



Communication principles

Valio's communications aim to promote Valio's business. The key principles of communication are credibility, transparency, interaction and planning. Our communication is responsible and factually based. It is consistent and continuous. We openly highlight linkages and interests related to the issue being communicated. In addition to successes, when relevant we also disclose challenges, failures and corrective measures. Our communication always recognises Valio's dominant market position.

We engage in dialogue with various stakeholders and we learn from others, also when there is disagreement on issues.

We encourage all Valio employees to be active communicators, albeit within the restrictions and guidelines noted in this policy. Valio's Communications unit supports Valio employees in external and internal communications know-how. Additionally, we support the co-operatives and dairy entrepreneurs in communications.

Stakeholders

- Owners
- Customers and consumers
- Valio employees
- Media and opinion leaders
- Political decision-makers and authorities
- Educational institutions
- Non-governmental organizations
- Prospective employees
- Partner organizations
- Primary production collaboration partners (e.g. ProAgria, veterinarians, dairy farm advisors)