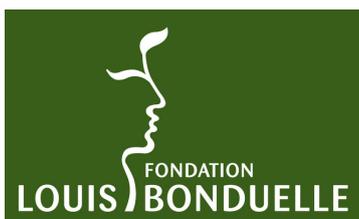


ANNUAL REPORT 2020 2021



MESSAGE FROM THE CHAIRMAN

Bonduelle updated its mission statement for 2020, laying a new cornerstone to guide the group in its work. At Bonduelle, “we are driving the transition to plant-based diets for our collective well-being and the preservation of the planet”.

We have a duty to play our part in this necessary transition. Soon there will be 9 billion men and women to feed, and because nature is the best possible resource for meeting this need, plant-based foods have become a key focus for the well-being of future generations.

In a desire to encourage sustainable changes in eating habits, the Louis Bonduelle Foundation was created in 2004. Through this organisation, we aim to influence people’s diets in order to improve consumer habits for all and the well-being of everyone.

Throughout 2020, the Foundation reformulated its strategic directions to maximise the impact of its support for those involved in the food transition.

Christophe Bonduelle

CHAIRMAN OF THE LOUIS BONDUELLE FOUNDATION



THE BOARD OF DIRECTORS

The Louis Bonduelle Foundation is run by a Board of Directors comprising **six unremunerated members, all appointed and re-elected to their position by the founders:**

four Bonduelle company representatives and two independent experts selected for their expertise in the areas in which the Louis Bonduelle Foundation works.



CHRISTOPHE BONDUELLE
Chairman of the Bonduelle Group
and Louis Bonduelle Foundation



GUILLAUME DEBROSSE
Bonduelle Group CEO



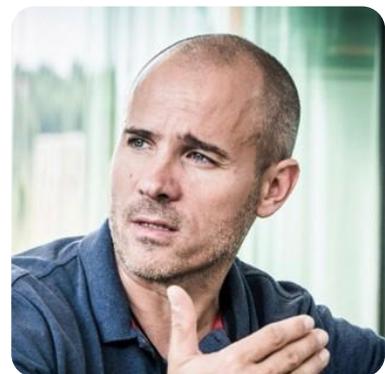
GIANFRANCO D'AMINCO
Head of Bonduelle Fresh Europe



ANNE SOPHIE FONTAINE
Head of CSR and External
Communications for the Bonduelle Group



CHANTAL MONVOIS
Executive Officer of the
AgroParitech Foundation



LOIC YVIQUEL
Social Entrepreneur
Co-Founder of SOGOOD

THE LOUIS BONDUELLE FOUNDATION: ABOUT US



Furthering scientific knowledge of plant based food (consumption and production)



Supportive project with positive impact that make plant based products affordable and available in region.



Improving education about plant based diets for maximising acceptance and accessibility.

Created in 2004 by Christophe Bonduelle, Chairman of the Bonduelle Group, the mission of the Louis Bonduelle Foundation has always focused on sustainable eating in all its facets. From the outset, the Foundation has endeavoured to move beyond general statements of intent. It does this by educating people, furthering scientific knowledge and encouraging the use of the results at grass roots level.

Furthermore, its work has always borne the stamp of credibility. In fact, ever since it began, the Foundation has based its work on the expertise of renowned scientists and has been committed to demonstrating its accountability by measuring the impact of its actions to change eating habits and lifestyles and their efficacy.

We are particularly proud of our record sheet since 2004:

- 210 projects supported and funded
- Over 500,000 beneficiaries of our work in the field
- 2.4 million visitors from around the world in 2020 to our website, translated into 8 languages
- The Foundation has a 94% credibility rating from healthcare professionals, according to a study in 2014

What drives us

1. Scientific research

This has taken on a whole new dimension since it underpins the very effectiveness of our work. We develop programmes and foster academic partnerships to improve the way in which we measure the efficacy of our actions and their impact.

2. Communication in support of our work

Every time we take to the stage, our goal is to convert it into an opportunity to transform eating habits. In 2021, we focused our communication on accelerating the food transition, especially by providing thought-provoking information about all issues relating to the accessibility of plant-based foods.

3. Partnerships and calls for projects

Sine the outset, the Foundation has supported concrete grass-roots projects run by local organisations, designed to help consumers make the transition to a sustainable plant-based diet.

A STRATEGY BUILT ON ACTIONS



IMPACTFUL COMMUNICATION

- Communication is a way of provoking thought and calling people to action. It serves the Foundation's goal of encouraging sustainable changes in eating habits.

RESEARCH AS A DRIVER OF PERFORMANCE

- A dynamic partnership with the Chaire ANCA sponsorship organisation as a mark of credibility, to combine forces and maximise the impact.

SUPPORT FOR NEW INITIATIVES

- Partnerships with regional organisations to maximise the impact of the Foundation at local level.
- An annual call for projects to support and fund sustainable projects at regional grass-roots level designed to make plant-based foods more accessible.
- Measuring the social impact of our projects to confirm their relevance.

HIGHLIGHTS OF 2020 2021

IMPACTFUL COMMUNICATION

WEBSITE: AWARENESS AND EDUCATION

This year, the Foundation's website received **2.2 million visitors**, with **17.7% of traffic coming from Russia**: these figures demonstrate the huge Russian interest in the Foundation's field of work. The website published **16 new articles** this year alone. **26% of visitors were in the 18-34 age** bracket, which is the Foundation's target audience.

INSTAGRAM: ENGAGING THROUGH COLLABORATIVE MEDIA



In line with our new strategy designed to reach young adults and parents and transform awareness into actions, the **Foundation has developed a collaborative magazine on Instagram to help young people change their eating habits bit by bit.**

The aim is to create a community driven by well-being, mutual support, sharing, and swapping best practices, based in particular on contributions from recognised and trusted social media influencers.

PODCASTS: RAMPING UP AWARENESS AND EDUCATION

A series of eight '**Tastes of our Times**' (**Le Goût des Nôtres**) podcasts has been produced in partnership with the SOGOOD organisation. The project aims to raise awareness among a wider audience. These podcasts **offer information about the food transition and daily challenges, via interviews with people from relevant industries such as market gardeners, farmers and restaurants.**



The digital age has brought with it a number of new communication channels which represent concrete opportunities for changing eating habits thanks to their accessibility and immediacy. With this in mind, the Louis Bonduelle Foundation has produced two new formats, an Instagram page called Dans mon Assiette (On my Plate) and the Goût des Nôtres (Tastes of our Times) podcasts, for advocating the benefits of a diet that is better for people, health and the environment among an audience very active on these channels, but as-yet little aware of the issues surrounding a more sustainable diet.

FACEBOOK: ENGAGEMENT AND EXPOSURE

The Foundation has two Facebook pages, one in English and one in French.



It uses these pages to interact with a fairly broad community wanting regular updates about the Foundation's work.

HIGHLIGHTS OF 2020 2021

RESEARCH AS A DRIVER OF PERFORMANCE

Consistent with its new strategy, the Foundation has decided to focus on introducing a reliable **way of measuring impact** to ensure that its work is both relevant and effective.

PARTNERSHIP WITH CHAIRE ANCA (AGRO PARITECH FOUNDATION)

2016 - 2020 Programme

Upon completing the 2016–2020 Programme, we conducted a comprehensive review of the partnership with our partners and Chaire ANCA.

Overall, the programme brought together seven partners, namely SEB, Danone Nutricia Research, les mousquetaires, Ferrandi Paris, Agroparitech and the Agroparitech Foundation.

Over the course of five years, six major programmes were conducted with the help of 25 partnerships, producing 100 educational deliverables and two scientific articles, reaching 500,000 people, and we were covered by the media 40 times.

The specific nature of the Chaire ANCA and our collaborative work were a resounding success. We were able to develop credible activities on the topic of sustainable diets and further the scientific knowledge of the Louis Bonduelle Foundation. The partnership made it possible to hold active yet neutral and scientifically-credible discussions with a number of other players.

2021 - 2025 Programme

Building on the success of the partnership and the alignment of the Foundation and the Chaire's goals, the Louis Bonduelle Foundation helped co-construct the new programme for the Chaire ANCA and renewed its partnership for a further three years.

The goal of the new programme is to understand and support changes in eating habits among 18–35 year-olds through the creation of a Think-and-Do Tank. This initiative will focus on encouraging the adoption of a sustainable diet for all, and form a bridge between the world of academic research, the agrobusiness sector, civil society and local communities



“Je mange pour le futur” (“I’m eating for the future”) (the sequel to “Je mange vers the future” (“I’m eating my way to the future”))

Our fictional heroine Sasha is the protagonist of this immersive narrative aimed at 18–35 year-olds and her role is to find concrete yet simple solutions to adopting a sustainable diet.

- 12-week programme
- 70 content items
- +60% subscribers
- +50 media articles

HIGHLIGHTS OF 2020 2021

HELPING AND SUPPORTING THE DRIVERS OF THE FOOD TRANSITION



#LET'SVEGG'UP

Together, let us change tomorrow's eating habits

#LETSVEGGUP : APPEL À PROJETS 2020 2021

WHAT IT'S ALL ABOUT

The Louis Bonduelle Foundation and Ulule have launched #LetsVeggUp, a call for a different participatory project from four countries (France, Canada, Italy and USA) with one common goal:

rewarding and supporting those working to improve access to plant-based food

The call for projects will take place in four main stages:

- 1/ Launch of the call for projects in the target country, alongside a campaign to source interesting projects;
- 2/ Shortlist of the 10 best proposals, to be submitted to a country-specific selection committee. The committee decides on the winner and the five finalists, who can then advertise directly and compete for the People's Choice award;
- 3/ Announcement of the winner and People's Choice live on Facebook;
- 4/ Launch of a crowdfunding campaign for the winner, with a €5,000 grant from the Louis Bonduelle Foundation.

On average

Each call for projects receives

24 proposals

100 participants in the live events

600 interactions during the live events

HIGHLIGHTS OF 2020 2021

HELPING AND SUPPORTING THE DRIVERS OF THE FOOD TRANSITION

THE WINNERS



LA TABLÉE DES CHEFS

This organisation works throughout mainland France. Its mission is to feed families in need and educate children in sustainable eating.



SUMMERLUNCH+

This Toronto-based organisation aims to deliver vegetarian meals to low-income students during the school holidays.



URBAINCULTEURS

Working in Montreal, this organisation grows healthy, affordable and seasonal products for food banks.



FOOD LITERACY CENTER

This California-based charity teaches cooking, nutrition, gardening and active play to children in low-income elementary schools to improve their health, environment and economy.



RECUP FOUNDATION

Based in Milan, this charity collects unsold fruit and vegetables and gives them to disadvantaged neighbourhoods. It therefore has a dual mission of improving access to food and combating food waste.

FINANCIAL REPORT

SEVENTEEN YEARS IN BUSINESS FOR THE FOUNDATION

The Foundation has streamlined its focus for the coming years.

The Board approved an extension to the multi-year action plan on 4 June 2021 and has signed the necessary addendum.

A Prefectoral Decree on 7 January 2020 authorised the change to the constitution of the Louis Bonduelle Foundation, ratifying its fourth multi-year programme for the period to 2024 for a total amount of €1,250,000, backed by bank guarantees.

COVID-19: The crisis triggered by the Covid-19 pandemic in the second half of 2019-20 continued into the 2020-21 financial year. This crisis has had no material impact on the Foundation's activities.

DEDICATED FUNDS AND OFF-BALANCE SHEET COMMITMENTS

Ongoing actions pertaining to 'Commitments to be fulfilled from designated resources' are recorded on the liabilities side of the balance sheet as Dedicated Funds.

On 14 November 2019, the founding companies decided to run another multi-year programme for a total budget of €1,250,000 covering the period from 2020 to 2024.

Contributions from the founders will be spread over five years as follows:

- Bonduelle SA: €15,000 per annum, for a total of €75,000
- Bonduelle Europe Long Life: €235,000 per annum, for a total of €1,175,000

These contributions are backed by a bank guarantee from CRCA NDF.

BALANCE SHEET

During the year ending 30 June 2021, the Foundation's actions amounted to €269,000. All debts and receivables mature in less than one year.