

Answer the Call for Fiber-Forward Nutrition

Dietary fiber is top-of-mind for consumers seeking positive nutrition even though many fail to reach the recommended level of fiber in their diet.

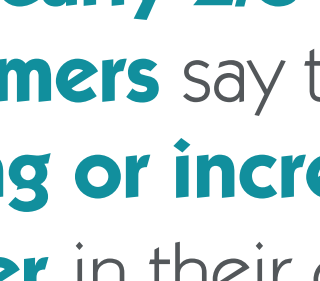
WHAT CONSUMERS BELIEVE ABOUT FIBER



Nearly 80% of consumers believe that fiber is important to their diet.¹

#1

Fiber is the top ingredient consumers seek.²



Nearly 2/3 of consumers say they are adding or increasing fiber in their diet, a 6% increase in recent years.²



The desire for fiber is present on 22% of ALL eating and drinking occasions.²

CONSUMERS FIND THESE FIBER BENEFITS MOST IMPORTANT TO THEM:¹

HEALTHY DIGESTION 56%

SUPPRESSES APPETITE 35%

42% SATIETY

32% LOWERS CHOLESTEROL

WEIGHT MANAGEMENT 37%

SUPPORTS HEART HEALTH 31%

35% DELAYS HUNGER

31% REGULATES BLOOD SUGAR

DIFFERENT GENERATIONS REQUIRE DIFFERENT APPROACHES TO FIBER POSITIONING.



Gen Z



Millennials



Gen X



Baby Boomers



Swing Generation

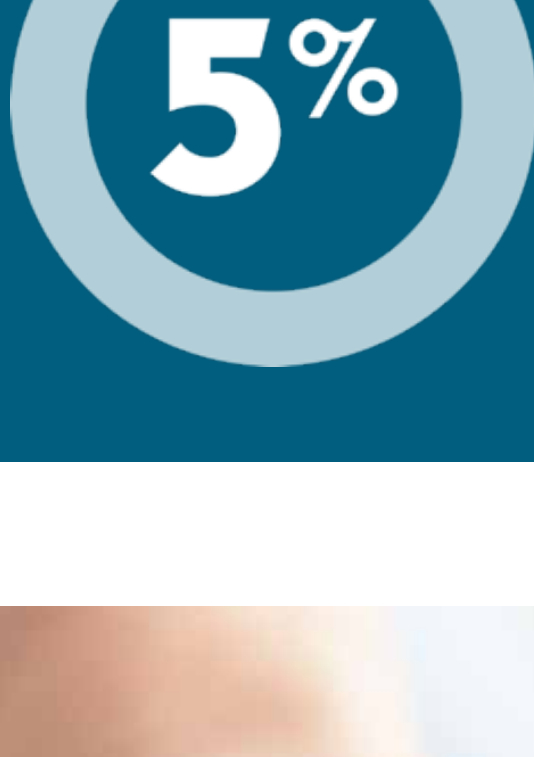
PROACTIVE MANAGEMENT
including daily vitality and support for optimal health.

PROLONGING HEALTH & WELLBEING
nutrition reset for healthy aging.

TODAY'S FIBER GAP

Many commonly consumed foods don't have a lot of fiber. There's an opportunity to deliver the fiber consumers need, simply by adding Fibersol® to commonly consumed foods.

Current Daily Value (DV) for total dietary fiber:
28g per day (for typical 2,000 calorie per day diet)



There's a fiber gap for consumers between **recommended** intake and **actual** intake, and as

"...surveys indicate that only about 5% of the population meets recommendations, and inadequate intakes have been called a public health concern."³

HOW TO POSITION FIBER-FUL PRODUCTS TO WIN IN THE MARKETPLACE

It's important to ensure fiber-fortified products are answering trending consumer areas of demand.



digestive health



satiety



proactive health



sugar reduction

WHAT IS FIBERSOL®?

A high-quality line of well-tolerated soluble prebiotic dietary fiber ingredients.

Fibersol® helps you **meet consumers' needs and desires and can bring positive nutrition to your products.**

Backed by over 30 years of extensive clinical research and scientific data



FIBER & DIGESTIVE HEALTH

Beyond **digestive health**, today's consumers also care about **gut health** due to the gut microbiome's connection to aspects of wellbeing.

Fibersol® helps you meet two distinct consumer demands, with these benefits: **digestive health** and **gut microflora support**.

52%

Consume more fiber to support their digestive health¹



FIBER & PROACTIVE HEALTH

Consumers are choosing nutritious foods in an effort to support their immune system and promote a better lifestyle.

FIBERSOL®:

- Is a prebiotic which may help nourish the intestinal flora, an important player in aspects of immune function
- May help maintain a healthy intestinal tract environment, which is abundant in immune cells
- Is a prebiotic which may support gut health, which contributes to immune system function

Fibersol® helps you offer nutrition-forward prebiotic fiber products that may help nourish intestinal flora, an important part of the immune system.

FIBER & SATIETY

Satiety means more to today's consumers, prompted by everything from weight management efforts to support holistic health.

Fibersol® may help keep hunger at bay, especially when incorporated in beverages, where it can typically be difficult to deliver fiber.

17%

Consume more fiber for its satiety and weight management benefits¹



Fibersol® helps you offer nutrition-forward prebiotic fiber products that may help nourish intestinal flora, an important part of the immune system

FIBER & SUGAR REDUCTION

Consumers are on the lookout for "added sugars" on nutrition labels and want to see positive nutrition in sugar-reduced products.

Fibersol® can support reduced-sugar formulation with an added nutritional boost of dietary fiber and corresponding 'excellent source' and 'good source' claims.

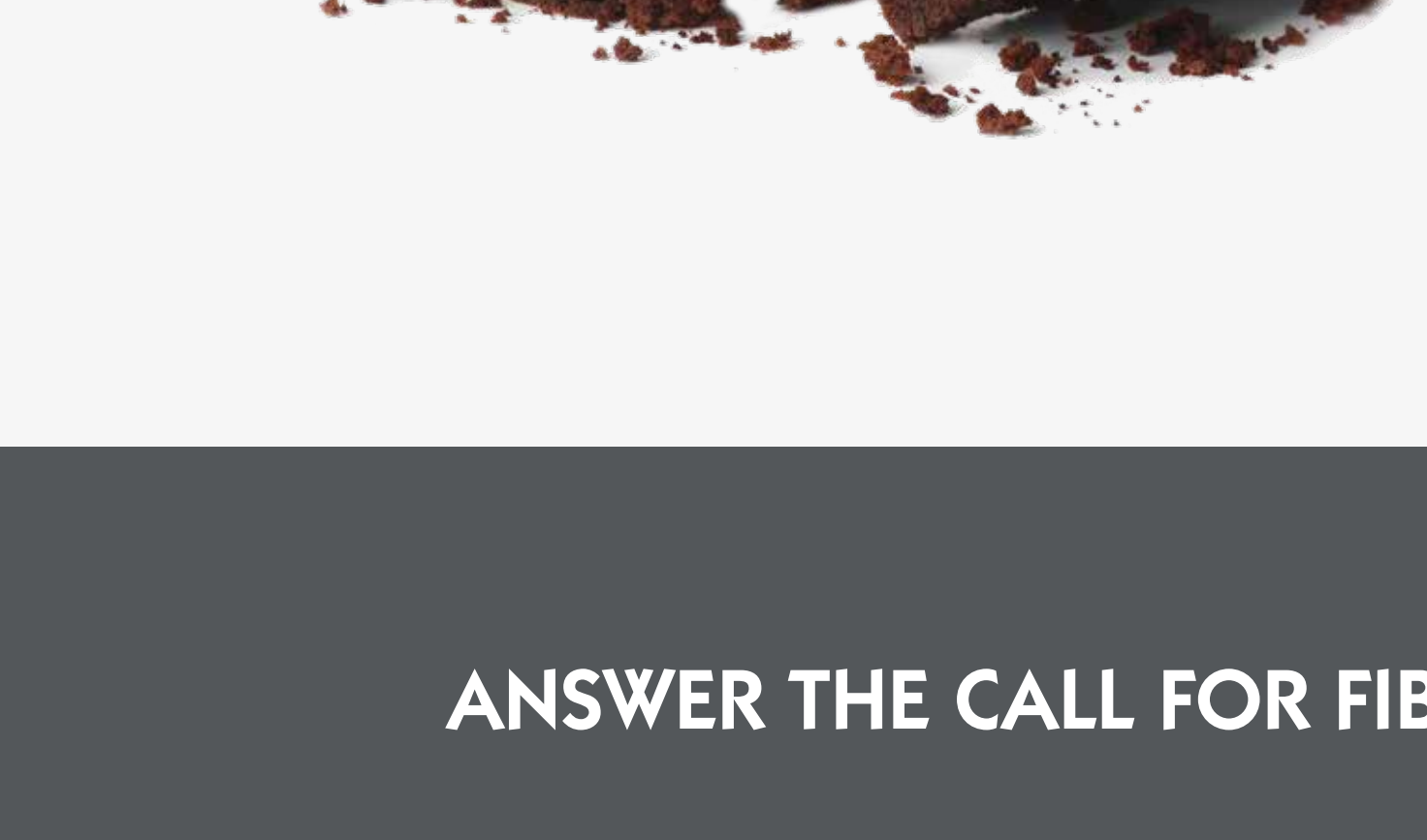
WHERE SWEETENERS ARE USED TO REDUCE SUGAR, FIBERSOL® CAN HELP:

- Mask bitterness
- Balance the flavor profile
- Improve mouthfeel

NOT ALL FIBER IS CREATED EQUAL!

Backed by over 30 years of extensive clinical research, and proven well tolerated as high as 68 grams per day, Fibersol® does it all, with:

- Inclusion in the FDA's definition of dietary fiber
- Repeat purchase opportunities, with over 4x the tolerance of inulin⁴
- Easy formulating, with clean taste and negligible impact on texture



ANSWER THE CALL FOR FIBER-FORWARD NUTRITION: VISIT FIBERSOL.COM.

Fibersol® is brought to you through a joint venture between ADM and Matsutani.

Fibersol® is a registered trademark of Matsutani Chemical Industry Co., Ltd.

SOURCES:
¹OutsideVoice™ Fiber Consumer Study, 2019
²Hartman Fiber Occasions, 2019
³<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6124841/>
⁴Kishimoto et al. (2013) J Nutr Sci Vitaminol. 59, 359-357

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