

## ANNUAL REPORT 2009

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*The annual report has been prepared in Danish and English. The Danish version is prevailing in case of misunderstandings arising out of the English translation.*

## MISSION

WE HELP IMPROVE QUALITY OF LIFE FOR THE WORLD'S POPULATION BY SUPPLYING PRODUCTS THAT HELP FARMERS INCREASE YIELDS AND QUALITY OF CROPS TO SATISFY THE GLOBAL DEMAND FOR FOOD, FEED, FIBRE AND ENERGY.

## VISION

WE CREATE RESULTS FOR OUR CUSTOMERS BY BEING A SUSTAINABLE AND INNOVATIVE WORLD-CLASS SUPPLIER OF A BROAD RANGE OF QUALITY CROP PROTECTION PRODUCTS. VALUE CREATION SHALL MATCH THE BEST AMONG PEER COMPANIES FOR THE BENEFIT OF ALL STAKEHOLDERS.

## VALUES

- WE ACHIEVE AMBITIOUS GOALS
- WE ARE INNOVATIVE
- WE DECIDE AND ACT
- WE RECOGNIZE RESULTS
- WE ARE GOOD CORPORATE CITIZENS