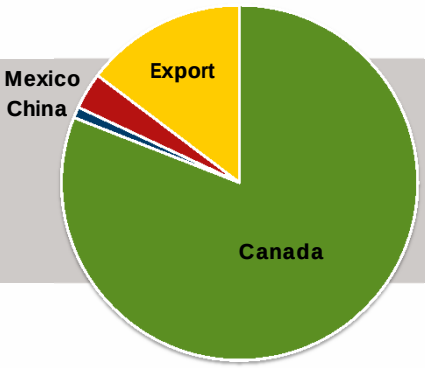

SMUCKER'S
THE J. M. SMUCKER COMPANY
SJM50
CELEBRATING 50 YEARS ON THE NYSE


SJM50
INTERNATIONAL BUSINESS UPDATE
Barry Dunaway
President, International and Chief Administrative Officer

Smucker International Business

Represents 6-7% of total Company sales.

$500+ Million
Projected FY16 Net Sales

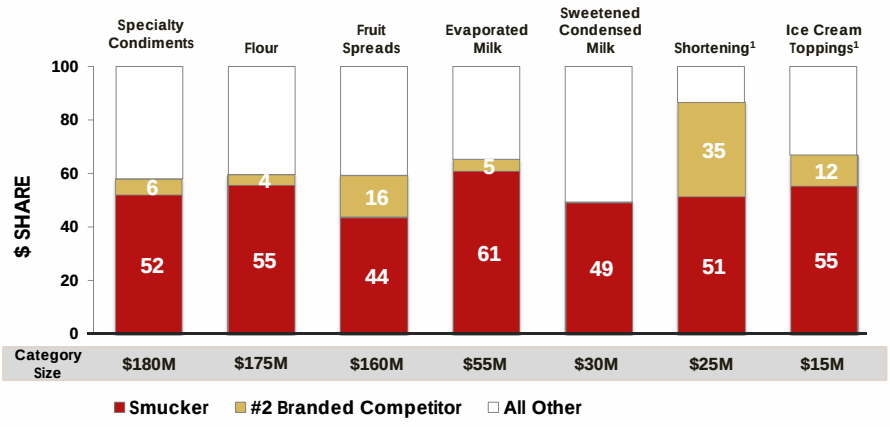




9

Market Leadership in Canada

#1 branded position in 7 categories.



All dollar amounts are based on Canadian dollars

Source: Smucker Internal Multi-Outlet Share Report 52 weeks ended August 22, 2015 ; (1) Stratplanner 52 weeks ended June 27, 2015

10

Key Categories and Brands in Canada

Robin Hood	BICK'S	Folgers	MILK-BONE
VOTED CANADA'S **MOST TRUSTED** BAKING BRAND[1]	**52% SHARE** OF $180M SPECIALTY CONDIMENTS CATEGORY	GREW TO **$100M** BRAND SINCE ACQUISITION	KEY **GROWTH** OPPORTUNITY IN PET

Source: (1) Based on the 2015 BrandSpark Canadian Shopper Study

11

Canada Business Performance

- **Overall Business Continues to Grow and Perform Well**
- **Projected FY16 Sales Growth of 15% on a Constant Currency Basis**
- **Continued Impact of Weak Canadian Dollar**
- **Pursuing Opportunities to Minimize FX Impact**

12

Establishing a Presence in China



ONE OF THE MOST
Significant Food and Beverage Markets

ESTABLISH A
Meaningful Presence Over Time

13

Establishing a Presence in China

西麦 SEAMILD

25% EQUITY INTEREST IN SEAMILD

A LEADER IN CHINA'S
Growing Oats Category

EXPANDING OUR
Knowledge of Market and Consumers



Exploring Additional Acquisitions, Joint Ventures, or Importing Our Product Offerings

12