



Chiquita leads the way in the digital space

The modern consumer is highly digital and continuously seeking a more efficient path to purchase. Over the past several years the online channel has grown exponentially and become essential in retail. The 2020 pandemic only heightened the importance of this channel and grocery retail strategy in this space. **Chiquita is at the forefront of ecommerce innovation and dedicated to being a solid partner in developing e-commerce tools, know-how, and playbooks.** Beyond e-commerce, Chiquita is continuously developing its digital strategy to create a halo effect by complementing all parts of the business, including in-store components, with digital content and support.

E-commerce Innovations

A 2019 US based study revealed **purchase frequency for bananas in the online channel was up +6.9%** vs YA, significantly greater than the +1.3% increase for Total Grocery¹. **In 2020, Bananas kept pace with Fresh Foods and outpaced center of the store resulting in 86.3% dollar growth** vs year ago². The online channel also holds the largest increase in household penetration. Understanding the importance of this channel for the category and our retailers, Chiquita began investing in this ever growing and relevant e-commerce space with some of our US retailer partners by developing **customer specific media plans.**

2020 E-commerce Overview²



13% of US households had purchased groceries online pre-pandemic, **31%** had done so by late March 2020

81% of online grocery shoppers expect to do this **more** or about the same even after vaccinated or restrictions lifted. Across categories, we're seeing a 20-40% increase in net intent to shop online post-COVID-19

16% of households use online as their primary channel to buy groceries

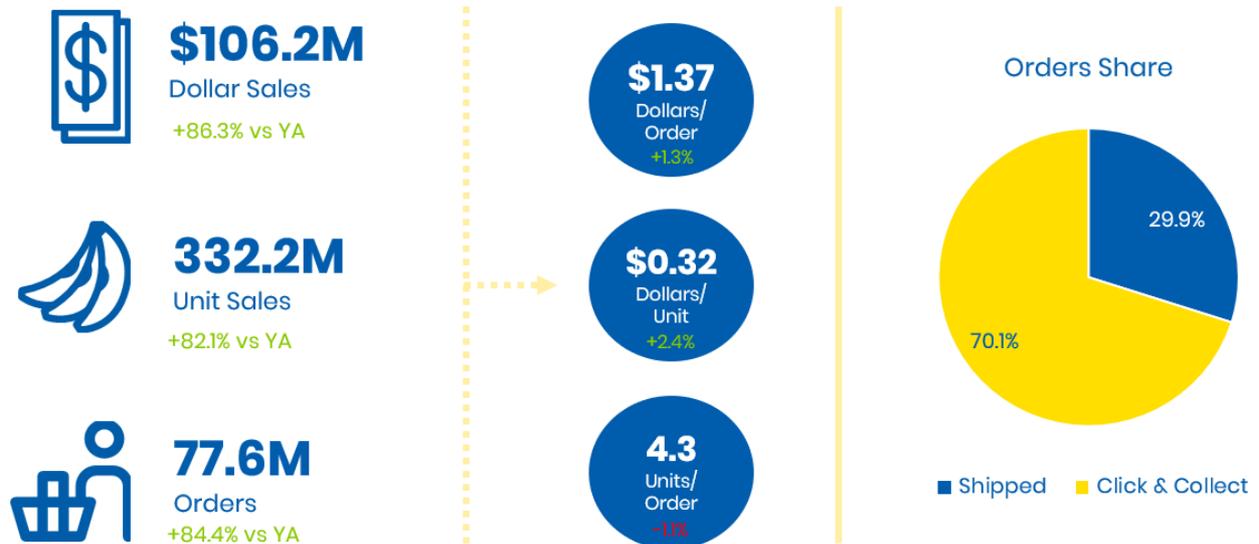
Of Fresh B&M eCommerce sales, **84%** is click & collect, and **16%** is delivery



Sources: ¹Nielsen Panel Data through June 2019; ²IRI CY 2020 E-commerce data; ³US Retailer Media Results June 2020



2020 Bananas E-commerce Overview²

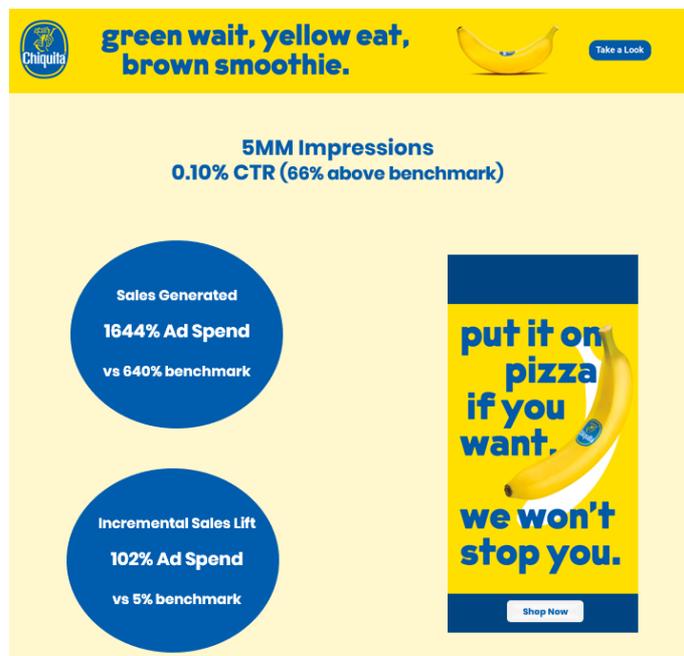


In one such US retailer, **Chiquita used onsite display ads, programmatic display networks, and Pinterest generating approximately 6% sales lift for the banana category³** in the activation period, while also compiling a 32.2% Product View Lift and a 42.5% Add to Cart Lift. The primary objective for these pilot activations was to increase banana buying trips for lapsed / non-buyers of bananas, drive awareness of additional usage for bananas, and increase volume per trip of heavy banana buyers. By implementing in test regions, the retailer could monitor and ensure results, learn from the trial and expand to additional regions. The resulting metrics from these activations created an impressive benchmark as Chiquita continues to explore expansion of this program.

Brand Pages

Another way Chiquita has been developing the brand in the digital space is through brand pages with our retailer partners. Chiquita has already deployed these brand pages with some of our European and US

retailers and is seeing great success with the program thus far. There are three primary objectives of the brand pages: highlighting Chiquita's taste/quality, sustainable efforts, and creative recipes all while facilitating purchasing online. This dedicated Chiquita





presence on customer platforms is another way that **Chiquita adds branded value and develops an even more well-rounded consumer experience** on platform.

Social Media

As the world moved indoors, Social Media became an increasingly indispensable communication platform. Chiquita has studied the evolution of consumer behavior in the digital space and leveraged its brand to demonstrate category leadership. Through a 2018 sticker campaign in **partnership with Snapchat**, Chiquita discovered an impressive 43.5 million impressions globally. Exploring further opportunities to build on this success, in 2020 Chiquita deployed a sticker activation in **partnership with Spotify**. Through the campaign, consumers were encouraged to scan the code on their banana for a customized playlist to enjoy various stay-at-home activities such as cooking and working out in a playful way. The campaign garnered 117 million global impressions. Further capitalizing on the digital momentum while promoting the health and safety of consumers, Chiquita leveraged the iconic Blue Sticker on Social Media by removing Miss Chiquita, communicating that she was leading by example by staying safe and staying home. In her absence from the Blue Sticker and **while in-home consumption was trending up 65%, Miss Chiquita used Instagram, Twitter, and Facebook to promote innovative banana-centric recipes**. Chiquita used its Social Media and digital capabilities to adapt to consumers' changing lifestyles and challenges.

“ It’s always been a joint effort and we appreciate the leadership from you and your team... in driving our mutual success. ”

- Business Development Director, US Retailer

Recognizing the erratic marketplace caused by the pandemic, Chiquita established plans and protocols to adjust and adapt to the shifting industry needs. Utilizing their B2B portal developed in 2019, Chiquita offered virtual trainings for store employees, and educational whitepapers for retail partners. This easy to navigate online portal is an invaluable resource to all things banana and Chiquita for all its high value customers. Additionally, Chiquita participated in virtual fairs, being recognized for best use of visuals and overall design weighted on how well they replicated a physical trade show booth experience for virtual attendees. Tackling these new challenges, **Chiquita is dedicated to servicing its partners not only physically but digitally to preserve and grow the business.**