



Media Release

Shanghai, 3 June 2021

Givaudan leads fine fragrance digital innovation through first-of-its-kind partnership with Tmall in China

T-Lab Source Innovation Laboratory will shorten end-to-end product development timelines to just four weeks

Givaudan, the global leader in fragrance creation, has entered into an industry-first partnership with Tmall, the Alibaba group's open business-to-consumer (B2C) platform, to launch the T-Lab source innovation laboratory and capture digital opportunities for fragrance creation in China.

The T-Lab source innovation laboratory will leverage Givaudan's leading creative fragrance solutions and production capabilities in China, powered by Tmall's consumer behaviour data capabilities and ecosystem of partners.

Maurizio Volpi, President Fragrance & Beauty Givaudan: "Collaborating with Tmall in China is an exciting step forward in our commitment to drive digital innovation across the fragrance industry. Such initiatives are key to Givaudan's 2025 strategy, which aims to expand and deepen strategic relationships with suppliers, start-ups and partners while enhancing collaboration and co-creation with customers to develop innovative solutions for the future. The access to Tmall consumer data will allow us to be on top of trends and very quickly create consumer-relevant products for existing and emerging brands on Tmall."

As Tmall's inaugural fragrance innovation partner, Givaudan will receive fragrance brief opportunities at the ideation stage, gain access to Tmall's brand ecosystem and tap into data-led capabilities such as the Tmall Innovation Center's online research module. This unique offering will not only stay on top of Chinese consumer trends, but will also shorten end-to-end product development for fine fragrances from 40 weeks to just four weeks, a timeline optimised for capturing digital opportunities.

Yaling Li, Givaudan's Head of Fragrances China and Korea, said: "We have witnessed the fragrance market in China mature over the last 30 years to reach today's peak demand for locally tailored products. Our T-Lab partnership enables us to pre-empt consumer trends by using behavioural data to innovate new, unique and timely product offerings while supporting key pillars of Givaudan's digital strategy in China."

The exclusive partnership will enable Givaudan to co-build new product development proposals with e-retailers like Tmall and its ecosystem partners before offering the solutions to brand customers.

Yu Su, T-Lab's General Manager of Brand Marketing, said: "This collaboration perfectly illustrates our purpose, which is to help brands succeed in the Chinese market by identifying new channels

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and strategies. We believe that our insights and data will complement the existing capabilities of industry leaders like Givaudan as they continue to shape the fragrance landscape in China.”

The first-of-its-kind collaboration has already produced a new series of fragrances inspired by the Chinese classic novel 'Journey to the West', comprising two Eaux de Parfum, a reed diffuser, and hand and body creams. The products have been developed with the accelerated nine-step process from data mining through to end-product prototype manufacturing, setting a new industry benchmark for collaborative source innovation.

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.

About Givaudan Fragrance & Beauty

Driven by passion and innovation, Givaudan Fragrance & Beauty aims to bring delightful and memorable sensorial experiences to consumers around the world. Currently present in all major markets, we strive to be the creative partner of choice for customers not only in personal, fabric, hygiene and home care but also in fine fragrances and beauty overall. As the global leader in fragrance creation, the Company is committed to creating scents and cosmetic ingredients for happier, healthier lives with love for nature. Our customers benefit from our expertise in three business units: Fine Fragrances, Consumer Products, and Fragrance Ingredients and Cosmetics Ingredients. We invite you to 'engage your senses' and learn more at www.givaudan.com/fragrance-beauty.

About Tmall/Alibaba Group

Alibaba Group's mission is to make it easy to do business anywhere. The company aims to build the future infrastructure of commerce. It envisions that its customers will meet, work and live at Alibaba, and that it will be a good company that lasts for 102 years

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