



Press release – Paris, June 22, 2017

Danone launches new company signature 'One Planet. One Health', with call to action to join the Alimentation Revolution

Danone, one of the world's leading food companies, today launches a new company signature which reflects its vision that our health is connected with and interdependent on the health of our planet. 'One Planet. One Health' is a call to all consumers and everyone who has a stake in food to join the Alimentation Revolution: a movement aimed at nurturing the adoption of healthier and more sustainable eating and drinking habits.

The refreshed logo and the signature 'One Planet. One Health', express Danone's ambition to reconnect people with the food they eat. More human in nature, the company brand identity carries a new sense of optimism, embodying positive change while building on the pioneer spirit that the company has always had. In 1972, the first Danone Chairman and CEO Antoine Riboud said: "There is only one earth. We only live once". Those words kick-started a vision that lives on today: to bring health through our company and its ecosystem; to our planet and to generations of people, now and in the future.

The 'One Planet. One Health' signature marks a new step in Danone's endeavours to be a catalyst for the Alimentation Revolution and encourages consumers and all organisations involved in food to join this movement. The Alimentation Revolution is inspired by people who care about where their food comes from, how it was grown, how it arrived in their hands and how it impacts their health and the health of the planet. Global food and retail companies can play an important role in this revolution through a transformation of their business models, moving away from standardized food systems to new models based on local diets and leveraging on local sourcing models.

Emmanuel Faber, Danone CEO, declared: *"At Danone, we believe that each time we eat and drink, we can vote for the world we want. That's the heart of the Alimentation Revolution, a movement which calls for the adoption of healthier and more sustainable ways of designing, producing and marketing food. We are convinced that embracing this movement is the best way to ensure long-term business success. We see our commitment to a radical transformation of our activities to be more local, environmentally-friendly, inclusive and transparent as a fundamental requirement to achieve our objective of profitable, strong and sustainable growth. Recognizing our responsibility as a global food company, and knowing that we are not perfect and that there is still a lot of work to be done, we call on partners across the agriculture and food ecosystems to join us in our efforts for a healthy future. We equally want to invite consumers to be mindful of their consumption decisions. Our new company signature, 'One Planet. One Health.' is the expression of our ambition and efforts to drive this Alimentation Revolution together with our consumers, customers and a broad set of stakeholders."*

The new company identity will be rolled out as of 7 July 2017 and will begin to be endorsed by Danone's brands as of 2018.

For more information, please read Emmanuel Faber article « Food is a human right, not a commodity » :
<https://www.linkedin.com/pulse/food-human-right-commodity-emmanuel-faber?published=t>

About Danone (www.danone.com)

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food company built on four business lines: Essential Dairy and Plant-Based Products, Early Life Nutrition, Waters and Medical Nutrition. Through its mission and dual commitment to business success and social progress, the company aims to build a healthier future, thanks to better health, better lives and a better world, for all its stakeholders—its more than 100,000 employees, consumers, customers, suppliers, shareholders and all the communities with which it engages. With our products being present in over 130 markets, Danone generated sales of approximately €22 billion in 2016. Danone's brand portfolio includes both international brands (Activia, Actimel, Alpro, Danette, Danonino, Danio, evian, Volvic, Nutrilon/Aptamil, Nutricia) and local brands (Aqua, Blédina, Cow & Gate, Bonafont, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk, Vega). Listed on Euronext Paris and on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, Vigeo, the Ethibel Sustainability Index, MSCI Global Sustainability, MSCI Global SRI Indexes and the FTSE4Good Index.

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