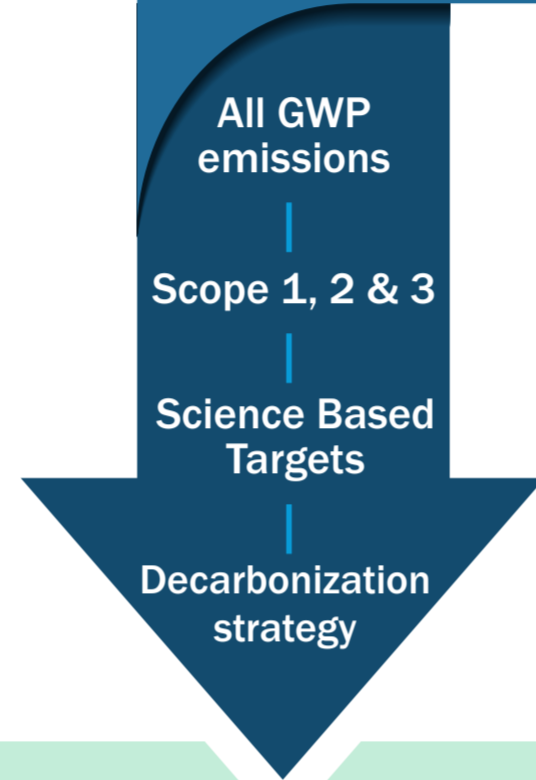


COMPETITIVE ADVANTAGE

The New Normal

- Leadership driven
- Tackling sustainability in all its complexity
- Sound & clearly defined strategy

Holistic sustainability at the core of the business, embedded and integrated throughout the company's operations, manufacturing and culture



Net-Zero Emissions Targets & Carbon Neutrality Announcements



greenwashing

Old Way of Doing Business

- Marketing driven
- Simple answers to complex problems
- Without strategy

Shifting burdens to other environmental impacts

SHORT-TERM PROFIT