

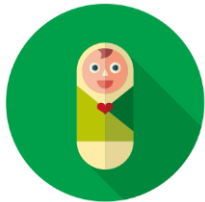


***Barni* is a playful bear-shaped snack children love. Baked to perfection with quality ingredients like flour, eggs, milk and chocolate, it has no artificial colors or preservatives.**

Barni loves to play, and he feeds children's natural curiosity to discover their growing world. Whether it's under *Barny* in the U.K., *Ourson* in France, *Brumik* in Czech Republic or *Teddy* in North America, the bear-shaped snack is a seasoned traveler! So far, his adventures have led him to more than 40 countries!



BARNI Fun Facts



BIRTH

Barni began as part of the *LU* brand in France in 1996 and, for nearly 20 years, he's been delighting children and their families in more than 40 countries!



NUTRITION

Barni products have no artificial colors or preservatives, so moms can feel good about giving it to their kids.



SALES

Our *Barni* platform generated nearly \$100 million in net revenue in 2016, and we have significant expansion plans underway.



RECENT COUNTRY LAUNCHES

United Kingdom (2013), Uruguay (2014), Lebanon, Egypt, South Africa and Turkey (2015).



BIGGEST MARKETS

Based on 2016 data: United States, Russia, France, and U.K.



MANUFACTURING

Barni is made in six countries around the world.



BARNI through the Years

1996

Born as a *LU* product in France.



1999

Becomes *Ourson* de LU in France and Belgium.



2004

Launches in Czech Republic as *Brumik*.



2007

Expands to Russia, Spain and the Balkans.



2009

Barni launches in Ukraine.



2012

Barni launches in Saudi Arabia and United Arab Emirates.

2013

Debut in the United Kingdom



2014

Expansion to Latin America, starting with Uruguay.

2015

Launch in Lebanon, South Africa and Turkey



2017

Launch of *Teddy Soft Bakes* in the U.S.



For more information:

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