Clean-up your labels with natural & innovative ingredients

Acerola

Grape

Guarana

LABEL

Acacia gum

Baobab

CLEAN LABEL CONFERENCE
March 26-27, Itasca, Illinois, USA
World leader in natural Ingredients

More than 120 years of experience in Africa (acacia gum, cactus, hibiscus, green coffee, harpagophytum...)

World leader in acacia gum (40% market share)

Specialist of botanical extracts and functional ingredients

Committed to a sustainable approach

Companies:
Nexira, Starlight, Afritec, USA, Mexico, Brazil, India, Japan

Production Units:
France: Serqueux, Rouen, Bram, Corbie, Lamothe
International: Tunisia, Sudan, Chad
Clean Labeling: a key driving trend

In 2016, +35% of NPL included Clean Label claims.

GLOBAL SALES

$165 billion

GLOBAL SALES FORECAST

$180 billion

NORTH AMERICA

$62 billion

2015

2020

[1]: Nielsen, It's clear: Transparency is winning in the US retail market (2017)
[2]: www.cleanlabel.com
In focus: what is clean label?

- Naturally sourced ingredients
- Recognizable ingredients
- Shorter ingredient list
- Absence of artificial / chemicals ingredients
- Absence of ingredients perceived as unnecessary
- Sustainable ingredients, i.e. ethical, environmental

+10% of sales organic claims\(^1\)
85% of consumers seek out superfoods\(^2\)
91% of consumers say that descriptions that appear on packaging influence what food products they purchase\(^3\)
+7.8% of sales all-natural claims\(^4\)
75% of consumers avoid specific ingredients\(^5\)
Retail value sales of packaged food with an ethical claim will increase year-over-year by 4% in the US between 2018 and 2020\(^6\)

\(^1\) Nielsen, It's clear: Transparency is winning in the US retail market (2017)
\(^2\), \(^3\), \(^5\): Label insight survey (2017)
\(^4\): Euromonitor
**The rising Superfruit!**

<table>
<thead>
<tr>
<th>Superfruit</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acai</td>
<td>-22%</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>-11%</td>
</tr>
<tr>
<td>Guarana</td>
<td>-5%</td>
</tr>
<tr>
<td>Acerola</td>
<td>-1%</td>
</tr>
<tr>
<td>Blueberry</td>
<td>5%</td>
</tr>
<tr>
<td>Goji</td>
<td>7%</td>
</tr>
<tr>
<td>Baobab</td>
<td>20%</td>
</tr>
</tbody>
</table>

*Innova, 2017 Annual Growth Rate

**Many applications**

- Beverages
- Sports nutrition
- Mixes & Supplements
- Snacks
- Cereals
- Confectionery
- Bakery
- Desserts & Ice-creams

*Baobab can be used alone or combined with other Superfruits!*

*Innova, 2017 Annual Growth Rate*
• Majestic & impressive tree, also called **Africa’s Tree of Life**

• Traditionally **consumed for centuries in Africa** for its wide range of nutritional and medicinal properties

• Baobab fruit pulp has been referred to as a **new valuable “Superfruit”** based on its **unique nutritional profile**

• Great Baobab fruit pulp **taste**
Scientific studies have highlighted the high nutritional content of baobab. Baobab fruit pulp provides:

- **Greater antioxidant activity than other superfruits** such as mango, orange, pomegranate, kiwi, bilberry, etc\(^2,3,4\)
- An **important natural source of Vitamin C**, which is **up to 10 times higher than oranges\(^1\)**
- A **significant content of nutrients**: minerals such as **potassium, calcium, magnesium & zinc\(^5,6\)**

![Table 1: Antioxidant capacity of baobab pulp compared to other fruits\(^2\)](image)

Distinctive Advantages of Nexira’s

- 100% all-natural, organic superfruit powder and carrier-free
- High nutrient content
- Easy to incorporate in a large array of applications thanks to its slightly tangy taste and its beige color
- Subtle flavor with fruity and acidic notes
- Sustainably sourced in Africa
- Compliant with authorized Novel Food ingredient and meets FDA GRAS status
- Suitable for clean label: Baobab dried pulp powder, Baobab fruit pulp
SUSTAINABLE SOURCING & A CLEAN PROCESS

1. SOURCING: AFRICA
2. NATURAL SUN DRYING & PICKING
3. SELECTION & CLEANING
4. FRUIT OPENING & SHELL ELIMINATION
5. FUNICLE ELIMINATION
6. SEED ELIMINATION
7. GRINDING & SIEVING OF THE PULP
Try our tasty & nutritional Baobab Smoothies!

High in nutrients with our Organic Baobab Powder and rich in fibers with Fibregum™ Bio

**Ingredients**

<table>
<thead>
<tr>
<th></th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mango juice*</td>
<td>38.9%</td>
</tr>
<tr>
<td>Orange juice*</td>
<td>19.4%</td>
</tr>
<tr>
<td>Passion fruit juice*</td>
<td>19.4%</td>
</tr>
<tr>
<td>Coconut milk*</td>
<td>11.7%</td>
</tr>
<tr>
<td>Baobab Powder*</td>
<td>5.4%</td>
</tr>
<tr>
<td>Fibregum™ Bio*</td>
<td>5.1%</td>
</tr>
</tbody>
</table>

*Organic ingredients
Join us to enjoy our Super Cereal Bar

Ingredients list: cereals* 40% (oatmeal*, puffed rice* (rice*, rice syrup*), rice flakes*, rice flour*), honey*, Baobab Pulp Powder* 7%, apple powder* 6.5%, rapeseed oil*, Fibregum™ (acacia fiber)* 4%

*From organic farming

Our Super Cereal Bar is:

• Clean Label
• Without preservatives, artificial flavors or color additive
• Made in Normandie, France
• Slightly tangy taste with fruity notes!
Nexira’s range of nutritional ingredients

Superfruits
- Guarana
- Acerola

Need high quality healthy extracts?
- Green Tea
- Prickly pear

Plant-based
- Grape Extracts
- Fibregum™
- Acacia Gum

Clean label
- Cranberry
- Exocyan™
Get our expert support!

www.nexira.com