



Contract Testing

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A MATRIX SCIENCES COMPANY

December 23, 2019

Brittany Hull  
Earth's Own Food Company Inc.  
bhull@earthsown.com

Dear Brittany,

RE: OAT BEVERAGE AD CLAIM TESTING VS. OATLY CONSUMER TEST

To achieve the required superiority claim over Oatly Oat Beverage, Earth's Own required Canadians to choose Earth's Own Oat Beverage 168 times out of 300 for "best tasting" oat beverage in a blind, sequential monadic taste test of oat beverages.

The results are: 185 Canadian plant-based, non-dairy milk consumers chose Earth's Own Oat Beverage – Trial #1 'milky/creamier' prototype and 115 Canadian plant-based, non-dairy milk consumers chose Oatly Oat Beverage.

Based on these results, Earth's Own Food Company Inc. can make the legal claim that Earth's Own Oat Beverage – Trial #1 'milky/creamier' prototype is "THE best tasting oat beverage" compared to Oatly Oat Beverage among Canadians.

Sincerely,

Kate Biggs  
Senior Manager, Research & Insight  
Contract Testing Inc.

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