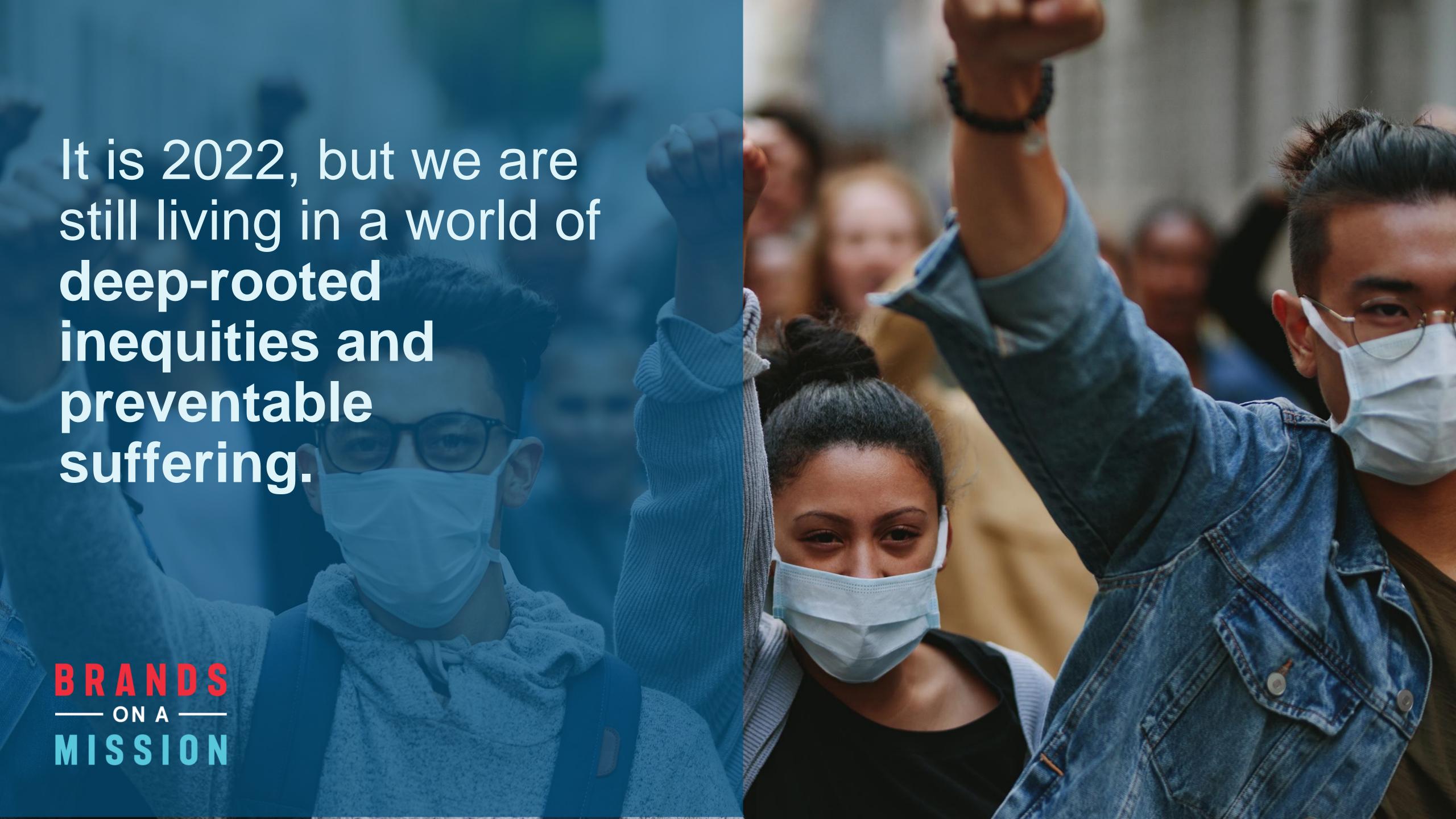
BRANDS ONA MISSION

Abridged Credentials Deck





There are a large number of preventable health and well-being needs...

Nearly 1 in 3 people suffer from malnutrition (UN FAO, 2020) 14% of deaths worldwide are attributable to mental disorders. By 2030, mental health problems will likely be the leading cause of mortality & morbidity.

(JAMA Psychiatry/WHO, 2015)

37 million people are still living with HIV Aids (UNAIDS, 2020)

Every 5 seconds,

1 child under 15 dies, mostly of
preventable causes
(UNICEF, 2018)

Nearly 25% of menstruators
experience 'period poverty'
(Amaya, Marcatili & Bhavaraju 2020)

46% of people
lack access to safely managed
sanitation
(WHO/UNICEF JMP, 2021)

...where brands can be drivers of positive impact

Blue Band

Blue Band is committed to ensuring children have access to the food they need to grow. It aims to make nutritious breakfast an everyday reality for 100 million school children by 2030.



Carling Black Label is addressing toxic masculinity as an underlying reason for gender-based violence through its long-standing #NoExcuse campaign and wider platform.



Durex is helping millions of people have safe sex and improved sexual satisfaction by working against sexual taboos, stigmas and outdated non-inclusive attitudes.

Lifebuoy has changed the handwashing behaviour of 1 billion people globally since 2010.

Kotex is committed to ending period poverty and has donated more than 53.1 million period products to help menstruators in need.

Domestos has helped 28 million people get access to cleaner, safer toilets.







The business case for Purpose-led brands is clear





But Purpose is easier said than done. It's difficult to get right.

The infamous Pepsi Kendall Jenner ad exemplifies what happens when brands fail to engage with a social cause with real purpose and integrity. Apple and Kurl-on Mattresses India are culprits, too.





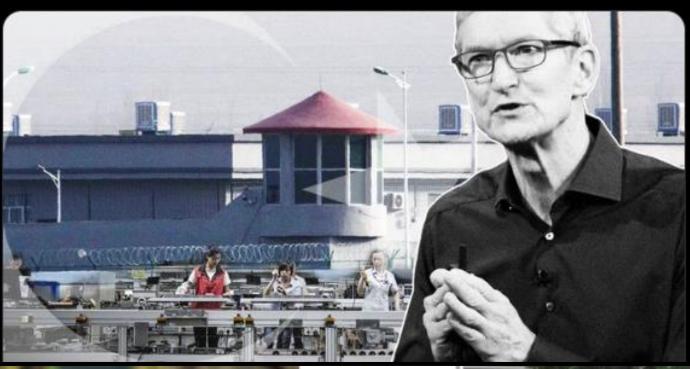
← Twee



Malala being shot by Taliban is now a jokey advert for Kurl On mattresses? - via @Telegraph fw.to/kq0K4xT

9:09 AM · May 19, 2014 · Twitter for iPhone







Sherry

@slchen_
Lmao Pepsi's new ad Kendall Jenner 'ends racism' by handing police men a Pepsi - way to degrade 50 yrs of black/minority struggle

the new @Pepsi ad evoking imagery of @IeshiaEvans in Baton Rouge is total exploitative brand social activism bs

9,878 2:42 PM - Apr 4, 2017

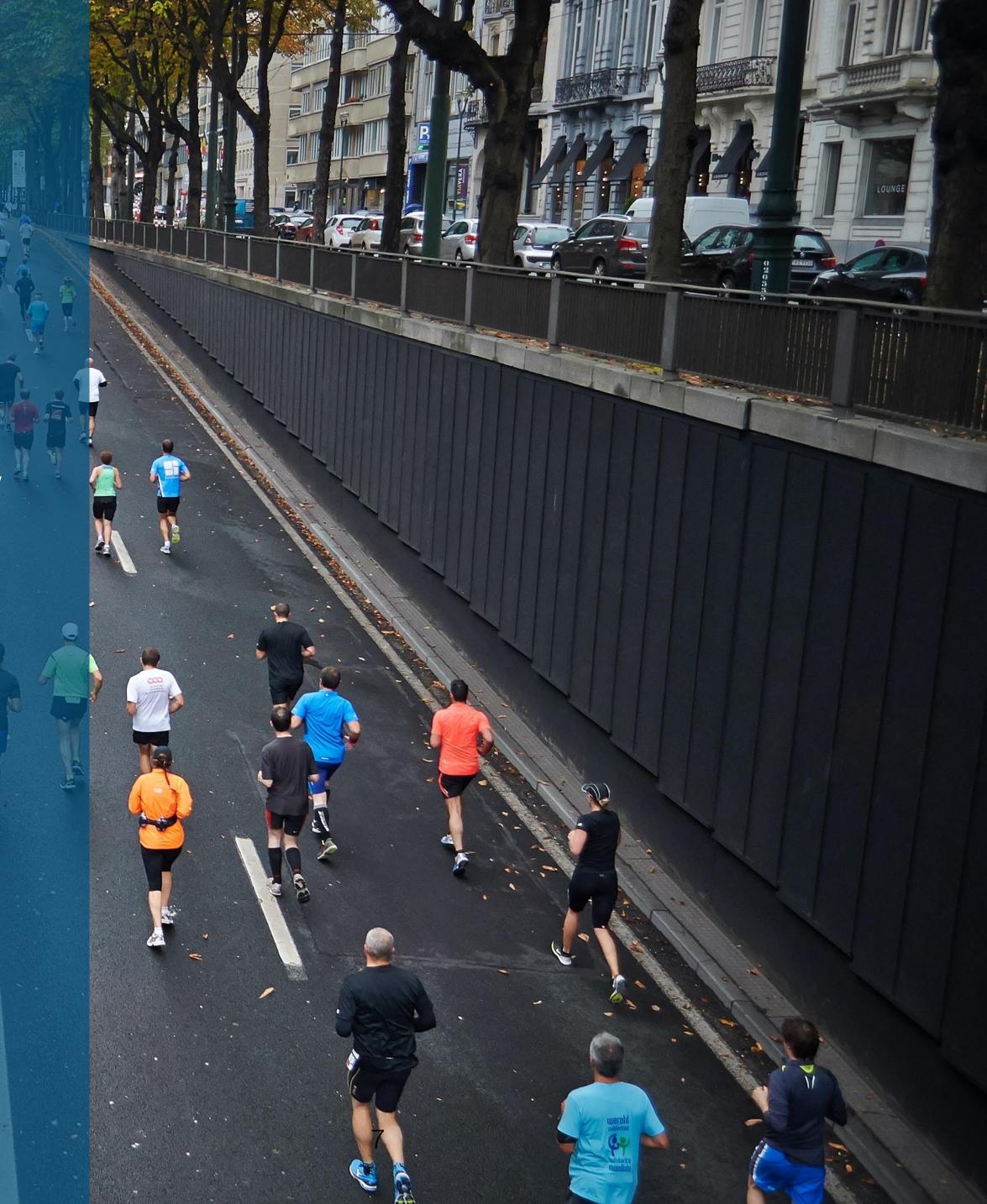
Q 4,807 people are talking about this

Changing the world, one brand and one public health issue at a time.

Brands on a Mission helps brands transform their business models in order to drive social impact and business growth through purpose.

We help brands not only define, but also deploy their purpose.

BRANDS
—ONA—
MISSION



Meet the Founder and Chief Mission Officer

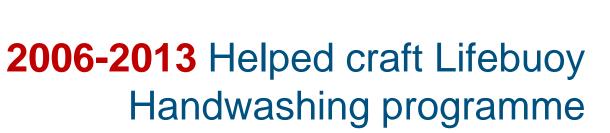
Professor Myriam



Grew up and lived in 20 countries across 4 continents



2000-2002 American NGO in Burundi



Won awards



2006 DrPH in Public Health Joins Unilever to create impact through private sector



2013 Takes responsibility for Unilever's Purpose in Health and Nutrition

2014 TED Talk 'The Simple Power of Handwashing'



2018 Harvard Fellowship





2020 Started company

2020-2022 Joined boards: AB InBev, Unilever, MSI Reproductive Choices



2021 Listed as one of Africa's Most Influential 100

Our Purpose

Accelerate brands' impact on global health and well-being through transformative business models.



Our Mission

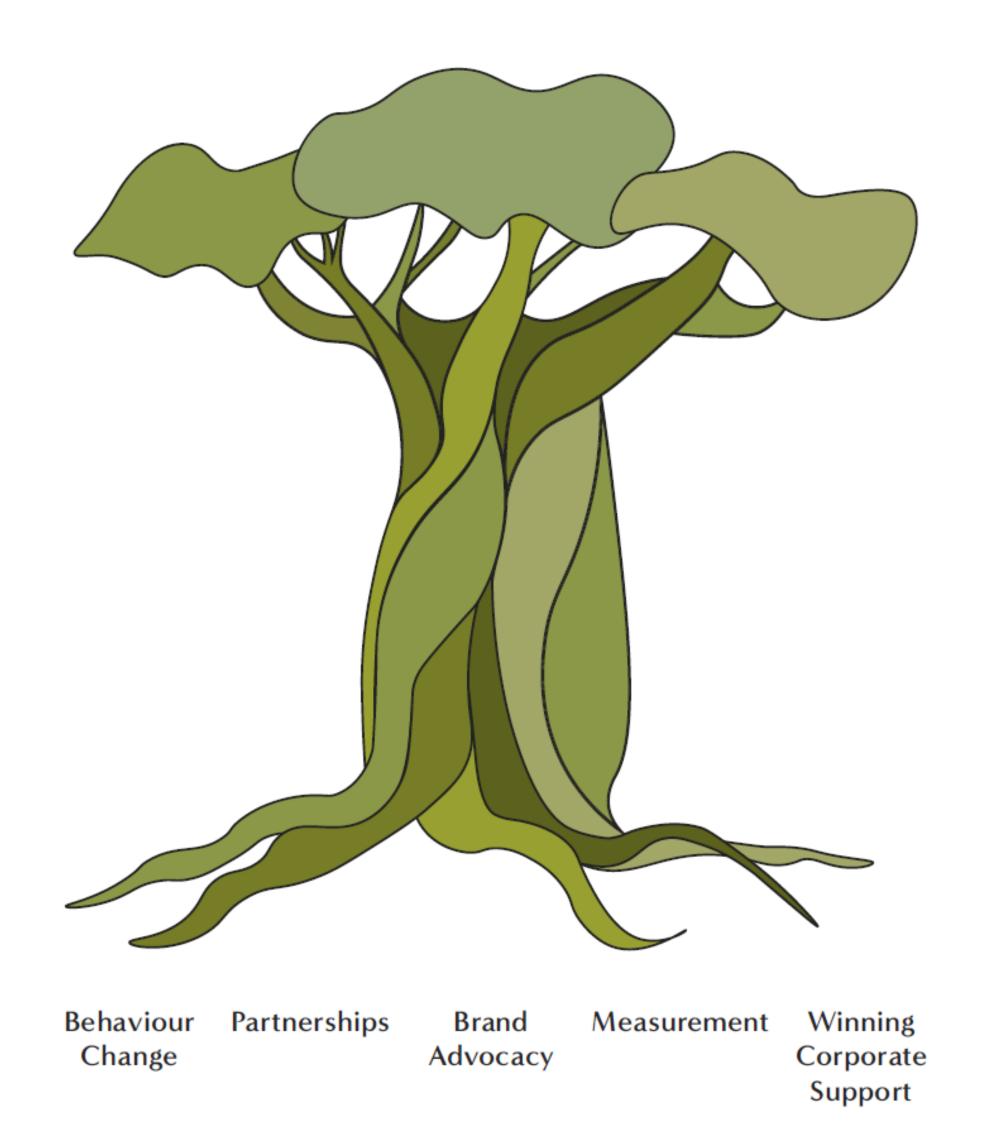
Develop transformative business models that improve the lives of 100 million people sustainably and catalyse an additional \$1 billion towards achieving the SDGs by 2030.

The Purpose Tree is the framework we use to transform business models.



THE PURPOSE TREE

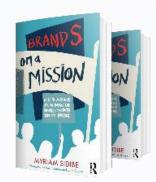
The baobab tree with its five deep roots brings the purpose to life with benefits to the business, society and the environment.



We use our Purpose Tree to

INSPIRE

Through knowledge products, we inspire individuals and organisations to understand the importance of embedding purpose into business models, and what it takes to deliver on purposeful solutions



Brands on a Mission book, written by our Founder and CMO





Purpose2Impact platform to enable individuals and organisations to navigate their purpose journey

Signature Talks & Workshops

Media content, such as

<u>Harvard Business Review article</u>, <u>Substack</u>

<u>newsletter</u>, <u>Social Media channels</u>

TRANSFORM

We build the foundation for transformative business models by helping brands develop their purpose and social mission

Define your brand's purpose and social mission

Create or transform your brand's purpose strategy; typically includes a road-map, governance model, partnerships framework, M&E framework, advocacy platform definition

DEPLOY

Where most brand purpose agencies stop, is where we thrive. We help brands meaningfully and sustainably deploy their purpose as purpose is much easier said than done.

Develop purpose deployment strategy spanning the five Purpose Tree roots

Conduct a pilot of your purpose deployment strategy

Scale-up your deployment to ensure purpose is embedded at every level of your business model, present in every activity. This aims to drive large-scale, sustained impact across multiple markets.

What We Stand For

Certified (B)



Corporation



Our Values

01.

We consider mission-based behaviour change at scale to be central to sustainable social impact.

02.

We focus on health and wellbeing as the foundation of social justice.

03.

We foster multistakeholder partnerships that tap into the best that every sector has to offer. 04.

We believe in holding brands accountable for delivering on intended impact.

Let's get started.

If you have any questions or are interested in working together, please reach out:



mission@brandsonamission.com



www.brandsonamission.com





