
Butler's Choice A/S

Årsrapport for 1. januar - 31. december 2014

Annual Report for 1 January - 31 December 2014

CVR-nr. 20 04 08 07

Årsrapporten er fremlagt og
godkendt på selskabets ordi-
nære generalforsamling
den 2/3 2015

*The Annual Report was
presented and adopted at
the Annual General
Meeting of the Company
on 2/3 2015*


Dirigent
Chairman


pwc

Indholdsfortegnelse

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Translation of the Danish original. In case of discrepancy, the Danish version shall prevail.

Ledelsespåtegning *Management's Statement*

Bestyrelse og direktion har dags dato behandlet og godkendt årsrapporten for regnskabsåret 1. januar - 31. december 2014 for Butler's Choice A/S.

Årsrapporten er aflagt i overensstemmelse med årsregnskabsloven.

Årsregnskabet giver efter vores opfattelse et retvisende billede af selskabets aktiver, passiver og finansielle stilling pr. 31. december 2014 samt af resultatet af selskabets aktiviteter for 2014.

Årsrapporten indstilles til generalforsamlingens godkendelse.

The Executive Board and Board of Directors have today considered and adopted the Annual Report of Butler's Choice A/S for the financial year 1 January - 31 December 2014.

The Annual Report is prepared in accordance with the Danish Financial Statements Act.

In our opinion the Financial Statements give a true and fair view of the financial position at 31 December 2014 of the Company and of the results of the Company operations for 2014.

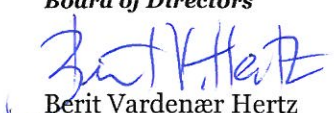
We recommend that the Annual Report be adopted at the Annual General Meeting.

Kerteminde, den 26. februar 2015
Kerteminde, 26 February 2015

Direktion
Executive Board


Jacob Stokkebye

Bestyrelse
Board of Directors


Berit Vardenær Hertz
formand
Chairman


Jacob Stokkebye


Hans Clausen


Kim Munk


Heine Aagaard Christiansen,

Den uafhængige revisors erklæringer

Independent Auditor's Report on the Financial Statements

Til kapitalejeren i Butler's Choice A/S

Påtegning på årsregnskabet

Vi har revideret årsregnskabet for Butler's Choice A/S for regnskabsåret 1. januar - 31. december 2014, der omfatter resultatopgørelse, balance, noter og anvendt regnskabspraksis. Årsregnskabet udarbejdes efter årsregnskabsloven.

Ledelsens ansvar for årsregnskabet

Ledelsen har ansvaret for udarbejdelsen af et årsregnskab, der giver et retvisende billede i overensstemmelse med årsregnskabsloven. Ledelsen har endvidere ansvaret for den interne kontrol, som ledelsen anser nødvendig for at udarbejde et årsregnskab uden væsentlig fejlinformation, uanset om denne skyldes besvigelser eller fejl.

Revisors ansvar

Vores ansvar er at udtrykke en konklusion om årsregnskabet på grundlag af vores revision. Vi har udført revisionen i overensstemmelse med internationale standarder om revision og yderligere krav ifølge dansk revisorlovgivning. Dette kræver, at vi overholder etiske krav samt planlægger og udfører revisionen for at opnå høj grad af sikkerhed for, om årsregnskabet er uden væsentlig fejlinformation.

En revision omfatter udførelse af revisionshandlinger for at opnå revisionsbevis for beløb og oplysninger i årsregnskabet. De valgte revisionshandlinger afhænger af revisors vurdering, herunder vurdering af risici for væsentlig fejlinformation i årsregnskabet, uanset om denne skyldes besvigelser eller fejl. Ved risikovurderingen overvejer revisor intern kontrol, der er relevant for virksomhedens udarbejdelse af et årsregnskab, der giver et retvisende bil-

To the Shareholder of Butler's Choice A/S

Report on the Financial Statements

We have audited the Financial Statements of Butler's Choice A/S for the financial year 1 January - 31 December 2014, which comprise income statement, balance sheet, notes and summary of significant accounting policies. The Financial Statements are prepared in accordance with the Danish Financial Statements Act.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation of Financial Statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of Financial Statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on the Financial Statements based on our audit. We conducted our audit in accordance with International Standards on Auditing and additional requirements under Danish audit regulation. This requires that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance whether the Financial Statements are free from material misstatement.

An audit involves performing audit procedures to obtain audit evidence about the amounts and disclosures in the Financial Statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the Financial Statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Company's preparation of

Den uafhængige revisors erklæringer

Independent Auditor's Report on the Financial Statements

lede. Formålet hermed er at udforme revisionshandlinger, der er passende efter omstændighederne, men ikke at udtrykke en konklusion om effektiviteten af virksomhedens interne kontrol. En revision omfatter endvidere vurdering af, om ledelsens valg af regnskabspraksis er passende, og om ledelsens regnskabsmæssige skøn er rimelige, samt en vurdering af den samlede præsentation af årsregnskabet.

Det er vores opfattelse, at det opnåede revisionsbevis er tilstrækkeligt og egnet som grundlag for vores konklusion.

Revisionen har ikke givet anledning til forbehold.

Konklusion

Det er vores opfattelse, at årsregnskabet giver et retvisende billede af selskabets aktiver, passiver og finansielle stilling pr. 31. december 2014 samt af resultatet af selskabets aktiviteter for regnskabsåret 1. januar - 31. december 2014 i overensstemmelse med årsregnskabsloven.

Udtalelse om ledelsesberetningen

Vi har i henhold til årsregnskabsloven gennemlæst ledelsesberetningen. Vi har ikke foretaget yderligere handlinger i tillæg til den gennemførte revision af årsregnskabet. Det er på denne baggrund vores opfattelse, at oplysningerne i ledelsesberetningen er i overensstemmelse med årsregnskabet.

Financial Statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by Management, as well as evaluating the overall presentation of the Financial Statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Our audit has not resulted in any qualification.

Opinion

In our opinion, the Financial Statements give a true and fair view of the financial position of the Company at 31 December 2014 and of the results of the Company operations for the financial year 1 January - 31 December 2014 in accordance with the Danish Financial Statements Act.

Statement on Management's Review

We have read Management's Review in accordance with the Danish Financial Statements Act. We have not performed any procedures additional to the audit of the Financial Statements. On this basis, in our opinion, the information provided in Management's Review is in accordance with the Financial Statements.

Den uafhængige revisors erklæringer
Independent Auditor's Report on the Financial Statements

Odense, den 26. februar 2015
Odense, 26 February 2015

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab



Nikolaj Møller Hansen
statsautoriseret revisor
State Authorised Public Accountant

Selskabsoplysninger

Company Information

Selskabet

The Company

Butler's Choice A/S
Nordre Havnekaj 35
5300 Kerteminde

Telefon: + 45 65325181

Telephone:

Telefax: + 45 65325382

Facsimile:

Hjemmeside: www.butlers-choice.com

Website:

CVR-nr.: 20 04 08 07

CVR No:

Regnskabsperiode: 1. januar - 31. december

Financial period: 1 January - 31 December

Hjemstedskommune: Kerteminde

Municipality of reg. office: Kerteminde

Bestyrelse

Board of Directors

Berit Vardenær Hertz, formand (*Chairman*)

Hans Clausen

Heine Aagaard Christiansen,

Jacob Stokkebye

Kim Munk

Direktion

Executive Board

Jacob Stokkebye

Revision

Auditors

PricewaterhouseCoopers

Statsautoriseret Revisionspartnerselskab

Rytterkasernen 21

Postboks 370

DK-5100 Odense C

Pengeinstitut

Bankers

Nordea

Vestre Stationsvej 7

5000 Odense C

Beretning

Review

Selskabets resultatopgørelse for 2014 udviser et overskud på DKK 806.278, og selskabets balance pr. 31. december 2014 udviser en egenkapital på DKK 3.653.917.

Selskabets omsætning har vist en yderst tilfredsstillende stigning og dækningsbidraget er acceptabelt. Samlet vurderes årets resultat for 2014 som tilfredsstillende.

Selskabet rapporterer om dets samfundsansvar som virksomheder i regnskabsklasse C, selv om selskabet ikke har status som klasse C. Dette skyldes, at selskabet ønsker at kommunikere åbent om dets miljømæssige og sociale aktiviteter, der er en fuldt integreret del af virksomhedens strategi - og har været det siden virksomhedens start i 1997.

Selskabets aktiviteter har, i lighed med tidligere år, bestået af handel med fødevarer af høj kvalitet, herunder med særlig fokus på skaldyrsprodukter fra udviklingslande, produceret med respekt for mennesker og miljøet.

Rapportering for samfundsansvar

FN's Global Compact

Selskabet har siden september 2007 været tilsluttet FN's Global Compact og rapporterer derfor ligeledes i henhold til Global Compact's retningslinier. Tilslutningen til FN's Global Compact var et naturligt skridt, efter i flere år at have været certificeret i henhold til de to internationalt anerkendte standarder for hhv. arbejdsforhold og miljøledelse, SA 8000 og ISO 14001.

The Company's income statement for 2014 shows a profit of DKK 806.278, and the Company's balance sheet at 31 December 2014 shows equity of DKK 3,653,917.

The Company's sales showed very satisfactory increases and the contribution margin is acceptable. Overall, the 2014 performance is considered satisfactory.

The Company reports on its corporate social responsibility according to the provisions applying to enterprises of reporting class C although the Company is not a class C company. The reason for this is that the Company wants to communicate openly about its environmental and social activities which are a fully integrated part of the Company's strategy - and have been since its foundation back in 1997.

As in previous years, the Company's activities comprised trade in high quality food with special focus on shellfish products from developing countries produced with respect for human beings and the environment.

CSR reporting

UN's Global Compact

The Company joined the United Nations Global Compact in September 2007 and, therefore, the Company reports in accordance with the Global Compact guidelines. The commitment to UN's Global Compact was a natural step following several years of being certified under the two internationally recognised standards for workplaces and environmental management, SA8000 and ISO14001, respectively.

Beretning Review

Selskabet vil fortsat støtte op om Global Compact og arbejde for at integrere de 10 principper i forretningsstrategi og daglige aktiviteter.

Arbejdstagerrettigheder

Selskabet har siden 2004 været certificeret under SA 8000. Det er en kontrollerbar certificeringsstandard baseret på internationale arbejdspladsnormer ifølge Den Internationale Arbejdsorganisations (ILO) konventioner, Verdenserklæringen om menneskerettighederne og FN-konventionen om børns rettigheder. Virksomheder, der overholder SA 8000 har vedtaget politikker og procedurer, der beskytter de grundlæggende arbejdstagerrettigheder.

SA8000 – kerneværdier:

- Intet børnearbejde
- Ingen arbejdstvang
- Sikre og sunde arbejdsvilkår
- Retten til frit at organisere sig, og føre kollektive forhandlinger
- Ingen diskrimination af nogen art
- Ingen fysisk eller psykisk afstraffelse
- Faste arbejdstider og minimum en fridag om ugen
- Lønninger skal stemme overens med lovgivningen

The Company will continue to support the Global Compact and work to integrate the ten principles in its business strategy and daily activities.

Labour rights

The Company became SA8000 certified in 2004. SA8000 is a verifiable certification standard based on international workplace standards according to the conventions of the International Labour Organization (ILO), the Universal Declaration of Human Rights and the United Nations Convention on the Rights of the Child. Enterprises complying with SA8000 have adopted policies and procedures that protect basic labour rights.

SA8000 – core values:

- No child labour
- No forced labour
- Safe and healthy work environment
- Freedom of association and right to collective bargaining
- No discrimination of any nature
- No corporal punishment, mental or physical coercion or verbal abuse
- Fixed working hours with at least one day off a week
- Wages compliant with applicable law

Beretning *Review*

Fra 2014 valgte selskabet at ændre arbejdet med SA 8000 således, at det alene er selskabets datterselskab, Butlers Choice International ApS, i Vietnam, der vil være certificeret under standarden. Ændringen skyldes, at selskabet ønsker at fokusere certificeringsindsatsen på datterselskabets aktiviteter i Vietnam, specifikt inden for produktion af skaldyr. Der vurderes at være større risici i forhold til overtrædelse af arbejdstagerrettigheder end inden for selskabets andre produktionsområder. I praksis betyder det, at foruden datterselskabet, har alle hovedleverandører i Vietnam tiltrådt SA 8000 retningslinjerne.

Datterselskabets arbejde med standarden kontrolleres af det eksterne certificeringsbureau, Bureau Veritas Vietnam. Forholdene hos leverandørerne sikres bl.a. gennem kontrol ved selskabets egne kvalitetskontrollører, der er til stede under produktionen af rejerne.

Menneskerettigheder

I 2011 oprettede og hans hustru den selvstændige velgørenhedsfond, *Choice Foundation*. Fonden skulle arbejde for at skabe bedre levevilkår i de samfund som selskabet er en del af gennem køb af skaldyr fra fiskefamilierne. Fonden var en formalisering af Butler's Choices tidligere indsatser for at støtte de lokale fiskersamfund i Vietnam.

As from 2014, the Company changed its SA8000 efforts to the effect that only the Company's subsidiary, Butler's Choice International ApS, in Vietnam, will be SA8000 certified. The reason for this change is that the Company wants to focus its certification efforts on the subsidiary's activities in Vietnam especially with respect to the shellfish production. The risk of violating labour rights is considered more prominent here than in the Company's other production areas. This means in practice that, in addition to the subsidiary, all the principal suppliers in Vietnam have acceded to the SA8000 guidelines.

The subsidiary's SA8000 efforts are audited by the external certification body, Bureau Veritas Vietnam. Compliance by suppliers is ensured for example through verification by the Company's own compliance officers who are present during the shrimp production.

Human rights

In 2011 Mr Jacob Stokkebye and his wife established the independent charitable foundation *Choice Foundation*. The purpose of the Foundation is to create improved living conditions in the communities in which the Company operates through the purchase of shellfish from fishing families. The Foundation was a formalisation of the efforts made previously by Butler's Choice to support local fishing communities in Vietnam.

Beretning Review

Choice Foundation arbejder for at skabe adgang til skoleuddannelse for børnene og adgang til sundhedsydelser for rejeopdrættere og deres familier, fortrinsvist i Vietnam. I takt med, at fonden har etableret nye partnerskaber gennemføres der ligeledes indsatser i andre udsatte områder, end i fiskersamfund, eksempelvis i et område med risdyrkning nord for Hanoi. Fonden bidrager dermed til opfyldelsen af følgende menneskerettigheder, jf. FN's Verdenserklæring om Menneskerettighederne i samfund med udsatte befolkningsgrupper:

Artikel 25.

Enhver har ret til en sådan levestandard, som er tilstrækkelig til hans og hans familiers sundhed og velvære, herunder til føde, klæder, bolig og lægehjælp og de nødvendige sociale goder.

Artikel 26.

Enhver har ret til undervisning. Undervisningen skal være gratis, i det mindste på de elementære og grundlæggende trin.

Choice Foundation is working for providing access to schooling and healthcare benefits for shrimp farmers and their families primarily in Vietnam. In step with the Foundation establishing new partnerships, efforts are made in vulnerable areas other than fishing communities such as the rice farming areas north of Hanoi. Through this, the Foundation contributes to the compliance with the below human rights under the Universal Declaration of Human Rights in communities with vulnerable population groups

Article 25

Everyone has the right to a standard of living adequate for the health and well-being of himself and of his family, including food, clothing, housing and medical care and necessary social services.

Article 26

Everyone has the right to education. Education shall be free, at least in the elementary and fundamental stages.

Beretning Review

Choice Foundation har i 2014 implementeret to projekter i Vietnam med stor succes. Resultaterne af de to projekter er to nye klasseværelser for 72 børn, sikret skolegang for 140 børn, etableret drikkevand og ordentlige toiletforhold for omkring 1.400 børn, og sikret at op til 15 mindre børn bliver passet af to nannies i børnevenlige omgivelser. Det ene projekt er et resultat af partnerskabet mellem selskabets kunde i Norge og den lokale rejefabrik i Ca Mau. Desuden er fonden lykket med at videreføre et skoleprojekt på tredje år i det nordlige Vietnam sammen med smykkekunstneren Julie Sandlau.

Miljø

Der er særlig fokus på spildevand, medicinforbrug samt brug af freon og strøm. Formålet med disse tiltag hos rejeopdrættere, er effektivisering af opdræt og en mindre miljøbelastning gennem mindre forbrug af foder og bedre iltning

I 2014 har Butler's Choice arbejdet på at implementere ekstensive *ASC-certificerede tigerrejer* som et supplement til de ekstensivt opdrættede rejer (der lever naturligt i søer, og ikke fodres). ASC står for Aquaculture Stewardship Council, og er en miljømærkning, som skal gøre fiskeriet for opdrættede fisk (akvakultur) mere bæredygtigt over hele verden.

Butler's Choices forarbejde har handlet om bl.a. at etablere samarbejde med de rette lokale partnere og etablering af sporbarhedssystem, for at sikre at rejerne kommer fra de rette dampbrug.

Choice Foundation has in 2014 implemented two highly successful projects in Vietnam. The result of these projects is two new classrooms for 72 children, schooling ensured for 140 children, access to drinking water and proper toilet facilities for some 1,400 children and day care facility enabling two nannies to take care of up to 15 small children in child-friendly surroundings. One of these projects is the result of a partnership between the Company's customer in Norway and the local shrimp factory in Ca Mau. The Foundation has moreover been successful in continuing a school project for the third year in Northern Vietnam in cooperation with the jewellery designer Julie Sandlau.

Environment

There is a particular focus on water, medication use, and use of freon and power. The purpose of these actions by shrimp farmers are improving the efficiency of breeding and less environmental impact through reduced consumption of food and better oxygenation

In 2014 Butler's Choice prepared for including extensive *ASC certified tiger shrimps* in supplement to the extensively farmed shrimps (that live naturally in lakes and are not fed). ASC stands for Aquaculture Stewardship Council which provides an environmental labelling that should make the fishing of farmed fish (aquaculture) more sustainable throughout the world.

Butler's Choice's preliminary work comprised engaging in cooperation with the right local partners and establishing a traceability system to ensure that the shrimps come from the right fish farms.

Beretning Review

Behovet for en ASC-certificering for ansvarligt opdræt af varmtvandsrejer skyldes, at store mangroveområder er blevet ryddet for at give plads til den hastigt voksende reje-industri.

Der er derfor behov for nye produktionsmetoder, der beskytter mangroveskoven. Rejefarmerne skal bl.a. leve op til følgende krav om at beskytte mangroven:

- Begrænse vandforureningen
- Undgå brug af antibiotika
- Opdrætte rejerne mere ansvarligt og hensynsfuldt
- Kun bruge foder som på sigt kun kommer fra bæredygtige kilder med vegetabiliske tilsætningsstoffer.

Anti-korruption

Butler's Choice tager afstand for alle former for korruption og følger principperne i UN Convention against Corruption.

The need for ASC certification of responsible warm water shrimp farming arose as large mangrove areas were cleared to make room for the rapidly growing shrimp farming industry.

New farming methods are therefore needed to protect the mangroves. The shrimp farmers must comply with the below requirements, among others, to protect the mangroves:

- Limit water pollution
- Avoid the use of antibiotics
- Produce the shrimps more responsibly and considerately
- Only use feed which is in the long term sustainably sourced with vegetable additives

Anti-corruption

Butler's Choice rejects any form of corruption and accedes to the principles of the UN Convention against Corruption.

Beretning

Review

Mål for 2015

Butler's Choice vil i 2015:

- arbejde for at sælge ekstensive og intensive opdrættede ASC-certificerede tigerrejer til virksomhedens kunder.
- genoptage arbejdet med at implementere FN's retningslinjer for menneskerettigheder og erhverv
- fortsat deltage i Verdens Bedste Nyheder og dermed være med til at sprede historier om fremskridtene i udviklingslandene
- fortsat støtte Choice Foundation's arbejde gennem donation af råvarer til fundraising middage og ved repræsentation til lokale arrangementer i Vietnam.

Targets for 2015

In 2015 Butler's Choice will:

- work at selling extensively and intensively farmed ASC-certified tiger shrimps to its customers;
- resume its efforts of implementing the UN Guiding Principles on Business and Human Rights.
- continue participating in The World's Best News campaign and, through this, contribute to spreading information about progress made in developing countries; and
- continue supporting Choice Foundation's work through donations of raw materials for fundraising dinners and representing the Foundation at local events in Vietnam.