



delivering more
**NATURAL
 GOODNESS**
than ever before



The Goodness Project has been renamed Our Goodness Promise, to illustrate Lion Dairy & Drinks' ongoing commitment to helping improve the health and nutrition of our consumers across Australia and New Zealand. Our Goodness Promise celebrates the existing goodness of our products and illustrates our commitment to around 20 targets that will further improve the nutritional value of our products, address portion sizes and improve the nutritional literacy of consumers.

Now in its second year, we can proudly say we are progressing well against all of our targets, and are pleased to share 8 key achievements for 2015/2016 thanks to the collaborative efforts of our people...



1. Balancing our portfolio
 74% of our Lion Dairy & Drinks sales volume* is in our Best and Good categories (up from 70%, 2014)



2. Product innovation
 Exciting new products include:
 · The Complete Dairy
 · Daily Juice Nourish
 · Yoplait Petit Miam Veggie



3. Reducing 'added sugar'
 Reformulated products should result in a 750 tonne reduction in added sugar over the next year*
 - 52% of our target (1440 tonnes, 10% of 2014 volume)



4. Celebrating the nutritional goodness of milk
 Educating about flavoured milk for sports recovery



5. Transparent labelling
 The Health Star Rating now appears on **43%** of our product packaging



6. Strong customer engagement
 For the second year, we partnered with Coles on 'Dairy Makes Every Day Better', promoting the importance of Australians getting their 3 serves of dairy, every day



7. Investment in our people's capability
 'Nutrition at Lion' has reached 600 Lion people, resulting in improved nutrition knowledge and confidence in the nutritional value of our portfolio



8. Responsible messaging
 45% of our coffee flavoured dairy beverages voluntarily label the caffeine content

*based on Lion Dairy & Drinks sales volume (Oct 2015 - Oct 2016)