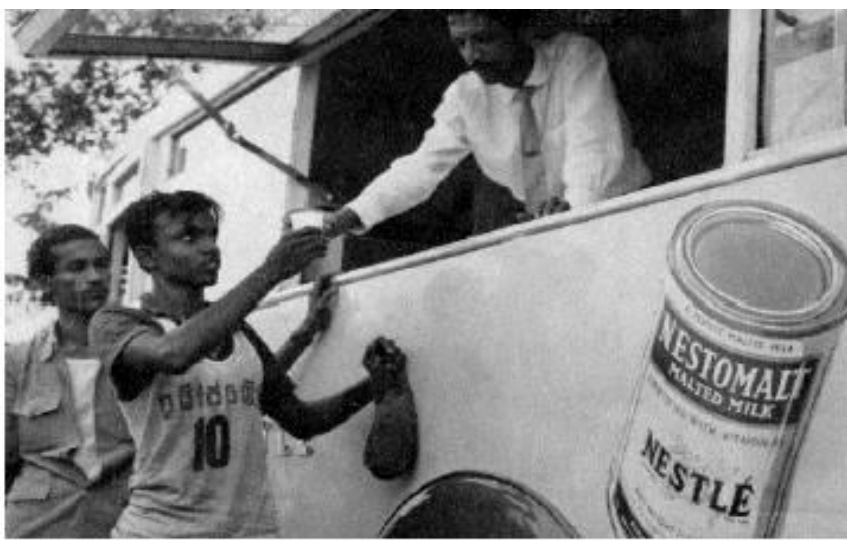




Nestlé Good food, Good life

PROJECT CONNECT - VIRTUAL BRIEF





OVER 114 YEARS IN SRI LANKA

- Trading in Sri Lanka since **1906**, listed on CSE since **1983**, manufacturing in Pannala since **1984**
- Locally manufacturing **over 90%** of products sold in Sri Lanka
- **800+** employees, contributing to the livelihoods of **20,000+** farming families
- Among Sri Lanka's **largest fresh milk collectors** and one of the **world's largest exporters of coconut milk powder**
- Sri Lanka's **Most Respected** Food and Beverage Company by LMD
- Sri Lanka's **Most Valuable** Food and Beverage Brand by Brand Finance
- **Highest-ranking F&B company** in Sri Lanka's top 30 companies' list by Business Today.



OUR PRODUCT RANGE



915 MILLION⁺
servings of micronutrient enriched Nestlé products to consumers

~2,200
children educated on nutrition and health through our Nestlé Healthy Kids programme

205,500
children encouraged to be physically active via our Kids Athletics programme

~68,000
people provided with free health checks and nutritional counselling through our Choose Wellness, Choose Nestlé programmes

1.5 MILLION⁺
consumers reached through our #KnowWhatYouEat campaign to create awareness on understanding product labelling better

23%⁻
of sugar reduced from our portfolio

13%
of salt reduced from our portfolio

7%
of saturated fat reduced from our portfolio



RS. 2.4 BILLION
paid to 14,000 local dairy farmers for fresh milk

RS. 2.6 BILLION
contributed to the coconut industry as payment for procuring fresh coconuts

2,600⁺
young people reached through our Nestlé Needs YOUTH programme, to help them become more employable



Saving energy by
29%

Saving water by
15%

Reducing greenhouse gas emissions by
12%



An opportunity to **CONNECT** with Sri Lankan talent

WHAT IS 'CONNECT'?

A platform where disruptive thinkers can bring in *fresh perspective & innovative thinking*, working with one of Sri Lanka's leading F&B companies on projects that matter and which can make a positive impact on Sri Lanka.



WHY SHOULD YOU 'CONNECT'?



BACKGROUND

As a leading Sri Lankan company, we can make a *unique impact* in the country and *create lasting value for our people and their communities*. We've identified two ways we can do this, including:

- Offering *tastier and healthier products* to meet the various needs of individuals & families
- Developing *sustainable practices* to steward resources for our future generations



BUSINESS CASE BRIEF

Products & solutions that have potential to solve consumer needs:

- Relevant to Sri Lankan consumers
- Address consumer trends

Submissions can be under either of the below 2 categories:

Consumer Products

Healthy, nutritious and tasty food and beverage products

Planet Sustainability

Sustainable product and packaging solutions that enable food choices good for the planet



TIMELINE OF 'CONNECT'?

Initial Briefing (Aug - Sept)

- Register with "Connect"
- Identify universities & supervisors

Engagement (Oct– Dec)

- Connect with Nestlé team & get the brief (October)
- Come up with your ideas
- Training opportunity
- Submit your winning ideas by Dec.

Selection of Winners

(Jan- Feb)

- Selection round 1
- Projects will be evaluated by an internal & external panel
- Further finetune the idea
- Training from Nestle on how to pitch your idea
- Presentation back to the panel
- Get selected & win



WHAT DO YOU NEED TO DO?

- Form a team of 3
- Identify a lecturer/supervisor to work with
- Submit your team applications by September 30, 2020
- Participate in the 'PROJECT BRIEF'

RESEARCH OBJECTIVES:

- Identify a **winning idea** on either one of the two categories (October):
 - **Consumer Products**
 - **Planet sustainability**
- Develop your Business Proposal
- We will evaluate basis relevance of idea, business impact, scalability, sustainability of model, originality



EVALUATION

Your projects will be evaluated basis:

- Relevance of idea
- Business impact
- Scalability
- Sustainability of model
- Originality



AND IF YOU WIN?

- **Winning idea:** Wins a Team
Cash prize worth Rs. 600,000
& an internship with Nestlé
Lanka PLC
- **First Runner Up:** Cash prize of
Rs.150,000
- **Second Runner Up:** Cash
prize of Rs. 75,000





COME CONNECT WITH US!