



## Delivering the highest quality

To deliver the highest quality product, you first need to know how to define it. With PureCircle, the definition is clear.

**How do you define quality?**



These are the questions that should be asked when determining which Reb A supplier has the best product to fit your needs.

1. How much control do you have over your supply chain?

2. What are your product specifications?

3. Can you deliver consistent product in large scale?

4. What is your production track record and proven capacity level?

5. Are your business practices environmentally and socially responsible?

6. How do you communicate quality to consumers?



# 1. Control:

From leaf to final product

The key to our quality advantage is vertical integration



**Plant breeding;**

Breeding proprietary Stevia varieties with higher Reb A content

**Harvesting;**

Working directly with local farmers across 3 continents

**Extraction;**

Producing our own extract to ensure quality standards are met

**Purification;**

Purifying Reb A with an unmatched scale/consistency

**Application;**

Providing formulation expertise to deliver great tasting products

**Finished product;**

Supporting consumer communications with powerful Stevia equity

**The benefits to you:**

Product you can trust, consistency and scale you can count on and of course, pure sweetness your consumers will love.





## 2. Specifications:

Our product not only meets, but exceeds the highest specification standards

### A sampling of the measured parameters...

Parameter	Specification	Result
Rebaudioside A, %	>97.0	98.955
Other Steviold Glycosides, %	<3.0	<3.0
<b>Heavy Metals</b>		
Lead, ppm	<1.0	0.008
Cadmium, ppm	<.1	<.005
Mercury, ppm	<.1	<.005
<b>Microbiology</b>		
Total Coliforms, MPN/g	<3	Not Detected
E.Coli count, CFU/g	<10	Not Detected
Staphylococcus aureus, CFU/g	<10	Not Detected
Yeast, CFU/g	<100	Not Detected
Mold, CFU/g	<100	Not Detected



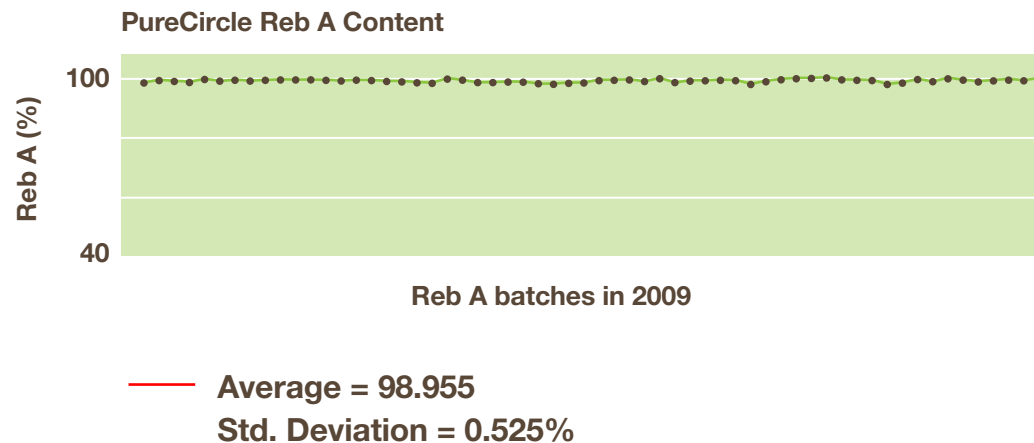
### The benefits to you:

Excellent taste without concern for safety of product

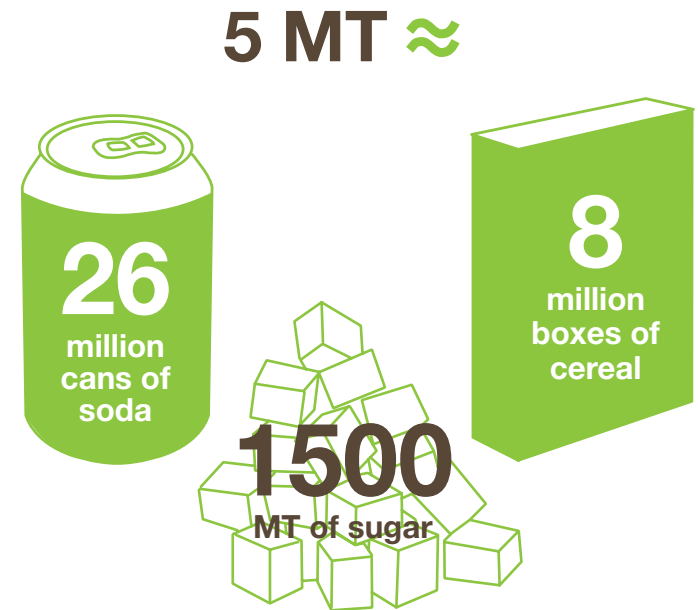


### 3. Consistency at Scale: Unmatched consistency in mass quantities

#### Consistent results...



#### ...Unmatched scale



#### The benefits to you:

End products with consistent taste for any and all product launches



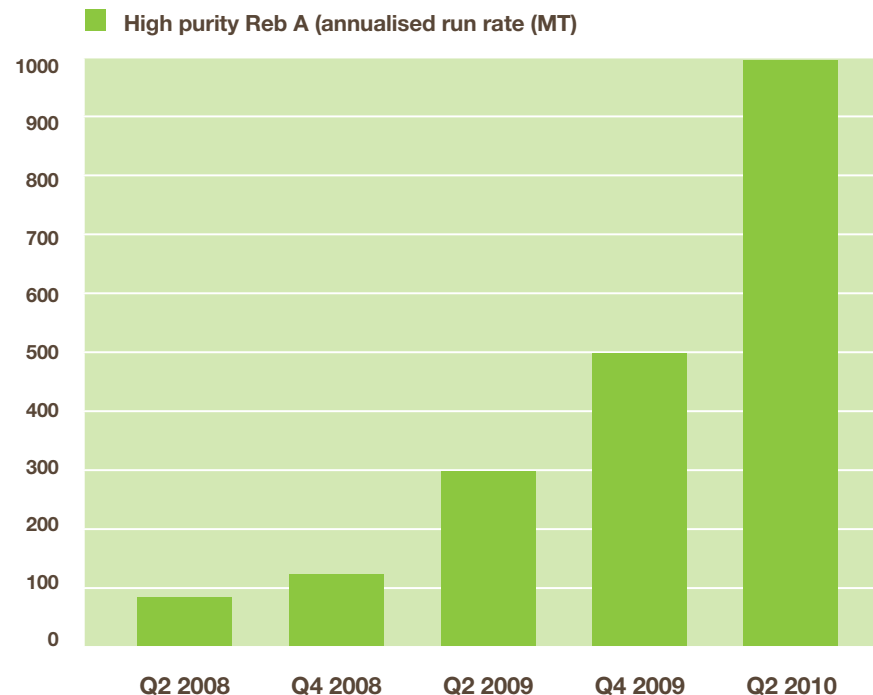
## 4. Performance and Capacity: Years ahead of the competition

### We have a track record of success...

- Bought in excess of 65% of the world's supply of stevia leaf
- Produced more than 75% of the world's stevia extract
- Produced over 90% of the world's Reb A – enough to sweeten nearly 2.6B cans of soda

### ...and proven capacity built over time

- Invested +\$200 million to building infrastructure
- Took 7 dedicated years to achieve current run rate – scaling up takes time
- Current capacity of 2,000MT of Reb A per year



### The benefits to you:

Assurance that ingredient supply is secure



## 5. Social Responsibility:

Making a difference to the environment, water management and the local community

Sustainable farming practices, working with independent farmers around the world

Stevia varieties which use 1/7 the amount of land as sugar

Water treatment investment ensuring water used is recycled or treated and returned in clean form

Bio-gas facility investment converts leaf mulch into electricity

Support of Amigos de las Americas with local community development projects

Partner with microfinance lending programs to provide credit to local farmers

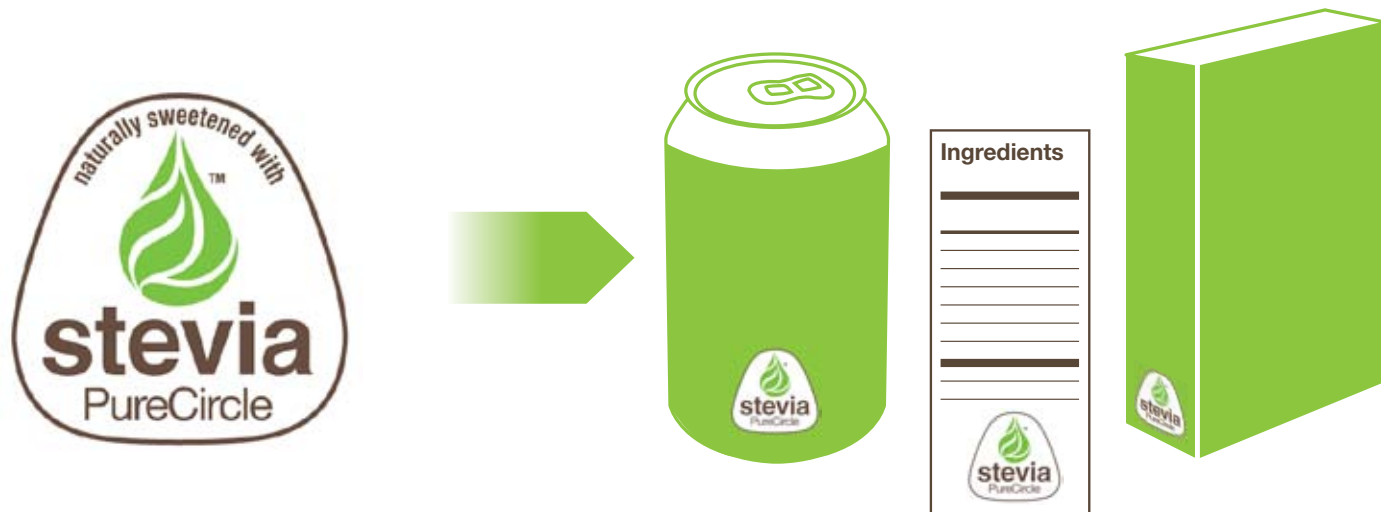
### The benefits to you:

An ingredient source that has the same high standards for social and environmental impact as your own company.



## 6. The mark of quality

PureCircle's Stevia ingredient brand can play an instrumental role in helping your brands communicate a quality point of difference.



For more information on licensing the brand and upcoming marketing support activities, contact Jason Hecker, Director of Marketing for PureCircle.  
[jason.hecker@purecircle.com](mailto:jason.hecker@purecircle.com)

# A checklist on quality

Key measures	Why it matters	How PureCircle delivers
1. How much control do you have over your supply chain?	<ul style="list-style-type: none"> <li>You need supply continuity of high quality product at highly competitive prices.</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> We have the industry's leading vertically integrated supply chain with control from breeding to finished product.</li> <li><input checked="" type="checkbox"/> Control at each stage of the process is essential to delivering against your needs.</li> </ul>
2. What are your product specifications?	<ul style="list-style-type: none"> <li>You need to know you are sourcing the best tasting, safest products for your consumers.</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Our sweeteners exceed the highest specification standards. All of our results are verified by independent labs.</li> </ul>
3. Can you deliver consistent product in large scale?	<ul style="list-style-type: none"> <li>You need your end products to deliver consistently great taste to your consumers.</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Our combination of consistency in large scale is unmatched in the industry.</li> </ul>
4. What is your production track record and proven capacity level?	<ul style="list-style-type: none"> <li>You need to be able to focus on growing your business without concern for supply constraints.</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Our manufacturing capabilities are time tested, producing 90% of the world's Reb A with 2,000 MT of capacity per year.</li> </ul>
5. Are your business practices environmentally and socially responsible?	<ul style="list-style-type: none"> <li>You and your customers recognize the importance of environmentally conscious production &amp; respect for local communities.</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> We are setting the standard in the industry with investment in water treatment, bio-fuel production and sustainable farming.</li> </ul>
6. How do you communicate quality to consumers?	<ul style="list-style-type: none"> <li>It is important for consumers to trust the ingredient's source.</li> </ul>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> A mark that can be licensed to communicate a point of difference</li> </ul>