

DANONE 2017 - 2020 Shaping the growth model

Evian 2017 - Investor Seminar

Marketplace B Corp



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A Word from Doug McMillon, President and CEO, Wal-Mart Stores





Brands are under scrutiny from consumers

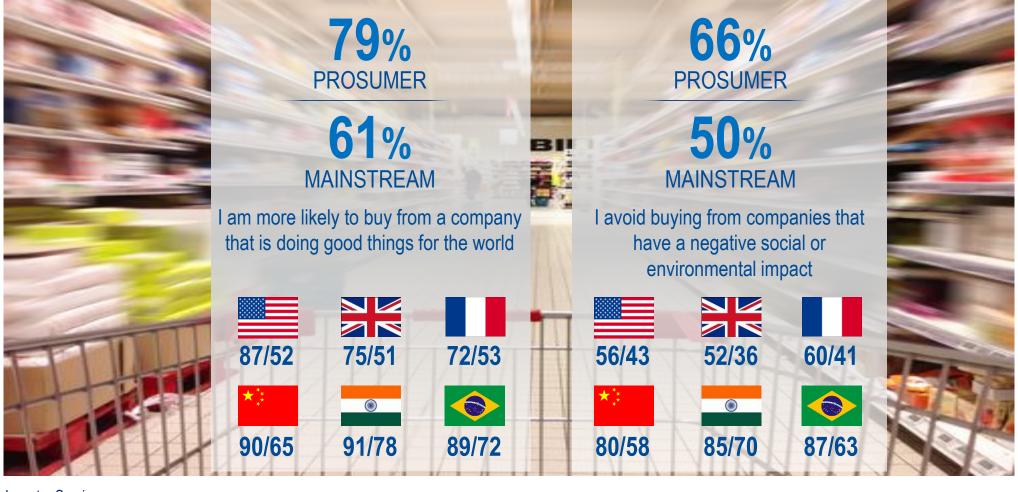
People want to know who is behind the brands





Brands are under scrutiny from consumers

Consumption becomes a powerful statement



B

using business as a force for goo

B CORP: a trust mark for consumers



What are **CERTIFIED B CORPS**

Certified B Corporations (B Corps) meet the highest standards of overall social and environmental performance, transparency, and accountability and aspire to use the power of business to solve social and environmental problems ('Business as a force for good).

There are more than 2100 B Corps in the world, across all regions and sectors





CERTIFIED B CORPS requirements

Meet the performance requirement

Complete the B Impact Assessment (BIA) and earn a reviewed minimum score of 80 out of 200 points Meet the legal requirement

Amend the Company's governing documents or adopt of benefit corporation status (if the company is incorporated in jurisdictions where the legal status exists).



The Public Benefit Corporation Guidebook **3** Make it official

Sign the B Corp declaration of Interdependance and term sheet



We envision a global economy that uses business as a force for good. This accounts is connected of a new type of correction - the B Correction

This country is comprised to a new spectra orphisme. - the is comparison - Which is purpose-driven and creates benefit for all statesholders, not just sharesholders

D Corporations and leaders of this emerging economy, we believe That we must be the change we seek in the world.

That all business ought to be conducted as if people and place mattered. That, through their products, practices, and profits, businesses should aspit to do no harm and benefit all.

Io do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and lature generations.



With B Corp comes a business opportunity to leverage our sustainability commitments

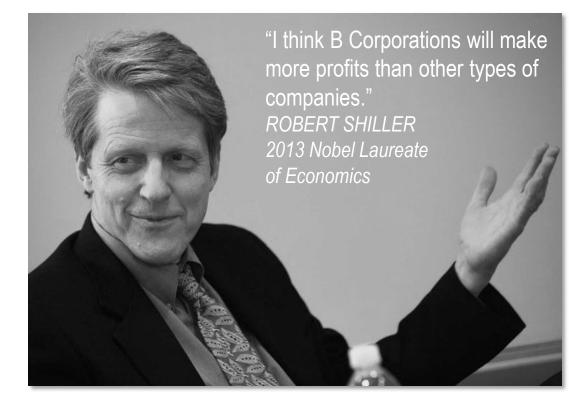
"Sales of consumer goods with a demonstrated commitment to sustainability have grown more than 4% globally, while those without grew less than 1%"

"Consumers are not accepting brands' social and environmental claims at face value. This means that companies must take steps to convince consumers that they "authentically demonstrate commitment to social and environmental impact""

12th October 2015



B Corp expected impact has been mentioned by reputable opinion leaders





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Benefits for B Corp companies

An external recognition of our practices

Happy Family Brands

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Organic food for growing babies, toddlers, kids and expecting mothers.

New York, New York United States www.happyfamilybrands.com

What makes us a better company? B Impact Report Certified since: May 2011					
			Summary:	Company Score	Median Score
			Environment	41	7
Workers	24	18			
Customers	4	N/A			
Community	26	17			
Governance	10	6			
Overall B Score	105	55			

80 out of 200 is eligible for cert

A driver of engagement both internally & out



A trusted reference for consumers



20% of US consumers recognized the B Corp logo,

and 8% said it would make them more likely to buy*.

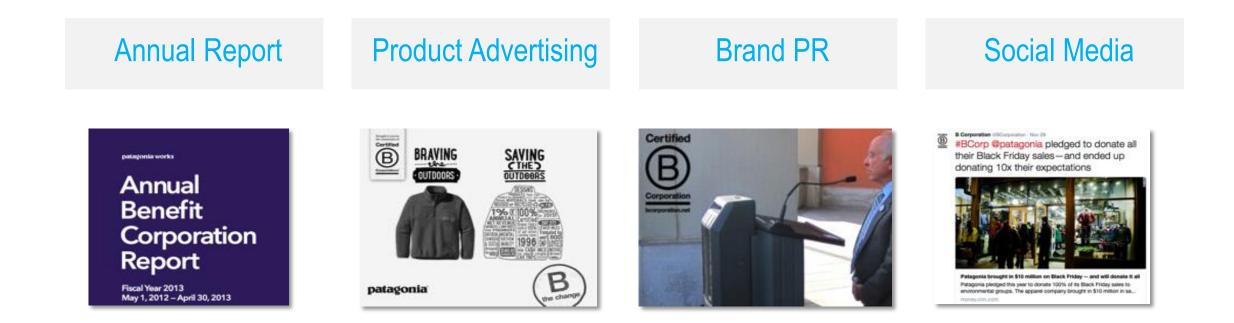
...and an inspiring community of businesses to work & innovate with!



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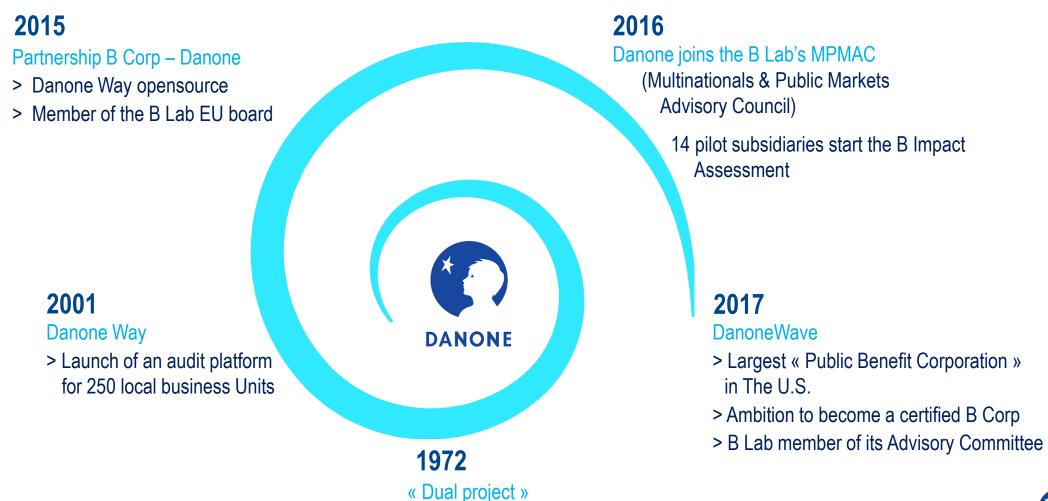
Patagonia example

How Patagonia consistently uses B Corp as a window for advocacy & proofpoint of their commitment with all stakeholders, including consumers.





B CORP PARTNERSHIP is a natural evolution for Danone dual project





Thank you!



