



Leading the market in natural food preservation



CSM Investor Event
27 April 2011
Bert de Vegt
Vice President Food

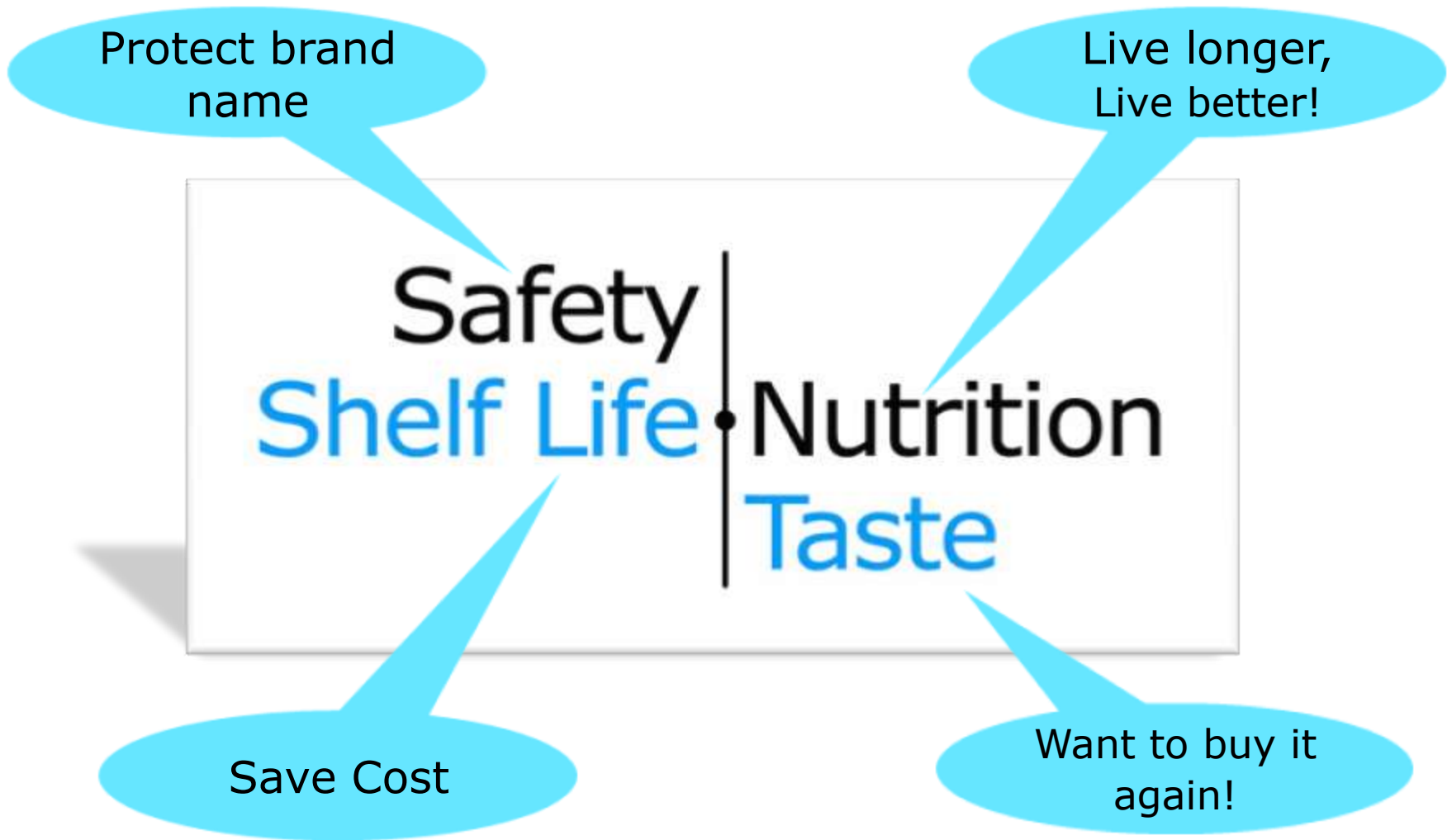


Agenda

- Position in food market
- Food Preservation
- Taste & Nutrition
- Conclusions

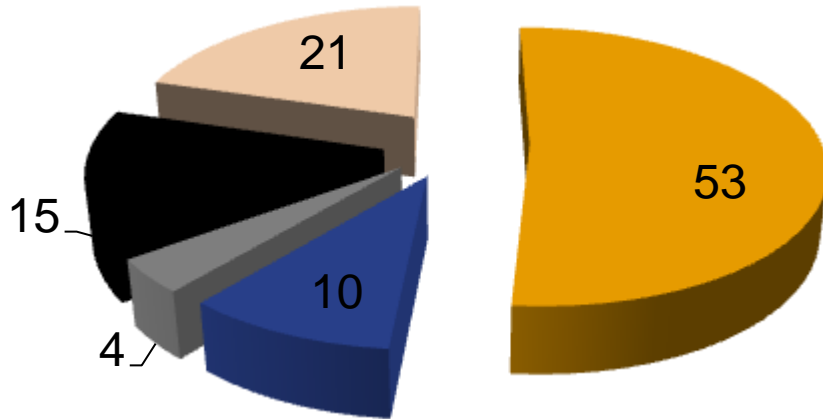


Driving benefits to our customers



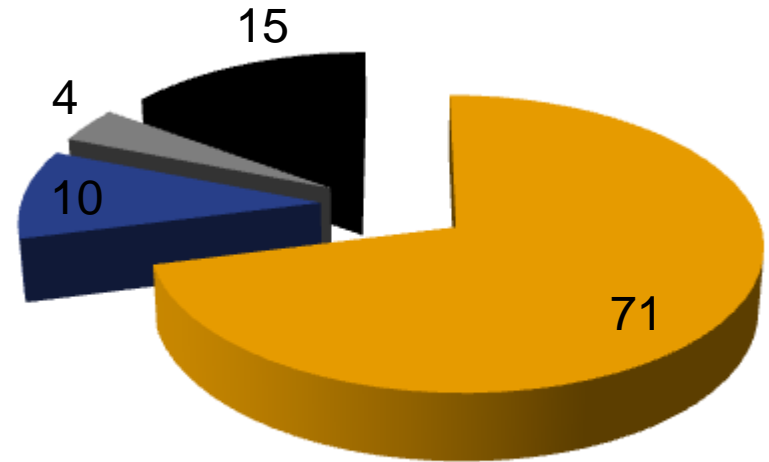
Food market sales segmentation 2010

Sales per market segment (%)



- Meat & Poultry
- Beverages
- Bakery
- Acidified Food
- Others

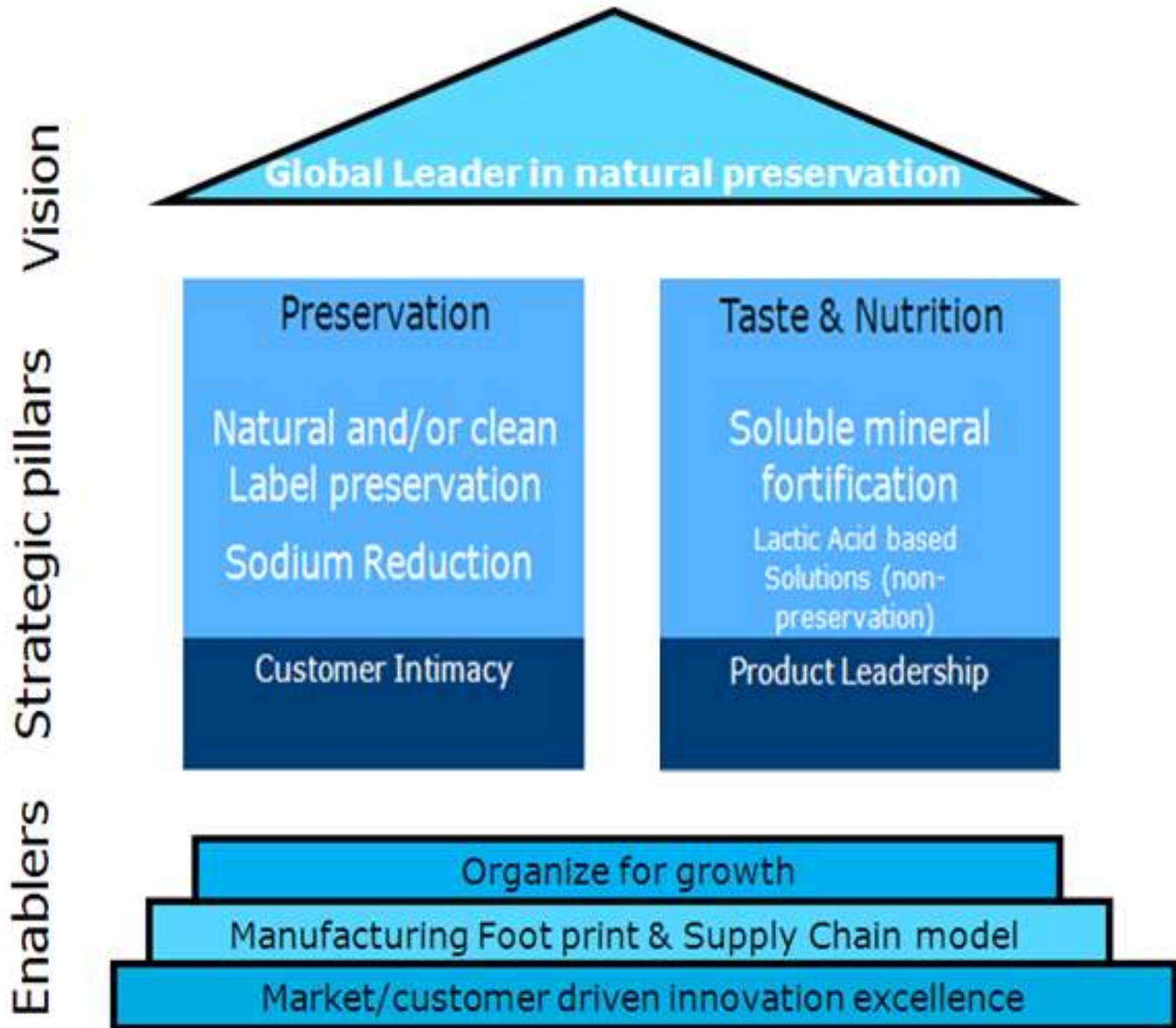
Distribution of functions (%)



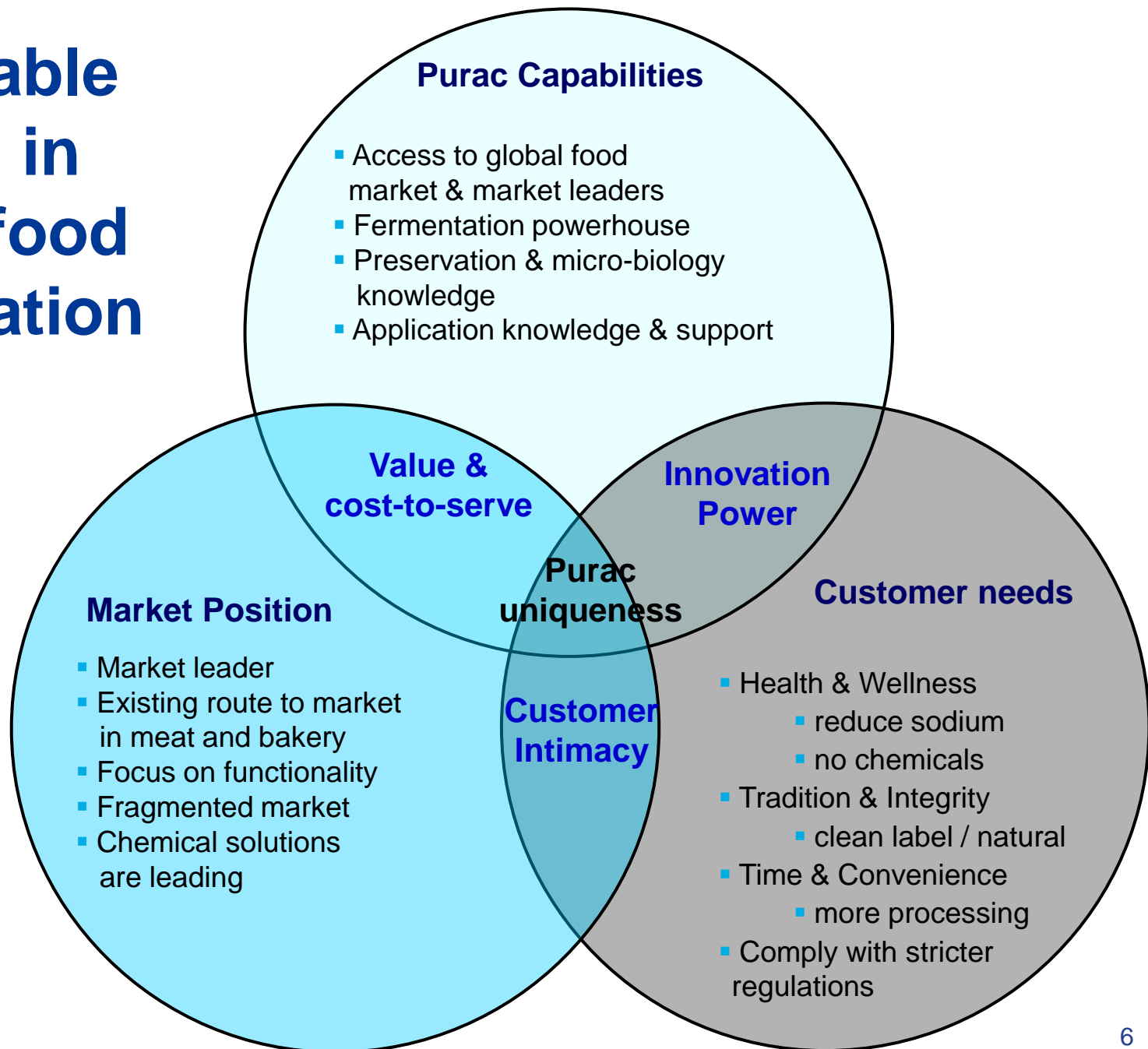
- Preservation
- Nutrition
- Taste
- Others



Growing a sustainable business in food

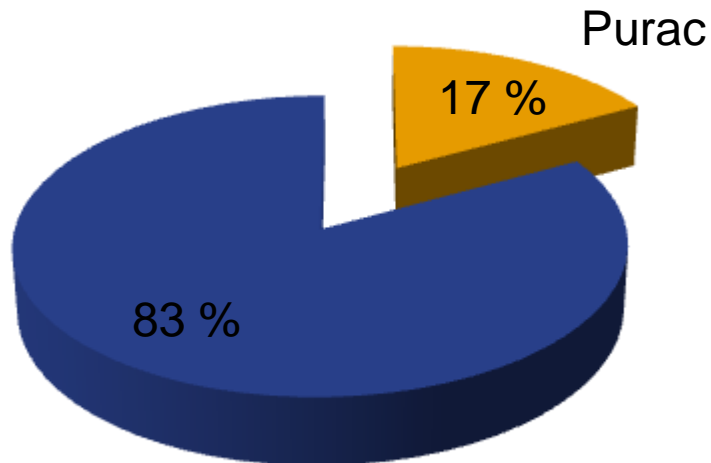


Sustainable position in natural food preservation



Increasing our market share in the food preservation market

Food preservation market
2010



- Food preservation market in growing with 6% per year
- Shift from chemical to natural food preservation



Shift in offering towards all food segments

Focus at:

- Safety
 - Protect brand name
- Shelf life
 - Save costs

Market segments:

- Meat
- Prepared foods
- Bakery
- Beverages
- Dairy

Portfolio:

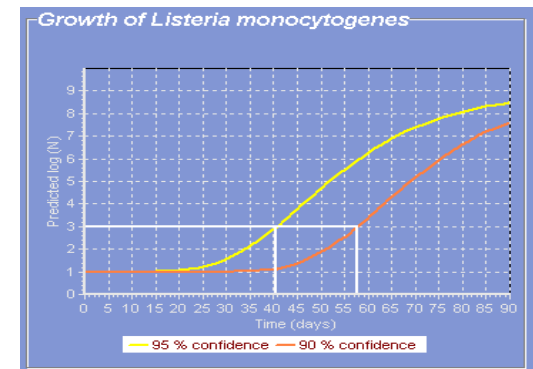
- PURAC (Lactic Acid)
- PURASAL (Lactate salts)
- Opti.Form (Blends)

What is new?

- PuraQ Arome
- PuraQ Safe
- PuraQ Xtend
- PuraQ Verdad

Multi faced approach to develop the market

- Key account management
 - Customer intimacy
 - Focus on innovation
- Close to market with regional application centers
- Technical expertise
- Micro models
 - Predicts the growth of bacteria in food
 - Listeria & spoilage micro-organisms
 - Saves time and cost



Food protectants™ portfolio being developed for broad range of food products

Micro-organism \ Segment	Anti Gram Positive Spoilage	Anti Gram Positive Pathogen	C. Bot	E. Coli	Salmonella	Anti Yeast	Anti Mold
Meat & Poultry	Ferments Lactic Acid and Lactates		Ferments	Lauric Arginate, others		Ferments	
Processed food	Ferments			Lauric Arginate, others		Ferments	
Dairy	Ferments			Lauric Arginate, others		Ferments	
Bakery	Ferments			Lauric Arginate, others		Ferments	

Natural, safe and effective solutions required

Exploiting our knowledge about Lactic Acid and Lactates in Taste & Nutrition

Live longer, live better

- Less Sodium
- Less Acrylamide
- More Calcium

Market segments:

- Beverages
- Bakery
- Confectionary
- Dairy
- Refrigerated foods

Portfolio:

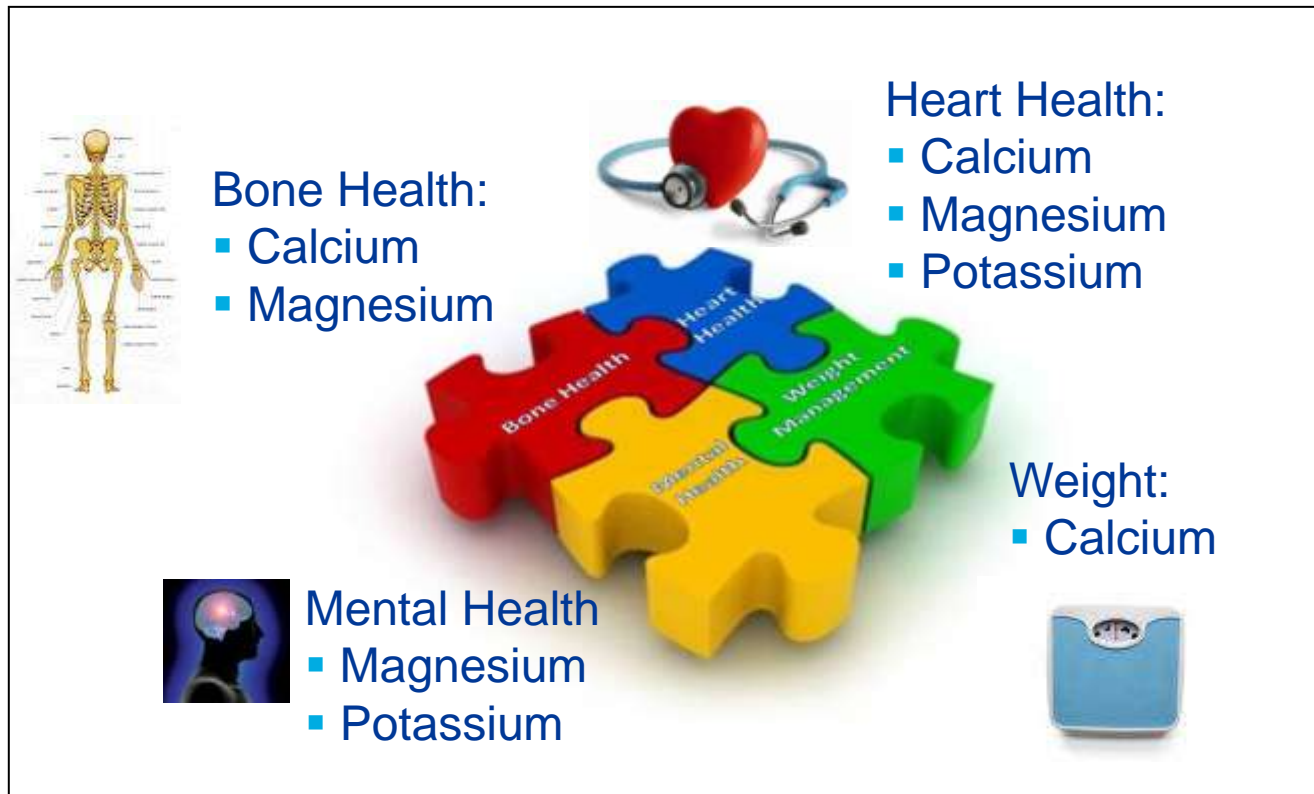
- Lactic Acid (solid/liquid)
- Calcium salts
- Magnesium, Potassium, Zinc and Ferrous salts

What is new?

- PURAC Fit Plus (taste masking)
- PURAC Powder MA (acidic taste for candy)
- Mineral calculator (formulation tool)

Strong position in selected markets

- Strong and proven label claims
- High RDI's → attractive volumes
- Strong manufacturing position
- Strong presence in the beverages industries



Bone Health:

- Calcium
- Magnesium

Heart Health:

- Calcium
- Magnesium
- Potassium

Mental Health:

- Magnesium
- Potassium

Weight:

- Calcium



Positive outlook for Purac food business

Favorable market trends.....

- Clean label
- Natural foods
- More goodies, less baddies
- Stricter food (safety) legislation

Purac is very well positioned to.....

- Aggressively grow in natural preservation
- Grow in selected taste & nutrition markets



Create value at a growing customer base.....

- From selling products to selling solutions
- Identify the need
- Quantify the benefits

Resulting in 8-10% growth per year (2011-2015)

