



DANONE

Paris, August 9th, 2013

**Danone acquires YoCrunch, a mix-in toppings specialist,
to support continued yogurt growth in the USA**

Danone announce today that it has acquired 100% of YoCrunch's share capital. Founded in 1985, YoCrunch makes yogurt with crunchy toppings packaged separately, in part through licensing agreements with well-known national brands such as M&Ms and Oreo. With net sales of \$110 million and sustained double-digit growth in recent years, the company is now the market leader of the yogurt with toppers segment.

This acquisition will advance Danone's ambition to further develop yogurt consumption by notably expanding the various ways in which Americans can enjoy yogurt. It will strengthen its offer in the United States by widening its range of products. The move will also enable Danone to benefit from YoCrunch's unique expertise in compartmentalized packaging, developed in the company's plant in Naugatuck, Connecticut.

About Danone

Danone is an international company present on five continents. The group holds top positions in healthy food through four businesses: Fresh Dairy Products, Baby Nutrition, Waters, and Medical Nutrition. Its mission is to bring health through food to as many people as possible.

Danone has more than 190 production plants and around 102,000 employees. In 2012, the company generated sales of over €20 billion, with more than 50% in emerging countries.

Listed on NYSE Euronext Paris, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, ASPI Eurozone and the Ethibel Sustainability Index.

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