
Butler's Choice A/S

Nordre Havnekaj 35, DK-5300 Kerteminde


Årsrapport for 1. januar - 31. december 2015

Annual Report for 1 January - 31 December 2015

CVR-nr. 20 04 08 07

Årsrapporten er fremlagt og
godkendt på selskabets ordi-
nære generalforsamling
den 03/03 2016

*The Annual Report was
presented and adopted at
the Annual General
Meeting of the Company
on 03/03 2016*


Berit Storgaard Bendtsen
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 2015 for Butler's Choice A/S.

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 2015.

Årsrapporten er aflagt i overensstemmelse med årsregnskabsloven.

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

Årsregnskabet giver efter vores opfattelse et retvisende billede af selskabets aktiver, passiver og finansielle stilling pr. 31. december 2015 samt af resultatet af selskabets aktiviteter for 2015.

In our opinion the Financial Statements give a true and fair view of the financial position at 31 December 2015 of the Company and of the results of the Company operations for 2015.

Årsrapporten indstilles til generalforsamlingens godkendelse.

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

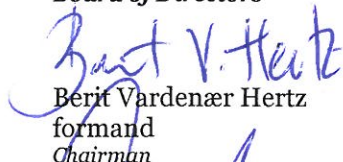
Kerteminde, den 3. marts 2016
Kerteminde, 3 March 2016

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 2015, 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 2015, 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 2015 samt af resultatet af selskabets aktiviteter for regnskabsåret 1. januar - 31. december 2015 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 2015 and of the results of the Company operations for the financial year 1 January - 31 December 2015 in accordance with the Danish Financial Statements Act.

Statement on Management's Review

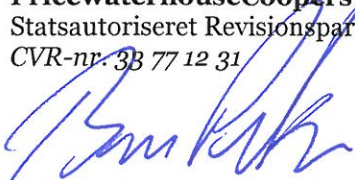
We have read Management's Review in accordance with the Danish Financial Statements Act. We have not performed any procedures additional to the audit of the Financial Statements. On this basis, in our opinion, the information provided in Management's Review is in accordance with the Financial Statements.

Den uafhængige revisors erklæringer

Independent Auditor's Report on the Financial Statements

Odense, den 3. marts 2016
Odense, 3 March 2016

PricewaterhouseCoopers
Statsautoriseret Revisionspartnerselskab
CVR-nr. 33 77 12 31



Brian Petersen
statsautoriseret revisor
State Authorised Public Accountant

Selskabsoplysninger

Company Information

Selskabet

The Company

Butler's Choice A/S
Nordre Havnekaj 35
DK-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 2015 udviser et overskud på DKK 1.345.125 og selskabets balance pr. 31. december 2015 udviser en egenkapital på DKK 4.776.467.

Dækningsbidraget er acceptabelt. Samlet vurderes årets resultat for 2015 at være yderst 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 skaldyrprodukter fra udviklingslande, produceret med respekt for mennesker og miljøet.

Rapportering for samfundsansvar

FN's Global Compact

Selskabet har siden september 2007 været tilsluttet FNs 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 2015 shows a profit of DKK 1,345,125, and the Company's balance sheet at 31 December 2015 shows equity of DKK 4,776,467.

The contribution margin is acceptable. Overall, the 2015 performance is considered highly 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

Siden 2014 er det alene selskabets datterselskab, Butlers Choice International ApS, i Vietnam, der har været certificeret under standarden. Ændringen skyldtes, at selskabet ønskede at fokusere certificeringsindsatsen på datterselskabets aktiviteter i Vietnam, specifikt inden for produktion af skaldyr. Der vurderedes at være større risici i forhold til overtrædelse af arbejdstagerrettigheder her 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 Jakob Stokkebye og hans hustru den selvstændige velgørenhedsfond, *Choice Foundation*. Formålet var at gøre endnu mere for at styrke levevilkårene for de lokale fiskersamfund, der er mere udsatte og ikke har oplevet den samme økonomiske vækst, som de større byer i Vietnam. Butler's Choice havde allerede gjort mange sociale tiltag, som Choice Foundation skulle føre videre og i større skala.

Since 2014, only the Company's subsidiary, Butler's Choice International ApS, in Vietnam, has been SA8000 certified. The reason for this change was that the Company wanted 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 was 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 was to intensify the efforts to improve the living conditions of local fishing communities, which are more vulnerable and have not seen the same economic growth as the major cities in Vietnam. Butler's Choice had already taken many social initiatives which were to be carried on by Choice Foundation on a larger scale.

Beretning Review

Choice Foundation arbejder for at skabe bedre levevilkår i de samfund som selskabet er en del af gennem køb af skaldyr fra fiskefamilierne. Fokus er på at sikre udsatte børns adgang til skoleuddannelse, sikre ordentlige toiletforhold og drikkevand på de lokale skoler, samt at forbedre lokale sundhedsydelser. I takt med, at fonden har etableret nye partnerskaber med andre virksomheder gennemføres der ligeledes indsatser i andre udsatte områder, eksempelvis i et område med risdyrkning nord for Hanoi.

Fonden bidrager til opfyldelsen af følgende menneskerettigheder, jf. FN's Verdenserklæring om Menneskerettighederne i samfund med udsatte befolkningsgrupper:

Artikel 25

Enhver har ret til en sådan levelfod, som er tilstrækkelig til hans og hans families 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 improving living conditions in the communities in which the Company operates through the purchase of shellfish from fishing families with focus on securing disadvantaged children access to schooling, ensuring proper toilet facilities and drinking water at the local schools, as well as improving local health services. In step with the Foundation establishing new partnerships with other enterprises, efforts are made in other disadvantaged areas, such as a rice farming area north of Hanoi.

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 2015 implementeret to projekter i Vietnam med stor succes. Resultaterne af de to projekter er, at 100 skolebørn bliver støttet med scholarships i Bac Ninh provinsen og fondens lokale partner har startet udvidelse af en børnehave i Hue provinsen, så den kan have plads til 30 børn mere. Projekterne bidrager til at forberede eller holde børn i skolesystemet, og minimerer dermed børnenes risiko for at de bliver handlet til hårdt arbejde, prostitution eller at de ender op på gaden. Det førstnævnte projekt har nu kørt i fire år, takket været det gode samarbejde med smykkekunstneren Julie Sandlau. Det andet projekt finansieres af de rejste midler fra Choice Foundations velgørenhedsmiddage.

Butler's Choice har et tæt samarbejde med Choice Foundation og har i 2015 bidraget til fondens arbejde ved at donere råvarer til årets velgørenhedsarrangement og ved at repræsentere fonden i Vietnam ved relevante lejligheder. Butler's Choice promoverer også fonden overfor dens kunder, der køber seafood fra Vietnam, og opfordrer til indgåelse af samarbejder, der kan støtte de lokale fiskersamfund. Butler's Choice ser det tætte samarbejde med fonden som selskabets bidrag til opfyldelsen af de to ovennævnte menneskerettigheder.

FN's retningslinjer om menneskerettigheder og erhverv blev vedtaget af FN's Menneskerettighedsråd i 2011. Der er forventninger til, at både stater og virksomheder, erhvervsorganisationer, NGO'er, mv. skal leve op til retningslinjerne. Fra 2013 skulle de 1.100 største virksomheder i Danmark redegøre for deres politikker for at respektere menneskerettigheder i deres årsrapport.

Choice Foundation has in 2015 implemented two highly successful projects in Vietnam. As a result of these two projects, 100 school children are being supported by scholarships in the Bac Ninh Province, and the local partners of the Foundation have commenced the extension of a kindergarten in the Hue Province for accommodation of another 30 children. The projects contribute towards preparing children for, or keeping them in, the school system, thus minimising their risk of being trafficked for hard labour or prostitution, or ending up in the streets. The former project has now been running for four years owing to the good working relationship with jewellery designer Julie Sandlau. The other project is financed by the funds raised by Choice Foundation's fundraising dinners.

Butler's Choice is working closely together with Choice Foundation and has in 2015 contributed to the Foundation's work by donating raw materials for the fundraising event of the year and by representing the Foundation in Vietnam on relevant occasions. Butler's Choice moreover promotes the Foundation to its customers who purchase seafood from Vietnam and encourages the formation of working relationships to support the local fishing communities. Butler's Choice considers this close cooperation with the Foundation its contribution to compliance with the two human rights articles above.

The UN Guiding Principles on Business and Human Rights were adopted by the UN Human Rights Council in 2011. Expectations are that both states and businesses, business organisations, NGOs etc comply with these guiding principles. As from 2013 the 1,100 largest businesses in Denmark were to present a statement on their human rights policies in their annual reports.

Beretning Review

Butler's Choice har det forgangne år været i proces med at forberede implementeringen af retningslinjerne.

Miljø

Selskabet har siden 2004 været certificeret under ISO14001, der er en internationalt anerkendt standard inden for miljøledelse.

Siden 2014 har det alene været selskabets datterselskab, Butler's Choice International ApS, i Vietnam, der har været certificeret under standarden. Ændringen skyldtes, at selskabet ønskede at fokusere certificeringsindsatsen på datterselskabets aktiviteter i Vietnam, specifikt inden for produktion af skaldyr. Der vurderes at være større risici inden for dette område i forhold til hensyntagen til miljøet, end inden for selskabets andre produktionsområder. I praksis betyder det, at foruden datterselskabet, har alle hovedleverandører i Vietnam tiltrådt ISO14001 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.

I 2015 har to af medarbejderne i Butler's Choice International ApS deltaget i træning i SA8000 og ISO14001 audit. Træningen er med henblik på, at medarbejderne kan udføre de interne audits af hovedleverandører, i stedet for at indgå aftaler herom med eksterne auditører. Der vil stadig blive gennemført eksterne audits af det eksterne certificeringsbureau, Bureau Veritas Vietnam.

During the past year, Butler's Choice has been in the process of improving the implementation of the guidelines.

Environment

The Company has been certified under ISO14001, which is an internationally acknowledged standard on environmental management, since 2004.

Since 2014, only the Company's subsidiary, Butler's Choice International ApS, in Vietnam has been ISO14001 certified. The reason for this change was that the Company wanted to focus its certification efforts on the subsidiary's activities in Vietnam especially with respect to the shellfish production. The risk of affecting the environment is considered more prominent in this area 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 ISO14001 guidelines.

The subsidiary's ISO14001 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.

In 2015, two Butler's Choice International ApS employees participated in a training programme on SA8000 and ISO14001 audit with a view to enabling them to perform the internal audits of main suppliers, instead of the Company entering into agreements with external auditors. External audits will still be performed by the external certification body, Bureau Veritas Vietnam.

Beretning Review

I 2015 lykkedes det Butler's Choice at få ekstensive *ASC-certificerede tigerrejer* ind på det skandinaviske detailmarked. ASC står for Aquaculture Stewardship Council, og er en miljømærkning, som skal gøre fiskeriet for opdrættede fisk (akvakultur) mere bæredygtigt over hele verden.

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.

Det har vist sig at være en længere proces at introducere dette produkt, og arbejdet forventes først endeligt at bære frugt i 2016, i form af øget salgsmængde. 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 dambrug. Desuden gør den højere pris også det sværere at sælge produktet.

In 2015, Butler's Choice succeeded in introducing extensive ASC certified tiger shrimps to the Scandinavian retail market. 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.

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

The introduction of this product turned out to be a lengthy process, and the efforts are not expected ultimately to bear fruit until in 2016 by way of increased sales volumes. Butler's Choice's preliminary work comprised eg engaging in cooperation with the right local partners and establishing a traceability system to ensure that the shrimps come from the right fish farms. Moreover, the higher price also makes it more difficult to sell the product.

Beretning Review

I 2015 blev virksomheden også MSC-certificeret, dvs. Butler's Choice er autoriseret til at forhandle fisk og fiskeprodukter fra MSC-certificerede fiskerier. Virksomheden introducerede i årets løb et nyt produkt til rækken af MSC-certificerede produkter.

Anti-korruption

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

CSR Abroad Prize, Verdens Bedste Nyheder, Women Deliver

Butler's Choice blev i 2015 nomineret til *CSR Abroad Prize* for virksomhedens vedholdende indsats inden for bæredygtighed og CSR. *CSR Abroad Prize* uddeles af Danida, Eksportrådet og IFU (Industrialiseringsfonden for udviklingslande) til en virksomhed, der har samfundsengagementet helt ind i hjertet af både forretningen og organisationen. Det er 2. gang at Butler's Choice blev nomineret til en pris under CSR Awards. Vinderen af prisen blev Neutral.com ApS.

For femte år i træk deltog Butler's Choice i kampagnen *Verdens Bedste Nyheder*, der er en nyhedskampagne, der formidler fremskridt og positive resultater fra udviklingslandene. Butler's Choice har deltaget ved at kommunikere kampagnens budskaber på virksomhedens hjemmeside og på de sociale medier.

Furthermore, the Company became MSC certified in 2015, ie Butler's Choice has been authorised to sell fish and fish products from MSC certified fisheries. During the year, the Company introduced a new product in the line of MSC certified products.

Anti-corruption

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

CSR Abroad Prize, The World's Best News Campaign, Women Deliver

Butler's Choice was in 2015 nominated for the *CSR Abroad Prize* for its persevering effort within sustainability and CSR. The *CSR Abroad Prize* is awarded by Danida, the Trade Council under the Ministry of Foreign Affairs of Denmark and the Investment Fund for Developing Countries (IFU) to a company that has integrated CSR into the very heart of both its business and organisation. This was the second time Butler's Choice was nominated for a CSR Awards prize. The prize winner was Neutral.com ApS.

For the fifth consecutive year, Butler's Choice participated in the *World's Best News Campaign*, which publishes progress and positive results from developing countries. Butler's Choice participated by communicating campaign messages on its website and in the social media.

Beretning Review

Butler's Choice blev i 2015 udvalgt sammen med otte andre virksomheder til at deltage i *DI's fotoudstilling på Women Delivers internationale konference* i Bella Center i maj 2016. De øvrige virksomheder tæller bl.a. Toms, Danfoss og AAK. Women Deliver sætter fokus på piger og kvinders sundhed, rettigheder og trivsel i hele verden. I mange udviklingslande udsættes piger og kvinder fortsat for undertrykkelse og vold som i udstrakt grad afskærer dem fra at leve et normalt liv med økonomisk frihed og deltagelse på arbejdsmarkedet.

DI har, med støtte fra Danida, taget initiativ til fotoudstillingen, for at sætte fokus på, hvilke udfordringer kvinderne møder i udviklingslande, og hvordan danske virksomheder i praksis kan afhjælpe dem til gavn for både virksomheden, kvinderne og deres familier samt de lokale samfund. Butler's Choices case vil vise, hvordan virksomheden, sammen med Choice Foundation, bidrager til at skabe bedre sundhedsydelser for kvinder og deres børn, samt fremme skolegangen for børnene, i fattige fiskersamfund.

In 2015, Butler's Choice was singled out along with eight other enterprises to participate in *the photo exhibition of the Confederation of Danish Industry at Women Deliver's international conference* at the Bella Center in May 2016. The other enterprises include Toms, Danfoss and AAK. Women Deliver advocates girls' and women's health, rights and wellbeing on a global scale. In many developing countries, girls and women are still suppressed and subjected to violence, which to a large extent prevents them from leading a normal life of financial freedom and labour market participation.

Supported by Danida, the Confederation of Danish Industry has initiated the photo exhibition to bring attention to the challenges faced by women in developing countries, and how Danish enterprises may address them in practice to the benefit of the enterprise itself, the women and their families as well as the local communities. Butler's Choice's case will show how the Company, together with Choice Foundation, contributes towards creating better health services for women and their children, and towards promoting schooling of children, in poor fishing communities.

Beretning Review

Mål for 2016

Butler's Choice vil i 2016:

1. Fortsat støtte Choice Foundation's arbejde gennem donation af råvarer til fundraising middage og ved repræsentation til lokale arrangementer i Vietnam.
2. Videreføre arbejdet med at implementere FN's retningslinjer for menneskerettigheder og erhverv
3. Fortsat arbejde med at lancere nye produkter, der er MSC- og ASC-certificerede.
4. Deltage i forberedelsen af fotoudstillingen til Women Deliver og i fernisering af udstillingen, i Bella Center og på nogle af de andre udstillingssteder. Udstillingen forventes at komme rundt i hele landet, bl.a. i Billund Lufthavn, Aalborg Lufthavn, Fredericia Messecenter og Industriens Hus i København.
5. Fortsat deltage i Verdens Bedste Nyheder, der i 2016 vil have fokus på FN's nye Verdensmål.

Targets for 2016

In 2016, Butler's Choice will:

1. Continue supporting Choice Foundation's work through donations of raw materials for fundraising dinners and representing the Foundation at local events in Vietnam;
2. Continue its efforts of implementing the UN Guiding Principles on Business and Human Rights;
3. Continue its efforts to launch new products that are MSC and ASC certified;
4. Participate in the preparation of the photo exhibition at the Women Deliver conference and in exhibition previews at the Bella Center and at some of the other exhibition venues. The exhibition is expected to tour Denmark and will be featured at Billund Airport, Aalborg Airport, the Fredericia Exhibition Center and Industriens Hus (the headquarters of the Confederation of Danish Industry) in Copenhagen, among other places.
5. Continue participating in the World's Best News Campaign, which will in 2016 focus on the UN's new Global Goals.