



Creating Shared Value: Doing Good by Doing Well

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Nestlé Greater China Region
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Driven by Purpose, Guided by Values



our purpose



Enhancing quality of life and contributing to a healthier future

our values

Values rooted in respect

where we make impact



our CSV impact areas

supporting Sustainable Development Goals



The Nestlé CSV Pyramid



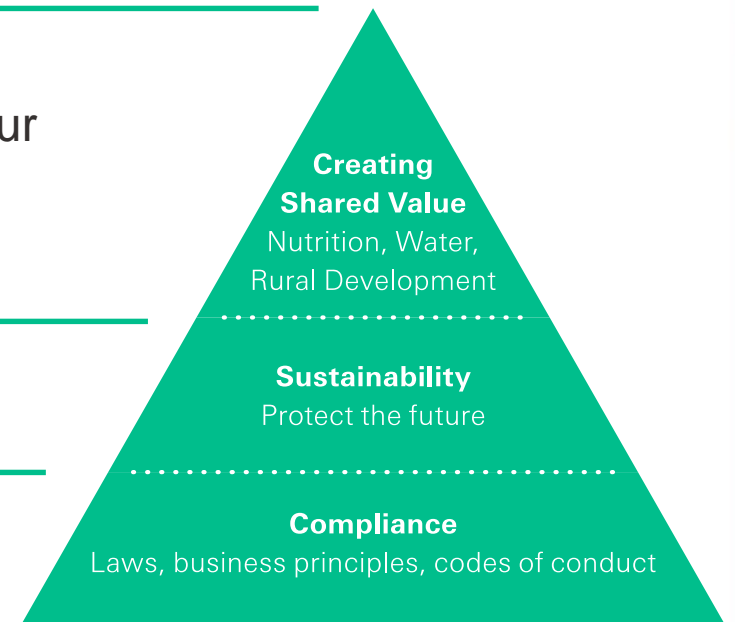
“For a company to be successful over the long term and create value for shareholders, it must also create value for society.”

“Creating Shared Value is built up on a set of principles and values... based on respect.”

“...beyond sustainability, to create value for shareholders & society – integrally linked to our core business.”

“...meet the needs of the present without compromising future generations.”

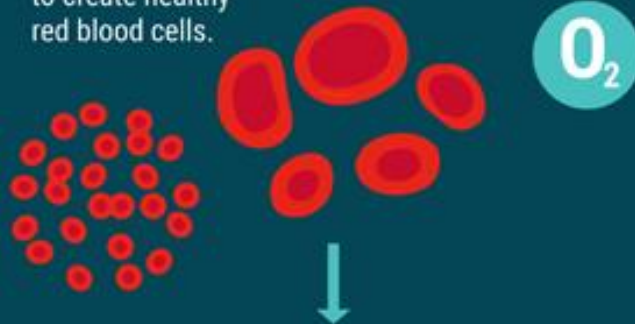
“Comply with the highest standards.”



THE CONSEQUENCES OF IRON DEFICIENCY ANAEMIA

Fe Iron helps your body to create healthy red blood cells.

These blood cells then carry **Oxygen** around your body.



When your body doesn't absorb enough iron, you don't get enough oxygen and you feel

tired and weak



reduced physical and cognitive development in children



increased child mortality

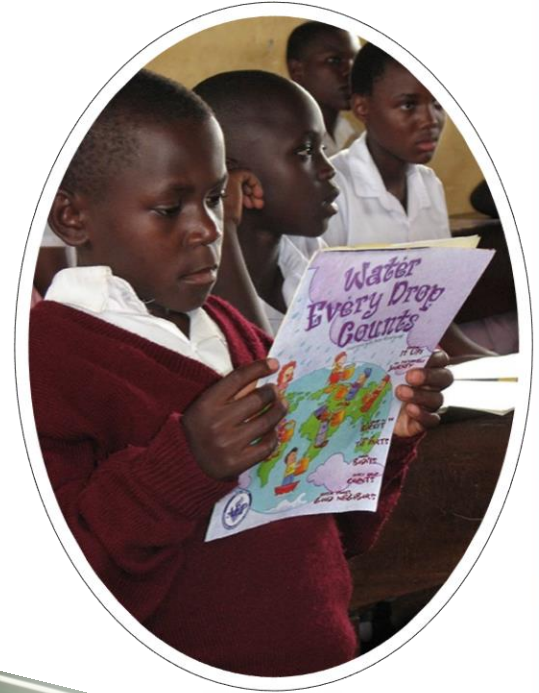


reduced work productivity in adults

Maggi: Affordable Nutrition



Water Stewardship



Enabling Healthier and Happier Lives



雀巢咖啡中心
NESCAFÉ COFFEE CENTER



雲上的咖啡

COFFEE IN THE CLOUDS



Tangible Benefits in 2016



**Nutrition, health
and wellness**

207 billion servings of micronutrient-
fortified foods and beverages



Water

25% reduced water withdrawal
per ton of product



**Rural
development**

363,000 farmers trained through
capacity-building programs



**Environmental
sustainability**

39% reduced emissions
per ton of product



**Our people,
human rights and compliance**

15,666 women trained in business
and entrepreneurial skills



**Enhancing Quality of Life
and Contributing to a
Healthier Future**