The Crossroad
How to get a company in the same lane
The year is 2013…

➔ Swedish company built on years of research
➔ Innovation for people with allergies
➔ Performing well financially
The Crossroad
Two teams are formed....
What would you do?
THE ORIGINAL
OATLY!
From old to new...
The internal work
Oatly Net Sales 2012-2016 (mkr)
“Only the wisest and the stupidest of men never change”

- Confucius
Thank you!

Do you have any questions?