



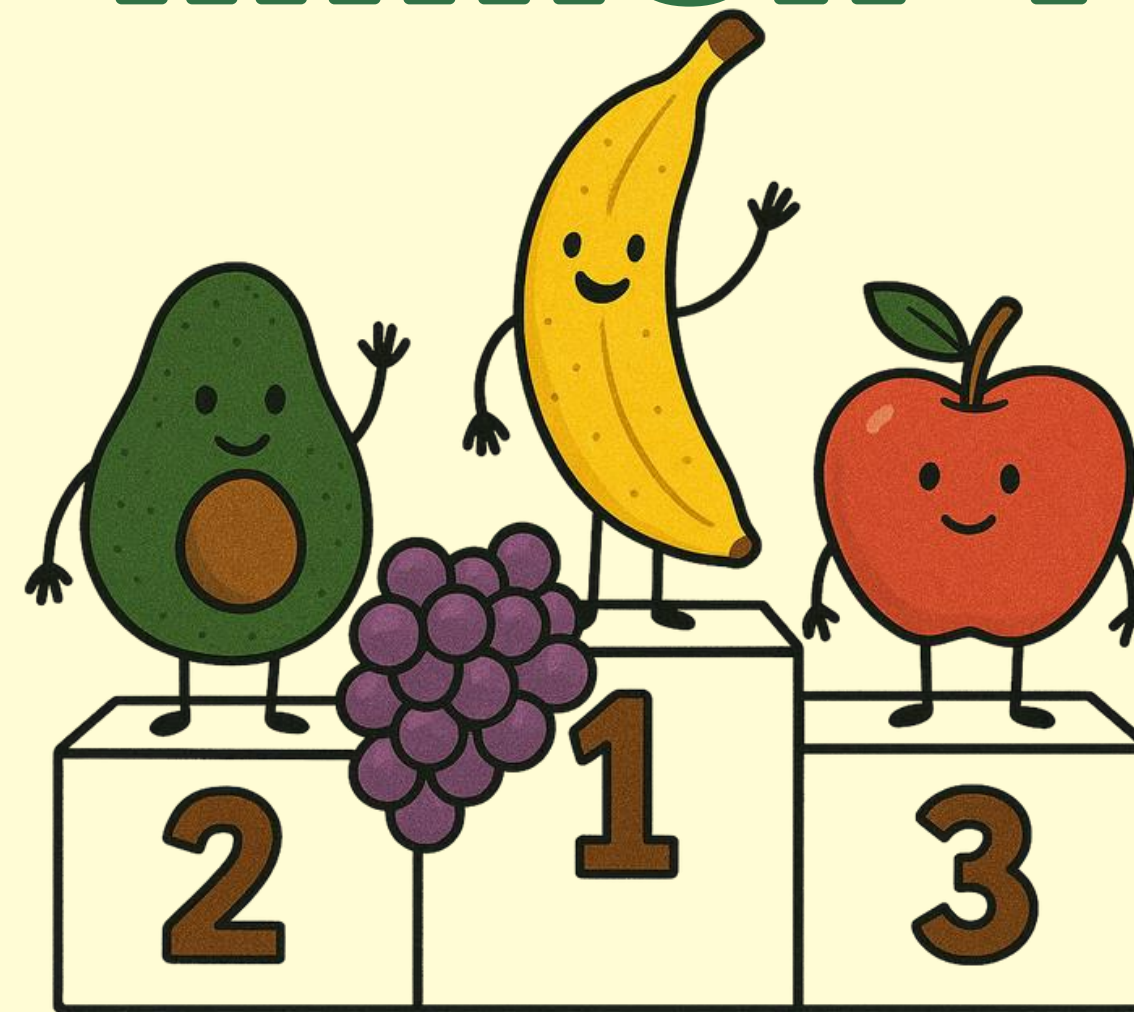
MARKET STATUS across Europe





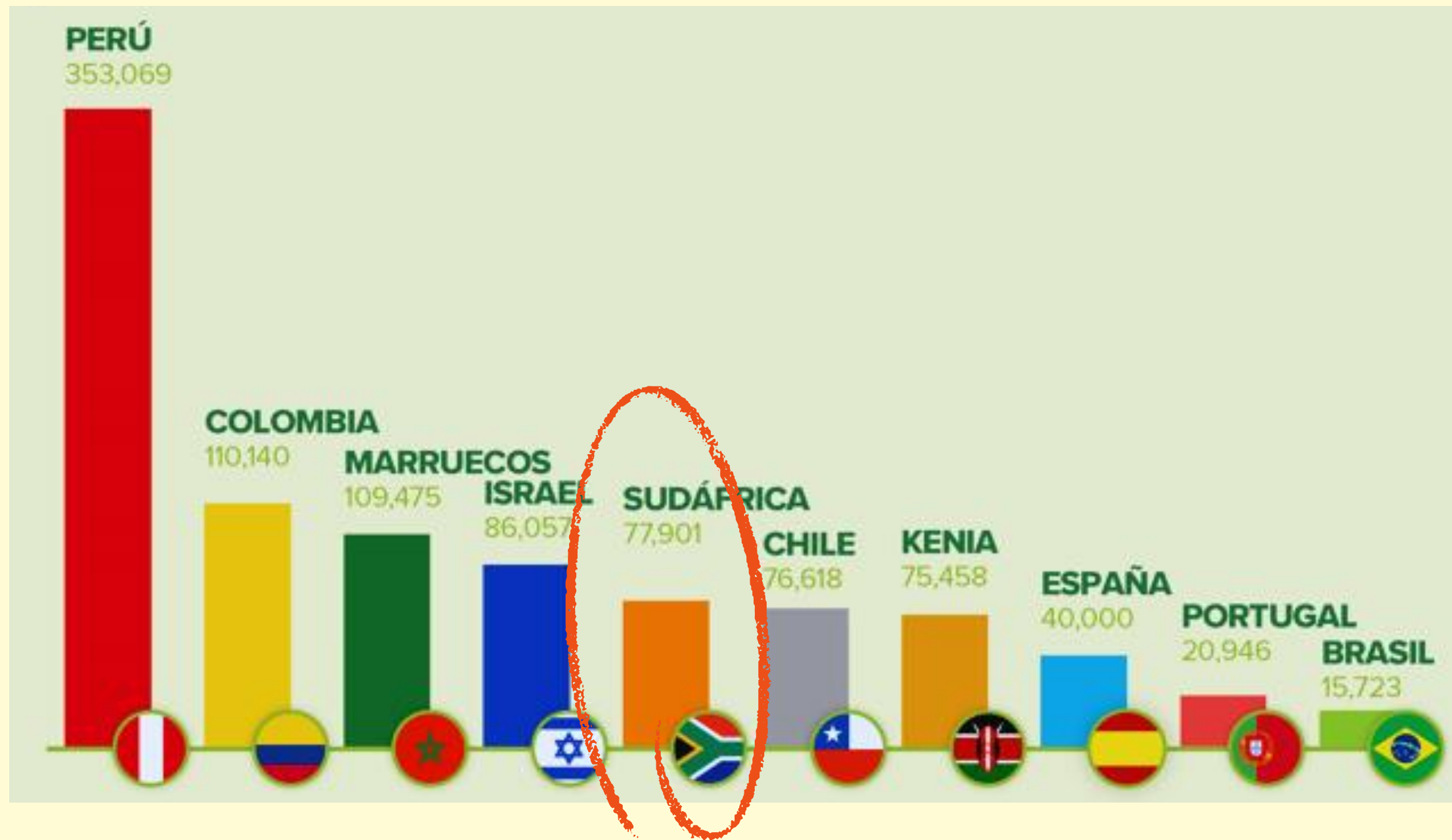
Despite avocados perceived as an expensive fruit...

Europe has reached 1.07 million Tonnes

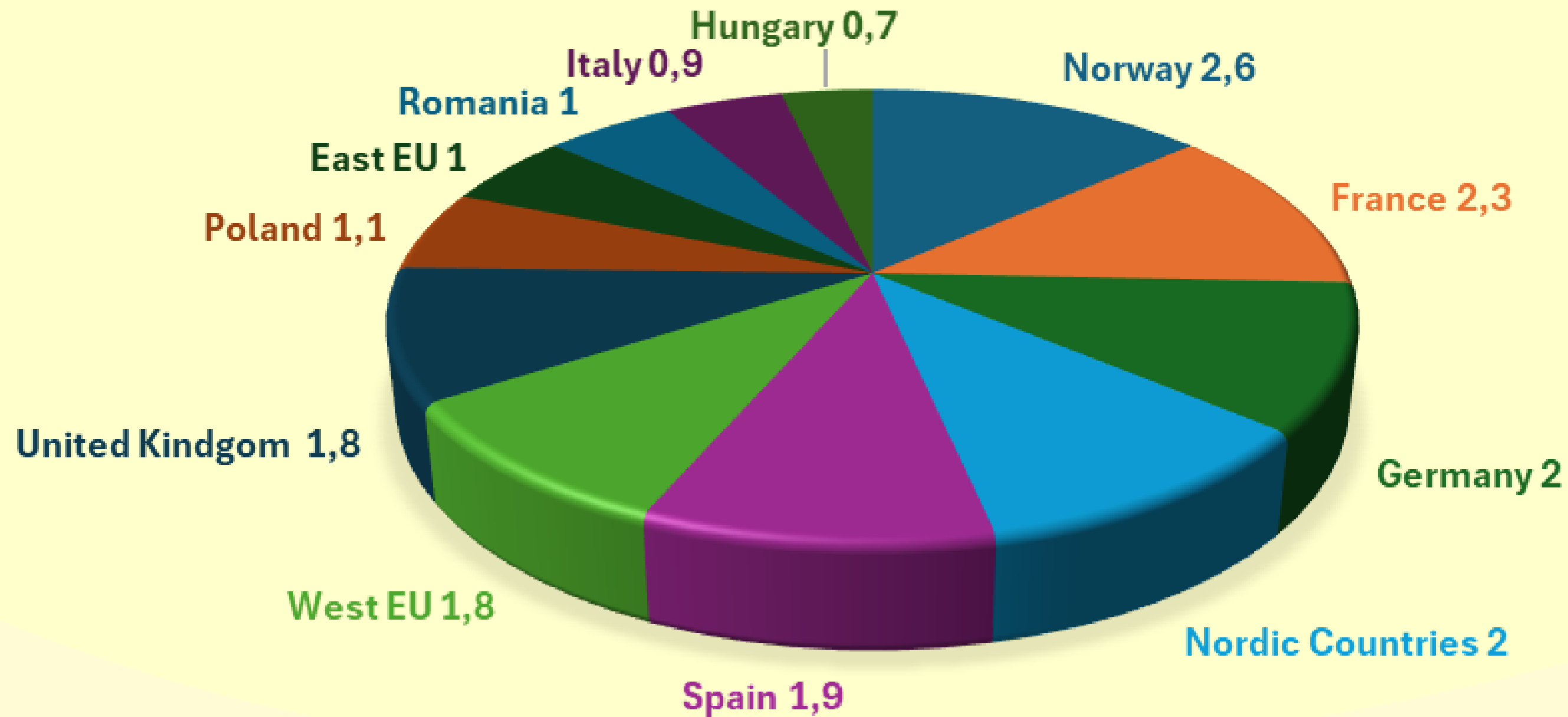


2nd place Globally

Top 10 European suppliers



European Consumption per capita (Kgs)



Source: Cirad, Kg per capita

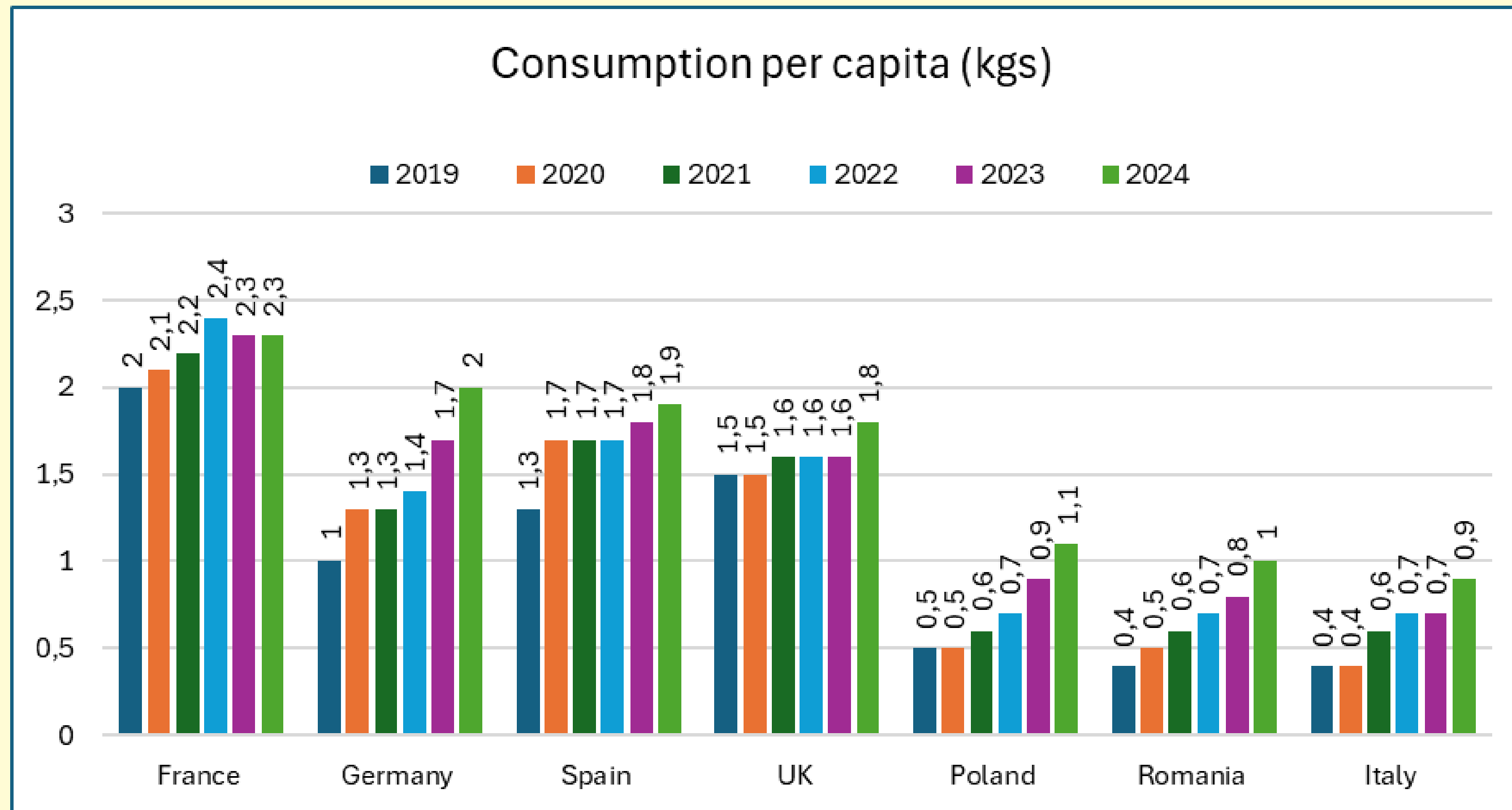
How we reach your consumers to drive category growth:







WAO supporting category growth



Supporting the Winter season, for the 1st time:

- Retail campaigns supporting new grower members
 - Colombia and Israel



- Press and media campaigns ongoing
- Social media every week, specific across 5 countries
 - Instagram</

