



# PORTFOLIO-WIDE SUGAR REDUCTION: ADVANCING HEALTHIER BEVERAGE CHOICES

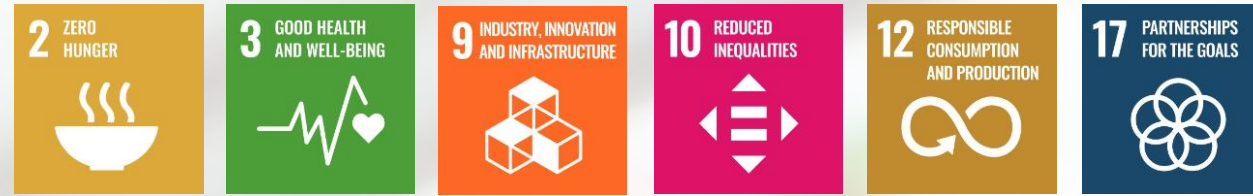
More Information

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# PORTFOLIO-WIDE SUGAR REDUCTION: ADVANCING HEALTHIER BEVERAGE CHOICES

“

Osotspa is committed to promoting consumer health and well-being through responsible product innovation and healthier beverage choices. In response to rising concerns over obesity and non-communicable diseases (NCDs).

We transformed the entire portfolio with measurable health and business impacts. ”

# TRANSFORMING THAILAND'S BEVERAGE INDUSTRY THROUGH PORTFOLIO-WIDE SUGAR REDUCTION



Large-scale end-to-end portfolio reformulation



Strictly follow our policy that is based on the three principles:

## Responsibility



Appropriate Serving Sizes



Low Sugar, Sodium, Calorie while maintaining great taste



Comply with responsible marketing principles



Align with trusted external certifications

## Nutrition and Forward-Looking



Promote health and immunity



Serve needs of vulnerable groups



Provide energy and active lifestyle

## Accessibility and Affordability



Multi-channel business



Wide range of prices



Reaching groups in needs

# ADOPT BEST-PRACTICE LOCAL AND INTERNATIONAL NUTRITION-RELATED REGULATIONS AND GUIDELINES



## Codex Alimentarius

Aligned with international food and nutrition standards. The Codex Alimentarius developed by FAO and WHO, as well as country-specific regulations such as the US FDA and EU requirements.



## Thailand Recommended Daily Intake

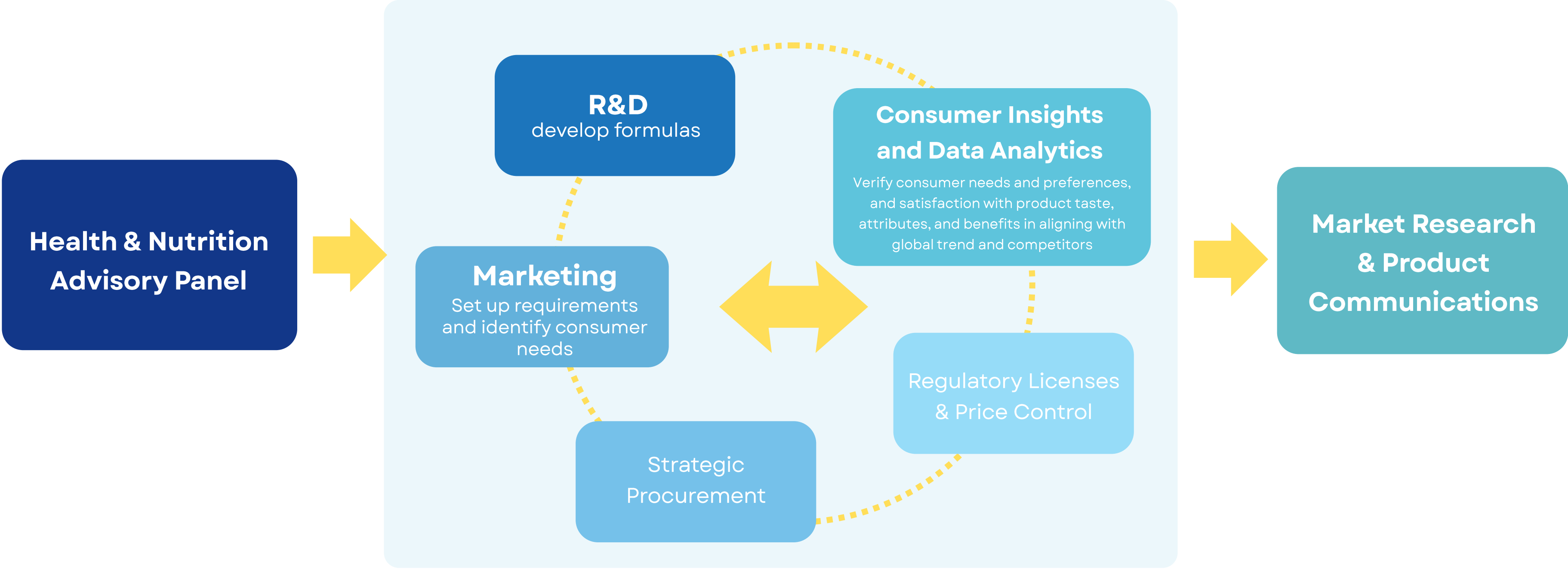
Follows Thai RDI guidelines to ensure appropriate levels of nutrients, vitamins, minerals, and energy that support overall health and help prevent nutritional deficiencies.



## Thailand Healthier Choice Logo Guideline

For functional drinks, the company applies the Thailand Healthier Choice Logo (HCL) criteria certified by the Ministry of Public Health to support healthier beverage options for consumers.

# CROSS-FUNCTIONAL EXECUTION THAT DELIVER LOW-SUGAR BEVERAGE PRODUCTS WITHOUT COMPROMISE



Health and nutrition guideline is integrated and practiced across the value chain.

# EMBEDED IN BUSINESS OPERATIONS, R&D AND ESG FOR INITIATIVE SUSTAINABILITY

## Health & Nutrition Policy



Integrated into Osotspa's long-term health and sustainability commitment

## R&D Guidelines



Embedded in product development, nutrient checks, and reformulation targets

## Quality & Regulatory Assurance



Ensures compliance with nutrition standards and product quality requirements

## OSP Sustainability Framework and Goals 2030



Supports OSP's ESG goals in consumer health and well-being agenda

# HEALTH-LED GROWTH AT SCALE TO BUSINESS AND CONSUMERS

## Initiative Outputs for Consumers Benefits



# 100%

of Osotspa's beverage product portfolio (all energy drinks and functional drinks) contains less than 6 g. of sugar per 100 ml. of beverage.



# 98%

of beverage products that meet the Thailand Healthier Choice Guideline criterial is successfully certified.

## Outcomes to Business

**M-150 Energy Drinks maintain largest market share at 32%\*.**

Source: Department of Business Development (DBD)

**C-Vitt maintains largest market share in Vitamin-C Supplemental Drink at 59%.**

Source: Nielsen IQ

**Revenue from beverage products that are certified with Thailand Healthier Choice Logo increased by 33% from 2021.**

