

The
Honest Generation
is here. Are you ready?



73%

Corporate
Experts



Consumers are most
interested in transparency about
the products they buy.



Source: CGF/Futerra expert survey, July 2018. Respondents:
Corporate experts from 70+ companies in 26 countries.

70%

Consumers



I am most interested in
hearing about the sustainability
impacts of the products I buy.



Source: CGF/Futerra consumer research, October 2018.
Respondents: 3,621 consumers in 7 countries.

86%

Corporate
Experts

“

Consumers are very satisfied
or quite satisfied with product
transparency on sustainability.

”

Source: CGF/Futerra expert survey, July 2018. Respondents:
Corporate experts from 70+ companies in 26 countries.

41%
Consumers

“

Products provide the right
amount of information
on sustainability.

”

Source: CGF/Futerra consumer research, October 2018.
Respondents: 3,621 consumers in 7 countries.

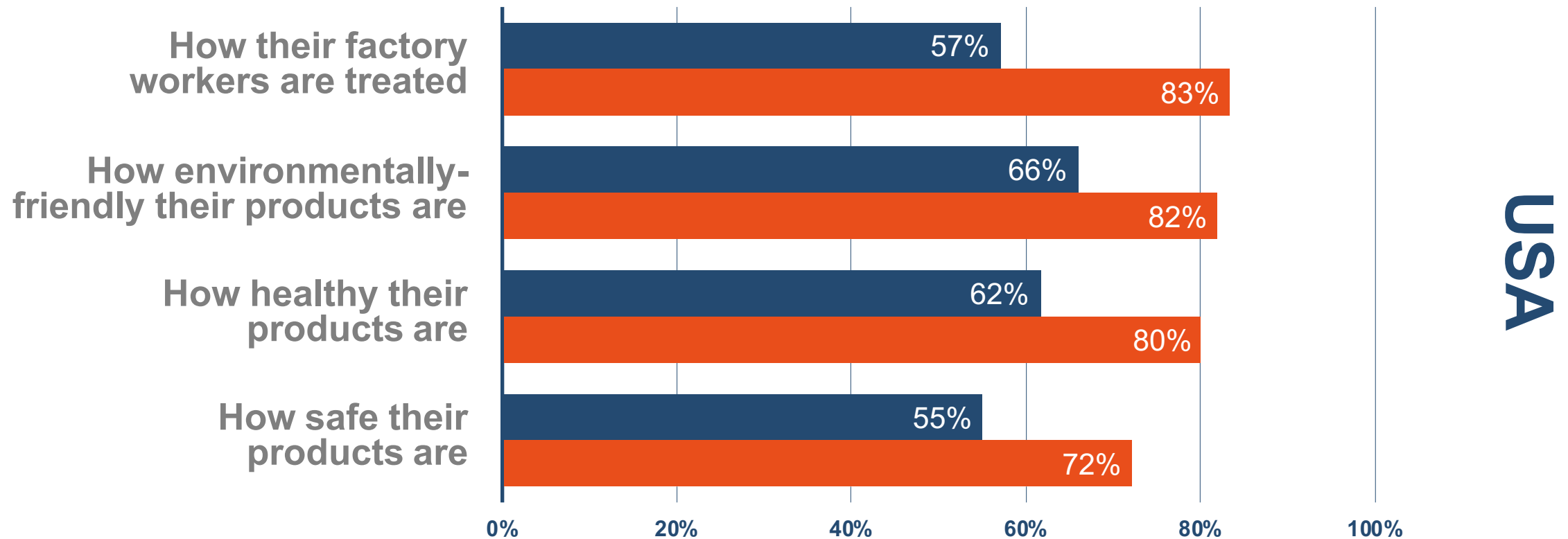
FUTERRA

Are you
honest?

Are brands honest?

■ Millennials ■ Gen Z

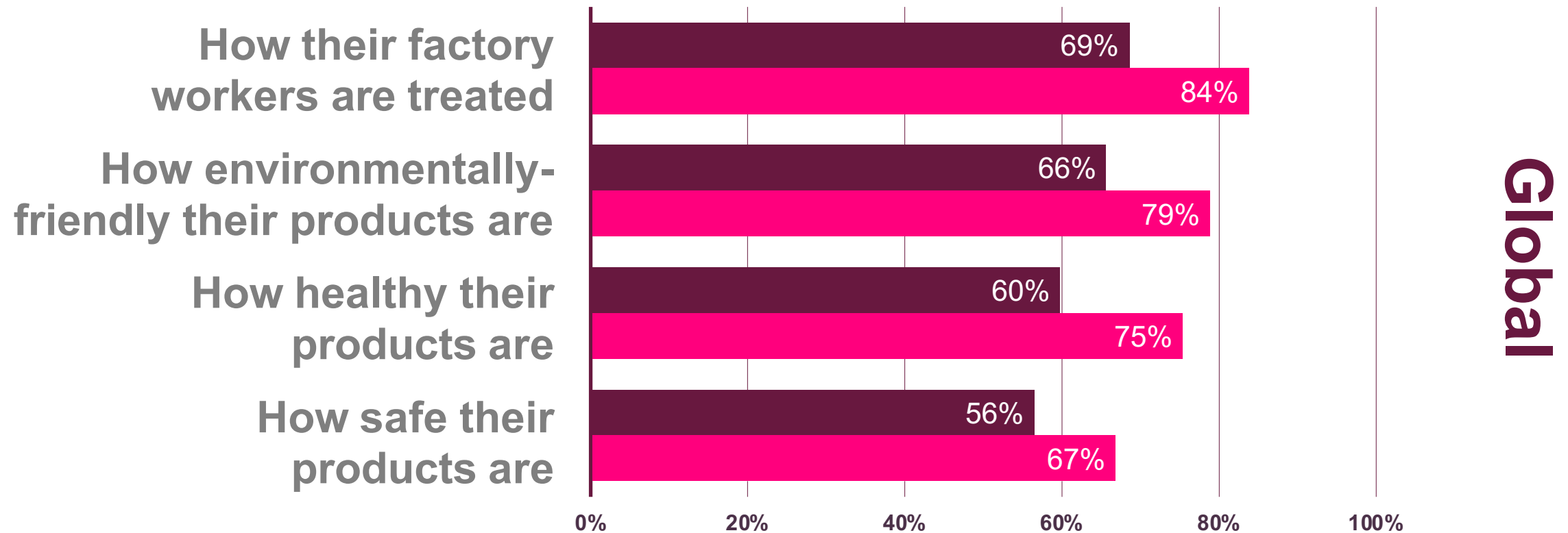
Perception that brands are **never honest**, or **not honest enough**, about:



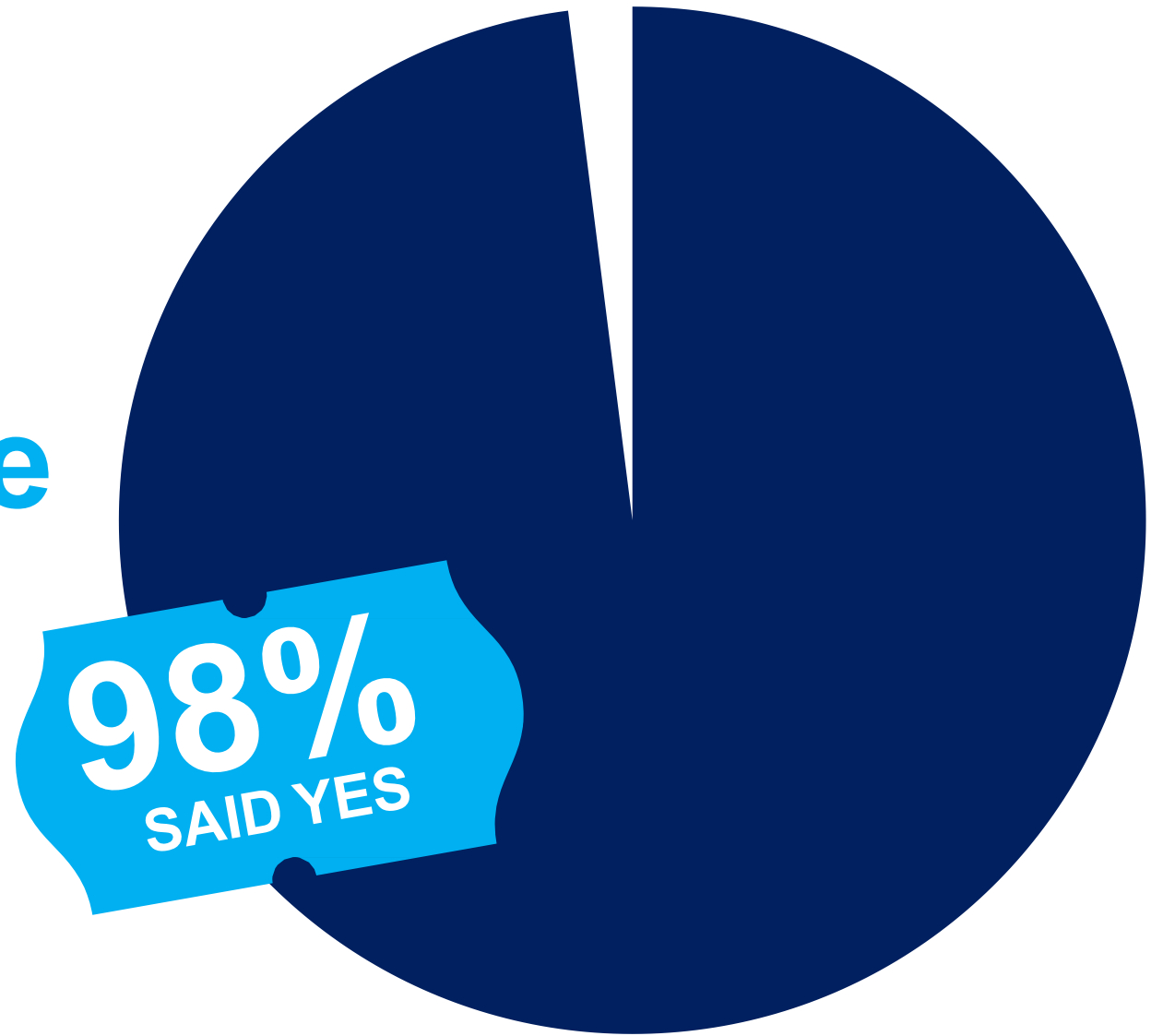
Are brands honest?

■ Millennials ■ Gen Z

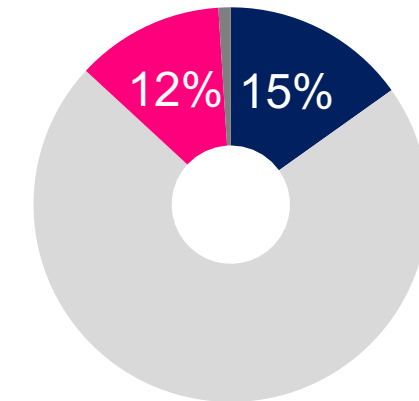
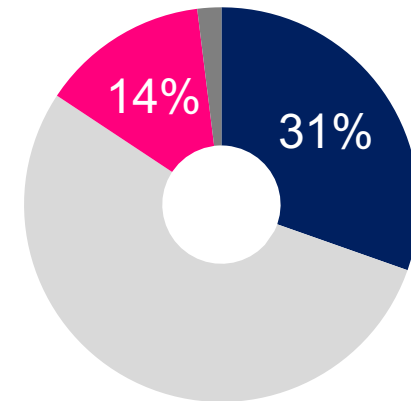
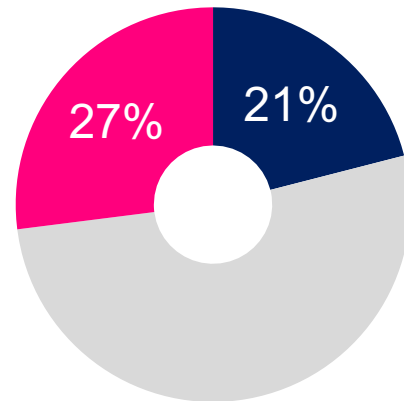
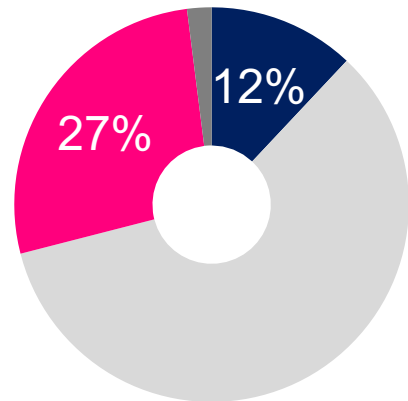
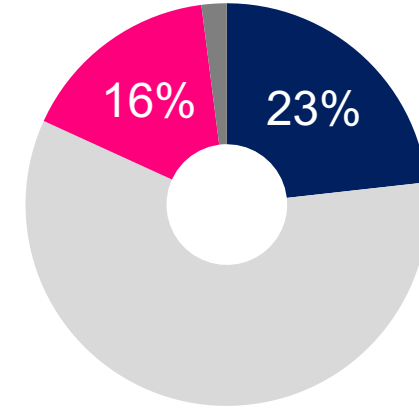
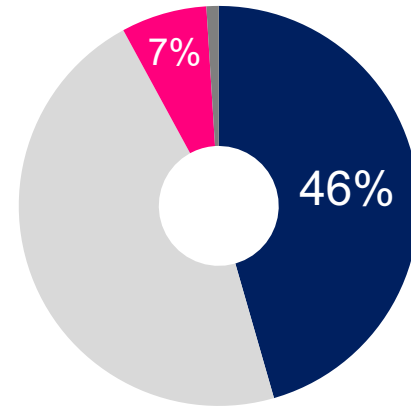
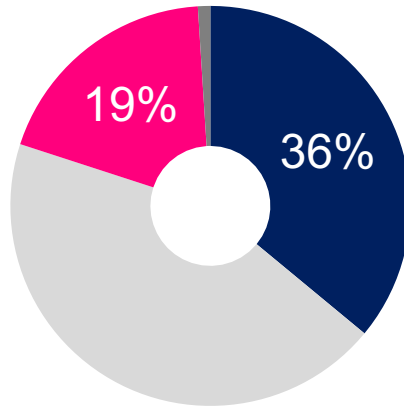
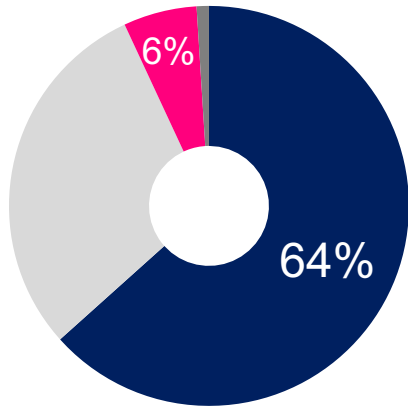
Perception that brands are **never honest**, or **not honest enough**, about:



Do you think
brands have a
responsibility
to make positive
change in
the world.



Are you satisfied with the positive change brands are currently making in the world?



USA

UK

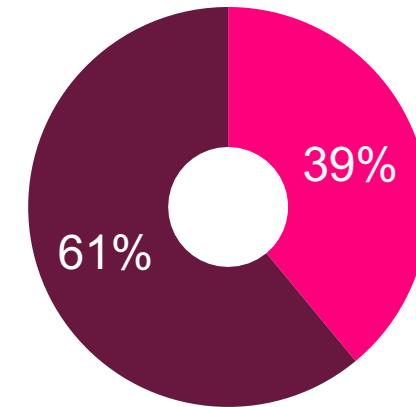
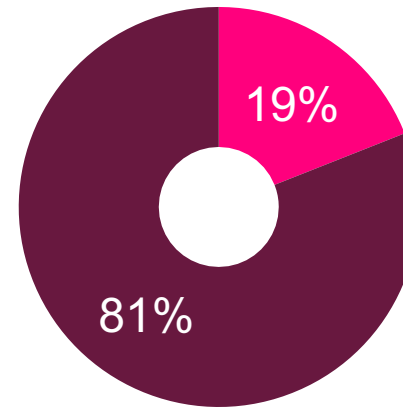
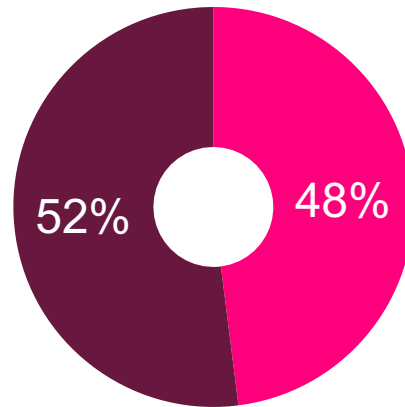
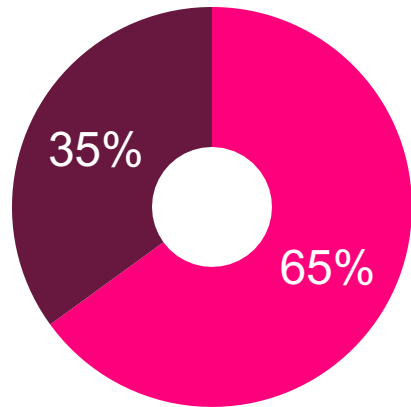
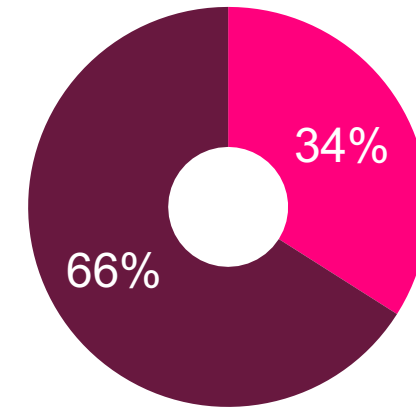
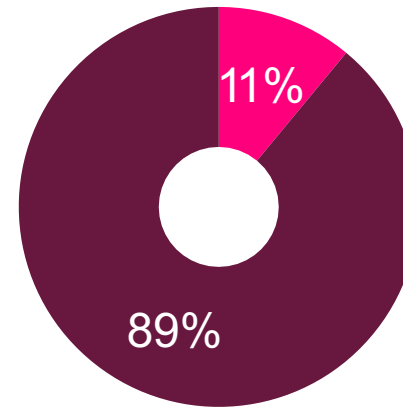
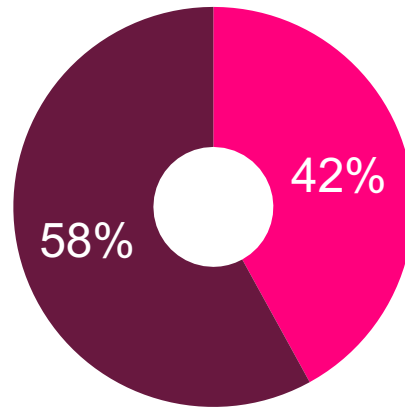
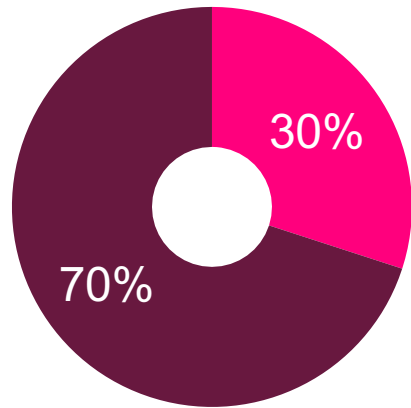
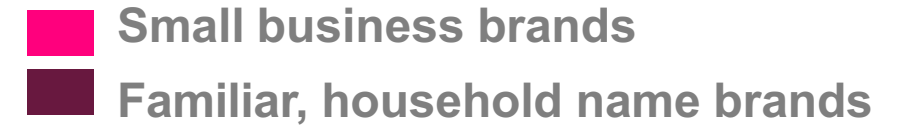
India

South Africa

Millennials

Gen Z

Which type of brands do you think are most honest?



Millennials

Gen Z

USA

UK

India

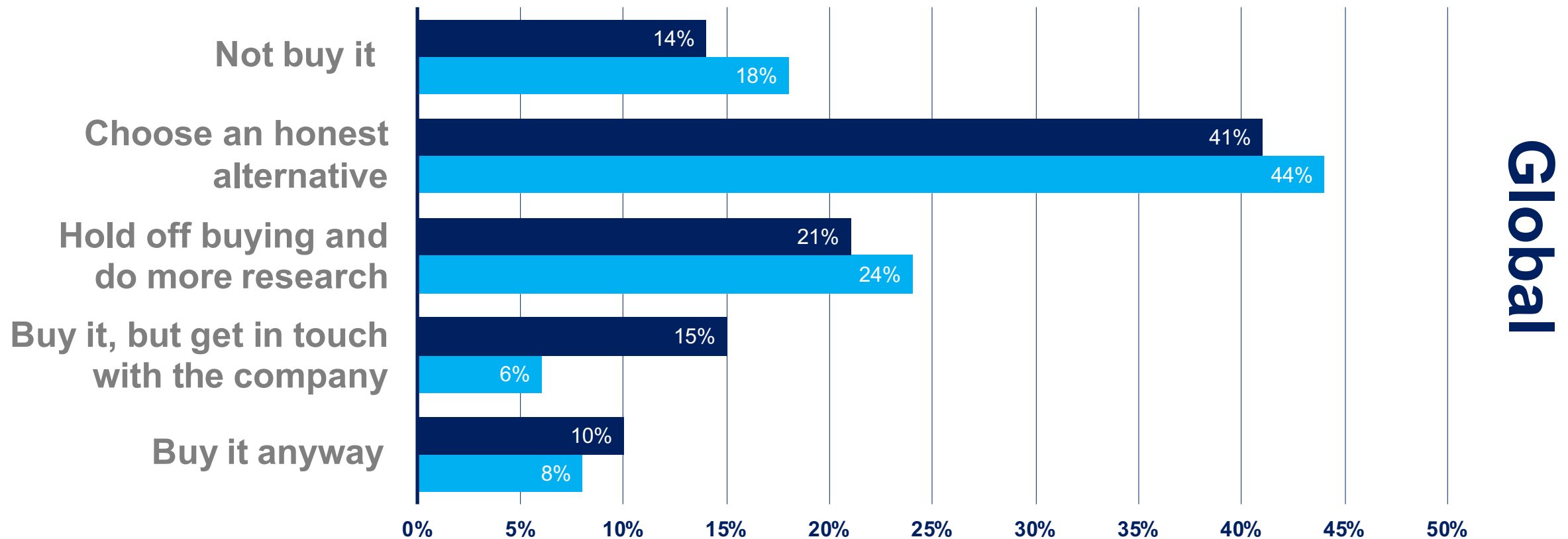
South Africa

What you would do if you discovered a product was NOT honest?

■ Millennials

■ Gen Z

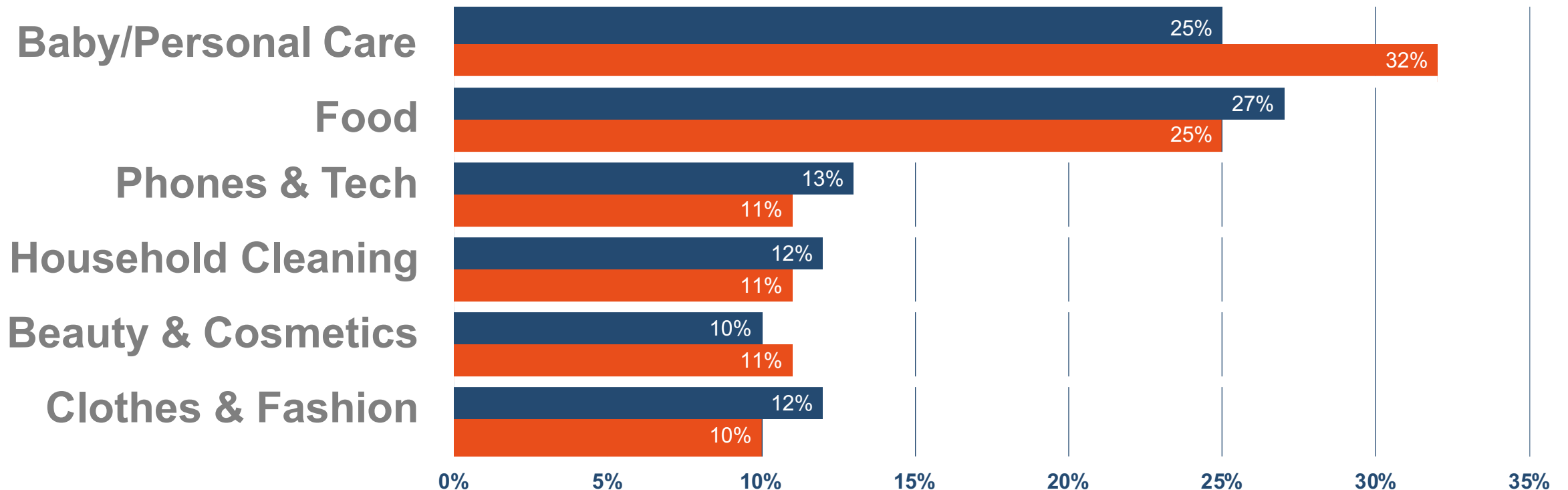
If a product was NOT honest about a social, environmental, health or safety issue, would you be most likely to:



Please rank products based on how honest they are about social, environmental, health and safety issues

■ Millennials ■ Gen Z

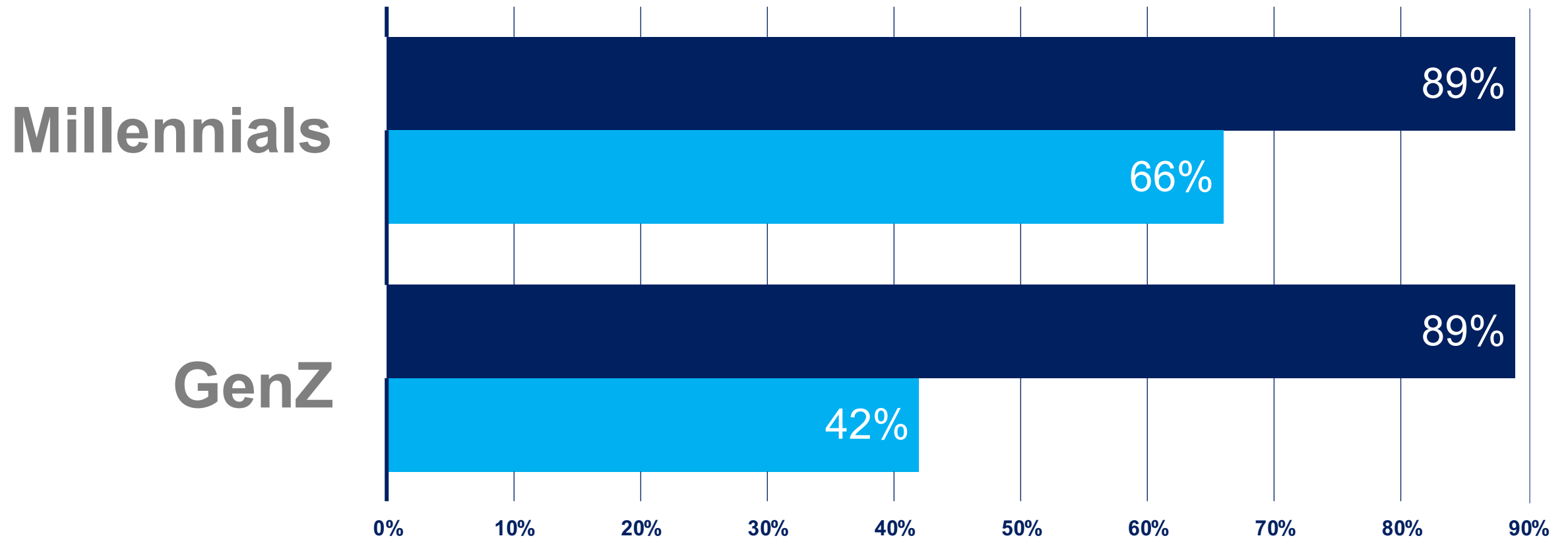
This data shows the % of each generation who choose to rank an industry as MOST honest.



How much do you care, and how much do you think brands care, about honesty?

■ How much do you care?
■ How much do brands care?

Percentage of people ranking 7 or above on a scale of 1 (care the least) to 10 (care the most).



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**What's
going on?**

Millennials



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The

Honest

Generation



Millennials drove brands to be **purposeful**,
but Gen Z are demanding **proof**.

This generation were raised to question fake news,
be suspicious of secrecy and hold sincerity as sacred.

They are the **Honest Generation** and they don't expect brands
to be perfect, but they do **expect them to be truthful**.

How do we reach this Honest Gen?

Transparent Pricing

We believe customers have the right to know what their products cost to make.



MATERIALS
\$42.77



HARDWARE
\$6.10



LABOR
\$24.75



DUTIES
\$12.55



TRANSPORT
\$14.00



TRUE COST
\$100

\$150

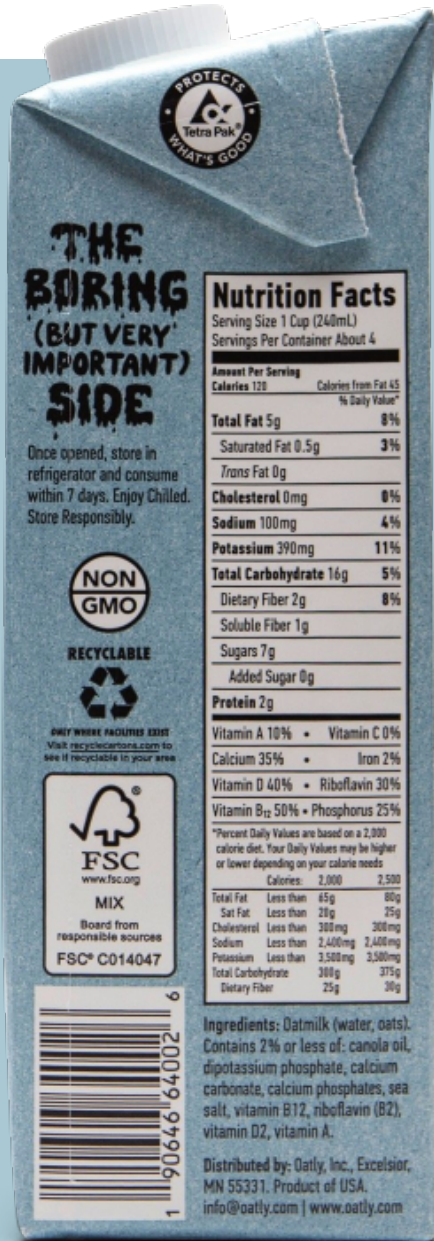
EVERLANE

\$500

TRADITIONAL RETAIL



FUTERRA



Nutrition Facts

Serving Size 1 Cup (240mL)
Servings Per Container About 4

Amount Per Serving
Calories 120

Total Fat 5g

Saturated Fat 0.5g

Trans Fat 0g

Cholesterol 0mg

Sodium 100mg

Potassium 390mg

Total Carbohydrate 16g

Dietary Fiber 2g

Soluble Fiber 1g

Sugars 7g

Added Sugar 0g

Protein 2g

Vitamin A 10% • Vitamin C 0%

Calcium 35% • Iron 2%

Vitamin D 40% • Riboflavin 30%

Vitamin B12 50% • Phosphorus 25%

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

Calories: 2,000 2,500

Total Fat Less than 65g 80g

Sat Fat Less than 28g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Potassium Less than 3,500mg 3,500mg

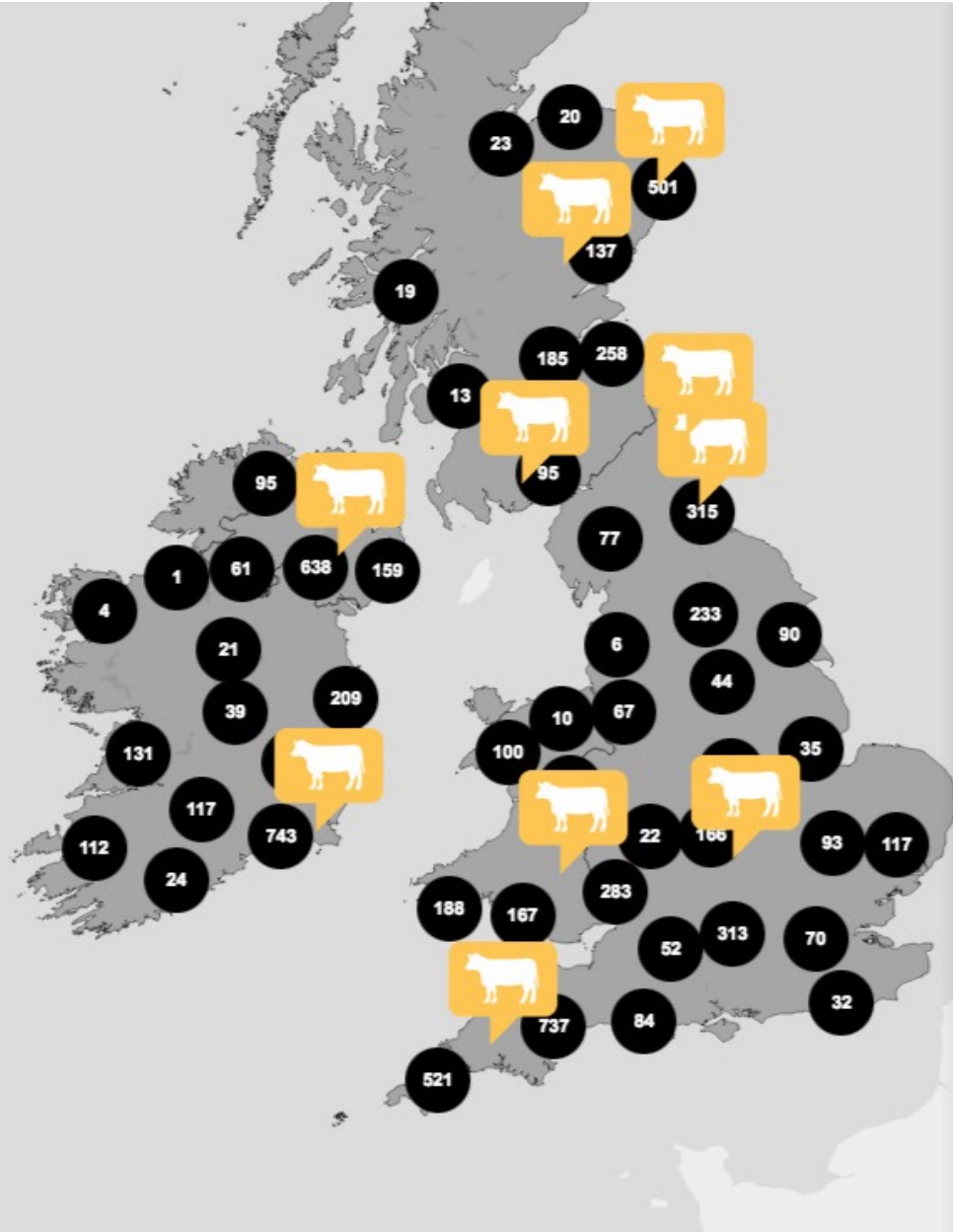
Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Ingredients: Oatmilk (water, oats). Contains 2% or less of: canola oil, dipotassium phosphate, calcium carbonate, calcium phosphates, sea salt, vitamin B12, riboflavin (B2), vitamin D2, vitamin A.

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THE ORIGINAL
OATLY!



Beef

We trace it, so you can trust it... Thanks to DNA tracing technology, we can trace all our beef right back to every farm and every animal. And because we only work with farmers who share our high standards, respect for the environment and the food they produce, you know you'll always enjoy responsibly reared, exceptional quality meat. Click on the map or pick a country and county from the list below and you'll see how many beef farms we have in that region.

Select a country

Select a county



To find out more about one of our farmers, just click on a cow!

Global information



8,152
Total farms



100%
Farm
Assured

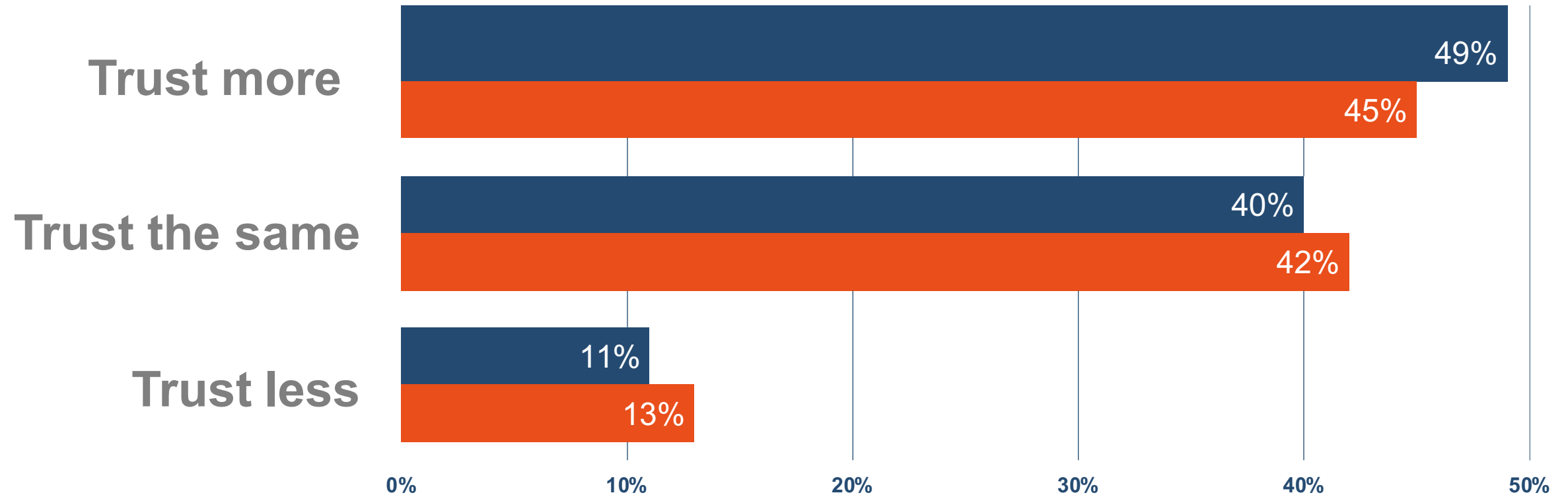


100%
M&S Select
Farm
Approved

Being honest, even about problems, increases trust

■ Millennials ■ Gen Z

How would it affect your trust of a brand if they were honest about a current issue they have with a product, such as the impact on the environment or the way their factory workers are treated?



Digitally
Altered



Original



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