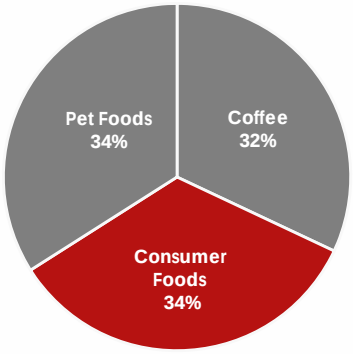

SMUCKER'S
THE J. M. SMUCKER COMPANY
SJM50
CELEBRATING 50 YEARS ON THE NYSE


SJM50
U.S RETAIL CONSUMER FOODS
BUSINESS UPDATE
Mark Smucker
President, Consumer and Natural Foods
HUNGRY JACK
HUNGRY JACK

U.S. Retail Segments

FY16 Projected U.S. Retail Net Sales by Segment



U.S. Retail Consumer Foods

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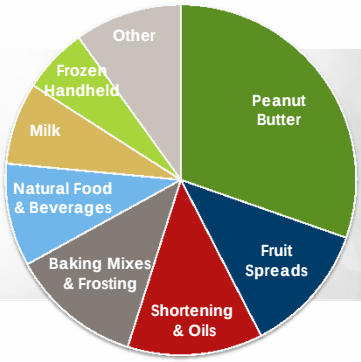
U.S. Retail Consumer Foods Segment

Iconic and emerging brands in core, consumer staple categories.

$2.3 Billion
PROJECTED FY16 NET SALES





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Leading with Innovation

On-trend products that meet consumer needs.





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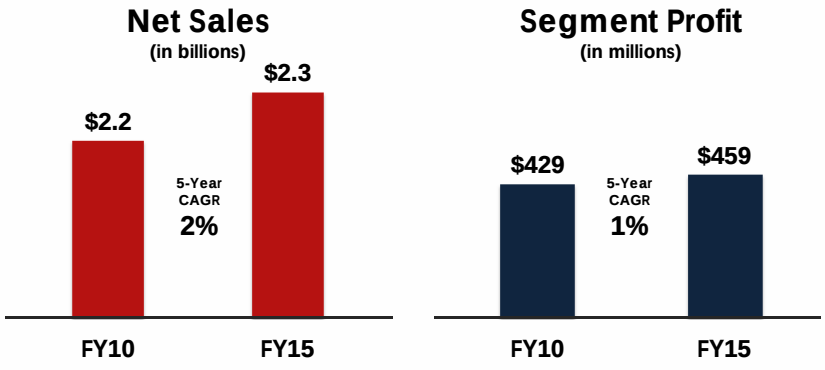
U.S. Retail Consumer Foods Segment





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Participate in Key Center Store Categories

CATEGORY SIZE (in billions)	
SNACK BARS	$4.9
FROZEN HANDHELD	4.0
SHORTENING & OILS	3.5
BAKING & INGREDIENTS	2.8
NUT BUTTERS	2.4
PANCAKE, WAFFLES, & SYRUPS	1.2
TRAIL MIX	1.0
NATURAL SHELF STABLE JUICES	1.0
FRUIT SPREADS	0.9
NATURAL GRAINS, BEANS, RICE	0.7

$22B

10 Largest Categories in which We Participate

Source: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 6, 2015; SPINS SPL Universe 52 weeks ended September 6, 2015

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U.S RETAIL CONSUMER FOODS BUSINESS UPDATE

Joe Stanziano
Vice President and General Manager, Peanut Butter and Snacking

Tina Floyd
Vice President of Marketing, Consumer Foods



Meeting the Needs of Our Consumer






Keeping Our Consumers Top of Mind

Meeting the Needs of Our Consumer

CONVENIENCE | WELLNESS | BRANDS | CONNECTION






Keeping a Pulse on Consumer Needs

Key Consumer Trends

Simple
On-the-Go
Real
SNACKING
Good
Social Media
Fiber
Family
AUTHENTICITY
Organic
Convenient
Protein
Ingredients
Sustainability
Mobile
NUTRIENT RICH
Wellness
Taste
Customization
Wholesome
Nutrition
Nuts
Non-GMO
Natural
Transparent
Fruit

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Key Consumer Trends

Our team is focused on delivering innovation around these macro trends.



AUTHENTICITY

Products Made with Simple Ingredients



NUTRIENT RICH

Protein and Nutrient Rich Products that Keep You Going



SNACKING

Mindful Snacking through Easy, Tasty, On-the-Go Products

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Leader in Nut Butter Category

U.S. Household Penetration Over **80%**

Category has Grown at a **9%** 4-Year CAGR

$2.4 Billion
Nut Butter Category

38
DOLLAR SHARE

Key Purchase Drivers are **PB&J** and **Snacking**



Sources: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 6, 2015; IRI Panel Data 52 weeks ended October 4, 2015; The NPD Group/National Eating Trends, data for 2 years ended May 2014; Smucker Internal Research



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Jif Innovation

Extending the presence of Jif within and beyond traditional spreads.

Core Growth

Capitalizing on Consumer Desire for **Clean, Simple Ingredients**



Core Innovation

Leading Innovation in **Format** and **Flavor**



Snacking Innovation

Offering Delicious, **On-the-Go Snacks**





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Sahale Snacks

A platform to extend our presence within the snacking arena.



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U.S RETAIL CONSUMER FOODS BUSINESS UPDATE

Tina Floyd

Vice President of Marketing, Consumer Foods



Leader in Fruit Spreads Category



$925 Million
Fruit Spreads Category

44
DOLLAR SHARE



Household Penetration Declining	Consumers Looking for Authenticity	New Usages for Changing Lifestyles

Sources: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 6, 2015 ; IRI Panel Data 52 Weeks Ended October 4, 2015; The NPD Group/National Eating Trends, data for 2 years ended May 2014

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Key Areas of Focus



SIMPLIFICATION

From Product Development to Our Go-to-Market Strategy



COMMUNICATION

In-Store Merchandising and Our Social and Digital Platforms



INNOVATION

Understanding Changing Consumer Needs

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The Perfect PB&J

The **#1** Sandwich in the U.S.



Source: The NPD Group/National Eating Trends, data for 2 years ended May 2015

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Frozen Handheld Category



$4.0 Billion
Frozen Handheld Category

25% of Consumers Eat Frozen Breakfast Foods as a Snack

Protein and Fiber are Important for the Frozen Category

Sources: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 6, 2015; Mintel Frozen Breakfast Foods US, July 2015

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Smucker's Innovation

Extending the presence of Smucker's within and beyond traditional spreads.

Core Growth

Inspiring New Usage Occasions and Category Simplification



Authentic Focus

Driving Relevancy through Innovation and Communication



Mindful Snacks

Evolve with Consumer Preferences Towards Mindful Snacking





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Baking and Oils Category

Our brands continue to evolve with consumer's changing needs.



$2.8 Billion Baking Category

19

DOLLAR SHARE



$3.5 Billion Oils Category

11

DOLLAR SHARE

Consumers are Prioritizing
Time, Convenience, and Wellness

Consumers **Remain Engaged** in these Categories
Although Needs are Changing

Pillsbury Crisco Martha White White Lily

Sources: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 6, 2015



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Baking and Oils Category

Growth in products perceived as "better for you" options.



SPECIALTY OILS | GLUTEN-FREE | SIMPLE INGREDIENTS

Natural Food and Beverages

STRONG POSITION IN THE NATURAL GROCERY CHANNEL



Natural Food and Beverages



$980 Million
Natural Shelf Stable Juice Category

16
DOLLAR SHARE



$680 Million
Natural Grains, Beans, Rice Category

2
DOLLAR SHARE

Source: Smucker Internal Multi-Outlet Share Report 52 weeks ended September 6, 2015; SPINS SPL Universe 52 weeks ended September 6, 2015

Well-Positioned for Growth



CONSUMER INSIGHTS

Ensure We are Meeting the Needs of Our Consumers



INVEST IN BIG IDEAS

Growing *Jif* and *Smucker* to $1B in New and Existing Categories



ON-TREND BRANDS

Support On-Trend Brands such as *Sahale* and *TruRoots*



EMOTIONAL BOND

Build and Strengthen Our Connection with Consumers