

Healthy and tasty products - Policy

Why is this a priority for Van Loon Group?

On average, people consume too much salt, sugar and saturated fat. This contributes to the rise in lifestyle-related diseases such as diabetes and cardiovascular disease. Eating products with less salt, sugar and saturated fat contributes to better health, but taste remains essential. Only when healthier food is also tasty and flavourful will people continue to make healthier choices.

Scope

The production of meat and convenience products.

Our policy

We are constantly working to make our products healthier by reducing the salt, sugar and saturated fat content, without compromising on food safety and taste. In doing so, we follow the guidelines of our customers and industry associations to promote healthy eating. Meat provides valuable nutrients, such as protein, vitamins and iron. We strive to retain the benefits of meat in our hybrid meat products and to make them just as nutritious and flavourful as traditional meat varieties.

Person ultimately responsible for policy implementation: CEO

Signed on behalf of Van Loon Group:

Name: Robert van Ballegooijen
Position: CEO
Date: 7 May 2026

DocuSigned by:

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Document code: BEL 205	Author: R&D Manager, Van Loon Group	Version date: 04-05-2026
Code: 3030	Verifier: CSO Van Loon Group	Page 1 of 1