

TRANSPARENCY: WHAT WE BELIEVE

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Transparency is
about honesty, good
will and openness
throughout the
chain

20%*

Actively support all industry initiatives designed to bring transparency and grow market further

70%*

Constantly increase the
share of meaningful
independent
measurement of
everything we buy

2001^{*}

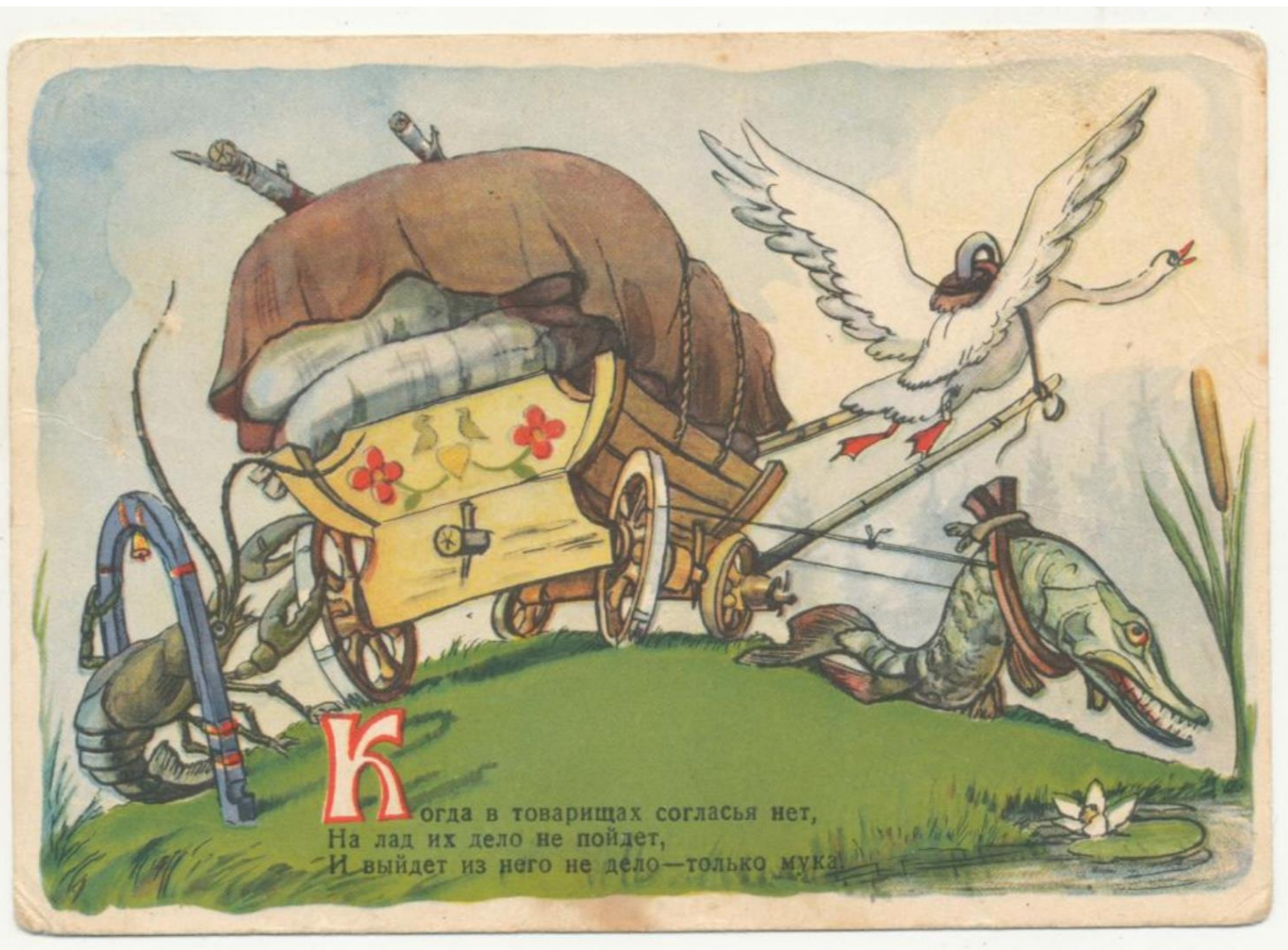
There are no push-
button solutions,
only hard work and
determination

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Transparency is an industry concern, not a competitive advantage. It's our collective responsibility

THANK YOU

P.S.



К

огда в товарищах согласия нет,
На лад их дело не пойдет,
И выйдет из него не дело—только мука.