

ARLA FOODS

Sonderhoj 14
8260 Viby J
Denmark

Table of Contents

	<u>Page</u>
I. Business Organization	1
II. Senior Management	8
III. Facilities and Employees	19
IV. Product Portfolio and Recent Launches	21
V. Marketing Tactics	29
VI. Sales and Profit Growth	34
VII. Collaborative Arrangements	41
VIII. Strategic Direction	45

List of Tables

Table 1: Arla Foods Sales and Operating Profit Growth

Table 2: Arla Foods Sales by Business Line

Table 3: Arla Foods Sales by Growth by Business Line

Table 4: Arla Foods Operating Profit and Margins by Business Line

Table 5: Arla Foods Operating Profit Growth by Business Line

Table 6: Arla Foods Sales by Geographic Region

Table 7: Arla Foods Sales Growth by Geographic Region