To view drawing guides
1. Right click outside slide and select Grid and Guides...
   Check Display drawing guides
   Select OK
Royal Greenland in brief

History & Legacy

100% owned by Greenlandic Self Rule government

Established in 1774 as part of the Royal Greenlandic Trade Department

Largest employer in Greenland

World’s largest processor of cold-water prawns and Greenland halibut

2,100 employees located in 17 countries

Performance

<table>
<thead>
<tr>
<th>Year</th>
<th>Turnover</th>
<th>Profit after tax</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008/09</td>
<td>3,800</td>
<td>-200</td>
</tr>
<tr>
<td>2009/10</td>
<td>3,600</td>
<td>-150</td>
</tr>
<tr>
<td>2010/11</td>
<td>4,000</td>
<td>-100</td>
</tr>
<tr>
<td>2011/12</td>
<td>4,500</td>
<td>-50</td>
</tr>
<tr>
<td>2012/13</td>
<td>5,000</td>
<td>0</td>
</tr>
<tr>
<td>2013/14</td>
<td>5,500</td>
<td>50</td>
</tr>
<tr>
<td>2014/15</td>
<td>6,000</td>
<td>100</td>
</tr>
</tbody>
</table>
MISSION

“We sustainably maximize the value of the North Atlantic marine resources, to the benefit of Greenland “

Product promise. Based on our Greenlandic origin and identity, we take pride in bringing unique, safe and healthy seafood products to consumers around the world who value high-quality seafood.

Profit promise. We create sustainable earnings. We operate cost-effectively, we manage risk, and we stay competitive. We thus create opportunities for growth and long-term financial stability in Greenland.

People promise. We operate our business with respect for the individual. We act with integrity and transparency towards consumers, customers, employees, suppliers and business partners.

Planet promise. We manage the resources to which we have access, and upon which our future depends, sustainably.
Our vision

The North Atlantic Champion

We are closest to the fish, closest to the customers and closest to the consumers

We are a **truly vertically integrated company**. Royal Greenland brings high-quality, North Atlantic seafood products from catch to consumers.

We have **the strongest market position** and the strongest market presence in all global markets that have long-term potential for our products. Royal Greenland's position is based on a deep understanding of global customer- and consumer needs.

We are the **largest global supplier** of Greenland Halibut and cold-water prawns – and of other North Atlantic species in which we can achieve this position. Royal Greenland defines the market for these species.
The North Atlantic Champion
- Strategic targets

Market expansion targets
- Double Asia
  100% revenue growth
- Lead Europe
  Grow core species
- Grow Foodservice
  Double RG assortment

Resource expansion targets
- Own Halibut
  Strengthen position as world’s largest supplier
- Consolidate C&P
  Increase catch share
- SoP leadership
  Increase catch share

Renew Greenland Cod
- From negative to positive EBIT
Heritage and ownership

Greenland is 2.1 million km² (about the same size as Western Europe) and is the largest non-continental island in the world.

56.000 inhabitants, predominantly Inuit.

Part of the Kingdom of Denmark, but with Selfrule Government since June 2009.

Fishing is the predominant trade and accounts for more than 93% of the total export of goods.

Around one in five of the populations is dependent on fishery as the main source of income.

More than 1000 independent fishermen deliver raw material to Royal Greenland’s factories along the west coast of Greenland.
To add correct bullet on text, click on Increase Indent button from Top Ribbon. Click on Decrease Indent to get present levels back.
Production Platform

Production has 1,300 employees working full time on sites.

The production sites in Greenland range from very small sites taking in fish from local fishermen to large efficient production sites with several 100 employees.

To secure continuously improvement, efficiency and job satisfaction we are implementing LEAN on all our production facilities.

Our LEAN programme has already delivered great results in both efficiency and job satisfaction.
The trawler division manages all fishing activities and all production at sea.

Totally Royal Greenland operates 14 vessels:

- 8 vessels are dedicated to fishing of Greenland halibut
- 5 vessels are dedicated to catching cold water prawns

Prawns and halibut account for 80% of total catch. The rest consists predominantly of cod, redfish and cat fish.
CSR policy

As a Selfrule Government owned company, Royal Greenland has a special responsibility to contribute to society. The social responsibility is especially significant in Greenland, because we are a vital and important contributor to Greenlandic economy and a sustainable development. Therefore, we take our social responsibility seriously.

We will:

- Contribute to the development of Greenlandic society, where we, with our presence and activities make a difference

- Cooperate with other partners in projects where it makes sense, in order to find new opportunities and solutions to present challenges

- Work systematically and actively with CSR with point of departure in internationally recognized principles such as UN Global Compact and guidelines such ad ISO26000

- Attain results through improvement processes according to the principle of goal-setting, action plans, implementation and evaluation

- Communicate and report on CSR activities, challenges and results.
CSR – 5 focus areas

**Sustainable fishery**
- Sustainable development
- Improvement projects for critical stocks
- Certifications
- Optimal utilisation of raw material

**Environment**
- Consumption optimization
- Environmental focus in equipment purchasing
- Education and involvement of employees
- Responsible waste handling

**Local involvement with focus on Greenland**
- Traineeships and internships
- Development and education of employees
- Retention of employees in closing periods
- Purchase locally
- Sponsorships for education and sports

**Health & safety**
- Safe working environment
- Responsibility for training
- Expand diversity
- Focus on healthy habits
- Communicate in Greenlandic, English & Danish
- Respect ILO conventions

**Business Integrity**
- Food safety
- Traceability
- Open communication
- Fair trade
- Supplier assessment
- Code of conduct
- Work against corruption