



U.S. Health Metric

Since 2005, more than 1,000 of our U.S. retail products have met Health Metric criteria. Our efforts have included:



Reducing

Reducing calories, fat, saturated fat, trans fat, sugar or sodium by **10 percent** or more



Increasing

Increasing beneficial nutrients - including vitamins, minerals and fiber - by **10 percent** or more



Formulating

Formulating products to include at least a half-serving of whole grain, fruit, vegetables, or low or nonfat dairy



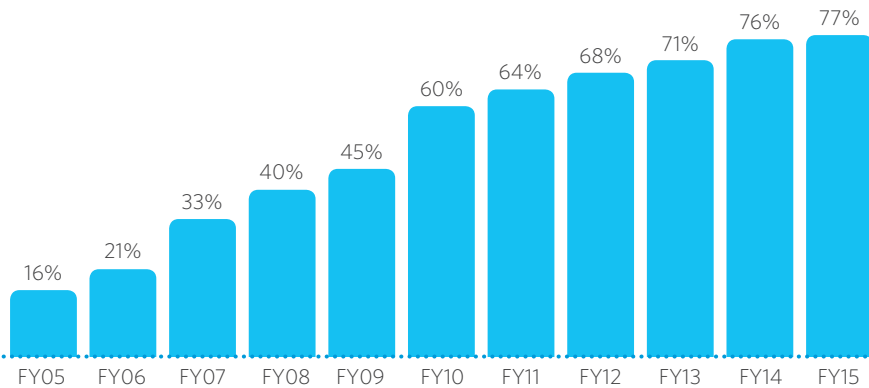
Formulating/reformulating

Formulating/reformulating products to meet specific internal requirements, including limiting calories, and meeting health or nutrition claim criteria as defined by the U.S. Food and Drug Administration (FDA)

U.S. retail Health Metric cumulative achievement

FY05-FY15

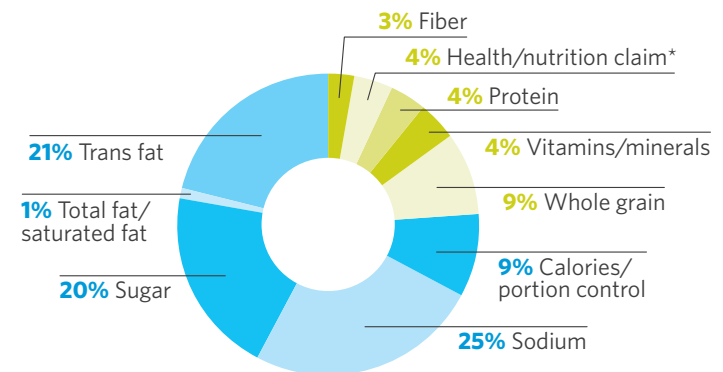
1,000 products included in FY05-FY15



*On a cumulative basis: products that have been included more than once are counted only one time.

Drivers of nutritional improvements

U.S. retail products FY05-FY15



Decreasing nutrients of concern: 77%

Increasing positive nutrients: 23%

*Health/nutrition claim includes gluten-free and heart health claims.

G4-PR1, FP6, FP7