



MoMA

THE ORIGINAL

OATLY!

100%
Vegan

64 fl oz
(1/2 GAL)
(1.89 L)

We promise
to be a good
company.

THE ORIGINAL

OATLY!

OAT-
MILK

No dairy.
No nuts.
No gluten.

100%
Vegan

64 fl oz
(1/2 GAL)
(1.89 L)

THE ORIGINAL

OATLY!

OAT-
MILK

“PEOPLE DON’T NEED BRANDS

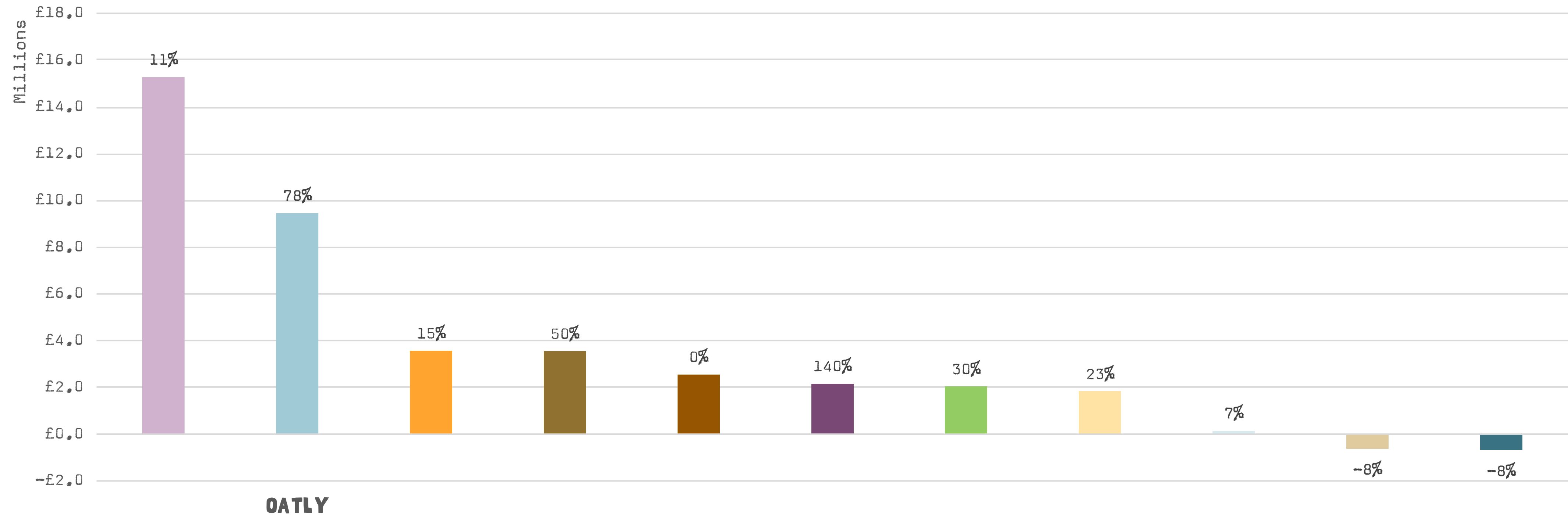




THEY NEED SOMETHING MORE REAL”

TOTAL DAIRY ALTERNATIVE MILKS BRAND (£) ABSOLUTE VALUE GROWTH

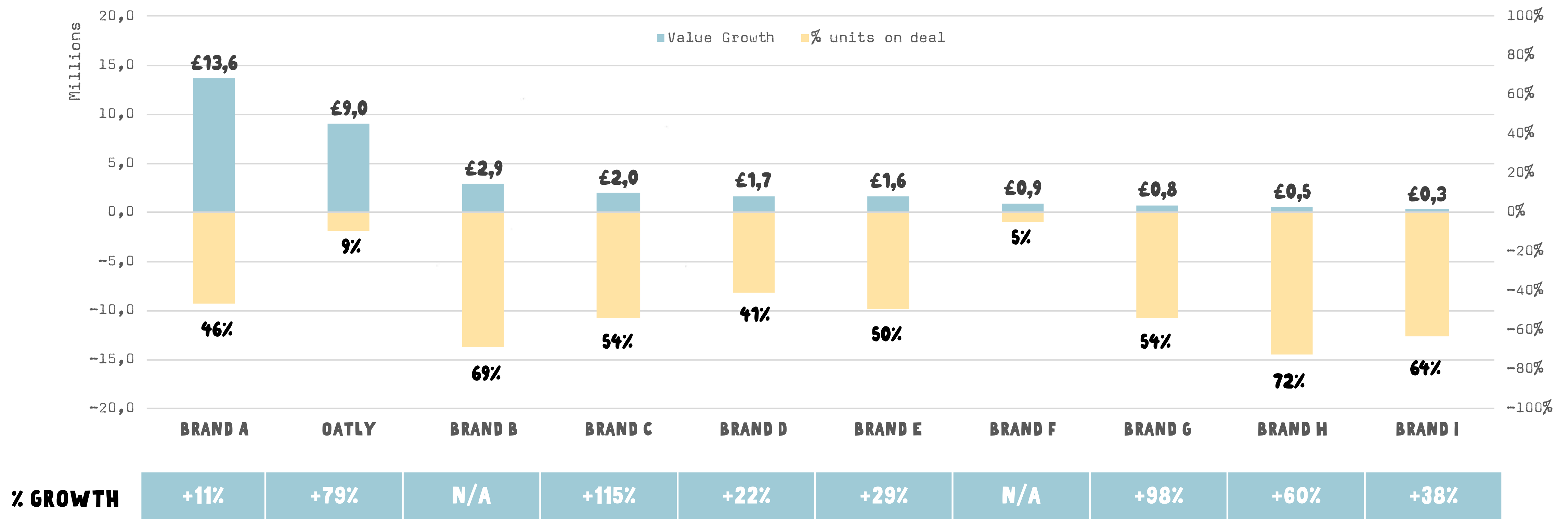
£ CHANGE



Source: IRI 52 w/e 05.01.19

OATLY IS GROWING THROUGH INCREASING CONSUMER DEMAND WITHOUT RELYING ON PROMOTIONS

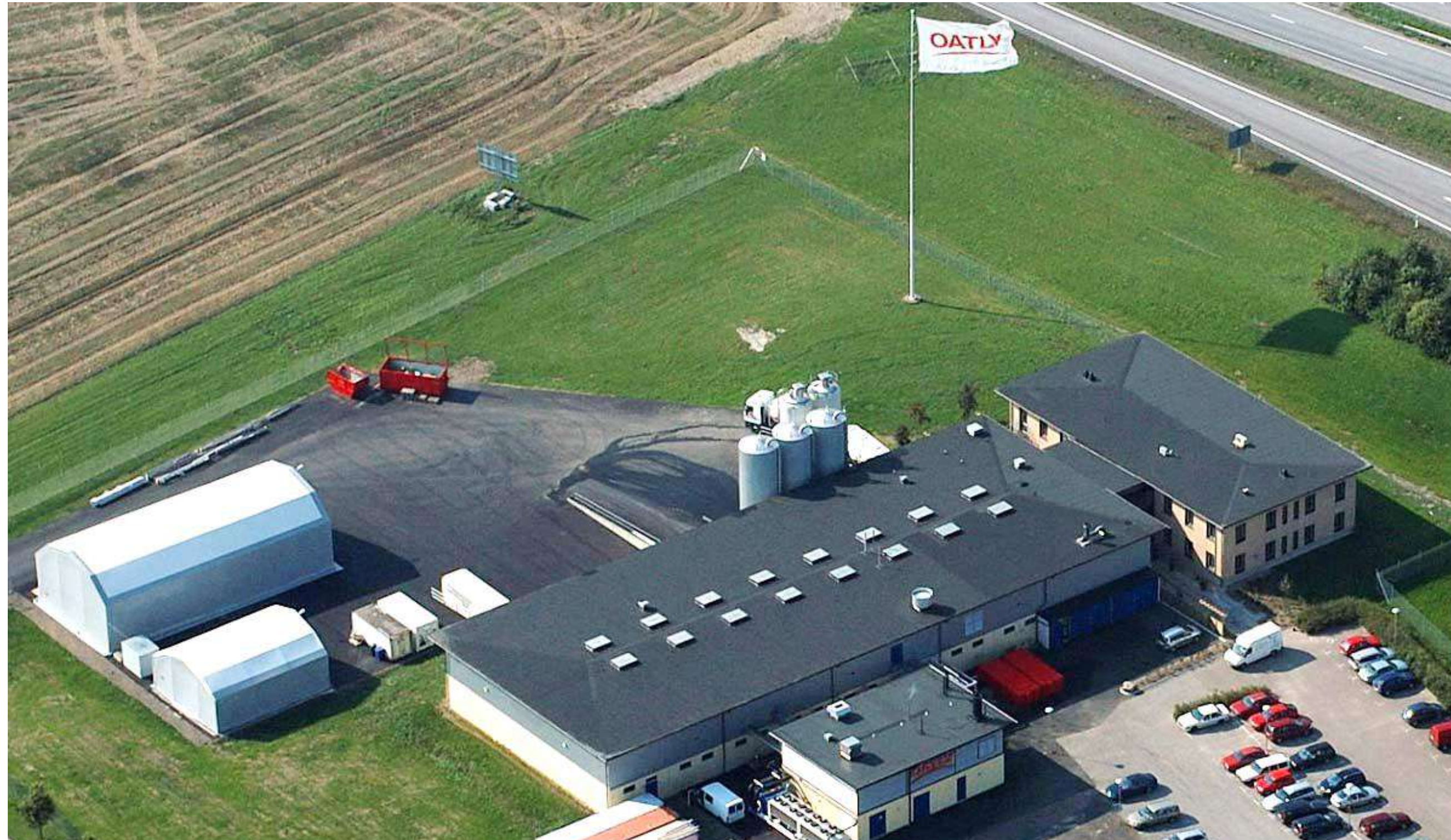
£ VALUE GROWTH VS. % UNITS ON DEAL



Source: IRI 52 w/e 02.02.19

NOVEMBER 2012

VÄLKOMNA TILL VÄRLDENS MODERNASTE HAVREFABRIK!



- Producerar
ca 20 milj l per år
- All havrebas
produceras här
- Fri från mjölk och soja

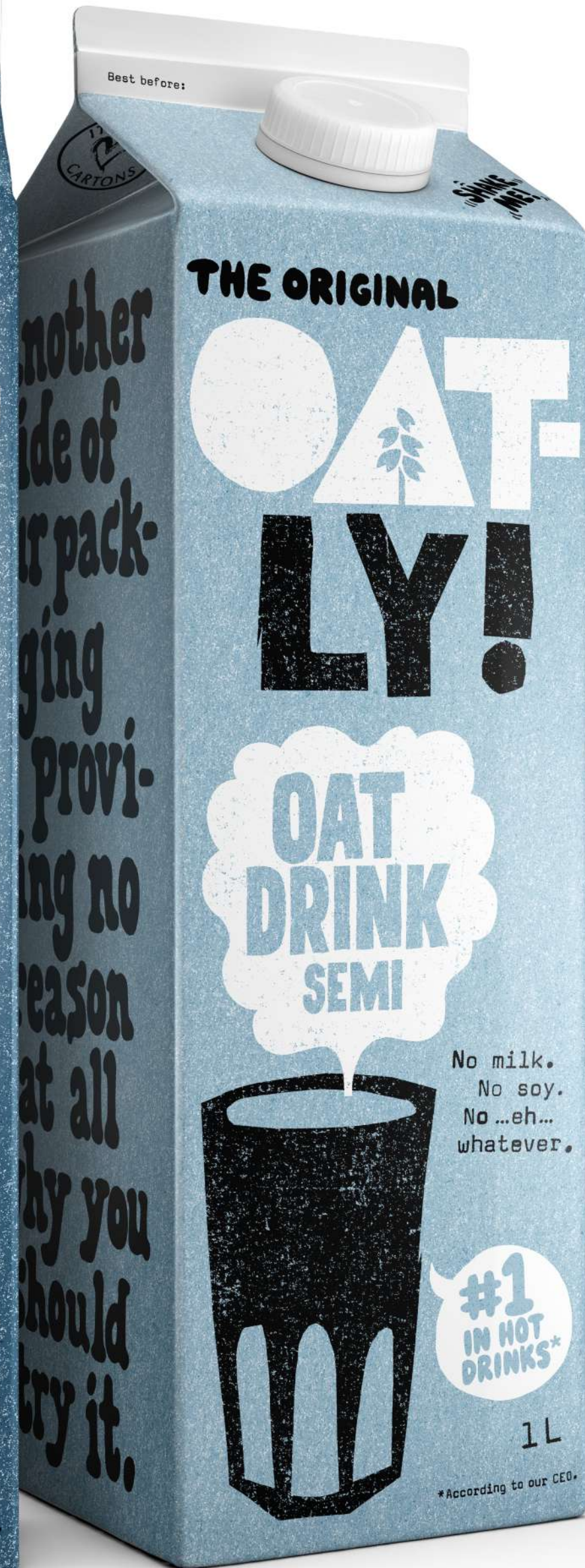
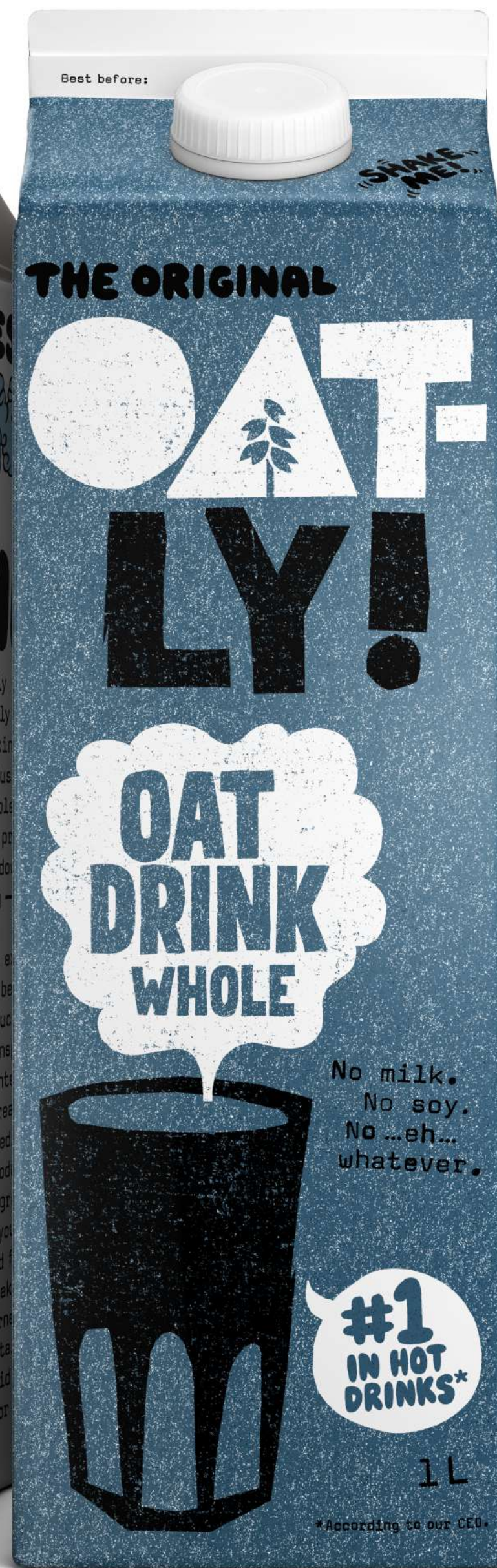
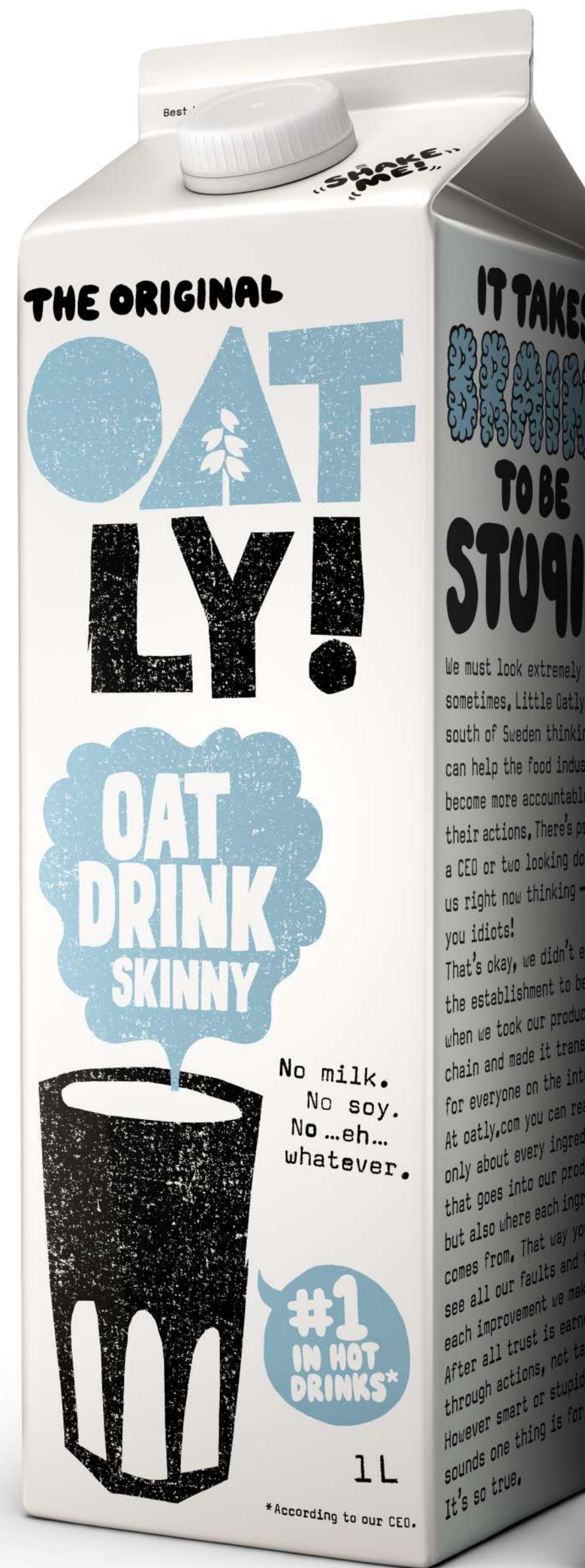




Then we were a claims and
functional benefits
company like everyone
else

CHANGE

JUNE 2014



T-TALLY OAT- SOME!

About 30 years
ago we were a
small research
company in the south

of Sweden nerding out on how to make
oats liquid so that we could drink
them. Then we built a production
process that turned oats into prod-
ucts with a balance of protein,
carbs, unsaturated fat and fibers.

From there we went nuts and start-
ed making all kinds of drinks and
alternatives to cream and an oat
fraiche and oat gurts, and ice cream.
But despite decades of development we
may never really know if it was really
worth it unless you find yourself
someday, somewhere, somehow thinking
out loud: "This oat drink is oatsome,
totally oatsome!"



IT TAKES BRAINS TO BE STUPID.

We must look extremely dumb some-
times. Little Oatly with 70 employ-
ees in the south of Sweden thinking
we can help the food industry
become more accountable for their
actions. There's probably a CEO or
two looking down on us right now
thinking — haha you idiots!

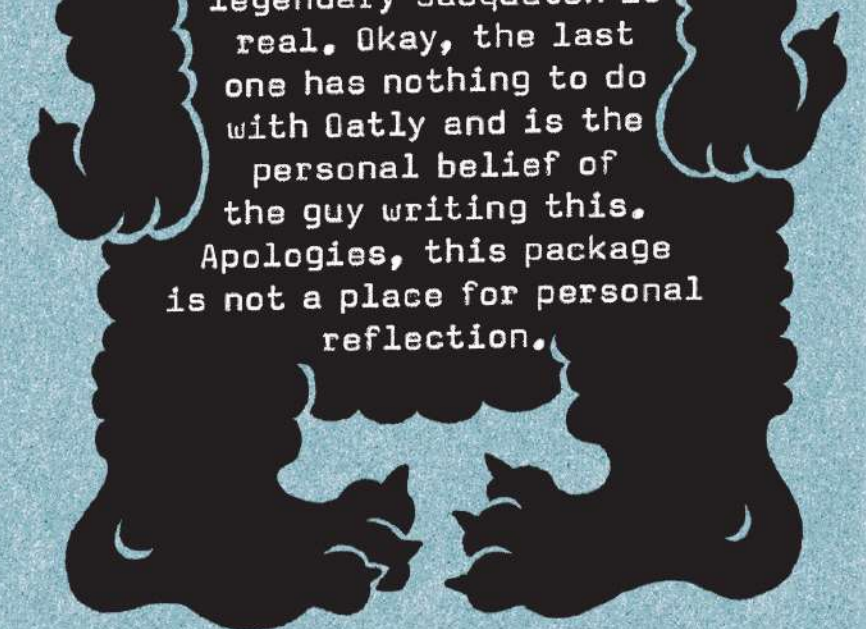
That's okay, we didn't expect the
establishment to be happy when we
took our production chain and made
it transparent for everyone on the
internet. At oatly.com you can read
not only about every ingredient
that goes into our products but
also where each ingredient comes
from. That way you can see all our
faults and follow each improvement
we make. After all trust is earned
through actions, not talk. However
smart or stupid that sounds one
thing is for sure. It's so true.

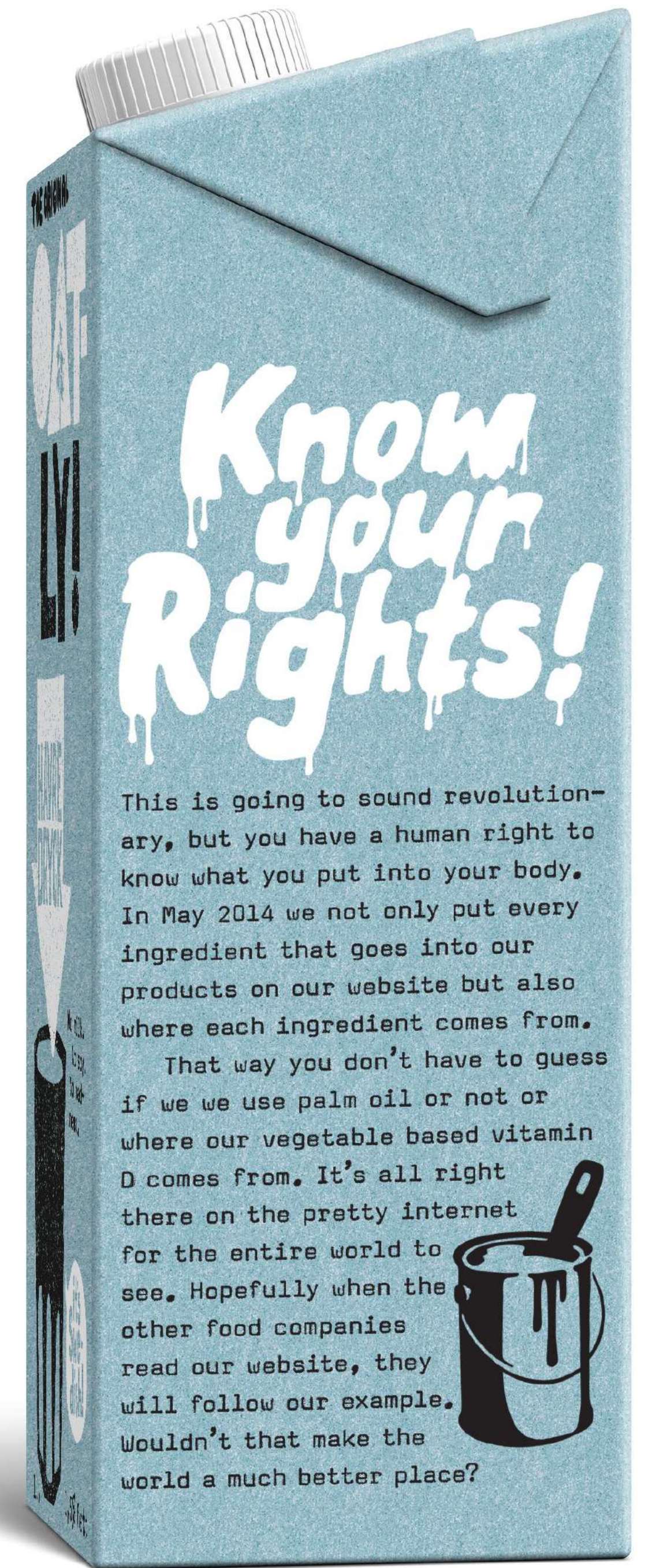
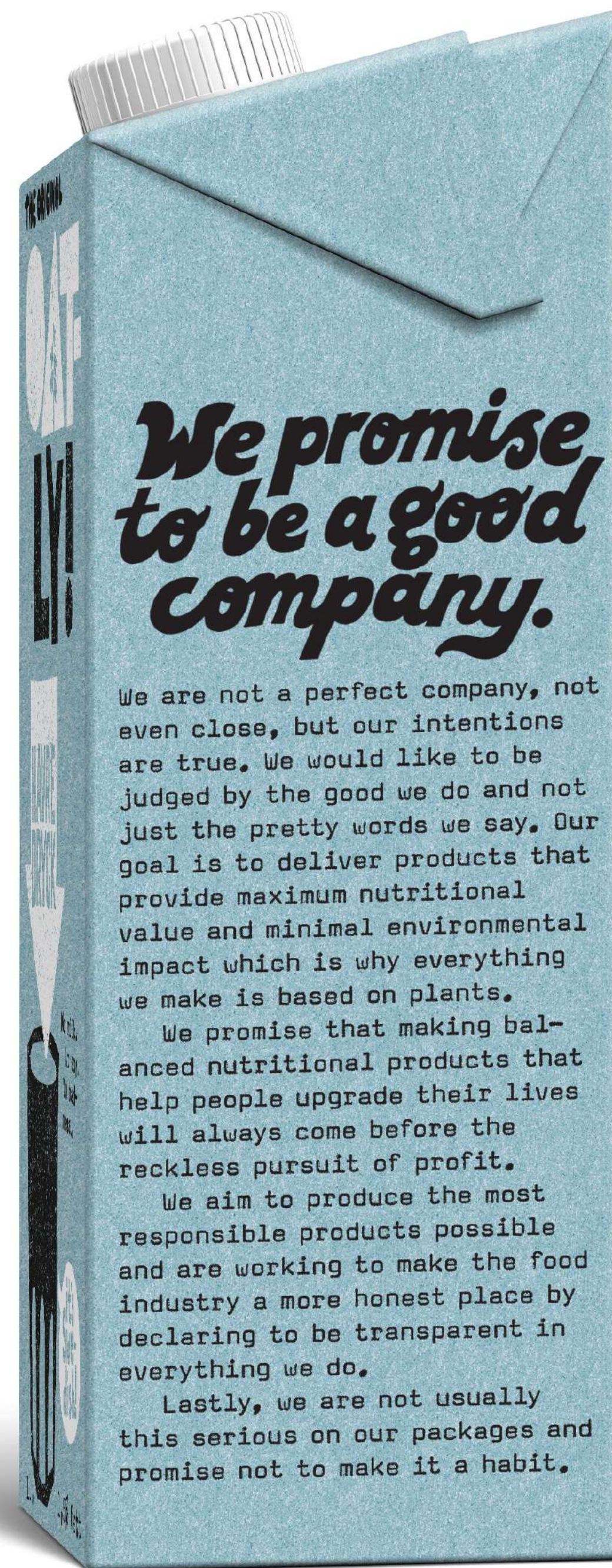
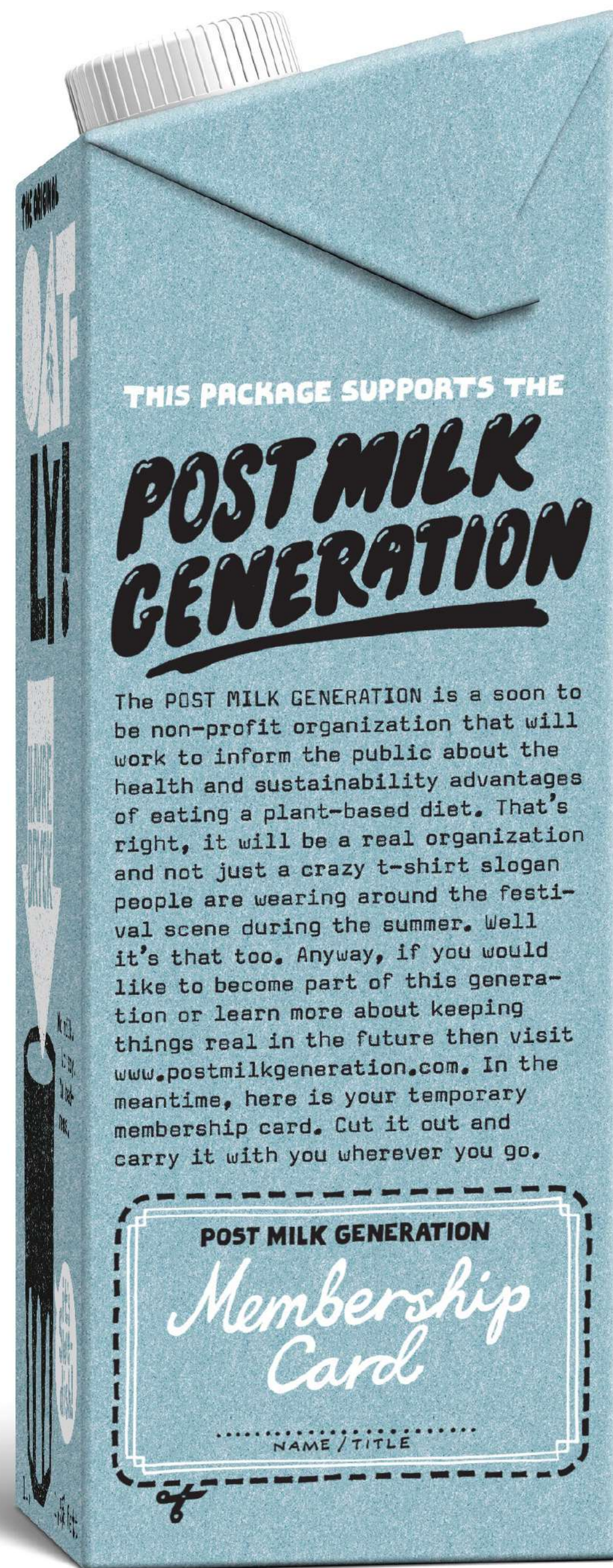
HERE'S WHAT WE BELIEVE:

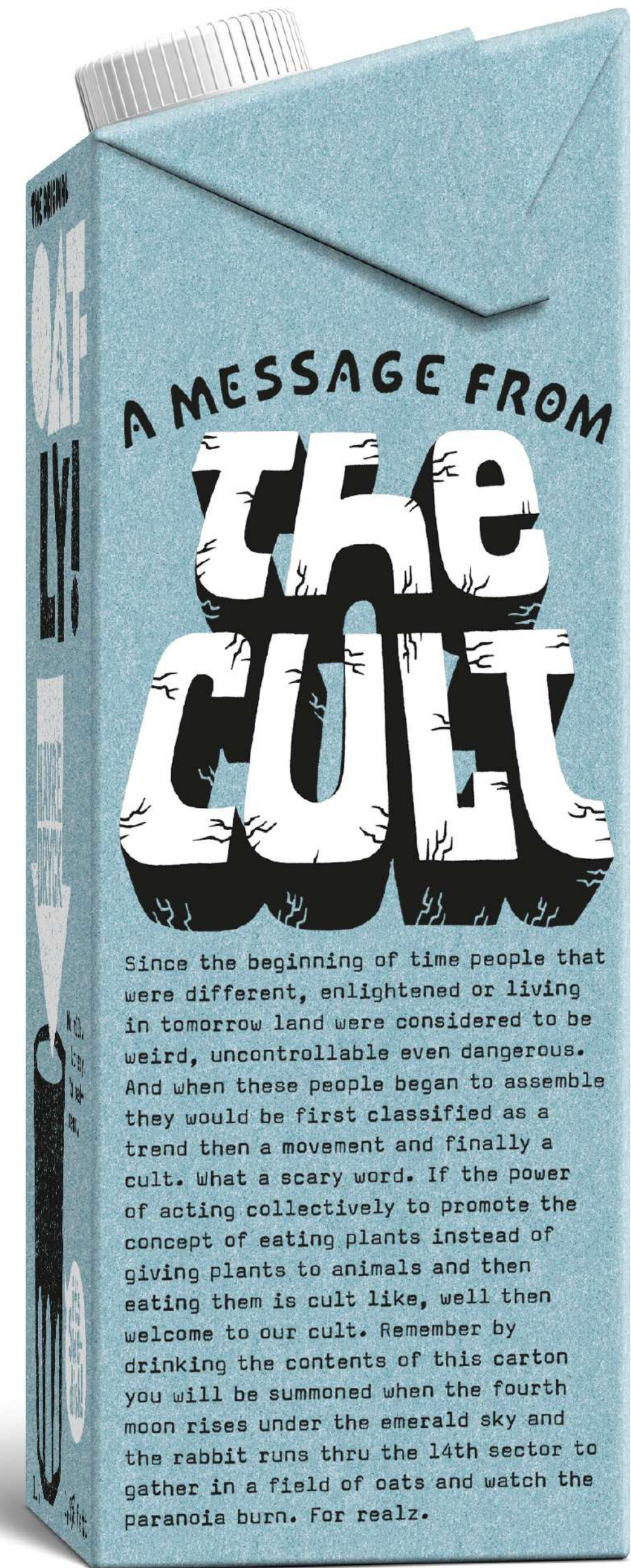
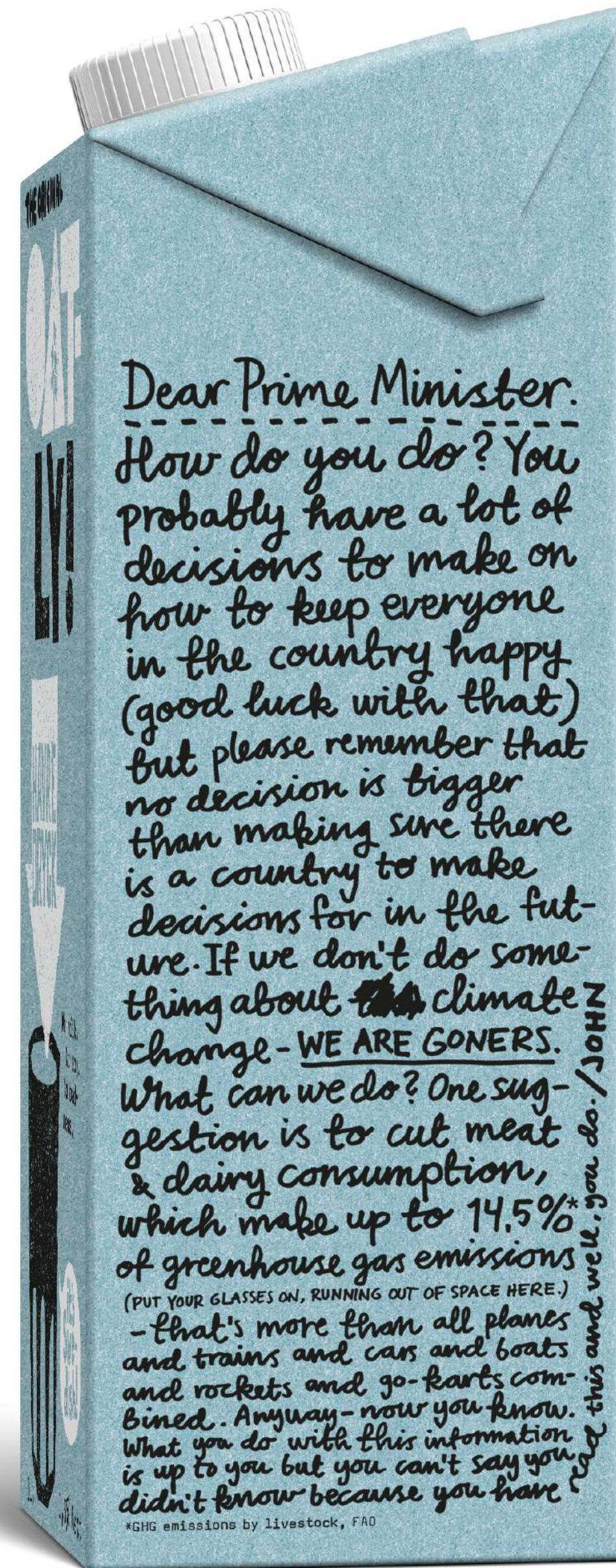
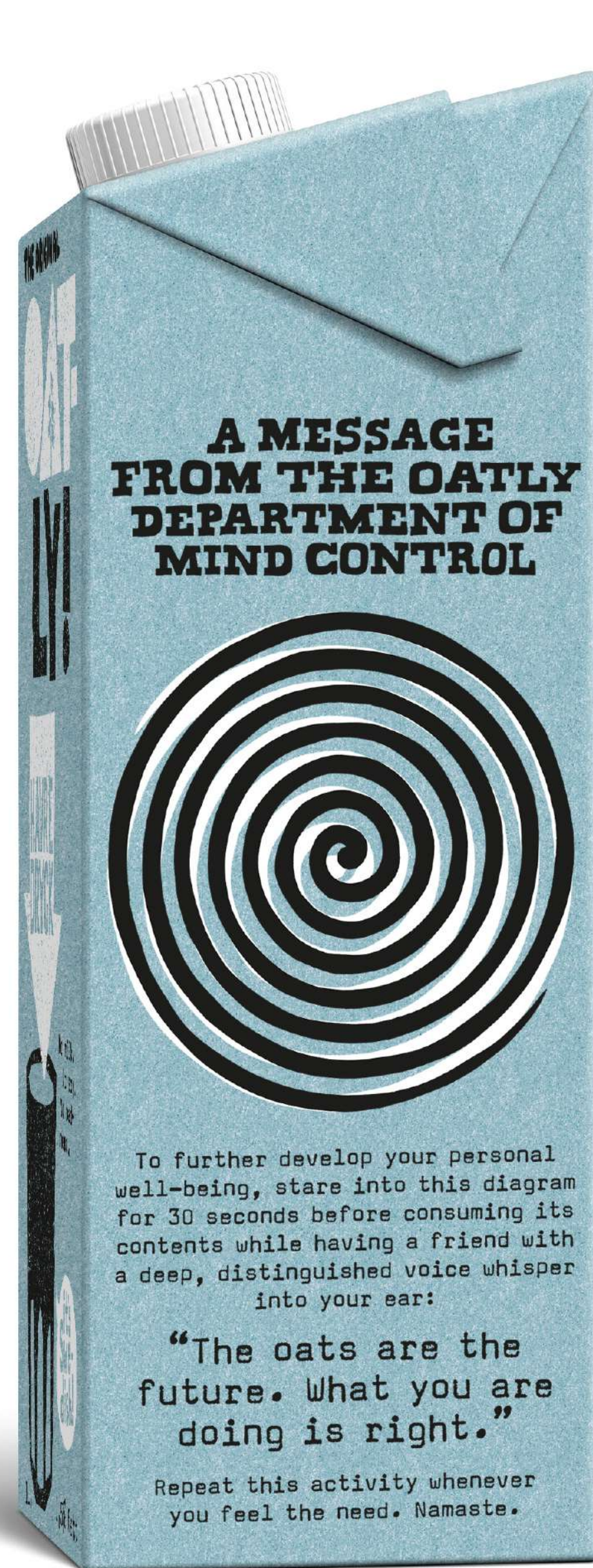
Most companies think having
a strong opinion means scaring
away customers who think
differently. We think it's a good
way to make some new friends.

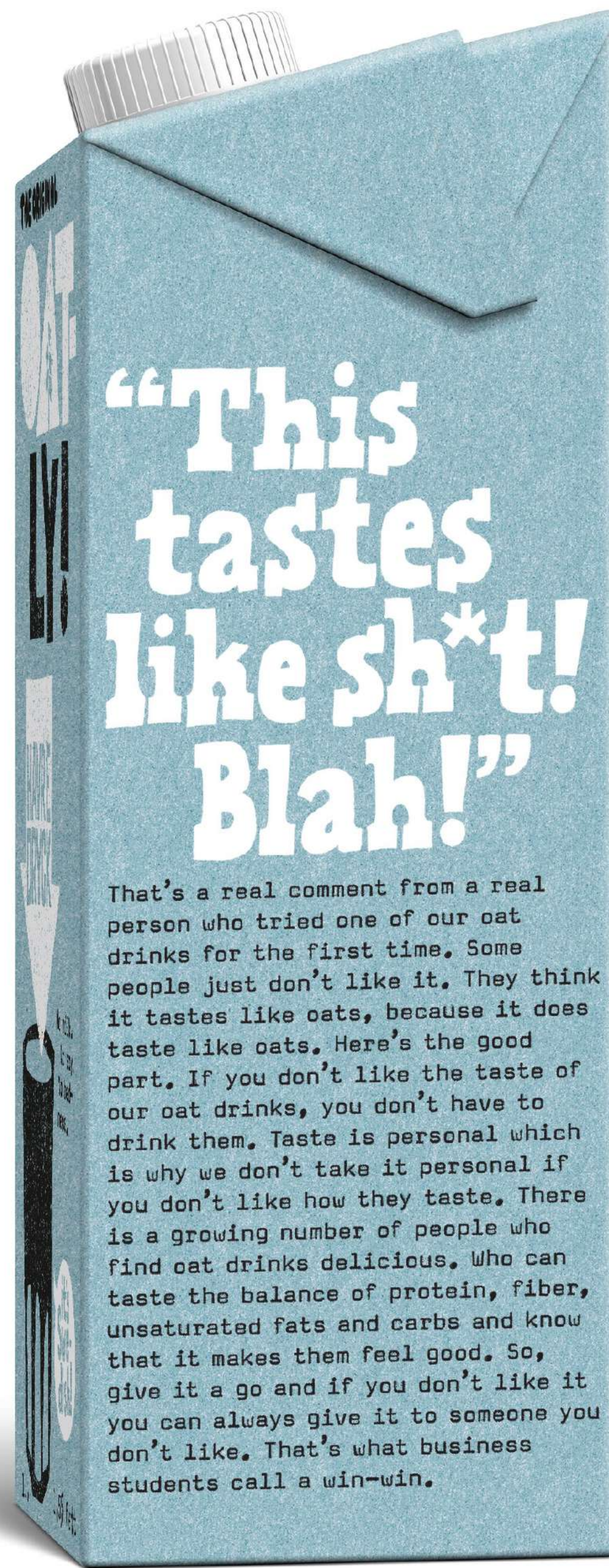
FOR THE RECORD, WE BELIEVE we
should eat stuff that we can grow
instead of growing stuff to feed
animals and then eat them.
Everybody — regardless of
spiritual beliefs, birth
country, race, gender,
sexual preference or color
of their nail polish — is of
equal worth. We should stop
wasting 40% of the food we
produce on this planet.

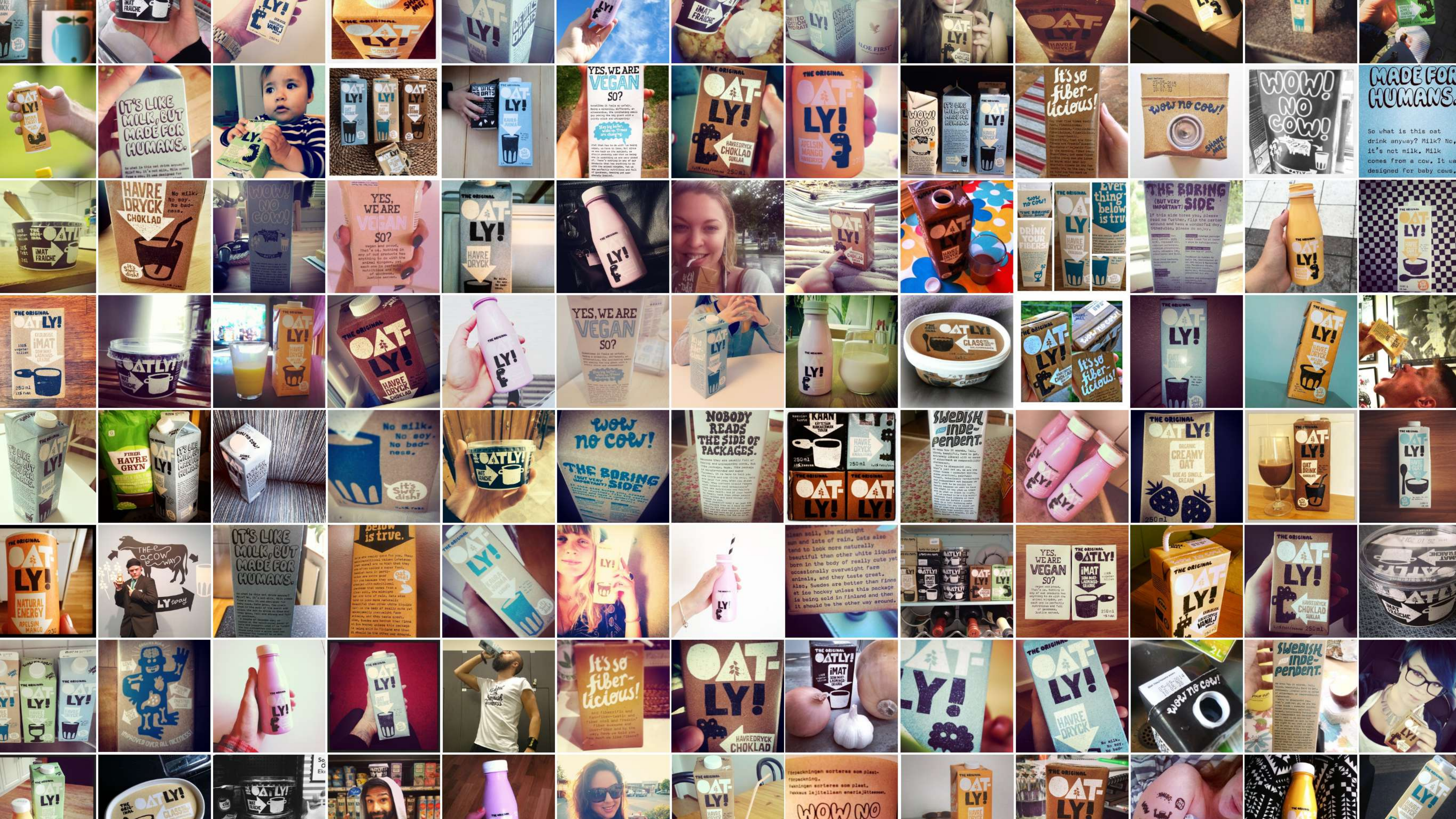
If you want to make a
change in your life then
start small, but start
somewhere. Bigfoot the
legendary Sasquatch is
real. Okay, the last
one has nothing to do
with Oatly and is the
personal belief of
the guy writing this.
Apologies, this package
is not a place for personal
reflection.













**DON'T THINK FOR A
SECOND THAT WE ARE IN
THE BUSINESS OF
SELLING OAT DRINKS**

BUSINESS INSIGHTS



**BY 2030 UNHEALTHY DIETS WILL
CONTRIBUTE TO A 73% INCREASE IN DEATH
FROM NON-COMMUNICABLE DISEASES.**



1,9 billion adults are overweight.

42 million children under 5 are overweight or obese.

Diabetes: 422 million (+100%).

An aerial photograph showing a vast landscape of terraced hillsides. The terraces are carved into the earth, revealing a reddish-brown soil. The landscape is a mix of cleared land and remaining vegetation. In the center-right, there is a small cluster of white buildings, possibly a farm or a small settlement. The overall scene depicts the impact of agriculture on the environment.

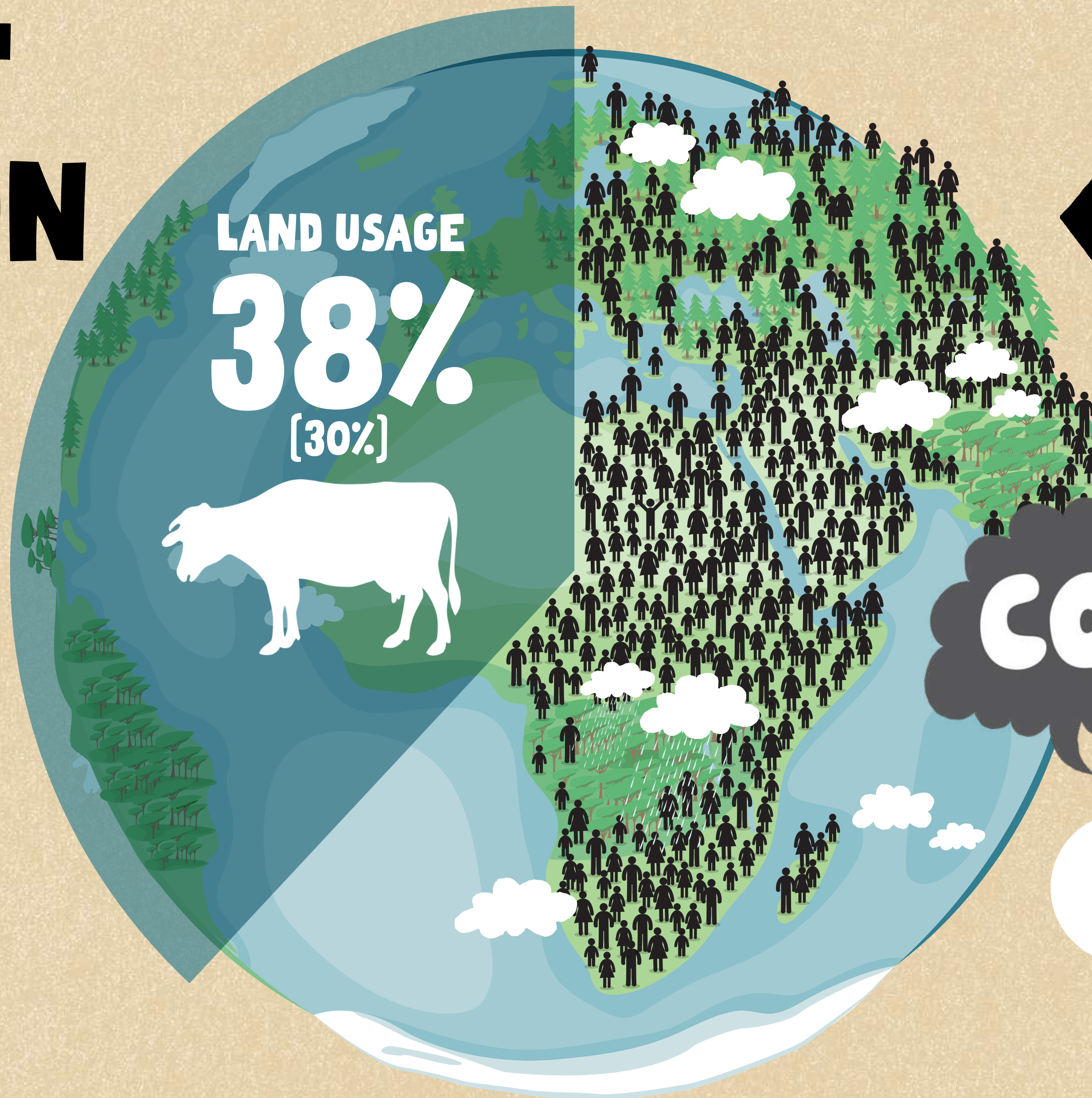
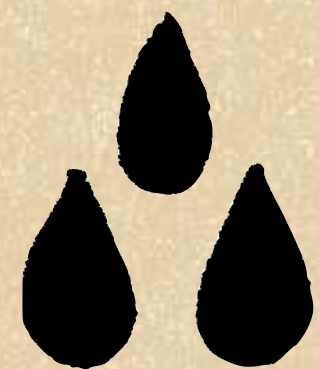
**FOOD PRODUCTION IS THE PRIMARY DRIVER OF
DEFORESTATION & BIODIVERSITY LOSS.**



**ANIMAL BASED FOODS ARE A HUGE
PART OF THESE PROBLEM.**

CURRENT SITUATION

FRESH
WATER USAGE
70%
[X8]



WORLD POPULATION
7.6BN

30%
[15%]

LUCKILY, MILLENNIALS AND GEN Z ARE ON THIS

**SKOLSTREJK
FÖR
KLIMATET**





**AND THEY ARE
DRIVING CONSUMER
DEMAND**





SUBLIMINAL MESSAGING
STRAIGHT TO YOUR BRAIN

We promise
to be a good
company.

AMAZING

"I love my
products."

It's so fiber-

POST MILK
GENERATION

WE DON'T DO

We promise
to be a good
company.

AMAZING

"I love my
products."

It's so fiber-

licious!

WE DON'T DO

CHEERS!

POST MILK
GENERATION

WE DON'T DO

OATH X W

WOW TALKS

POWERED BY OATLY









GOOGLA
MJÖLK 

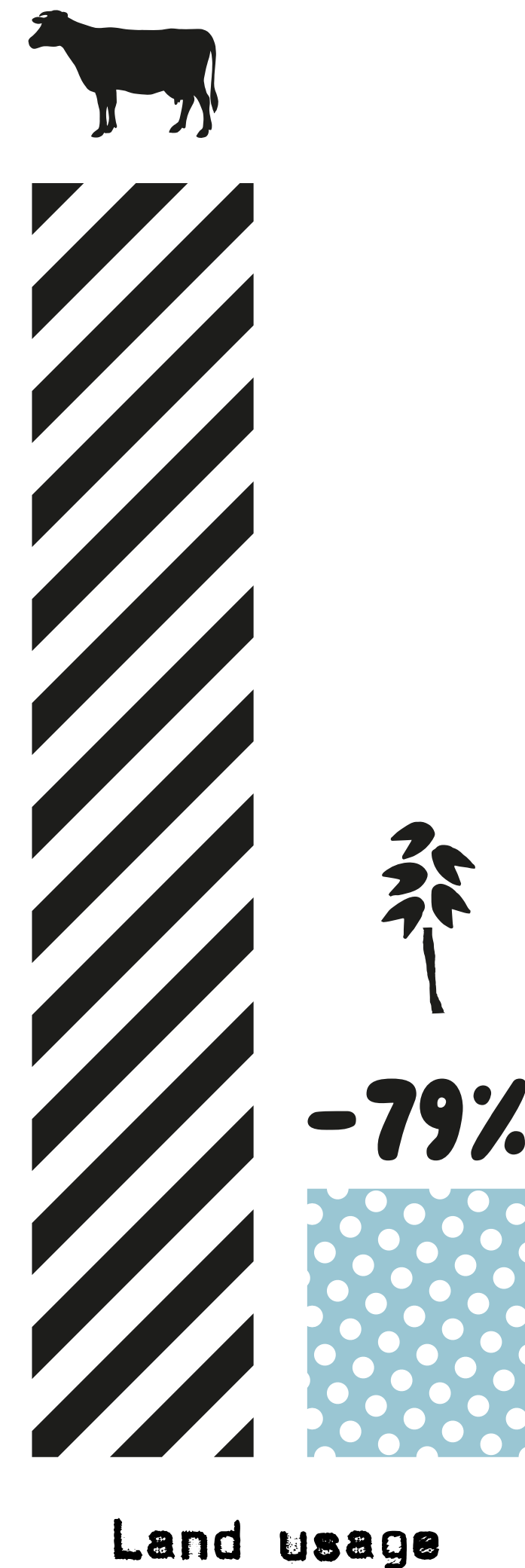
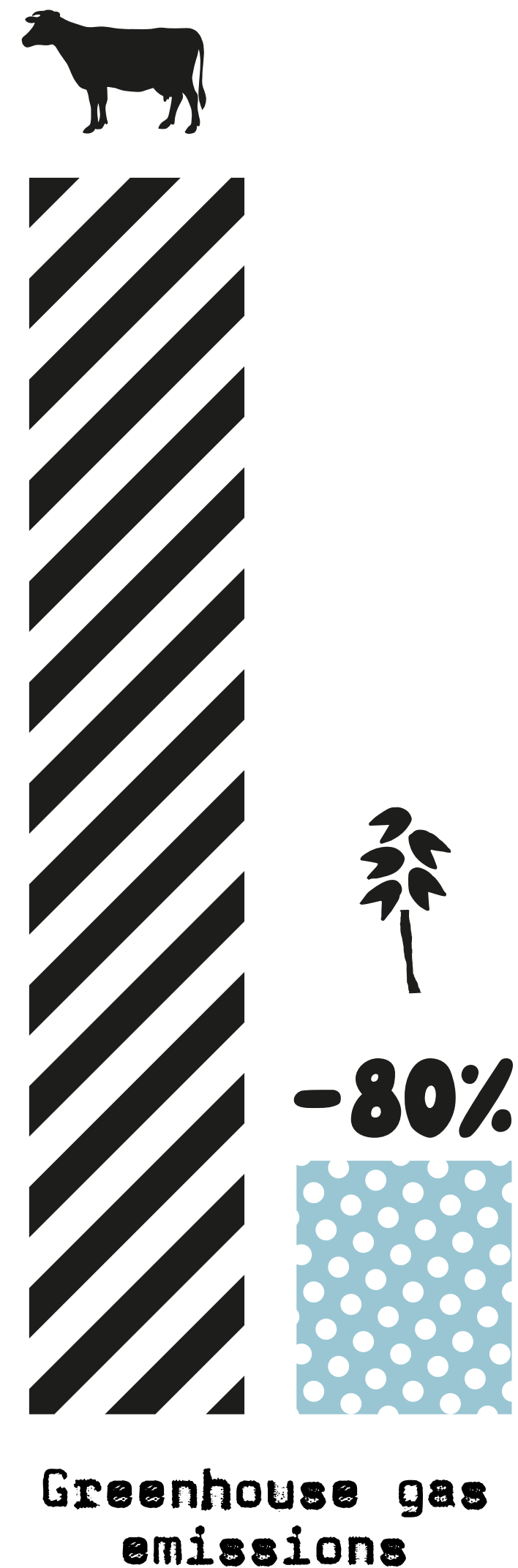
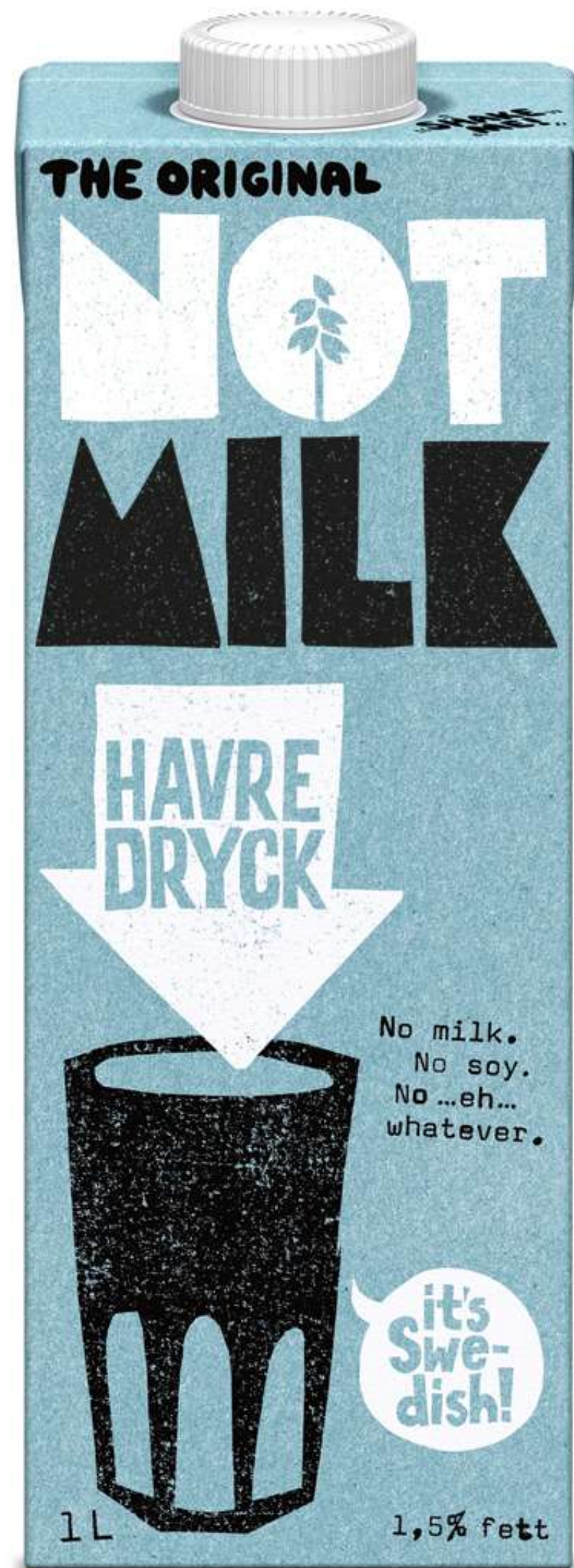
Vad händer när man googlar mjölk?
Ja, antingen provar du själv eller så kommer du till Way Out West Talks lördagen den 13 augusti kl 14. Då kommer Alex & Sigge att googla hej vilt - och diskutera sökresultaten med allt från mathistoriker och mjölkförespråkare till miljöforskare och hälsoexperter. Välkommen!

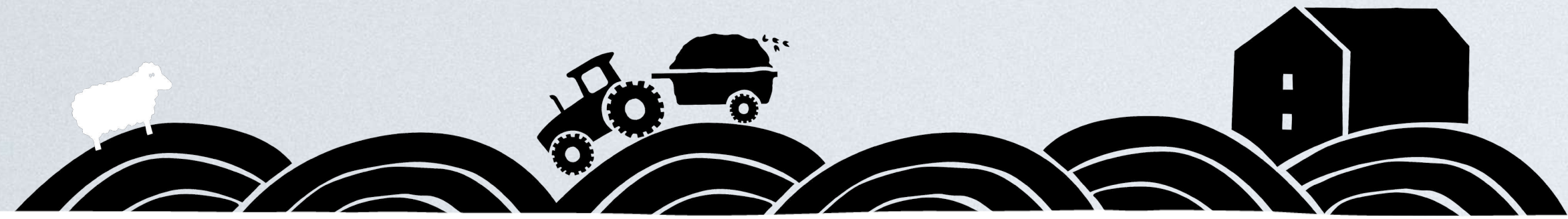
WOW TALKS!
13 aug
14.00

 **THE ORIGINAL**
OAT-LY!



OAT DRINK COMPARED TO COW'S MILK:





ADAM'S FARM

**SUSTAINABLE
FOOD SYSTEM
RESEARCH
PROJECT**



INCREASE IN 1 YEAR

FOOD TO FEED RATION IN %

10/90 **TO** 26/74

PEOPLE FED (2500 KCAL/DAY)

60 **TO** 188

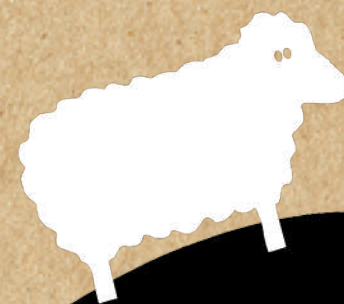
DECREASE IN 1 YEAR

LAND USE HA/PERSON

1.1 **TO** .54

GREENHOUSE GAS EMISSIONS
TON/PERSON

1.7 **TO** .72



**ADAM IS NOW ABLE TO FEED TWICE AS MANY PEOPLE
WHILE CUTTING THE CLIMATE IMPACT IN HALF.**



AND THE FARM IS MORE PROFITABLE.



**It's like milk
but made
for humans.**



**It's like milk
but made
for humans.**



**It's
bu
for h**



OUR FOCUS IS PEOPLE



AND SUSTAINABILITY

**AND HOW WE CAN BECOME
PART OF PEOPLE'S LIVES**





**IT'S A PRETTY AMAZING PLACE,
SO WE BETTER NOT FUCK IT UP.**

