



Company News

Geneva, 23 November 2021

Givaudan opens new Digital Space to drive innovation and continue growing with its customers in China

As part of its long term strategy to expand digital capabilities, Givaudan is pleased to announce the opening of a new Digital Space in China, one of the most digitised markets. It will allow us to leverage transformation opportunities and to support the growth with local and regional customers.

The Digital Space is strategically located at Givaudan's Shanghai Fragrance & Beauty site with close proximity to all major customers in order to support both its business activities of Taste & Wellbeing and Fragrance & Beauty. The dedicated space will enable Givaudan's digital innovation teams, working alongside regional and local business teams, to identify opportunities and leverage technologies to co-create the products and services of tomorrow.

From multiplying the range of possibilities through Smart Creation to the use of artificial intelligence to foresee market opportunities, Givaudan will continue leveraging new technologies and promoting end-to-end digitalisation of its value chain to bring even greater value to its customers.

Anne Tayac, Head of Givaudan Business Solutions, said: "Our customers in China are having a profound influence on digital transformation. The Digital Space is designed to spark creative, ground-breaking ideas through face-to-face interactions, co-creation and incubation experiences. It will enable us to leverage digital opportunities, manage rapidly evolving customer trends and deliver on key local initiatives while also easing integration with our global innovation projects."

The Digital Space in Shanghai is highly complementary to Givaudan's Digital Factory in Paris, which has been accelerating digital opportunities to shape the future of the flavour and fragrance industry since 2019. The Digital Space brings together different areas and tools to boost innovation and explore new ideas: the Sensory Hub, a multi-sensorial experience that enables the creation of instant samples; the Virtual Reality room offering immersive experiences with audio, visual and sensory dimensions; co-creation spaces for both Taste & Wellbeing and Fragrance & Beauty teams, offering access to innovative technologies to transform ideas into reality.

We invite you to discover our Digital Space in China and take a [virtual tour](#).





About Givaudan

Givaudan is a global leading company in taste and wellbeing, and fragrance and beauty. With its heritage stretching back over 250 years, the Company has a long history of innovating scents and tastes. From a favourite drink to your daily meal, from prestige perfumes to cosmetics and laundry care, its creations inspire emotions and delight millions of consumers the world over. The Company is committed to driving purpose-led, long-term growth while leading the way to improve happiness and health for people and nature. In the fiscal year 2020, the Company employed almost 16,000 people worldwide and achieved sales of CHF 6.3 billion and a free cash flow of 12.8% of sales. Let's imagine together on www.givaudan.com.

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