

Position on Social Media

Introduction

In the public domain people discuss debate and embrace problems, opportunities and values that have an impact on Chr. Hansen as a company and a brand.

*Social media** allows access to infinite amounts of information and opportunities to make contact in entirely new ways. Engagement in social media impacts the comprehension of Chr. Hansen as being accessible and open to our stakeholders.

*(Social media is defined as social networking sites, such as Facebook, Google+, LinkedIn, blogs, microblogs (e.g. Twitter), forums, bulletin boards, e-groups, news media and other user-generated content sites (e.g. Wikipedia))

Statements

Our position on Social Media encompasses:

Corporate Brand

- Through social media we wish to strengthen the global Chr. Hansen brand and professional image

Business

- We wish to contribute to the growth of the business and explore opportunities for new business and new co-operations

Network

- We wish to listen to, learn from and respond to our stakeholders through designated social channels
- We wish to build and develop our network and relationships

Compliance

- We require that the use of all forms of social media must always be risk-aware, responsible, respectful and respectable in order not to bring the Company, our customers, partners and colleagues into disrepute.
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Scope

This position applies to all Chr. Hansen companies and subsidiaries globally.
