



CÓMO “LLEGAR PARA QUEDARSE” -Y GANAR- EN EL MERCADO HISPANO

Alicia Enciso, CMO, Nestlé USA.



Rome
wasn't
built in
a DAY

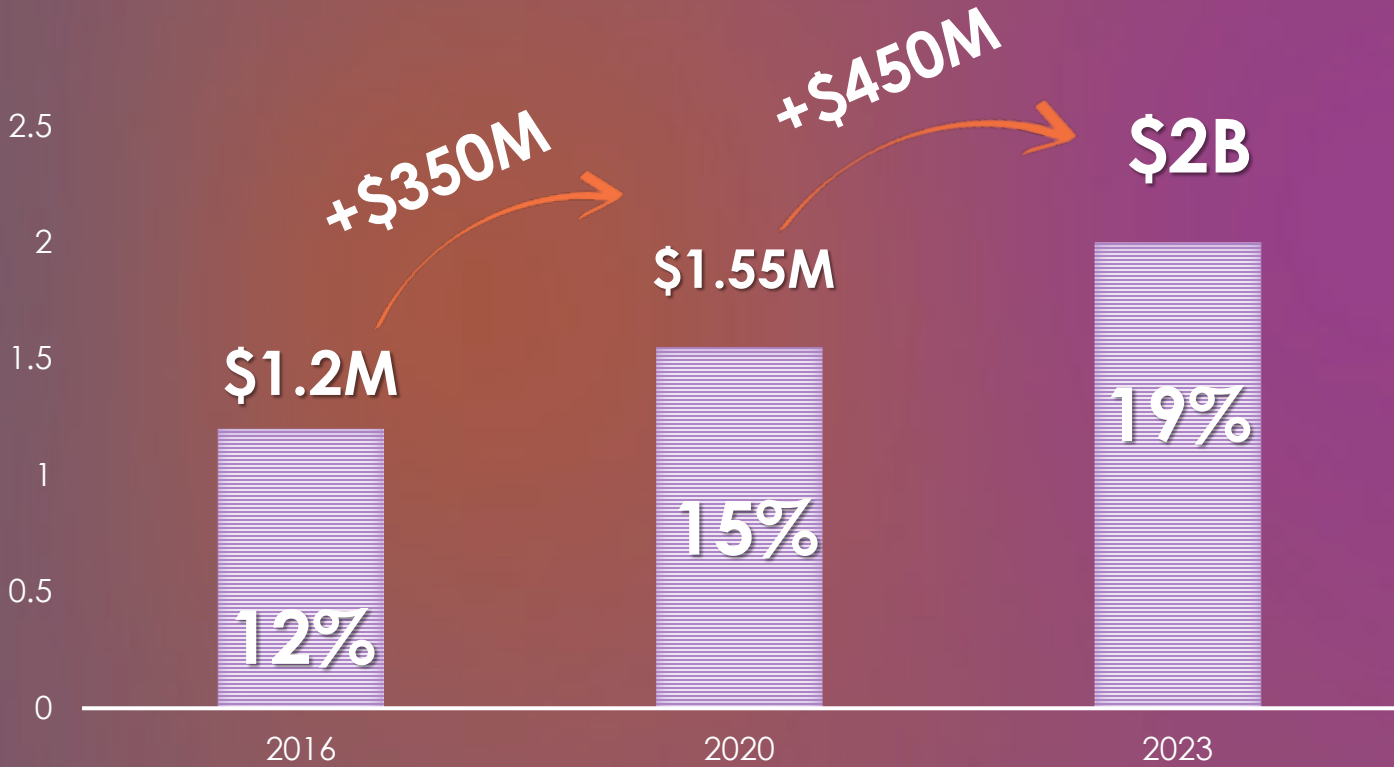
We've achieved great results,

- Grown \$350MM in 4 years
- Today, 15% of our sales come from Hispanics
- Increased buying rates for Hispanics, at par with GM in top priority brands
- We've uncovered unique Hispanic insights for most categories

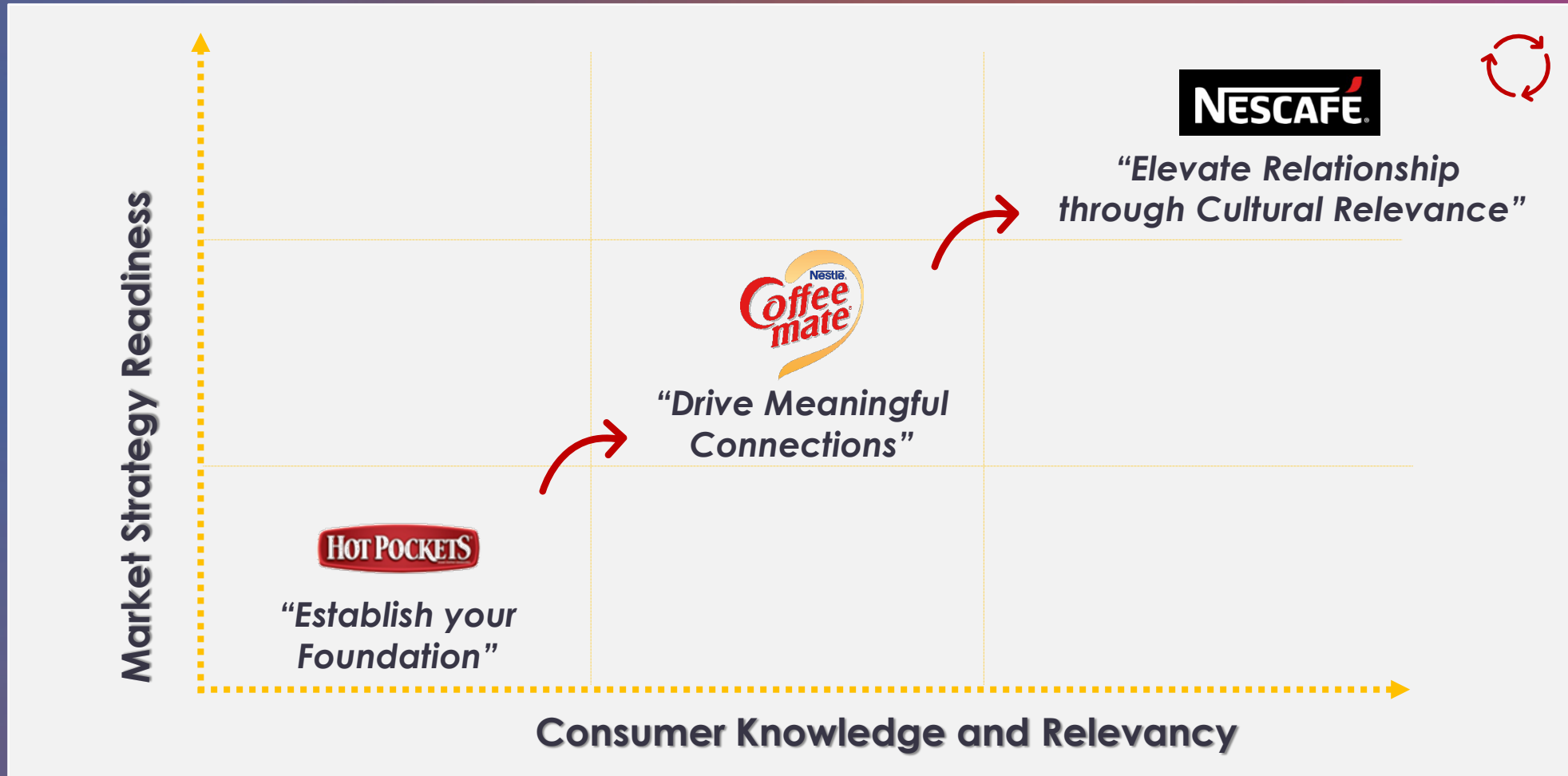
...but there is more to do

Doubling our Commitment for an Inclusive, More Diverse Future

There is no growth without inclusivity



Mapping our Opportunities to Grow: One size does not fit all



Hot Pockets: Getting our commercial fundamentals right for Hispanics



Aligning Product to consumers needs



Improving Distribution Strategy



Identifying Pricing Opportunities



IRRESISTIBLE QUESO

Establishing brand through product focused communications



10 GRAMOS DE PROTEÍNA



HOT POCKETS

Today Hispanics Lead in One of Our Most Iconic American Brands

- Represent 22% of total sales, far outpacing Hispanic population at 18%
- 25% growth contribution
- Higher market share with HM than non-Hispanic (16% to 11%)
- Higher HHP than non-Hispanic by 3%
- 10% higher buying rate

COFFEE-MATE: BUILDING AN INCLUSIVE
TOTAL MARKET BRAND WITH HISPANICS AT
THE CENTER

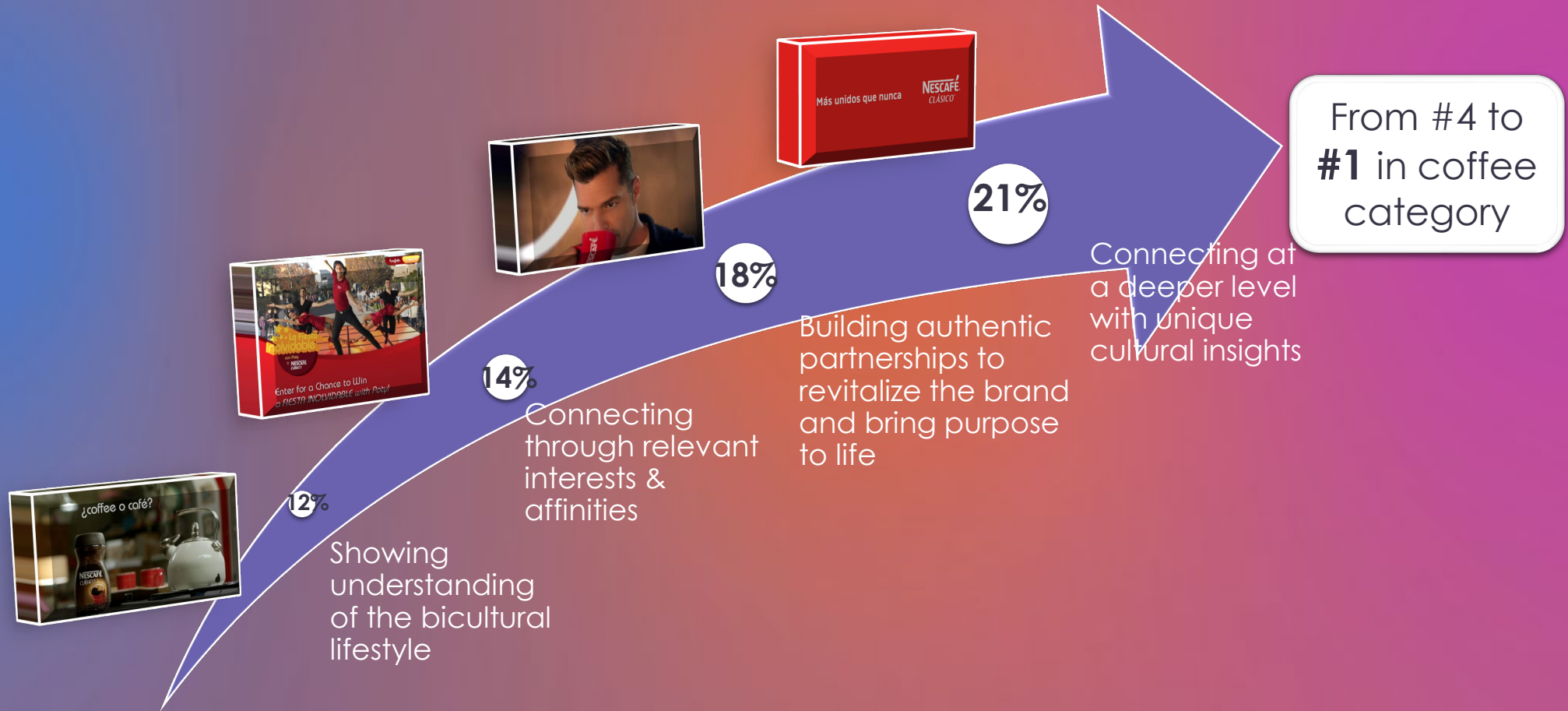
Hispanics Have Become the Growth Engine

- Today, 20% of total sales come from Hispanics
- \$70MM of incremental sales
- Doubled HHP in the last 10 years
- Almost 60% market share, higher than non-Hispanic



NESCAFÉ: EVOLVING A BRAND THROUGH DEEP CONSUMER UNDERSTANDING

Growing and Pivoting through Time with a Consistent Approach: Cultural Relevance



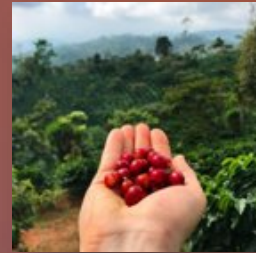


WINNING IN A
MULTICULTURAL NATION
BEGINS WITH INCLUSIVE
BRAND BUILDING



#SeeALL

NUSA will Continue to Accelerate Growth Through Cultural Relevance



BRANDS WITH PURPOSE



MULTICULTURAL AMERICA



D&I CREATIVE SUPPLY CHAIN

GRACIAS!