18.2</b> <b>EBIT (adj.): 2.6</b> EBIT (adj.) margin: <b>14.4%</b>	(NOK billion) <b>Sales: 7.2</b> <b>EBIT (adj.): 1.2</b> EBIT (adj.) margin: <b>16.8%</b>	(NOK billion) <b>Sales: 6.9</b> <b>EBIT (adj.): 1.0</b> EBIT (adj.) margin: <b>14.8%</b>	(NOK billion) <b>Sales: 10.7</b> <b>EBIT (adj.): 0.5</b> EBIT (adj.) margin: <b>4.7%</b>	(NOK billion) <b>Sales: 3.7</b> <b>EBIT (adj.): 0.4</b> EBIT (adj.) margin: <b>10.5%</b>	Jotun (42.6%)
					Hydro Power
					Financial Investments

■ Norway 
 ■ Nordics ex. Norway 
 ■ Baltics 
 ■ Europe other 
 ■ World other

# Creating sustainable growth

As a producer of food and other consumer goods products, Orkla's primary contribution to sustainable development is to be able to offer sustainable products, and UN Sustainable Development Goal 12

**- responsible consumption and production -**

lies at the very core of the Group's sustainability work

 <p><b>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</b></p>	<p>UN Sustainable Development Goal 12 is pivotal to Orkla's sustainability work. Orkla companies seek to make the transition to sustainable production and consumption by engaging in promoting sustainable raw material production, developing recyclable packaging solutions based on recovered or renewable materials, reducing the climate foot print of our products and developing products for a healthy lifestyle. Efforts to achieve SDG 12 also contribute to attainment of several other SDGs</p>	
 <p><b>2 ZERO HUNGER</b></p>	<ul style="list-style-type: none"><li>• Ensure responsible production of food raw materials and promote sustainable agriculture and fishing</li></ul>	 <p><b>13 CLIMATE ACTION</b></p> <ul style="list-style-type: none"><li>• Reduce greenhouse gas emissions throughout the value chain in line with what is required to limit global warming to a maximum of 1.5°C</li></ul>
 <p><b>3 GOOD HEALTH AND WELL-BEING</b></p>	<ul style="list-style-type: none"><li>• Develop products and solutions for health and wellness</li><li>• Work systematically to reduce salt and sugar</li><li>• Inspire people to adopt a healthy lifestyle</li></ul>	 <p><b>14 LIFE BELOW WATER</b></p> <ul style="list-style-type: none"><li>• Protect fish resources through sustainable sourcing</li><li>• Avoid plastic pollution by developing circular products and packaging solutions</li></ul>
 <p><b>5 GENDER EQUALITY</b></p>	<ul style="list-style-type: none"><li>• Promote diversity and gender balance at all levels and across the business</li></ul>	 <p><b>15 LIFE ON LAND</b></p> <ul style="list-style-type: none"><li>• Contribute to responsible farming practices for the future</li><li>• Ensure deforestation-free supply chains</li></ul>
 <p><b>8 DECENT WORK AND ECONOMIC GROWTH</b></p>	<ul style="list-style-type: none"><li>• Work systematically to safeguard human rights in the workplace and in the supply chain</li></ul>	 <p><b>17 PARTNERSHIPS FOR THE GOALS</b></p> <ul style="list-style-type: none"><li>• Take part in active stakeholder dialogue and partnerships to promote sustainable production and consumption</li></ul>

# Orkla sustainability goals towards 2025



## ENVIRONMENTAL ENGAGEMENT

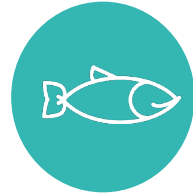
> 60% renewable energy

65% reduction in greenhouse gas emissions from own operations (80% reduction by 2040) <sup>1,2</sup>

30% reduction in greenhouse gas emissions in the value chain, outside own operations (75% reduction by 2040) <sup>1,3</sup>

30% reduction in energy and water consumption

50% reduction in food waste



## SUSTAINABLE SOURCING

Ensure respect for workers' rights

Achieve verified sustainable production of key raw materials<sup>4</sup>

Promote sustainable farming and fishing

- 100% recyclable packaging
- 75% packaging made of recycled materials
- 50% plastic packaging made of recycled or renewable materials



## NUTRITION & WELLNESS

>Double consumption of products and services that contribute to a healthier lifestyle

15% less salt and sugar<sup>5</sup>

Inspire people to adopt a healthier lifestyle



## SAFE PRODUCTS

100% food manufacturing facilities at green level<sup>6</sup>

100% approved suppliers<sup>6</sup>

Continue to ensure that all products are safe



## CARE FOR PEOPLE & SOCIETY

Create strong local engagement for sustainability

100% compliance with Orkla's human rights policy

Create healthy workplaces with zero injuries

Women in 50% of leadership positions at all levels

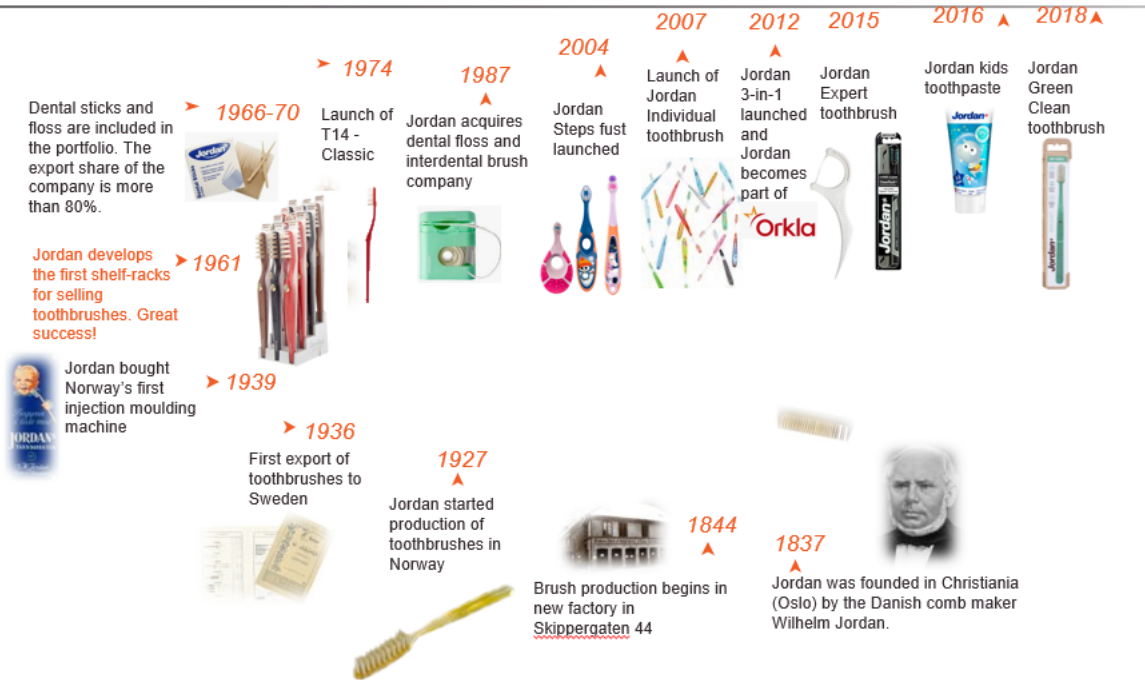
A culture of integrity everywhere

1) Targets for greenhouse gas reduction have been validated by the Science-based Targets initiative.  
2) Scope 1 and Scope 2 in accordance with the Greenhouse Gas Protocol. Base year 2014.  
3) Scope 3 in accordance with the Greenhouse Gas Protocol. Base year 2014.

4) The assessment of importance is based on the risk related to and scope of the Group's sourcing  
5) Reduction in overall consumption of salt and sugar from Orkla's food products. Base year 2015.  
6) In accordance with the Orkla Food Safety Standard

# JORDAN ORAL CARE

## Jordan history – some milestones

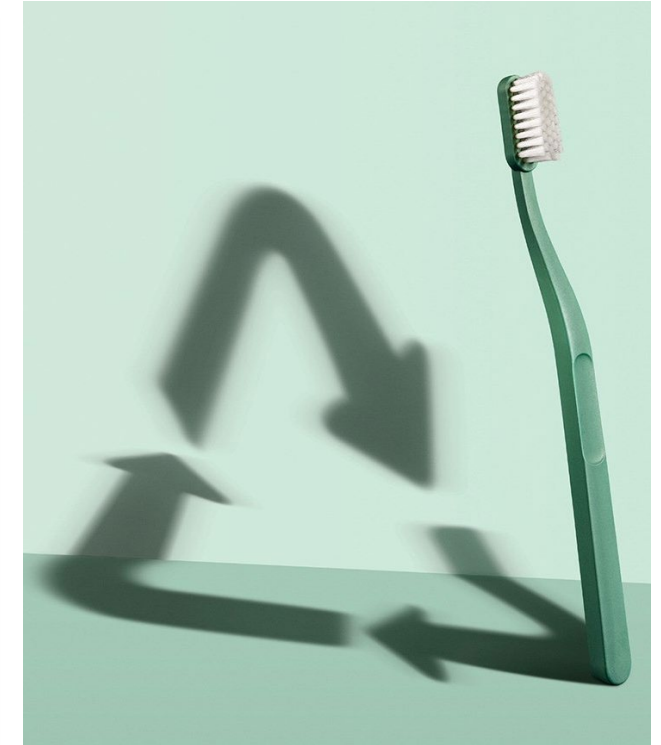


LAUNCHING INNOVATIVE PRODUCTS SINCE 1927

**Jordan\***



FROM NATUAL BRISTLES



TO PRODUCTS THAT SUSTAIN NATURE



# JORDAN GREEN CLEAN

## Created with planet and consumers in mind

### ✓ GOOD FOR THE PLANET

*All materials and ingredients are carefully selected with the environment in mind*

### ✓ SUPERIOR FUNCTIONALITY

*Sustainability is combined with perfect functionality, giving consumers the best of both worlds*

### ✓ AESTHETIC DESIGN

*Modern & minimalistic design that blends perfectly with the bathroom interior – even among design savvy consumers*



RECYCLED  
PACKAGING



99% NATURAL  
INGREDIENTS



VEGAN



GREEN TEA FLAVOR



RECYCLED PLASTIC IN TUBES



94% NATURAL INGREDIENTS



100% VEGAN



GREEN TEA & MINT TASTE



# BOTH UNDER OUR AMBASSAOR BRAND, GREEN CLEAN, BUT ALSO MAKING CHANGES FOR THE WHOLE BRAND




**Jordan\***




Each year we save  
**106 000 KG**  
virgin plastic

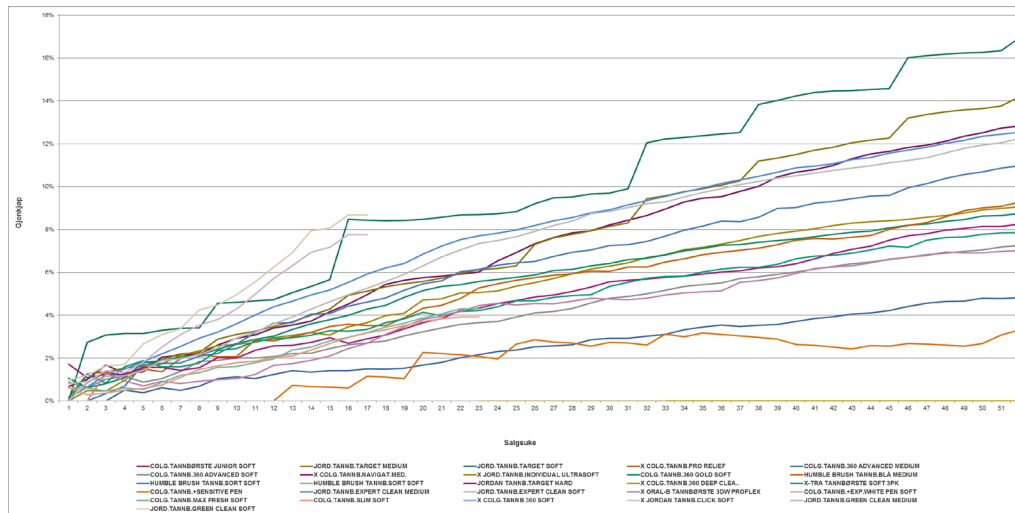


# THE CONSUMERS WHO BUY ARE YOUNGER... AND THEY BUY JORDAN GREEN CLEAN AGAIN

 Green Clean are purchased by consumers under 50 years, especially quality conscious women



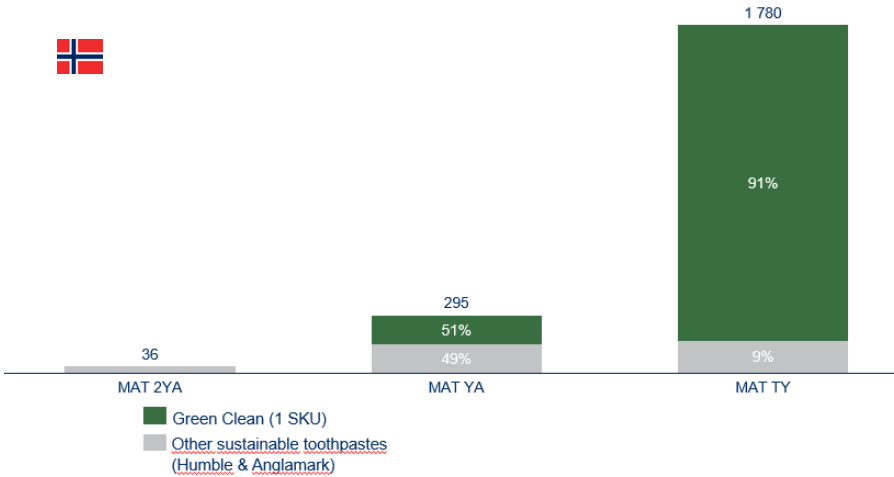
 **THEY ALSO REBUY...**Green Clean had the highest repurchase rate of all TBs launched in Norway over the the last 3 years



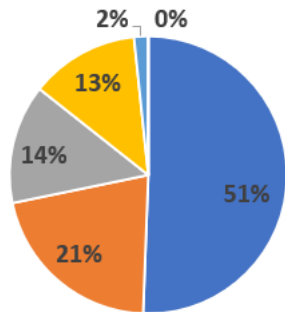
**Jordan\***  
GREEN CLEAN



# JORDAN IS THE NR.1 IN SUSTAINABLE TOOTHBRUSHES IN MANY MARKETS ALREADY



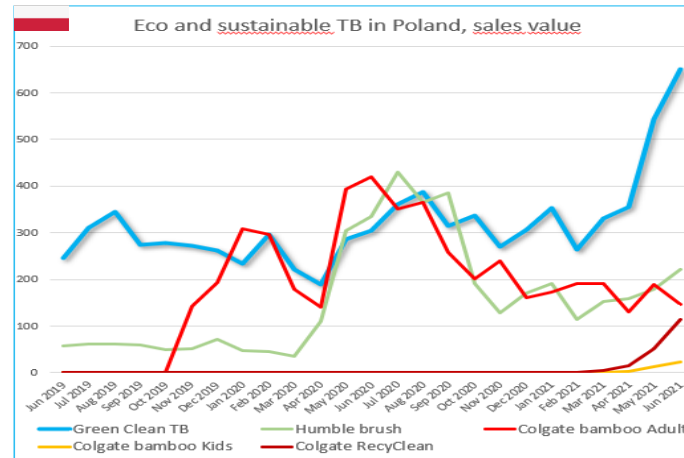
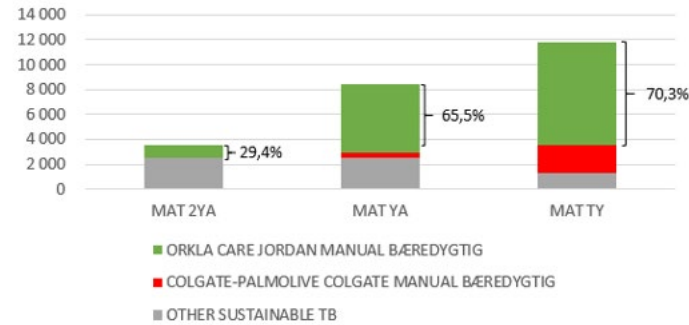
Source: Nielsen, sales in NOK, week 12 2021



JORDAN HUMBLE BRUSH Colgate Bambuset PEPSODENT others



Development sustainable Toothbrushes  
GFT/HD/MATAS, VALUE SALE, MAT. 4W 2021 08



**Jordan\***  
GREEN CLEAN

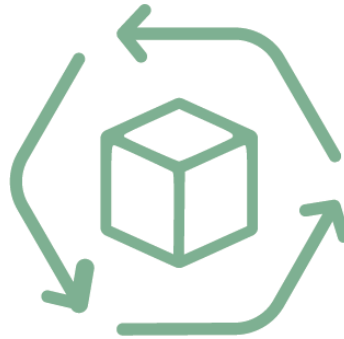
# THE PLANET IS HAPPY!

So far we have saved:



134 225 kg

virgin plastic replaced with recycled  
plastic in the toothbrush handle



50 539 kg

virgin plastic replaced with  
recycled cardboard in the  
packaging



10 479 kg

fossil-based nylon replaced with  
bio-based nylon in the bristles



= 40 African Elephants!

MODERN  
SCANDINAVIAN  
DESIGN



SUSTAINABLE  
QUALITY  
MATERIALS

**Jordan\***  
GREEN CLEAN





# Innovating for a healthier and more sustainable future

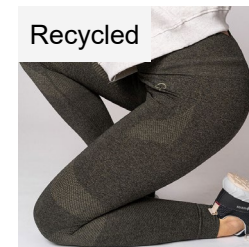
## Make healthier alternatives



## Sustainable packaging and raw materials



## Innovate to save the environment



**DOUBLE**  
products & services  
contributing to health  
and wellness



**15%**  
less  
salt & sugar in  
our products



**INSPIRE**  
to a healthier  
lifestyle



**ENGAGE**  
for healthy oceans  
and sustainable  
fishing resources



Aim for  
**100%**  
recyclable  
packaging



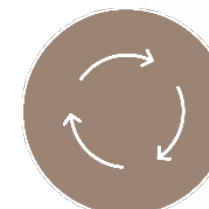
Aim for  
**100%**  
sustainable raw  
materials



**INNOVATE**  
products and  
processes



Food waste  
**-50%**



Aim for  
**FOSSIL-FREE**  
energy