



Our coffee business

Nestlé is the world's largest coffee producer and the business has seen positive organic growth over the past years. The company has identified coffee as one of its high-growth business. To maintain our leading position and create further value for the business, we are innovating and building our coffee portfolio by constantly introducing new products and services, and exploring strategic opportunities.

Through innovation and better offerings, our world leading coffee brands continue to share their unique heritage and touch people's lives every day. They do have range of convenient, innovative formats and blends, across categories and segments and available for all price points both in home and for catering professionals.

We ensure responsible farming, sourcing, manufacturing and consumption across our coffee supply chain, helping to develop thriving communities and support better livelihoods.

About Nescafé

The world's leading coffee brand, Nescafé, is available in over 180 countries with nearly 5,500 cups consumed every second. Launched in 1938, Nescafé continues to capture new trends, making it relevant to changing consumer preferences. Some of the well-known products under the brand are Nescafé Gold (soluble coffee), Nescafé Dolce Gusto (capsule).

About Nespresso

Founded in 1986, Nespresso is a truly premium brand with unrivalled brand loyalty. It is available in 76 countries with more than 100,000 recycling points. With over 600 boutiques worldwide, Nespresso is giving consumers an unmatched premium coffee experience both in boutiques and through e-commerce and digital platforms.

Nespresso is an autonomous globally managed business of the Nestlé Group, which employs over 13,500 people worldwide.

2017 Estimate

- Coffee sales estimate: US \$17 billion including creamer (source - Euromonitor)
- Coffee Nestlé global Market share estimate: 27% (source - Euromonitor)
- Nescafé brand is valued at US \$12 billion (source - Interbrand)



Nescafé Plan Fact Sheet

What is the Nescafé Plan?

The NESCAFÉ Plan is an expression of the way we Create Shared Value (CSV) in the coffee sector for farmers, communities and our planet and our commitment to continuously support responsible and increasingly sustainable value chains.

The NESCAFÉ Plan sets out to exert a positive and sustained change in:

- The livelihood of coffee farmers, their families and farm workers
- The resilience and prosperity of farming communities and the stakeholders across our value chain
- The sustainable management of landscapes linked to our value chain

The NESCAFÉ Plan has three platforms, respecting farmers, respecting communities and respecting our planet, with the objective of ensuring the future of great quality coffee, to remain available and affordable today and in the future.

World's most ambitious sustainability plan

- 1 million farming partners
- 364 agronomists and field staff working with farmers
- 36,000 farm visits per year
- 100,000 farmers trained/receiving assistance per year
- Since 2010 to 2016 total farmers trained is over 500,000
- 129 million coffee plantlets distributed by end of 2016, since the Plan was launched in 2010
- 456,000 tons of Responsibly Sourced coffee equal to 54% of total supplies

Our commitment

Continuously improve our green coffee supply chain
Investing US \$350million from 2010 to 2020

Our objectives towards 2020

The public objectives of the NESCAFÉ Plan as from 2017 are:

- By 2020: 70% of total NESCAFÉ coffee supplies to be Responsibly Sourced
 - By 2020: NESCAFÉ to distribute 220 million coffee plantlets
 - By 2020: NESCAFÉ to improve farm economics in at least four coffee sourcing locations
 - By 2020: NESCAFÉ to improve labor rights monitoring and remediation tools in at least two coffee sourcing locations
- In terms of results, we achieved all previous NESCAFÉ Plan objectives.

Partnerships with external coffee sustainability programs

Rainforest Alliance
Sustainable Agriculture Network (SAN)
Coffee Assurance Services
4C (Common Code for the Coffee Community Association)
Fairtrade, Utz Certified
Verité

