

Communications policy

Through our communications, we strive to create awareness of Chr. Hansen and our purpose, ensure goodwill with key stakeholders and create employee engagement and pride.

Proactive, prompt, and professional

- We strive to use communications to help us achieve our strategic objectives. We always take a proactive and professional approach to ensure that our communications are reliable, relevant, on time and easy to understand.

Reputation and brand security

- We recognize the need to be visible and communicate in line with our brand to provide a strong, clear and consistent image of Chr. Hansen. Our communications are a vital tool in strengthening and guarding our reputation. By ensuring that our key stakeholders and society at large understand our purpose and the impact of our work, we continue to build awareness of the Chr. Hansen brand.

Relationship building

- By communicating in a credible way, not only do we engage customers, investors and employees, but other key stakeholders too, such as industry peers and partners, academics, NGOs, governmental and civil society stakeholders. In turn, this supports our reputation and our ability to fulfill our purpose.

Transparency

- We communicate openly and professionally and strive to cooperate with our industries and share knowledge with our partners. Our corporate positions are all available on our website and in our annual report. As a listed company, we comply with the rules and legislation for companies listed on Nasdaq Copenhagen.

Duty to disclose all material facts

- We disclose information to the market as soon as possible about essential matters regarding Chr. Hansen which, if it were made public, would be likely to have a significant effect on the value of our shares or significantly affect the market's expectations of the Company's performance.

We disclose such information through company announcements available via Nasdaq GlobeNewswire and on www.chr-hansen.com.

Governance

- The Chr. Hansen communication policy is further detailed in our positions on:
 - Corporate Visual Profile
 - Investor Relations
 - Social Media

The principles apply to all employees, directors and officers in Chr. Hansen.
