

Consumers & Protein— USA, Canada, Mexico



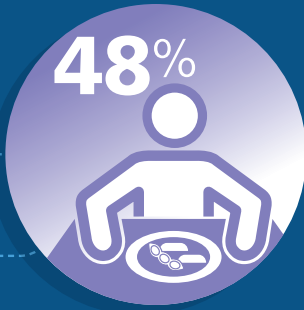
Protein is a top food & beverage ingredient sought by consumers across a variety of categories



Nutrition #1 Reason to try Dairy + Plant ProteinYogurt or 100% Plant-based Beverage



Health & Wellness, Plant-based, Protein Content
— reasons to choose products with pea protein



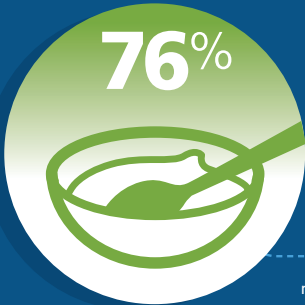
48% would like to try pea protein and 19% have tried it



Plant-based Beverage – more than half are extremely or somewhat likely to try



40% are aware of the term *complete protein*
20% feel they know what it means nutritionally
5% say it's important to them



Dairy + Plant Protein Yogurt
— most are extremely or somewhat likely to try