

Press release

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Symrise empowers customer success with new global Food & Beverage positioning: "Accelerating Advantage"

- Empowers customers with deep market insights, supply chain resilience, and collaborative innovation
 - Built on three core pillars designed to maximize customer market advantage
 - Positions Symrise as a trusted, innovative partner for the global food and drink industry
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Symrise is upgrading its strategic commitment to helping food and drink leaders innovate at the forefront and is launching a unified Global Food & Beverage positioning "Accelerating Advantage." This strategic evolution underscores how Symrise can support as trusted, innovative partner for food and drink leaders. It can help drive their success with unique expertise, collaborative innovation, and a deep understanding of market dynamics.

It requires a reliable partner for lasting success to lead in today's dynamic and competitive food & beverage landscape. To deliver exactly that, Symrise Food & Beverage has designed its "Accelerating Advantage" positioning with a unique value proposition. It aims at delivering tangible value, foster growth and create positive impact for brands and businesses of Symrise customers.

Delivering value with three strategic pillars

The "Accelerating Advantage" positioning gets supported by three key pillars, each designed to directly benefit Symrise's customers:

Applied Foresight: Symrise leverages its deep proprietary market, consumer, scientific and regulatory insights, combined with agility, to maximize customers' market advantage. This includes leveraging proprietary tools like Symvision AI™ and trendscope™ for advanced forecasting as well as regulatory horizon scanning.

Built for Resilience: Symrise offers a unique setup of backwards-integrated supply chains (farming partnerships) and a long-term view on sustainability, including for example its Bridging the Gap program. This way, Symrise ensures greater visibility and viability for critical raw materials in volatile markets. It also guarantees reliable access to high-quality ingredients and sustainable supply globally, supporting resilient food systems from soil to shelf.

Thriving together: Symrise fosters a genuinely open and transparent approach to discovery and dialogue by candid conversations to thrive and innovate together for rapid, impactful results. This spirit of agility and anticipation allows Symrise to identify and solve complex challenges to accelerate product innovation of its partners through collaborative partnerships.

A Unified Vision for the Future

The new positioning closely links to the corporate core values of Symrise. Embodying these values enables Symrise Food & Beverage to support customers effectively. Its broad expertise as a **technological and insight-based powerhouse** aims at contributing to growth across the value chain and serving as a reliable partner of choice. A deep understanding of markets and consumers, combined with its global presence and expert teams, helps customers identify and unlock opportunities to "Accelerate Advantage."

About Symrise:

Symrise is a global supplier of fragrances and flavors, cosmetic active ingredients as well as functional ingredients. Its customers include perfume, cosmetics, food and beverage manufacturers, the pharmaceutical industry and producers of dietary supplements and pet food.

With sales of around €5.0 billion in the 2024 financial year, the company is one of the world's leading providers. The Group, headquartered in Holzminden, Germany, has more than 100 locations in Europe, Africa and the Middle East, Asia, the USA, and Latin America.

Together with its customers, Symrise develops new ideas and market-ready concepts for products that form an indispensable part of everyday life. Economic success and corporate responsibility are inextricably linked.

Symrise – always inspiring more...

www.symrise.com

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