



June 9, 2010

## **SHAREHOLDER LETTER**

### **Growth through responsible and sustainable development**

Please find enclosed the group's new magazine on innovation and development at Cheminova.

Cheminova's business strategy "Five-in-Fifteen" outlines our ambitious targets for the future including a doubling of our global market share to 5%, which through economies of scale will contribute to significantly improving earnings and value creation for the benefit of all stakeholders.

The targets are to be achieved through sustainable growth driven primarily by innovation and development. We have launched several new products which are doing well, and we have won market share, even in a stagnating market.

At Cheminova, the concepts of development and innovation also cover several other development activities which contribute to the desired growth. In the magazine, we present these development activities in a number of articles under the main headlines:

- Challenge, responsibility and strategy.
- Product development.
- Close to market.
- Human resources.

The magazine aims to provide a coherent picture of what we understand by growth through responsible and sustainable development.

#### **Shareholder service**

##### **- order annual reports for delivery by ordinary post or email**

If you would like to receive the group's annual reporting automatically in future, either by ordinary post or by email, please sign up for this service at Auriga's Investor-Portal at [www.auriga.dk](http://www.auriga.dk).

If you have previously signed up via Auriga's InvestorPortal or by phone, email or letter to the company, you do not have to do so again.

We hope you enjoy reading the magazine! Should you have any questions regarding the group, please do not hesitate to contact us.

Yours faithfully,

AURIGA INDUSTRIES A/S

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