

FRAGRANCE DIVISION FACTS



Sales split 2010

Fine fragrances 20%
Consumer products 67%
Fragrance ingredients 13%

Perfumers

Approximately 25% of perfumers worldwide work for Givaudan

Fine Fragrances 2010 industry awards

- **FiFi[®] Awards USA**
Marc Jacob's *Lola* (Women's Luxe: Fragrance of the Year), Victoria Secret's Love Rocks' (Women's Private Label: Fragrance of the Year).
- **Grand Prix du Parfum France**
Nina Ricci's *Ricci Ricci* (Best Women's Fragrance), Paco Rabanne *One Million* (The Perfume Shop Fragrance of the Decade Award for Men).
- **FiFi[®] Awards UK**
Marc Jacob's *Lola* (Best New Prestige Fragrance for Women), D&G *Rose the One* (House of Fraser People's Choice Award for Women), Gucci by Gucci pour Homme (House of Fraser People's Choice Award for Men), Paco Rabanne *One Million* (The Perfume Shop Fragrance of the Decade Award for Men)
- **Cosmetic Executive Women's Beauty Awards USA**
Marc Jacob's *Lola* (Women's Scent Prestige), John Varvatos *Artisan* (Men's Scent), Avril Lavigne *Black Star* (Women's Scent Mass).
- **Duftstars Germany**
Marc Jacob's *Lola* (Parfum Exclusif Femme), Paco Rabanne *One Million* (Best Prestige Men and Grand Prix du Public Prestige), Jean-Paul Gauthier *Le Male* (Parfume Classique Homme).
- **Accademia del Profumo Italy**
Marc Jacob's *Lola* (Best New Prestige Fragrance for Women), Acqua di Parma *Magnolia Nobile* (Best Olfactive Creation for Women), Calvin Klein *CK Free* (Best Perfume for Men).

FRAGRANCE DIVISION FACTS

Award winning
consumer
understanding tools

- **iPerfumer**

An App to guide consumers when choosing perfume. Available for free download from Apple App Store, Android Market Link (with Android browser) and as a Facebook App.

- **Perfume Pulse**

Database of fragrance insights based on true-life scent associations.

- **Miriad[®] 2.0**

A proprietary Givaudan portal that uses web technology as the platform for a unique portfolio of consumer understanding tools.

Looking ahead

New Horizons

- Over 80 patents filed in the last two years.
 - We aim to have the best palette of materials for our perfumers and to be the pioneer of Sustainable Development and Fair Trade practices in our industry through the Innovative Naturals programme.
 - The jewels in our naturals portfolio, the Orpur[®] range is a special collection of more than 50 ingredients that are specifically selected in partnership with our perfumers to meet growing demand from consumers.
 - Our collaboration to investigate human olfactory receptors will facilitate the future design of fragrance ingredients and new approaches to malodour control.
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Scientific and
creative
collaborations

- Over 25 active collaborations with institutes, universities and private companies.
 - Influential and senior positions on fragrance regulatory and standard-setting bodies.
 - TecnoScent[™] is a joint venture between Givaudan's sensory research team and ChemCom, a recognised authority in the world of sensory research.
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FRAGRANCE DIVISION FACTS

Key business areas



Fine Fragrances

Fine fragrance perfumery is the art that is at the heart of our business. The fine fragrance studios are in Paris, New York and São Paulo. The teams here work with fashion houses, beauty companies, fashion designers, celebrities, lifestyle brands and specialty retailers. As trend connoisseurs, they translate fashion moments and lifestyle choices into tailored perfumes for prestige brands.



Consumer Products

The Givaudan consumer products business unit creates and markets fragrances for shampoos, soaps, deodorants, body lotions, air fresheners, laundry detergents, fabric softeners and household cleaning products in every major region in the world. Fragrance plays a key role in the brand positioning of personal and home care products. In an often crowded market, the sensory experience of the fragrance will support on-pack claims and form an essential part of brand differentiation and communication with consumers. Givaudan proprietary consumer research methods ensure that our fragrance creations generate the highest consumer appeal.



Fragrance Ingredients

The fragrance ingredients business focuses on the invention, production, sales and promotion of perfumery materials. These are the building blocks from which our perfumers, and the industry beyond, create distinctive, performing fragrances. Most of the materials are patented specialty ingredients that were first developed by Givaudan's own fragrance research centres. They cover the entire olfactive range and address the technical challenges of all product categories. All fragrance ingredients are governed by regional regulatory authorities. Givaudan has the largest team of regulatory and product safety experts in the industry. They work to support our clients and the fragrance industry as a whole, on all matters concerning product and environmental safety.

FRAGRANCE DIVISION FACTS

Fragrance differentiators

Our perfumers and marketers collaborate with scientists and technical experts. It is a process that includes our clients and embraces the cultures of the world. Open partnership is an approach that our clients can trust to deliver signature scents that consumers love.

Givaudan's industry leadership is the result of the team work of many experts: fragrance evaluation and consumer research, marketing and applications technology – all are essential during the creation process and support our global network of perfumers in a powerful web of creativity, technical expertise and consumer insight that produces winning fragrances.

From discovery, through development to the emotional pleasure of the final product – we bring our artistry, knowledge and performance to brands worldwide.

KNOWLEDGE



Nourishment for creativity and innovation stems from deep understanding that is cultivated over time and through investment in purposeful research.

The inspiring history of Givaudan fragrances is best defined as one of mentors and milestones, vanguards and vision that has spanned generations and traversed numerous cultural, fashion and fragrance trends, since 1796.

Givaudan's legendary Perfumery School has established the highest standard of perfumery training and a comprehensive understanding of the art and language of perfumery.

Our consumer understanding culminates in Miriad[®] 2.0, a unique interactive programme that has been applauded by the industry. It won the Fragrance Foundation's FiFi[®] Technological Breakthrough of the Year 2010 for Fragrance Creation & Formulation, an award that recognises innovation that helps to move the industry forward. It is an acknowledgement of Givaudan's ability to bring the consumer voice to every phase of fragrance creation.

DISCOVERY



Science, technology and consumer understanding combine to drive the process of revelation and invention that we call 'Discovery'. Never content with current knowledge, our pledge is to continually strive to unearth new materials for our perfumers and new ways to incorporate fragrance into the lives of people around the world to connect with new consumers. Our ScentTrek[™] expeditions, to the world's remote rainforests, accurately capture and replicate the most rare and fleeting scents in their natural habitat.

We are intrigued by the sense of smell – and we are driven to research the biological mechanisms behind it.

We take responsibility for the sustainability of our business through proactive programmes to nurture fragile supply chains and the development of clean processes for the manufacture of fragrance ingredients.

FRAGRANCE DIVISION FACTS

ARTISTRY



The creative spirit that is nurtured in the Givaudan Perfumery School produces a passion for fragrance that is expressed across the company.

Givaudan's perfumery team is the largest in the industry and continues to grow. Aspiring perfumers experience a one-of-a-kind apprenticeship in the Perfumery School, which also works to extend the understanding of our craft through the education we offer to our clients and other stakeholders of the perfumery industry.

Our Innovative Naturals programme brings together strands of expertise and supply sources that not only reinforce the sustainability of our business – they enrich the palettes of our perfumers. We combine a programme of ethical sourcing and sustainable development with a drive to find the purest natural ingredients.

We acknowledge the importance of preserving the very best ingredients, both natural and synthetic, for perfumery use and have dedicated programmes to preserve and continually expand the perfumer's palette.

The skill of our experienced experts transforms a cutting-edge palette of ingredients and ideas into fragrances for original, creative, popular and successful brands.

PERFORMANCE



Operating around the world, we combine the best of our global resources and synergies with our local execution capability to meet whatever challenges our clients face to get their products to market.

Our investment in order fulfilment technology, privileged relationships with growers and ingredient suppliers and unparalleled expertise in product safety and compliance help our customers to deliver on their promises to consumers.

We are an inventive, accomplished and creative company, offering the best palette, collaborative skills, ingenuity and talent.