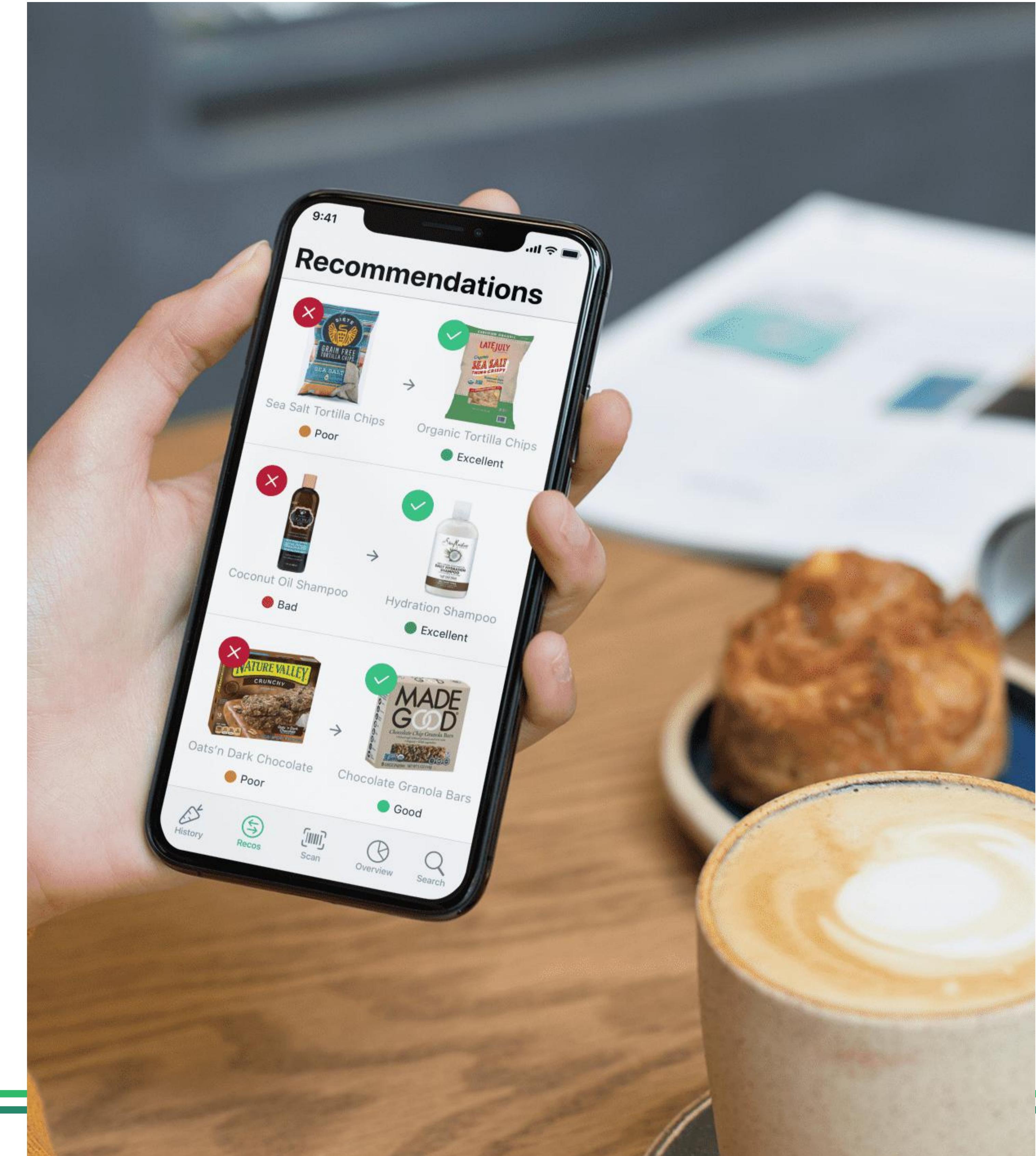


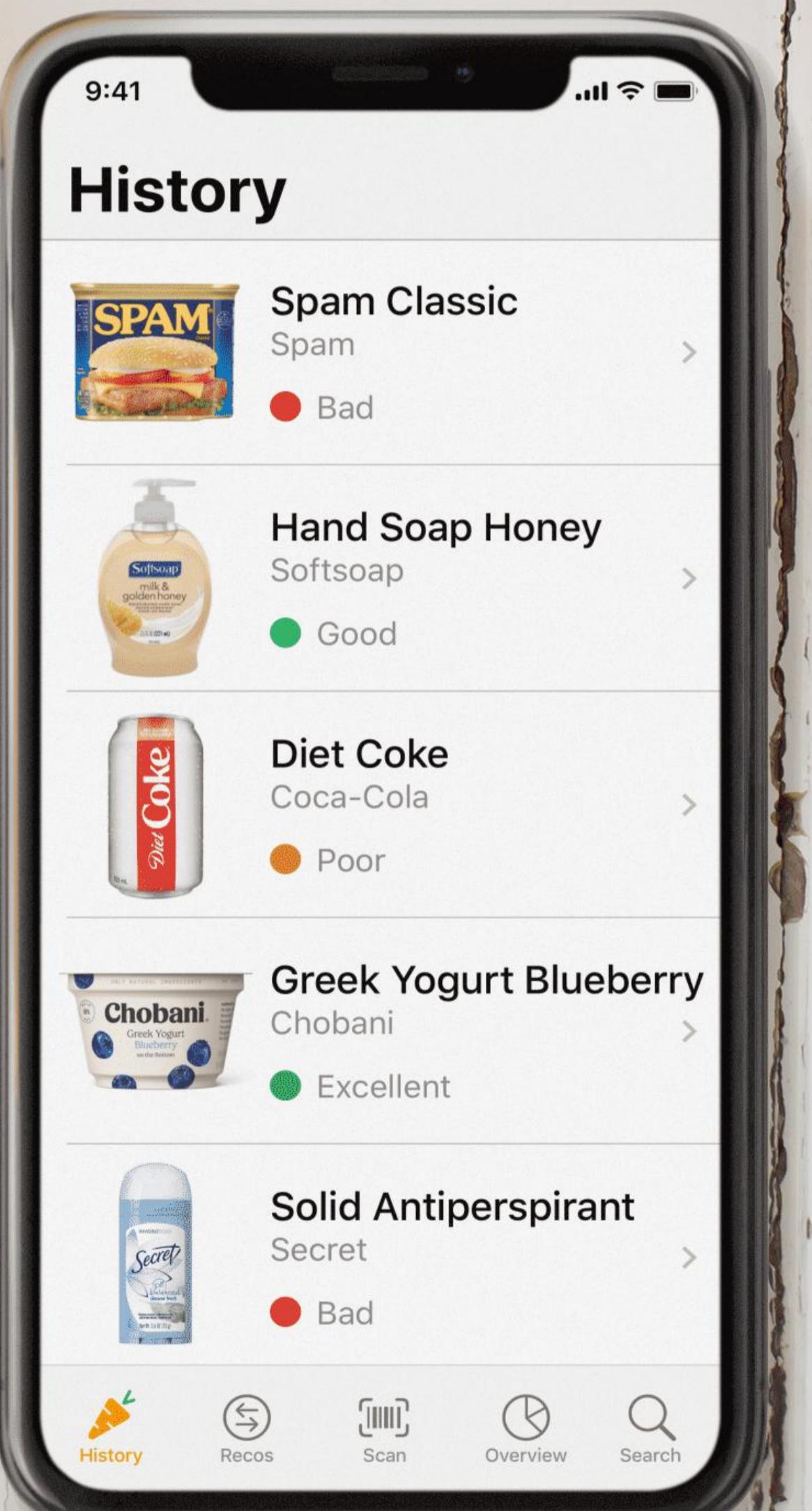


# PRESS KIT

Last update : 10/06/2020

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## THE APP THAT DECIPHERS THE UNDECIPHERABLE

How to find your way through a jungle of food labels in order to choose products that are good for your health? This was what Benoit asked himself after taking a closer look at the ingredients found in the products he had bought for his children.

**« You need a degree to be able to decipher the labels! »**

With his brother François and his friend Julie, he decided to make the ingredient list more transparent so that **consumers can make more informed choices**, hence the application Yuka was therefore born in January 2017.

In a single scan, Yuka provides an **overall evaluation of the health impact of products**. This evaluation is accompanied by a visual color-coded indicator and a more detailed analysis of each product. When the product has a negative impact, Yuka recommends similar products that are healthier.

In light of a very strong demand from users, Yuka also decided to start **analyzing cosmetics and hygiene products** back in June 2018.

The application has grown at a fast pace since its launch. In June 2020, three years and a half after its launch, it passed the **18 million users mark**.

Yuka's mission goes beyond just helping users choose healthier products. Ultimately Yuka wants to **turn consumers into consumption influencers**.

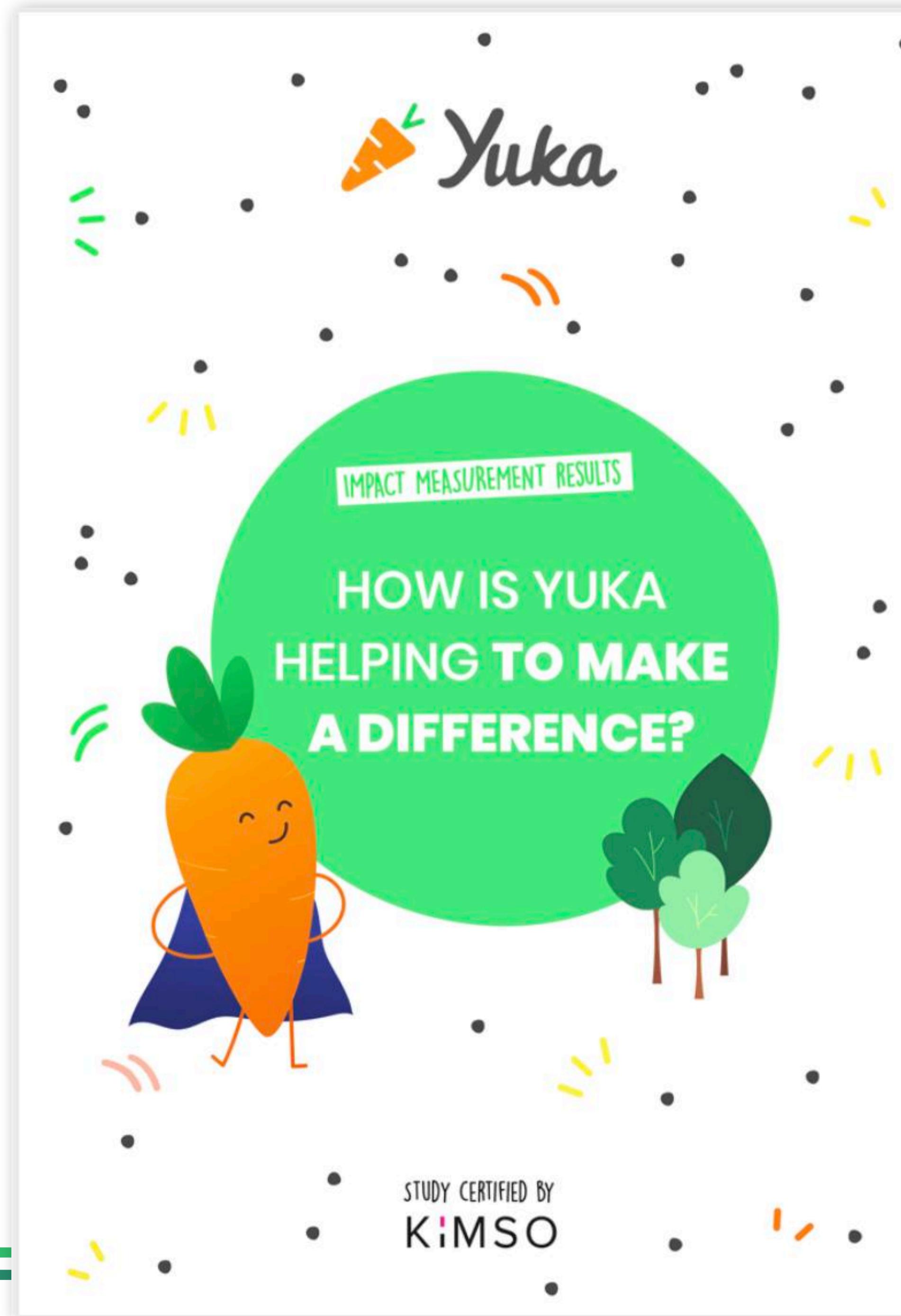
**« Giving back the power to consumers .»**

The objective is through more informed choices, consumers drive manufacturers to offer better products. Since its launch, **Yuka has already witnessed many changes to the ingredients found in products**; for instance, controversial additives have been removed by several brands.



**« I SCAN SO I AM »**

## YUKA'S IMPACT



### YUKA IMPACT MEASUREMENT

In September 2019 Yuka published an impact measurement that was performed with 230,000 users and 21 manufacturers.

All the results are available [here](#).

### USER SIDE : KEY FIGURES

The study reveals that Yuka not only helps the users choose better products, but contributes more globally to put food back to the heart of their concerns:

- 92% of users put products back on the shelf when the grade shows as red in the app.
- 83% of users buy less but with better quality.
- 84% of users buy more raw products and 78% more organic products.

### MANUFACTURER: IMPORTANT TESTIMONIALS

The study also reveals that 90% of users are convinced that Yuka can push brands to offer better products. Concrete proof was provided by the statements of 21 manufacturers:

- 21 food and cosmetic companies have stated that Yuka has impacted the formulation of their products. They include Nestlé France, Monoprix, Garancia, Unilever, Caudalie, Leclerc, Fleury Michon and Intermarché.
- These companies provided concrete examples of products whose composition has been improved thanks to Yuka.

# FOOD PRODUCT ANALYSIS

The product rating is based on 3 criteria:

- **Nutritional quality** represents 60% of the score and is based on the European Nutri-Score calculation method.
- **The presence of additives** represents 30% of the score: our reference is based on the latest scientific data. We take into account the opinions of European Food Safety Authority, French Agency for Food Safety (ANSES), IARC as well as many independent studies.
- **The organic aspect** represents 10% of the score and is based on whether or not it has the European organic label.



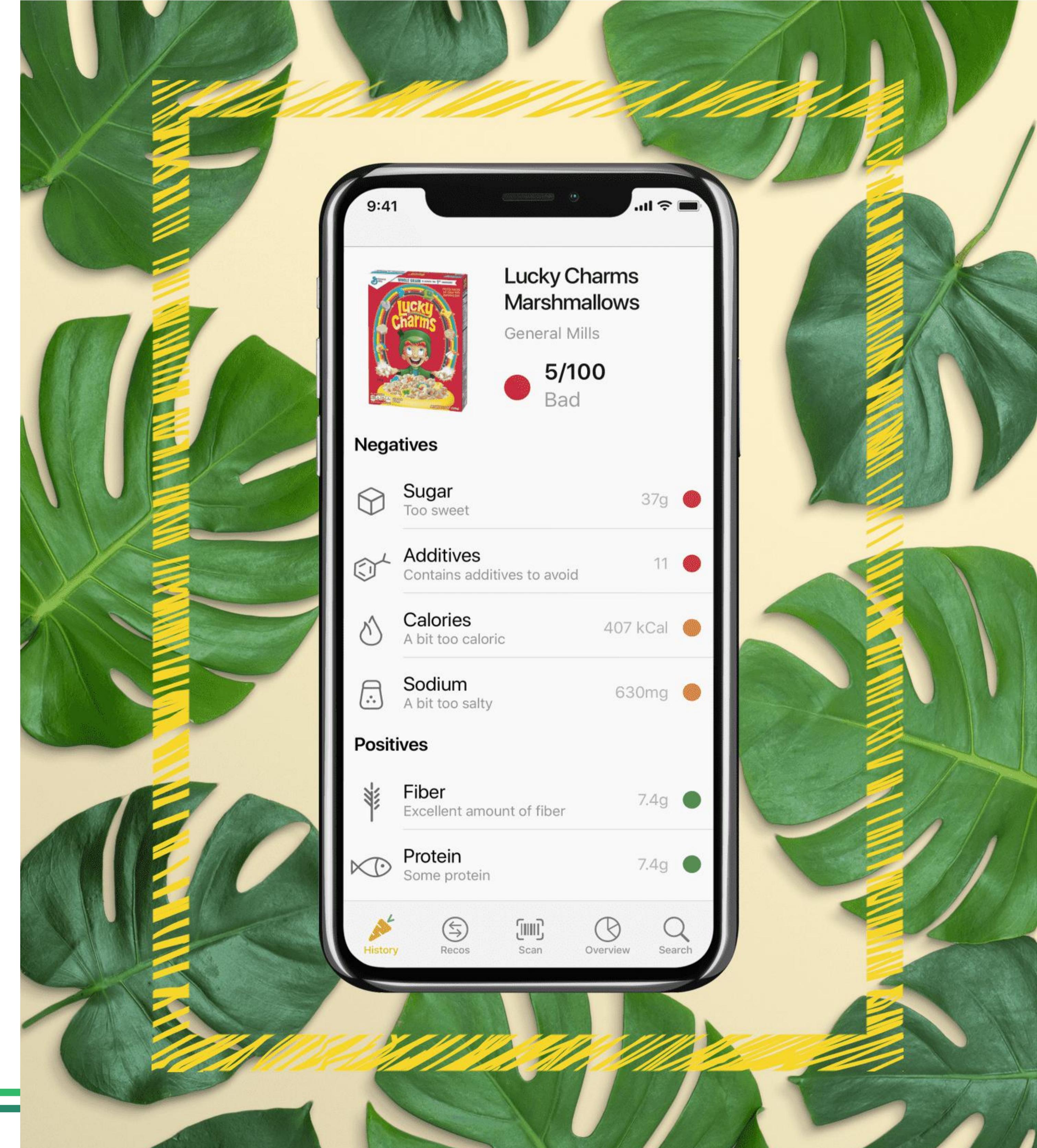
This rating is performed in a **completely neutral and independent manner**.

Recommendations are also selected impartially.



Alternatives are selected using an algorithm that takes into account 3 criteria: **the product category** in order to recommend a product that resembles the initial product as close as possible, **the product rating** in order to recommend only highly-rated products, and **product availability** for recommendations that can be found easily in stores. No brand can influence these recommendations.

Yuka analyses food products that **have a barcode**, all brands combined. Some products however are not analyzed because of their specific composition: alcohol, infant milks, protein powders, etc.



# COSMETIC PRODUCT ANALYSIS

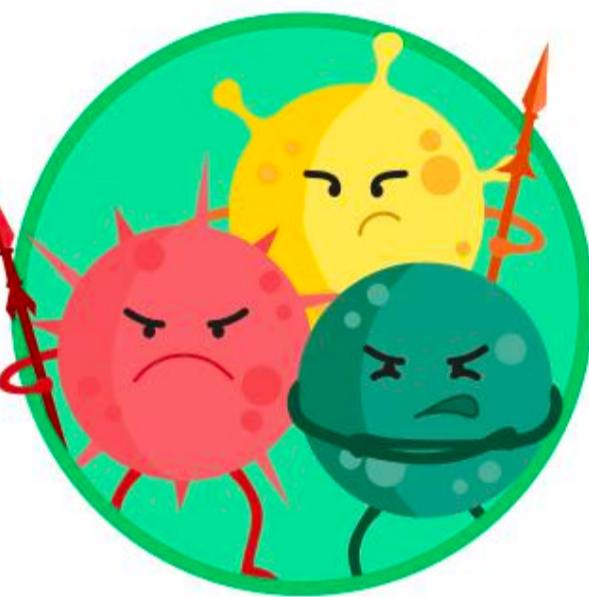
In response to the high demand from users for Yuka over the course of various months, on **27 June 2018** Yuka launched the analysis of cosmetics and hygiene products. This feature has been integrated into the existing application and is completely free.

Yuka thus continues its mission of **making the composition of products more transparent**. Our rating is based on the analysis of all the ingredients present in the product.



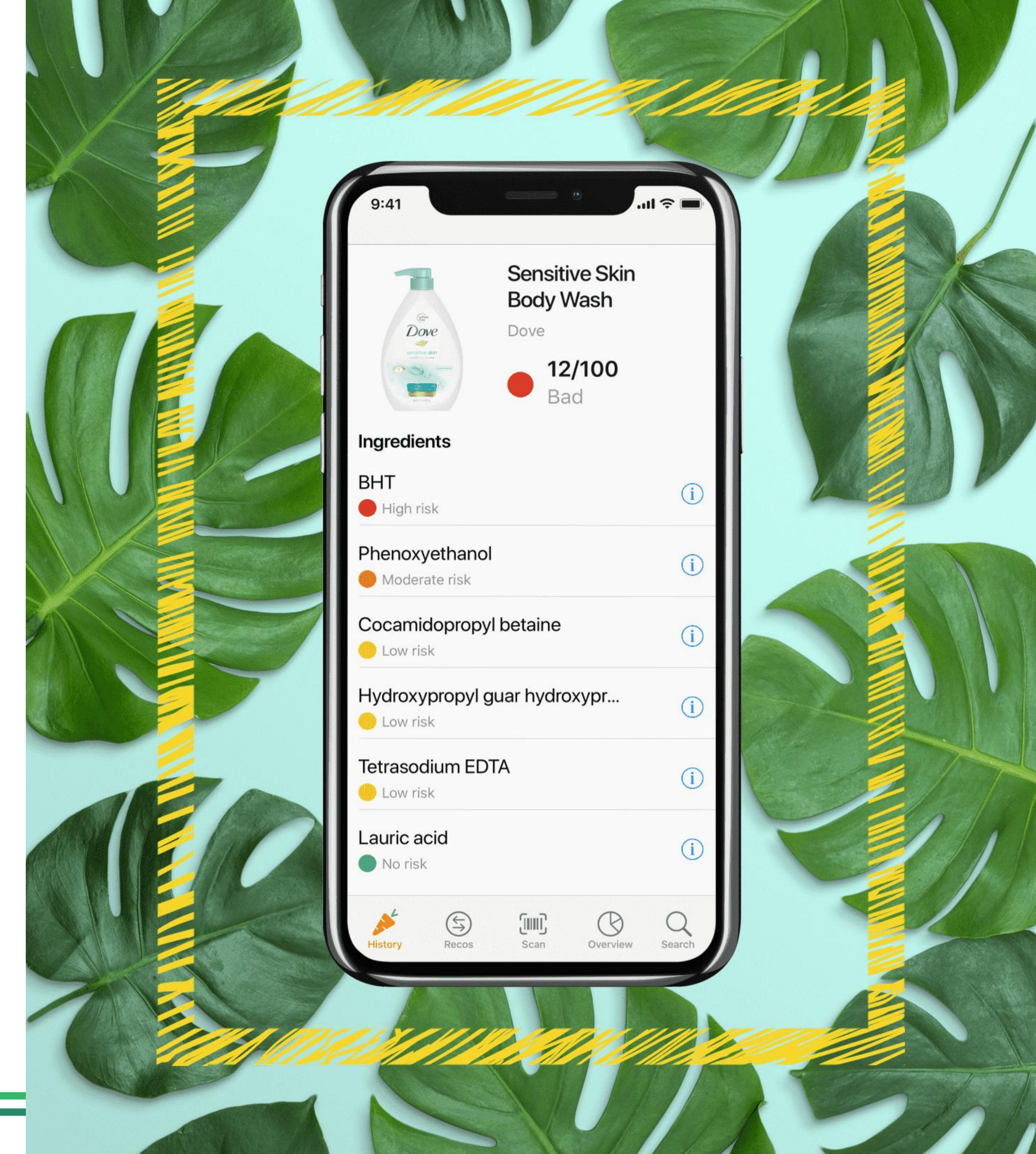
Each ingredient is assigned a risk level based on its proven or suspected effects: **endocrine disruptor, carcinogen, allergen, etc.**

The level of risk is determined according to the latest scientific data, based in particular on the studies of the Scientific Committee on Consumer Safety (SCCS), IARC and the SIN list and many independent studies.



It must be said that while the food product labels are difficult to understand, it is even more challenging for cosmetic products as the **ingredients are written using their scientific names... in Latin!**

As with food, when a product has a bad rating, **Yuka provides a completely impartial recommendation** for a similar healthier alternative that contains fewer controversial ingredients.



## WATERTIGHT IMPARTIALITY

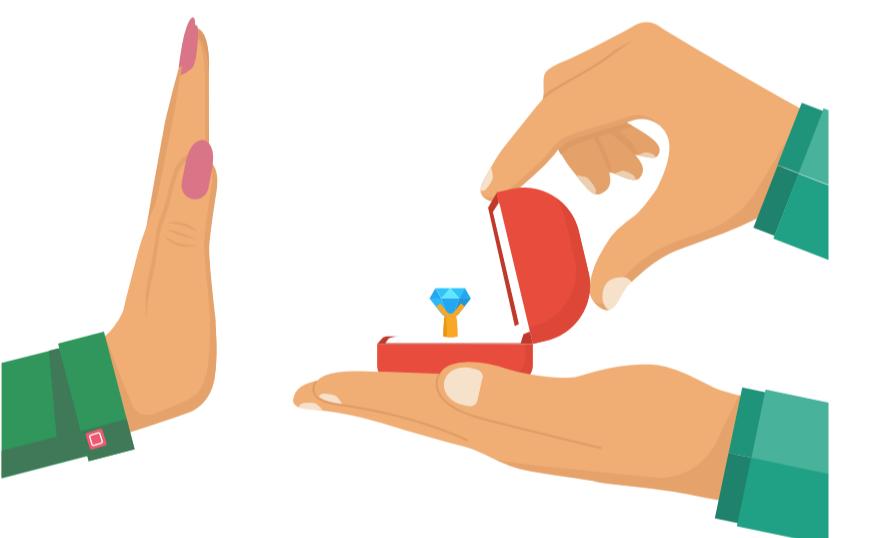


### MEANING ABOVE ALL

With Yuka, we are committed to creating a meaningful project. Our primary goal is to **maximize our positive impact on companies** before maximizing our revenue. This philosophy stems from our involvement with the Ticket for Change program in 2016. This is why we refuse any funding that could come from brands or distributors. In the same way, **we do not exploit or resell any of our users' data**. The content of our user's refrigerator is a well kept secret!

### ADVERTISING BANNED ON THE APP

The rating of food and cosmetic products, like the recommendations, is based on a **completely impartial algorithm** that no brand can influence. Two different brand products with identical ingredients always have the same rating in Yuka. In addition, for recommendations, Yuka offers up to 10 alternatives that can be filtered by a distributor.



**THE IMPARTIAL RATING  
AND RECOMMENDATIONS  
ARE DONE IN A  
COMPLETELY NEUTRAL MANNER**



**YUKA HAS DEVELOPED  
A HEALTHY BUSINESS MODEL  
ENABLING IT TO  
REMAIN 100% INDEPENDENT**

### HEALTHY FINANCING

Yuka is funded through three sources of income. Our first source of financing is the premium version of the application. It is a paid version (€ 15 / year) that allows access to additional features: offline mode, search bar to search for a product without having to scan it, customizable alerts based on food preferences.



Apart from the premium version, we also have two other sources of income:

- Our **Nutrition Program sold on our blog for €59**. This program (in French only) aims to teach the fundamentals of a healthy diet within 10 weeks. It includes the 10 Golden Rules of healthy eating, recipes, and access to a nutritionist to answer all your questions.<https://nutrition.yuka.io/>
- Our **calendar of seasonal fruits and vegetables**, to hang or put in the kitchen. It is sold on our site for € 14.90 (only available for France)

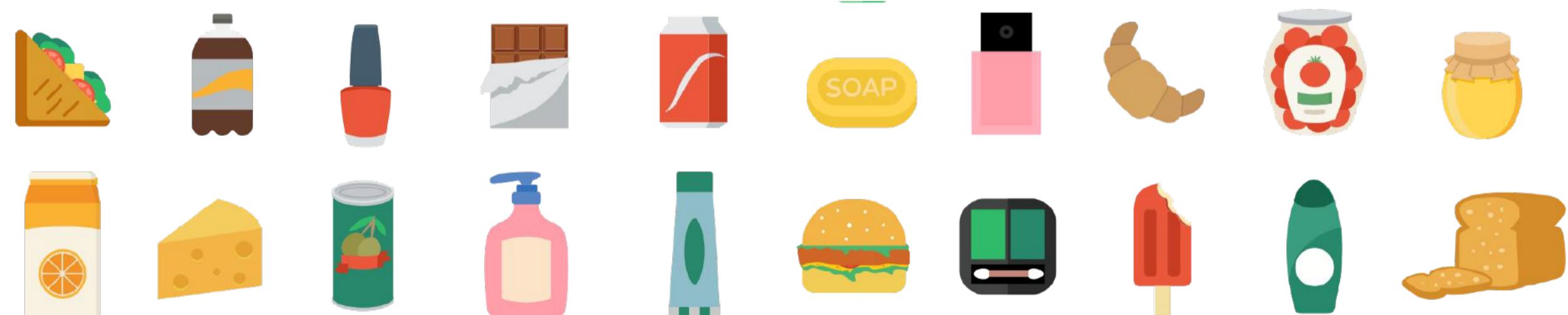
## A SIGNIFICANT DATABASE

### 1,500,000 PRODUCTS LISTED IN THE YUKA DATABASE

Yuka has been building **its own database** since January 2018. It currently has **1.5 million products** registered (including 70% of food products and 30% of cosmetic products).

Two sources of information feed into this database:

- 1) **The contributions of users**, who can provide information directly through the application about products not recognized by Yuka by adding photos of the products and their composition. Many control systems guarantee the accuracy of the information. More than 2000 contributions per day are registered.
- 2) **The contributions of the brands**. Today we work with many brands and industrial groups in the transmission of product data. This information corresponds to what is required to be indicated on the product labels: therefore, there is no conflict of interest.



### A TIGHT CONTROL SYSTEM

To ensure the information that appears in the application is correct, Yuka has put in place controls. First, there are **many automatic controls** in the application that detects erroneous or inconsistent data and prevents them from being entered.

Second, **three people work full time in the database**. They verify the data of the products and are responsible for correcting them when necessary. They also control daily contributions and prohibit users from inputting incorrect information and block them so they can no longer use the app.

## THE TEAM BEHIND THE CARROT



Crédits : Evelyne de Brauw



**Julie Chapon** is in charge of marketing, customer service and content creation.

She initially spent 5 years as a consultant supporting companies with their digital transformation before joining this **more meaningful entrepreneurial adventure**. She managed to get 14 million people to download the app without spending any money on advertising. She is **passionate about nutrition** and loves to write articles on the subject! She also values **women entrepreneurship**, especially in Tech.



**François Martin** leads the technical aspects of Yuka. He is particularly responsible for the development of the iOS app, the backend and the infrastructure. The geek of the team has always been an entrepreneur at heart: on leaving school he created a web



agency with two friends. He spent 6 years developing websites and mobile apps for associations and entrepreneurs. He then wanted to use these skills to build his own project. He is also a **design enthusiast**, keen to create a beautiful and easy to use application.



**Benoit Martin** is in charge of developing the Android App. He is also François's big brother, hence the resemblance. Before Yuka,

Benoit worked in banking and insurance for 10 years. After this he sought a **complete transformation** by devoting himself to an itch that he had never been able to scratch: coding. He thus followed online training and **learned to code in a few months**, before releasing the application on Android. He is also the father of three wonderful children, thanks to them he gets to work early.



## THE EUROPEAN SUCCESS IN NUMBERS

**1,5M**

REFERENCED PRODUCTS

70% in food and  
30% in cosmetics



**18M** USERS  
as of June 2020



**5M**

PRODUCTS  
scanned daily

**9**

COUNTRIES

France, Belgium, Switzerland,  
Luxembourg, Spain, United Kingdom,  
Ireland, Canada, United States



**1,5M**

UNIQUE VISITORS

on the blog each month,  
accessible from the website

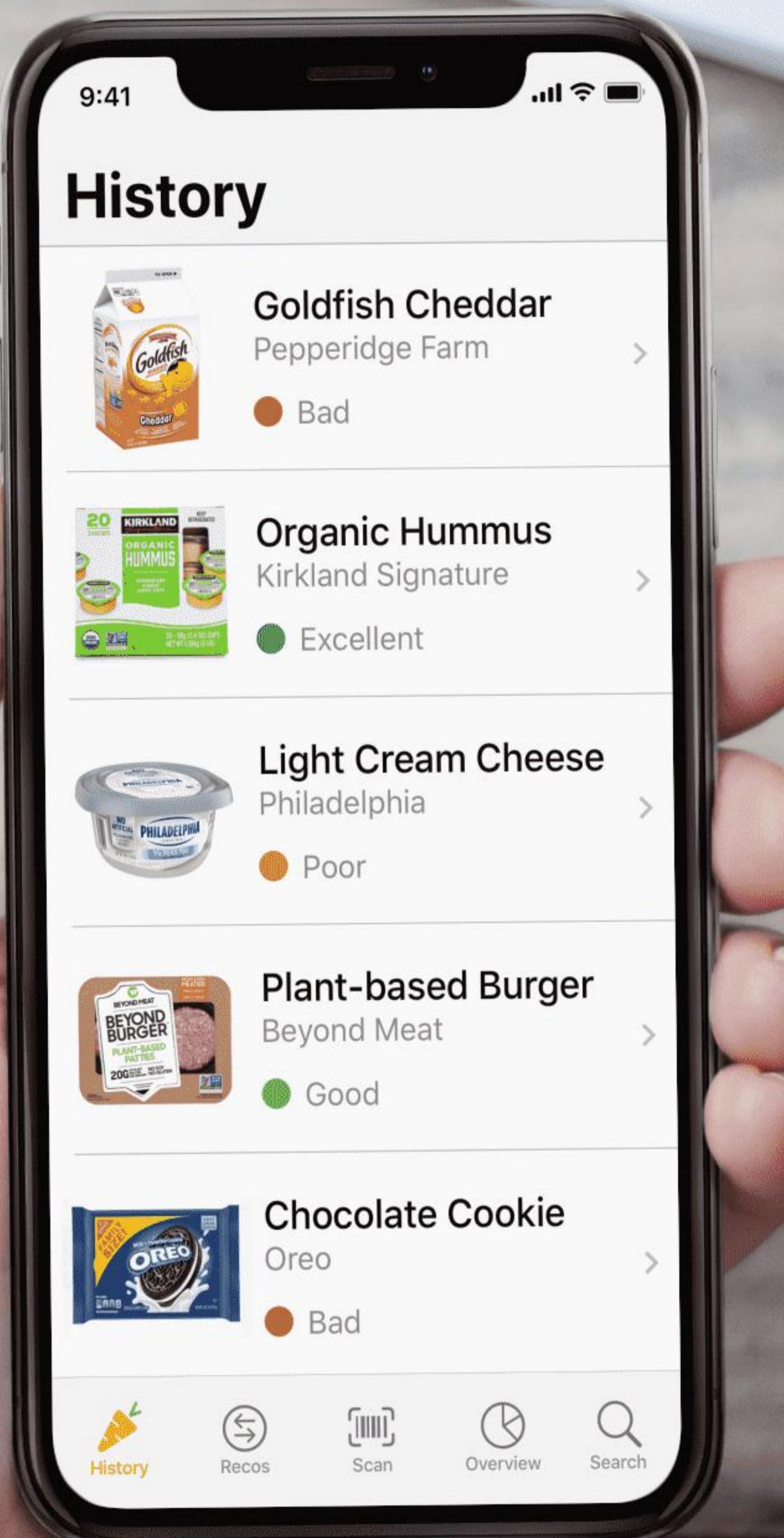


**55**

SCANS / SECOND

averaged over 24h with peaks at  
100 scans / second



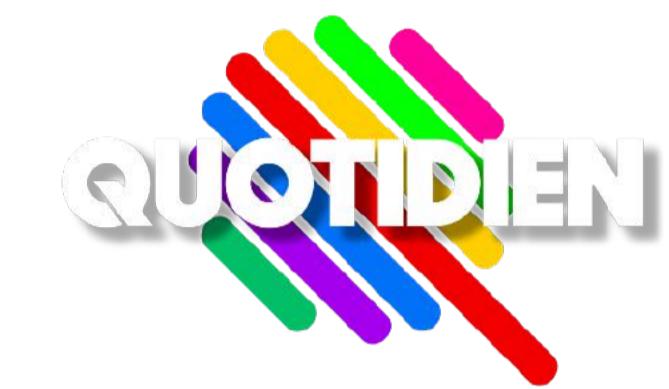


## A HUGE MEDIA COVERAGE IN EUROPE

Le Monde

BUSINESS  
INSIDER

VANITY FAIR



20  
minutos

L' OBS

el Periódico

le Bonbon

BFM  
TV.

TF1

EL PAÍS

Libération

Le Parisien

ELLE

LA VANGUARDIA

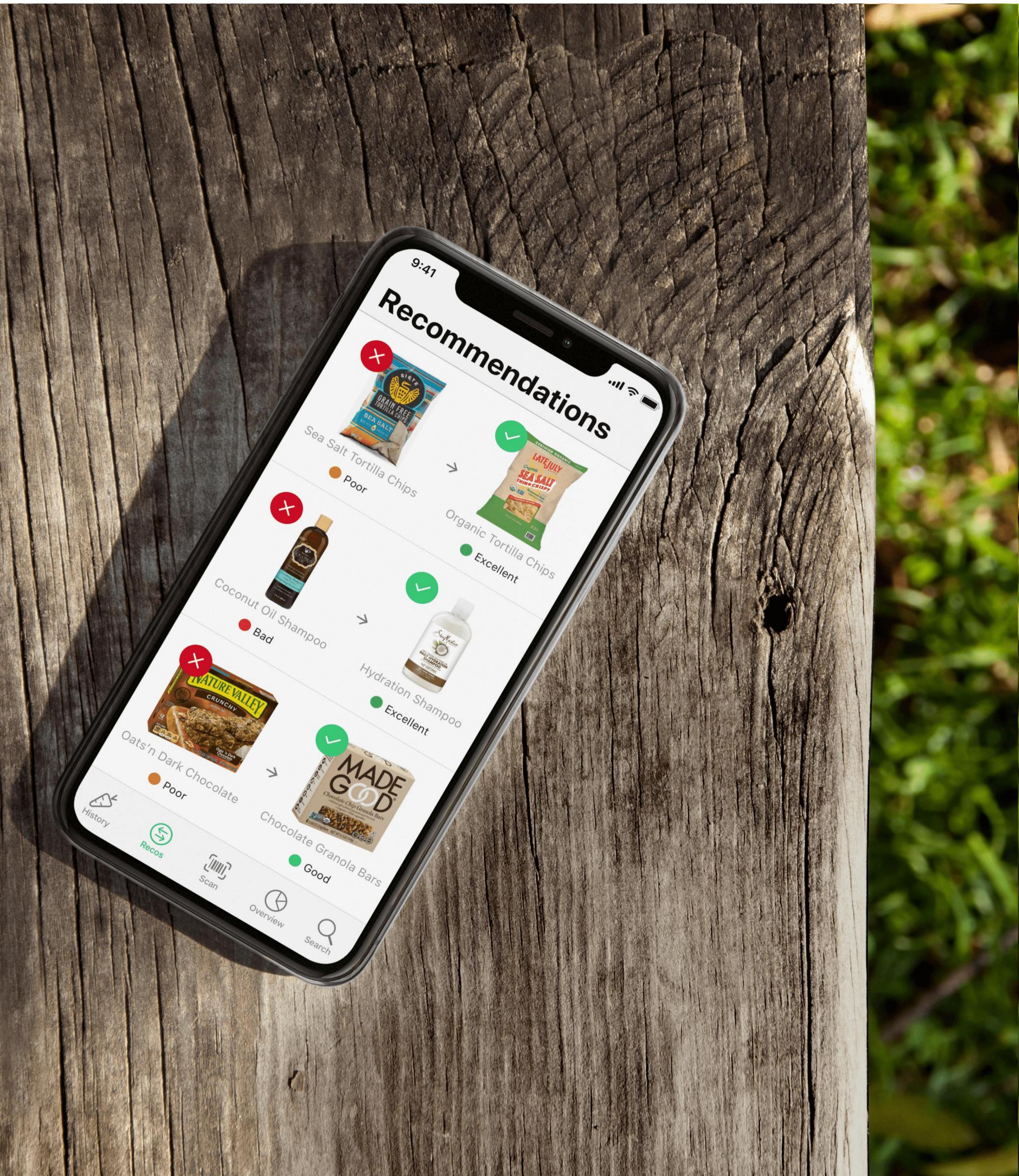
VOGUE

l'express



PARIS  
Match

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