

share

# Sometimes you wonder how the world can be that unequal...

**20%**

more goods than we need...  
worldwide.



**1 out of 9** people is starving from hunger.

**1,5 Mio.** people in Germany need support by food banks.

***Our mission is to become the leading socially responsible consumer goods company in Europe***

# Problem/opportunity: Consumers increasingly demand corporate responsibility—if done right, it can be a competitive advantage

## Consumers seeks corporate responsibility ...



*“Businesses must reconnect company success with social progress. Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success.”*

[Michael E. Porter and Mark R. Kramer: “Creating Shared Value”, 2011]



*“66% of global consumers say they are willing to pay more for sustainable brands”*

[Nielsen: “Global Corporate Sustainability Report”, 2015]



*“A third of consumers are now choosing to buy from brands they believe are doing social or environmental good.”*

[Unilever: “Report shows a third of consumers prefer sustainable brands”, 2017]



*“91% of global consumers expect companies to do more than profit, but also address social and environmental issues.*

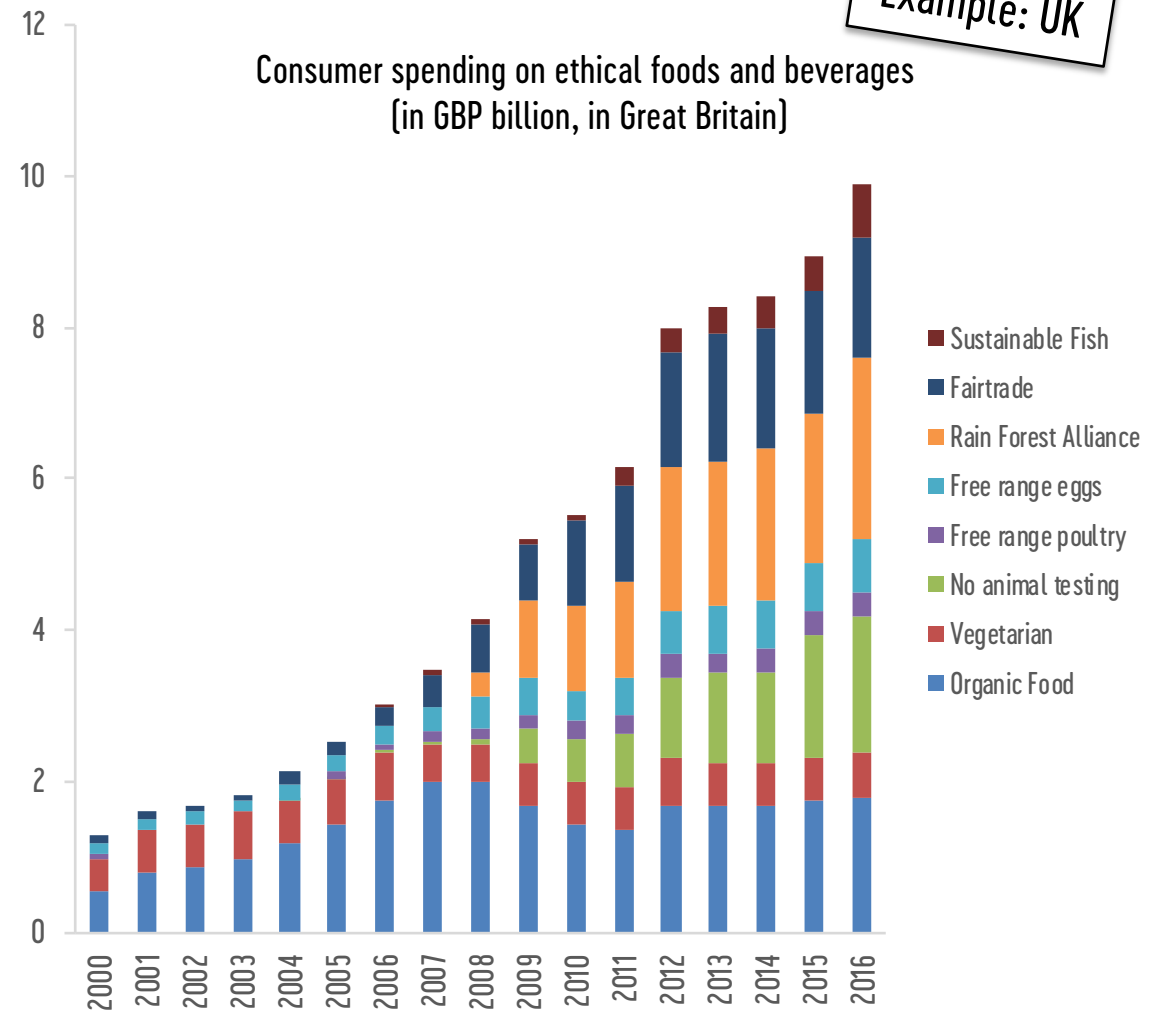
*84% say they seek out responsible products whenever possible.*

*90% would boycott a company if they learned of irresponsible practices.”*

[Cone Communications/Ebiquity: “Global CSR Study”, 2015]

## ... leading to strong growth for ethical consumption

Example: UK



Source: Ethical Consumer [2018]: Markets report 2017



***Our approach is to create and market products that make the world a better place***

Karoline Herfurth and celebrity friends explain  
what share is about



<https://www.youtube.com/watch?v=WHf16YCeIBA>



# Our positioning: share offers high quality grocery products, in connection with a social purpose and a sustainable value chain



## ✓ Quality

Quality products on a par with other premium brands

## 1+1 1 + 1 model

For every product sold we help a person in need

## 🌱 Sustainability

Continuous improvement of the sustainability of our value chain

# Product portfolio: We entered the market with 10 SKUs in 3 product lines



## Natural spring water

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- 4 SKUs: 1.0 and 0.5 liter, still and medium carbonization
- Main product attributes:
  - Balanced mineralization
  - Suitable for baby food
  - PET bottle from 100% recycled plastic
- Every bottle sold funds rehabilitation and/or building of water wells, through UNICEF and Action contre La Faim
- Sourced from Southern Germany



## Organic snack bars

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- 3 SKUs: 35g with 3 flavours
- Main product attributes:
  - 100% organic
  - Gluten-free
  - Vegan (Honey & Almond is lactose-free)
- Every bar sold funds distribution of food through WFP, food banks in Germany, and Action contre La Faim
- Sourced from Greece



## Vegan hand soap

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- 3 SKUs: 250ml in 3 variants
- Main product attributes:
  - Vegan; no animal testing
  - With essential oils
  - Free from SLS/SLES, paraben, silicone
- Every bottle sold funds distribution of hygiene products through Welthungerhilfe and Action contre La Faim
- Sourced from Southern Germany



# Social impact: Through sales in the first 7 months we were able to support approximately 90.000 people in need in 8 locations



**41 wells** provide drinking water worldwide



Over **2 million meals** reached children and families in Germany and abroad



**375,000 soaps** provide hygiene to over **450 schools and refugee camps**

In cooperation with:



# Consumer feedback: Generally very positive attitudes towards share

## Online feedback (illustrative)



Sources: Intercom, Instagram

## KPIs

- **Brand awareness**
  - 24% of Germans know share
  - Over 3% bought share and 55% consider to do so
  - Source: Ipsos (April 2018): “Share Foods: Idee kommt bei Verbrauchern gut an”, <https://www.ipsos.com/de-de/share-foods-idee-kommt-bei-verbrauchern-gut>
- **Brand sympathy/loyalty**
  - Net Promotor Score: 400 out of 639 website visitors recommend and promote share (Internal Hotjar survey in May 2018)
  - 94% of customers, who bought and understand the share mission consider to buy share again (Internal Dalia survey in August 2018)
- **Social media engagement rate**
  - High and stable engagement rate of 4.06%
  - Among the highest ERs across German FMCG brands
  - Source: internal Instagram data from September 2018

# Press feedback: very broad and predominantly positive media coverage

## Media coverage (illustrative)

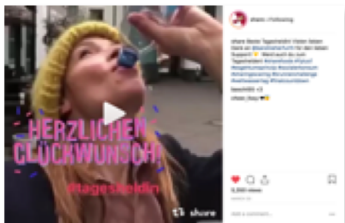


## KPIs

- **Over 1,000 press clippings in first 7 months since launch**
  - (Almost) All relevant media outlets in Germany
  - 1<sup>st</sup> wave around launch in mid-March
  - 2<sup>nd</sup> wave around half year mark in early September
  - 3<sup>rd</sup> wave around launch of 100% recycled water and soap bottles in mid-September
  - 4<sup>th</sup> wave likely in November/December through ProSiebenSat.1 network and launch
- **Generally positive coverage**
  - Recently a number of critical stories emerged questioning whether “consumption can be good at all” (ZEIT, Funke) and sustainability of single-use PET bottles (GEO)

# Celebrity support: broad support from A-list celebrities and influencers, free of charge

## Celebrity and influencer support (illustrative)



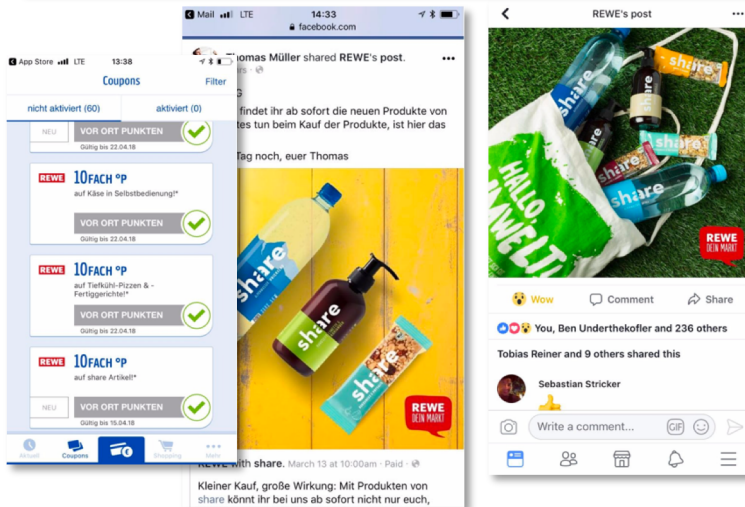
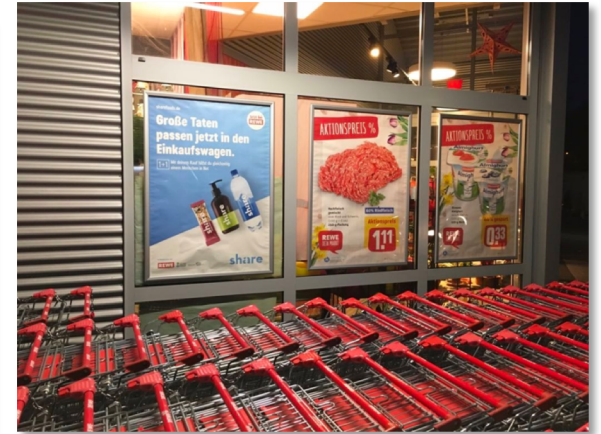
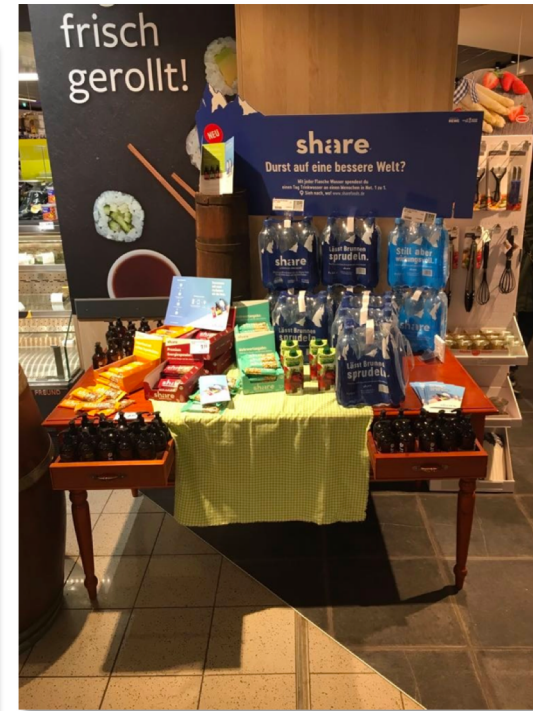
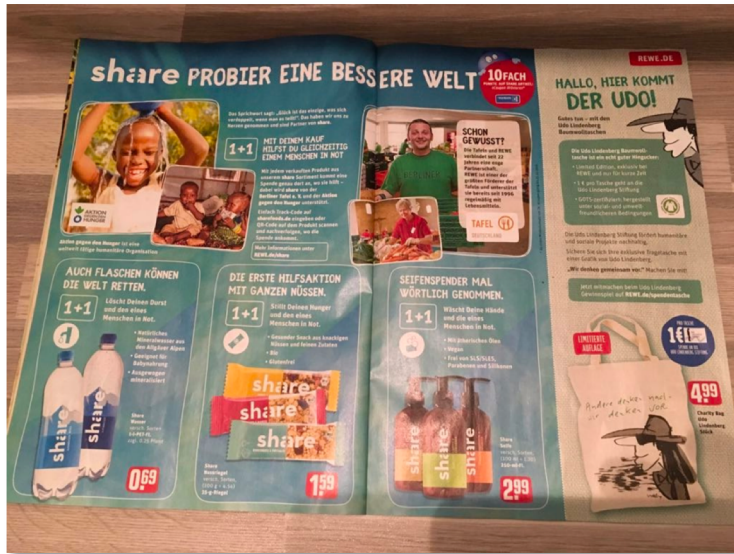
<https://www.dm.de/pflege-und-duft/share-beitragsseite-liberia-c1224220.html>

## KPIs

- **Over 50 celebrities and influencers supported share since launch in March 2018 (free of charge)**
- **Video productions with A-list celebrities**
  - Various actors, e.g., Til Schweiger, Karoline Herfurth, Tom Beck, Kostja Ullmann, Nikeata Thompson, Jannik Schümann, and others
- **Actors Nilam Farooq and Max von der Gröben joined first project visit in Liberia**
- **Numerous posts and mentions on social media**



# Distribution: Support with Marketing efforts, often free of charge



***And we came to grow.  
The opportunities are huge...***

# Market size: Western European FMCG sales at EUR 546bn, almost stagnant. Strongest growth in ethical consumption, and from new and/or smaller market players

Ethical sales  
**EUR ~40bn**  
(~10% p.a. growth)

FMCG sales Western Europe  
**EUR 546bn**  
(~2% p.a. growth)



*“Unilever reveals that its most sustainable brands grew 46% faster than the rest of the business and delivered 70% of its turnover growth.”*

[Unilever: “Unilever’s Sustainable Living Plan continues to fuel growth”, 2018]

*“An estimated €966 billion opportunity exists for brands that make their sustainability credentials clear.”*

[Unilever: “Report shows a third of consumers prefer sustainable brands”, 2017]



*“New research suggests businesses certified as B Corps grew 28 times faster than national economic growth in the past 12 months.”*

[B Corp: “B Corp Businesses Grow Faster”, 2018]

**McKinsey&Company**

*“Small companies are generating two to three times their fair share of growth in developed markets.”*

[McKinsey: “The new model for consumer goods”, 2018]



# Core capabilities: We feel share's mission is a great asset to form a strong team and partnerships. In addition, we embrace innovation and digitization

## 1 Mission

- Strong demand for purpose-driven brands from consumers
- Strong loyalty and engagement of employees
- Strong interest by press and celebrities
- Opportunity to build true partnerships (e.g., retailers, advertising partners, logistics partners)

## 2 Team

- ~40 colleagues in Berlin and field staff
- Background with tier-1 organizations (e.g., BCG, McK, European Parliament, startups) and universities (e.g., Harvard, Oxford)

## 3 Partnerships

- Productive collaboration with REWE and dm—national listing in 5,000 stores in Germany
- Partnerships generally with very reputable/experienced stakeholders, e.g., United Nations, Heimat Werbeagentur, Ströer
- Significant interest from further retailers and product manufacturers

## 4 Innovation & digitization

- Focus on agility and simplicity to support incremental improvement
- Strong drive for innovation (e.g., 100% recycled PET bottles)
- Digitization to engage with consumers and retailers, and inform decision making



***Thank you***