



Yuka

IMPACT MEASUREMENT RESULTS

HOW IS YUKA
HELPING TO MAKE
A DIFFERENCE?



STUDY CERTIFIED BY

KIMSO

Contents

1.

Editorial

2.

Key takeaways

3.

Overview of Yuka

4.

Methodology

5.

Our impact

6.

What next ?

EDITORIAL



JULIE

Co-founder



BENOÎT

Co-founder



FRANÇOIS

Co-founder

When we launched Yuka in January 2017, we had a crazy idea: help consumers make the right choices for their health and work together to compel manufacturers to improve their products.

The food product analysis app quickly became a cult hit. That success showed us that we were fulfilling a real need for transparency about product contents. Then we started receiving hundreds of requests to expand our analyses to cosmetics and personal care products, which we did in June 2018.

Today, over 17 million people have downloaded Yuka. Each day we receive messages of thanks from users who have changed their buying habits. This inspired us to measure our actual impact and to understand the extent to which Yuka is helping change things.

To do that, we conducted an impact study on our users. More than 230,000 people took the time to answer our questionnaire. We also collected testimonials from 21 manufacturers in the food and cosmetics sectors who upgraded their products. We are both pleased and proud to share these results with you. We sincerely hope that this is just the beginning of an even bigger impact!

Julie Chapon, François Martin and Benoît Martin



Key takeaways

91%

of users consider Yuka one of the most useful applications on their phone

83%

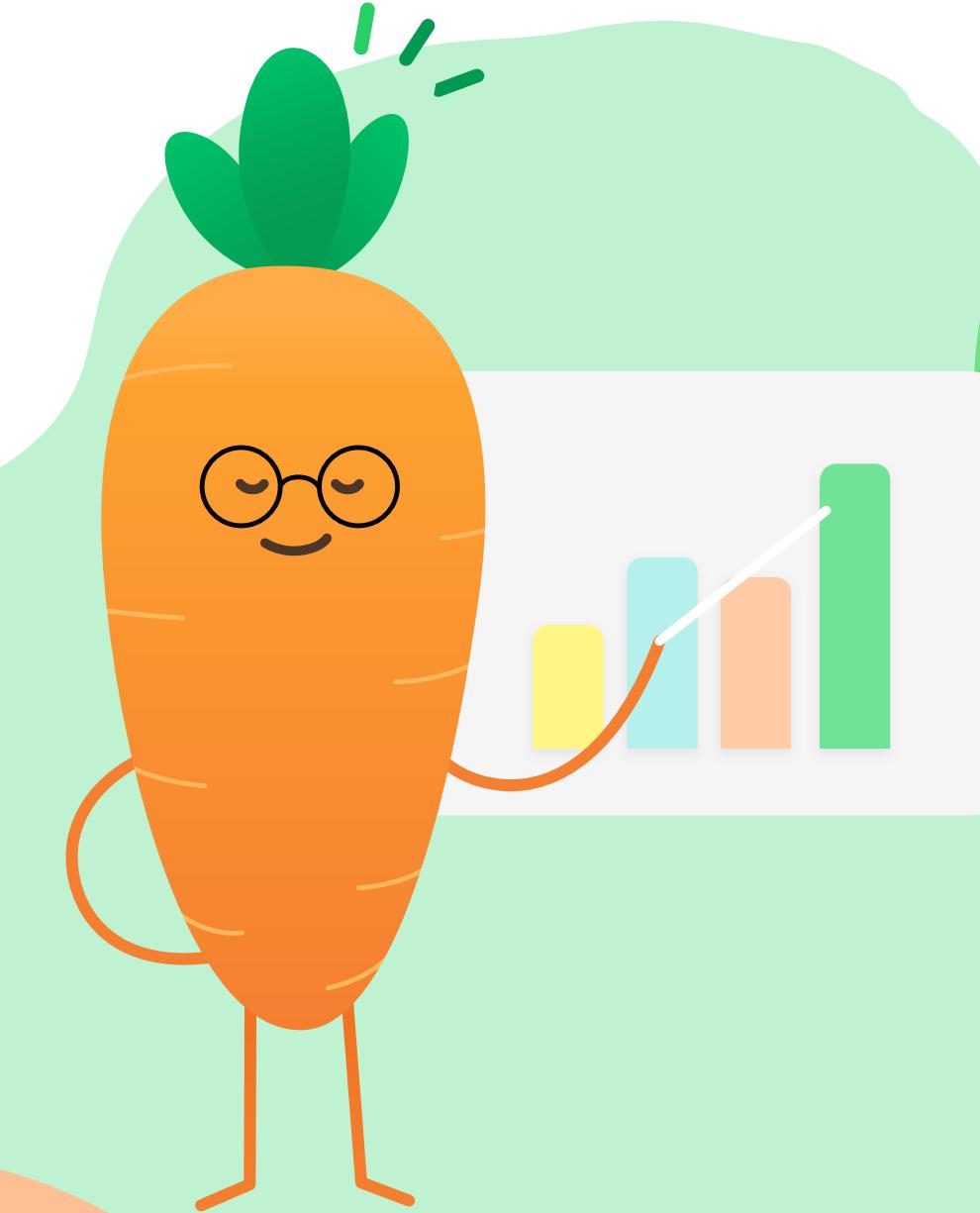
of users buy fewer products, but of higher quality

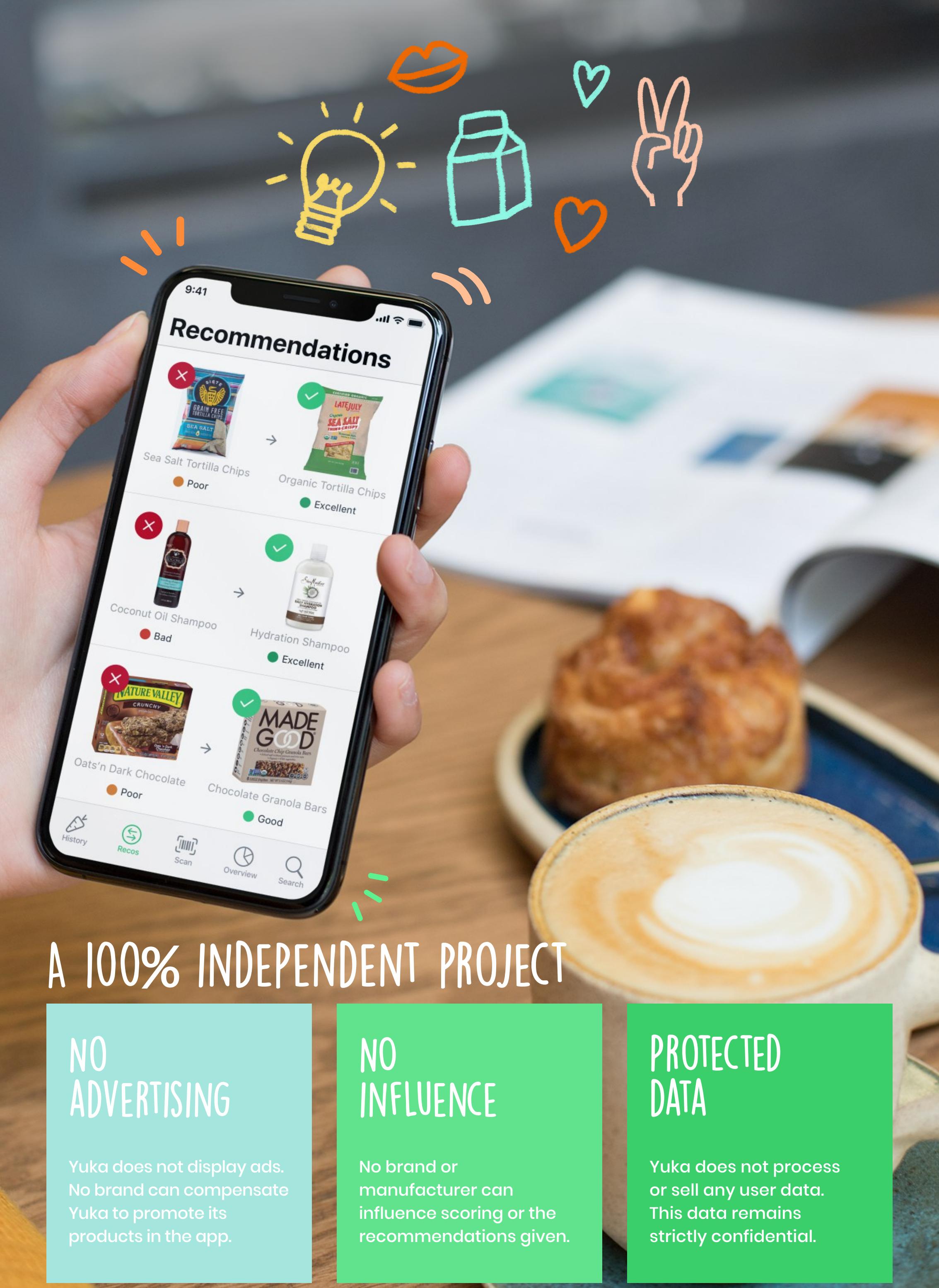
94%

of users stopped buying certain products

90%

of users believe that Yuka can influence brands and manufacturers to market better products





A 100% INDEPENDENT PROJECT

NO ADVERTISING

Yuka does not display ads.
No brand can compensate
Yuka to promote its
products in the app.

NO INFLUENCE

No brand or
manufacturer can
influence scoring or the
recommendations given.

PROTECTED DATA

Yuka does not process
or sell any user data.
This data remains
strictly confidential.

Overview of Yuka

WHAT IS YUKA?

Yuka is a free mobile app that allows you to scan the barcodes of food and personal care products and instantly see their impact on your health. A rating and detailed information help you understand the analysis of each product.

Yuka is a small team of 11 people who pour their energy each day into a job that means something to them: **a free app to help individuals make the right choices for their health.**

We firmly believe that, together, we can have a greater impact. Through more informed consumption, we can be a driving force that compels manufacturers to improve their products.

Yuka's top priority :

« MAXIMIZE OUR POSITIVE IMPACT ON SOCIETY BEFORE MAXIMIZING OUR BOTTOM LINE. »



INDEPENDENCE
IS OUR CORE VALUE

The Yuka endeavor is 100% independent: we refuse to take any money from manufacturers, to advertise in the app or to capitalize on the personal data of our users.



HEALTHY FINANCING
MODEL

Yuka has developed various means of responsible financing that do not allow for any conflict of interest that could compromise the objectivity of our analyses.

Today our funding comes from three revenue streams:

A premium paid version that allows access to additional features: product search, offline mode for scanning without a network, unlimited history, and dietary preferences.

A Nutrition Programme (in French) – an online program available on our web site which allows you to acquire the basics of a healthy diet in 10 weeks.

A calendar of seasonal fruits and vegetables (only for France) to promote more environmentally friendly consumption.



INTERNATIONAL
GROWTH

Given the formidable appeal of Yuka in France, we decided not to stop there; we are expanding our impact into other countries.

In 2019, we began our international expansion. Yuka is now available in eight countries: France, Belgium, Switzerland, Luxembourg, United Kingdom, Spain, Canada and the United States.

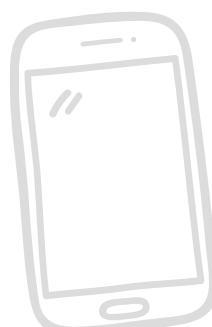
We want to continue growing to help change things on a bigger scale. Thus, we have plans to launch the app in the coming months in Italy, Germany and Portugal.

Methodology & sample

- ✓ STUDY CONDUCTED AMONG FRENCH USERS
- ✓ COLLECTION METHOD: ONLINE QUESTIONNAIRE – SELF-REPORTED DATA
- ✓ CHANGE ASSESSMENT METHOD: RETROSPECTIVE ANALYSIS
- ✓ EMAIL COLLECTION: APRIL 25–29, 2019
- ✓ FIGURES VERIFIED BY THE FIRM* KIMSO

74%

of respondents had been using the app for fewer than two months, but were still able to report a change in their habits.



47%

of respondents use Yuka every time they shop.

65%

of respondents live in urban areas and 35% in rural areas.

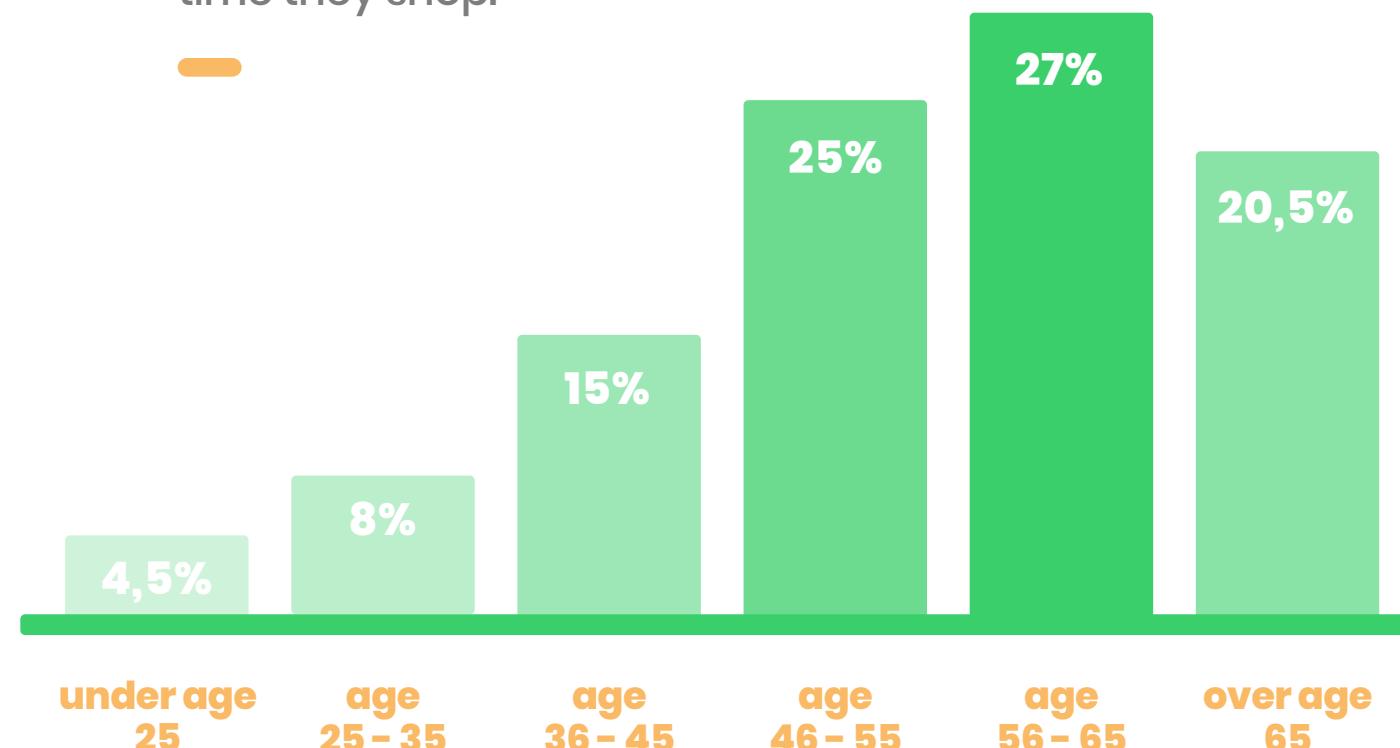


67%

women

33%

men



229 005
respondents

45%

scan food and cosmetic products



53%

scan mostly food products

2%

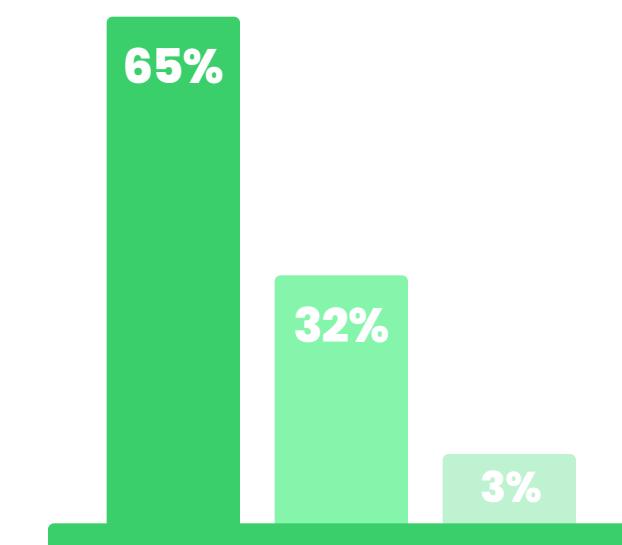
scan mostly cosmetic products

Respondents use Yuka at least once ...

per week

per month

per year



LIMITS OF THE STUDY:

- STUDY CONDUCTED IN RETROSPECT, WITH NO CONTROL GROUP
- SELF-SELECTION BIAS: INDIVIDUALS WHO IDENTIFY WITH THE BRAND MAY BE MORE LIKELY TO COMPLETE THE QUESTIONNAIRE
- SIMPLE STATISTICAL PROCESSING

*Firm specializing in impact measurement. Data reliability score: 9,1/10 as determined under the Social Impact Data Analysis standard (between 9 and 10 = very reliable data).

Note: To improve readability, the respondents will be referred to as "users" throughout the report.

Yuka

MAKE IT POSSIBLE
TO BUY BETTER
PRODUCTS



94%

of users stopped
buying certain
products



95%

of users stopped buying products which contain controversial additives.

84%

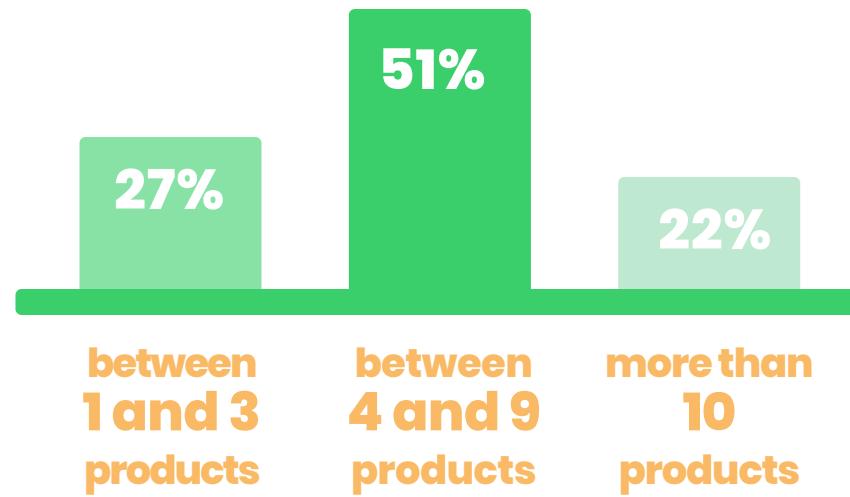
buy more raw products.



"SINCE I'VE BEEN USING THE YUKA APP, I'VE CHANGED ALL MY BEAUTY PRODUCTS! I ALSO USE A LOT FEWER PRODUCTS."



Melou, user for over 6 months



Number of products the respondents stopped buying because of Yuka.



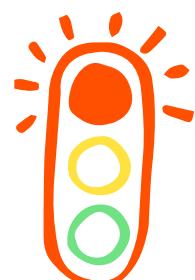
78%

buy more organic products.



92%

put back products when they are rated red on the application.



"I DID NOT REALIZE THAT SO MANY PRODUCTS USED ON A DAILY BASIS COULD CONTAIN SO MANY DANGEROUS SUBSTANCES."



Coralie, user for over 6 months

"THANKS TO YUKA I HAVE CHANGED ABSOLUTELY EVERYTHING, BOTH FOOD AND COSMETICS – MY CUPBOARDS ARE GREEN!"



User for more than 6 months



yuka
PUTS BACK
FOOD
AT THE HEART OF
OUR CONCERNS

83%

of users buy fewer
products, but of
higher quality

57%

of users report cooking more often.



96%

of readers of the Yuka nutrition blog* learned something from the articles.



66%

of parents use the app with their children as an educational tool.



83%

of readers of the Yuka nutrition blog* have implemented concrete practices they learned in the articles.



"THANK YOU. NOW I COOK WITH 'RAW' INGREDIENTS AND TRY TO BUY FROM LOCAL PRODUCERS WHENEVER POSSIBLE."



User for fewer than 6 months

"I AM IMPRESSED THAT MY CHILDREN USE YUKA AND THAT THEY LIMIT PRODUCTS WITH ADDITIVES, ON THEIR OWN."



Gima, user for over a year

"THE BLOG CONTENT, SUCH AS THE ARTICLES ABOUT WATER, SALMON AND BREAD, ARE GREAT AND HAVE REALLY CHANGED HOW I CONSUME."



Adrien, user for more than 1 year



Yuka HAS AN IMPACT ON INDUSTRY

90%

of users consider
that Yuka can push
brands and
manufacturers to
offer better
products



TIME FOR
CHANGE

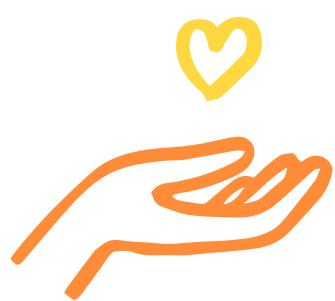
84%

of users are convinced that Yuka can have more impact than public authorities to make a difference.



88%

of users agree that Yuka can help improve legislation about which substances are authorized in products.



"IT'S AMAZING THE POWER THAT SUCH A SMALL APP CAN HAVE TO MAKE A DIFFERENCE, WHEN THE GOVERNMENT CAN'T DO IT UNDER PRESSURE FROM LOBBYING."



Dine, user for over a year

"WITH YUKA, I FEEL LIKE I HAVE A ROLE TO PLAY AND LESS LIKE I'M THE VICTIM OF THE INDUSTRIAL POWERS! "



User for more than 1 year

"WE ARE BECOMING ACTIVIST-CONSUMERS AND WE ARE ALREADY SEEING CHANGES IN THE INGREDIENTS CONTAINED IN OUR PRODUCTS."



Martine, user for fewer than 2 months

This user feedback survey was also supplemented with testimonials from manufacturers about Yuka's impact on their product improvement approach.

- The call for manufacturer feedback was public and open to any company that wanted to speak out about Yuka's impact on its products.
- Because Yuka is a 100% independent project, no manufacturer was paid to contribute a testimonial to the study.
- The statements from manufacturers pertain only to Yuka's impact and do not in any way aim to promote their brands or products.
- It is a non-exhaustive list of examples: Yuka has probably had an impact on many more manufacturers and products.

Concrete changes to products



Buitoni

Sodium content reduced in Fraich'Up pizzas.

April 2019



TUC

Salt reduction between 15% and 25%, depending on the variety; reduction of saturated fats by 70%

March 2018



Carte d'Or

Launch of a new range of organic sorbets containing fewer ingredients and less than two additives.

April 2019



Saint Eloi - Intermarché

Removal of sodium ascorbate and sodium nitrite from their "Poêlée Paysanne".

1st quarter of 2020



Caudalie

Removal of benzyl salicylate from sprays and sunscreens.

April 2020



Cosmia - Auchan

Removal of phenoxyethanol, methylisothiazolinone and methylchloroisothiazolinone from their "Fleur de Coton" hand wash.

June 2019

See all the examples on page 14 of the French version.



Sylvie WILLEMIN, Nestlé France

Nutrition Director

« Yuka, which uses the Nutri-Score program to which we are committed, is pushing us to speed up improvements to our products, simplify our ingredient lists and build out our organic and plant lines. »



Thierry COTILLARD, Intermarché

President

« Yuka is a fundamental trend, so it is essential for us at Intermarché, as producers and traders, to be pro-active in order to have the highest possible scores for our products. That's why we're going to reformulate 900 of our recipes by removing 142 additives. »



Mathilde THOMAS, Caudalie

Founder

« We went from 65% green references on Yuka to 80% in one year. Our goal is for everything to be green on Yuka in 2021. »



Sophie CREUSOT JAYET, Unilever France

Director of Communications and External Relations

« We have developed new products to meet the needs and expectations of consumers that are highly aligned with Yuka's evaluation criteria. »



Louise DANIEL, Auchan

DPH (Drugs, Perfume and Hygiene) Quality Manager

« Yuka allows us to develop the cosmetic formulas of Auchan branded products, so that they are made up of the best possible ingredients for our consumers. »



<https://yuka.io/en>

To learn more about

KIMSO

KIMSO and its Social Impact Data Analysis standard