



Media Release

Geneva, 19 October 2020

Givaudan prepares for the future of perfumery with 'Naturals at Origin'

A strategic global approach to building a palette of responsible naturals to support nature-conscious fragrance design

Givaudan is delighted to unveil 'Naturals at Origin', a strategic approach for the sourcing, development and innovation of responsible naturals directly in the country of origin. Our distinctive and one-of-a-kind position places Givaudan at source, alongside the farmers and producers, working together to develop the best naturals for perfumery while bringing a positive impact on the planet.

Givaudan's longstanding 250-year heritage and our Company purpose of creating for happier, healthier lives with love for nature, has directed the strategic development of 'Naturals at Origin'. As a pioneer in sourcing natural ingredients at origin since 2008, Givaudan has strengthened its approach by expanding its exclusive network of suppliers around the world and by supporting the local communities through our various responsible sourcing initiatives. Today, we purchase 80% of natural ingredients through our network directly in the country of origin, benefiting thousands of people by contributing to their social, environmental and economic state.

Recent acquisitions like Centroflora, Naturex, and Albert Vieille have brought specialised expertise in natural ingredients, such as agronomy, helping us prepare for the future as well as reach our ambitious targets to bring a positive impact on the environment by reducing our carbon footprint. Furthermore, our increased access to fields through these acquisitions and local partnerships brings new opportunities for responsible innovation directly on fresh raw materials. About 100 new Naturals were entered into the perfumery palette over the last three years allowing our perfumers to create new formulations for customers that are nature-conscious.

President of Givaudan's Fragrance & Beauty, Maurizio Volpi, said: "Givaudan has always been a leader in protecting and developing natural ingredients with the future of perfumery in mind building a 'force for good' business. We're committed to supporting and working with farmers and their communities, and also innovating to enrich the perfumers' palette in a responsible way. Our new 'Naturals at Origin' global strategy is delivering a superb palette of naturals, supporting our label Orpur®, and increasing our capability to create nature-conscious fragrances in line with our Naturality Platform™."

'Naturals at Origin' is another monumental step as we drive the changes of our industry towards a more sustainable future in naturals and align our global commitments to our Company purpose.





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About Givaudan

Givaudan is a global leading company in taste and wellbeing, and fragrance and beauty. With its heritage stretching back over 250 years, the Company has a long history of innovating scents and tastes. From a favourite drink to your daily meal, from prestige perfumes to cosmetics and laundry care, its creations inspire emotions and delight millions of consumers the world over. The Company is committed to driving purpose-led, long-term growth while leading the way to improve happiness and health for people and nature. In the fiscal year 2019, the Company employed over 14,900 people worldwide and achieved sales of CHF 6.2 billion and a free cash flow of 12.7% of sales. Let's imagine together on www.givaudan.com.

About Givaudan Fragrance & Beauty

Driven by passion and innovation, Givaudan Fragrance & Beauty aims to bring delightful and memorable sensorial experiences to consumers around the world. Currently present in all major markets, we strive to be the creative partner of choice for customers not only in personal, fabric, hygiene and home care but also in fine fragrances and beauty overall. As the global leader in fragrance creation, the Company is committed to creating scents and cosmetic ingredients for happier, healthier lives with love for nature. Our customers benefit from our expertise in three business units: Fine Fragrances, Consumer Products, and Fragrance Ingredients and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more at www.givaudan.com/fragrance-beauty.

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