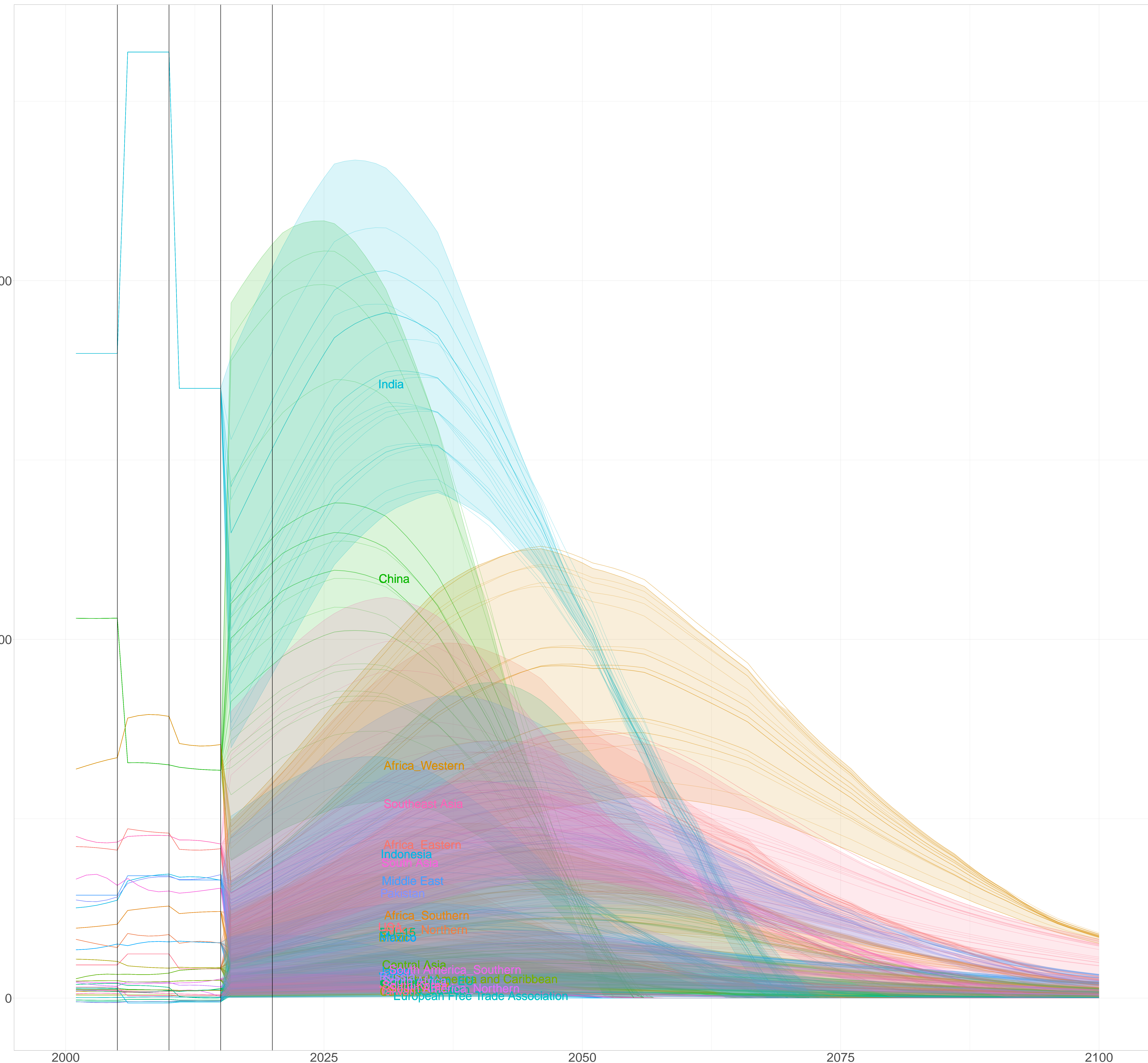


Nº of new flexitarians

Regional nº of flexitarians



region

- |                   |                                 |                                   |                          |                  |
|-------------------|---------------------------------|-----------------------------------|--------------------------|------------------|
| ⌘ Africa_Eastern  | ⌘ Canada                        | ⌘ Europe_Eastern                  | ⌘ Middle East            | ⌘ South Korea    |
| ⌘ Africa_Northern | ⌘ Central America and Caribbean | ⌘ Europe_Non_EU                   | ⌘ Pakistan               | ⌘ Southeast Asia |
| ⌘ Africa_Southern | ⌘ Central Asia                  | ⌘ European Free Trade Association | ⌘ Russia                 | ⌘ Taiwan         |
| ⌘ Africa_Western  | ⌘ China                         | ⌘ India                           | ⌘ South Africa           | ⌘ USA            |
| ⌘ Argentina       | ⌘ Colombia                      | ⌘ Indonesia                       | ⌘ South America_Northern |                  |
| ⌘ Australia_NZ    | ⌘ EU-12                         | ⌘ Japan                           | ⌘ South America_Southern |                  |
| ⌘ Brazil          | ⌘ EU-15                         | ⌘ Mexico                          | ⌘ South Asia             |                  |