

Kevin Cleary,
CEO Clif Bar & Company

OPTIMISM
CONVENIENCE
THEY CARE

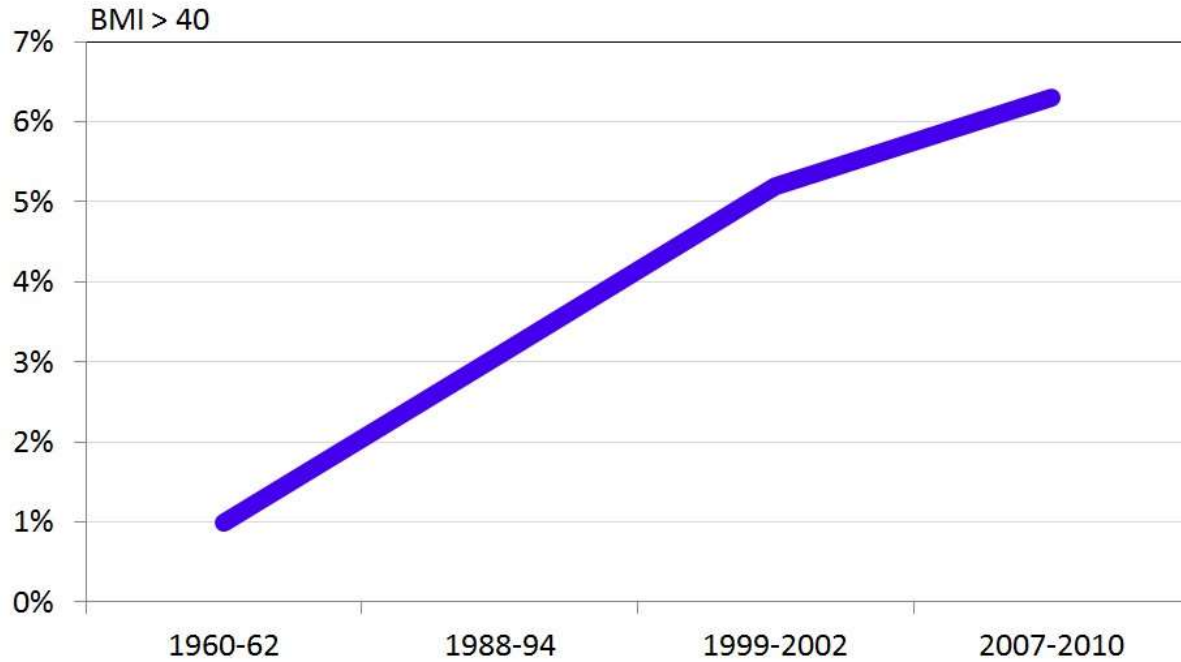


75,000,000



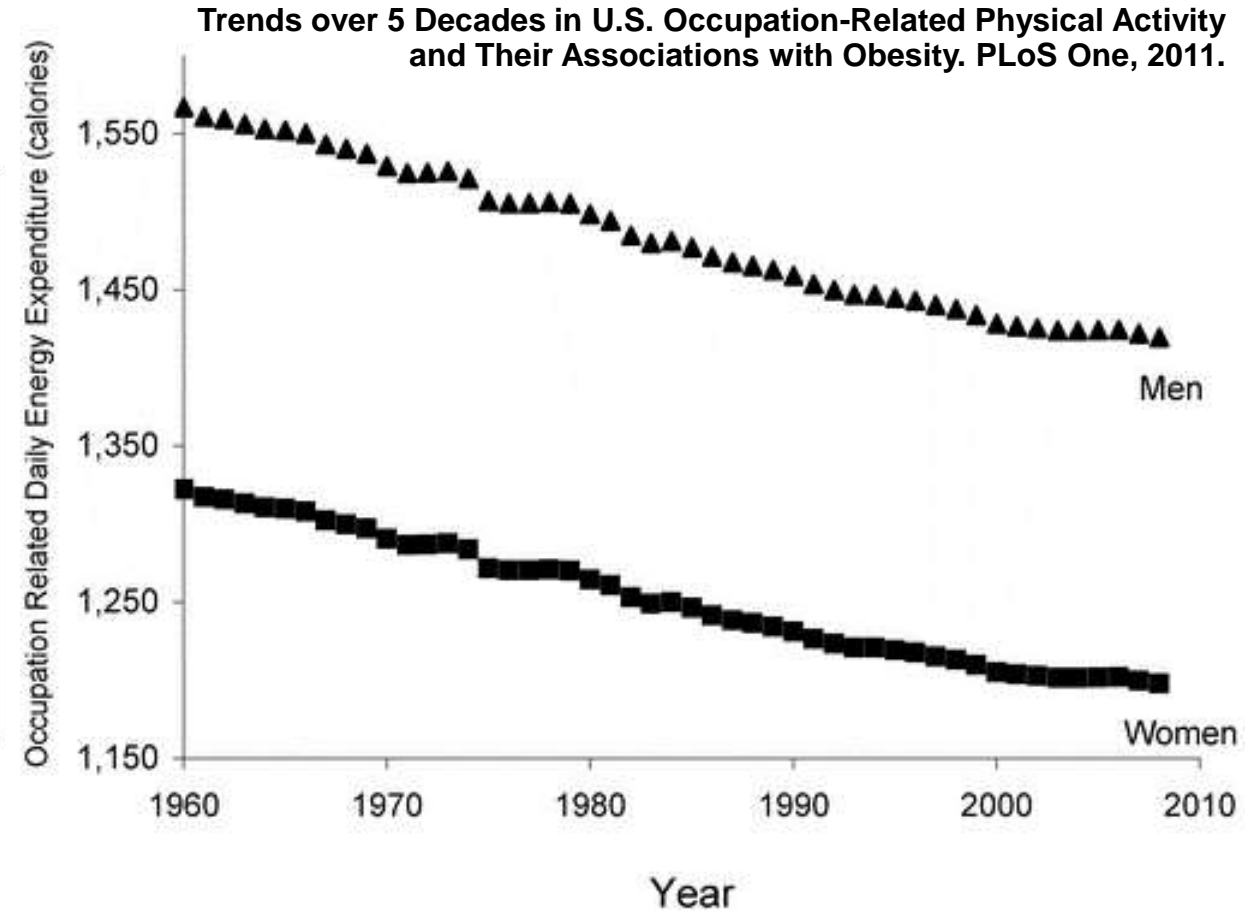
\$1,000,000,000,000

Rising U.S. Prevalence of Severe Obesity



Source: CDC, Health United States 2011, Table 74

Work Day Energy Expenditure



66%

Are being
proactive
about their
health





69%

**Of Millennials
CRAVE
adventure**



**Running Event
Finishers**

+22%

2013 - 2014

+200%

2012-2013

**4,000,000
Finishers**



SPARTAN RACE
YOU'LL KNOW AT THE FINISH LINE



Bike Trips

+200%

since 2001

A hiker with a large backpack and a red hat is walking through a lush green meadow. In the foreground, there is a small stream with patches of green algae. The background features rolling green hills and majestic mountains with patches of snow under a clear blue sky with scattered white clouds.

**National Park
Visits**

+20M

2013 - 2014



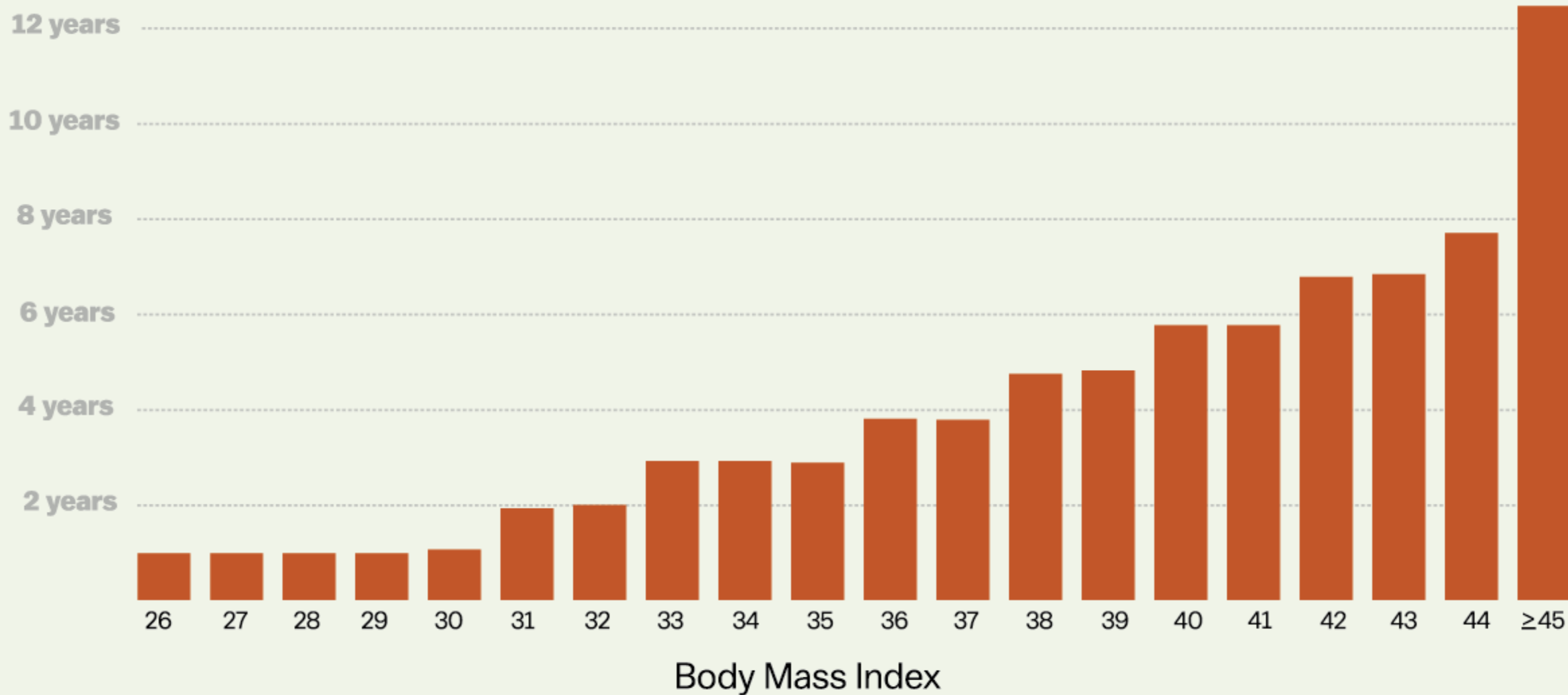
**Fitness Tracker
Sales**

+500%

2013 - 2014

Years of life lost due to obesity

Estimated for 20-year-old white men in the US





3
BILLION
LBS/YR

U.S. organic food sales reached \$28 billion in 2012



*Estimated.

Source: USDA, Economic Research Service using data from *Nutrition Business Journal*, 2013.

WHAT'S THE DIFFERENCE?

	ORGANIC	NATURAL	NON-GMO PROJECT VERIFIED
USDA National Organic Program regulated*	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No artificial flavors	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No artificial preservatives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No high-toxicity synthetic fertilizers	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No high-toxicity synthetic pesticides	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No irradiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No sewage sludge	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No genetically-engineered ingredients	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

*when organic content is 70%-100%



Meals Out, Snacks In

50%

Of Eating Occasions are Snacks

50%

**Of Eating Occasions are Outside
the Home**

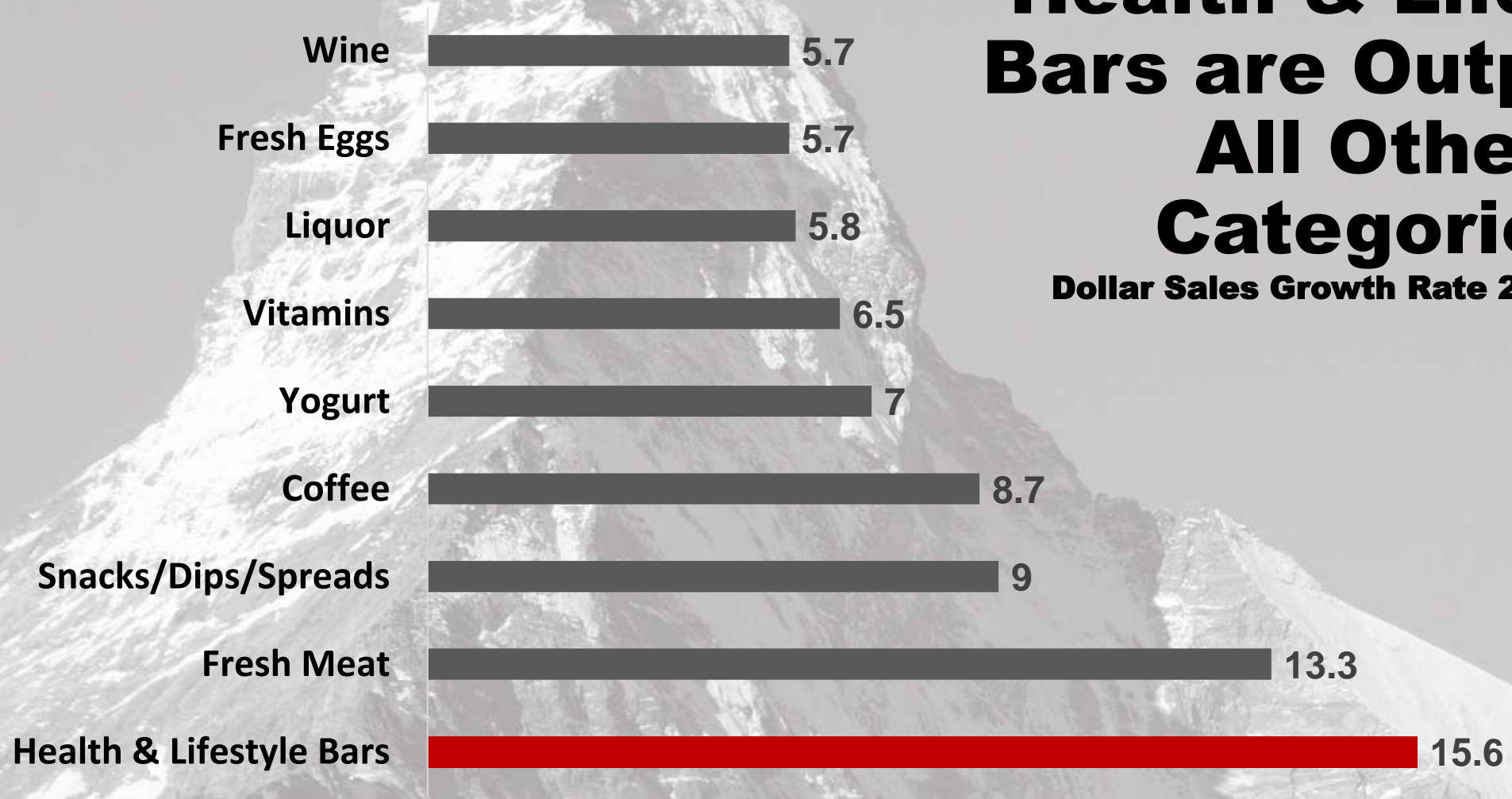
15%

**Of Food Purchases are Eaten
Within 1hr**

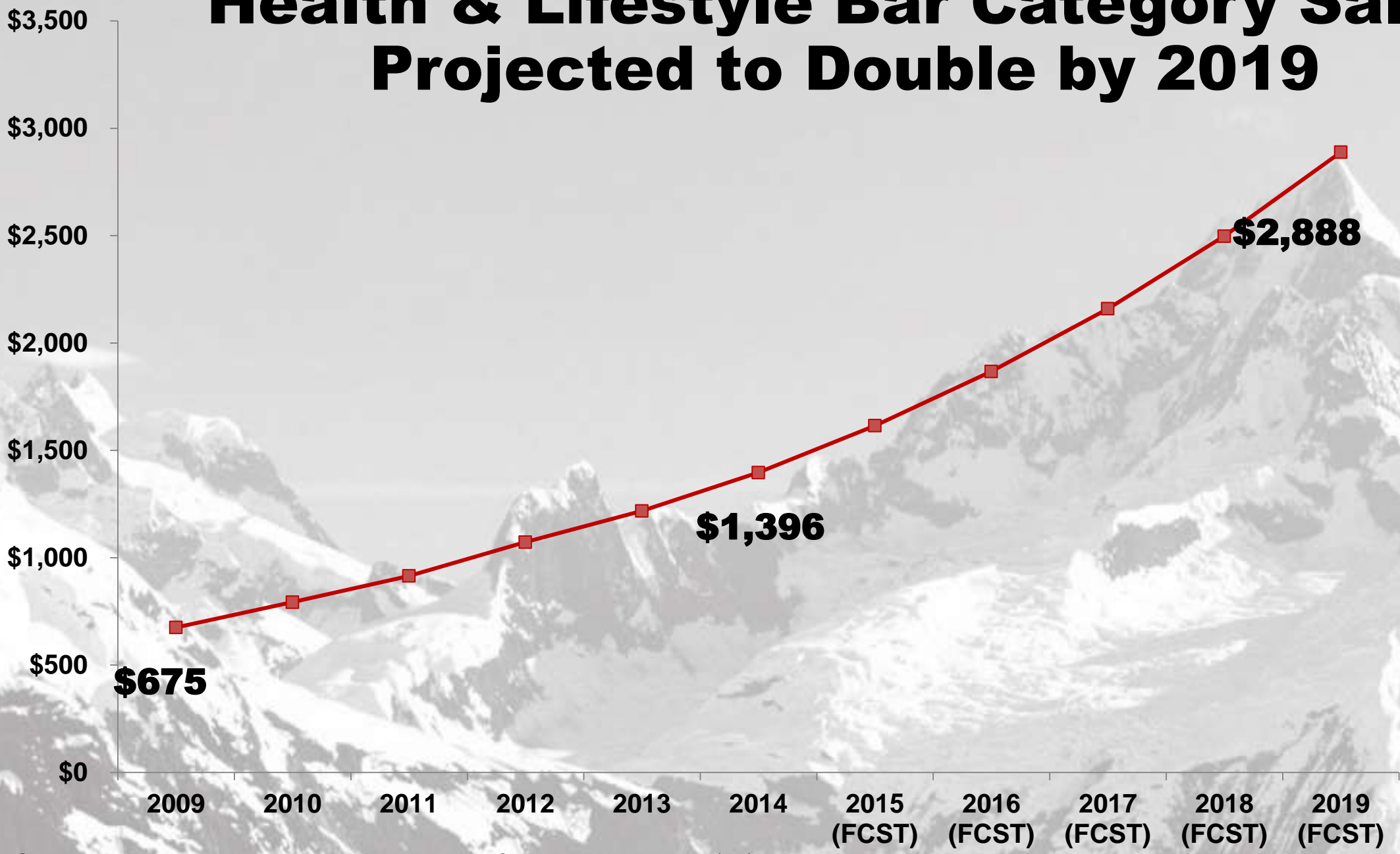


Health & Lifestyle Bars are Outpacing All Other Categories

Dollar Sales Growth Rate 2009 - 2014

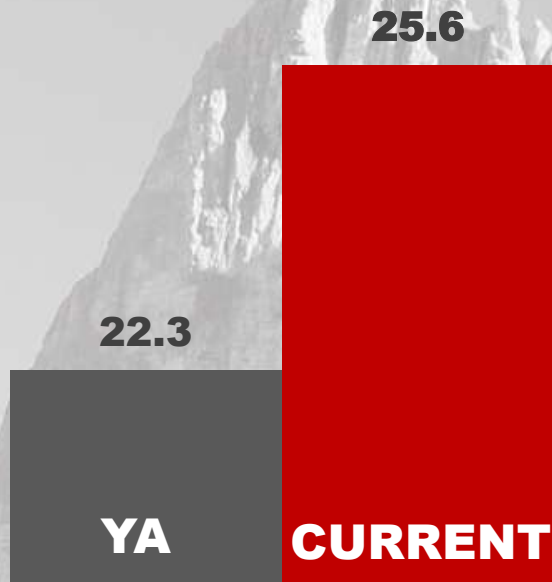


Health & Lifestyle Bar Category Sales Projected to Double by 2019

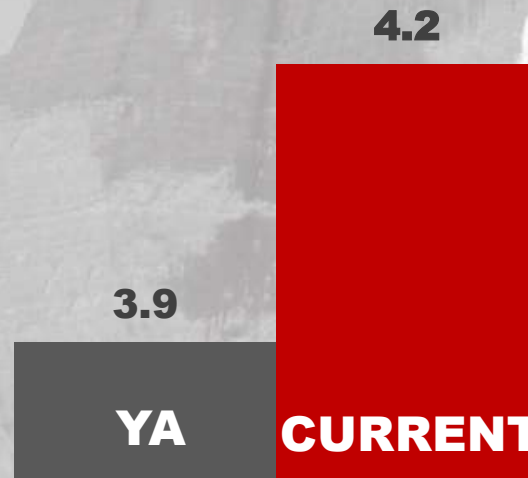


Source: Nielsen scan data; Nielsen Homescan, All Outlet, 52wks ending 7/25/15

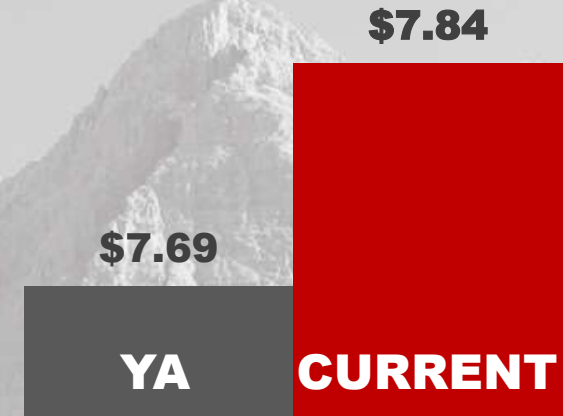
Health & Lifestyle Bar Category: What's Driving the Growth?



HH Penetration:
More HHs are buying



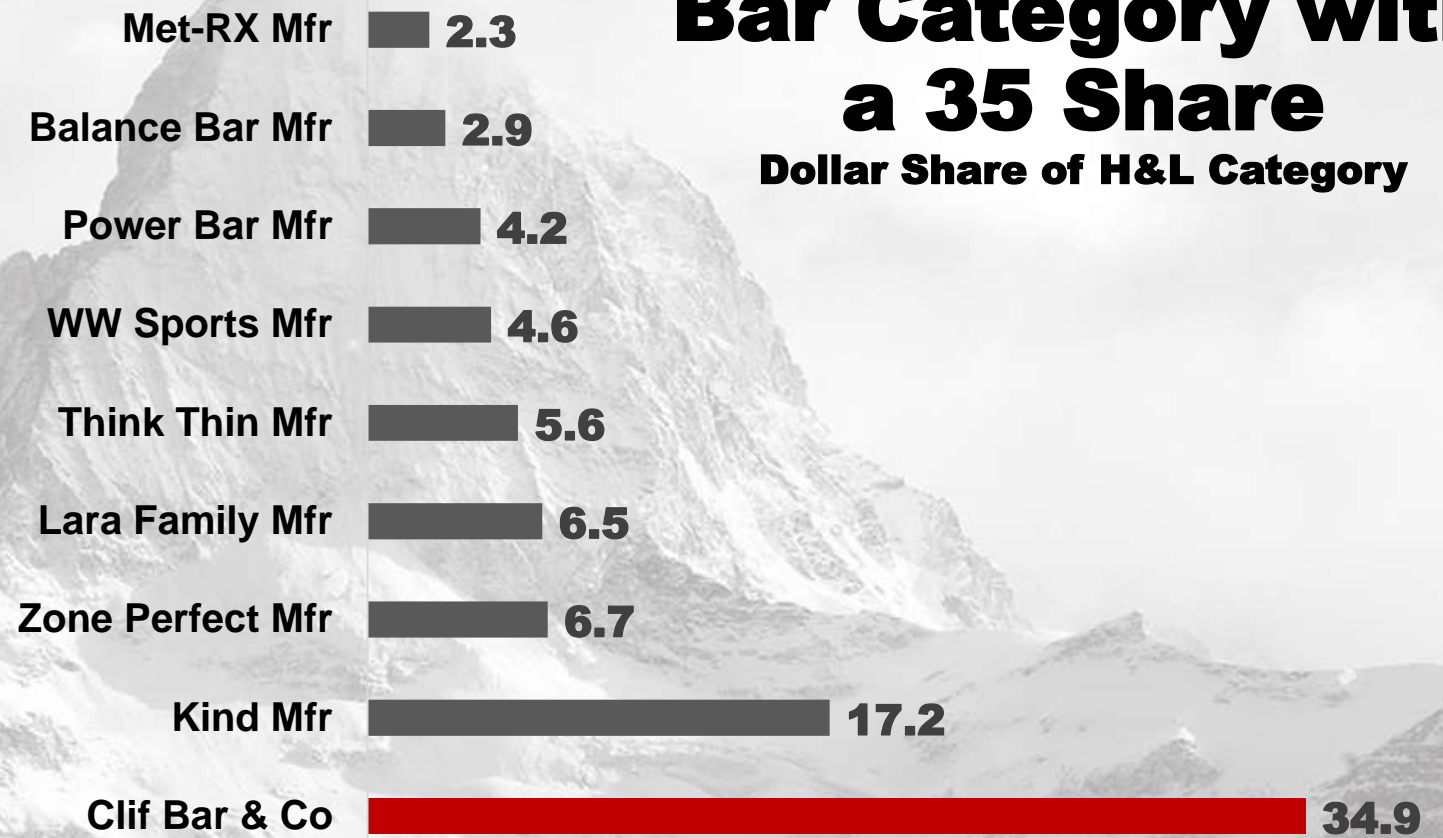
Purchase Frequency:
They are buying more often



Total Purchase:
They are spending more
each trip

Clif Bar is the Most Popular Choice in the Health & Lifestyle Bar Category with a 35 Share

Dollar Share of H&L Category



The Opportunity: Item Penetration & Annual Buying Rate

(Nielsen/Grocery)

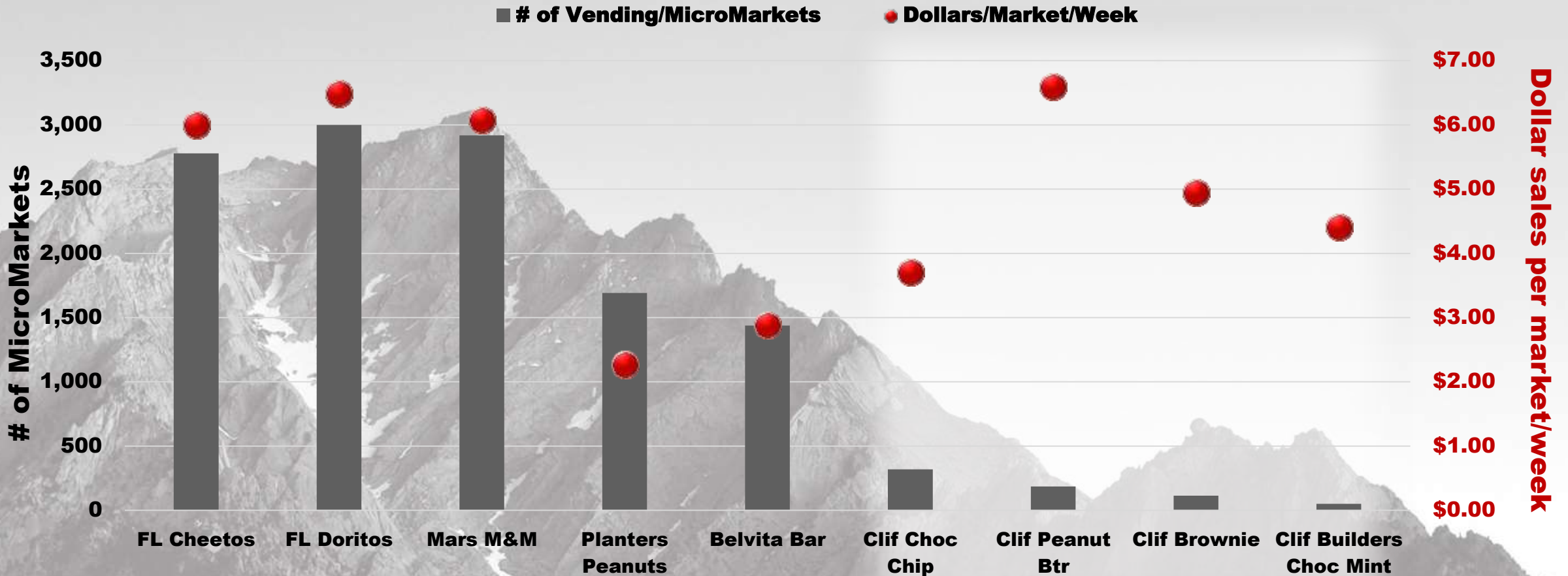


ITEM PENETRATION

ANNUAL DOLLARS SPENT

The Opportunity: Number of Stores & Weekly Buying Rate per Store

MICROMARKETS



The Opportunity: Number of Stores & Weekly Buying Rate per Store

MICROMARKETS

