

## Protein Transition - Policy

### Why is this a key issue for Van Loon Group?

The world's population is growing and average meat consumption is rising globally, particularly in emerging economies. In the Netherlands, meat consumption is falling slightly. A gradual shift from animal to plant-based proteins helps to reduce pressure on the environment and climate.

### Scope

The production and sale of hybrid meat products and (partly) plant-based convenience products by Van Loon Group.

### Our policy

By developing innovative hybrid meat products that are tasty, healthy, sustainable and affordable, Van Loon Group is helping consumers in the gradual shift from animal to more plant-based proteins. Dutch retailers have committed to the objectives regarding the protein transition. With our hybrid products, we are contributing to the realisation of this objective.

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:**  
  
 A266BC0366F0401...

Document code: BEL 306	Author: Sustainability specialist, Van Loon Group	Version date: 04-05-2026
Code: 4147	Verifier: CSO Van Loon Group	Page 1 of 1