

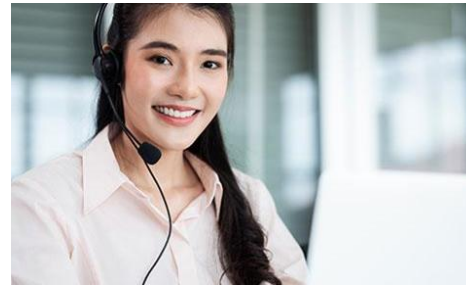


salesforce

Nestlé

Salesforce

CRM + Data + AI + Trust





salesforce

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CRM + Data + AI + Trust

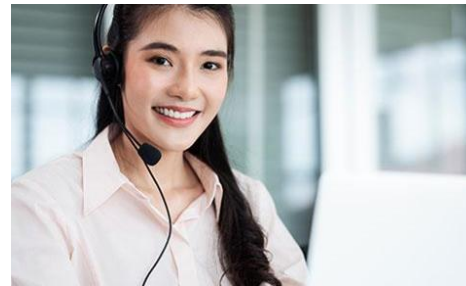
Andrea Kocsis

Exec Director Digital Transformation Nestlé



Jamal El Biyadi

Senior RVP Luxury Retail & CPG Salesforce





Good food, Good life

Nestlé overview

2000+ brands

270 000 employees

93Bio sales in 2023

340 factories in 76 countries

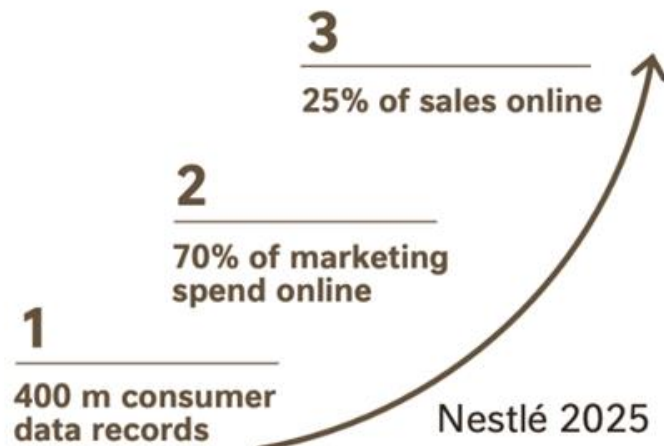
7 product categories

Products that meet consumer needs
in every phase of life

Our confirmed ambition for digital transformation

Ambition

Accelerate our transformation to lead the F&B industry



Approach

3-year digital roadmap



End game

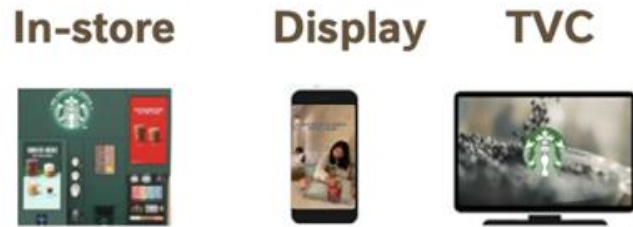
Data-powered, fully digitalized experience-brands company



Four priorities to build competitive advantage



To engage with consumers we need exponentially more content



MAX 5 - 10 ASSETS PER CAMPAIGN

For best ROI, the assets need to be adapted to the specifics of each touchpoint



Up to **+30%** Ad recall

We use AI to track the quality of 500k assets / year



Data and tech to empower our teams

Accelerate capabilities in consumer understanding



Technology

Enable media as a growth driver



Data

Elevate capabilities to leverage consumer data effectively



People

Thank you



Doing well & doing good

\$10.2B

FY24 operating cash flow +44% YoY

30.5%

FY24 Non-GAAP operating margin¹

\$38.0B

FY25 guidance²

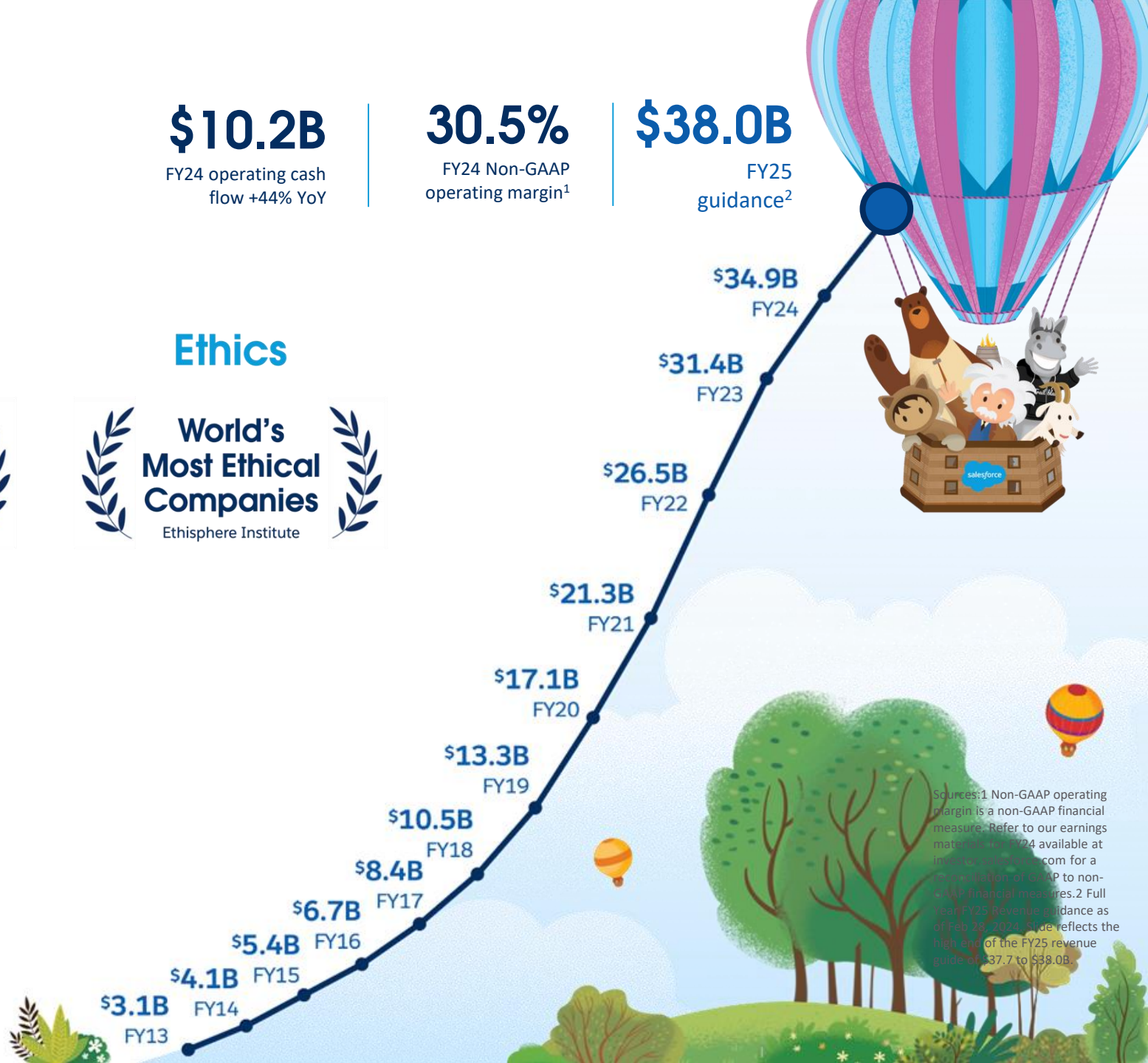
Innovation



Philanthropy



Ethics



Sources: 1 Non-GAAP operating margin is a non-GAAP financial measure. Refer to our earnings materials for FY24 available at investor.salesforce.com for a reconciliation of GAAP to non-GAAP financial measures. 2 Full Year FY25 Revenue guidance as of Feb 29, 2024. Slide reflects the high end of the FY25 revenue guide of \$37.7 to \$38.0B.



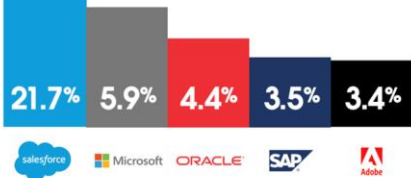
Our vision since 1999

Connect with your customers in a whole new way

1 - CRM

- MuleSoft
- Data
- Sales
- Heroku
- Service
- Canvas (Quip)
- Marketing
- Tableau
- Einstein
- Commerce
- Slack
- Platform
- Analytics

Salesforce.
#1 CRM.



Ranked #1 for CRM Applications based on IDC 2023 Revenue Market Share Worldwide.

Source: IDC, Worldwide Semiannual Software Tracker, April 2024. CRM market includes the following IDC-defined functional markets: Sales Force Productivity and Management, Marketing Campaign Management, Customer Service, Contact Center, Advertising, and Digital Commerce Applications.

 Build a Customer 360

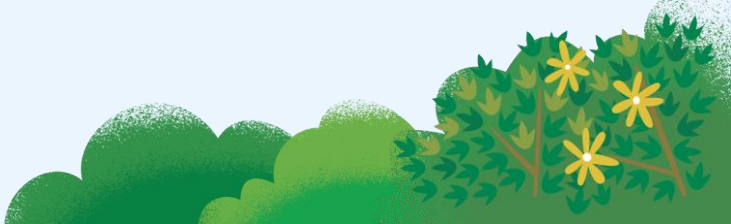
Nestle 2025 Ambition



**400 M
consumer
Data records**

**70 % of
Marketing
Speed Online**

**Usage of Data
for Brand
Building**



How Do You Get Started ?



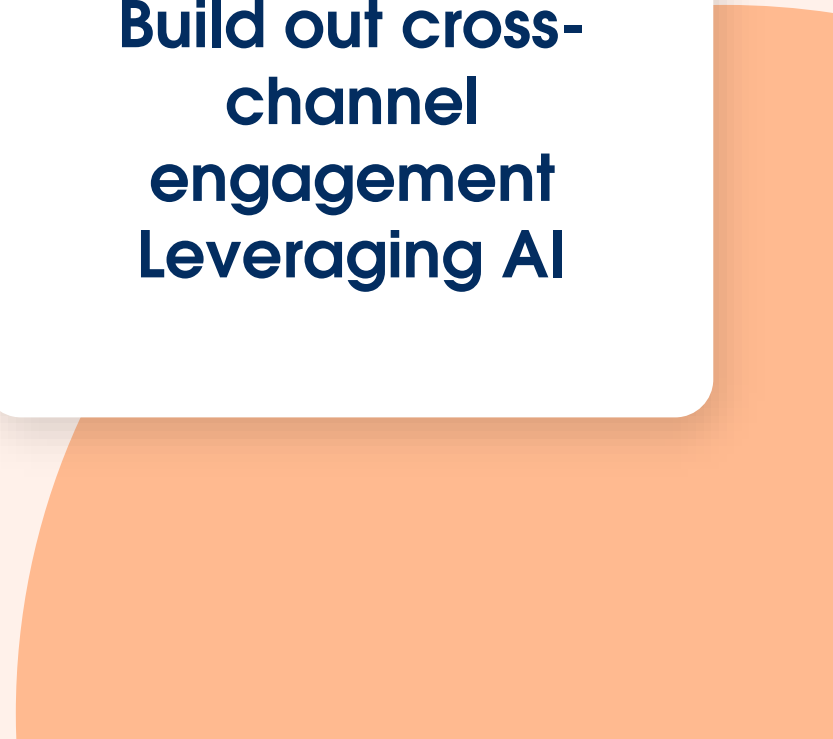
Get your first-party data strategy in order and get hold on trapped data



Unify data into operational customer profile



Build out cross-channel engagement Leveraging AI



Businesses have islands of trapped data

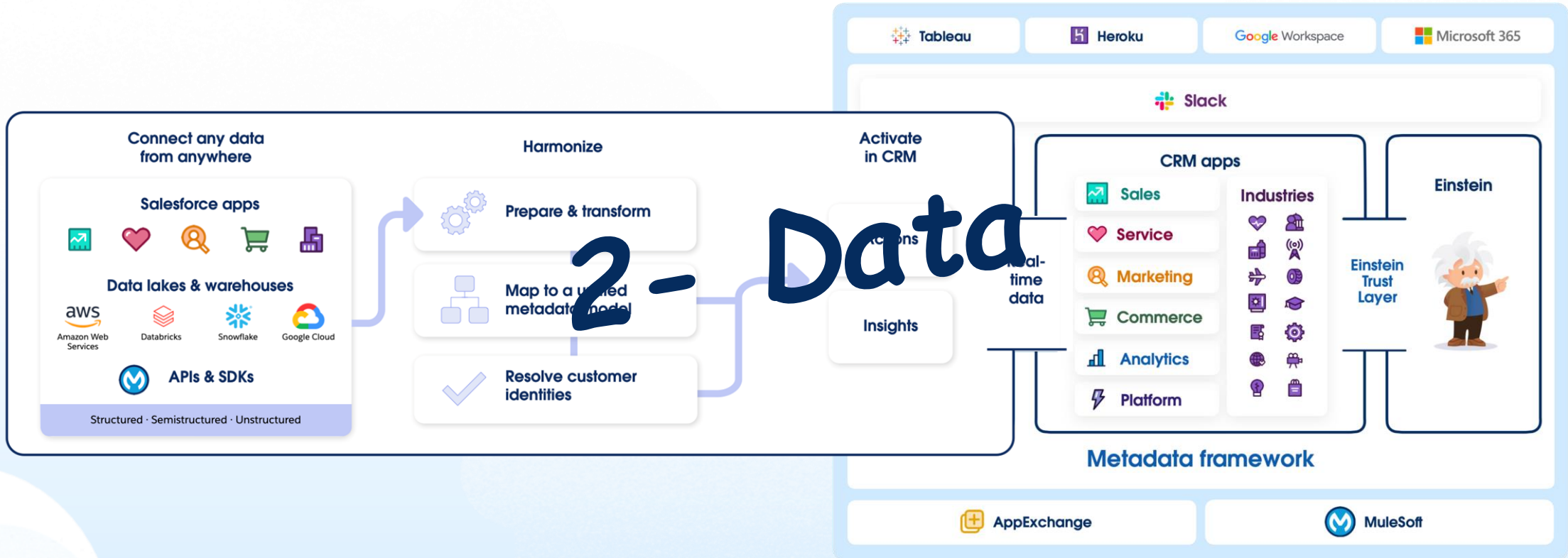


71% of company applications are disconnected



Source: MuleSoft Connectivity Benchmark Report, 2023.

How Salesforce unlocks trapped data



Marketers Who Don't **Adopt AI** Will Get Left Behind

WITHOUT AI

Timely, inaccurate campaign briefs

Tedious segment building

Limited content for personalization

Manual journey creation

1 of 3

organizations are **investing in generative AI** or plan to do so in the next 12 months



WITH AI

Fast, accurate campaign briefs

Intuitive segment creation

Personalized content at scale

Automated journey orchestration

5 Hours

of Marketers est. time saved every week by gen AI



AI Is Only as Good as the Data Foundation It's Built On



Prompt



Help me write a catchy email to advertise LifeStyle Day 2024 in Lugano to this segment and encourage attendance. Offer reserved seats to returning customers.

No Data Grounding

Dear Sam,

Lifestyle Day is an essential Salesforce event for Marketers — is just around the corner. Seats are going fast, but there's still time to register! If you've attended before, we've reserved you a ticket!

3-

Grounded with CRM Data

Dear Sam, **AI**

I am thrilled to invite you back to Lifestyle Day 2024 in Lugano. Seats are going fast but, as a valued Marketing Cloud customer, we've saved 4 tickets for you and your colleagues!



Sam Smith
ACME

Marketing Cloud
Purchased Jan 2017

Last event attended
Dreamforce 2023

41%
of business leaders fail to understand their data b/c it's too complex or not accessible

Salesforce and AI ?

Pioneering AI for CRM since 2014



 Forecasting

 Predictions

 Self-Service bots

 Data Stories

 Offers

 Recommendations

1 Trillion

AI predictions
per week



We're in an AI revolution for over 10 years



Wave 1


Predictive

How to |

- How to increase conversions
- How to optimize spend
- How to personalize experiences
- How to grow relationships

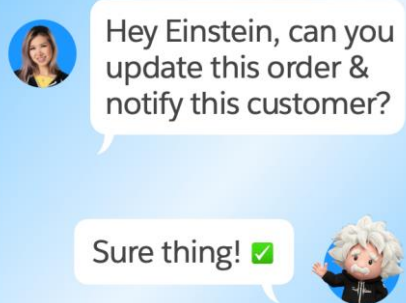
Wave 2

Generative




Wave 3

Autonomous & Agents



Wave 4

Artificial General Intelligence



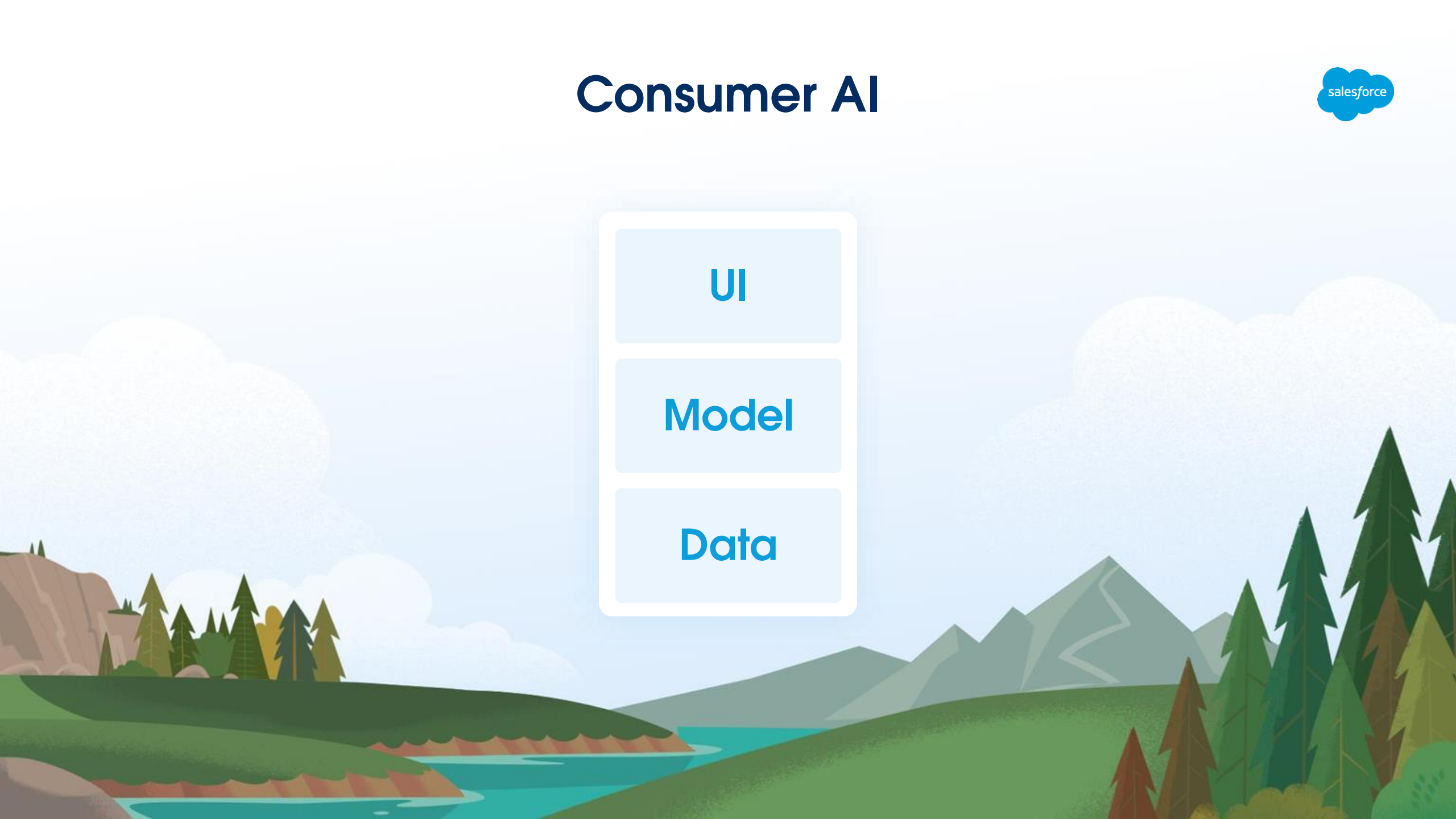
Consumer AI



UI

Model

Data



Consumer AI



UI

ChatGPT Claude Gemini HuggingChat
perplexity Poe YOU

Model

Llama 2 PaLM 2 Stable Diffusion GPT-4 Gemini Jasper stability.ai Large Lambda Claude

Data

“Public data”

Business AI needs trusted data

UI

Model

Data?

How does AI work for business?



Trust

Sharing model

Security & privacy

4 Connected to CRM

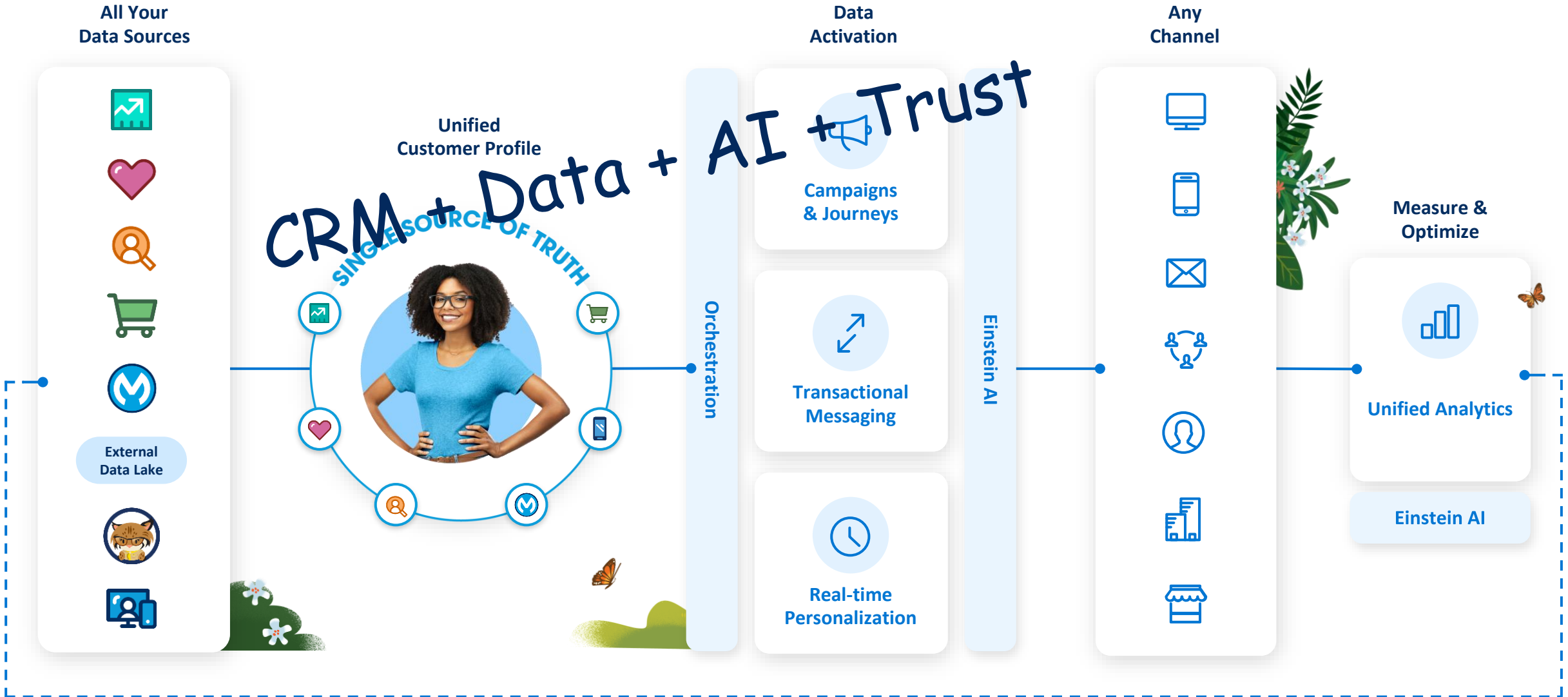
Toxicity

Hallucinations



Your Take Away

Grow Trusted Relationships and Revenue



Thank you

