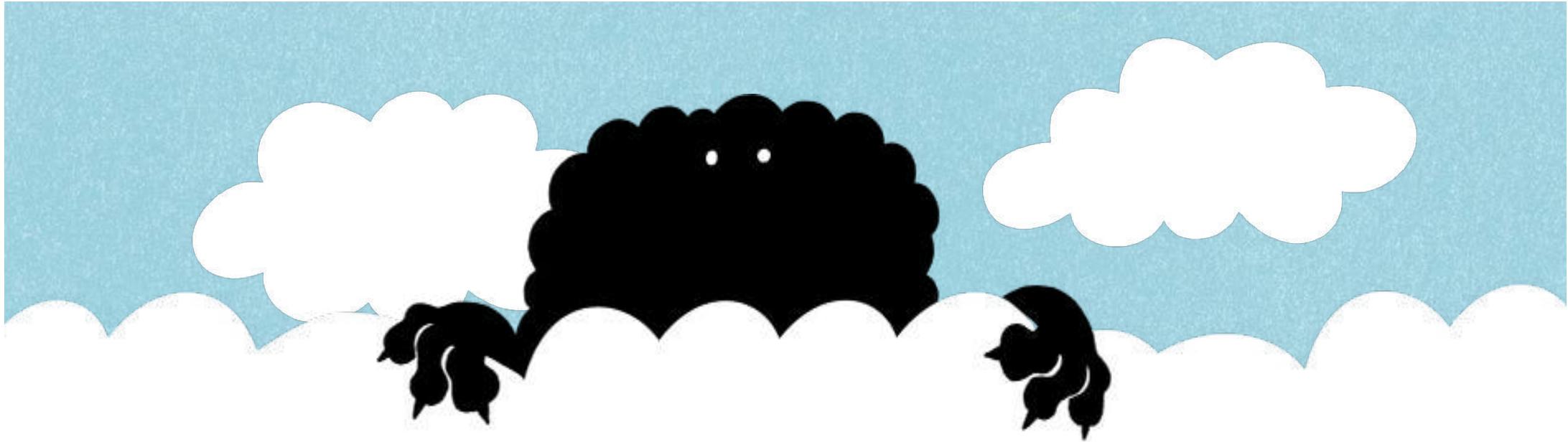


THE ORIGINAL

OAT
LY!

FOR STUDENTS





**A BIT ABOUT US TO HELP YOU WITH YOUR
SCHOOL PROJECT.**

➤ GOOD LUCK & DON'T PLAY HOOKY! ⚡



Table of contents:

Slide | Title

7 Our Mission & Vision

Stuff:

8 The Good Stuff

9 A bit about us

10 The change

11 Trust & Transparency

12 Stuff we make

13 Stuff you need

15 Sustainability:

16 To walk the talk

17 Why CO2 labelling ?

18 Sustainability Reports

19 Farming

Oatly in the Wild:

20 What we do

21 OATLY Research Lab

22 Projects we're involved in

23 Projects when we've called for action

24 Other things we're up to

25 Need a break?

26 What about cow's milk?

27 Production & Transportation

28 Health & Nutrition

29 More on Health & Nutrition

30 Our Communication

31 Community management

32 Our loud communication

34. Do you enjoy art?

35-37 Target groups

38 Bring on the change

39 Our consumers

40 Modern Dairy

41 Are you stupid?

42 OatlyFANS

43 Spam by OATLY

44 Need a new ringtone?

45 The cherry on top

46 Drama Alert!

47 Goodbye



OUR MISSION AND VISION



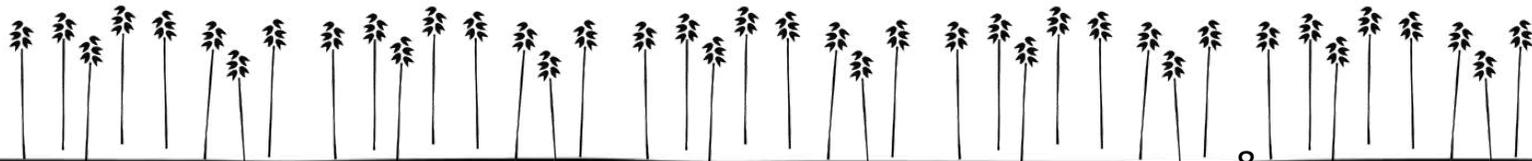
We exist for one reason only: to help people upgrade their everyday lives and the health of the planet by making tasteful oat-based food products accessible to a wider audience in a world-class manner. It's why we come to work every day.

Our vision, is a food system that is better for both people and the planet. We believe that transforming the food industry is necessary to face humanity's greatest challenges such as climate change, environment, health and lifestyle.

THE GOOD STUFF

In the 90s, at Lund University, thorough research led to the discovery that natural enzymes could convert fibre-rich oats into nutritious liquid food, perfectly adapted for human consumption.

[This summarizes it quite well!](#)



A BIT ABOUT US

With our headquarters still in Malmö and our very first production facility in Landskrona, Sweden, we now have offices worldwide and oat factories in Vlissingen (Netherlands), Millville (USA), Landskrona (Sweden), Ogden (USA) Singapore and Ma An Shan (China).

Our mission is to make it easy for people to eat better and live healthier lives without recklessly taxing the planet's resources.

Get to know us even better by clicking [here](#). It will (probably) give you a greater understanding on all your why, where, when and who questions.



THE CHANGE

We didn't always look the way we do today. Our CCO, John Schoolcraft, explains everything you need to know about being fearless. You can find it [here](#).

And oh, if you have a spare hour, and feel fucking fearless, he explains it even further [here](#).



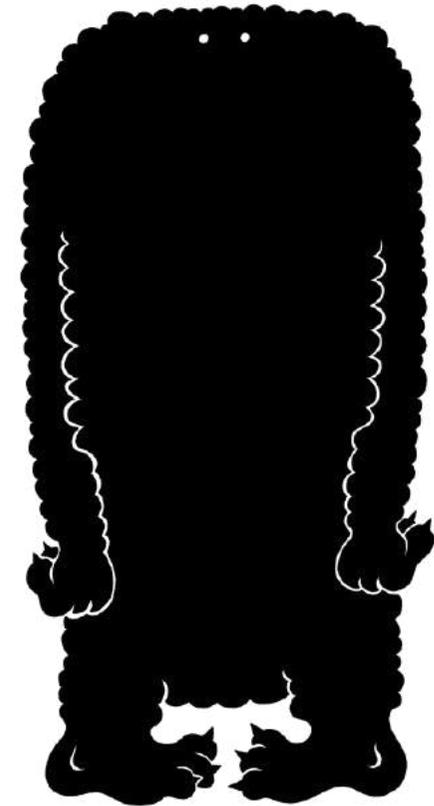
TRUST & TRANSPARENCY

For us, trust means acting in an ethical and proper manner that is characterized by respect for people. We strive to be a transparent company because we want our consumers to make informed and conscious choices and have confidence in us and our products.

“Source: trust me bro” isn’t good enough, therefore we always use relevant research and scientific studies to support our claims.

To find out more about our core values and our ways of working, click [here](#).

To further deep dive into what transparency at Oatly looks like click [here](#), [here](#) and [here](#).



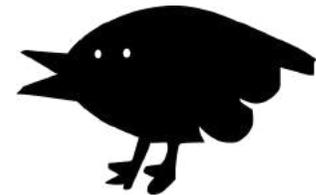
STUFF WE MAKE



Our products are available worldwide! See them all [here](#). Keep in mind that our range varies from country to country and sometimes the nutritional values look different based on local nutritional needs and regulations. Under each local website, you'll see what's available!

When it comes to sourcing our ingredients and raw materials, we don't [milk our own oats](#), but we aim to source sustainably. We try to be mindful and always follow our code of conduct and sustainability requirements when choosing a new supplier. To read more about our stand go [here](#) or to page 18 of our sustainability report [here](#).

STUFF YOU NEED



Need images for your project? Please download them [here!](#)

And oh, before we forget; for topics like corporate governance, financial results (annual reports and quarterly results), latest press releases, our ownership, and other company-related information, visit our [investor site!](#)

You can also check out our latest articles and discussions on [OatlyFANS](#) community platform (keep reading for more on that).

**IT'S LIKE
MILK BUT
MADE FROM
OATS**

SUSTAINABILITY

One of today's biggest and most pressing challenges is climate change. Scientists agree that we need to increase the production and consumption of plant-based foods and reduce our intake of animal products, for the planet as well as our health. We also know that we need to use the [land smarter](#) to feed a growing population and that's where our idea to grow food for human consumption instead of animal feed comes in.





TO WALK THE TALK

[Being part of one of the least sustainable industries](#) - the food industry - we want to fix a broken food system by offering oat-based products so people can make the swap from cows milk easier! This is why we promote a global transformation of the way food is produced. We see it as an absolute necessity in order to address humanity's greatest challenges to the environment and health. But we cannot do this alone, which is why we partner with farmers, suppliers, scientists and others to bring this shift forward. [Here](#) is an overview of our priorities.





WHY CO₂ LABELLING?

To make it easier for more informed choices in the store, we're declaring our climate footprint CO₂ on our products. All calculations are made by external tools with methods developed by experts in food climate footprint and include the journey of the product from field to store, including packaging and transport. [Here's lots more on that!](#)



SUSTAINABILITY REPORTS

You can also find out more about how we work with sustainability and climate impact in all aspects of our company in our [2019](#), [2020](#), [2021](#) and [2022](#) sustainability reports.



FARMING



We have a holistic approach to our on-farm nature-based solutions. What do we mean by this? We try to take into account a broad range of factors when we work with farmers. We consider the logistical, economic and other implications the plant-based transition can have at the production level. By creating partnerships that support cost sharing, extended purchase contracts for diversified crop production, planning as well as technical assistance we pave the road to success. For example, in Sweden, we are supporting research projects to capture the farms' evolution towards more products for human consumption. Read more about our [farmers seeking farmers](#) project and a [similar initiative](#) in the U.S..

Here is all you need on our most recent [F.A.R.M.](#) project. (Just an FYI: You don't want to miss this link.)



WHAT WE DO

*Powered by
oatsomeness*

By now you know we're a food producer of oat-based products. We also want to make an impact and for that, we need to collaborate with the bellow-mentioned, but also with decision-makers.

Since the start, we've put a lot of effort into research and innovation and are always striving to develop products with a low climate impact and the health benefits of oats. Because we're a science-based company we also participate in several research projects involving the production and consumption of sustainable plant-based foods but also our very own research. Keep reading..



AN OATLY RESEARCH LAB.

We are planning on opening our very own research and innovation center at Lund University in Lund, Sweden where we can further explore the potential of oats.

Read more about that [here](#) and feel free to dig into [this section](#) for a deep dive on us.

We will soon have a cheerleading squad too.

O-A-T-S, O-A-T-S, OATS, OATS!! Ok, ok, maybe not, but we are pretty enthusiastic about oats.



A FEW PROJECTS WE ARE INVOLVED IN..

1. [ScanOats](#)
2. [New Legume Food](#)
3. [Sustainable Consumption - From Niche to Mainstream](#)

SOME EXAMPLES OF HOW WE'VE RECENTLY CALLED FOR ACTION:



- We ended up at the German Bundestag to speak about [mandatory climate footprint declarations for food.](#)
- [Headed to COP 27 in Egypt,](#)
- We worked to [Stop AM171](#) - a proposal calling for heavy restrictions on plant-based food.
- [Normalize it](#) aimed to urge the European Commission to include plant-based drinks in schools on equal conditions to cows milk.
- We've also initiated Sweden-based [Växtbaserat Sverige](#) - a trade association devoted to promoting an increased production and consumption of plant-based foods.

AND MORE EXAMPLES OF WHAT WE ARE UP TO:



•Wait, want more examples of what we're up to?
Go [here!](#)

•Click [here](#) for more about our sustainability efforts and [here](#) for what's ahead.



A young girl with long red hair and black-rimmed glasses stands in the foreground, looking slightly to her left. She is wearing a light green t-shirt with a graphic that says "MILK IS FOR BIG COWS" and a black dinosaur head. The background shows a harbor with a large blue ship docked, industrial buildings, and a body of water under a clear sky.

**TOO MANY LINKS?
NEED A BREAK?**

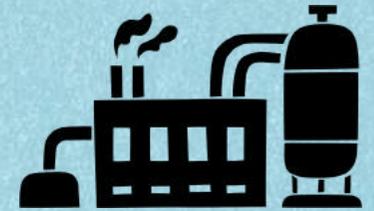
CLICK [HERE.](#)



WHAT ABOUT COW'S MILK?

We aim to challenge the existing cows milk norm by offering oat-based products in the cows milk section. We want to always deliver products that have maximum nutritional value and minimal environmental impact. It goes back to our mission - we aim to make it easy for people to eat better and live healthier lives without recklessly taxing the planet's resources in the process. And despite being made with totally different ingredients, our oat drink does in fact function like cow's milk!

PRODUCTION AND TRANSPORTATION



Our oat base is used in all our products and consists of fiberlicious oats and water. Depending on the product other ingredients are added, for example, rapeseed oil, calcium and vitamins. [Here's](#) our manufacturing process.

We have oat factories in multiple countries in order to supply the countries where we sell our products. We do open more factories for sustainability, even if opening new factories might not seem like the most sustainable option. The products are transported by train, truck and boat - optimally packed and stacked. Fun fact: In Sweden, we launched the very first known-to-man fleet of [electric trucks](#) together with Einride! For a deep dive into our transports in general as well as the climate impact caused by them check [this](#) out.



HEALTH & NUTRITION

As said, our goal is to deliver products that have maximum nutritional value and minimal environmental impact. Through science we came up with a nutritionally balanced drink with carbohydrates, fat and protein to replace the daily consumption of cow's milk - our oat drink is in fact perfectly adapted for human beings (not for baby cows!)

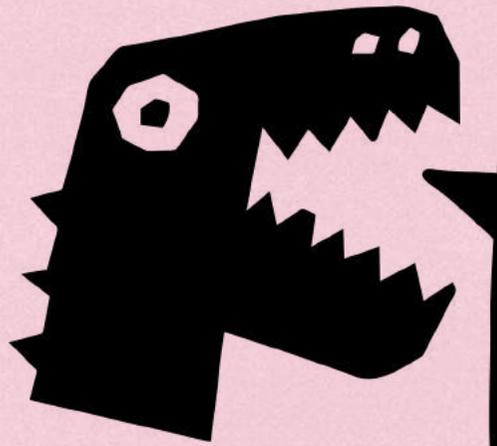
START
SMALL
START
SOME-
WHERE

MORE ON HEALTH & NUTRITION



As per the general health recommendations, we are also recommended to consume more fiber and [unsaturated fat](#) in our diet. [Our oat drink checks both of these boxes](#) and is [fortified](#) with all the good essential vitamins and minerals found in cow's milk. Whilst our production process allows the soluble fibers to remain in our oat drink. Find our unique process [here!](#)

But hey, you say, we've heard some sketchy stuff about oat drink, on sugar and stuff! It's true that oat drink contains maltose, a natural sugar similar to lactose in cow's milk. In our natural oat drinks, there is no added sugar, we break down the enzymes and the maltose that comes naturally from the oats is what gives it the sweet taste. [Oats are good for most people](#) and replacing cow's milk with oat drink is a good way to start shifting towards a more plant-based diet. Or as we say, drink your fiber! In order for our products to act and replace cows milk we add some additives for the functionality. [Here is a deep dive.](#)



**OUR
COMMUNICATION**



OUR COMMUNITY MANAGERS

We are human bots behind the Oatly voice. And to clarify the fact that we're human bots together in a company, we also mix our messages of nonsense with serious stuff about climate change. And if you're bored and want to scroll through our social channels, you will see this mixture of nonsense and seriousness in our comments.

People are people with different moods. Instead of sticking to the same tonality we like and value the fact that we're human beings, we mean bots, we mean human bots, with good days and bad days. We mix our messages of nonsense with serious stuff about climate change, all this combined makes us sound like arguing teenagers.



OUR LOUD COMMUNICATION

We don't have all the answers and we are by no means a perfect company, but we want to spark discussions. There's a need for plant-based. And to drive change we are loud in our communication. Hey, we even used our own former CEO, Toni, to support and spread our message to as many people as possible. And trust us he didn't enjoy the spotlight! If it weren't for him to be close friends with our CCO, John Schoolcraft, we're not sure he would be up for it! Speaking of John, perhaps this or this lecture on our view on communication and marketing might interest you.

THE ORIGINAL

LY!

OAT MILK
BARISTA EDITION

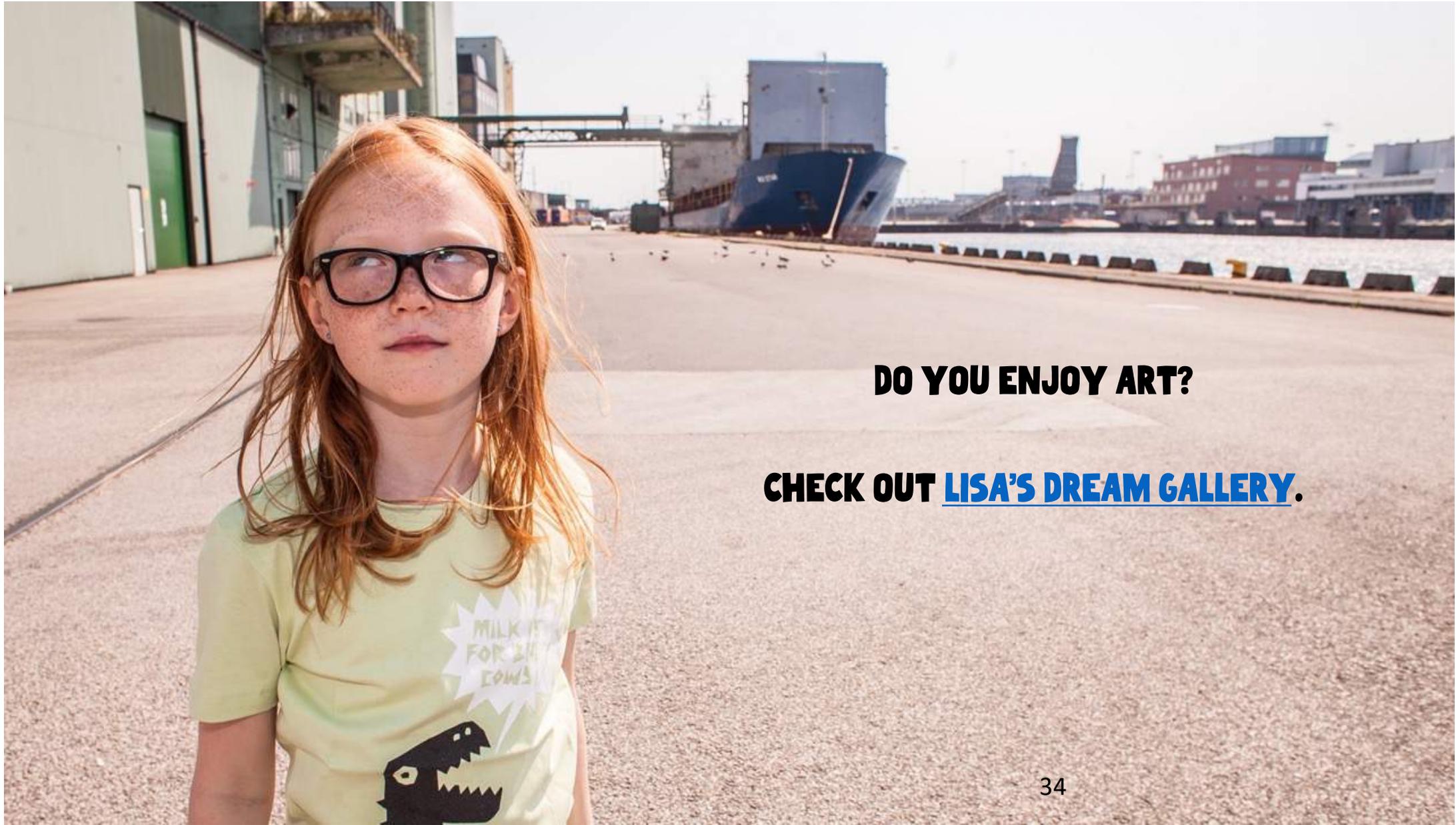


Totally
vegan

1L

**YOU MIGHT BE
ABLE TO IGNORE
THIS AD FOR
OAT MILK BUT
THERE'S
ANOTHER ONE
OVER THERE** →

**YOU MIGHT BE
ABLE TO IGNORE
THIS AD FOR
OAT MILK BUT
THERE'S
ANOTHER ONE
← OVER THERE**



DO YOU ENJOY ART?

CHECK OUT [LISA'S DREAM GALLERY.](#)

Target groups

TOTALLY
OAT-
SOME!

WE
BE-
LIE-
-VE

POST MILK
GENERATION

108

Our target group is the Post Milk Generation.

TOTALLY
OAT-
SOME!

WE
BE-
LIE-
-VE

POST MILK
GENERATION

108



37 That's it.

BRING ON THE CHANGE

A person is shown from the waist down, wearing a black long-sleeved top, a pink backpack, and blue denim shorts. The backpack is open, and a carton of oat milk is visible in one of the pockets. The carton is light blue and white with the text 'THE ORIGINAL OAT MILK' on it. The background is a sandy beach.

We believe that change comes gradually, and this realization helped us understand that our target group can be anyone and everyone. As a company, we believe in the shift towards a more plant-based consumption and production - we're convinced this is what's right for both our health as well as the planet. And by offering oat-based products in the cows milk section, we are doing our best to facilitate this transition.

OUR CONSUMERS

Our consumers are our heroes and key in the change we want to drive and if we were ever to have an impact on the health of our planet, we need to do this together by [swapping out animal products for plant-based](#). We were inspired by nature's own processes and thus transformed the nutritious oat cereal grain into a liquid food that everyone can enjoy. Previously, our target group was very limited to lactose intolerant and milk protein allergy consumers, and we were found in those sections in the supermarkets which wasn't helping us drive the change that we wanted.

MODERN DAIRY

HEY VEGAN,
PRE-VEGAN, NON-
VEGAN, HAVE-NO-
IDEA-WHAT-VEGAN-
MEANS ICE CREAM
LOVER. WE MADE
THIS FOR YOU.



AND THIS
ONE.



WE ALSO
MADE THIS
ONE TOO.



Our mission is to make modern dairy mainstream. In order to do that, we need to have everyone as our target market. Or as we communicate on our ice creams 'Hey vegan, pre-vegan, non-vegan, have-no-idea-what-vegan-means ice cream lover. We made this for you. Check out [this film](#) featuring our CCO John Schoolcraft, describing the change we made as a company back in 2012.

**ARE YOU
STUPID?**

**THE MILK LOBBY
THINKS YOU ARE.**

As a company, and as a whole, we talk to everyone. But with different campaigns we aim at different people, check [this](#) out.

We are the
POST
MILK
Generation

Hi oat fans,



Can't get enough of Oatly??

Take a look at [OatlyFANS](#),
A space for those who are interested in sustainability, creativity, crafting and cooking with oat based products.

You can also ask questions find answers to commonly asked questions and start discussions!



Before you go! Download a ringtone on us!





Drama alert, check this out.⁴⁵



That's it. Thanks,
k. Bye.



By the way, need a nap? Enjoy these bedtime stories with Mike.