Dave Lemmon

President, Pet Food and Pet Snacks

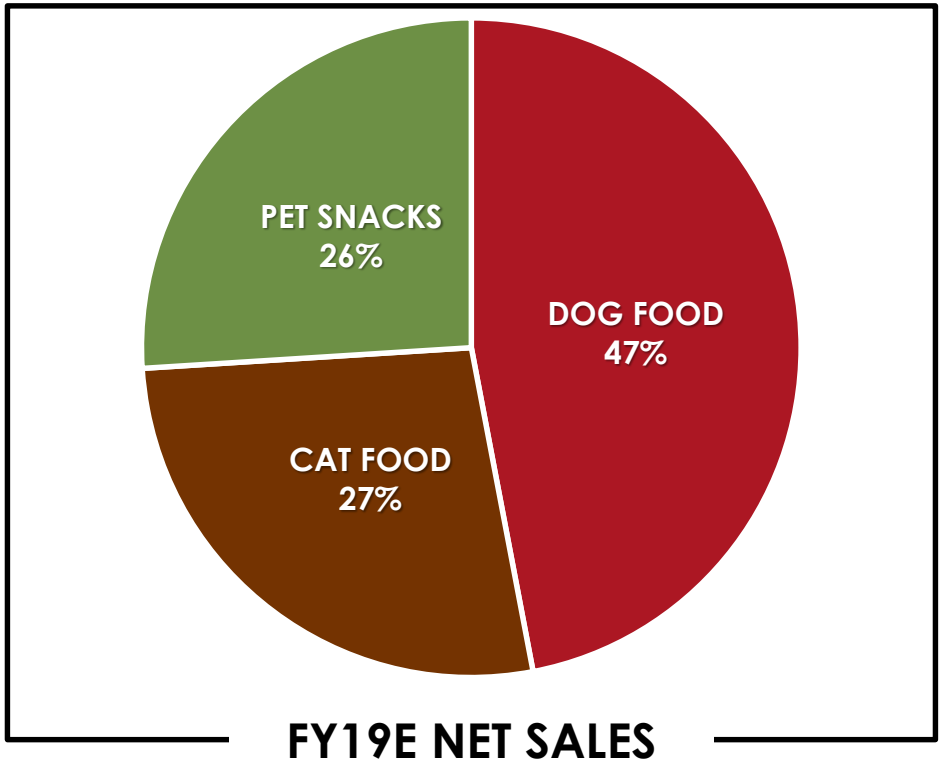
Today's Key Themes

STRONG PORTFOLIO OF BRANDS

WHITE SPACE EXPANSION OPPORTUNITIES

LONG-TERM FINANCIAL OBJECTIVES

Pet Business Overview



+34%

YoY EXPECTED NET SALES

Strong Portfolio of Brands



#1

MARKET POSITION
DOG SNACKS



#2

MARKET POSITION
CAT FOOD

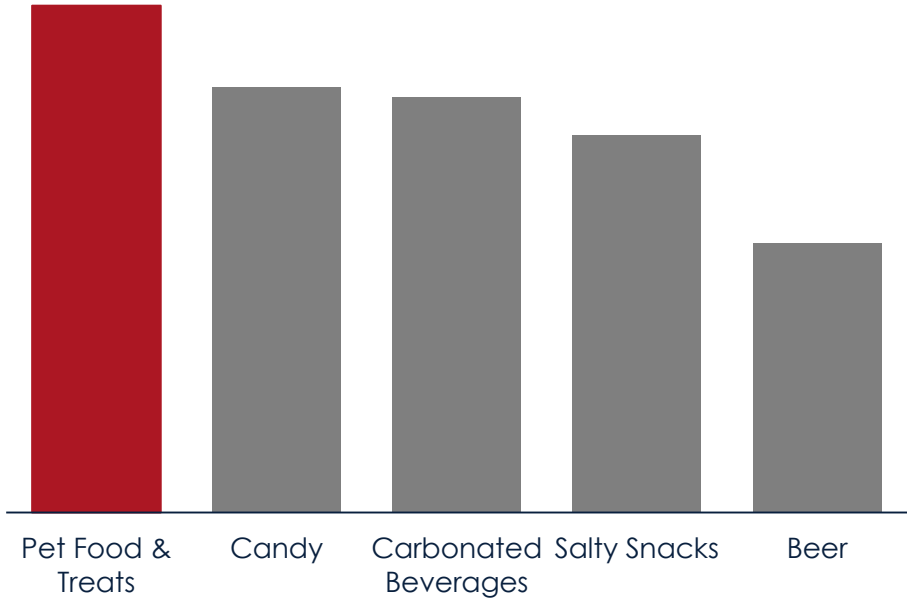


#2

MARKET POSITION
PREMIUM DOG FOOD

Source: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 9, 2018

Pet Food & Treats Are Important Aisles



#1

CENTER OF STORE CATEGORY

PET FOOD & TREATS GROWING

2.4X

CENTER STORE AVERAGE

Source: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 9, 2018

Our Pet Food Vision

To fuel a **GREATER QUALITY OF LIFE** for **PETS** and the **PEOPLE** that love them

64%
OF U.S. HOUSEHOLDS OWN AT LEAST ONE PET

SHOPPERS ARE MORE LIKELY TO HAVE A PET THAN A CHILD

82%
MORE SPENT IN PET AISLE THAN BABY AISLE

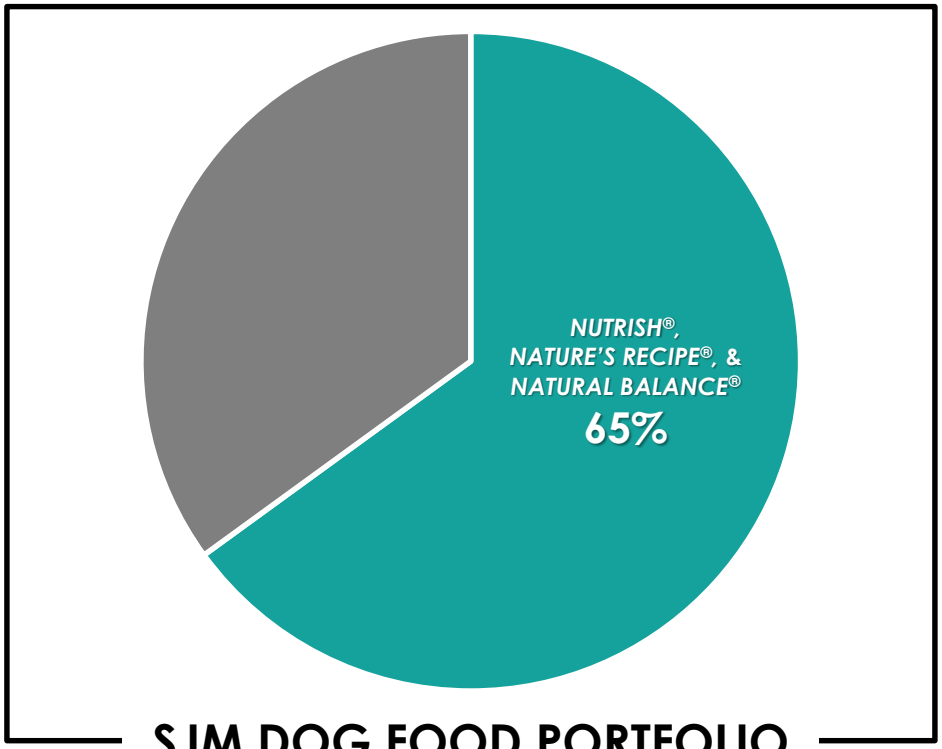
Source: IRI September/October 2017 Omnibus Results, Smucker Internal Multi-Outlet Share Report 52 weeks ended September 9, 2018







Poised to Capitalize on Premiumization



SJM DOG FOOD PORTFOLIO

RACHAEL RAY™ NUTRISH®

EST. 1982 NATURE'S RECIPE® EVERY INGREDIENT COUNTS®

DICK VAN PATTEN'S Natural Balance® PET FOODS, INC.

White Space Opportunities with *Nutrish*®



INCREASED DISTRIBUTION

DRIVE VELOCITIES BY BUILDING AWARENESS

CATEGORY EXPANSION OPPORTUNITIES

Nature's Recipe®





+33%

FY18 NET SALES GROWTH

+26%

FY19 Q1 NET SALES GROWTH



Dog Treats Innovation



$100M INCREMENTAL NET SALES

through treats and other innovation launches

Milk-Bone® Brand Equity

60%

MARKET SHARE
DOG BISCUITS







SNACKING | **ENGAGEMENT**

Source: Smucker Internal Multi-Outlet Share Report 52 Weeks ended September 9, 2018



INTRODUCING

MILK-BONE

• LOVED SINCE 1908 •

GNAW

-BONES-

delicious rawhide-free treats from the most trusted brand in dog treats





introducing

MILK-BONE

• LOVED SINCE 1908 •

WONDER BONES

stimulating, mouthwatering treats that last longer

Introducing



EST. 1982 NATURE'S RECIPE EVERY INGREDIENT COUNTS®

TRUE treats

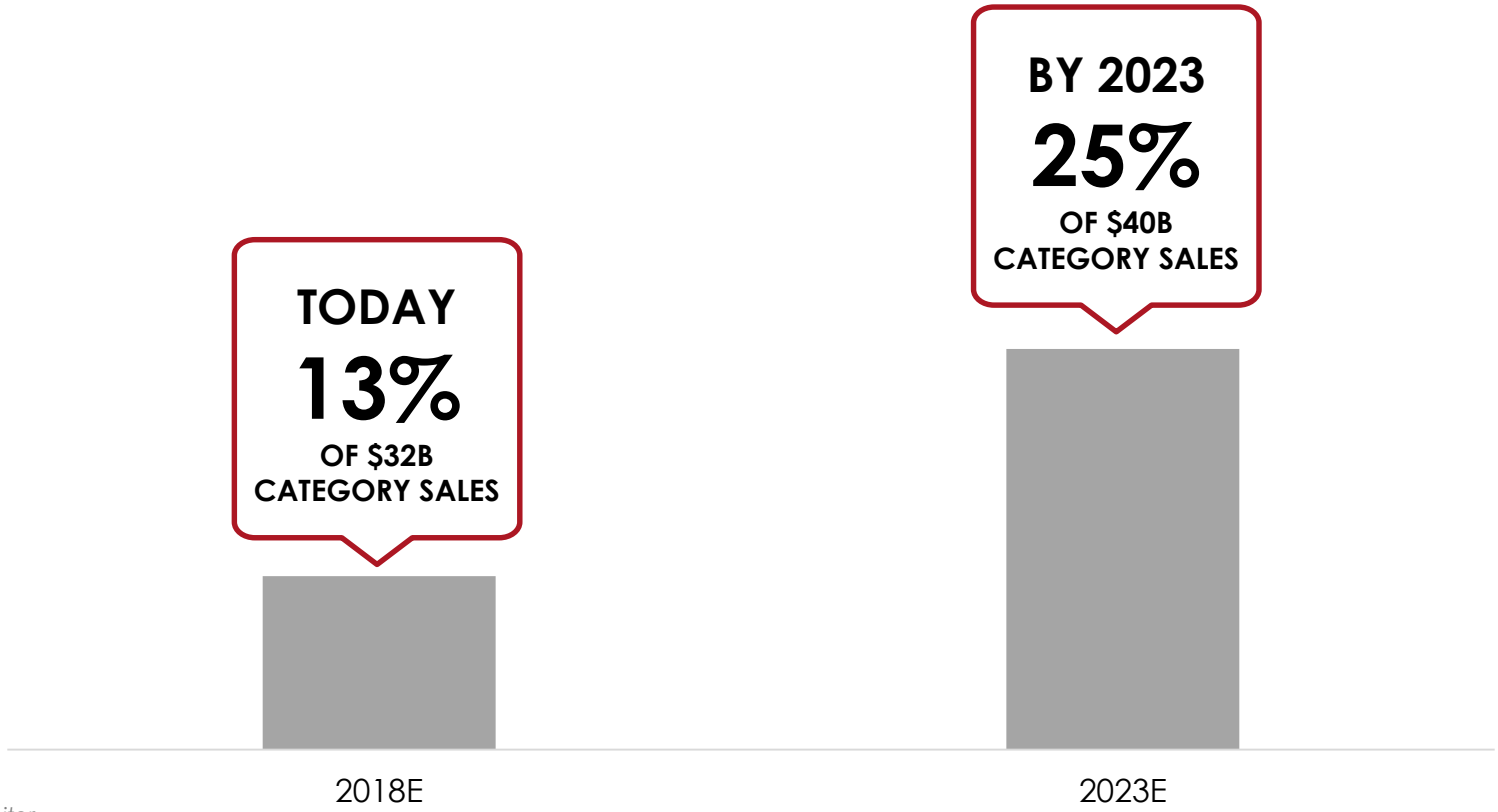
- USA Chicken or Turkey #1
- No Artificial Flavors, Colors or Preservatives
- Grain Free
- Basted for Meaty Flavor



RACHAEL RAY™ NUTRISH®

Natural ingredients & unique shapes and textures to clean teeth

Pet Food Growth in E-Commerce



Source: Euromonitor

Portfolio Growth in E-Commerce



+64%

FY18 SMUCKER PET PORTFOLIO E-COMMERCE NET SALES

+79%

***MILK-BONE*® E-COMMERCE RETAIL SALES**

Source: 2018 Rakuten and one-click retail, latest 52-weeks

Natural Balance®







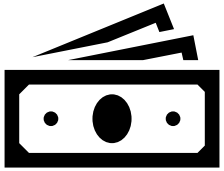


Focused on boosting performance by **BUILDING ON HERITAGE, REFOCUSING MARKETING SPEND,** and **REFRESHED PACKAGING**

Providing Fuel for Pet Growth

3-4% PROJECTED NET SALES GROWTH

ACQUISITION SYNERGIES



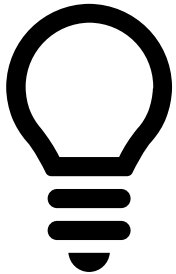
$55M

AINSWORTH ACQUISITION SYNERGIES BY FY21

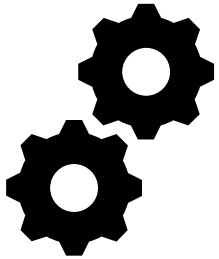
OFFICE CONSOLIDATION



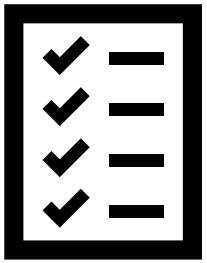
INNOVATION



OPERATIONAL EFFICIENCIES



SKU MANAGEMENT



Our Pet Food Vision

To fuel a **GREATER QUALITY OF LIFE** for **PETS** and the **PEOPLE** that love them

- **STRONG BRANDS**
- **UPCOMING INNOVATION**
- **NEW DISTRIBUTION OPPORTUNITIES**
- **COST MANAGEMENT**





