

## FIRMENICH INAUGURATES ITS NEW NATURALS INNOVATION CENTER IN THE SOUTH OF FRANCE

**Grasse, France, July 11, 2011** – Firmenich is pleased to announce the official inauguration of its new Natural Ingredients Innovation Center in Grasse, France, reinforcing our undisputed leadership in ingredients.

After 2 years of transformation, our Center in Grasse is the most complete solution available today to innovate in the field of natural ingredients, thanks to its state of the art innovation labs, modernized extraction workshops, new capacities in the fields of molecular distillation and rectification, and several CO<sub>2</sub> extractors. In addition, Firmenich continues to process products “pays” like Rose Centifolia, Mimosa, and Violet Leaves in its facility in Tournettes sur Var, a smaller extraction plant for primary extracts.

With this full range of technologies available in one location, Firmenich continues to implement its specialty innovation strategy, focusing on the production of high-tech specialties as well as the combination of Naturals and Synthetics. This is combined with the activities, at source, where Firmenich started to process their natural commodities.

All of these activities, and our industry-leading investment in R&D, reinforce Firmenich’s objective to be the reference and preference for high quality and sustainable ingredients in the eyes of our clients and of perfumers.

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*Firmenich is the world’s largest privately owned company (No.2 worldwide) in the fragrance and flavor business. Founded in Geneva, Switzerland, in 1895, it has created many of the world’s best-known perfumes and flavors that we enjoy each day. Its passion for smell and taste is at the heart of its success. It is renowned for its creativity and innovation, as well as its exceptional understanding of consumer trends. Each year, it invests around 10% of its turnover in R&D, reflecting its continuous desire to understand, share and sublimate the best of nature’s offering. Firmenich had an annual turnover of 2.873 billion Swiss Francs at end June 2010.*

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