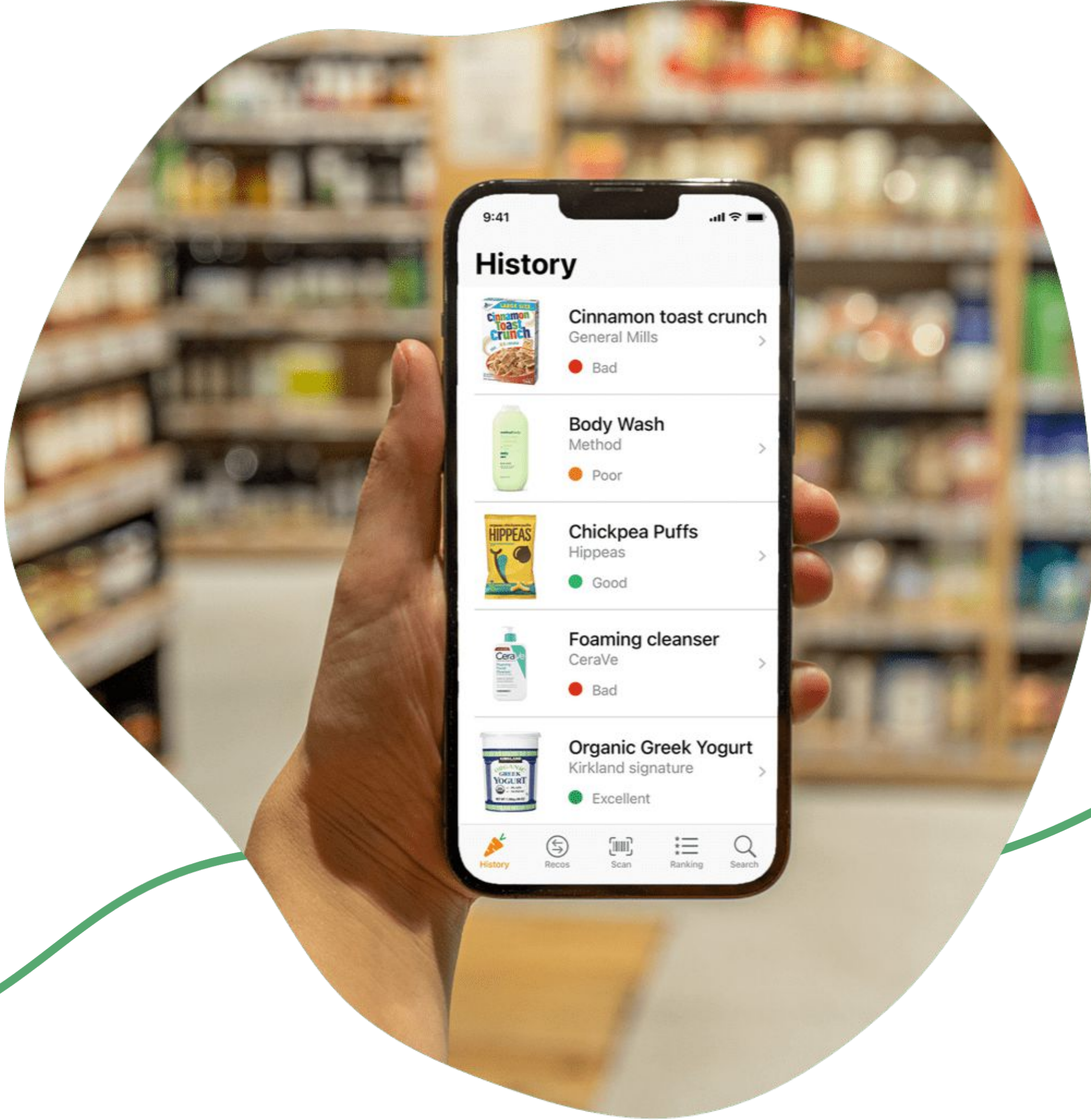


Yuka

Media Kit

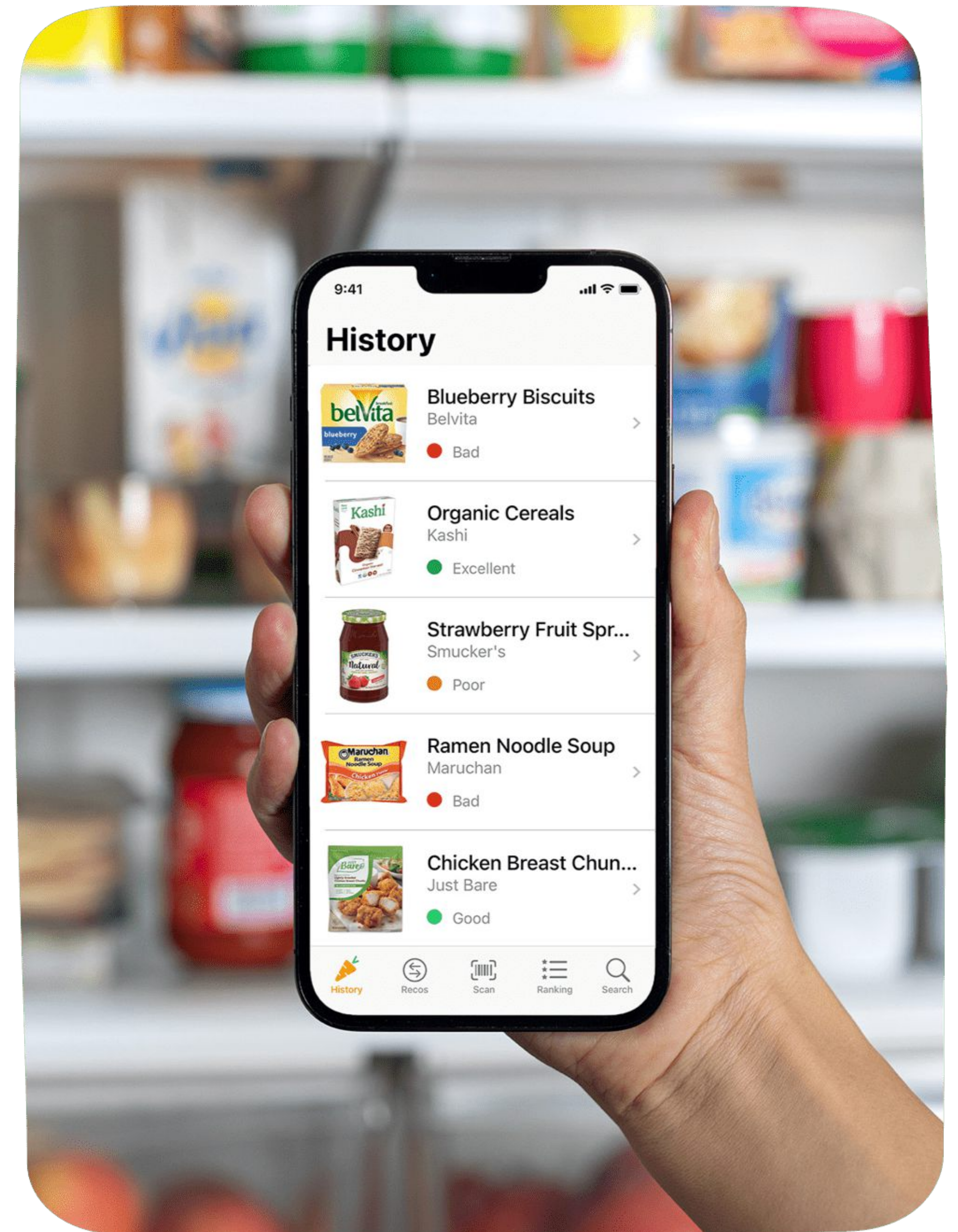
2023



History	
	Cinnamon toast crunch General Mills Bad
	Body Wash Method Poor
	Chickpea Puffs Hippeas Good
	Foaming cleanser CeraVe Bad
	Organic Greek Yogurt Kirkland signature Excellent

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What Is *Yuka?*



How the Application Works

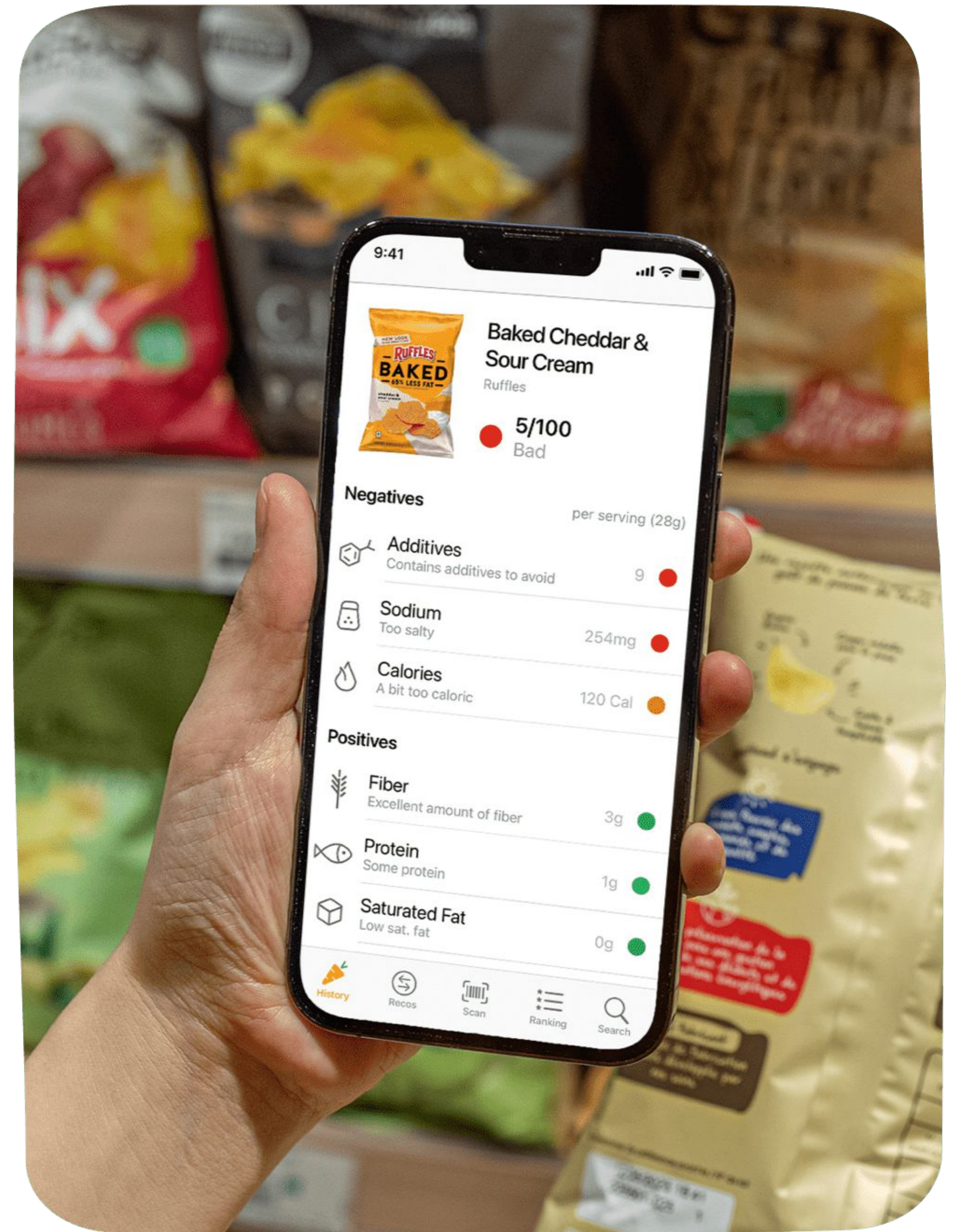
Yuka is a mobile application that allows you to scan the barcode of food and cosmetic products in order to **know their impact on health** and the environment.

In one scan, **Yuka provides a quick and easy evaluation** via a color code ranging from green to red. A detailed information sheet also allows you to understand the product rating and the criteria taken into account for it.



When the product is poorly rated, **Yuka independently recommends similar products** that are better for your health.

The recommendation algorithm takes into account the product's category (so as to recommend a product that closely matches the initial product), its availability (so as to recommend products that can be easily found), and its rating.





Where Did the Idea Come From?

In 2015, Benoit, one of Yuka's three co-founders, started taking an interest in more closely reading and understanding the labels of products he purchased for his kids.

He felt completely **lost in the middle of the food product jungle** and the large (and often complex) amount of information displayed on their packaging. As he began to analyze these details, he realized the marketing behind them is often deceiving.

It is at this time that Benoit decided that a tool to help decipher different products' composition quickly and easily would be very helpful!

He shared his idea with his brother François and their friend, Julie, who were both immediately sold on the concept. In February 2016, the three of them decided to participate in the Food Hackathon, a Paris-based start-up contest. They spent an entire weekend developing the concept and won first place. **Convinced that their idea fulfilled a real need**, they decided to launch the project together.



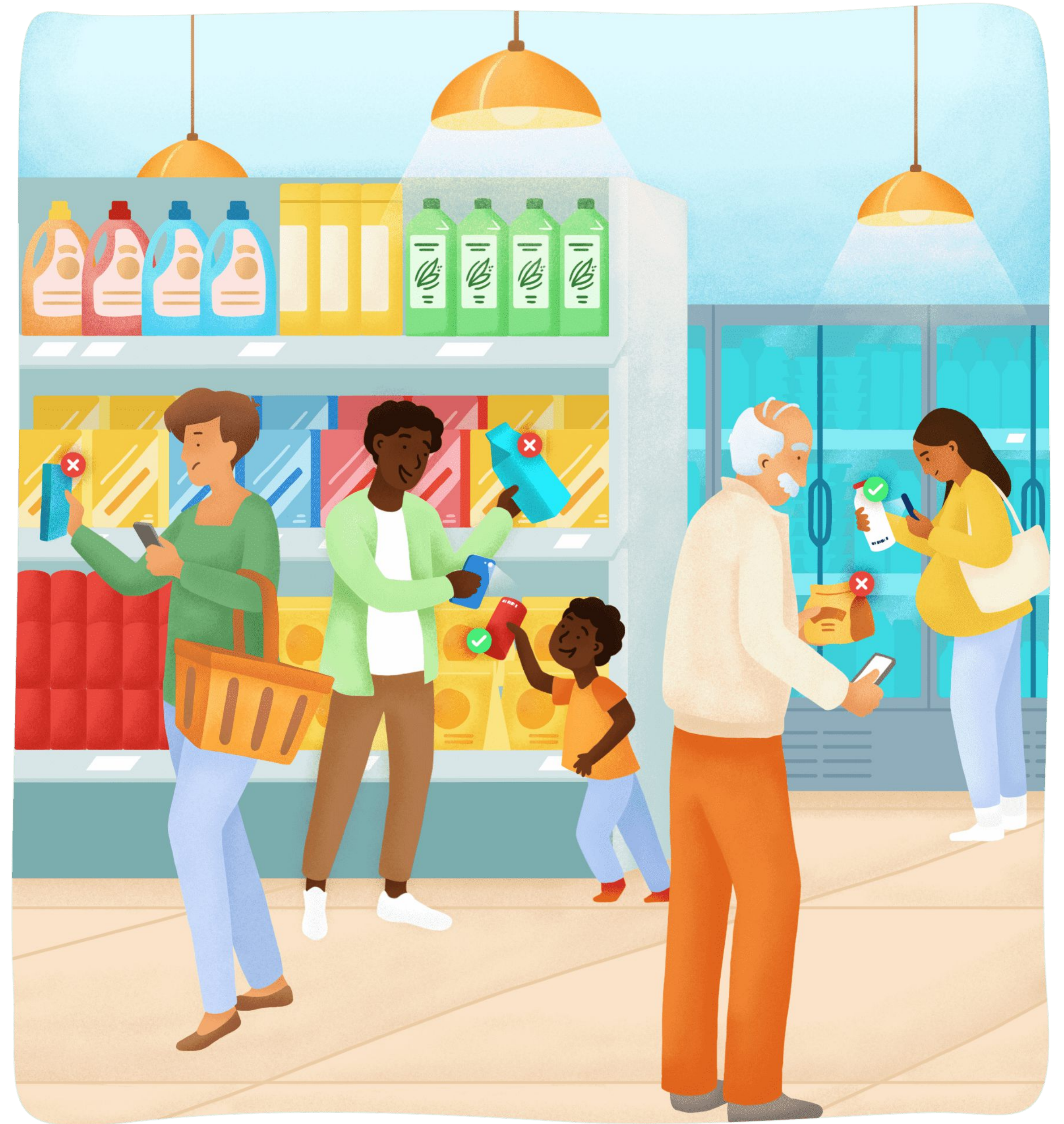
A Twofold *Mission*

1

Help consumers make better choices by providing transparent information regarding the products they purchase and consume daily.

2

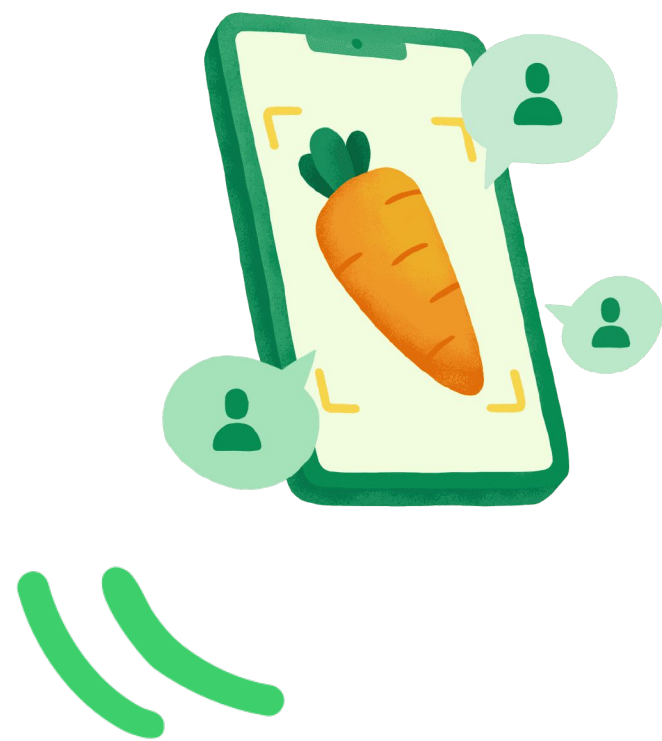
Embolden consumers with their buying power to act as catalysts for change **so manufacturers improve what's in their products.**



Yuka in a Few Key *Figures*

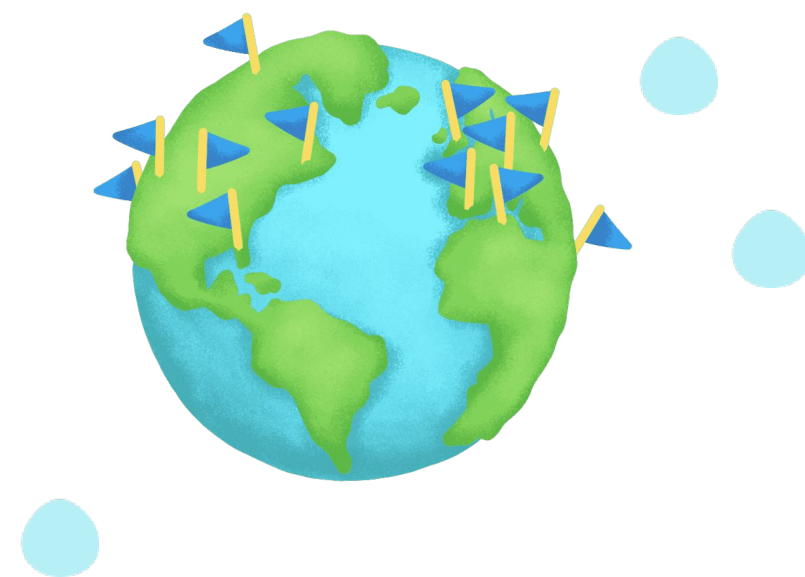
45

Million
users



12

Countries where
Yuka is available



4

Million products in
the database

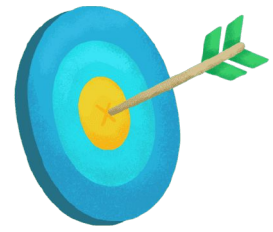


45

Products scanned
every second



The Major Milestones of *our Adventure*



JANUARY 2018

We hit 1 million users



MARCH 2019

Beginning of the app's internationalization



OCTOBER 2020

Yuka's Guide to Healthy Eating is published



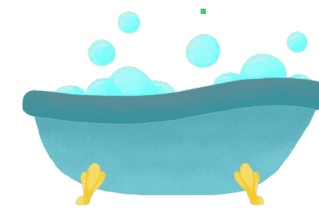
MAY 2023

40 million users!



JANUARY 2017

Launch of the Yuka app in France



JUNE 2018

Cosmetics and personal hygiene products are added to the app



MAY 2019

10 million users



FEBRUARY 2021

Launch of the Eco-score in France

An International *Presence*

The Yuka app is
currently
available in

12
COUNTRIES

and

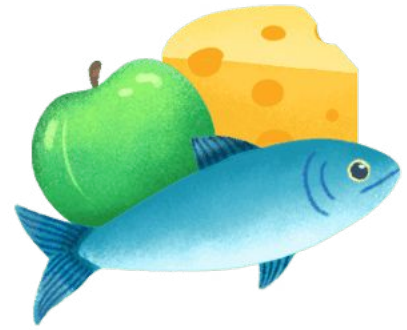
5
LANGUAGES



Scoring Method



Food Product *Analysis*



The nutritional quality

Our method is based on the nutritional rating system Nutri-Score. It takes the following elements into account: calories, sugar, salt, saturated fats, protein, fiber, fruits, and vegetables.

60%
of the score



The presence of additives

Our analysis is based on the latest scientific research, taking into account collective expertise reports as well as numerous independent studies.

30%
of the score

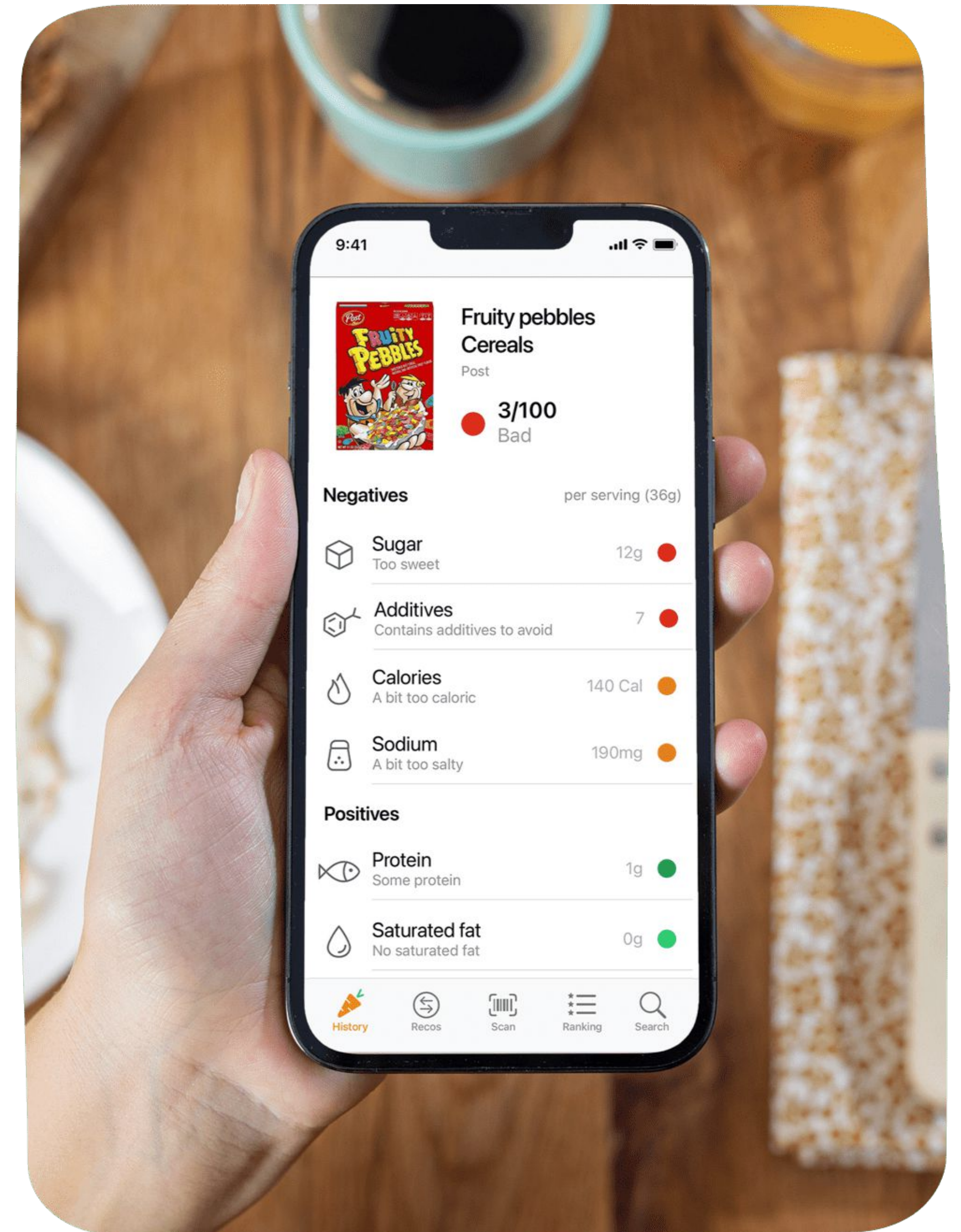


The organic component

This grants bonus points to products that are certified organic, which means only products that have an official seal from a national or international organization.

10%
of the score

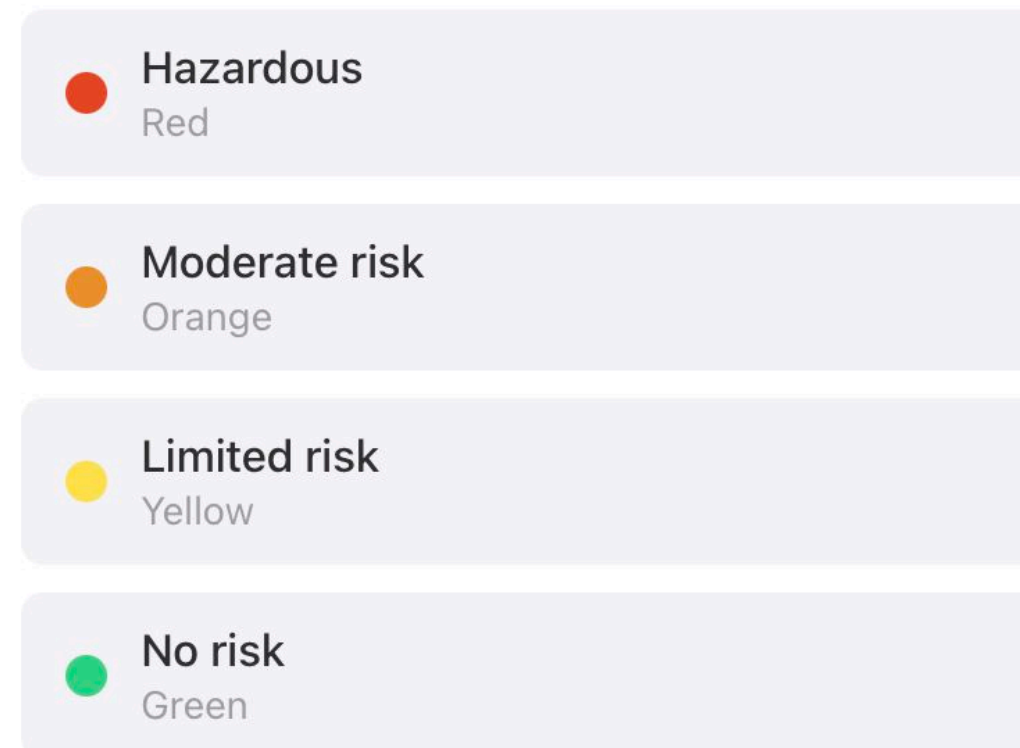
The score is attributed in a completely *neutral* and *independent* manner.
No brand or manufacturer can pay Yuka to manipulate their score.



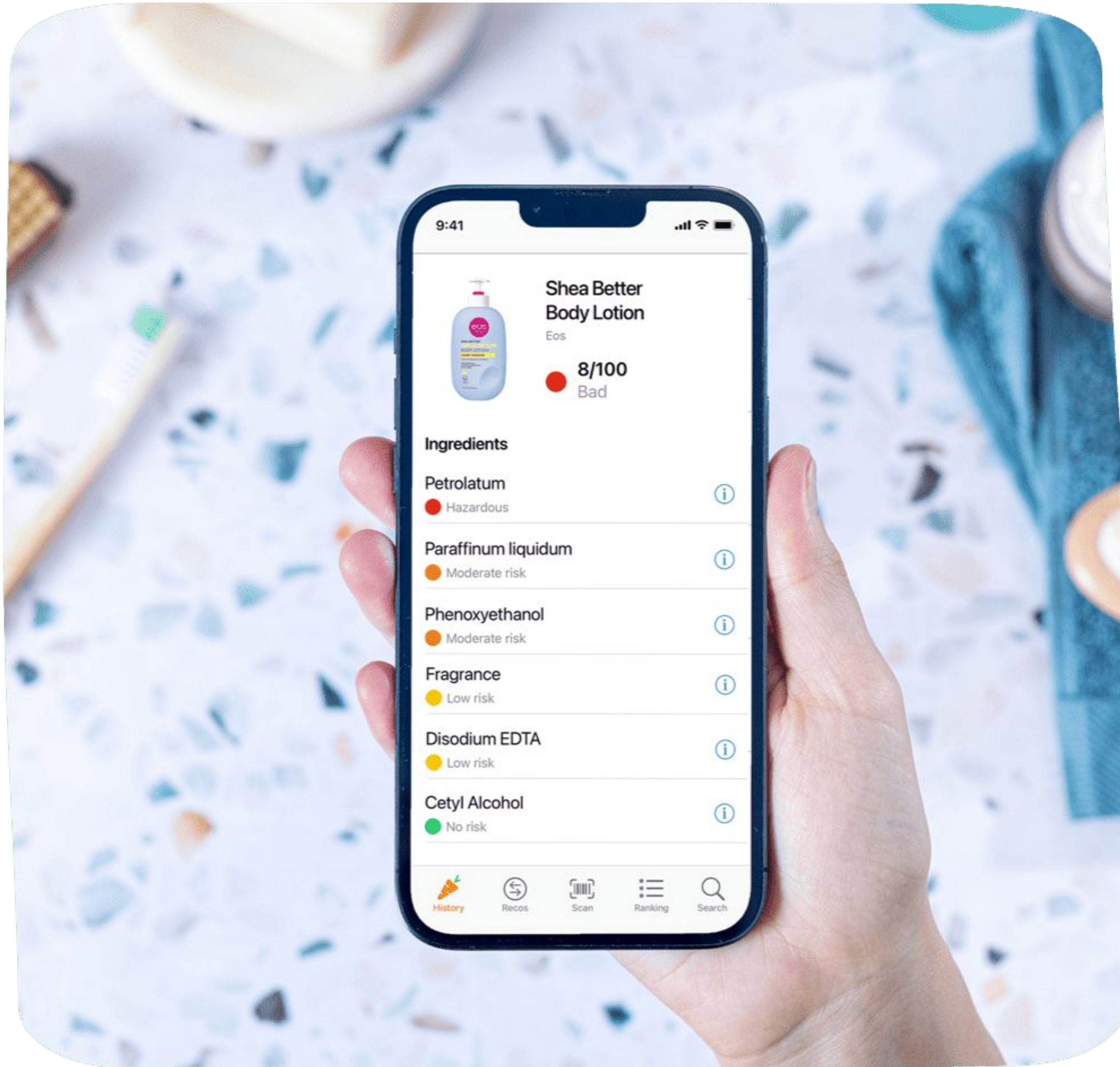
Cosmetic Products *Analysis*

The application allows users to scan cosmetic and personal hygiene products, such as shower gels, shampoos, toothpaste, moisturizers, etc.

The product's score takes the full ingredient list into account. Based on the latest scientific research, each ingredient has a risk level attributed to it depending on its possible side effects on one's health and/or the environment.



A detailed text of possible risks, along with its scientific sources, are available for each ingredient on the application.



Our toxicology *expert*

Zoé is a toxicologist trained to **evaluate the toxicity of molecules on the health of humans and ecosystems.**

She holds a French Specialized Master's degree in Health, Food, and Environmental Risk Management and a Master's degree in Sustainable Development Law.

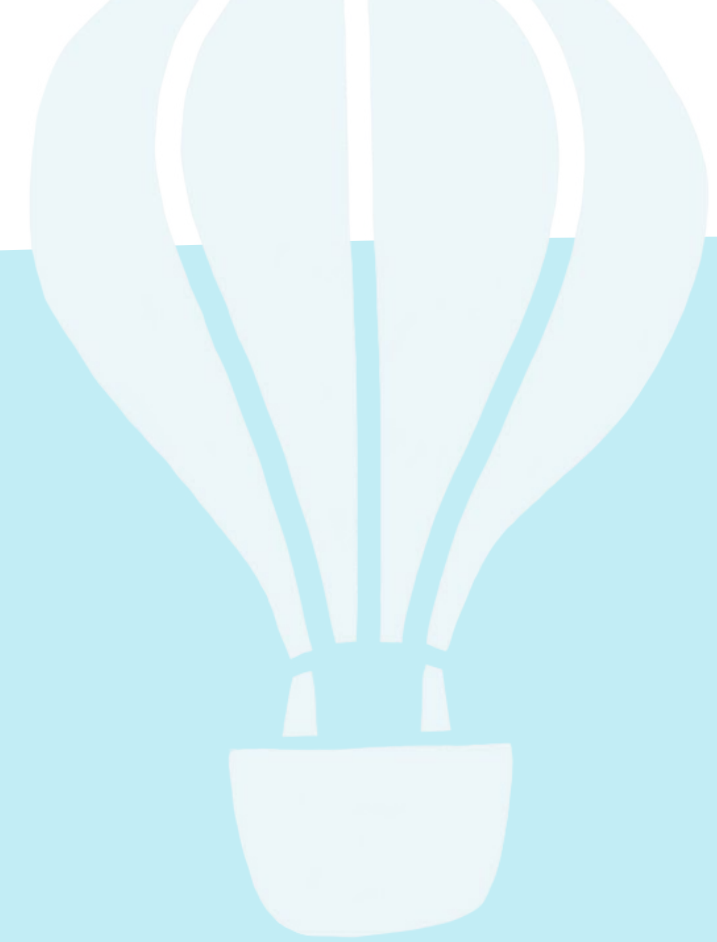


Her role is to **identify health and environmental risks** in food additives and cosmetic ingredients.

She also actively researches new publications in order to update the scientific content available in the app.



An Independent *Project*



The Pillars of Our *Independence*

Yuka is a 100% independent project with one main purpose: to advise consumers and allow them to make more informed decisions. Our independence is based on three principles:



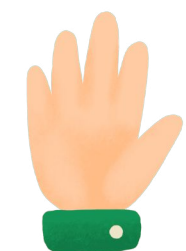
No external influence

Yuka receives absolutely no financing from any brand or manufacturer: no one can influence our analyses or recommendations.



Ad-free

Yuka does not display any ads: no brand, manufacturer, or celebrity can promote their products on the application.



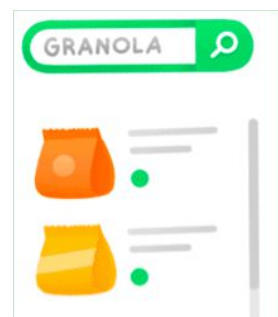
Protected data

Yuka does not sell or exploit user data: personal data remains strictly confidential at all times.



Transparent Financing

The Premium version of the app is our main source of revenue, which allows the project to break even financially. This version is available starting at 10\$/year and offers the following additional features:



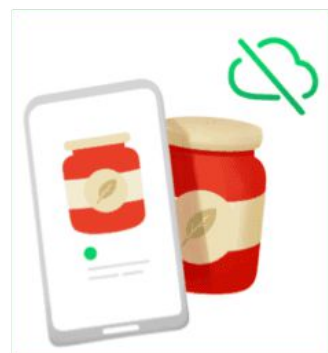
Search

Search for any product without having to scan it.



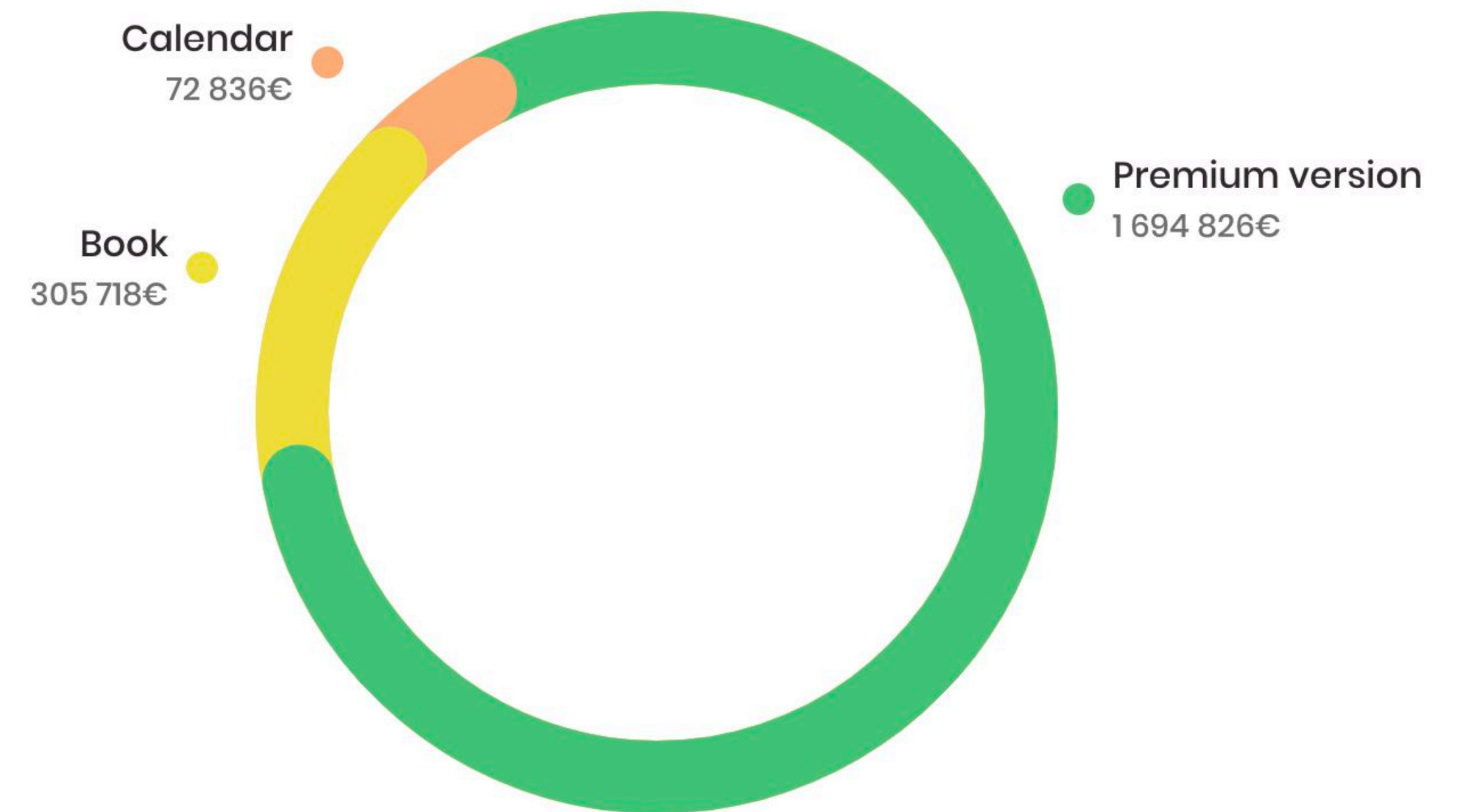
Food preferences

Set up alerts according to your preferences: palm oil, lactose, gluten, vegetarian diet, etc.



Offline mode

Scan your items even when your phone has no signal.



Revenue breakdown in 2022

To take it a step further,
we have made our balance sheet public.

👉 [Click here to download the full spreadsheet](#)

The Founding Team





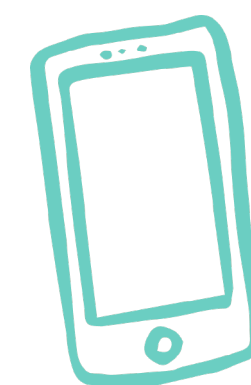
The Three Co-founders

Julie CHAPON



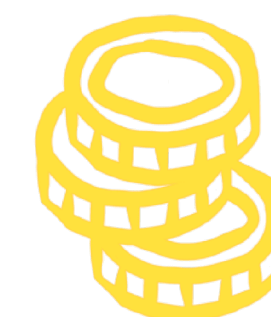
Julie is in charge of communication, content creation, and customer service. She co-wrote the Yuka book, *Le guide de l'alimentation saine (Guide to Healthy Eating)*, which is a bestseller with over 150,000 copies sold.

François MARTIN



François manages Yuka's technical issues and ensures that the infrastructure can handle a heavy load. He is also a design enthusiast who has been involved in the design of the application's interface.

Benoît MARTIN



Benoît, François' older brother, is in charge of all the administrative and financial aspects of the company. He handles legal issues with our lawyers regarding governmental requirements and cases with certain brands.



Julie Chapon

Julie is **in charge of communications and content creation**. She is also at the head of our customer service team and the operational aspects of the company.

After graduating from EDHEC Business School, she worked at a consulting firm where she assisted large companies in their digital transformation. **In search of more meaning in her work**, she embarked on the entrepreneurial adventure with Yuka in 2016.

Most notably, she managed to get 40 million people to download the app **without spending a dime on advertising**.

Passionate about nutrition, she co-authored the book *Le guide de l'alimentation saine* (*Guide to Healthy Eating*), **a bestseller with over 150,000 copies sold** and translated into 3 languages.

François Martin

François is **in charge of the technical issues**. He mainly oversees the development of the application and the backend. He is also responsible for the design and maintenance of the infrastructure, which must be able to support high application usage.

He has always been **an entrepreneur at heart**: when he graduated from engineering school, he created a web agency with two friends. He spent 6 years developing websites and mobile applications for associations and entrepreneurs. Later on, he decided to make use of these skills for his own project and helped launch Yuka.

He is also **passionate about design** and wants to offer an aesthetic and easy-to-use application. Not only is he in charge of the application's design but also of the official website.





Benoit Martin

Benoit **manages all legal and financial matters**. Alongside our lawyers, he handled the three legal proceedings against the industrial charcuterie lobby in France.

Before Yuka, Benoit worked for 10 years in banking and insurance purchasing. Then he decided to **completely change his career path** and devote himself to a passion he had never been able to explore: coding. He signed up for an online program and learned how to code to develop the application on Android.

Presently, he doesn't have much time to devote to coding, even if he continues to manage the Android development.

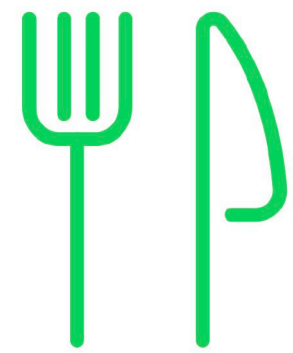
Besides legal matters, he manages all financial and administrative matters and makes sure that the company breaks even.

A Comprehensive *Database*

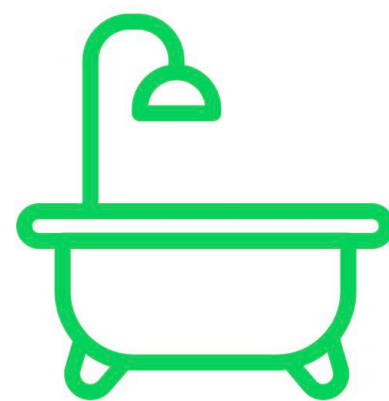


A Database with 5 Million Products

Yuka has built its own database. It contains over 5 million referenced products to date.

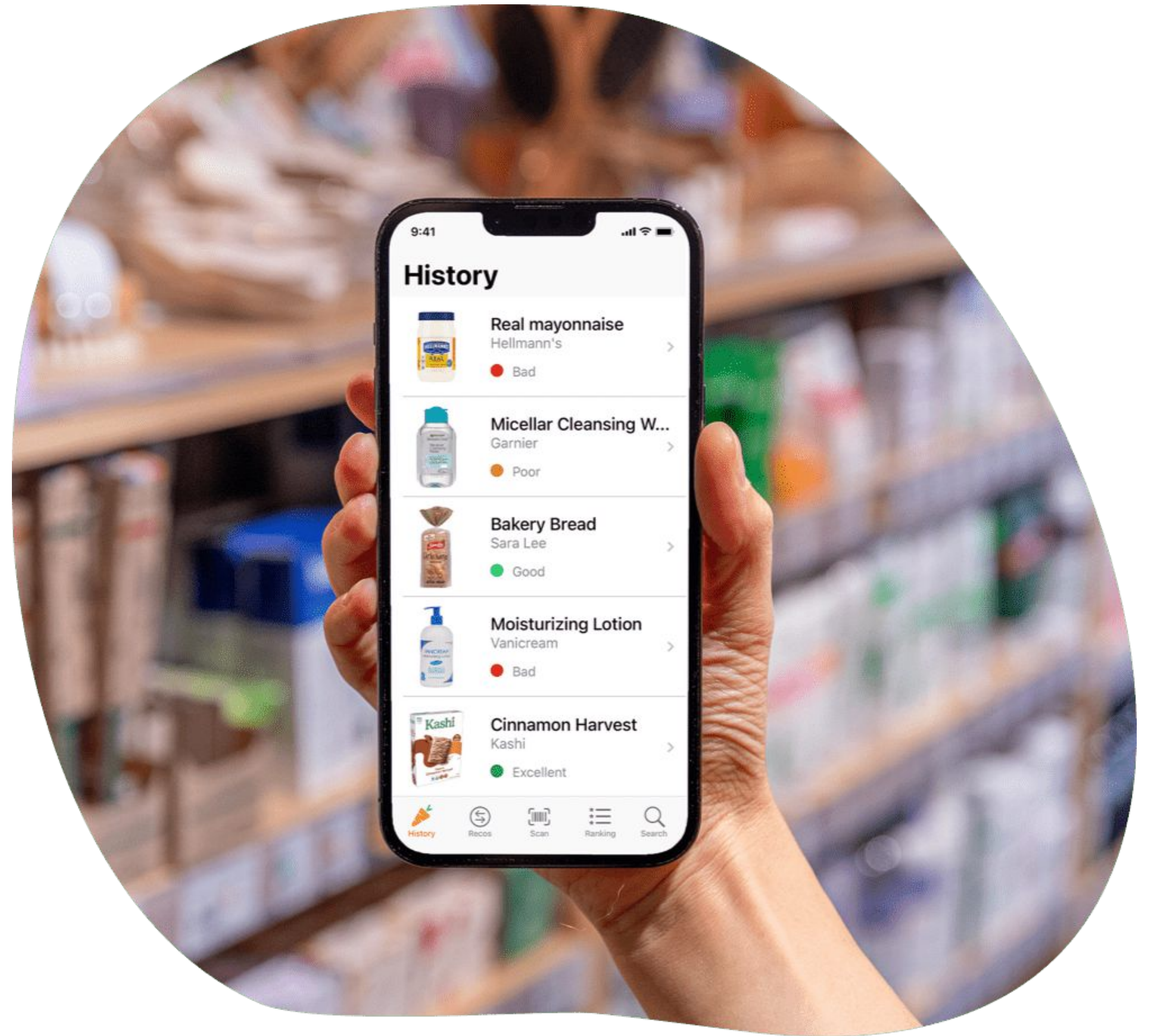


3 million
food
references



2 million
cosmetic
products

This database allows us to recognize
over 90% of the products scanned on
the application.



A Collaborative Operation

Every day, about **1,200 new products** are added to the database. This information can come from 2 sources:

App Users

Users can upload information for unrecognized products into the application via a process that allows us to add the missing data.

Brands

Yuka works with several manufacturers on product data transmission. Brands can [e-mail us](#) to receive instructions on how to share their product data with us.

1

2



A Complete Control System

In order to secure the information displayed in the application, Yuka has implemented **several verification stages**.



When adding products, automatic verifications are performed using machine learning to prevent the addition of information deemed unreliable.



Five people work daily on the reliability of the product database in order to check the quality of the data and monitor user contributions.



When a user enters incorrect data, he or she is immediately banned and can no longer use the application on his or her phone.



They're Talking
About Yuka

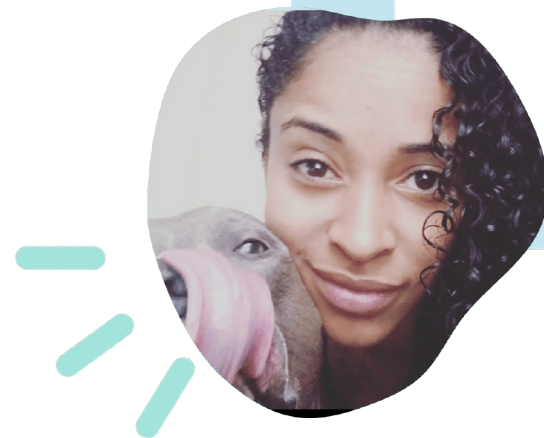


Love from Our Users



4,7/5

370,000 reviews
Appstore & Playstore



"Yuka is a life changing App! It has become extremely easy to make healthier choices in our household. I love the alternative recommendations!"

Ebony



"This app is literally a life saver ... and I'm saying this as a nutritionist. This app helps protect your health by giving you the information about the effect ingredients might have."

Eric



"I don't know how I ever shopped without Yuka. I recently lost 50 lbs, and I attribute a lot of my success to Yuka helping me make better choices in what I eat!"

Ralph



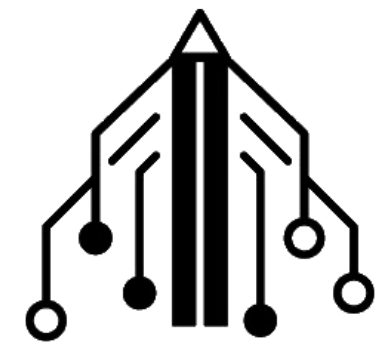
"This app is the absolute best app I have ever run across. Fast forward a year and So much has changed. I am feeling great, lost 45 pounds and feel confident about what I am purchasing at the market."

Robin

Media
Coverage



InsideHook



VALLEY

Press Contact

Julie Chapon

Co-founder

julie.chapon@yuka.io

347-362-7695

