

ADDING VALUE
ENHANCING HEALTH
CREATING SUCCESS





Dear Colleague:

More and more, people are acting on the holistic belief that what they eat helps them take better care of themselves and their families. A big part of this trend is a growing concern about the role of cholesterol in heart health.

Benecol® meets these consumer needs by delivering products with easy, effective cholesterol reduction that enhances health and wellbeing. Helping people reduce cholesterol with Benecol is an opportunity for your company to obtain higher profit margins, sales growth and a competitive advantage.

Benecol is the expert brand within the growing, diversifying category of cholesterol-lowering foods. Our business is licensing the Benecol brand and selling our proven ingredient, plant stanol ester, to food, beverage and supplement companies.

Of the top brands present in this category, only Benecol is available for licensing. It is a ready-made solution to help your company grow and thrive in the expanding market for cholesterol reduction.

Our approach goes beyond our ingredient. Our market partners benefit from our expertise in food science, regulatory processes, product formulation, clinical trials, product development and marketing. With them we have a common goal of shared success.

The cholesterol-reduction market is here to stay. We invite you to evaluate the opportunity for your company to grow and profit with Benecol.

Respectfully yours,

Mikko Laavainen
Commercial Director
Raisio Group / Ingredient Division

EXPAND YOUR MARKET WITH BENECOL® – THE ONLY GLOBAL BRAND IN ITS CLASS THAT'S READY TO PARTNER WITH YOU

EFFECTIVE – COUNT ON BENECOL® TO HELP CONSUMERS REDUCE CHOLESTEROL AND ENHANCE THEIR WELLBEING

What is Benecol®?

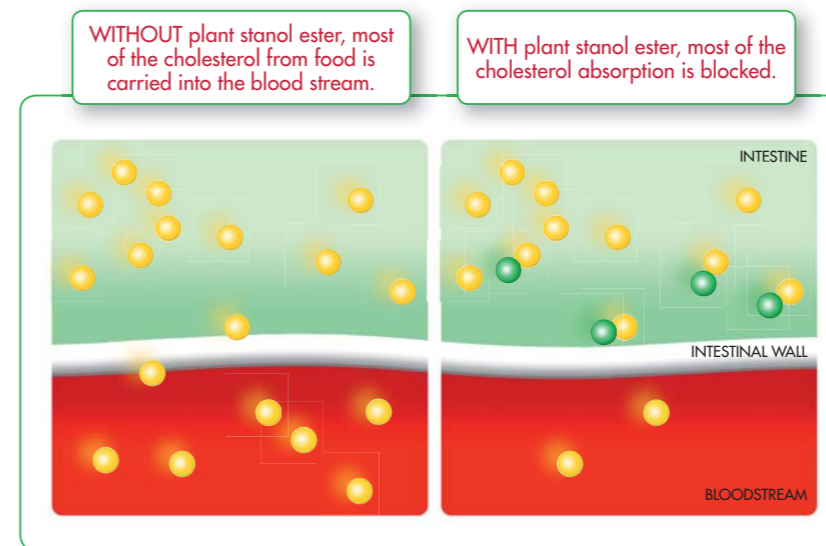
Benecol® products contain plant stanol ester, an active ingredient proven to reduce cholesterol. Plant stanol ester is composed of plant stanols and vegetable oil fatty acids. Plant stanols and sterols occur naturally in vegetable oils and grains but the amounts ingested in an ordinary diet are not sufficient to effectively lower cholesterol. However, adding plant stanol ester to food and drink products delivers an effective daily dose of **plant stanols** for significant cholesterol reduction.

How does plant stanol ester work?

Plant stanols and sterols are similar to cholesterol molecules. However, small structural differences cause them to act quite differently in the body. Cholesterol is absorbed from the digestive tract into the bloodstream, where at elevated levels it can cause cardiovascular disease (CVD). Plant stanols are not absorbed. Instead, when ingested as plant stanol ester they actually help block absorption of cholesterol in the digestive tract, reducing serum cholesterol.

Proven effective by sound science

The first major study about plant stanol ester was published in the *New England Journal of Medicine* in 1995. Since then, nearly 60 clinical trials published in peer-reviewed journals show that plant stanol ester is safe and effective. Daily consumption of 2 g of plant stanols (as 3,4 g of plant stanol ester) is proven to reduce total cholesterol by up to 10 % and reduce LDL (harmful) cholesterol by up to 15 %. Effective results can occur in as little as two weeks.



HOW DOES THE ACTIVE INGREDIENT IN BENECOL® PRODUCTS WORK?

EASY – BENECOL® DELIVERS A CONVENIENT SOLUTION, SO YOU CAN GROW YOUR BUSINESS QUICKLY

Benecol® gives you the tools to efficiently open a profitable new market. First, consumers want cholesterol reduction. Second, they want it to fit how they live. Both needs are quite real, and Benecol meets each of them. So you not only get into the market quickly, you also build strong brand loyalty for healthy profits in the future.

Heart disease is among the top three health concerns worldwide. In response, consumers are migrating to easy, wholesome ways to reduce cholesterol and enhance their health.

Managing diet is the cornerstone of cholesterol control. By making it easy to adopt a heart-healthy diet, Benecol products address health needs and also reassure consumers that they are protecting their wellbeing.

With a single portion per day, consumers can enjoy the fact that they are reducing cholesterol. Every 1 % reduction in cholesterol cuts cardiovascular disease risk by 2 %.

While many people have high cholesterol, daily use of Benecol products plus a healthy diet and lifestyle may help them manage this concern without resorting to medications. More and more people would prefer this approach.

Global consumer research shows that there is a significant, fast-growing opportunity for food marketers: in developed countries, more than 70 % of adults have high cholesterol. Incidence is also growing in developing countries.¹

¹ Reference: United Nations, WHO, statistics on file at www.who.int.

TOP 3 HEALTH CONCERNS

	NORTH AMERICA	SOUTH AMERICA	WESTERN EUROPE	SOUTH EUROPE	NORDIC EUROPE	ASIA
1	Heart disease	Heart disease	Cancer	Cancer	Cancer	Heart disease
2	Dental cavities	Cancer	Heart disease	Heart disease	Tiredness	Cancer
3	Anemia	Hypertension	Eye health	Alzheimer's	Heart disease	GI problems

Source: HealthFocus International, Global Health and Wellness Trend Study.

MANY OPTIONS FOR BUILDING BRAND LOYALTY



Plant stanol ester is available for consumers as Benecol® products in many countries worldwide. These products have been formulated to fit local cultures, eating habits and attitudes, but the important common feature that links them all is that they contain enough plant stanol ester to significantly reduce cholesterol. The overall nutritional profile of all Benecol products also fits into current dietary guidelines and recommendations.

Examples of Benecol products:

- Benecol margarines and spreads
- Benecol milk and soy-based yoghurts
- Benecol milk and soy-based yoghurt mini drinks
- Benecol cream cheese style spreads
- Benecol oatmeal porridge
- Benecol bread
- Benecol smoothie
- Benecol nutritional powder

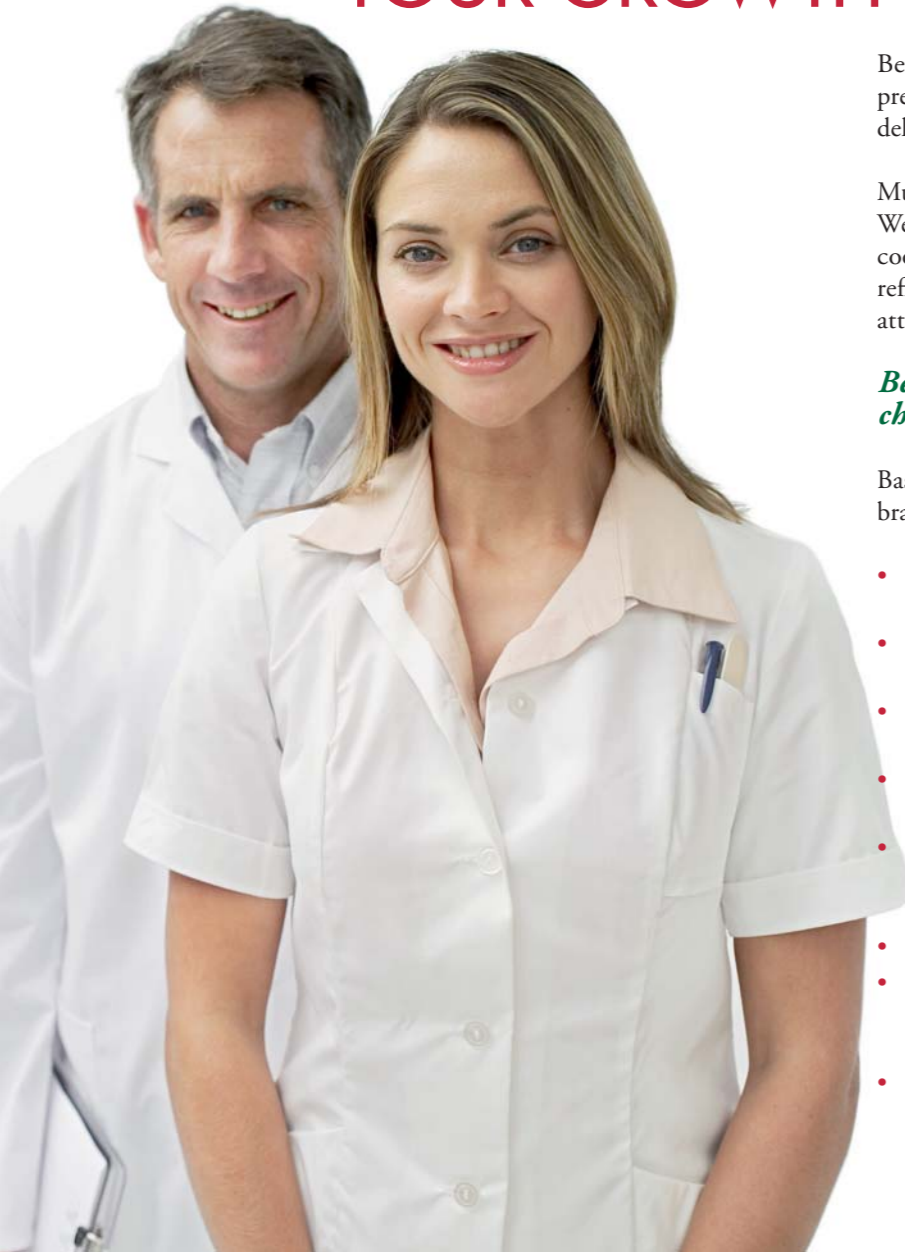


Key findings from global market research²

- Consumers increasingly see their food choices and diet as a delivery vehicle for health and consider this attribute as important as great taste.
- Family health needs are the No. 1 reason people buy healthy foods.
- Consumers are also growing more interested in using diet to prevent and control individual health problems, manage energy and stamina, and secure their own wellness.

² HealthFocus International, Global Health and Wellness Trend Study.

EXPERT – TRUST, CREDIBILITY SUPPORT YOUR GROWTH



Benecol® was launched in 1995 in Finland. Today it is preferred by millions of consumers around the world for delicious, effective and convenient cholesterol reduction.

Much of this success comes from innovation in the market. We work closely with our partners to spot new trends and cooperate to develop and formulate new products that reflect local market conditions, cultures, eating habits and attitudes.

Benecol®, the expert brand, delivers the cholesterol-reduction message

Based on strong science and innovation, Benecol is the expert brand in its class, with the following key attributes:

- Benecol is the market leader in cholesterol reduction in several markets.
- Wholesome, effective cholesterol reduction trusted by millions of people.
- Pioneer of the phytosterol-based, cholesterol-reduction market.
- A forerunner in spotting new trends and product innovation.
- First to market with many new products, including recent launches of yoghurt drinks, soy drinks and oatmeal.
- Thought leadership in cholesterol and nutrition science.
- Benecol has received The Frost & Sullivan Brand Development Strategy Leadership Award in the phytosterol market.
- Acknowledged by scientists and food authorities around the world.



BENECOL® GLOBALLY

- | | | | |
|------------------|-------------------------|------------|-----------------|
| 1 Finland | 9 Poland | 16 Greece | 23 South Africa |
| 2 United Kingdom | 10 France | 17 Chile | 24 Slovenia |
| 3 Ireland | 11 United Arab Emirates | 18 Iceland | 25 Ecuador |
| 4 Belgium | 12 Spain | 19 Italy | 26 Latvia |
| 5 Luxembourg | 13 Portugal | 20 Estonia | 27 India |
| 6 United States | 14 Switzerland | 21 Malta | 28 Indonesia |
| 7 Sweden | 15 Germany | 22 Turkey | 29 Thailand |
| 8 Argentina | | | |



EXTRAORDINARY

– BENECOL® SUPPLIES TOTAL BUSINESS SUPPORT FOR YOUR SUCCESS

Enhance your competitive strength

We back our partners with a complete range of support – from the moment you sign on with us and throughout the product life cycle. Our R&D, regulatory and marketing support programs enable you to grow your sales, profit margins and market share.

Leverage our formulation expertise

Our formulation scientists put their vast knowledge base to work side by side with you, creating convenient, delicious products that appeal to consumers.

Rely on committed regulatory support

We arm you with data, studies and knowledge, and support your efforts to register products. Food products with added plant stanol ester are marketed in nearly 30 countries worldwide and have obtained approval by authorities in each country prior to launch. Some examples of these evaluations are:

- Generally Recognized As Safe (GRAS) status in the U.S.
- FOSHU status in Japan for a Benecol spread and several evaluations by food authorities in EU.
- The joint FAO/WHO Expert Committee on Food Additives (JECFA) evaluated plant stanol ester in 2008.
- New Resource Food Approval by the Chinese Ministry of Health for plant stanol ester.

Expect sound science to support you

We share study findings from around the world to inform opinion leaders and our partners about Benecol®. We only use credible, experimentally validated data to support registrations and responsibly position the use of our product.

Plant stanol ester is easy to incorporate into your product

Plant stanol ester is supplied in several forms that are easy to incorporate with many foods, beverages and supplements.

- Plant stanol ester Classic, solid at room temperature, is widely used in many applications.
- Plant stanol ester Liquid, a fluid form at room temperature, is used in soft gels, oils, cold-processed foods and very-low-fat spreads.
- Plant stanol ester Powder is used in ready-mix and pre-mix foods, beverages or supplements.

Plant stanol ester ingredients are:

- Tasteless and odorless
- Physically and chemically similar to most edible oils and fats
- Suitable for lactose-free, vegetarian, kosher and halal diets

MAKE THE MOST OF APPROVED HEALTH CLAIMS

- *Clinically proven to reduce cholesterol.*
- *Contains plant stanol which effectively reduces cholesterol.*

An expanding business opportunity

- Benecol brand driving growth.
- 60 million buying decisions annually for Benecol products.
- More than 20 new product launches worldwide in 2008.
- Products available in almost 30 countries.

ENJOYABLE – FIND A WARM WELCOME IN THE PARTNERS BY HEART PROGRAM

Our unique Partners by Heart program breaks down barriers, promotes sharing and stimulates innovation. We cooperate closely with our market partners on a daily basis to learn and exploit opportunities.

Partners by Heart cooperation includes:

- **Continuous sharing of best practices** – Together we share and adapt best practices that help all of us increase our success rate, reduce costs and seize new opportunities.
- **Healthcare professional communications** – We extend a wealth of scientific knowledge about Benecol® to our partners for use with medical and nutrition experts.
- **Consumer marketing support** – Our partners showcase campaign results and share ideas. Centralized branded materials from Raisio also are available.
- **Benecol® Brand Meetings** – Our market partners and Raisio managers meet regularly to drive competitive strategy.

Share ideas with other experts

Our unique business model is defined by how we work with local market partners. Together with our partners, we share resources and ideas to create business opportunities. This strategic teamwork has created a world-class brand trusted by millions of consumers.



EXCLUSIVE – BENECOL® IS THE ONLY GLOBAL BRAND IN ITS CLASS AVAILABLE FOR LICENSING



Time and challenges will test and improve any strong partnership. The functional foods business is a tough business to crack open. Our collaborations with Raisio Ingredients Division have been mutually beneficial in how we have learned to be successful in this segment. We have worked together since 1999, and in that time have had an excellent working relationship at many levels.

**Marketing Director
McNeil Consumer Nutritionals Europe
A Johnson & Johnson Company**

Growth of Benecol® is increasing as we add more products, see expansion in populations concerned about cholesterol, increase user consumption frequency and add to our geographic market penetration. Benecol is an international success story – one your company can join.

How to become a partner

By licensing our ingredient and rights to the Benecol brand, your company becomes an active player in the growing market for cholesterol reduction. To learn more, contact the commercial operations of the Raisio Ingredients Division at info@benecol.net.

*Adding value.
Enhancing health.
Creating success.*

*Visit www.benecol.net
to learn more about our
markets around the world.*



Raisio Nutrition Ltd | Ingredients Division, P.O. Box 101, 21201 Raisio, Finland
Tel. +358 2 443 2111 | e-mail: benecol@raisio.com | www.benecol.net