

## Position on Corporate Visual Profile

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### Introduction

Chr. Hansen wants to work strategically and professionally with its corporate visual profile. We see the visual profile as an expression and supporting element of our communication policy. We wish to leverage our name and brand through our visual profile by working actively and consciously with all brand touch points.

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### Statements

#### Design strategy

- We see our corporate visual profile as an active business tool.

#### Brand awareness

- We want to facilitate brand awareness and recognition in all our products and markets by a visual profile that is easy to remember, immediately recognizable and which differentiates itself from our competitors.

#### Professionalism

- We work in a professional manner to develop and express our visual profile by using the appropriate professional expertise and tools.

#### Visual consistency

- We are committed to work towards expressing the same visual profile in all markets and all products.

#### Tools

- We are committed to continue to develop and provide guidelines, tools and best practices to the organization so that they can produce selected, relevant, marketing material - quickly and in accordance with our guidelines. We do this through our Communication Tool Box which is accessible through our intranet to all employees.
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### Scope

The positions apply to all business units and production sites globally.

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