

Investor Relations Position

Introduction

The purpose of this position is to ensure that relevant, accurate and timely information is made available to the stock market to serve as a basis for regular trading and a fair pricing of the Company's shares.

By providing such information the Company is aiming to ensure that it is perceived as a visible, accessible, reliable and professional company by the investor community and that the Company is regarded among the best concerning these matters compared to similar companies.

The above shall be achieved while complying with the rules and legislation applicable to listed companies on Nasdaq Copenhagen and by observing the Company's position on communication.

The Company will endeavor to maintain a high and uniform level of information from the Company to the investor community and seek to procure adequate information from the investor community to the Executive Board and the Board of Directors.

Statements

Strategy

The Company considers it important to act pro-actively in general and to be well known by the Danish and foreign institutional investors. The Company will seek to obtain the above e.g. by:

- Maintaining broad coverage by both domestic and foreign equity analysts.
- Arranging and participating in frequent investor meetings, including road shows after each quarterly financial statement.
- Provide presentations for investors and analysts on relevant topics, e.g. by contributing to industry conferences.

Responsible

- The Executive Board is responsible for the presence of an Investor Relations department, whose head is responsible for the Company's compliance with this Investor Relations Position.

Authorized Spokespersons

- Communication with the capital market (including analysts, brokers, individual and institutional investors) is - unless otherwise agreed - handled by the CEO, CFO and the Investor Relations department. All capital market communications should be coordinated through the Investor Relations department. All communication to the company from the capital market should be referred to the Investor Relations department.

Company Announcements

- As a general rule the Company shall not give material guidance on matters related to financial results or expectations without issuing a company announcement.
- The publication of company announcements takes place in accordance with the rules and legislation applicable to the Company as listed on Nasdaq Copenhagen. Immediately hereafter, the information is published on the Company's web site.

Silent Period

- From the end of a financial quarter to the planned release of the annual and quarterly financial reports, the Company shall refrain from commenting on any matters related to financial results or expectations.
- The Investor Relations department is not prohibited from engaging in general discussions on the Company during a silent period.

Conference Calls and Presentations

- Upon the release of financial statements and other major news, the Company will host conference calls. Such conference calls can be followed live from the Company's web site with accompanying presentations.
- Presentations from the conference calls, investor meetings and the like are available on the Company's web site at the same time as the event or as soon as possible thereafter.

Capital Markets Days and Similar Events

- The Company conducts Capital Markets Days and similar events as needed. All relevant Investor Relations stakeholders are invited to take part in such events. Information about upcoming events is published on the Company's web site and corresponding presentations are available on the web site from the start of the event or as soon as possible thereafter.

Meetings with Investors and Analysts

- The Company conducts meetings on a regular basis with interested investors and analysts in both large and small groups and individually. At such meetings, the Company's previous communications will be discussed.

Evaluation

- The Investor Relations department is evaluated regularly through perception studies in order to obtain qualitative feedback from the capital market regarding the Company's efforts within this area and to ensure a continuous dialogue with both existing and potential new shareholders.

Criteria for selecting Road Show Partners

For group meetings and one-to-one meetings with institutional investors, the following principles for selecting a partnering investment bank apply:

- The analyst must have a good understanding of the Company and follow the Company closely.
- The investment bank must be able to arrange quality meetings with investors with a keen interest in the Company and the industry as well as ensure a good mix of both current and potential shareholders.

Scope

This corporate position shall be followed by Chr. Hansen Holding A/S and all its subsidiaries and controlled businesses globally.
