



GivaudanAccess successfully launched in North America

Geneva, 18 July 2001 - The Swiss-based flavour and fragrance leader Givaudan has launched its Internet offering GivaudanAccess™ in North America. At the time of the launch, already 1000 potential North American customers have pre-registered, representing a 4% penetration of the targeted market.

As announced on 10 April 2001, Givaudan plans to broaden its customer base with this Internet-based product offering. The initiative is expected to create yearly sales of CHF 500 million by the year 2005, accounting for 10% of market share in the targeted segment of mid-size and small customers.

The new site opens Givaudan's palette of world-class flavours and fragrances, creative services, and product development capabilities to mid-size and small customers. GivaudanAccess™ allows registered customers to make purchases online from a select portfolio of high-quality fragrances and flavours that are built on Givaudan's sensory expertise and market intelligence.

GivaudanAccess™ operates as a focused, self-contained unit with its own pool of talent. The site is scheduled to debut in Europe in late 2001 with Asia Pacific and Latin America following in the fourth quarter of next year.

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