



**Fuel Your Future  
With Next Level  
Plant Nutrition,  
Introducing MaxFlex™**





The plant protein movement is continuing to gain global momentum and shape the future of food and beverage.

Capitalize on the future of plant diversity and optimize protein quality with ADM's newest introduction to the ADM's Protein Systems portfolio, MaxFlex™.

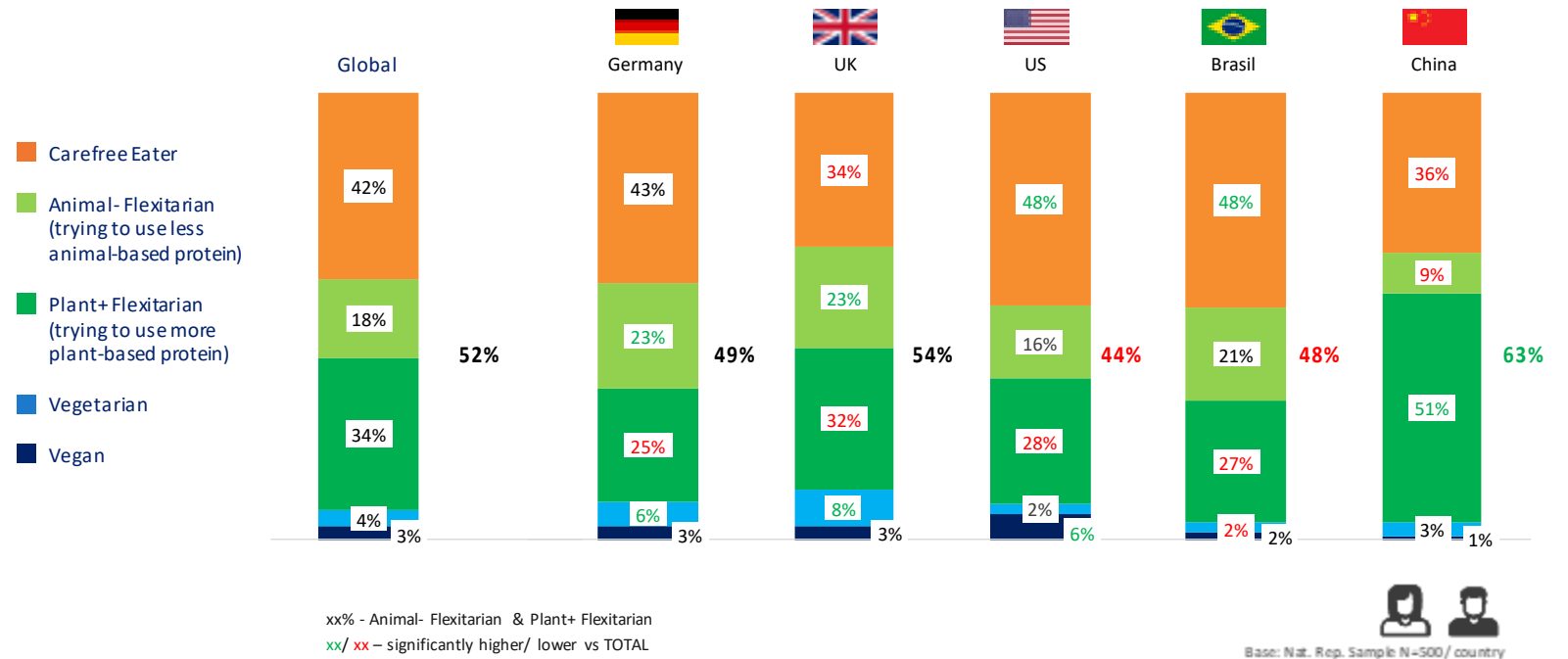


59% of global consumers self-identify as following a plant-based lifestyle.

Flexitarians now represent more than half of the global sample.

- Flexitarians (52%)
- Vegetarians (4%)
- Vegans (3%)

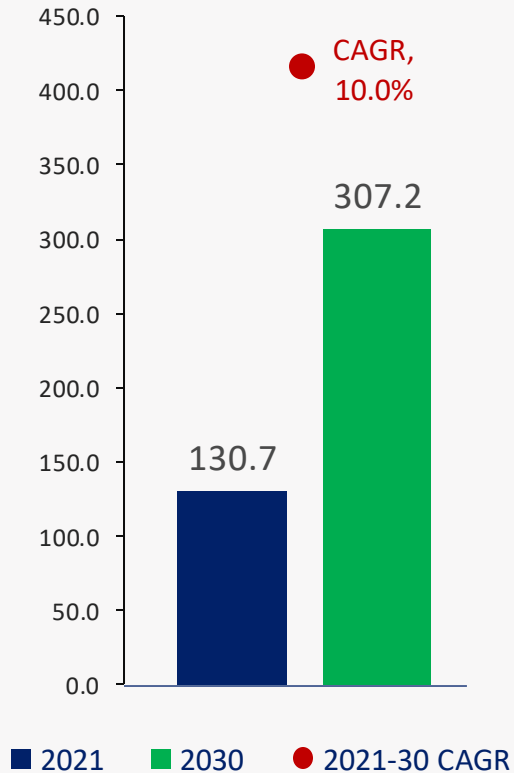
The accelerated demand for elevated plant-based food and beverage experiences shows no signs of slowing down as more global consumers adopt plant-based lifestyles.



\*Source: ADM Outside Voice™ Global Plant Protein Occasion Study, October 2021

# Top Alternative Protein Categories\*

Market Sizes in \$B








By 2030 the global combined plant protein market is expected to reach \$307B in value.








\*Top Alternative Protein Categories Included: Meat Alternatives, Dairy Alternatives, Sports Nutrition, Snacks, Ready Meals

Source: Euromonitor 2021; ADM Analysis February 2022

### Top Motivations for PB Meat Alternatives.

| Motivations   | Health Benefits | Nutritional Benefits | Environmental Concerns | Animal Welfare Concerns |
|---|-----------------|----------------------|------------------------|-------------------------|
|  | 65%             | 59%                  | 64%                    | 54%                     |
|  | 61%             | 64%                  | 49%                    | 60%                     |
|  | 58%             | 72%                  | 56%                    | 64%                     |
|  | 74%             | 73%                  | 74%                    | 68%                     |
|  | 57%             | 49%                  | 53%                    | 49%                     |
| <b>Total</b>  | <b>63%</b>      | <b>63%</b>           | <b>59%</b>             | <b>59%</b>              |

### Top Motivations for PB Dairy Alternatives.

|   |            |            |            |            |
|---|------------|------------|------------|------------|
|    | 62%        | 55%        | 44%        | 40%        |
|    | 59%        | 47%        | 45%        | 44%        |
|  | 49%        | 46%        | 45%        | 49%        |
|  | 64%        | 55%        | 57%        | 46%        |
|  | 57%        | 57%        | 48%        | 36%        |
| <b>Total</b>  | <b>58%</b> | <b>52%</b> | <b>48%</b> | <b>43%</b> |

● = Highest motivators

**Today's plant protein consumers look for plant-based solutions that reinforce their nutrition and health-focused lifestyle goals.**

For global consumers, health benefits are the top motivation for consuming meat and dairy alternatives, with animal welfare concerns and nutritional benefits closely following.






Source: ADM Outside Voice<sup>SM</sup> Global Protein Consumer Discovery Study, August 2020



66% of global flexitarians are approaching the lifestyle by adding more plant-based foods and beverages to their diets (Plant+ Flexitarian).\*

\* Source: ADM OutsideVoice™ Global Plant Protein Occasion Study, October 2021

### Global Consumer Importance of Plant-Based Protein Source in Final Products.

|   | Very Important | Somewhat Important |
|---|----------------|--------------------|
|    | 57%            | 35%                |
|   | 44%            | 44%                |
|  | 25%            | 49%                |
|  | 71%            | 26%                |
|  | 52%            | 41%                |

As today's flexitarian consumers are making choices that align with their motivations for health and nutrition, they're also looking to incorporate more plant proteins into their diets.

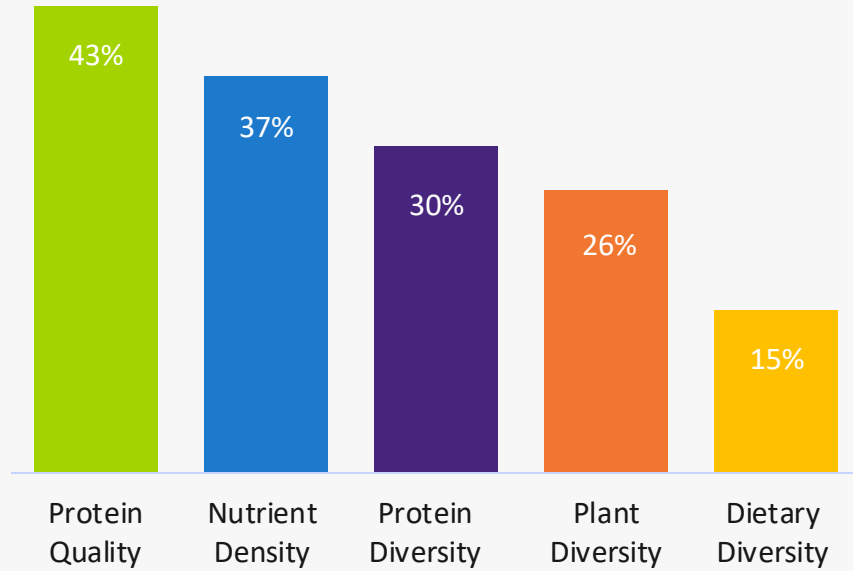
They're becoming more savvy about the type of plant proteins used in their favorite plant-forward food and beverages. The source of protein matters to global consumers.

Source: ADM OutsideVoice™ Global Protein Consumer Discovery Study, Aug 2020



Leverage ADM's longstanding technical and culinary expertise, global supply chain partnerships and unmatched plant protein pantry to deliver the positive nutrition consumers want today and look for tomorrow.

# US Plant Protein Consumer Awareness



Consumers are also more open to plant protein blends and are becoming more familiar with terms such as protein quality, protein diversity, nutrient-density, etc.



61% of US plant protein consumers find it appealing to have a blend of proteins in their favorite plant-based alternatives



# Three Levels of Solutions for Success

## Level 1 MaxFlex™

Protein-advantaged powdered blends to maximize protein diversity and optimize protein quality.

## Level 2 AccelFlex™

Value-added protein ingredients to address your texture, structure, and function challenges.

## Level 3 EdgeFlex™

Service platform offering you a solutions focused approach to your product needs that enables speed to market, all with unmatched technical expertise and world-class applications support.

ADM's protein-forward systems are integrated plant-based solutions and services that help food and beverage manufacturers bring next-generation innovation to global consumers, today.

ADM's Protein-Systems platform offers three levels of solutions to increase speed to market with customized, consumer-informed plant-forward solutions.

**Level 1:**  
**MaxFlex™**



## **Maximize Protein Potential**

Protein-advantaged powdered blends to maximize protein diversity and optimize protein quality.

**Gain an edge with MaxFlex™:**  
For synergistic, positive nutrition and protein-diverse applications, add MaxFlex™ protein-advantaged powdered blends in plant-forward bakery, snacking, beverage, specialized nutrition and plant-based dairy alternative products.



# MaxFlex™ Protein Blends:

MaxFlex™ PW 002 (pea + wheat protein)



## Discover the MaxFlex™ difference.

MaxFlex™ gives you an edge by optimizing protein quality (PDCAAS=0.89) and protein diversity with an on-trend and better performing functional blend that meets your modern consumers' positive nutrition needs.

Bring nutrition-forward innovation to:

- Specialized nutrition products
- Sports nutrition products
- Baked goods
- Snacks & cereals
- Meal replacement beverages



## MaxFlex™ PW 002 Powdered Protein System

Meet consumer demand for protein diversity with this synergistic pea and wheat protein powdered blend to deliver targeted protein nutrition to a variety of food and beverage applications.

### Attributes:

- 80% Protein Concentration\*
- High Protein Quality; PDCAAS Score = 0.89
- Improved amino acid profile compared to single protein solutions
- Non-Soy
- Vegan, Plant-Based
- Reduces supply chain complexity
- Technical design already in place or customizable for customer needs
- Speed and ease to market

### Applications:

- Baked Goods
- Cereals
- Snacks
- Specialized Nutrition

\* On a moisture-free basis

# MaxFlex™ leverages ADM's award-winning pea protein.

ADM's ProFam® Pea Protein is a formulator's dream, and now expertly combined with our high-performing wheat protein into MaxFlex™, we can give you an edge. ADM's growing pea protein portfolio offers incredible taste, texture, functionality and nutritional value across a wide variety of protein-forward applications.



with the judges comparing taste, texture, functionality and nutritional value with non-plant based products (and our competitors' offerings).

Count on our pea proteins to deliver more:



Clean taste



Light color



80% protein concentration\*

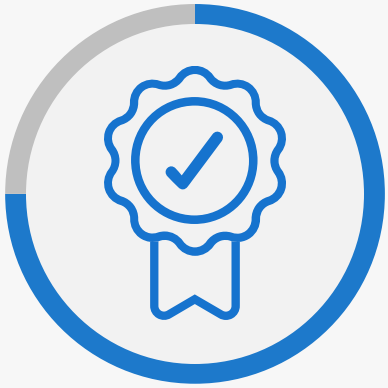


High functionality



North American grown and produced

\*on a moisture-free basis, protein level varies



75% of consumers who check labels look for protein content\*

Source: FMCG GURUS: Meat & Plant-Based – Global Report 2022



MaxFlex™ gives you an edge in solving for consumer needs of quality nutrition, enhanced protein levels and protein diversity. Use formulator-friendly MaxFlex™ Systems to innovate the next success in plant nutrition.



**A comprehensive ingredient portfolio**



**World-class production facilities**



**Industry-leading quality standards**



**Technical ingenuity and application know-how**



**Consumer-driven innovation**



**Sustainable and traceable solutions**



**A robust, transparent supply chain**



**R&D expertise and support**

Our research-backed understanding of consumers' expectations for taste and nutrition help you deliver delicious and customizable solutions that meet the unique needs of your consumers.



Unlocking Nature.  
Enriching Life.

If you want to not only shape the market, but lead the pack, go with ADM, a global leader in protein nutrition solutions for over 75 years.  
**Your Edge. Our Expertise.**

**Find out more about ADM's portfolio:**  
[adm.com/proteinsystems](http://adm.com/proteinsystems)

**Contact us for a technical consultation and samples:**  
[food@adm.com](mailto:food@adm.com) or 844-441-FOOD