

A walk in the park or ...?



We take interest in what we eat

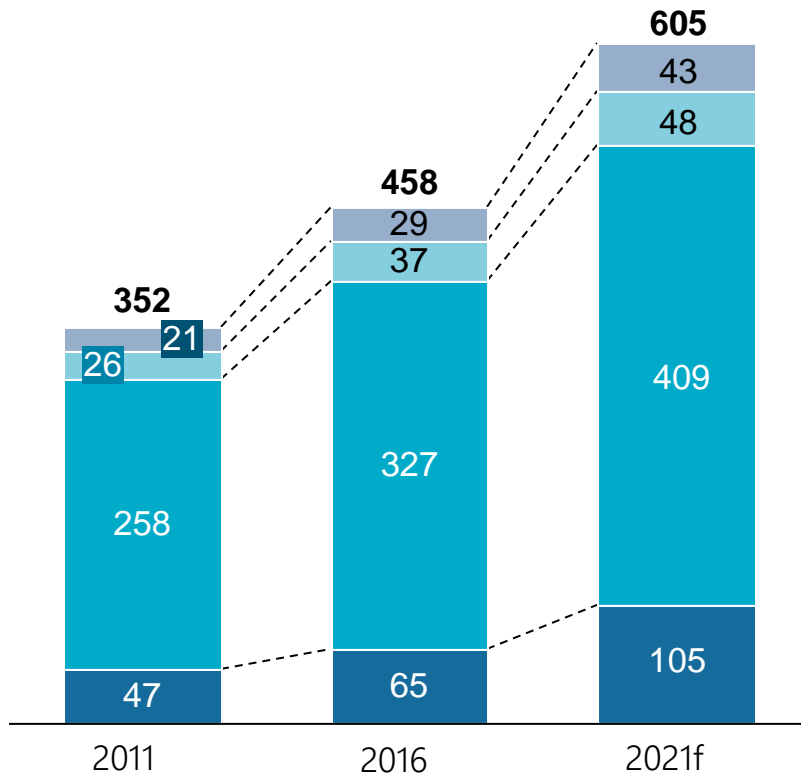


We care for the planet



Organic sales are up

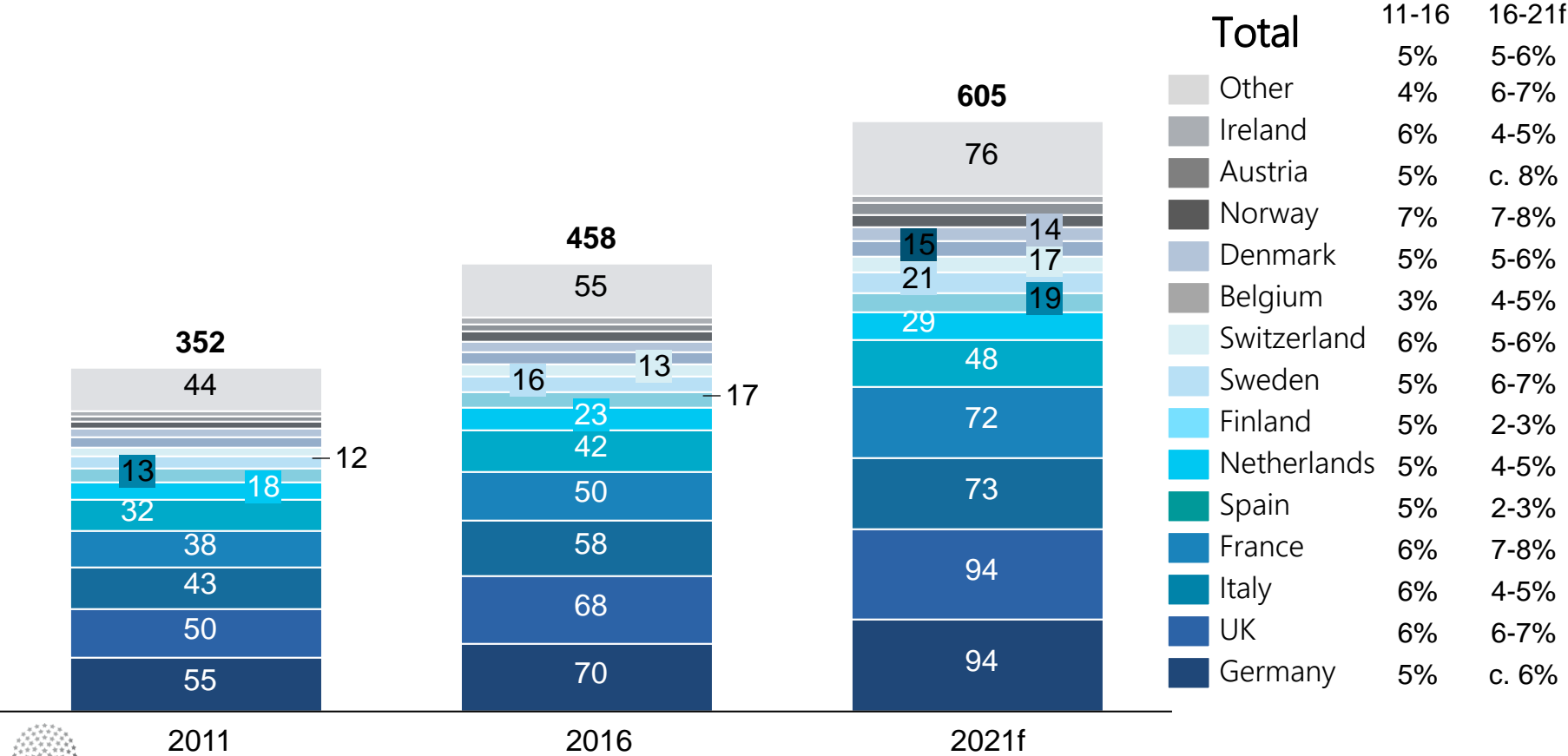
The European market is forecasted to increase 5-6% p.a. during 2016-2021f as health awareness increases spending



	11-16	16-21f
Total	5%	5-6%
Organic hair and body care	7%	8-9%
Sports nutrition	8%	5-6%
Lifestyle	5%	4-5%
Organic packaged dry food	7%	9-10%

Good Growth For "Health Products"

Organic food ahead of the trend



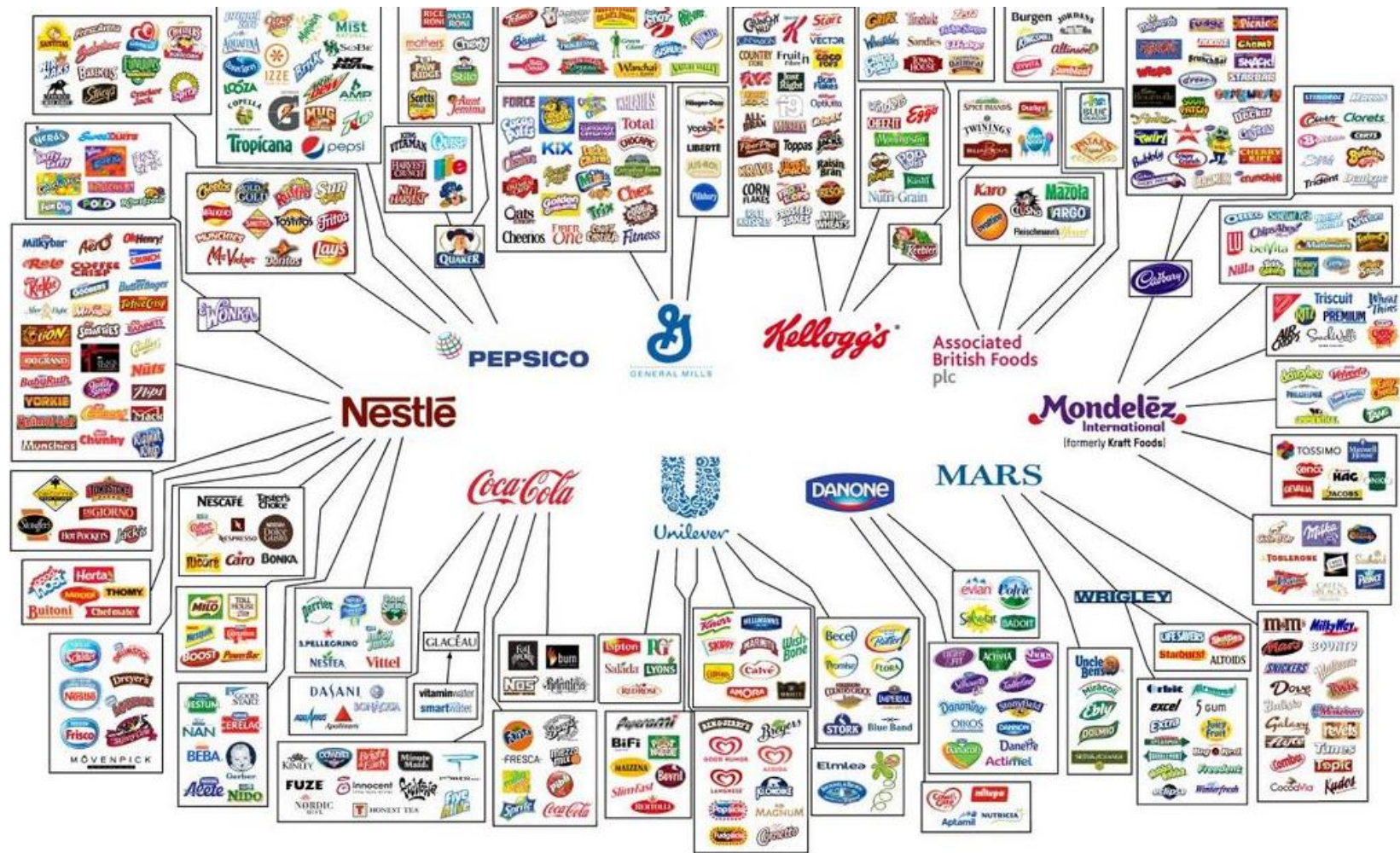
Market growth by country (SEK bn, fixed 2016 prices)

Source: Euromonitor, Desk research, Interviews

**WELCOME TO
REALITY**



The Food Industry is Dominated by Global Giants



They struggle with growth



Say it Out Loud!

- Artificial colors and preservatives
- Pesticides
- Preservatives
- High sugar content
- Growth hormones
- Gluten
- GMO



The Consumer Wants Natural and Organic



Response



They are coming after us



M&A activities (Plum Organics, Bolthouse Farms)

Consumer focus to build brands

Streamlining of cost

Large scale mergers and cost savings

Major cost savings programs

Very selective investments

Opex from 18% to 11%



#4 North American Food & Beverage Company

- Portfolio of iconic North American brands
- #1 or #2 position in 17 core categories
- 98% penetration in North America households
- 80%+ awareness of Kraft brand in 14 key international markets
- \$18bn+ in sales



Leading, Global Food Player, with Substantial Geographic Diversity

- Portfolio of iconic, global brands
- Products with #1 or #2 market share in 50+ countries
- \$10bn+ in sales
- Most profitable food company



Move into organics and health

WhiteWave

- Leader in organic and plant based foods
- Strong in the USA



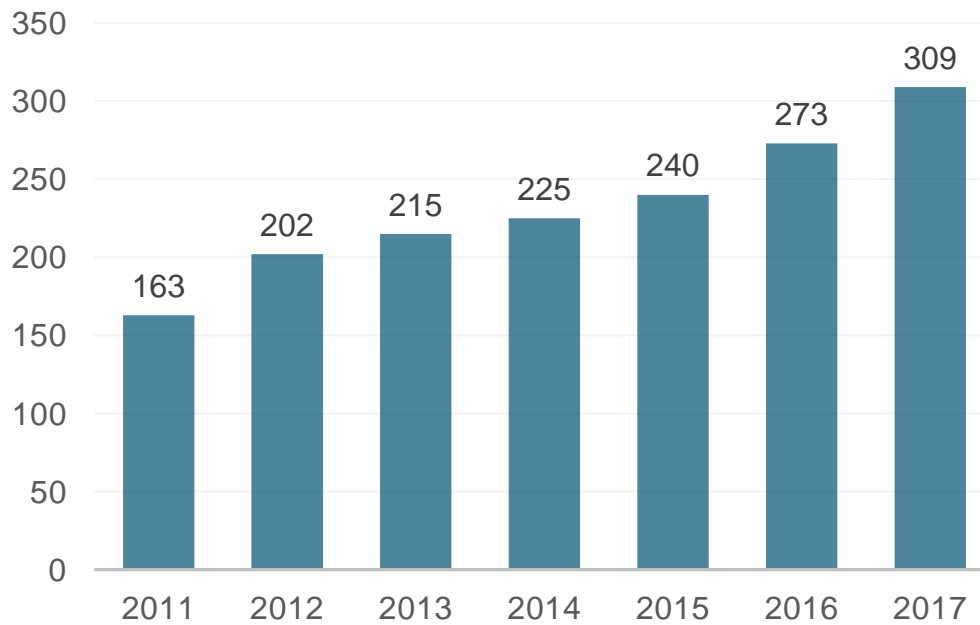
What about Finland?



- Over 11 % of the total cultivated area is cultivated organically
- 12 million hectares of forests and peat bogs are certified for organic wild food collecting (world's largest)
- Biggest sellers are fruit, dairy beverages and vegetables
- Organic products are most commonly bought from grocery stores (86%)

Organic sales in Finland

Million €

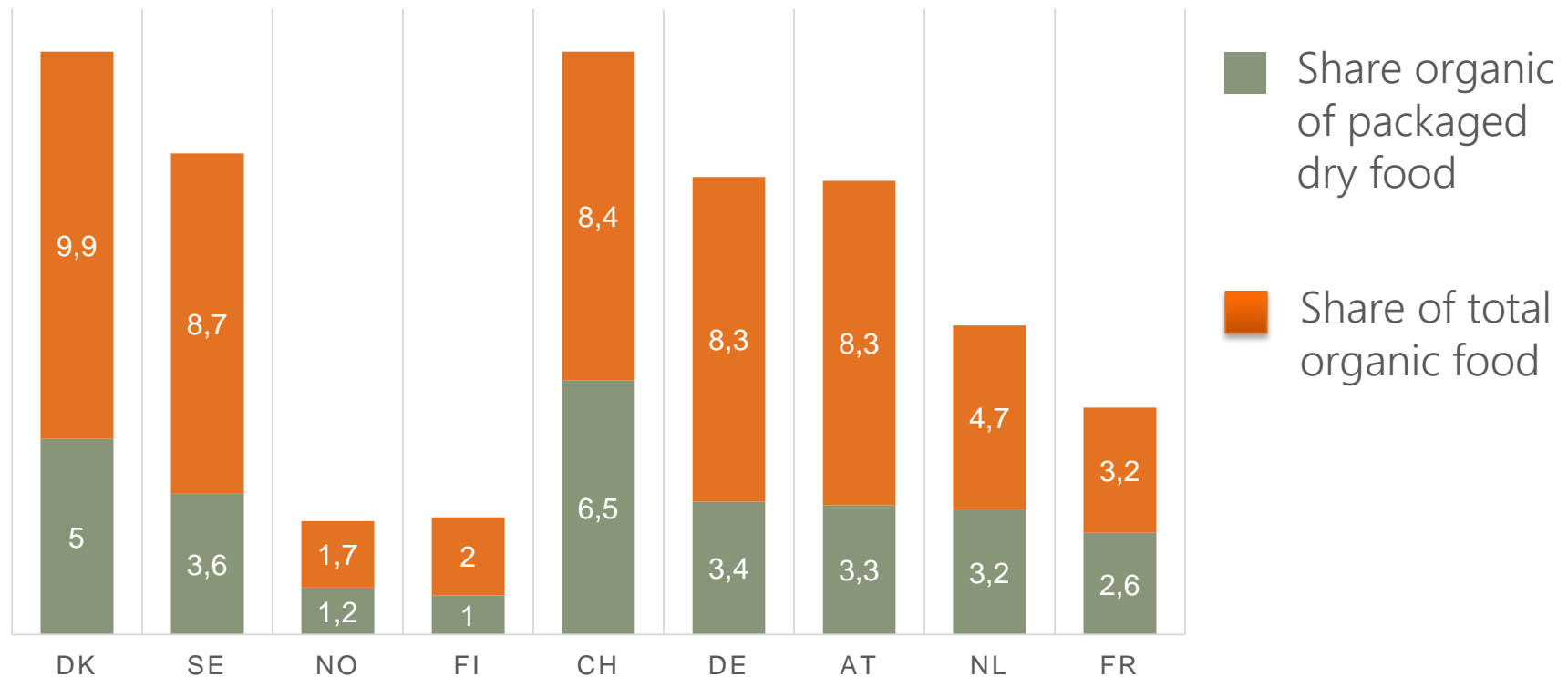


- Organic sales grew 50 %
2012-2017

- Organic market worth 309
MEURO in 2017

Still low compared to rest of Europe

(2016 figures)



How to improve?

Shelfspace and visibility



How to improve?

Consumption in public sector

Organic Shares in public sector

Country	Organic Share (%)	Objective
Sweden	31	60 % in 2030
Denmark	17	60% in 2020
Finland	6	20% in 2020
Norway	2	15% in 2020

Source: EkomatCentrum 2017

How to improve?

Working together with positive PR

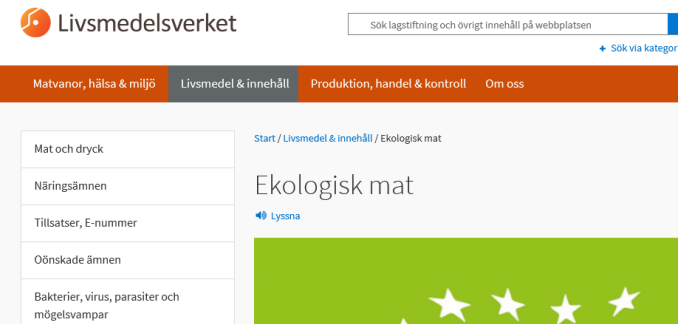
The Trade



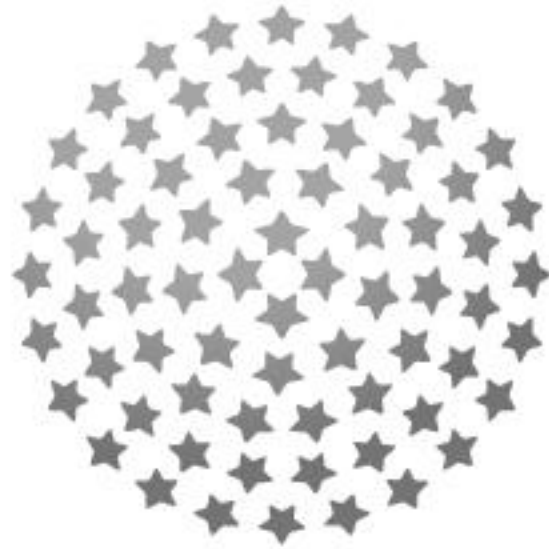
The Suppliers



Organisations



The Midsona way



midsona

Short facts

Leading within health and well-being in the Nordic countries

Focus on Organic

Turn-over 2017

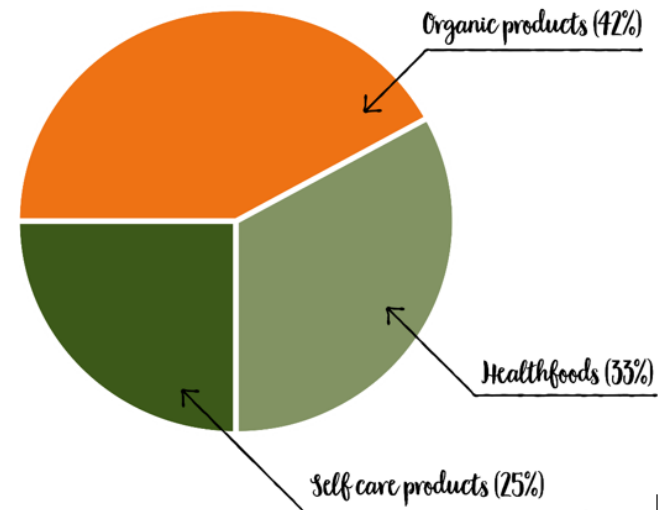
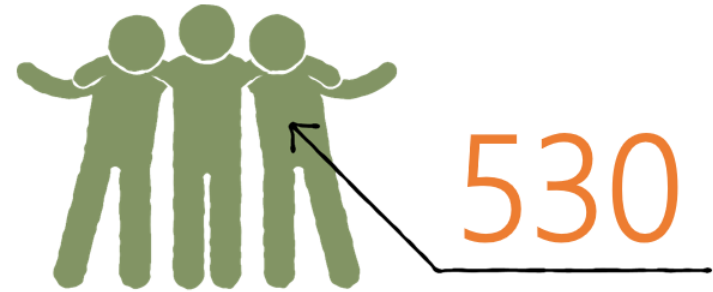
2,173 MSEK

Turn-over 2018 (proforma)

3,100 MSEK

55% of our products are organic

Listed on Nasdaq, Stockholm, Mid Cap



Midsona estimate

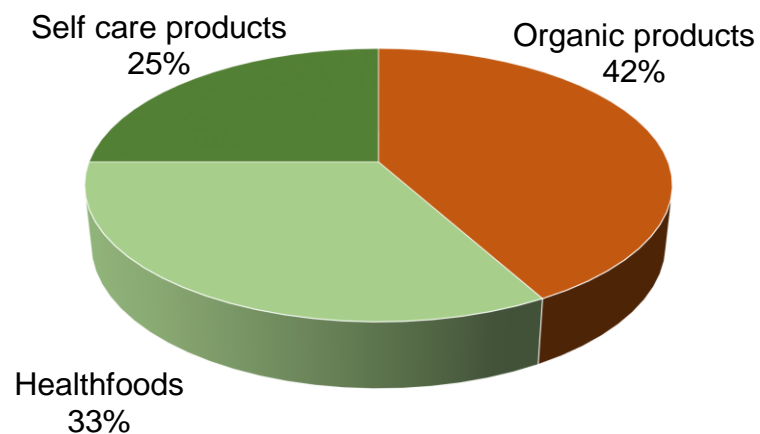
Focus on Northern Europe



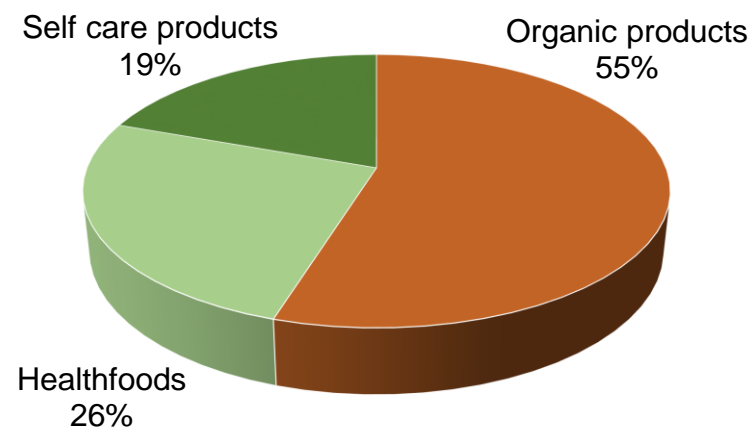
Full scale businesses in
Sweden, Norway,
Denmark, Finland
and Germany

Increased focus on organic

Midsona Sales (2017)



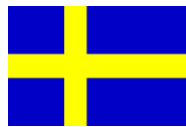
Pro Forma Sales (2018)



The organic segment now represents more than half of Midsona's total sales

Market leading brands

Leader in organic dry foods



Three Strategic Business Units



Organic Innovation

Healthy
Organic
Snacking



Our organic
teas now in
plastic-free
packaging



Affordable
Organic
Beauty
Care



Organic
superfood

Summary

- Good growth prospect for organic food globally
- Finland is growing, but from a low level
- Opportunity to work together in Finland
 - Visibility
 - Innovation
 - PR

Thank You!



www.midsona.com

Peter Åsberg
CEO Midsona Group
peter.asberg@midsona.com
+46-730 26 16 32