# General Mills 2025 Investor Day





# ACCELERATE — DRIVING-REMARKABILITY

#### A Reminder on Forward-looking Statements

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 that are based on management's current expectations and assumptions. These forward-looking statements including the statements under the caption "Reaffirming Fiscal 2026 Financial Outlook," and statements made by Mr. Harmening and Mr. Bruce, are subject to certain risks and uncertainties that could cause actual results to differ materially from the potential results discussed in the forward-looking statements. In particular, our predictions about future net sales and earnings could be affected by a variety of factors, including: imposed and threatened tariffs by the United States and its trading partners; disruptions or inefficiencies in the supply chain; competitive dynamics in the consumer foods industry and the markets for our products, including new product introductions, advertising activities, pricing actions, and promotional activities of our competitors; economic conditions, including changes in inflation rates, interest rates, tax rates, tariffs, or the availability of capital; product development and innovation; consumer acceptance of new products and product improvements; consumer reaction to pricing actions and changes in promotion levels; acquisitions or dispositions of businesses or assets; changes in capital structure; changes in the legal and regulatory environment, including tax legislation, labeling and advertising regulations, and litigation; impairments in the carrying value of goodwill, other intangible assets, or other long-lived assets, or changes in the useful lives of other intangible assets; changes in accounting standards and the impact of critical accounting estimates; product quality and safety issues, including recalls and product liability; changes in consumer demand for our products; effectiveness of advertising, marketing, and promotional programs; changes in consumer behavior, trends, and preferences, including weight loss trends; consumer perception of health-related issues, including obesity; consolidation in the retail environment; changes in purchasing and inventory levels of significant customers; fluctuations in the cost and availability of supply chain resources, including raw materials, packaging, energy, and transportation; effectiveness of restructuring and cost saving initiatives; volatility in the market value of derivatives used to manage price risk for certain commodities; benefit plan expenses due to changes in plan asset values and discount rates used to determine plan liabilities; failure or breach of our information technology systems; foreign economic conditions, including currency rate fluctuations; and political unrest in foreign markets and economic uncertainty due to terrorism or war. The company undertakes no obligation to publicly revise any forward-looking statement to reflect any future events or circumstances.



## Jeff Harmening

Chairman of the Board and CEO



## Morning Agenda

**Opening Remarks** 

**North America Retail** 

North America Foodservice Pankaj Sharma

**Jeff Harmening** 

Dana McNabb

**Q&A** Discussion

**North America Pet** 

**International** 

**Capabilities Discussion** 

Liz Mascolo

Ricardo Fernandez

**Paul Gallagher** 

**Jaime Montemayor** 

**Lanette Shaffer Werner** 

**Financial Summary** 

Kofi Bruce

**Q&A** Discussion



## **Driving Remarkability** to Accelerate







#### Our Accelerate Strategy

**Our Purpose** 



#### **Making Food the World Loves**

Where to Play



**Core Markets** 

Global Platforms Local Gems Portfolio Reshaping

**How to Win** 



Boldly Building Brands Relentlessly Innovating Unleashing Our Scale

**Standing** for Good

Shareholder Value



Organic Net Sales +2% to 3%

Adj. Op. Profit<sup>1</sup> +MSD%<sup>2</sup> Adj. Diluted EPS<sup>1</sup> +MSD% to HSD%<sup>2</sup>

Maintain Capital Discipline



#### Where to Play

#### Core **Markets**



#### **Global Platforms**







#### Local Gems















#### How to Win

**Boldly Building Brands**  Relentlessly **Innovating** 

**Unleashing Our Scale** 

**Standing** for Good











# We've Navigated Tremendous Volatility



## Unleashing Our Scale with Digital Capabilities



Supply Chain Digitization



Data-driven Marketing



Strategic Revenue Management



#### Industry Leading HMM Cost Savings

Holistic Margin Management Cost Savings as % of COGS





#### Reshaping Our Portfolio for Growth

Added ~1pt to Long-term Growth Exposure







Nearly 30% of Net Sales Base Turned Over Since F18





## Evolving Consumer Trends





## REMARKABLE EXPERIENCE FRAMEWORK



**Superior Product** 



**Package** Design



**Brand** Communication



**Omnichannel Execution** 



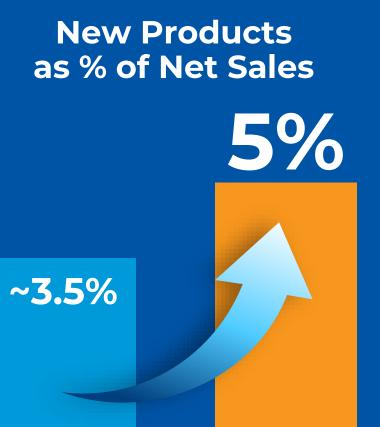
Compelling Value



### Product News



- **Premium Innovation**
- Seasonal Offerings



**F26** 



## **Brand Communications** Bigger, better ideas.









## **Brand Communications** Building Stronger Capabilities

Iconic **Brands** Growth Lab

**Digital** Marketing Capabilities





## Increased

#### Media and Omnichannel Investments







## BUILDING Momentum

Cheerios



-Love-Made Fresh™









# Holistic Margin Management Cost Savings



Global Transformation Initiative

\$600MM in Savings





## Best Path to Shareholder Value is

### Profitable Organic Growth



#### Dana McNabb

**Group President** 

North America Retail and North America Pet







\$11B Reported Net Sales





**NAR AMBITION** 

### **Build the most** Remarkable **Brands in Food**







Cheerios Totmos



## Returning to Growth

Invest in the Remarkability of Our Brands



Leverage the **Power of Our Portfolio** 







## F25 Investments Drove Growth

#### Refrigerated Dough

Retail Pound Volume % +/- LY



Retail Pound Volume % +/- LY







 $Q_2$ 

Q3

Q4

**Q**1

Q2

Q3

04



# REMARKABLE EXPERIENCE FRAMEWORK













#### Addressing Price/Value

2/3 of Portfolio

**Narrow Price Gaps** 

**Below Price Cliffs** 

**ENAR** NORTH AMERICA RETAIL

Competition



Remarkable Price/Value

Pric

20%
Pound
growth





#### **Renovation on Core**



Remarkable Product



## Innovation Growing Consumer Trends





Betterfor-You Benefits



Familiar & Fun



25% sales

Remarkable Product



### **Bold Taste**



Remarkable Product



#### Tasty Protein & Better for You



Remarkable Product



#### Familiar + Fun



Remarkable Product

## Price/Pack Architecture

New Formats/Channels



More Affordability



Remarkable Packaging





#### **Growth Across Sizes**







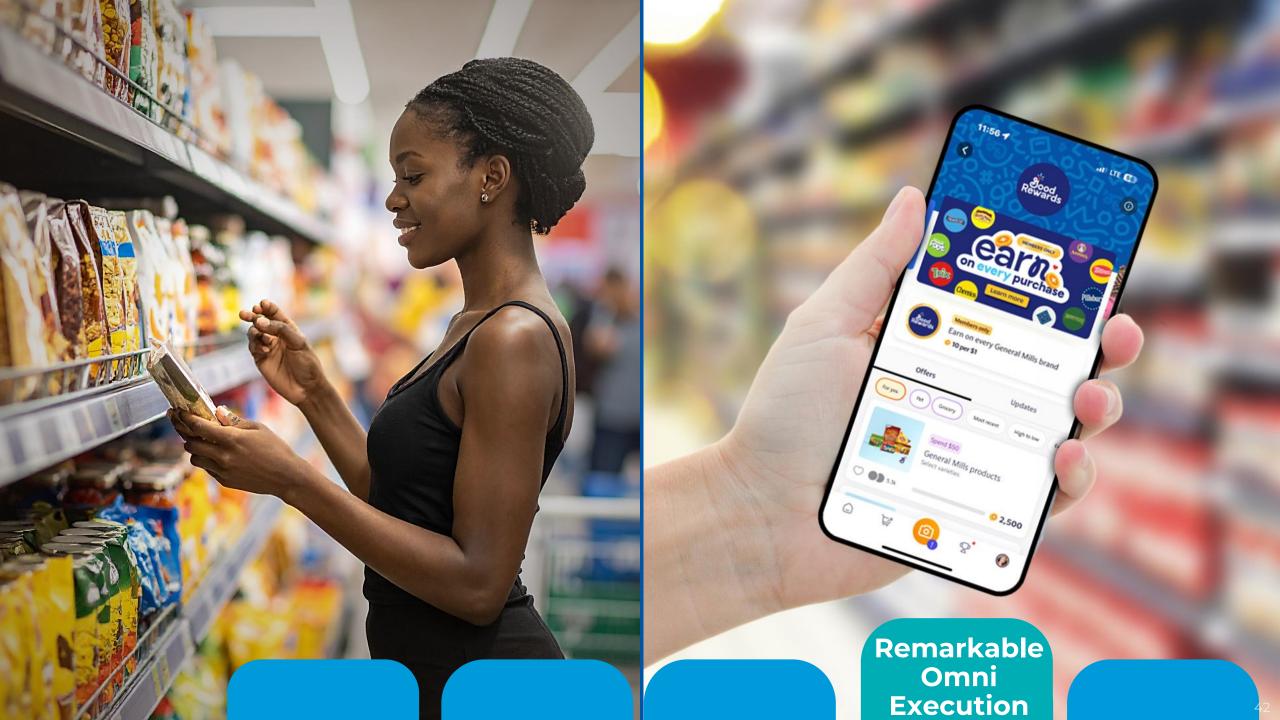
Remarkable Packaging



# Seasonal & Limited Time Offers



Remarkable **Packaging** 





## **Scaled Portfolio Events**









Remarkable Omni Execution

#### Incremental

Incremental Pounds % +/- LY

Category

SNAR



#### **Display**

Display Support % +/- LY



Category



#### Lift

Lift % +/- LY





Better **Partners**  Better Ideas

#### Better Investments



## Martin.

















\_jelisse 4w Literally the best ads ever?!?!





vafafrica 4w We have a cereal killer on the loose







Remarkable Brand Communication +Double Digit



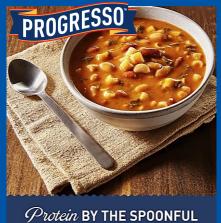














Remarkable Brand Communication<sub>48</sub>









-1pt Household Penetration



-4% Pound Volume





-1.5 points Pound Share



#### Remarkable **EXPERIENCE FRAMEWORK**













## Addressing Price/Value

**Narrow Price Gaps** 

**Below Price Cliffs** 

Pillsbur.

Competition

Price



Remarkable Price/Value



Remarkable Product





Remarkable Packaging







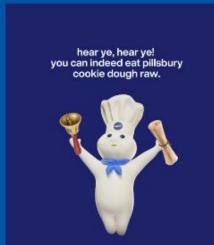
Remarkable Omni Execution





















Remarkable Brand Communication 58





Increased Household Penetration +0.2pts



Restored Volume Growth +4%



Accelerated **Pound Share Growth +2pts** 

## Returning to Growth

Leverage the **Power of Our Portfolio** 



Portfolio with unrivaled depth & breadth

**U.S.** Meals & Baking Solutions NATURE VALLEY U.S. **Snacks Eushers** Totinos **Cheerios** Big G **Cereal &** Canada

#### **Brand**

#### **Cross-category Opportunity**

#### F26 Focus



Bars

Granola





Mexican Meals

Soup

Hot **Snacks** 

Ramen





Fruit **Snacks** 

**Kid Bars** 

Cereal



**Protein** Cereal

**Protein** Bars





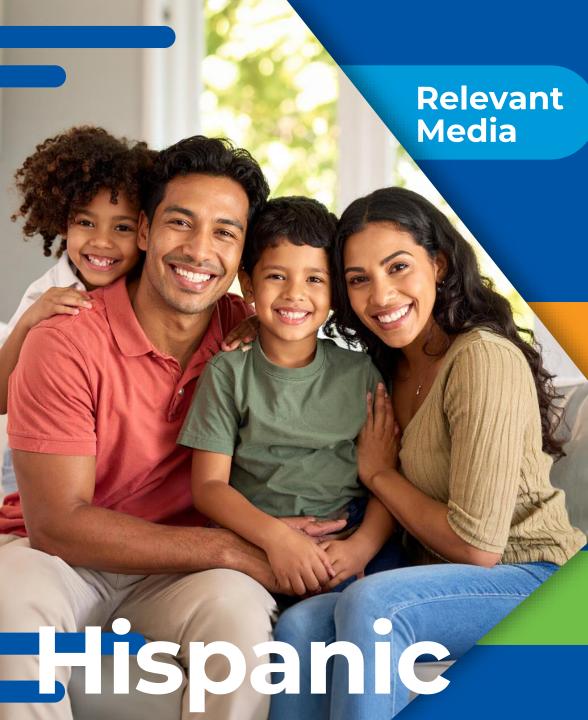


Delivers

20g Protein

2g Sugar









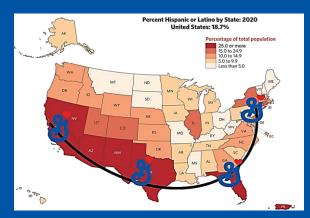


Relevant **Products** 





Stronger Local Reach











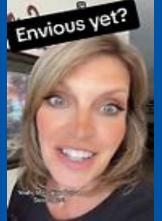
Right Format





Frozen

Relevant Media













Right Message



## Returning to Growth

Invest in the Remarkability of Our Brands

Leverage the **Power of Our Portfolio** 



# Our Investments Are Working

Grew Pound Share in 8 of Top 10 Categories

**Improved** Pound Growth in 7 of Top 10 Categories vs. F25Q4

Grew Household Penetration for first time in 3 Years

# We WILL build the most REMARKABLE brands in food



Cheerios Totinos





## Returnto GROW/III



#### Pankaj Sharma

Segment President, North America Foodservice





























\$2.3B in net sales in fiscal 25

**Solutions-Oriented** Portfolio

Flour & Mix



Frozen **Baked** Goods

Solutions-Oriented Portfolio

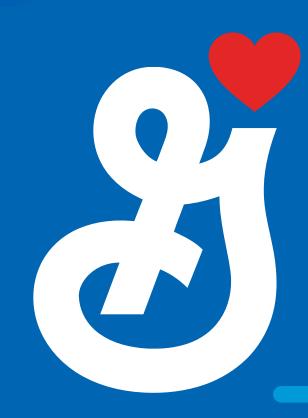
**Cereal & Snacks** 



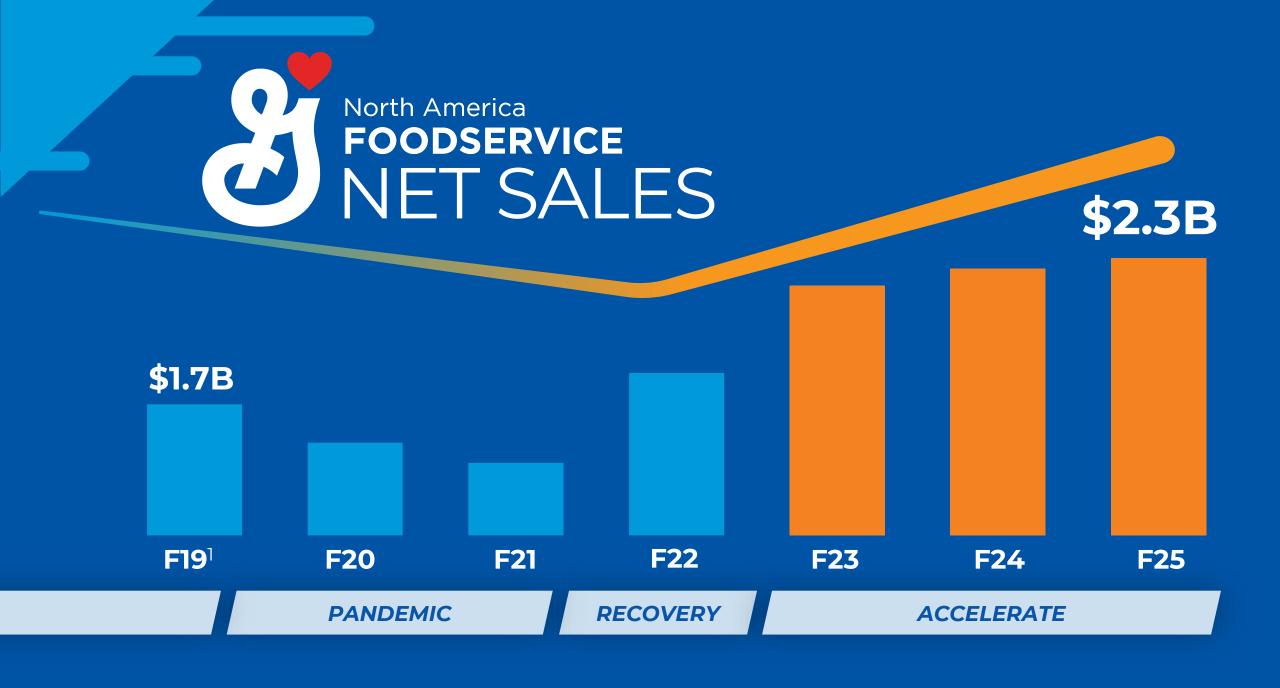


#### Channel Breadth





## North America FOODSERVICE





### **GROWING** \$ SHARE

of our priority businesses have grown or held dollar share fiscal year-to-date

### Remarkable EXPERIENCES



**BOLDLY LEAD BREAKFAST THROUGH NUTRITION** 

**EXPAND FROZEN BAKED** GOODS



BOLDLY LEAD
BREAKFAST
THROUGH
NUTRITION





We are the UNDISPUTED LEADER in School Breakfast



FROZEN
BAKED
GOODS





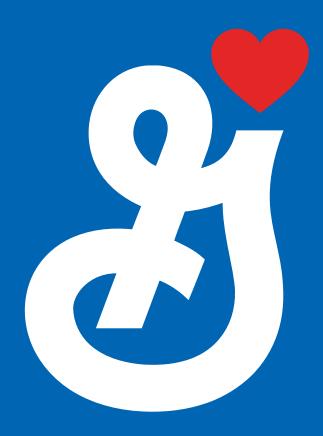




#### Foodservice Focus Areas







## North America FOODSERVICE

## ACCELERATE - PARINING-REMARKABILITY -

#### Liz Mascolo

Segment President, North America Pet



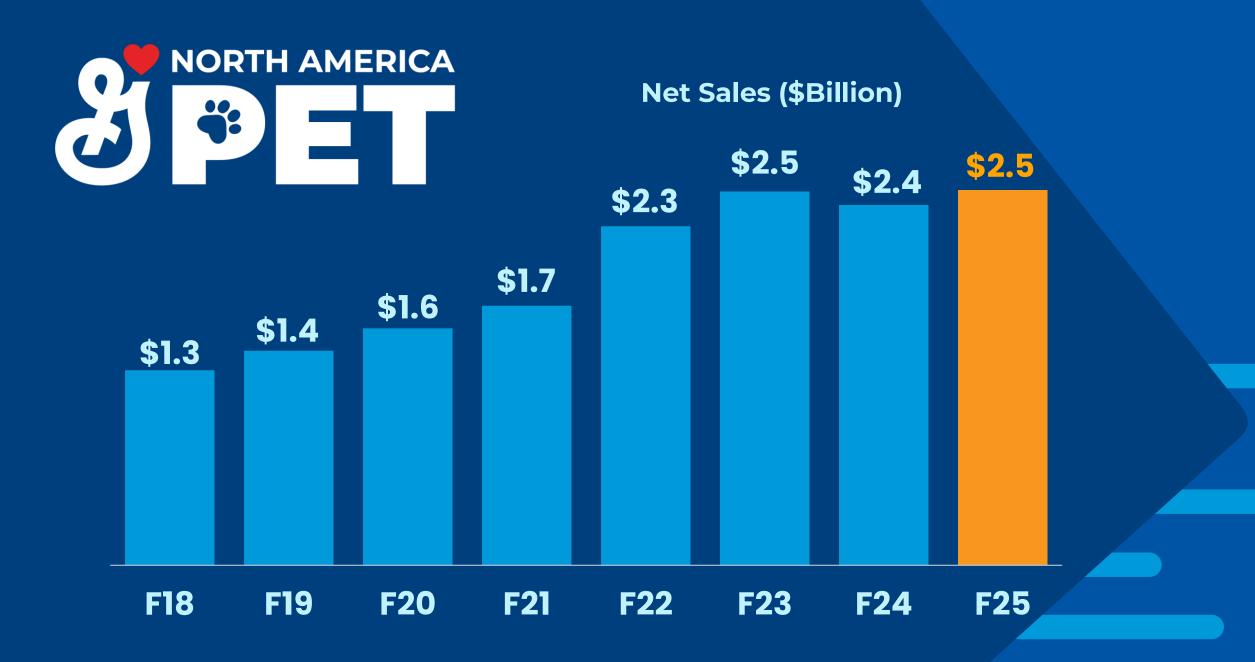
#### **Room to Grow**







## isour LARGEST GROWIH OPPORTUNITY



Treating



Dog Feeding

Cat Feeding

Source: Fiscal 2025 Net Sales General Mills – 2025 Investor Day 93

North America Pet Food Category



Remarkability across the CORE



#### and ACCELERATORS







#### TRUE BLUE PROMISE

#### **Formulated with** the Finest Natural Ingredients

- **Real Meat** First Ingredient
- **NO** Chicken (or Poultry) By-Product Meals
- **NO** Corn, Wheat or Soy
- **NO** Artificial Flavors or Preservatives

Love them like family. Feed them like family.™



Life Protection Formula is over

70%

of our Dog feeding business





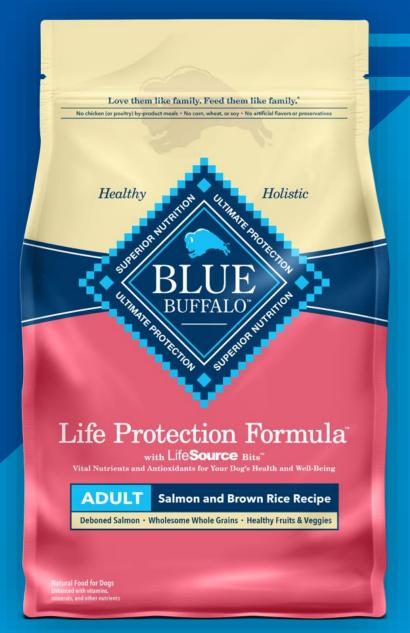




#### **TOP 5 INGREDIENTS**

✓ Deboned Chicken	Chicken	X
✓ Brown Rice	Rice Flour	X
<b>✓</b> Oatmeal	Corn Gluten Meal	X
<b>✓</b> Barley	Chicken By-Product Meal	X
<b>√</b> Chicken Meal	Soybean Meal	X

Salmon is the FASTEST growing protein in Dog dry feeding



## Elevating Remarkable Experiences on Wilderness



#### **Current Packaging**

### NEW











62% say their cat sleeps in their bed

19%
of younger cat parents run a social account for their cat

#### **Retail Sales**

#### +Low Single Digits in fiscal 25

+Mid
Single Digits

in Q1 fiscal 26





### MOST WANTED



# OUT

**CATS PREFER** 

### Tastefuls

Indoor Adult Chicken

to Iams'
Healthy Adult Chicken



### **GET THAT** :Gravy: Goodness!

So tasty it stops cats in their tracks.

### Blue Buffalo has the most humanized treating formats













Remarkability across the CORE



### and ACCELERATORS





### **Blue Buffalo** in Fresh Segment



### Right to PLAY



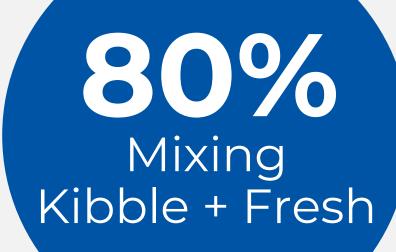
### Superior PRODUCT



AWARENESS at scale



## Kibble FRESH





# -Love-Made Fresh

### TRUE BLUE PROMISE

#### Formulated with the Finest Natural Ingredients

- **Real Meat** First Ingredient
- **NO** Chicken (or Poultry) By-Product Meals
- **NO** Corn, Wheat or Soy
- NO Artificial Flavors or Preservatives



### **Multiple Formats**

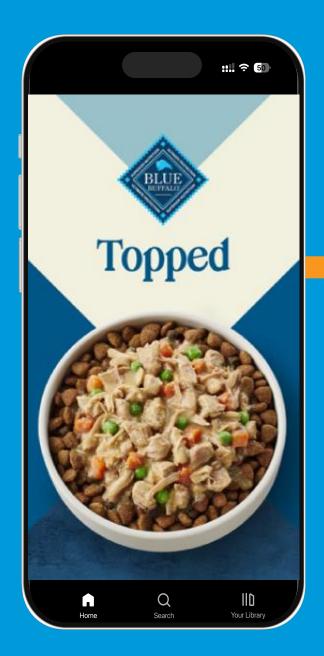
Coming in CY26





Love Made Fresh in COOLERS by end of year













edgard cooper

PETSMART







# Tiki Cat has grown DOUBLE-DIGITS in the past

in the past 10 years











### Goal:

Organic sales growth +mid-single-digit % over the long term





### Ricardo Fernandez

Segment President, International

#### SERVING 50+ COUNTRIES





### \$2.8 BILLION IN NET SALES IN FISCAL 25

**BRAZIL** 

**EUROPE, AUSTRALIA**& NORTH ASIA

**GLOBAL EMERGING MARKETS** 







# GLOBAL Platforms









# LOCAL Gems





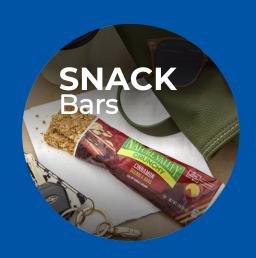




# GLOBAL Platforms











expected to drive **75%** of International's growth over the next three years





# ~\$750 MILLION

in net sales

75%

Priority markets

HELD or GREW SHARE

in Q4 fiscal 25



# In Q1 of fiscal 26,



Improvement in Shops traffic and continued momentum in Foodservice channels





Core products

~50% of our Häagen-Dazs retail sales

76% Fair share of distribution







60%

of global ice cream consumption is in a portable format

with retail sales growing

at 8%



STICK BAR RENOVATION IN EUROPE & ASIA

Häagen-Dazs

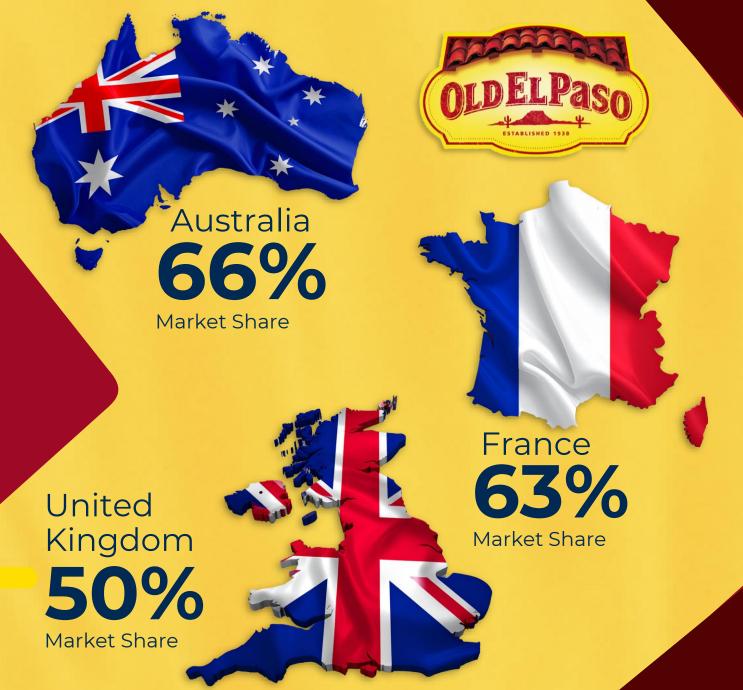








### Undisputed Leading MEXICAN FOOD BRAND





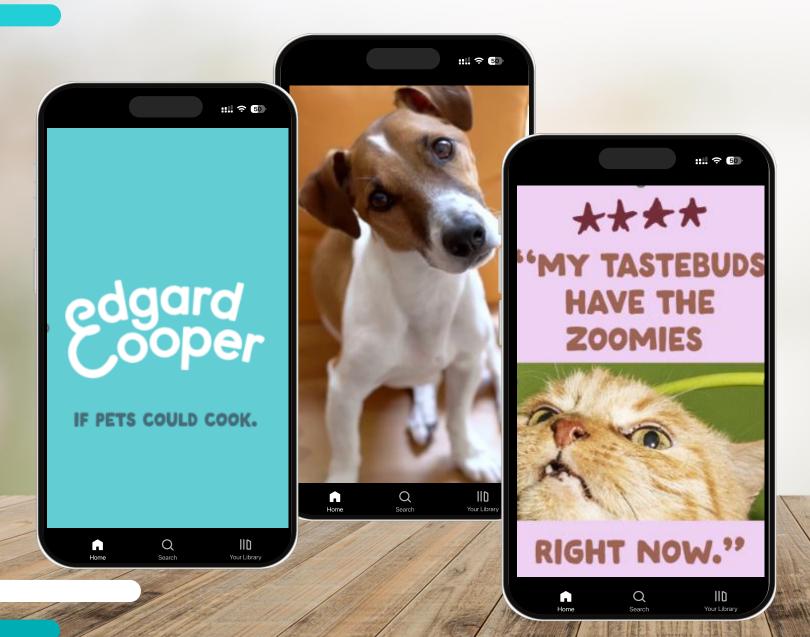
















甄选食材。









ADELTSAT



General Mills – 2025 Investor Day 156

































# ACCELERATE - STATE - S

#### Kofi Bruce

Chief Financial Officer



#### **Long-term Growth Algorithm**



Organic Net Sales¹
+2 to 3%



Adj. Operating Profit<sup>1</sup> +MSD%<sup>2</sup>





PCF Conversion<sup>1</sup> Cash Returns to Shareholders
95%+ ~80 to 90%

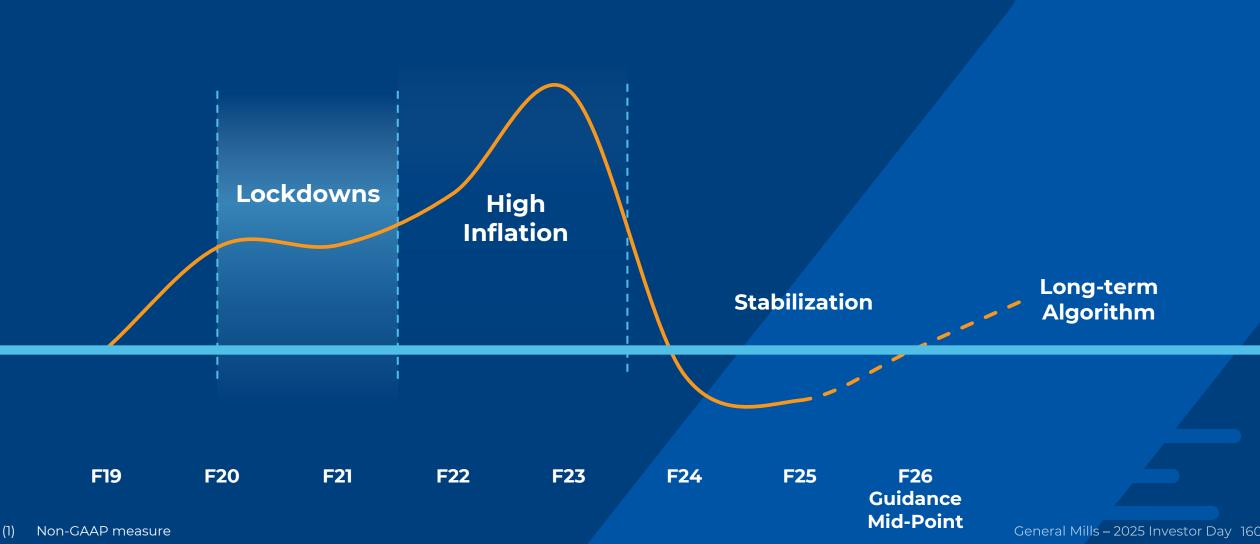
Adj. Diluted EPS<sup>1</sup>
+MSD to HSD%<sup>2</sup>





#### **General Mills**

Organic Net Sales Growth<sup>1</sup>







### Reaffirming Fiscal 2026

Financial Outlook

Organic <b>Net Sales</b> Growth <sup>1</sup>	Net Sales Op. Profit		Free <b>Cash Flow</b> Conversion <sup>1</sup>		
-1% to +1%	-15% to -10% <sup>2</sup>	-15% to -10% <sup>2</sup>	95%+		

F26 Outlook for Adjusted Op. Profit and Adjusted Diluted EPS includes headwinds of approximately 5 percent from the net impact of divestitures and acquisitions and 3 percent from a normalization of corporate incentive expense



Three Drivers
of Improved
Organic Sales
Growth



Continue Improving
Our Competitiveness
in Current Categories



Continue Reshaping
Our Portfolio to Increase
Our Growth Exposure



Categories Return to Long-term Growth Expectations





#### Continue Improving Our Competitiveness

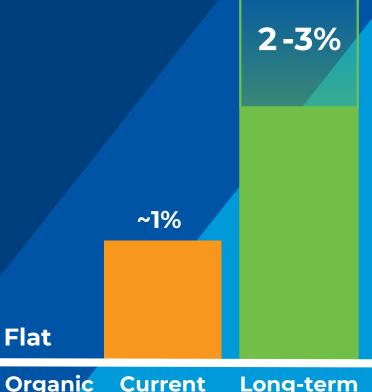


#### DRIVING REMARKABILITY -









**Category Midpoint** Growth

**Long-term Category** Growth





### Reshaping Our Portfolio for Growth

Added ~1pt to Long-term Growth Exposure



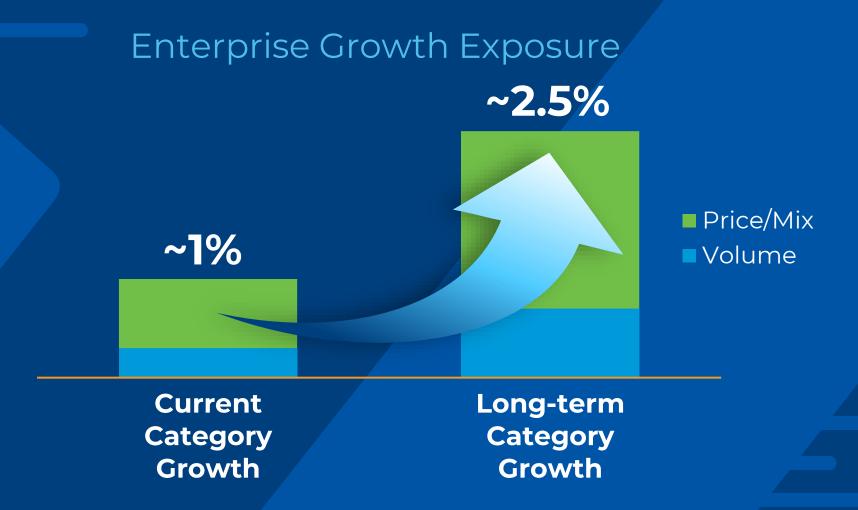




Nearly **30**% of **Net Sales Base**Turned Over Since F18



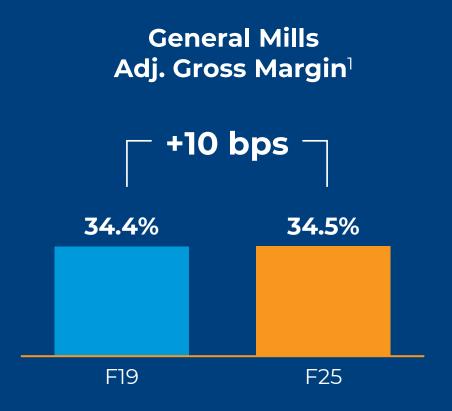
# Categories Return to Long-term Growth Expectations

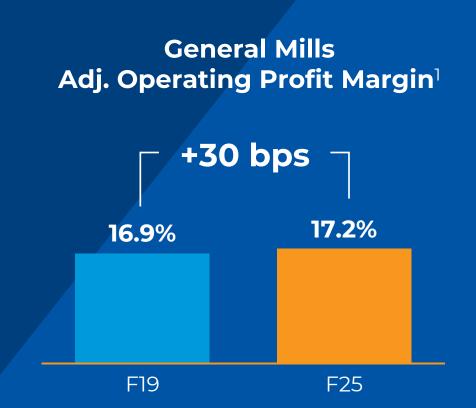






#### **Sustained Margin Performance**



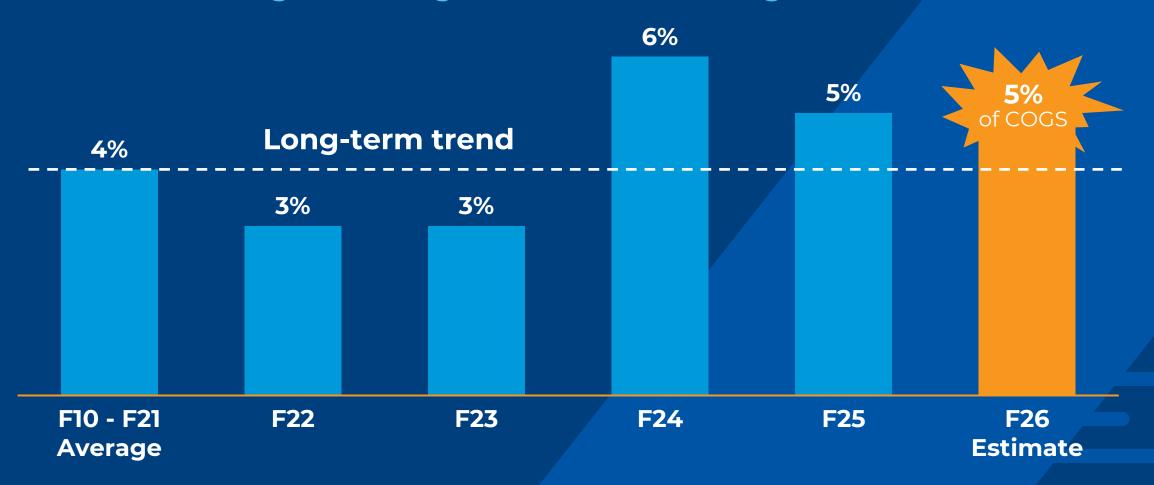






## Visibility to Continued Strong HMM Cost Savings

Holistic Margin Management Cost Savings as % of COGS

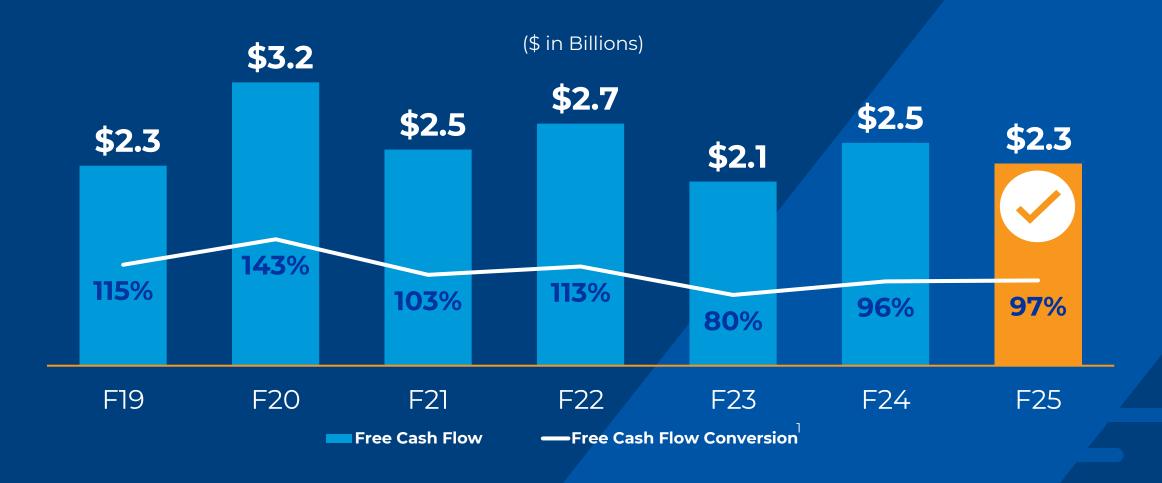






### Converting Earnings to Cash

General Mills Free Cash Flow<sup>1</sup>







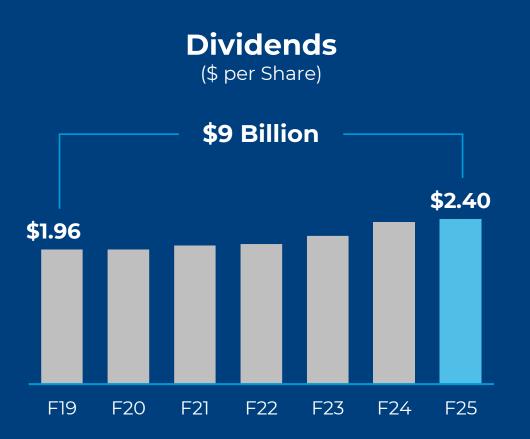
# Long-term Capital Allocation Priorities

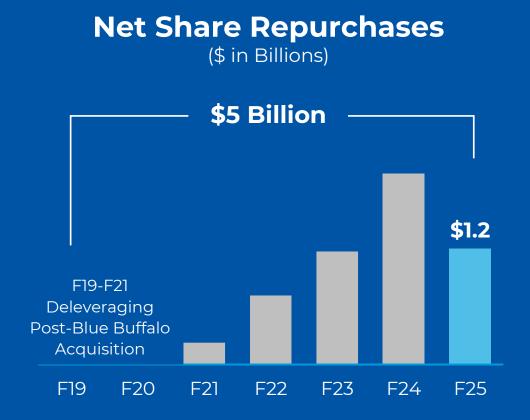
Priorities	Long-term Goal	
CAPEX	~4% of Net Sales	
Dividend Growth	Grow Dividend with Earnings	
Strategic M&A	Growth and Value-accretive M&A	
Share Repurchases	~1 to 2% Average Annual Reduction	





### Returned Nearly \$14 Billion to Shareholders between F19-F25







Consistent and **profitable organic sales growth** drives our long-term model

Investments in **remarkability** to restore **volume-driven organic sales growth** 

# Key Messages

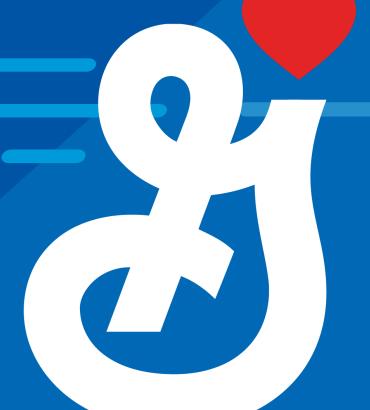
History of delivering on our goals of margin expansion, cash conversion, and cash return

Industry-leading **HMM** and **SRM capabilities** 

In position to deliver on our ambitions and drive strong returns for our shareholders

# ACCELERATE — DRIVING-REMARKABILITY

### General Mills 2025 Investor Day





#### A Reminder on Non-GAAP Guidance

Our fiscal 2026 outlook for organic net sales growth, constant-currency adjusted operating profit and adjusted diluted EPS, and free cash flow conversion are non-GAAP financial measures that exclude, or have otherwise been adjusted for, items impacting comparability, including the effect of foreign currency exchange rate fluctuations, restructuring and transformation charges, transaction and acquisition integration costs, acquisitions, divestitures, mark-to-market effects, and a 53<sup>rd</sup> week. We are not able to reconcile these forward-looking non-GAAP financial measures to their most directly comparable forward-looking GAAP financial measures without unreasonable efforts because we are unable to predict with a reasonable degree of certainty the actual impact of changes in foreign currency exchange rates and commodity prices or the timing or impact of acquisitions, divestitures, and restructuring and transformation actions throughout fiscal 2026. The unavailable information could have a significant impact on our fiscal 2026 GAAP financial results.

For fiscal 2026, we currently expect: the net impact from foreign currency exchange rates (based on a blend of forward and forecasted rates and hedge positions), acquisitions and divestitures completed prior to fiscal 2026 and those expected to close in fiscal 2026, and a 53<sup>rd</sup> week to reduce net sales growth by approximately 4 percent; foreign currency exchange rates to have an immaterial impact on adjusted operating profit and adjusted diluted EPS growth; and restructuring and transformation charges and transaction and acquisition integration costs related to actions previously announced to total approximately \$90 million to \$95 million.

#### **Reconciliation of Adjusted Gross Margin**

	Fiscal Year					
	2025	2019 Percent of Net Sales				
Comparisons as a % of Net Sales	Percent of Net Sales					
Gross margin as reported	34.6 %	34.1 %				
Mark-to-market effects	(0.1) %	0.2 %				
Restructuring charges	- %	0.1 %				
Adjusted gross margin	34.5 %	34.4 %				

#### Reconciliation of Adjusted Operating Profit Margin

	Fiscal Year					
	2025	2019 Percent of Net Sales				
	Percent of					
Comparisons as a % of Net Sales	<b>Net Sales</b>					
Operating profit margin as reported	17.0 %	14.9 <b>%</b>				
Divestitures (gain) loss	(0.5) %	0.2 %				
Restructuring and transformation charges	0.4 %	0.5 %				
Transaction costs	0.3 %	- %				
Mark-to-market effects	(0.1) %	0.2 %				
Acquisition integration costs	0.1 %	0.1 %				
Asset impairments	- %	1.2 %				
Investment valuation adjustment	- %	(0.1) %				
Legal recovery	- %	(0.1) %				
Adjusted operating profit margin	17.2 %	16.9 <b>%</b>				

#### **Reconciliation of Free Cash Flow and Free Cash Flow Conversion**

In Millions		Fiscal 2025	Fiscal 2024	Fiscal 2023	Fiscal 2022	Fiscal 2021	Fiscal 2020	Fiscal 2019
Net earnings, including earnings attributable to noncontrolling interests, as reported	\$	2,318.9 \$	2,518.6 \$	2,609.6 \$	2,735.0 \$	2,346.0 \$	2,210.8 \$	1,786.2
Divestitures (gain) loss, net, net of tax		(84.8)	-	(371.4)	(189.0)	53.1	-	16.4
Restructuring and transformation charges (recoveries), net of tax		67.2	28.4	48.4	(16.7)	137.2	39.0	63.0
Transaction costs, net of tax		37.8	11.9	0.2	56.4	7.2	-	-
CPW asset impairments and restructuring charges, net of tax		23.3	2.0	1.0	(0.9)	1.9	5.0	11.1
Mark-to-market effects, net of tax		(12.1)	(30.1)	224.8	(102.5)	(106.9)	19.0	27.7
Acquisition integration costs, net of tax		11.9	0.2	4.6	17.2	_	-	19.7
Investment activity, net, net of tax		6.4	12.6	66.0	6.2	(60.8)	3.0	(17.6)
Project-related costs, net of tax		0.4	1.3	1.6	_	_	1.2	1.1
Goodwill and other intangible assets impairments, net of tax		_	161.8	_	_	_	-	_
Legal recovery, net of tax		_	(40.3)	_	_	_	-	(10.8)
Product recall, net, net of tax		_	(23.3)	17.3	_	(3.1)	17.1	-
Non-income tax recovery, net of tax		_	_	_	(14.5)	(5.8)	-	_
Tax items		_	_	_	(50.7)	11.2	(53.1)	(72.9)
Asset impairments, net of tax		_	_	_	_	_	_	159.7
Net tax benefit		_	_	_	_	_	_	(7.2)
Hyperinflationary accounting, net of tax		_	-	-	_	-	_	3.2
Adjusted net earnings, including earnings attributable to noncontrolling interests	\$	2,369.1 \$	2,643.0 \$	2,602.2 \$	2,440.5 \$	2,380.1 \$	2,241.8 \$	1,979.6
Net cash provided by operating activities		2,918.2	3,302.6	2,778.6	3,316.1	2,983.2	3,676.2	2,807.0
Purchases of land, buildings, and equipment		(625.3)	(774.1)	(689.5)	(568.7)	(530.8)	(460.8)	(537.6)
Free cash flow	\$	2,292.9 \$	2,528.5 \$	2,089.1 \$	2,747.4 \$	2,452.4 \$	3,215.4 \$	2,269.4
Net cash provided by operating activities conversion rate		126%	131%	106%	121%	127%	166%	157%
Free cash flow conversion rate		97%	96%	80%	113%	103%	143%	115%

107%

7-Year Average Free cash flow conversion rate

<sup>\*</sup>Table may not foot due to rounding