

FIRMENICH ANNOUNCES NEW HEAD OF PERFUMERY

Geneva, Switzerland, June 30, 2010 – Firmenich has appointed Armand de Villoutreys President Perfumery Division and a member of its Executive Committee, effective July 1, 2010. He succeeds Michel Bonggi, who retires after 39 years with the company, eight of which as Head of Perfumery on the Group's executive team.

Armand de Villoutreys joined Firmenich in 1999 to manage international Fine Fragrance operations (excluding France and the US) and then the important French market. Since 2001, as Vice-President Fine Fragrance Worldwide, he has successfully positioned Firmenich as an undisputed industry leader in Fine Fragrance. A French national, he brings 15 years of previous business development experience in consumer goods and B2B companies. He started his career at General Foods as Product Manager and held several positions at Steelcase Strafor in Paris and Madrid, including General Manager, Marketing Director and International Accounts Director. He became thereafter a Director at Accor, in charge of strategic partnerships. Armand is a graduate of the Ecole Supérieure de Commerce de Paris (ESCP) and holds an MBA from INSEAD.

Michel Bonggi joined Firmenich in 1971, as a Fragrance Development Manager in Switzerland and became marketing manager in charge of fragrance evaluation and marketing in 1978. During the 1980s, he spent five years in sales, marketing and general management in the US and in the UK, before becoming a strategic account director for a major client. From 1991 to 1999, Michel was located in Singapore, first as managing director in charge of ASEAN and South Asia, then as Regional VP Perfumery for the Asia Pacific region. Appointed Corporate VP Perfumery in 2002, Michel Bonggi played an essential role in further developing Firmenich's recognized leadership in Perfumery creation and innovation. He was also recognized as a key figure in the international Perfumery industry, in particular as a member of the Board of the industry association, IFRA (International Fragrance Association) since 2002.

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 that nature has to offer. Firmenich had an annual turnover of 2.641 billion Swiss Francs at end June 2009.

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