

# 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...

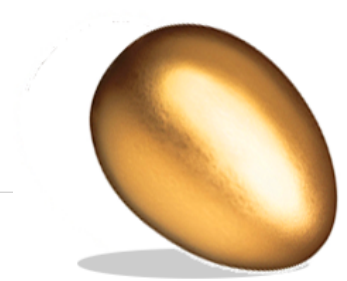
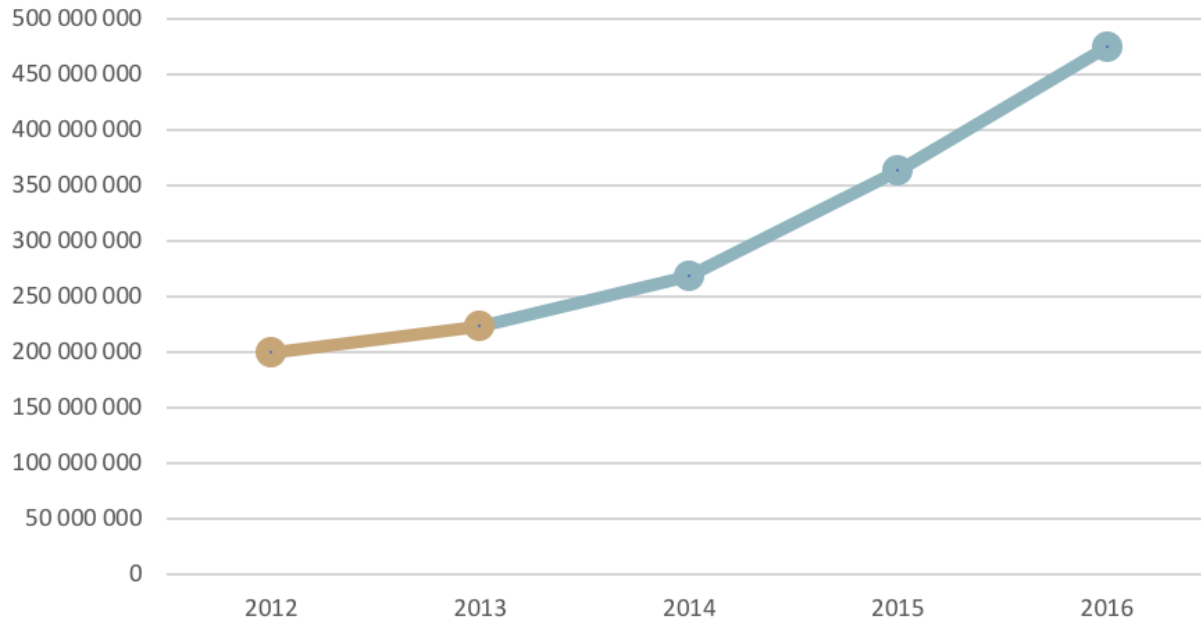




The internal work



Oatly Net Sales 2012-2016 (mkr)



“Only the wisest and the stupidest of men never change”

- Confucius

**Thank you!**

Do you have any questions?