THE ORKLA SUSTAINABLE LIFE BAROMETER

Executed by Ipsos for Orkla

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GAME CHANGERS

CONTENT

RESEARCH OVERVIEW

METHODOLOGY

Quantitative web study among the population in the Nordic and Baltic countries.

The study contained mainly closed end questions, supported by one open end question to better understand consumers interest in the concept.

TARGET GROUP

Age: 18+

Representative for population in each country.

Results are representative based on gender, age and region.

SCOPE

Sample: Total 7003 respondents in Norway, Sweden, Denmark, Finland, Estonia, Latvia and Lithuania. 1000 respondents in each country.

Interview length: 12 minutes.

Fieldwork was conducted in October 2020.

EXECUTIVE SUMMARY

1

INTERESTING DEVELOPMENTS AND SOUND CONTINUITY

Orkla Sustainable Life Barometer sets out to map consumer needs and attitudes on a wide range of topics related to climate, sustainability and everyday choices in both the Baltics and the Nordic region. The 2020 edition reveals both interesting developments and steady continuity.

Several important indicators are showing expected development while others are more surprising. The most dramatic development relates to the share of consumers labeling themselves as omnivores versus diet-conscious. The rate of omnivores has fell by two points from 82 to 80 percent, which is a statistically significant development. This top-level result for all 7000 respondents masks relatively huge differences between the countries; some are at the same level as in 2019, while others have changed quite dramatically.

We saw in 2019 that there were widespread concern and positive attitudes towards sustainability issues in all countries. In 2020 we observe a spike in the consumers' stated concern for global warming and climate change. This topic is today tied with concern for plastics in the oceans, which has slightly decreased compared to 2019.

Topics like de-forestation and dealing with waste are also increasing, especially in the Baltic region. All concerns are mentioned by a larger share of consumers this year with the exception of concern for plastics in the ocean, which also means that the overall level of concern for these topics in general are increasing.

INTERESTING DEVELOPMENTS AND SOUND CONTINUITY

Orkla Sustainable Life Barometer 2020 shows that there is still a clear difference between the Nordics and the Baltics. There are generally higher levels of concern for environmental issues, more positive attitudes towards sustainability and more environmentally friendly dietary habits in the Nordic region.

Like in 2019, there is also clear differences between different demographics within countries. The same difference is found between age groups and sex. Younger people and women are more concerned, they have more positive attitudes and more environmentally friendly habits. They want to eat less meat, and use less plastics.

Sweden has generally the most environmentally concerned respondents, which is evident in the questions regarding attitudes towards environmental issues, habits regarding both recycling and dietary choices. Danes and Norwegians are similar in several important ways and is still somewhat less concerned with sustainability than Sweden. Finns on the other hand occupies a middle ground, sometime more aware and concerned than Sweden, sometimes less.

Like in 2019, the Baltics are more concerned about waste management than climate change and plastics in the ocean, and they are in general less concerned than their Nordic neighbours. This is reflected in everyday habits, engagement with sustainability issues and dietary habits.

IMPACT OF PANDEMICS

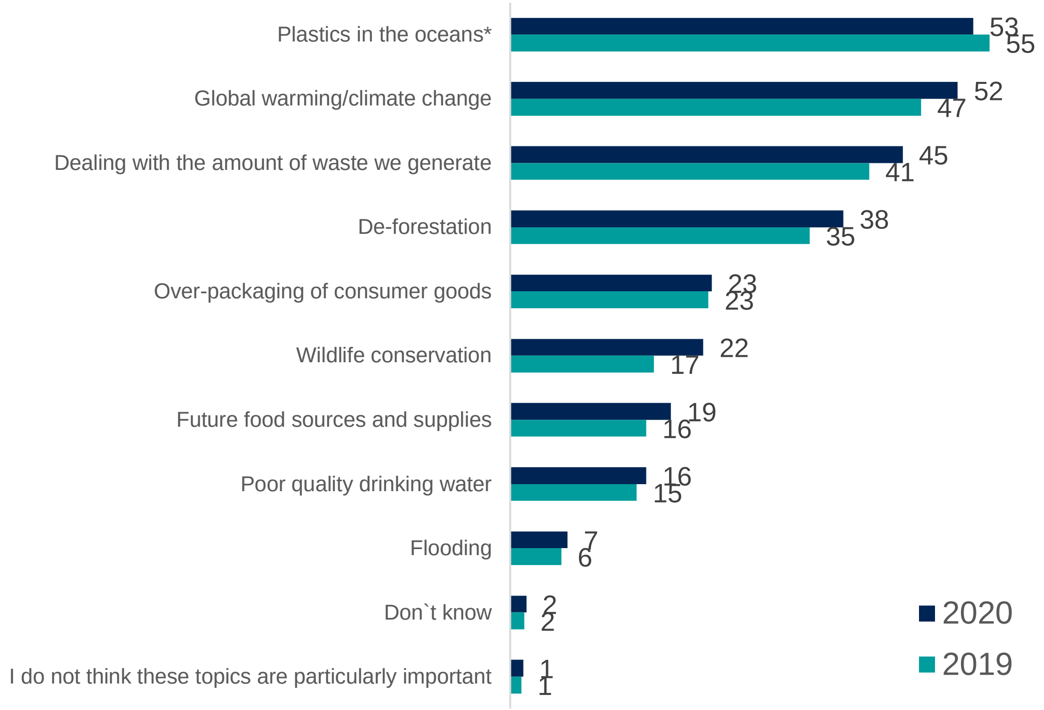
We must also take the ongoing pandemic into consideration. Ipsos has been tracking public opinion for decades, and we know that people tend to get more oriented towards materialism in times of crises. Concerns of a more or less abstract character are then usually mitigated and one could make the argument that concerns about climate should have gone somewhat down compared to 2019. We also know, however, that deep seated changes in attitudes and habits usually manifest themselves after the crisis has been ongoing for some time. We need to watch out for this in 2021.

While the overall stability in many of the indicators might be perceived as tedious and monotone, there are two major factors to remember. First, stability indicates a sound methodology. We have collected data from the same kinds of people as last year. This lends credence to the solidity of the data, and we can trust the barometer to give us reliable answers that corresponds with reality. Second, this is a long term surveillance of consumer needs. We are tracking the developments in the population as it happens, which would not have been possible without the same kind of rigorous approch that Ipsos and Orkla has taken.

ATTITUDES TOWARDS SUSTAINABILITY

2

PLASTICS AND GLOBAL WARMING/CLIMATE CHANGE STILL MOST IMPORTANT



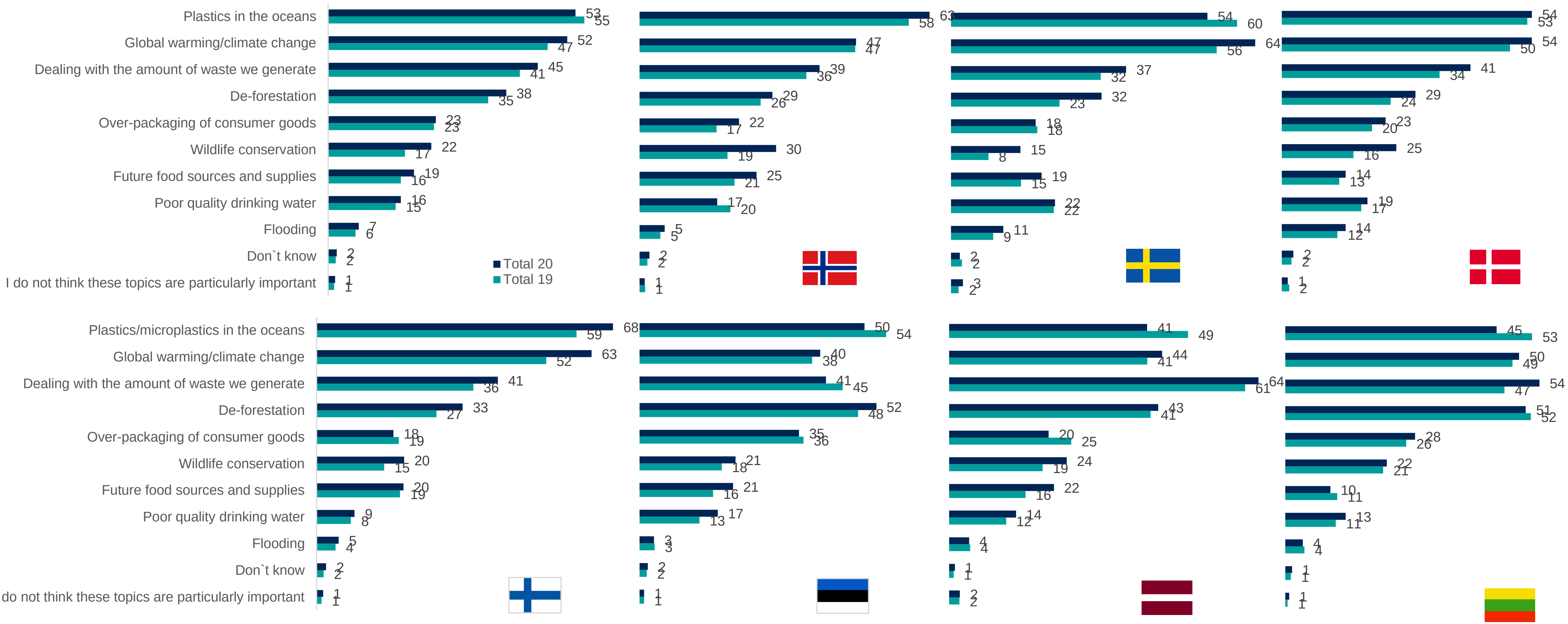
Like last year, plastics in the oceans is the single most important environmental topic we are facing today. Concern about global warming/climate change and dealing with the amount of waste we generate increases significantly compared to 2019.

Younger respondents express more concern about global warming/climate change problems than other age groups.

Base: All, N=7000 (1000 pr. country)

Q1.1. In your view, what are the three most important environmental topics we are facing today? That is, the top environmental topics you feel should receive the greatest attention?

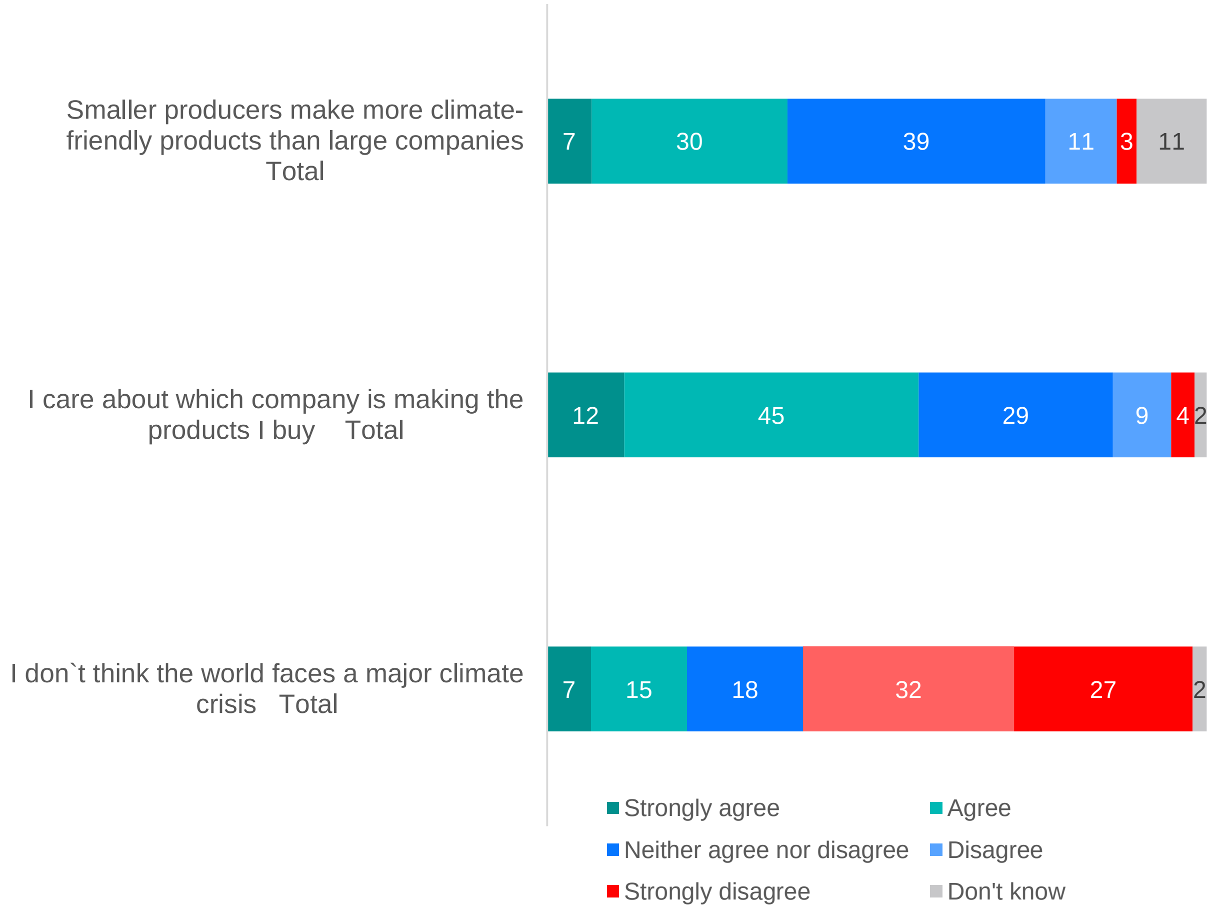
PLASTICS AND GLOBAL WARMING MAIN CONCERN IN NORDICS, DE-FORESTATION AND WASTE MANAGEMENT IN THE BALTICS



Base: All, N=7000 (1000 pr. country)

Q1.1. In your view, what are the three most important environmental topics we are facing today? That is, the top environmental topics you feel should receive the greatest attention?

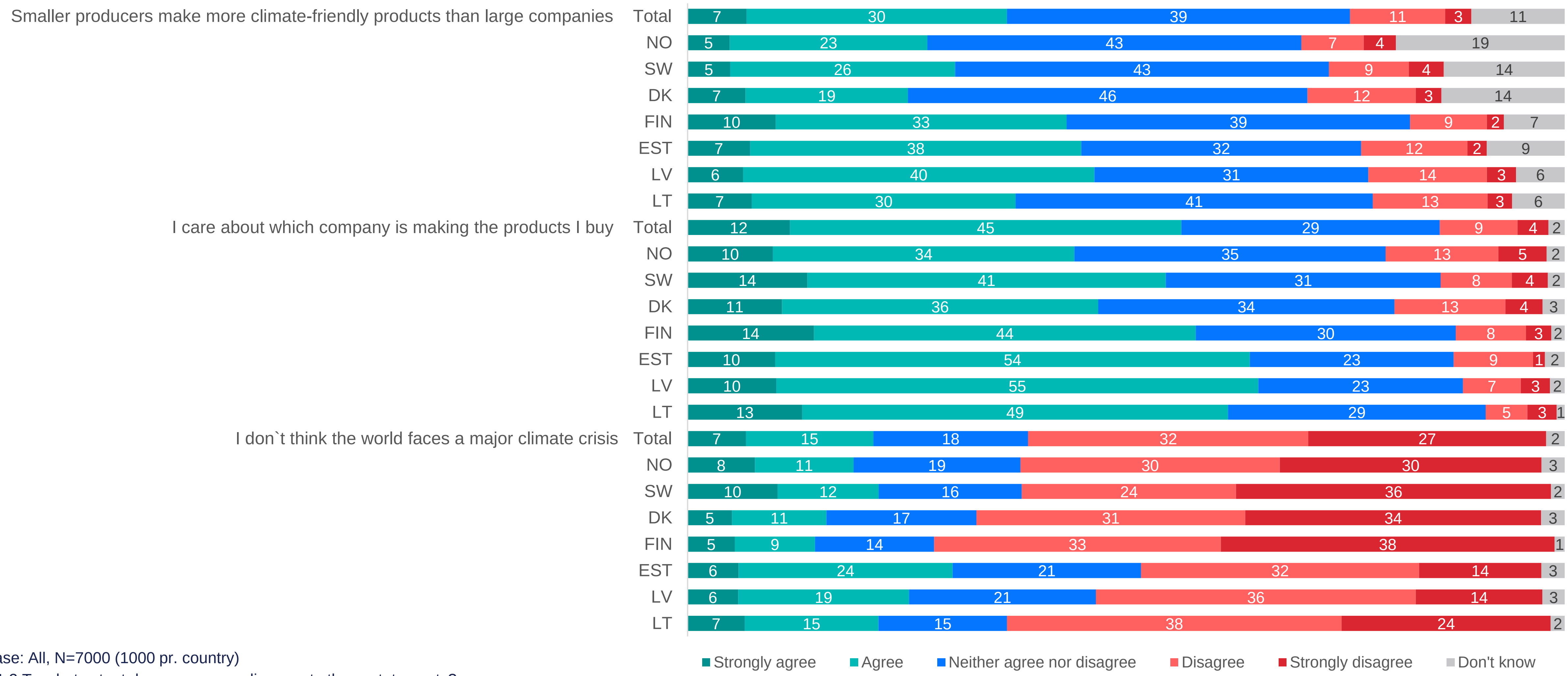
6 OUT OF 10 THINK THAT THE WORLD FACES A MAJOR CLIMATE CRISIS



- 37 % of the sample selection believe that smaller producers make more climate-friendly products than lager companies. People between 18 and 29 years tend to believe this in higher levels than others.
- More than half of the population care about which company is making the products they buy.
- Almost 6 of 10 don't agree with the statement that they don't think the world faces a major climate crisis.

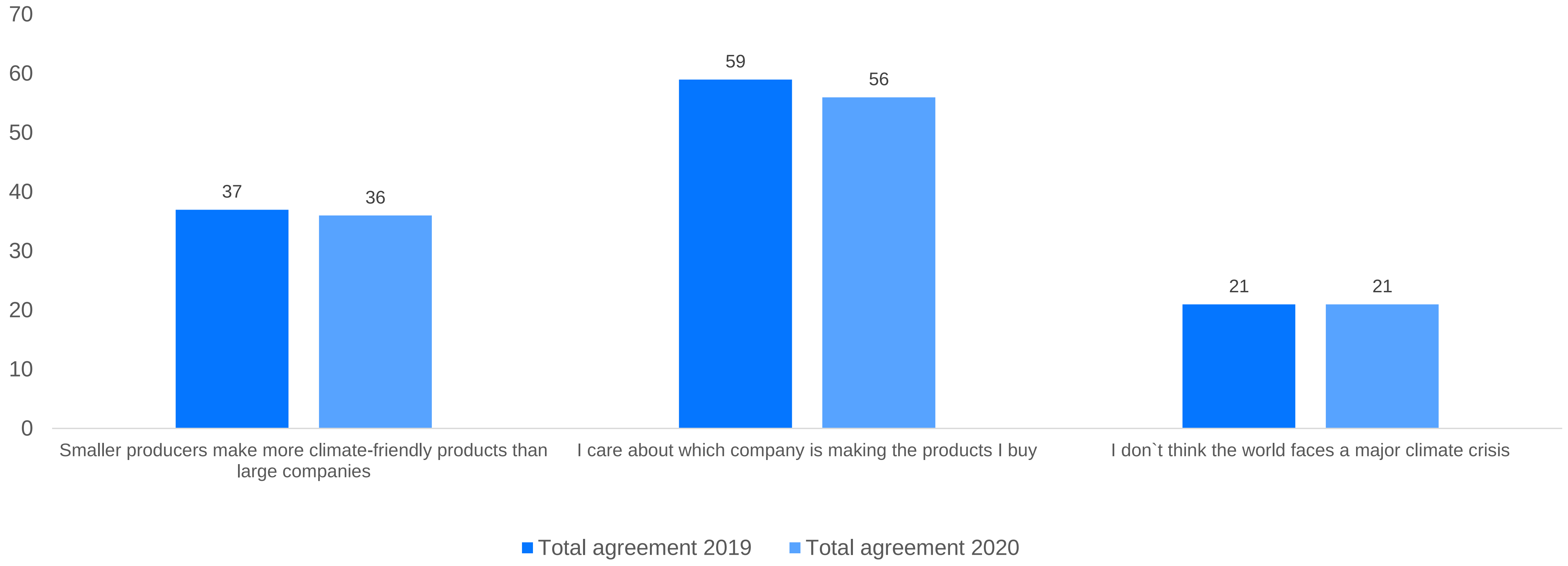
Base: All, N=7000 (1000 pr. country)
Q1.2 To what extent do you agree or disagree to these statements?

MARKED DIFFERENCE BETWEEN NORDICS AND BALTICS, AS WELL AS BETWEEN SWEDEN VERSUS DENMARK AND NORWAY



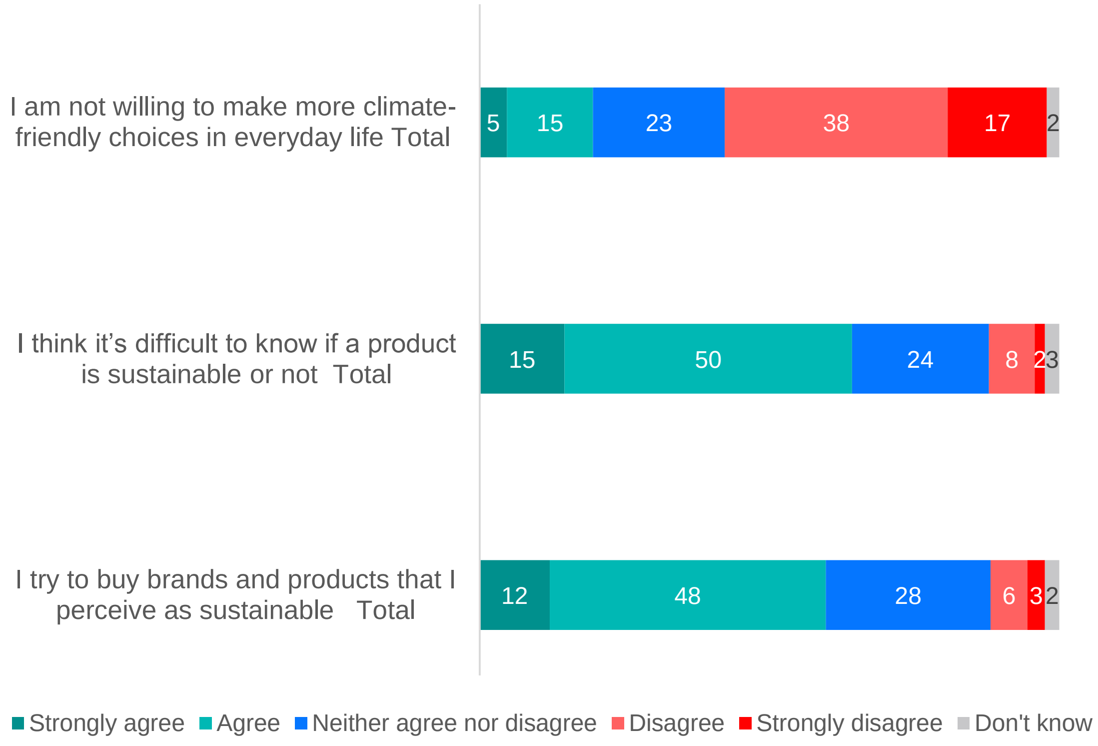
Base: All, N=7000 (1000 pr. country)
Q1.2 To what extent do you agree or disagree to these statements?

MODEST DECREASE IN CARE ABOUT THE ORIGIN OF THE PRODUCT THEY BUY



Base: All, N=7000 (1000 pr. country)
Q1.2 To what extent do you agree or disagree to these statements?

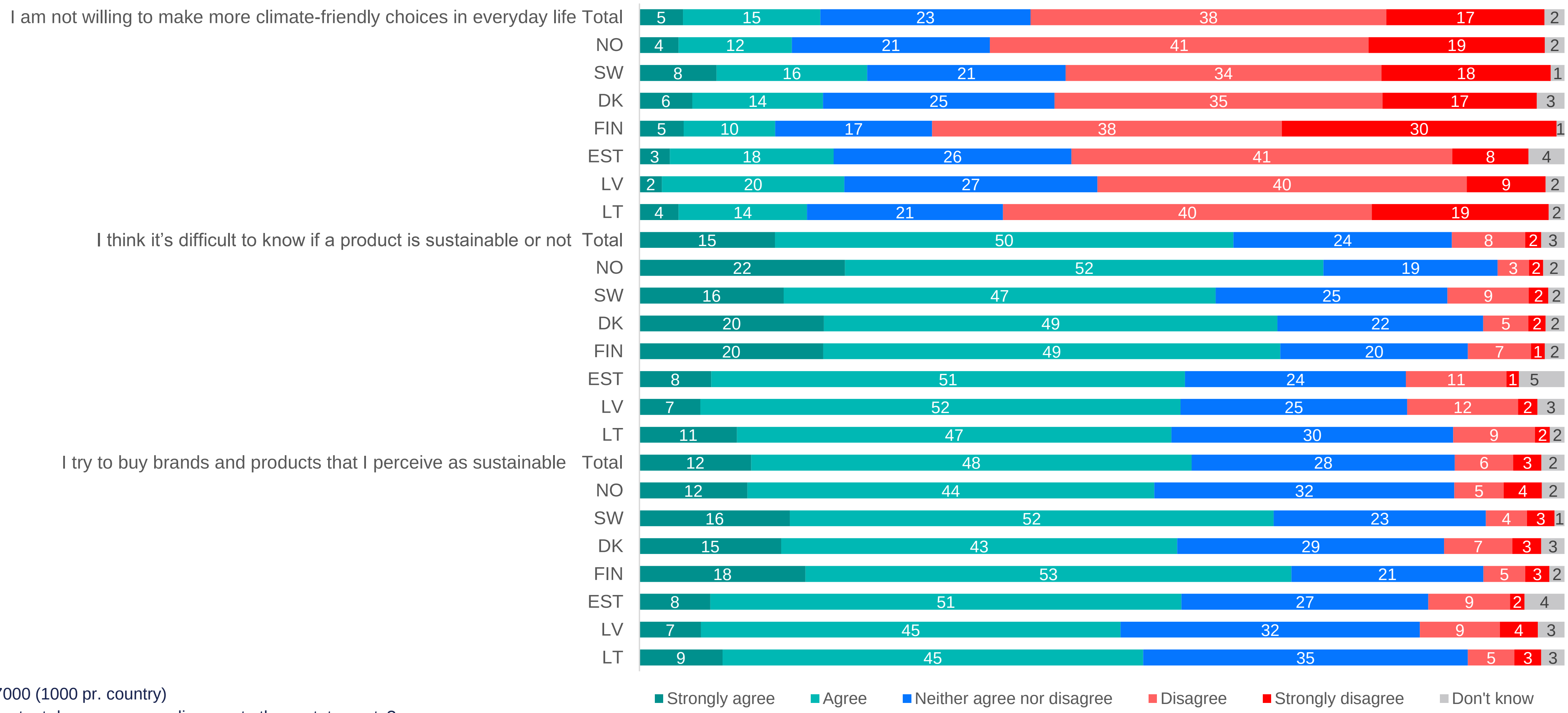
INCREASING LEVELS OF REPORTED DIFFICULTY



- 20 % are not willing to make more climate-friendly choices in everyday life.
- A majority of people state that it's difficult to know if a product is sustainable or not.
- 6 out of 10 try to buy brands and products that they perceive as sustainable.

Base: All, N=7000 (1000 pr. country)
Q1.2 To what extent do you agree or disagree to these statements?

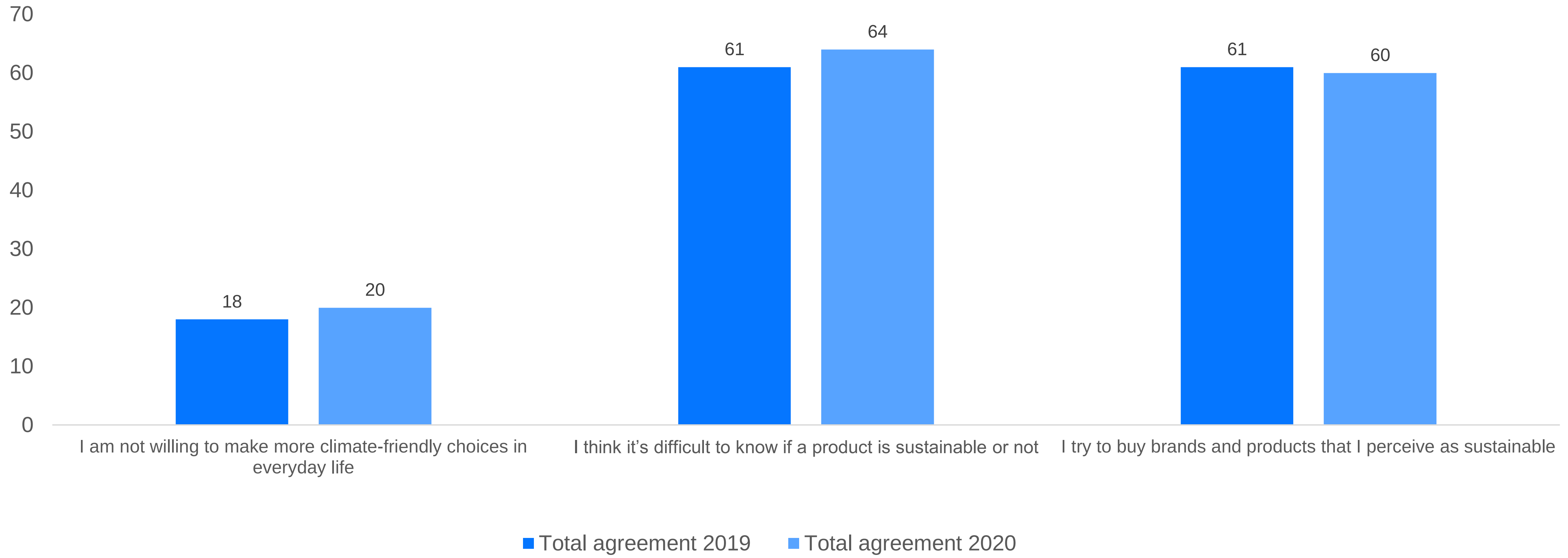
BALTICS AND NORDICS MORE IN AGREEMENT ON DIFFICULTY TO KNOW AND STATED WILLINGNESS TO BUY SUSTAINABLE.



Base: All, N=7000 (1000 pr. country)

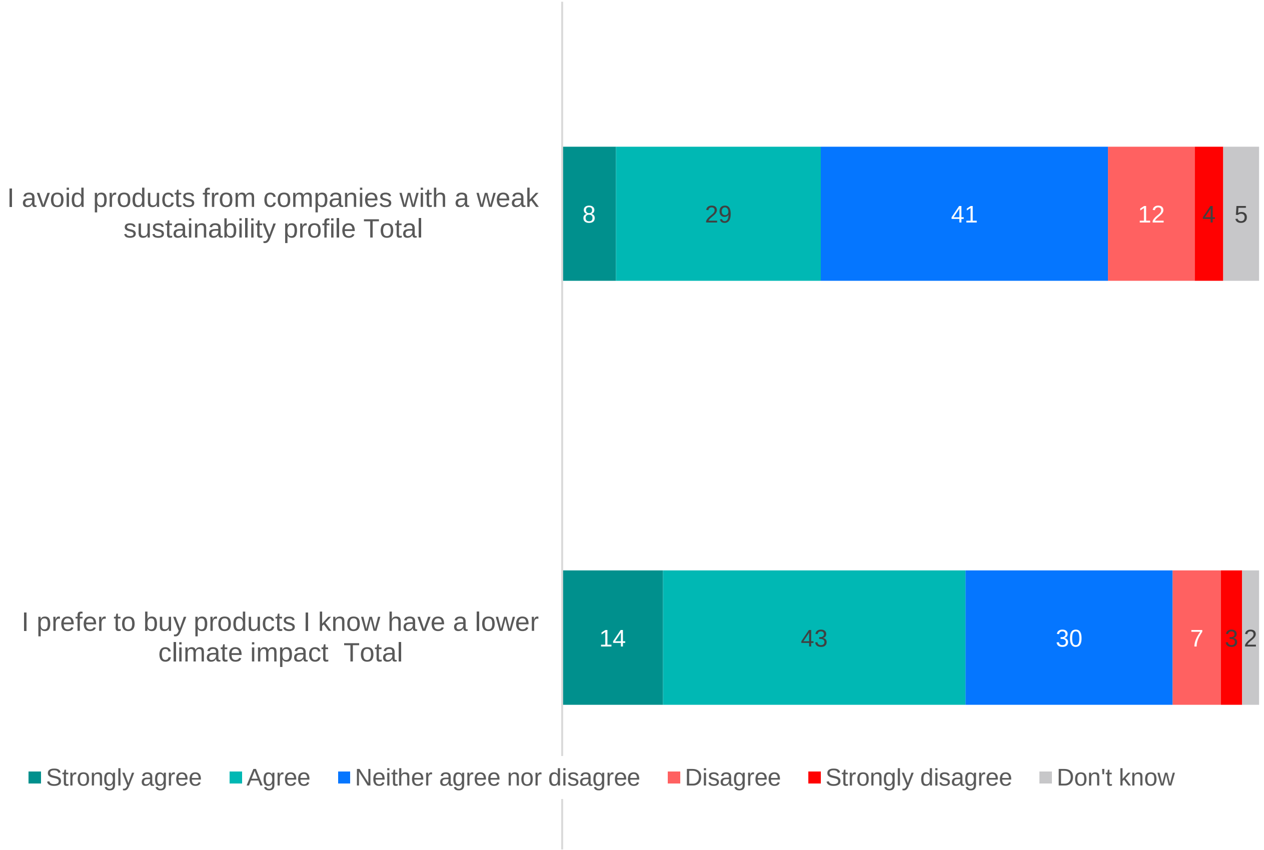
Q1.2 To what extent do you agree or disagree to these statements?

CONSUMERS BELIEVE IT IS GETTING MORE DIFFICULT TO KNOW IF A PRODUCT IS SUSTAINABLE OR NOT



Base: All, N=7000 (1000 pr. country)
Q1.2 To what extent do you agree or disagree to these statements?

YOUNG CONSUMERS AVOID PRODUCTS WITH WEAKER SUSTAINABILITY PROFILE

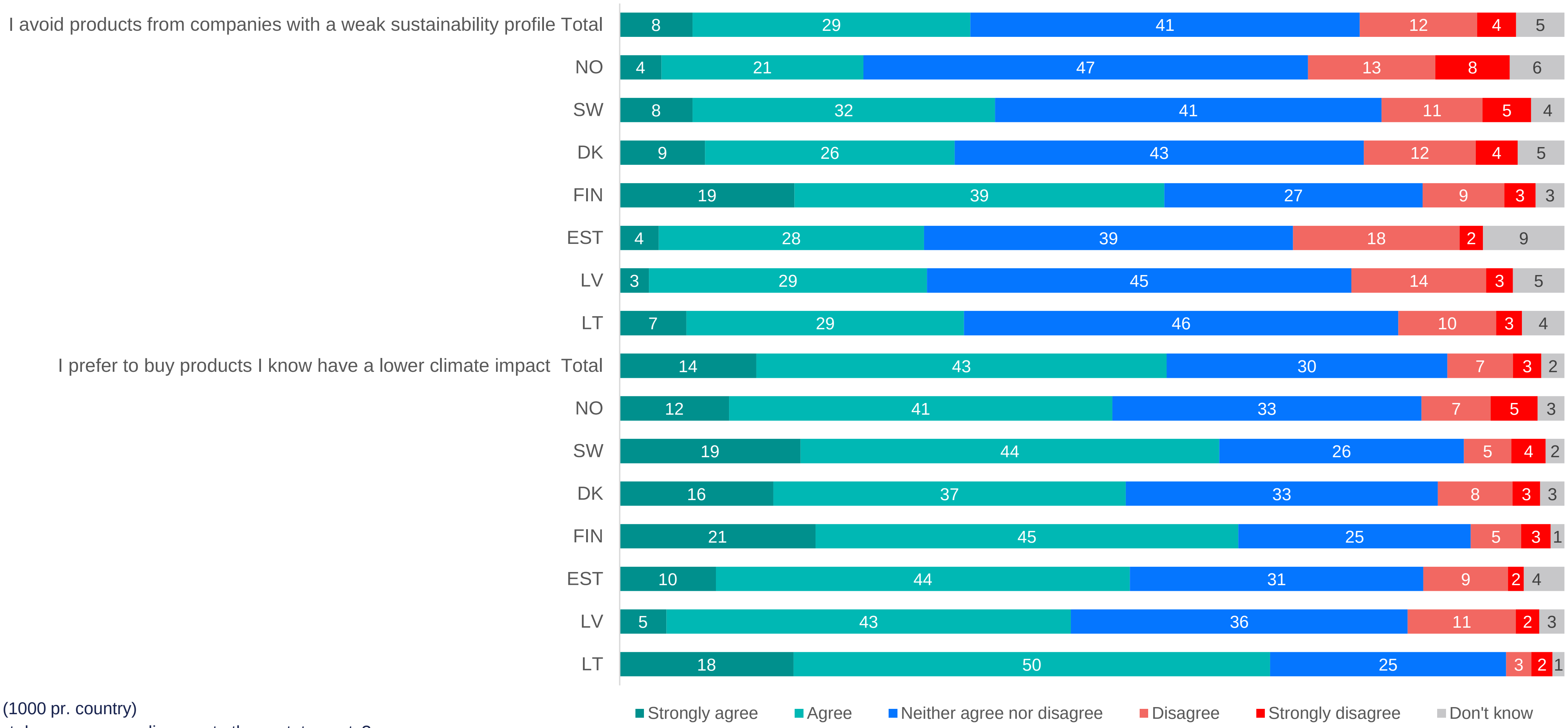


- 37% of consumers avoid buying products from companies with a weak sustainability profile. The level is significantly higher (42%) in age group of 18- 29 years.

- 57% prefer to buy products they know have a lower climate impact. And again, the share who agrees in this statement (62%) is higher in age group 18-29 years.

Base: All, N=7000 (1000 pr. country)
Q1.2 To what extent do you agree or disagree to these statements?

FINLAND MOST SCEPTICAL TOWARDS COMPANIES WITH WEAK SUSTAINABILITY PROFILES



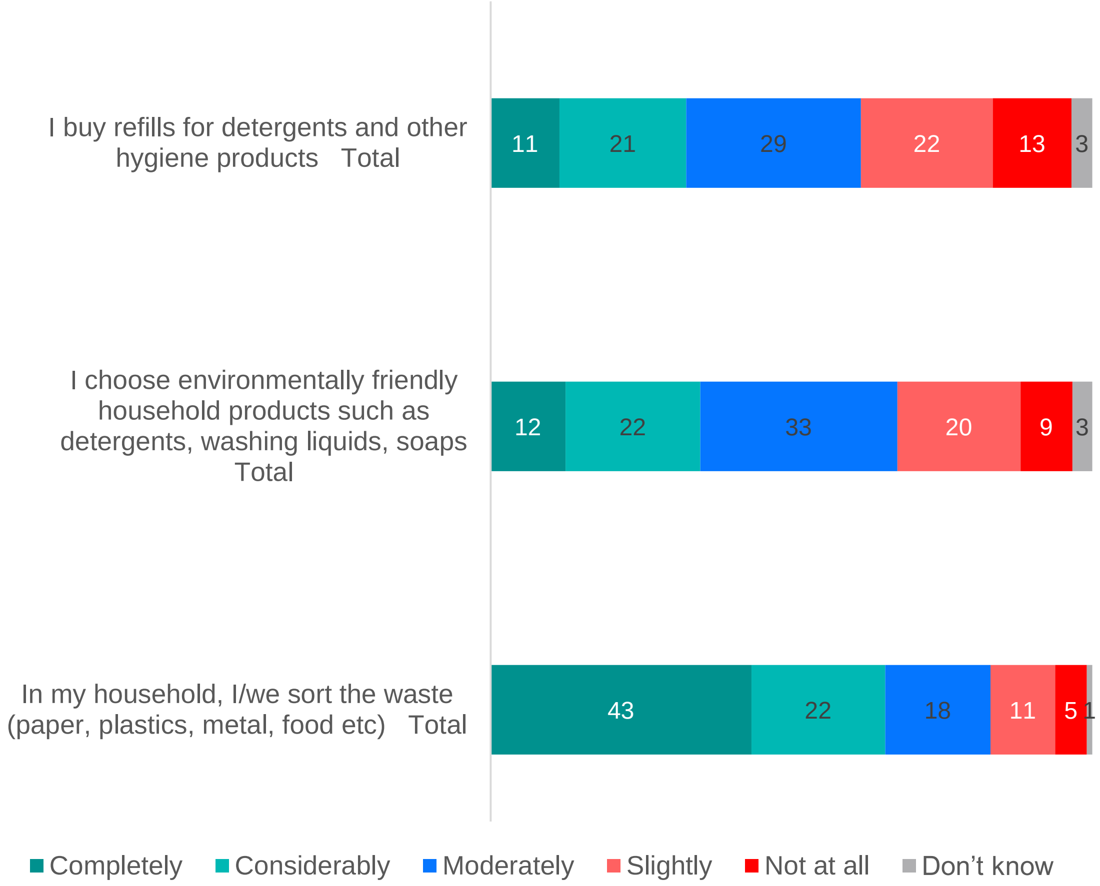
Base: All, N=7000 (1000 pr. country)

Q1.2 To what extent do you agree or disagree to these statements?

EVERYDAY LIFE SUSTAINABILITY

3

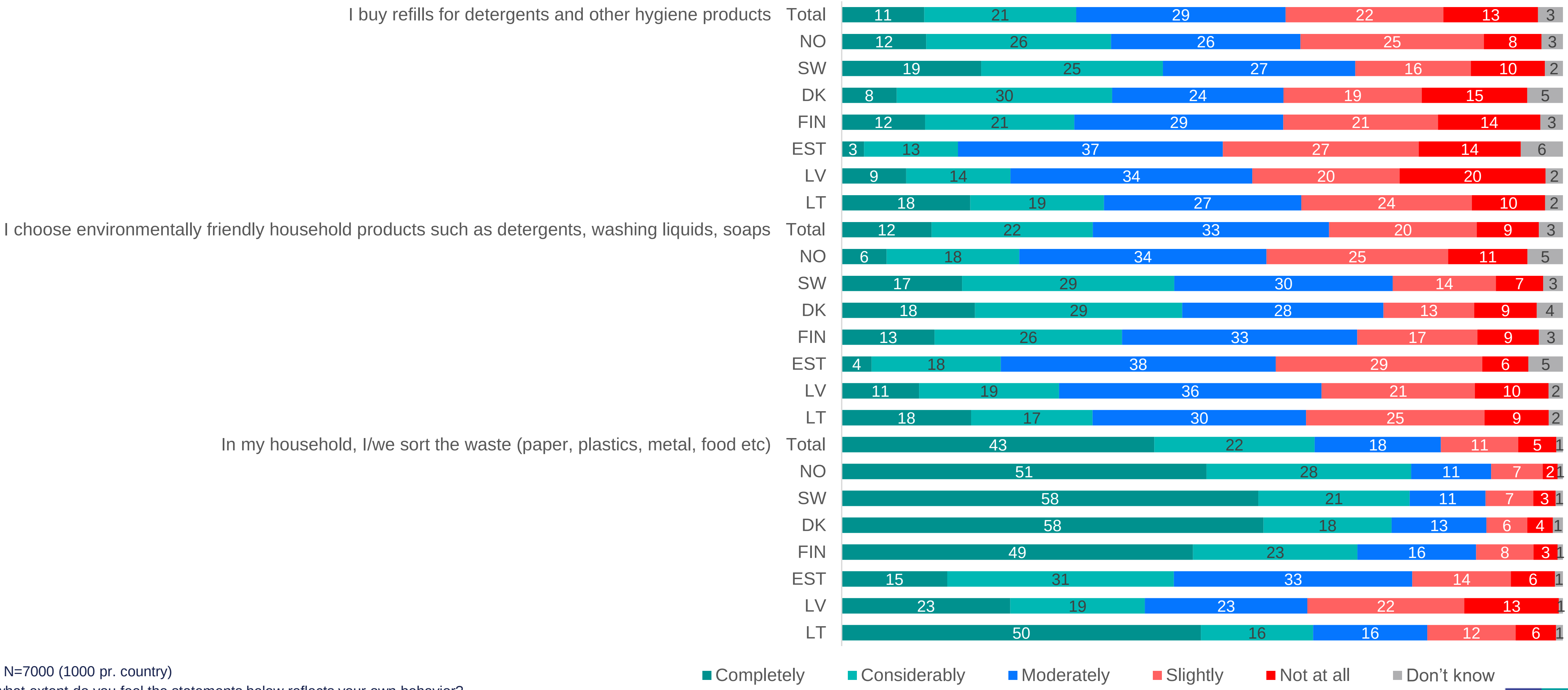
2 OUT OF 3 CONSUMERS SORT THEIR WASTE



- 32% buy refills for detergents and other hygiene products. We see gender differences: 30% of men and 35% of women buy refills.
- More than 3 out of 10 say they choose environmentally friendly household products. Higher share among female consumers - 37% of woman says that the statement reflect their behavior.
- More than 6 out of 10 sort the waste. There are no significant differences between sub-groups.

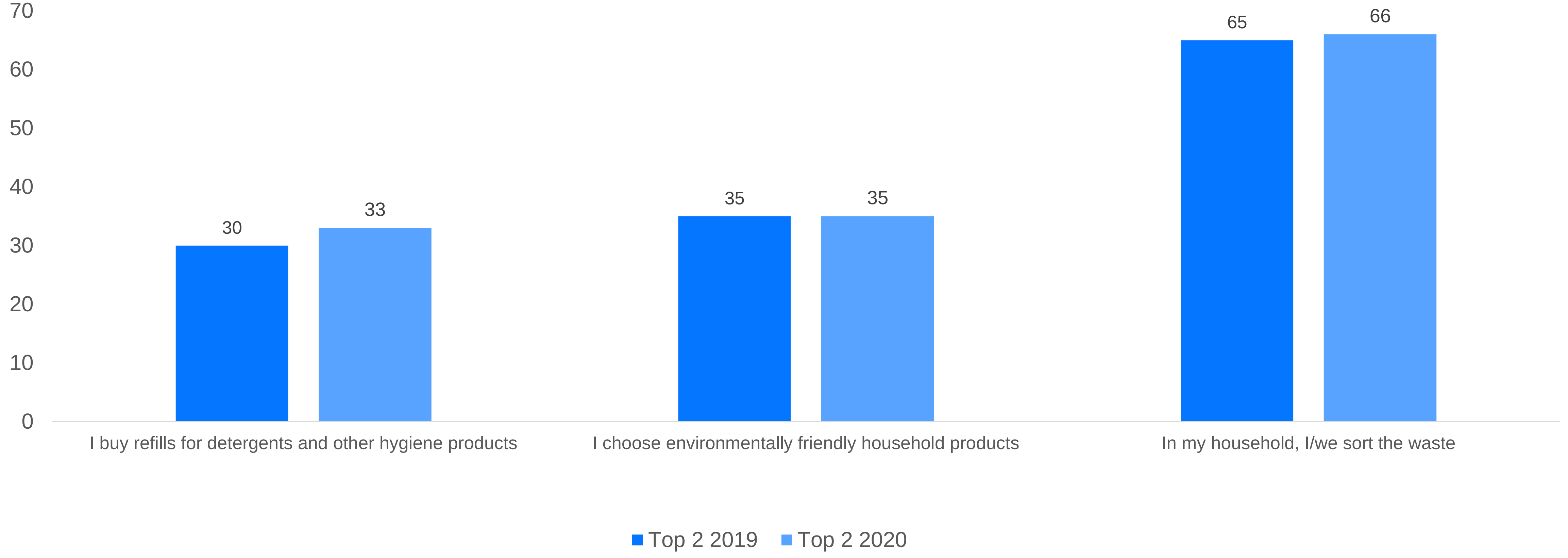
Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

NORWAY AND SWEDEN ON TOP ON SORTING WASTE



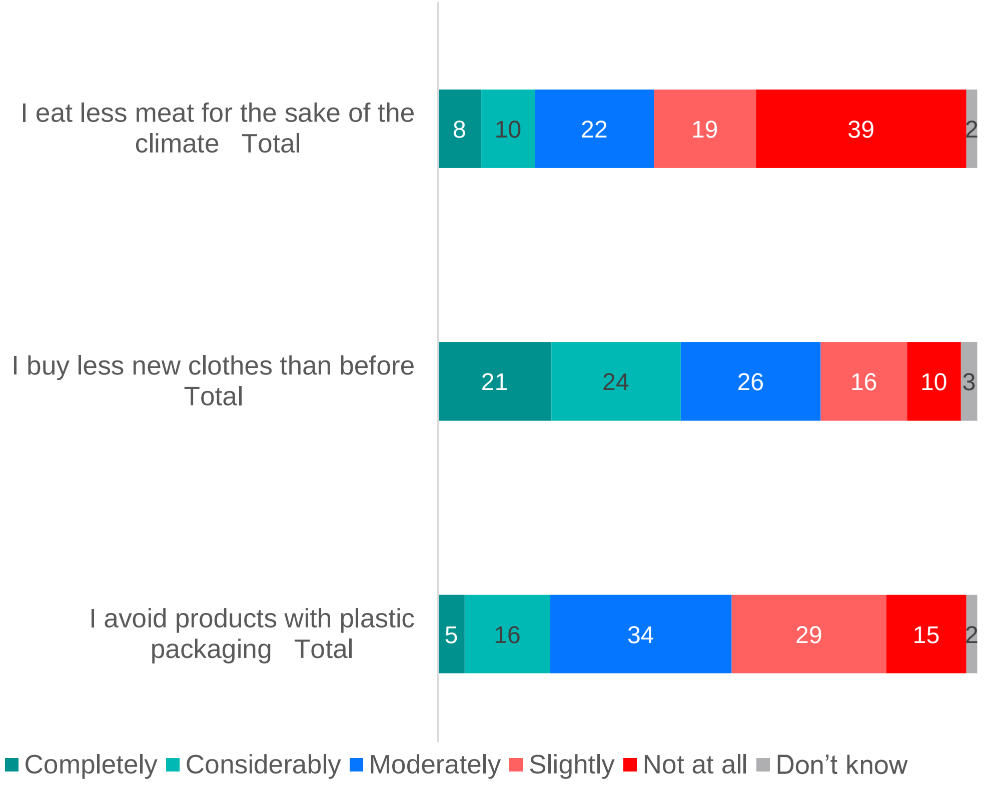
Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

TENDENCY FOR A SMALL INCREASE IN CONSUMERS THAT BUY REFILLS FOR DETERGENTS AND OTHER HYGIENE PRODUCTS



Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

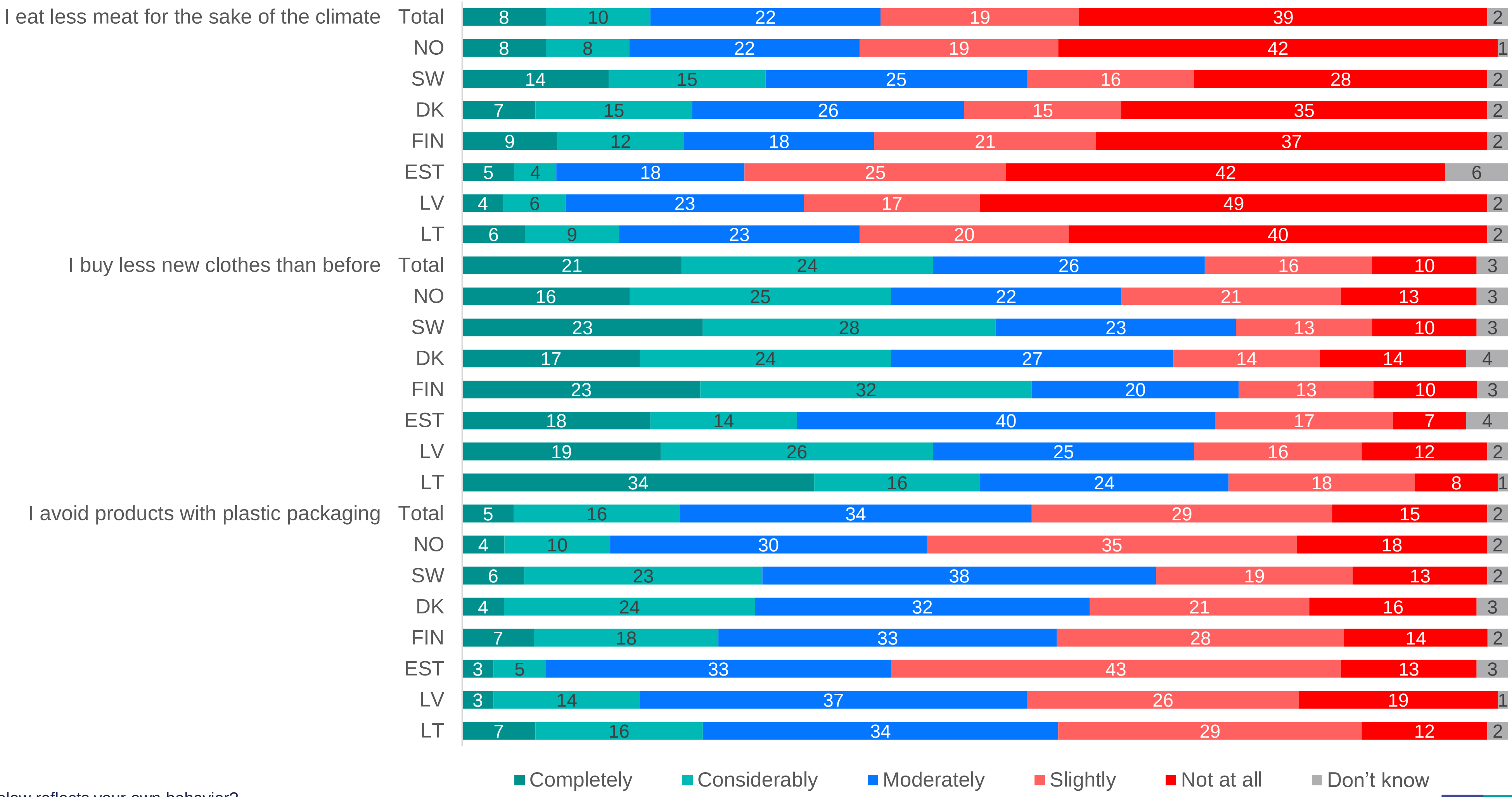
20 % OF CONSUMERS AVOID PRODUCTS WITH PLASTICS. SIGNIFICANTLY HIGHER SHARE IN YOUNGEST AGE GROUP



- A majority of people (58 %) says that statement that they eat less meat for the sake of the clime doesn't reflect their behavior.
- 45 % states they buy less new clothes than before. Women are overrepresented with 49 % compared to 40 % of men.
- Only 20 % avoids products with plastics. Here we see gender differences again. 18 % of men and 22 % of women completely/considerably agrees with the statemen. Age group of 18-29 years is even more overrepresented with 24 % of share.

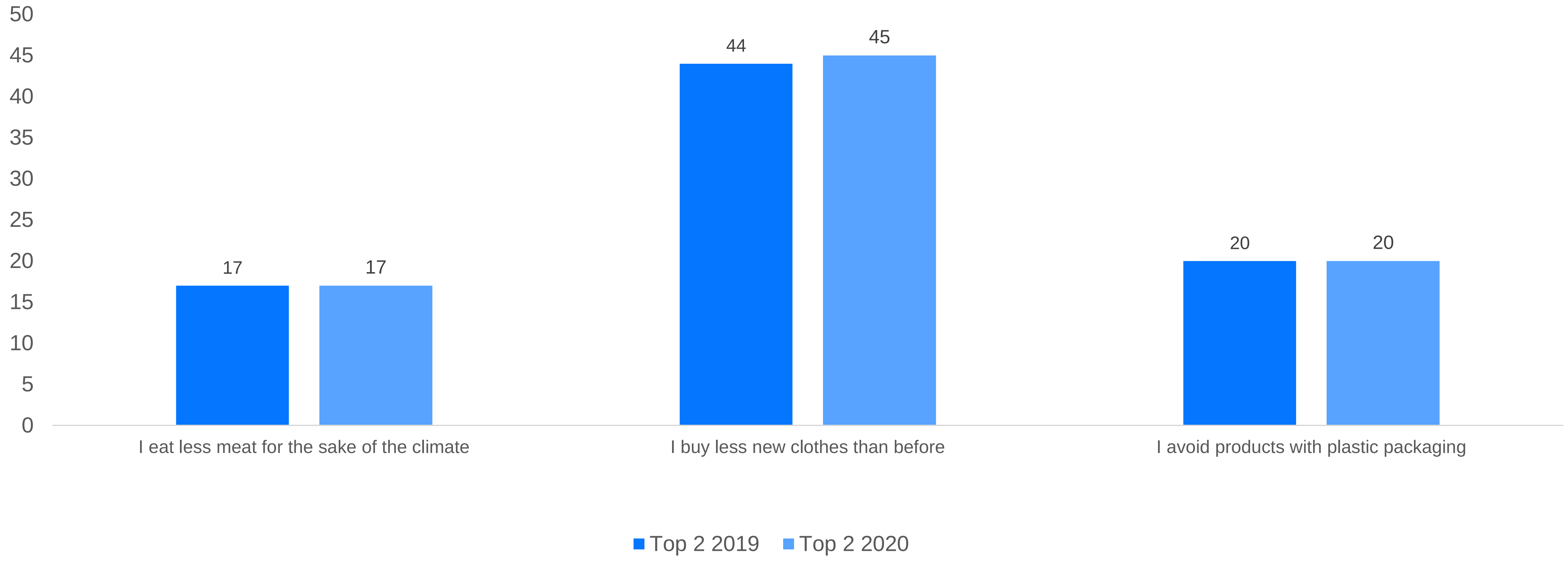
Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

LITHUANIA OFTEN AGREE AS MUCH AS THE NORDIC COUNTRIES



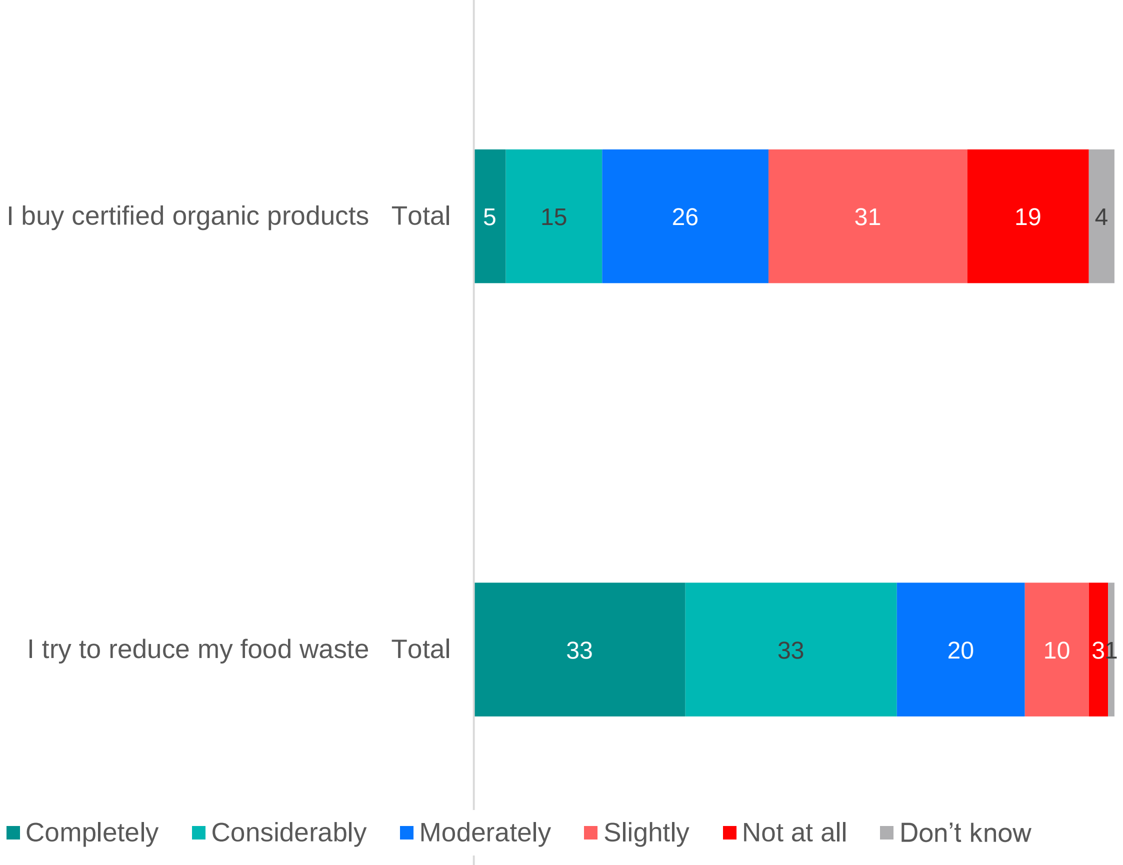
Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

NO DIFFERENCE FROM 2019 RESULTS. ALMOST HALF OF THE CONSUMERS STATE THAT THEY BUY LESS CLOTHES THAN BEFORE



Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

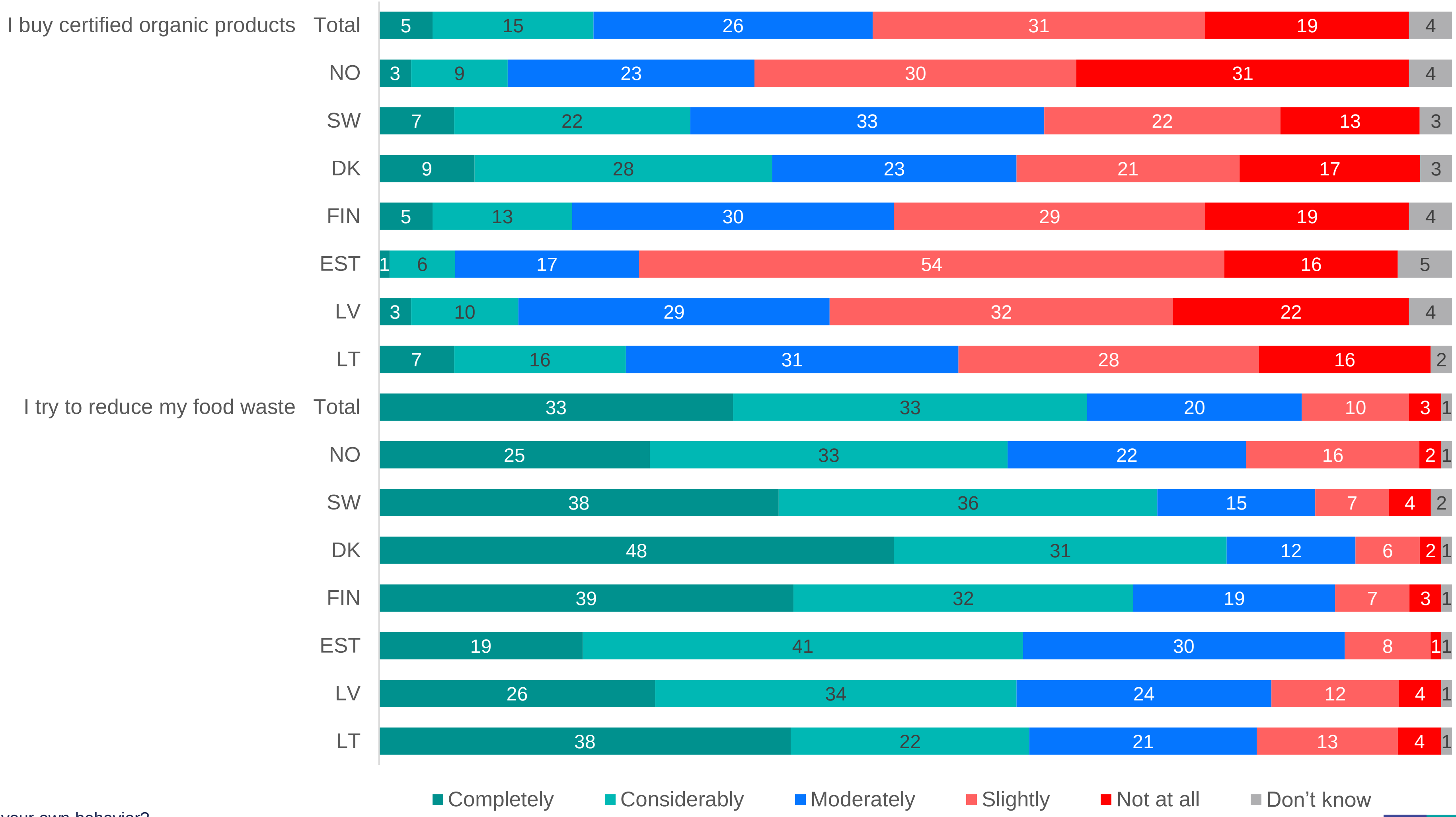
66% OF PEOPLE TRY TO REDUCE FOOD WASTE. 2 OUT OF 10 BUY CERTIFIED ORGANIC PRODUCTS



- 2 out of 10 say they buy certified organic products. In the age group of 18-29 years is share significant higher – 26%.
- The majority of consumers try to reduce food waste. Here age group 60+ is overrepresented with 73%, while people between 18 and 29 year are underrepresented with 58% of share.

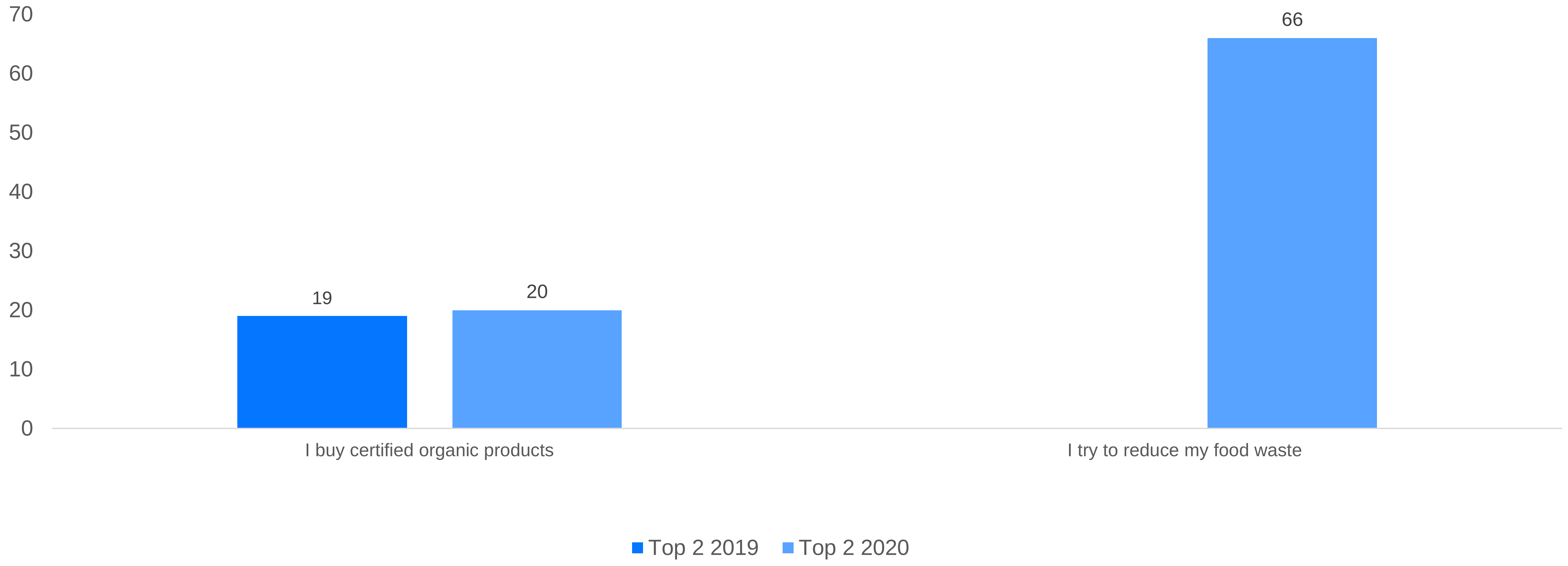
Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

HUGH DIFFERENCES BETWEEN MANY OF THE COUNTRIES ON BUYING CERTIFIED ORGANIC PRODUCTS



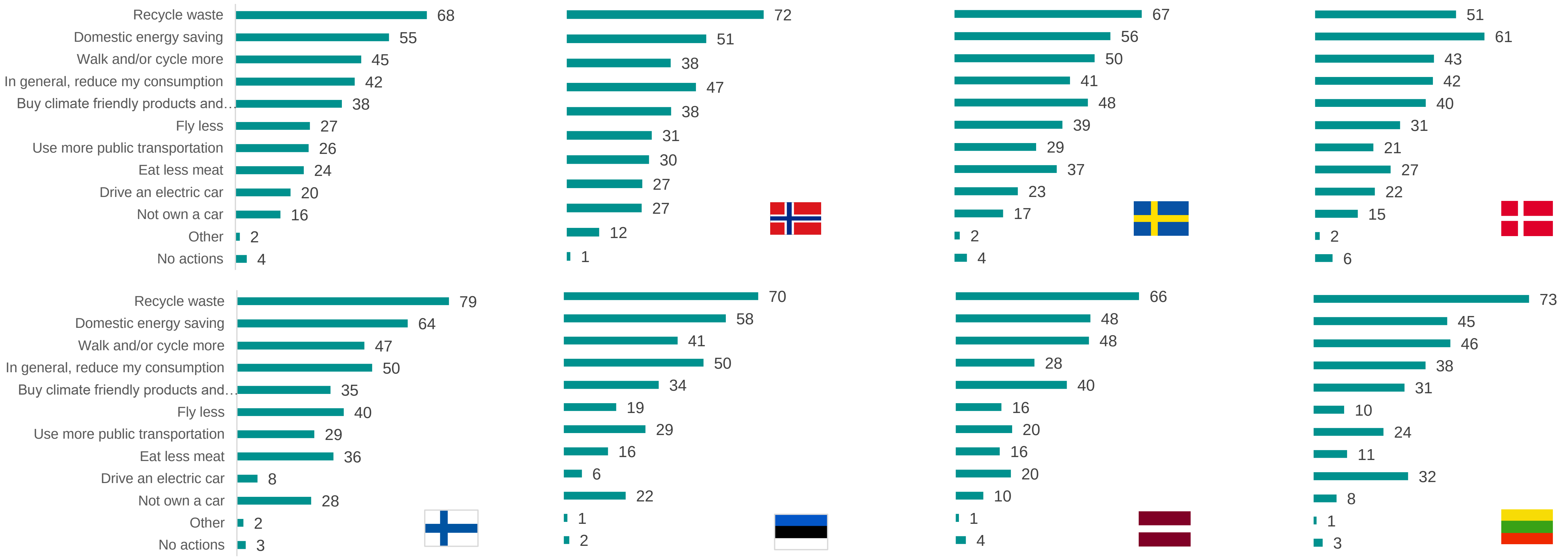
Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

STABLE RESULTS FROM LAST YEAR; REDUCING FOOD WASTE NEW IN 2020



Base: All, N=7000 (1000 pr. country)
Q2.3 To what extent do you feel the statements below reflects your own behavior?

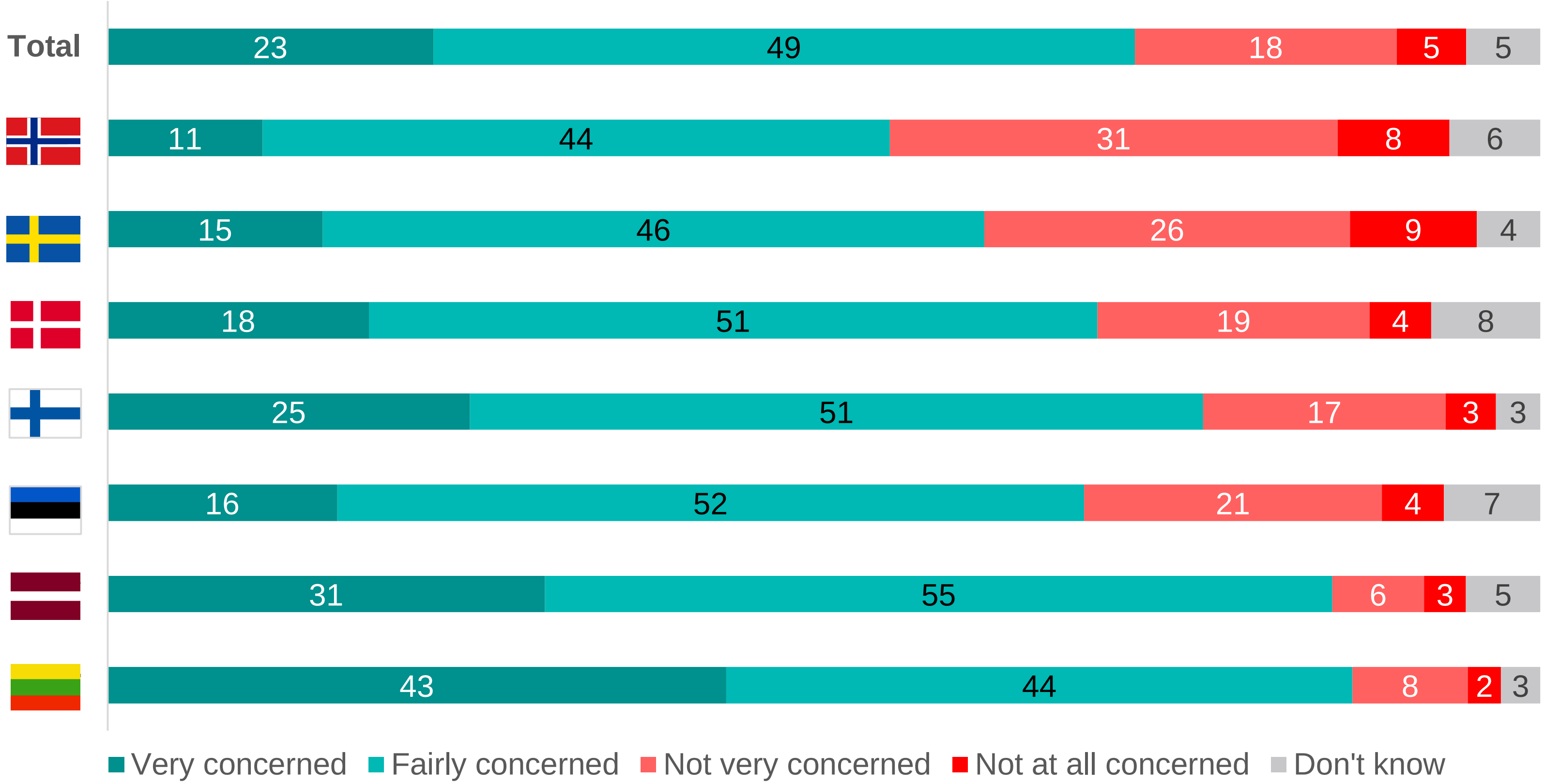
THE MAJORITY OF CONSUMERS ARE WILLING TO RECYCLE THE WASTE TO REDUCE CLIMATE EMISSIONS



Base: All, N=7000 (1000 pr. country)
Q2.4What personal actions are you willing to do to reduce your climat emissions in your daily life? NEW in 2020

4 PACKAGING

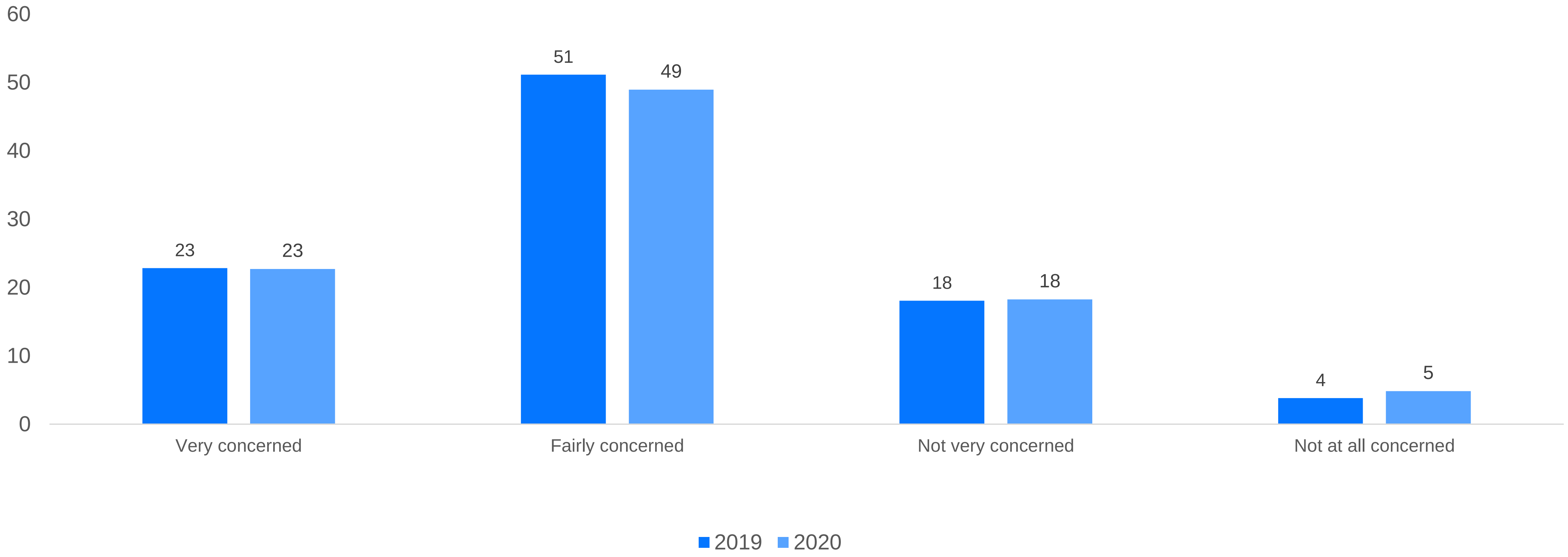
CONSUMERS ARE STILL CONCERNED ABOUT THE ENVIRONMENTAL CONSEQUENCES OF PLASTIC PACKAGING



Base: All, N=7000 (1000 pr. country)

Q3.4 Recently, there have been discussions about the environmental consequences of plastic packaging not made from recycled materials or that is not recycled after use. How concerned, if at all, would you say you are about this topic?

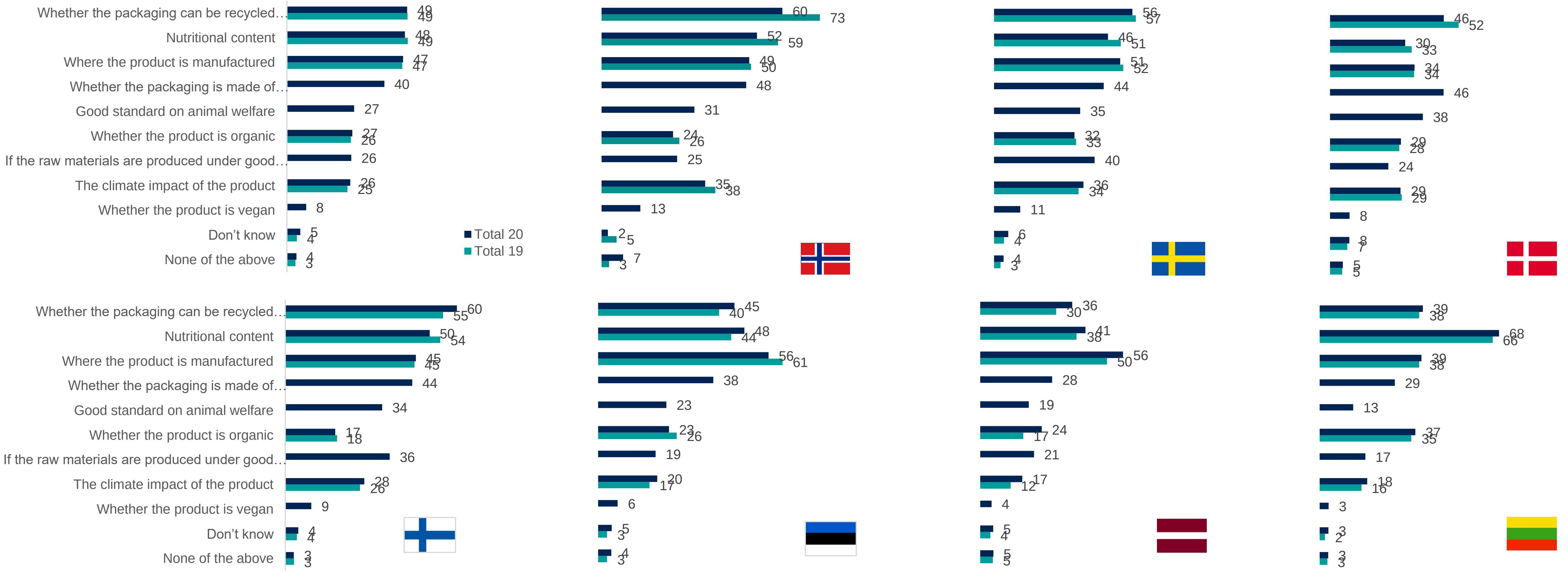
VERY STABLE RESULTS FROM LAST YEAR



Base: All, N=7000 (1000 pr. country)

Q3.4 Recently, there have been discussions about the environmental consequences of plastic packaging not made from recycled materials or that is not recycled after use. How concerned, if at all, would you say you are about this topic?

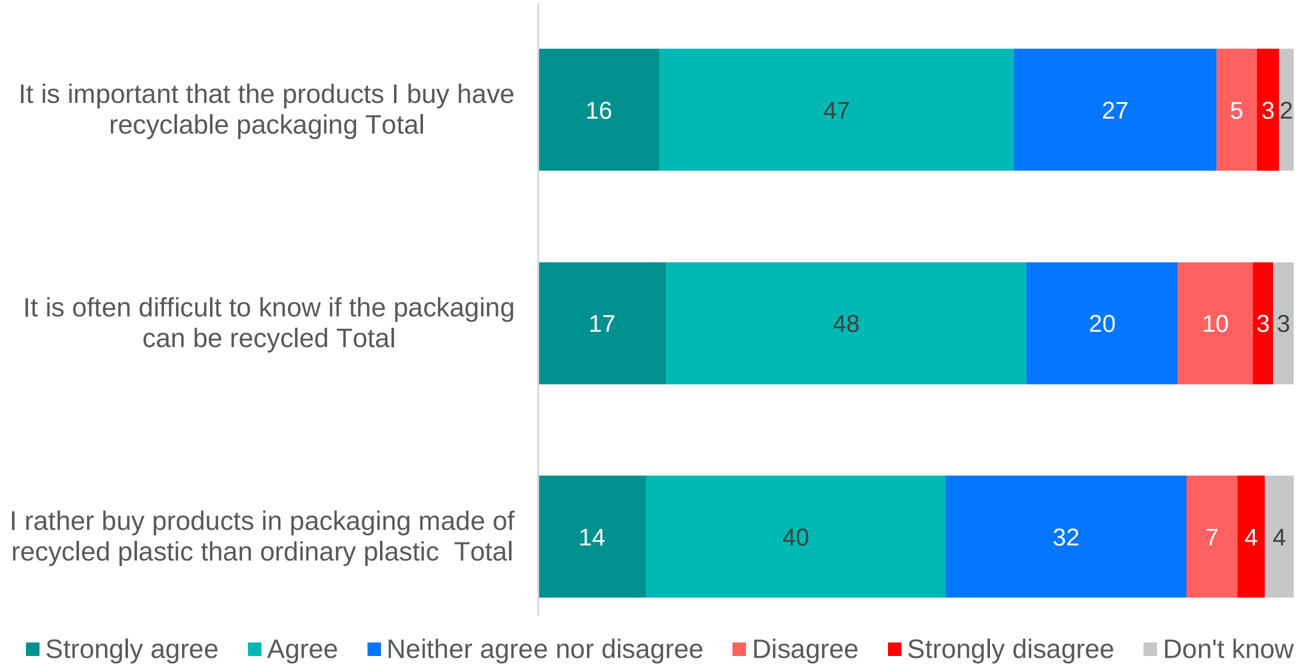
WHETHER THE PACKAGING CAN BE RECYCLED AND HOW, FOLLOWED BY NUTRITIONAL CONTENT ARE THE MOST IMPORTANT INFORMATION ON THE PACKAGING FOR THE TOTAL POPULATION



Base: All, N=7000 (1000 pr. country)

Q3.5 Which if any of the following information are important to you on product packaging?

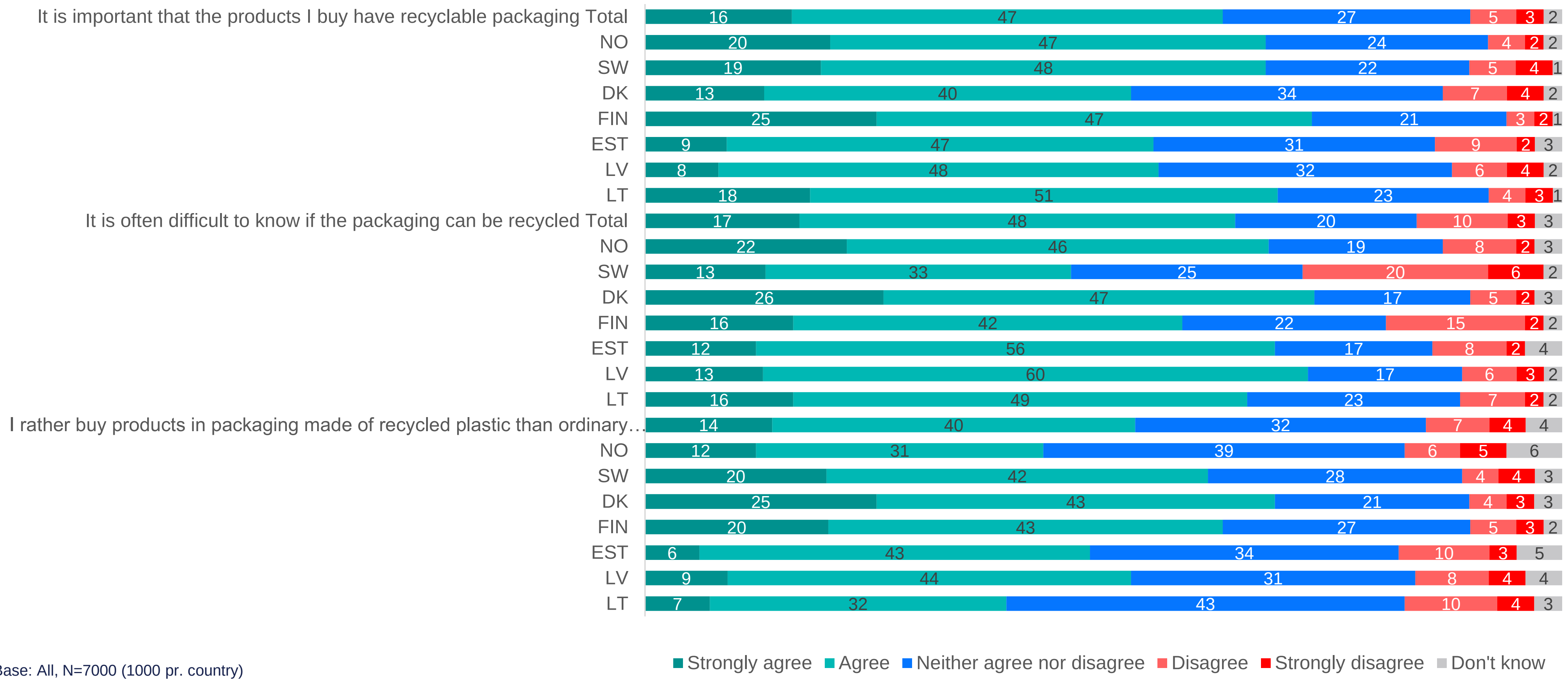
HUGE GENDER DIFFERENCES ON BUYING RECYCLED PLASTIC PACKAGING



- 63 % of respondents agree with the importance of recyclable packaging. It's more important for women (68 %) than men (59 %).
- The majority of consumers find it difficult to know if the packaging can be recycled. The share of people agreeing with the statement increases with age. 56 % of people between 18 and 29 years agrees or strongly agrees comparted to 73 % of people of 60 years or older.
- 54 % buy products in packaging made of recycled plastic rather than ordinary plastic. Significant gender difference – 49% of men and 58% of women agrees with the statement.

Base: All, N=7000 (1000 pr. country)
Q3.6 To what extent do you agree or disagree to the following statements?

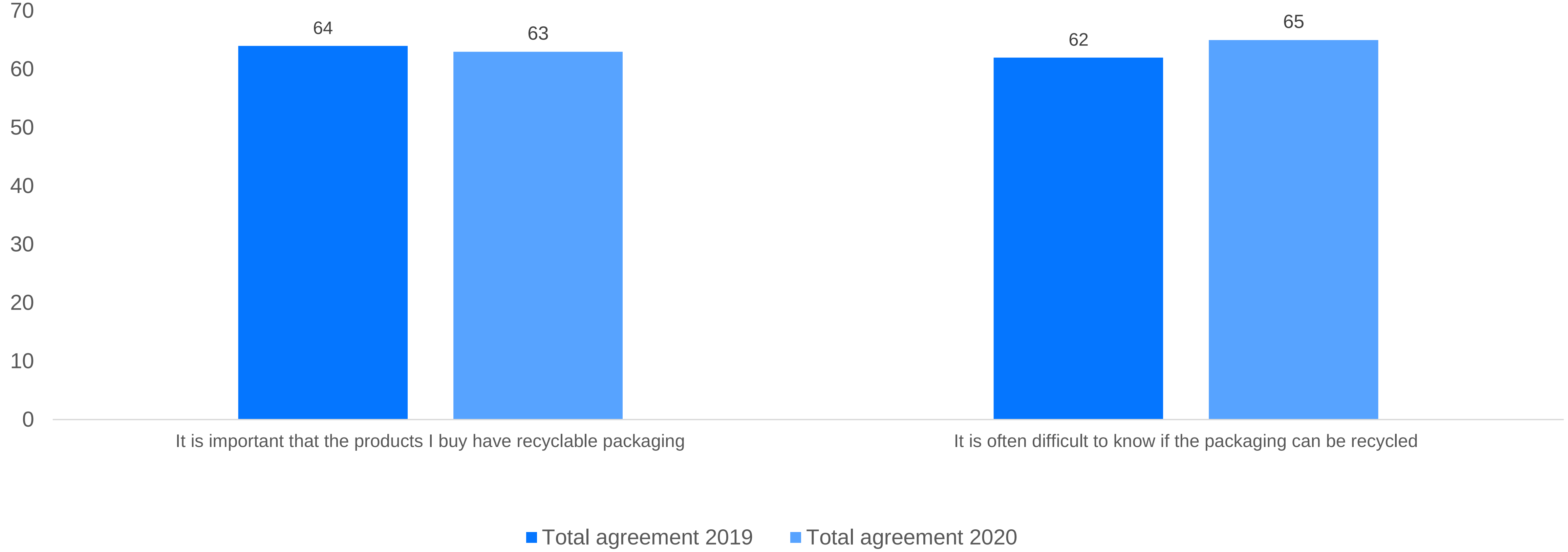
DIFFERENCES BETWEEN THE COUNTRIES ON BUYING RECYCLABLE PACKAGING



Base: All, N=7000 (1000 pr. country)

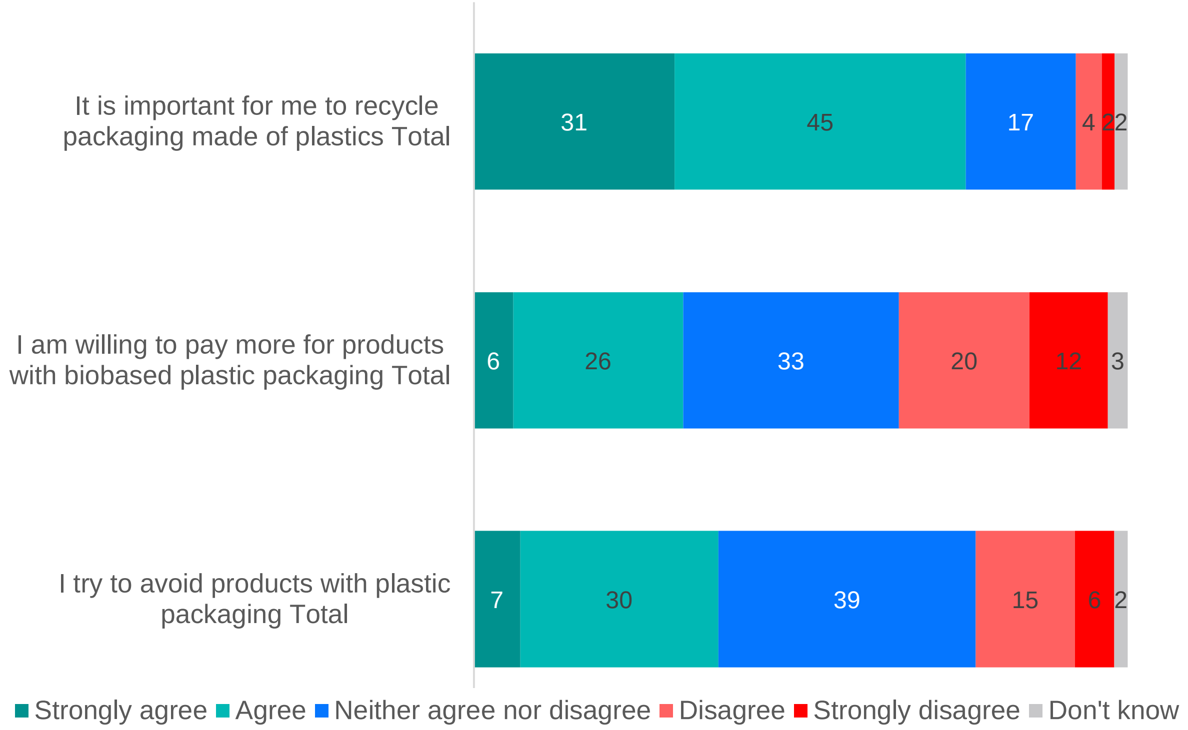
Q3.6 To what extent do you agree or disagree to the following statements?

A GROWING TENDENCY IN FINDING IT DIFFICULT TO KNOW WHETHER PACKAGING CAN BE RECYCLED



Base: All, N=7000 (1000 pr. country)
Q3.6 To what extent do you agree or disagree to the following statements?

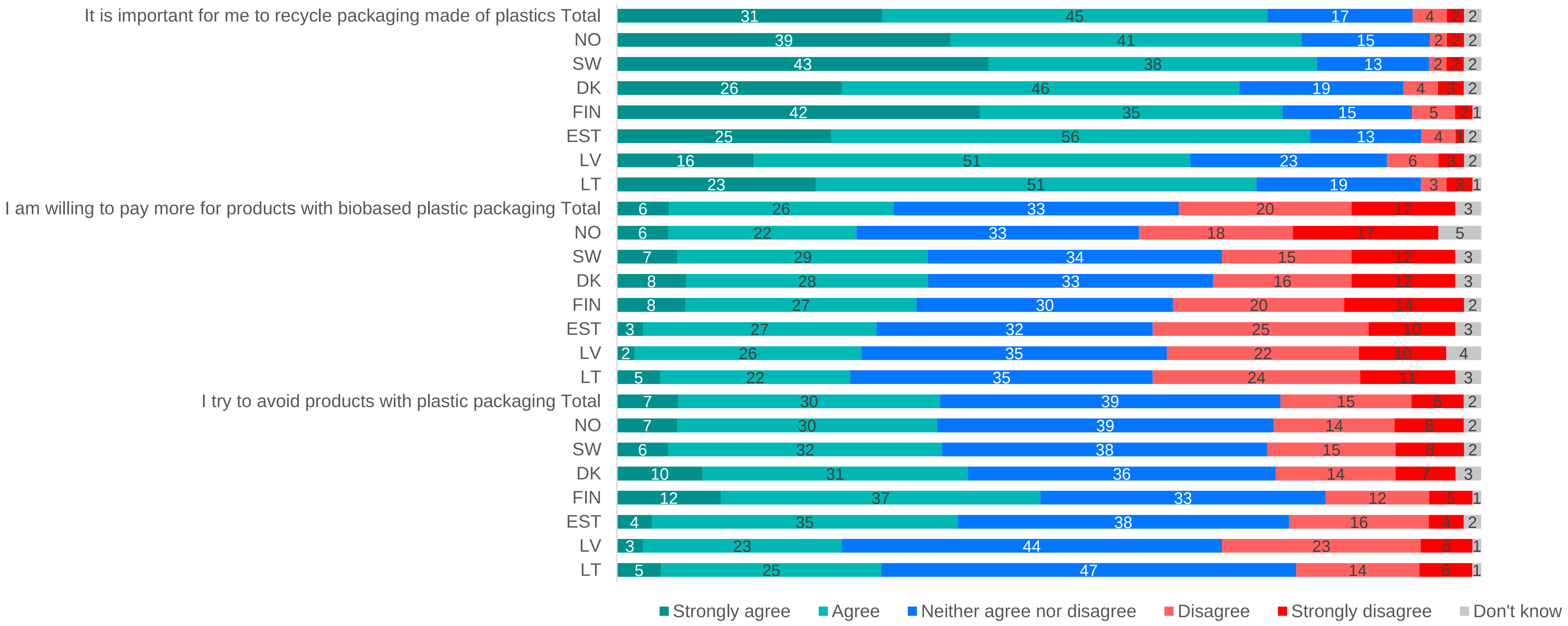
RECYCLING PLASTIC PACKAGING IS IMPORTANT FOR 4 OUT OF 5 CONSUMERS



- Recycling of plastic packaging is important for 76 % of consumers. 80 % of woman and 72 % of men agrees with this statement.
- 3 out of 10 are willing to pay more for products with biobased plastic packaging. Age group of 18 - 29 years are more willing to pay more. Share in this sub-group is 38 %.
- 37 % try to avoid products with plastic packaging. Females (41 %) and age group of 18-29 years (42 %) pay more attention to this.

Base: All, N=7000 (1000 pr. country)
Q3.6 To what extent do you agree or disagree to the following statements?

IMPORTANCE OF RECYCLING PLASTICS IMPORTANT IN ALL COUNTRIES

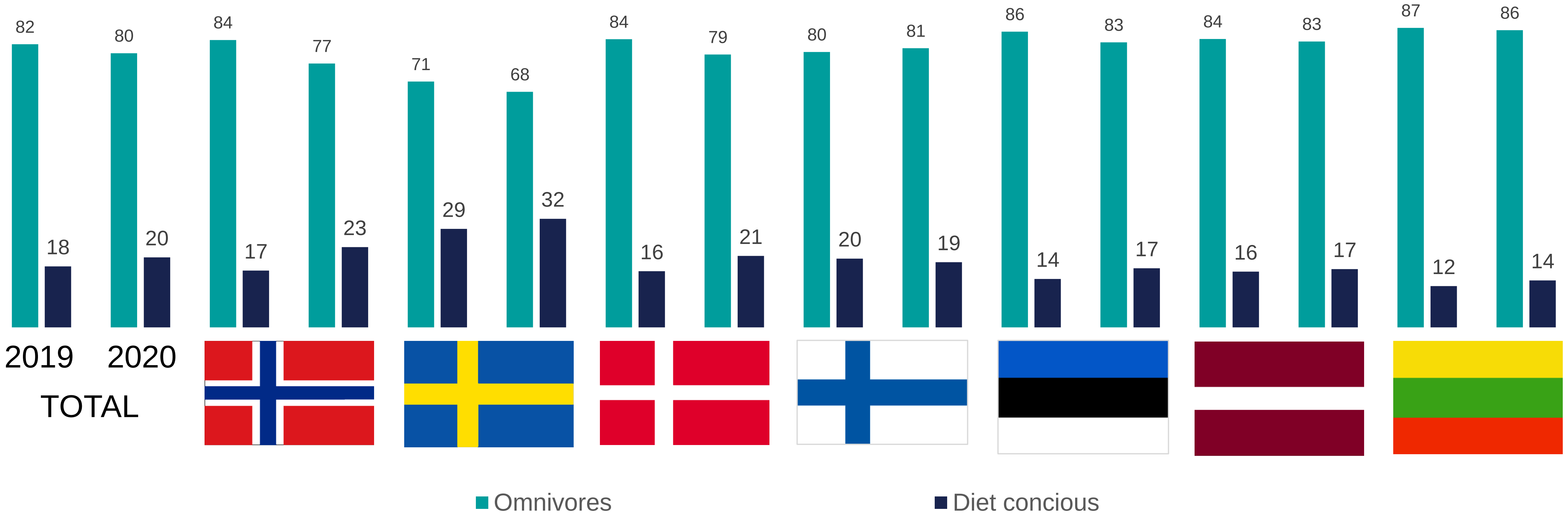


Base: All, N=7000 (1000 pr. country)
Q3.6 To what extent do you agree or disagree to the following statements?

DIETARY HABITS

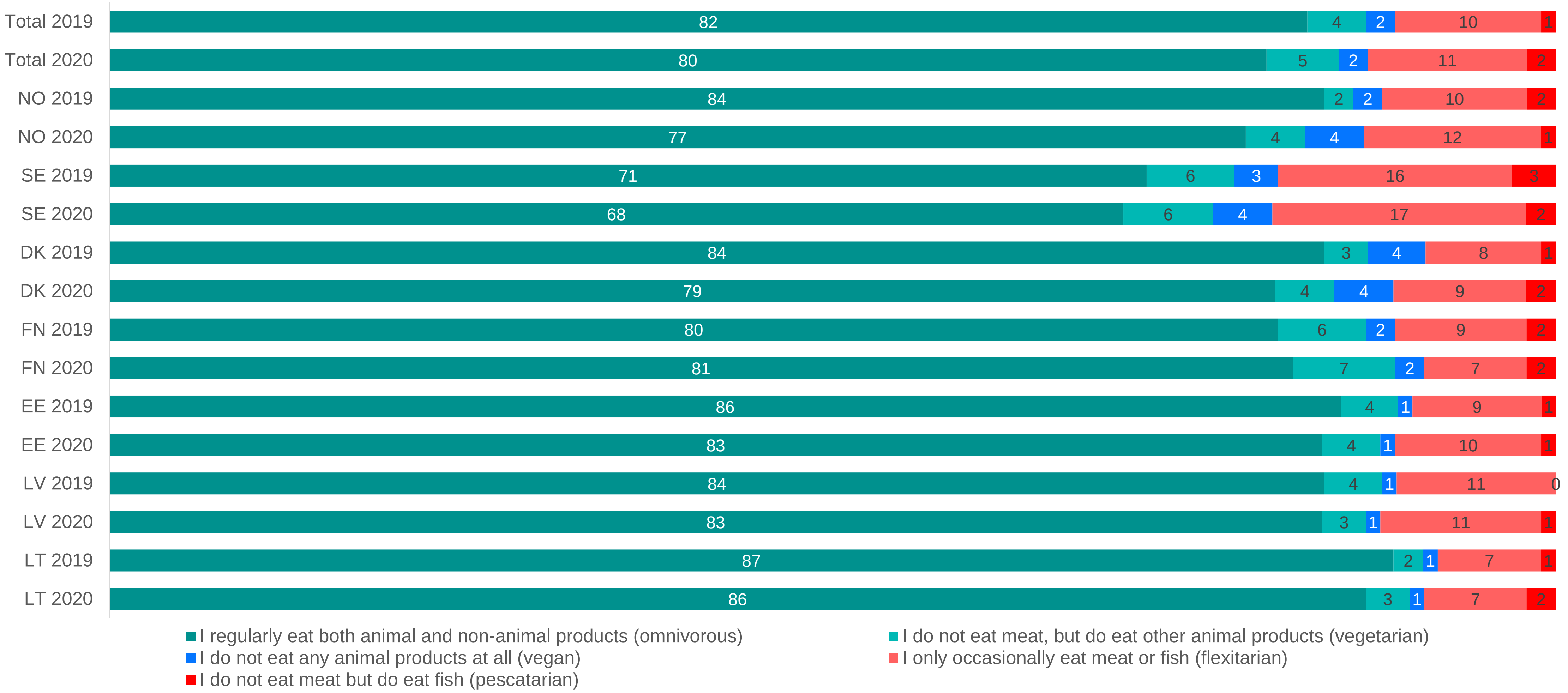
5

A CLEAR TENDENCY IN DECREASING SHARES OF OMNIVORES



Base: All, N=7000 (1000 pr. country)
Q4.7 Which of the following statements is the best description of your current diet?

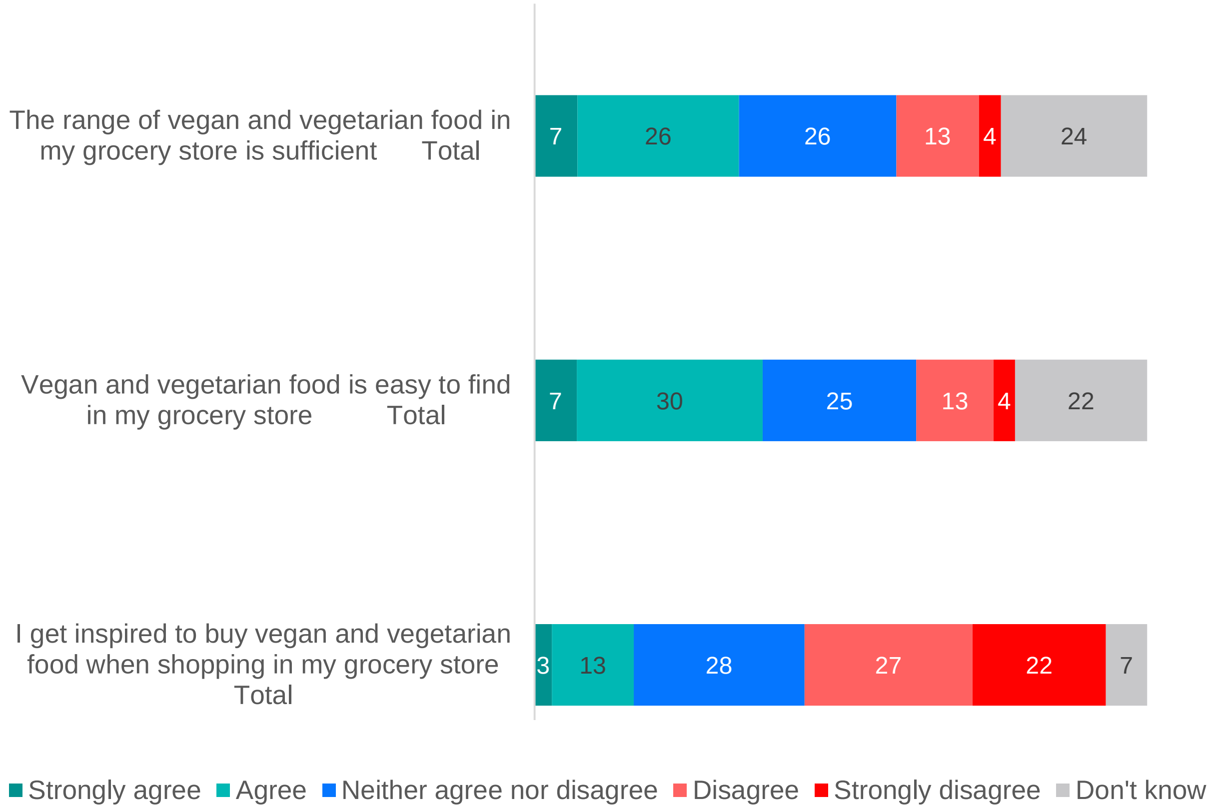
INCREASING DIVERSITY OF DIETS IN ALMOST ALL COUNTRIES



Base: All, N=7000 (1000 pr. country)

Q4.7 Which of the following statements is the best description of your current diet?

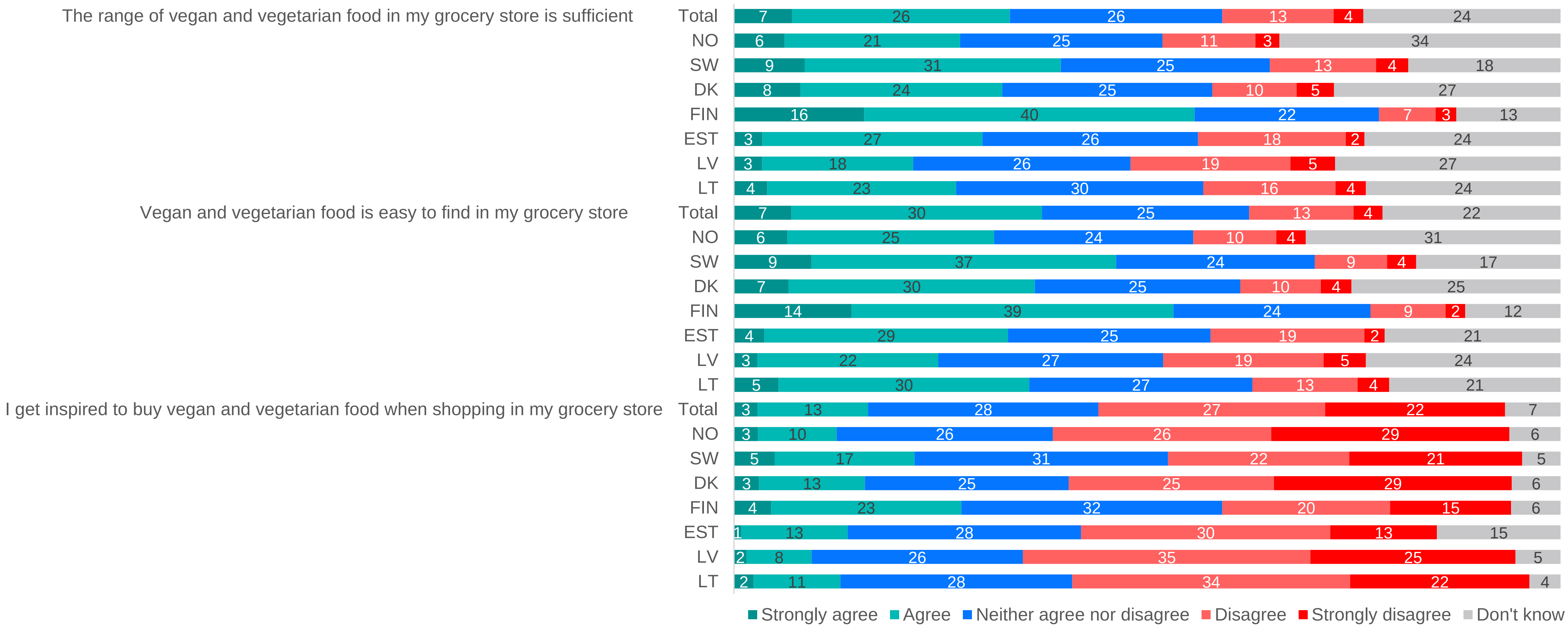
HALF OF CONSUMERS ARE NOT INSPIRED TO BUY VEGAN AND VEGETARIAN FOOD WHEN SHOPPING IN THEIR GROCERY STORE



- Lower shares find their grocery store to offer a sufficient range of vegetarian/vegan products. 24% don't know about it.
- 37% of consumers say it's easy to find vegan and vegetarian food in grocery store.
- People claim low inspiration to buy vegan and vegetarian food in their grocery store.

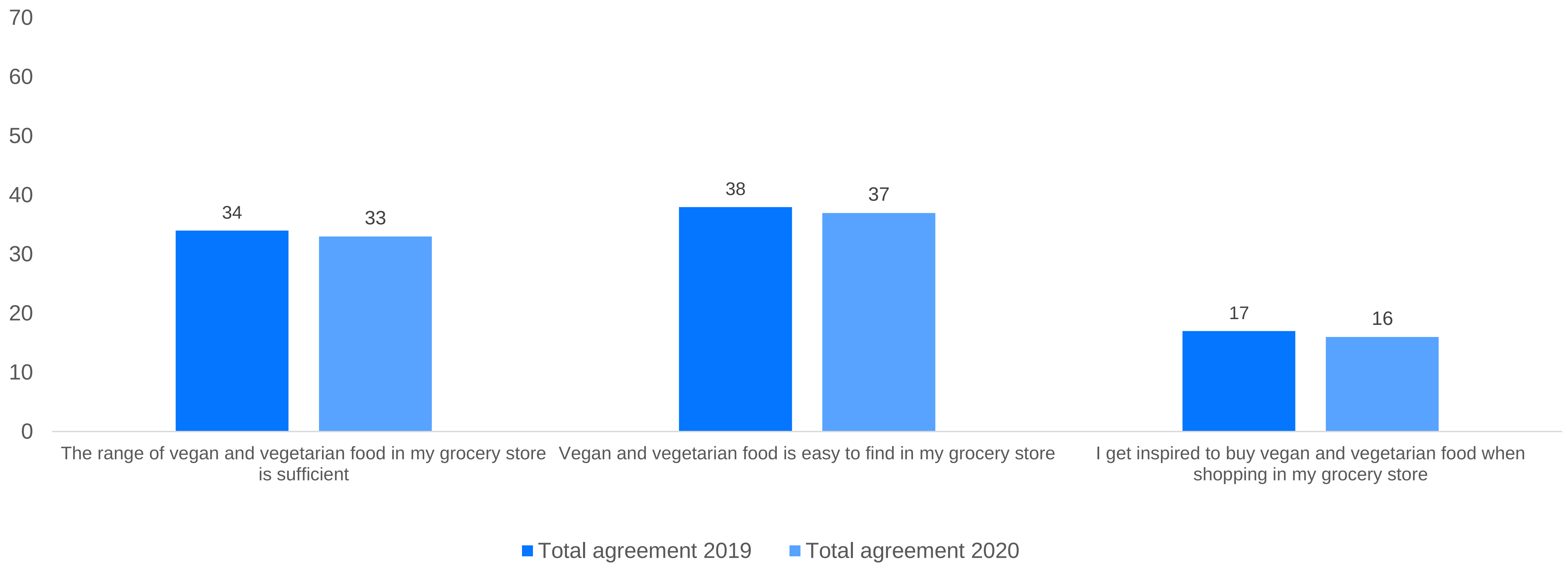
Base: All, N=7000 (1000 pr. country)
Q4.8 To what extent do you agree or disagree with these statements?

BIG DIFFERENCES BETWEEN THE COUNTRIES ON QUESTIONS REGARDING VEGETARIAN/VEGAN PRODUCTS



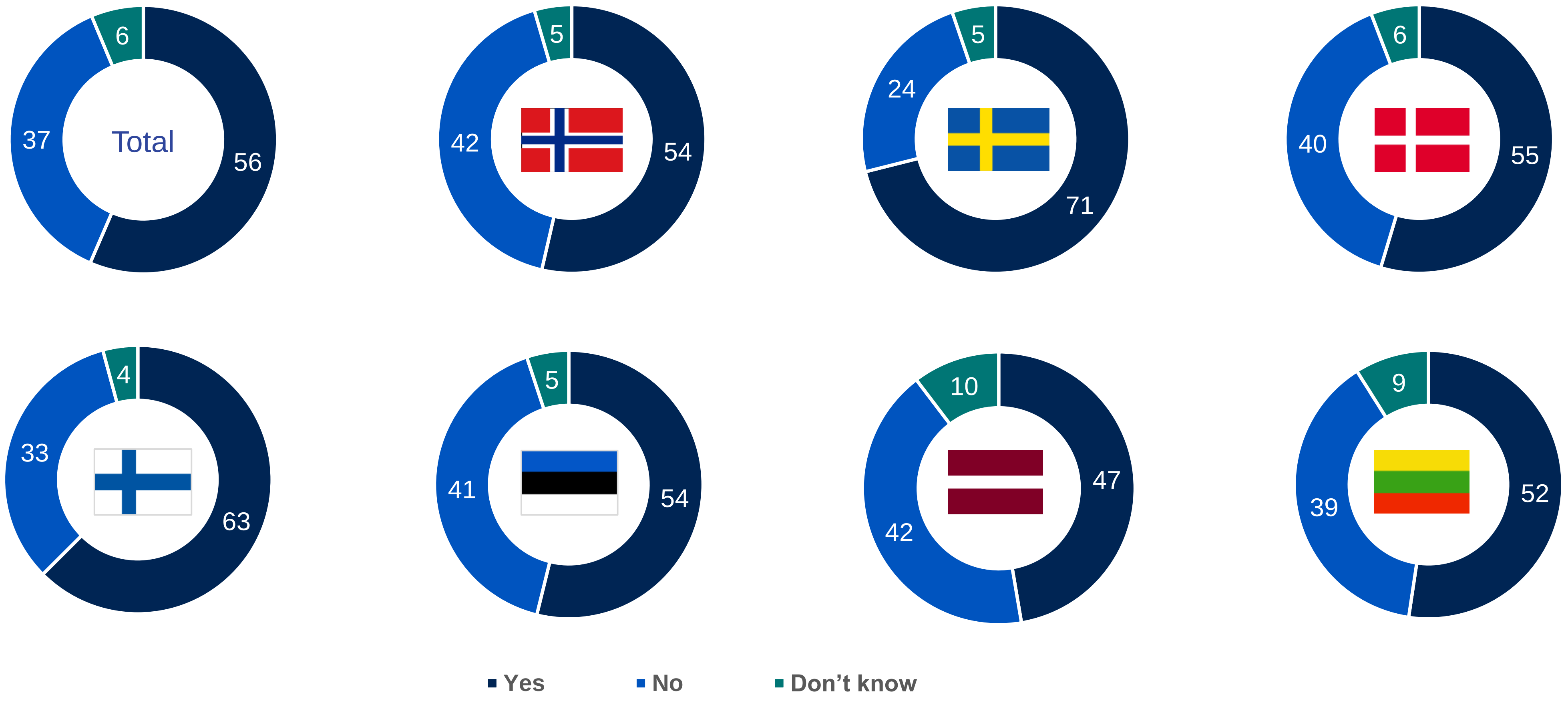
Base: All, N=7000 (1000 pr. country)
Q4.8 To what extent do you agree or disagree with these statements?

NO BIG DIFFERENCES OR TRENDS FROM LAST YEAR



Base: All, N=7000 (1000 pr. country)
Q4.8 To what extent do you agree or disagree with these statements?

OVER HALF OF CONSUMERS HAVE TASTED SOME READY-MADE VEGETARIAN/VEGAN PRODUCTS. HIGHEST SHARE IS IN SWEDEN.

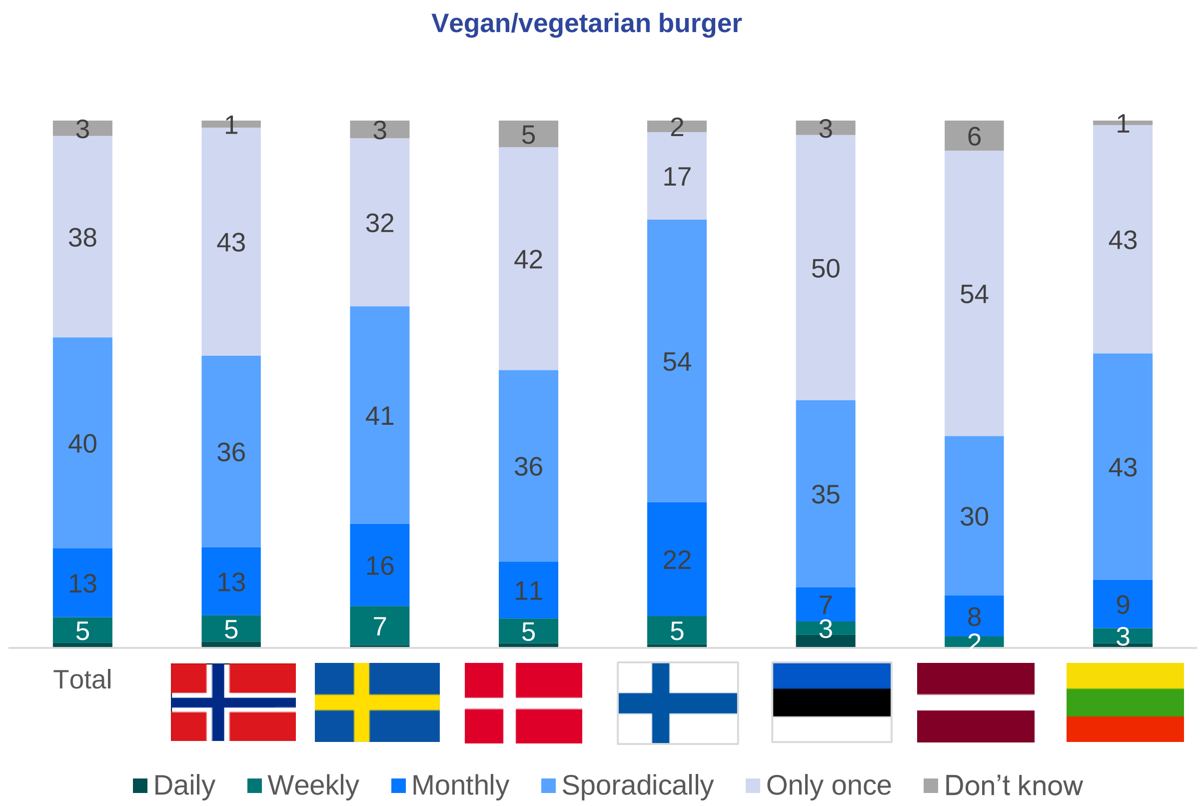


Base: All, N=7000 (1000 pr. country)
Q4_10a. Have you ever tasted any ready-made vegetarian/vegan products? (Like vegetarian/vegan sausages, burgers, dairy-free milk, etc.)?

NOTICE THAT ALL OF THE FOLLOWING COMMENTS RELATES TO THE SHARE THAT HAVE TRIED SOME FORM OF READY-MADE PRODUCTS. THIS BASE IS LOWER AND VARIES BETWEEN THE COUNTRIES

Base: All, N=7000 (1000 pr. country)
Q4_10a. Have you ever tasted any ready-made vegetarian/vegan products? (Like vegetarian/vegan sausages, burgers, dairy-free milk, etc.)?

18 % PURCHASES VEGAN/VEGETARIAN BURGER MONTHLY OR MORE OFTEN

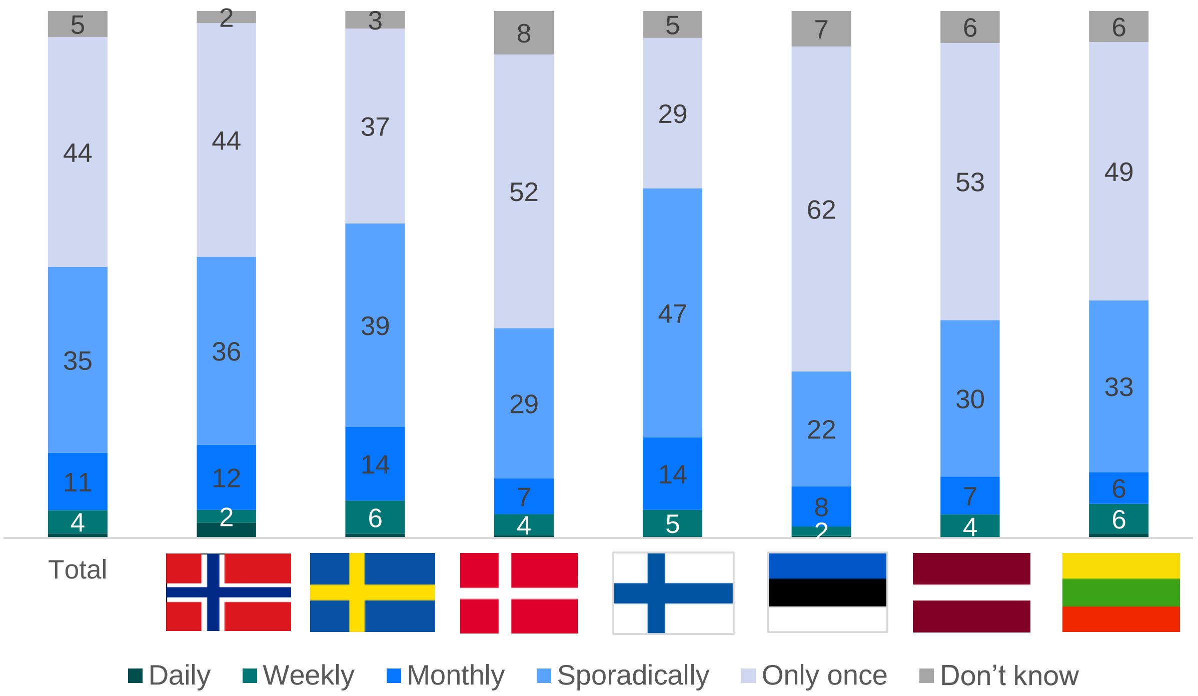


- Highest purchase level of vegan/vegetarian burgers is in Finland with 28% of monthly purchase comparing to 9% in Latvia and 11% in Estonia.

Base: have purchased **vegan/vegetarian burger, N=3955**
Q4_10b. How often do you purchase these products?

SWEDEN AND FINLAND STANDS OUT AS COUNTRY WITH MOST FREQUENT PURCHASE OF VEGAN/VEGETARIAN SAUSAGES

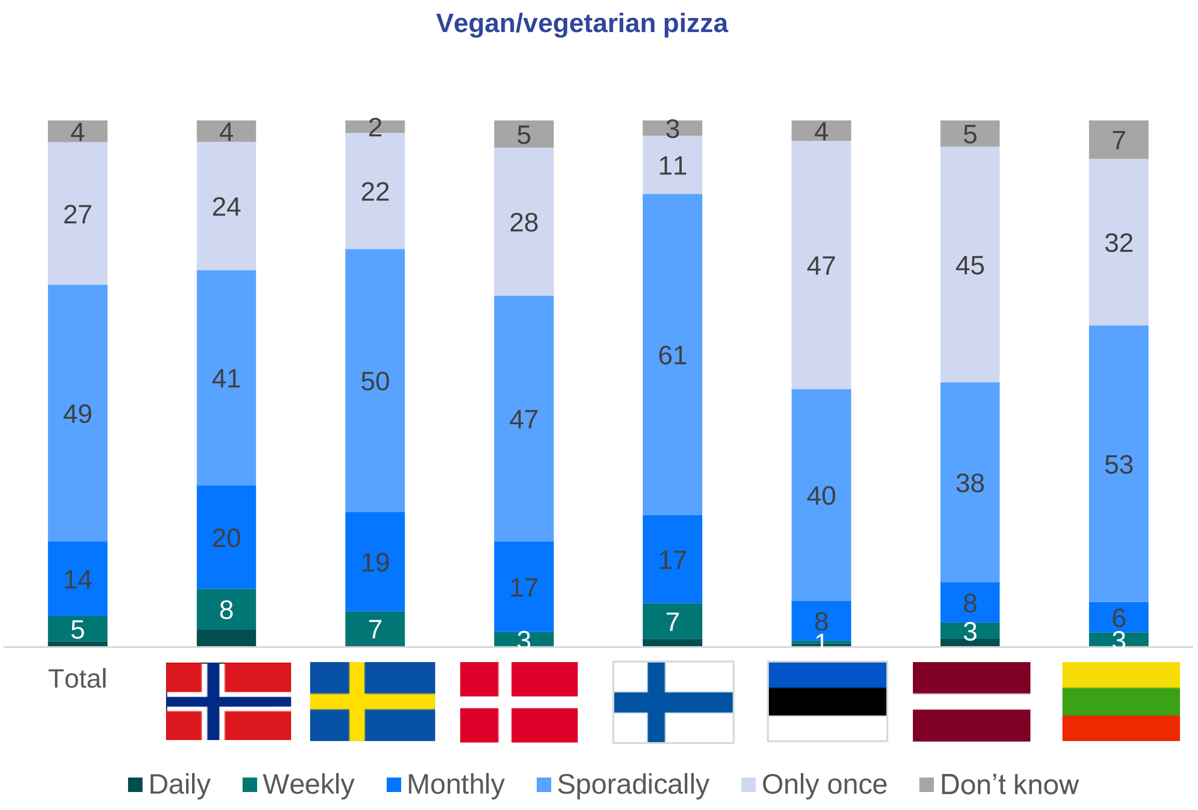
Vegan/vegetarian sausages



- Highest frequency is in age group of 18-29 years. 22% in this age group eat vegan/ vegetarian sausages monthly.

Base: have purchased **Vegan/vegetarian sausages, N= 3955**
Q4_10b. How often do you purchase these products?

1 OUT OF 5 BUYS VEGAN/VEGETARIAN PIZZA MONTHLY IN TOTAL POPULATION

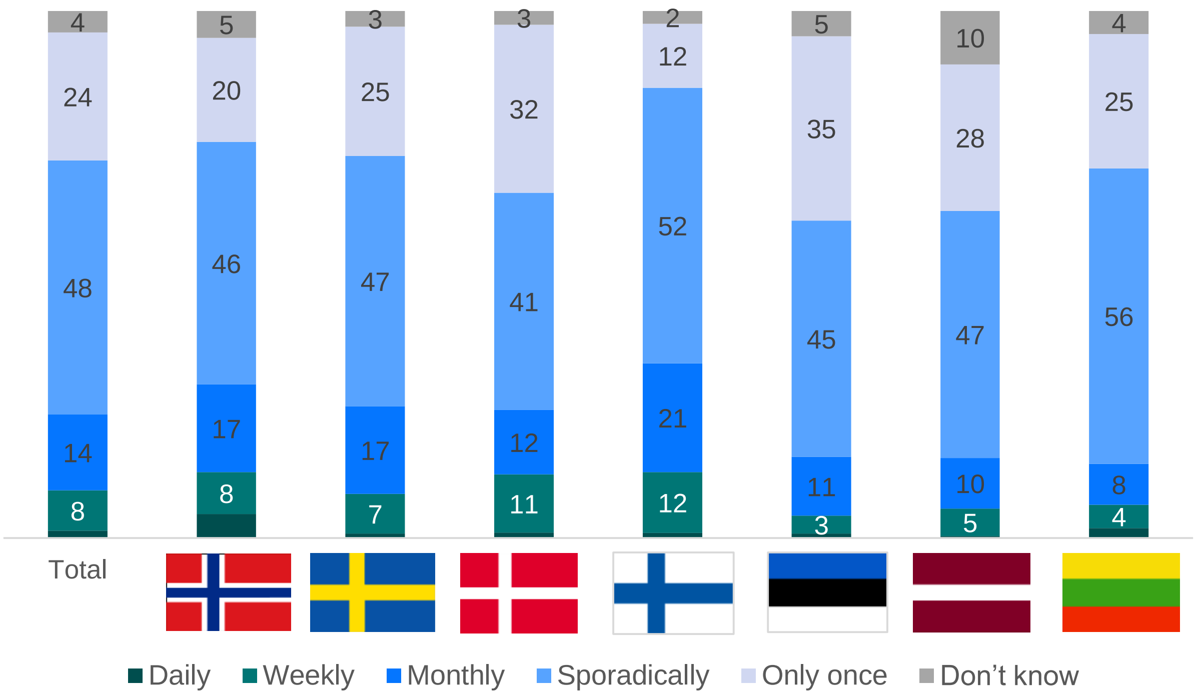


- Share of monthly purchase is highest in Norway – 28%.
- In age group of 18-29 years is share 25%.

Base: have purchased **Vegan/vegetarian pizza**, N= 3955
Q4_10b. How often do you purchase these products?

MANY CONSUMERS SPORADICALLY PURCHASE VEGAN/VEGETARIAN READY-MADE MEALS

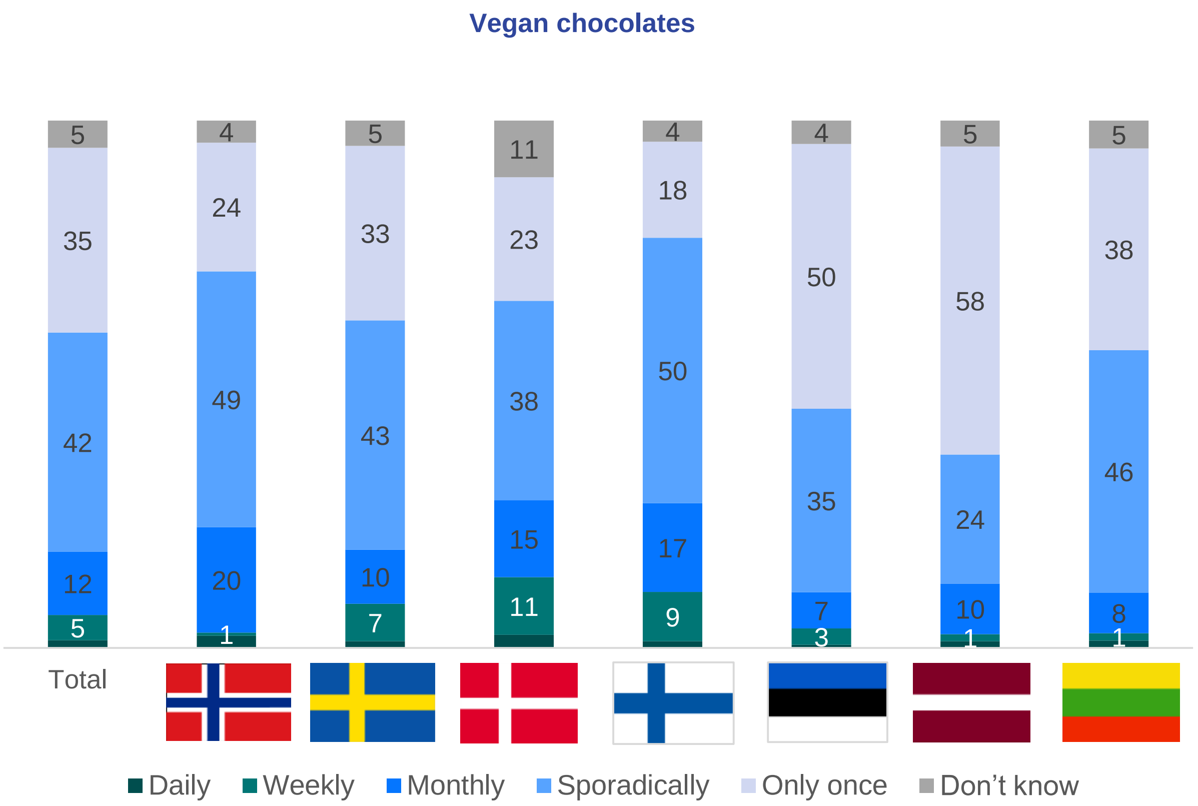
Vegan/vegetarian ready-made meals



- Higher shares of monthly use is in age group of 18-39 years – 31%
- On country bases is Finland overrepresented with 33% of monthly purchase compared to 15% in Lithuania

Base: have purchased **Vegan/vegetarian ready-made meals, N= 3955**
Q4_10b. How often do you purchase these products?

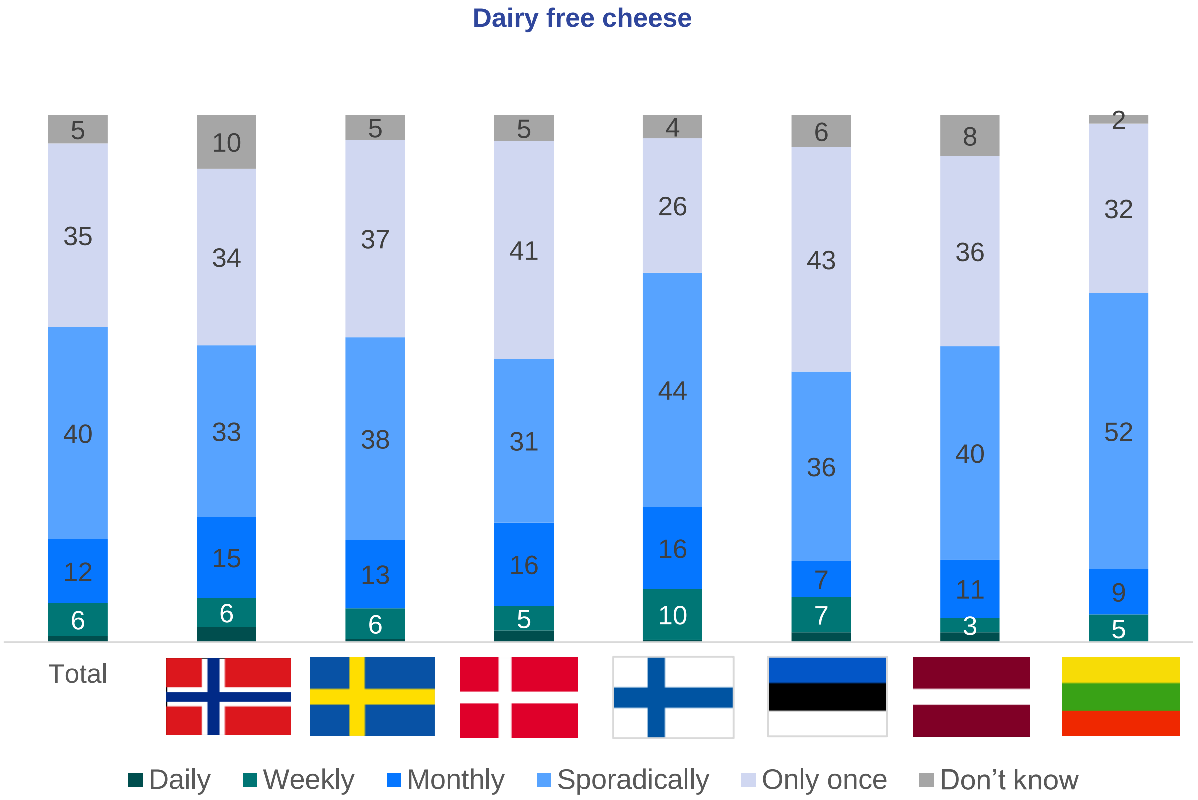
35% OF CONSUMERS HAVE PURCHASED VEGAN CHOCOLATES ONLY ONCE



- Notice Denmark and Finland, higher monthly purchase – compared to 18% in total population

Base: have purchased **Vegan chocolates, N= 3955**
Q4_10b. How often do you purchase these products?

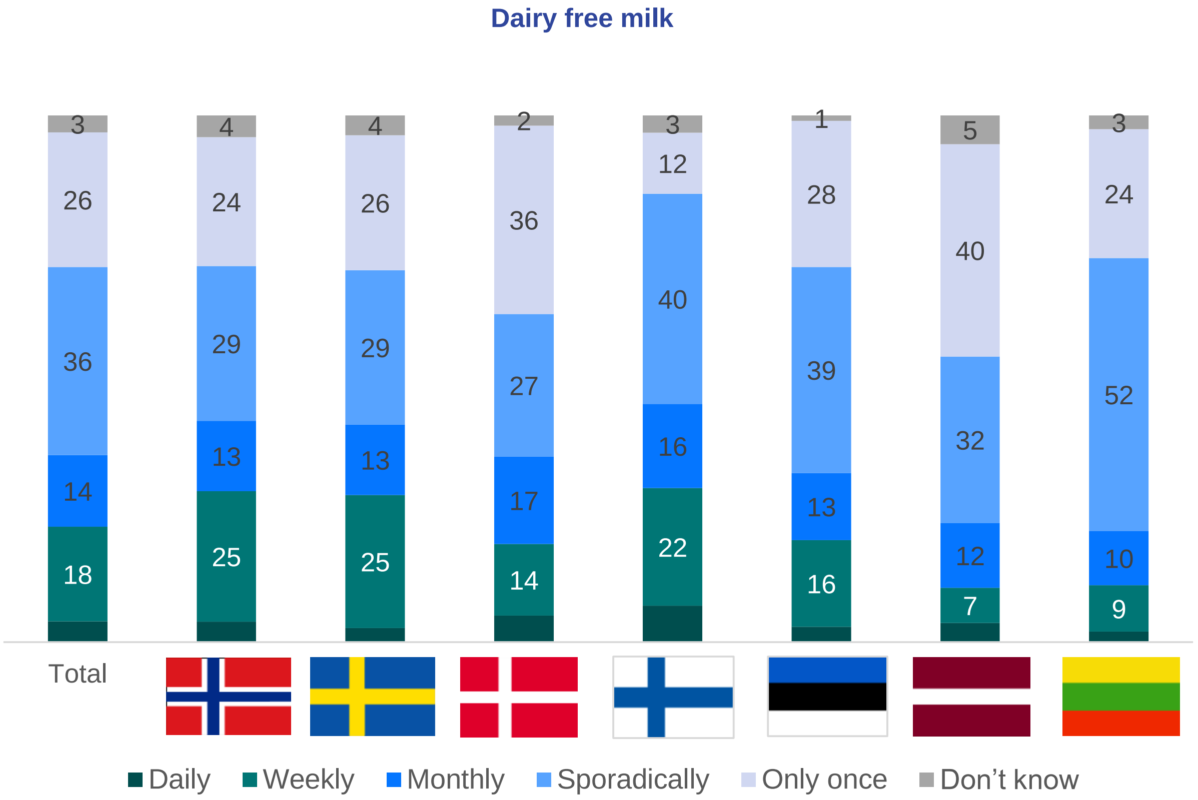
1 OUT OF 5 PURCHASE DAIRY FREE CHEESE



- There are no significant differences between sub-groups.

Base: have purchased **Vegan chocolates, N= 3955**
Q4_10b. How often do you purchase these products?

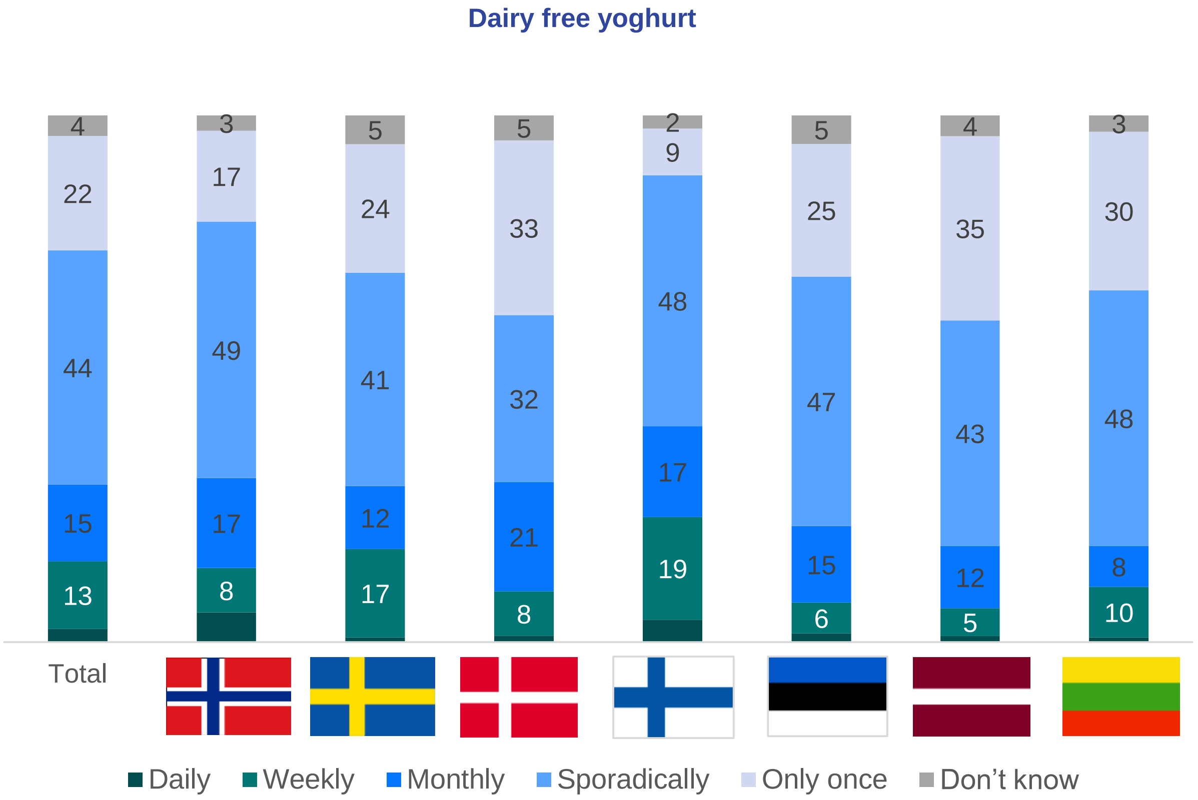
DAIRY FREE MILK IS THE MOST POPULAR PRODUCT IN ALL VEGAN/VEGETARIAN PRODUCT RANGE



- Significantly higher monthly purchase among women (39%), age of 18-29 years (44%) and 30-39 years (43%).
- 46% of consumers in Finland purchases dairy free milk monthly, 7% does it daily.

Base: have purchased **Vegan chocolates, N= 3955**
Q4_10b. How often do you purchase these products?

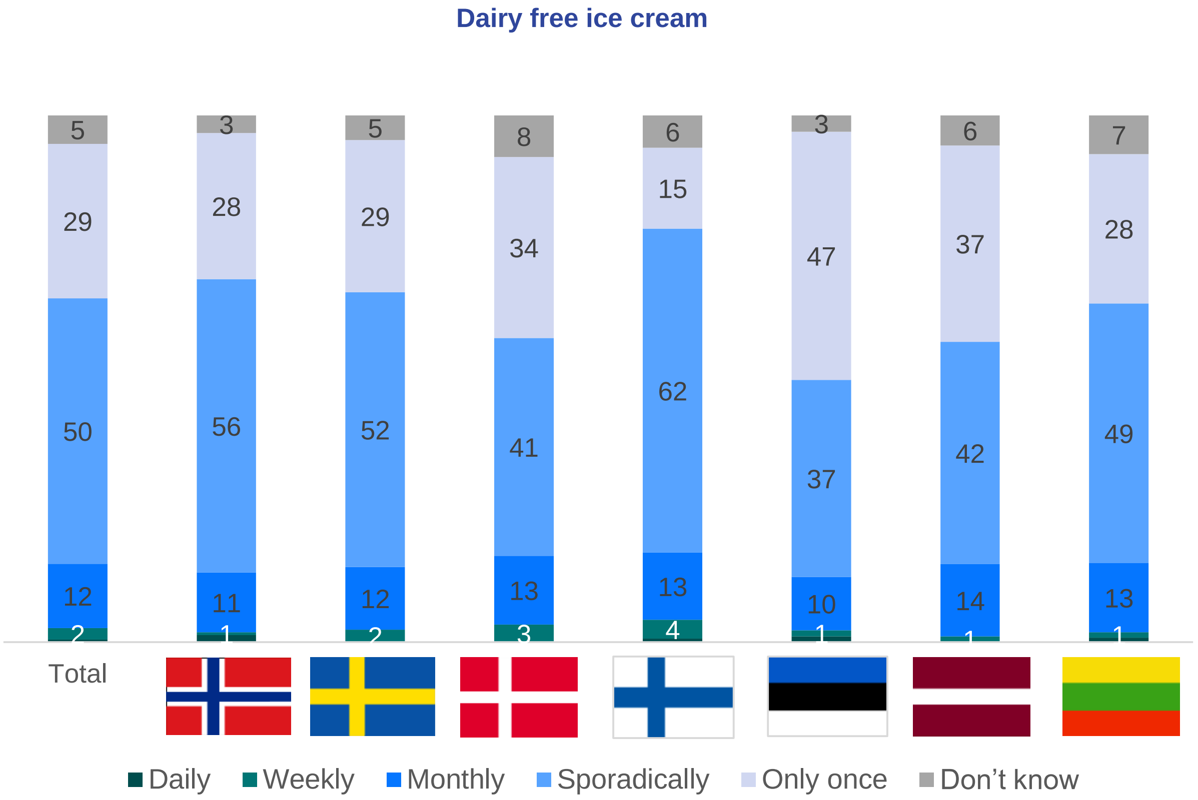
1 OUT OF 3 PURCHASE DAIRY FREE YOGHURT



- 41% of consumers in Finland buys dairy free yoghurt monthly, 20% - weekly.

Base: have purchased **Vegan chocolates, N= 3955**
Q4_10b. How often do you purchase these products?

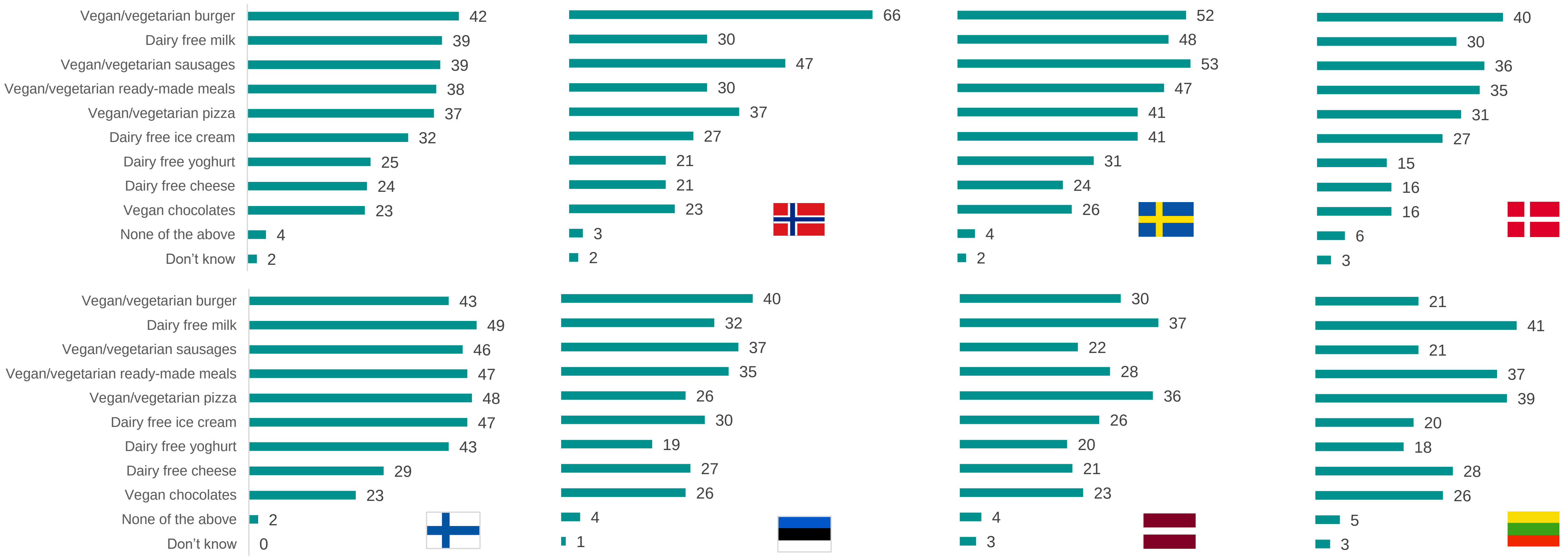
DAIRY FREE ICE CREAM IS THE PRODUCT THAT IS MOSTLY PURCHASED SPORADICALLY



- In age group of 18-29 year is monthly purchase (20%) higher that in other sub-groups.

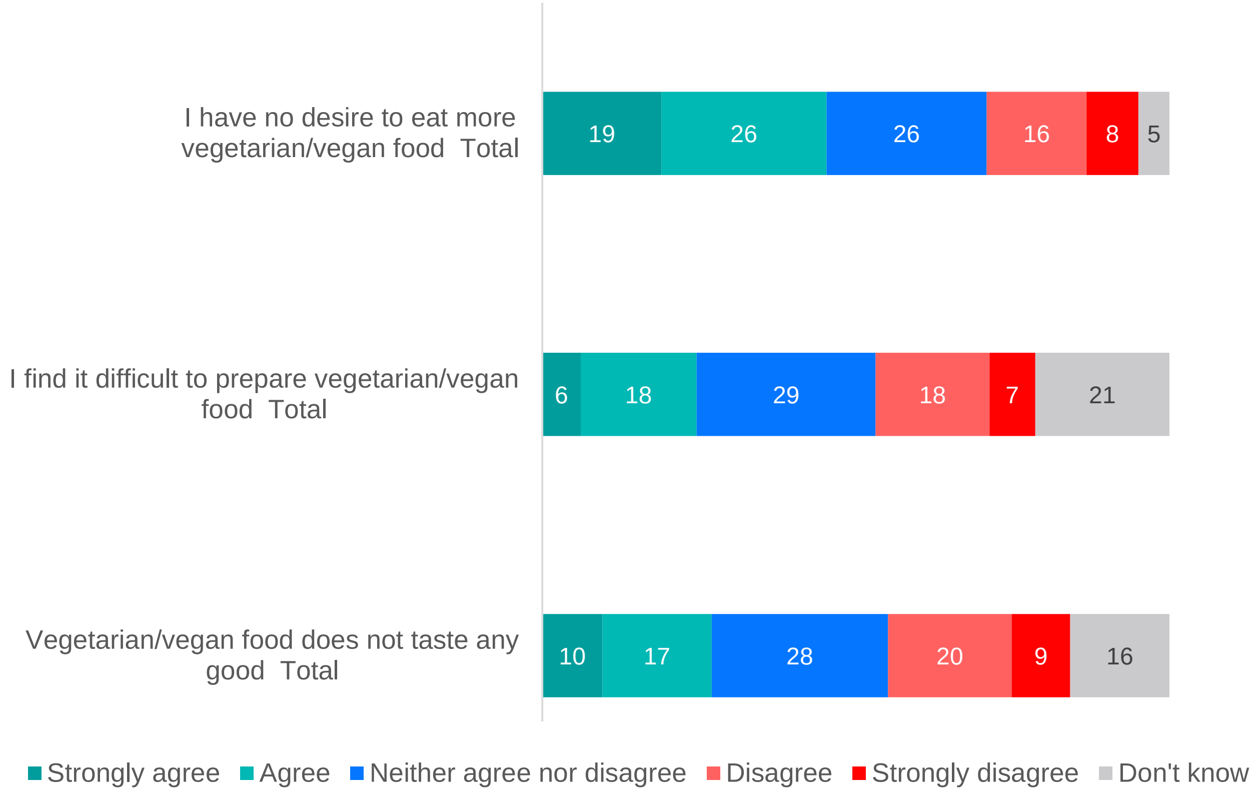
Base: have purchased **Vegan chocolates, N= 3955**
Q4_10b. How often do you purchase these products?

BURGERS, MILK AND SAUSAGES ARE THE MOST POPULAR VEGETARIAN/VEGAN PRODUCTS



Base: have tasted ready made vegetarian product, Total=3962, NO=523, SE=710, DK=543, FIN=328, EE=543, LV=482, LT=533
Q4_10. Which of the following ready-made vegetarian/vegan products have you ever purchased/tasted?

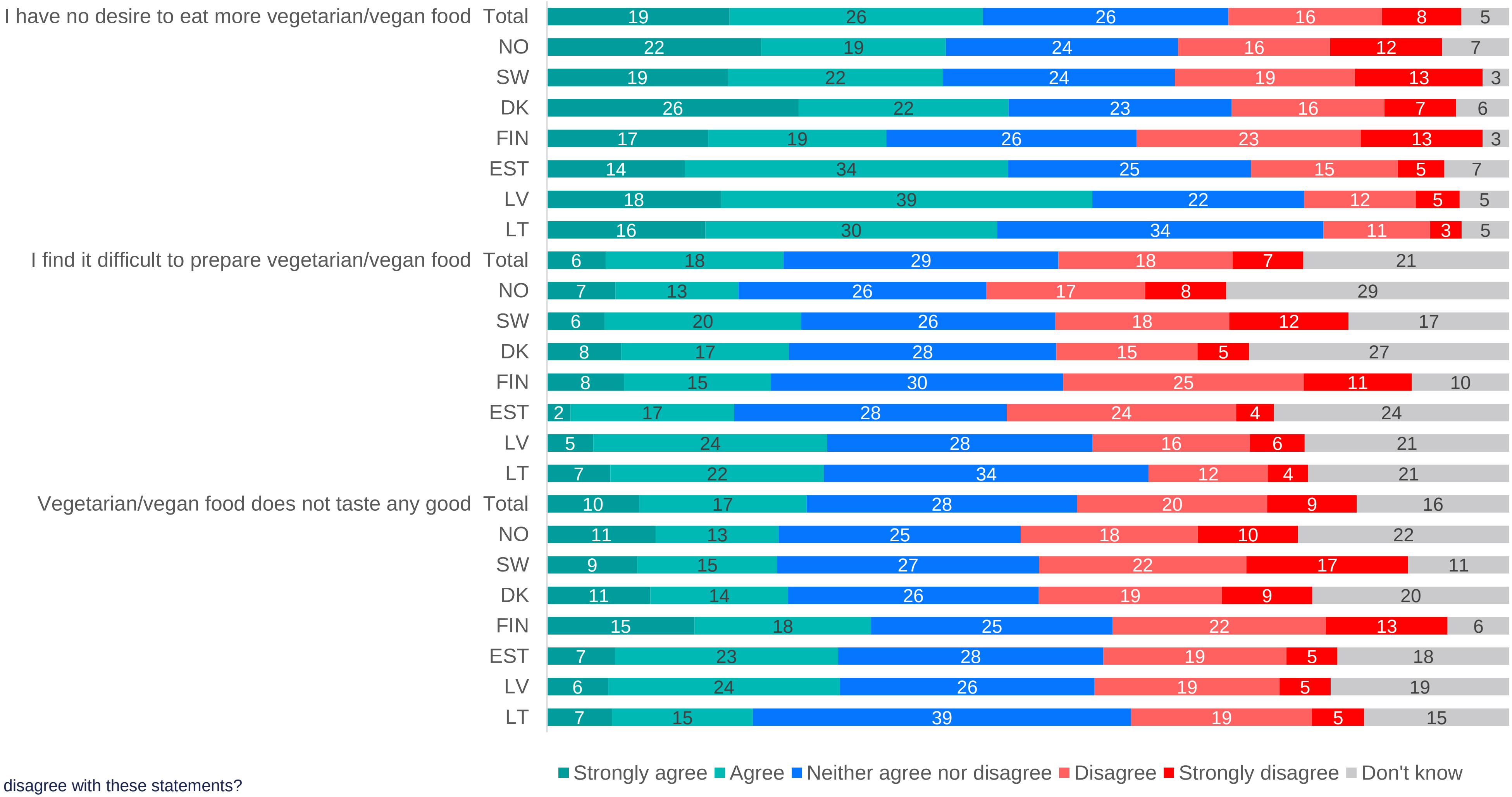
45 % OF CONSUMERS HAVE NO DESIRE TO EAT MORE VEGETARIAN/VEGAN FOOD



- 46 % of the respondents have no desire to eat more vegetarian/vegan food. Significant differences between men (51%) and woman (40%).
- 2 out of 10 don't know whether preparing vegetarian food is difficult.
- 27% of customers say that vegetarian/vegan food does not taste any good.

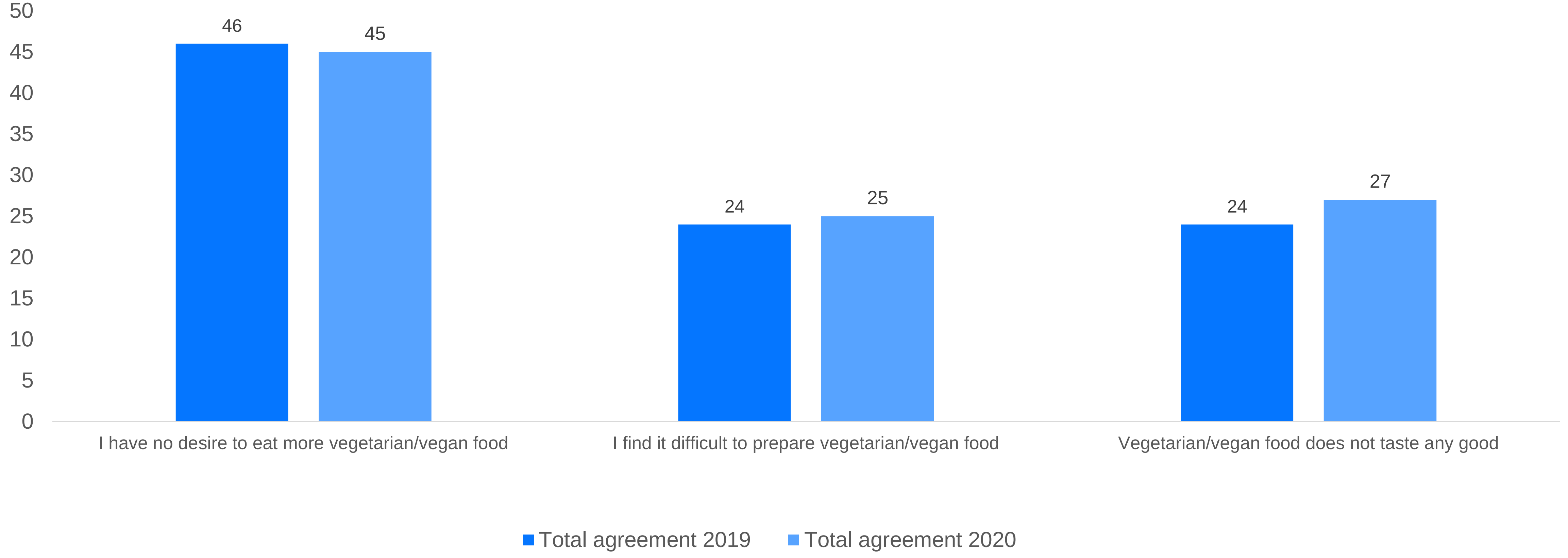
Base: All, N=7000 (1000 pr. country)
Q4.11 To what extent do you agree or disagree with these statements?

SMALLER DIFFERENCES BETWEEN COUNTRIES THAN MANY OTHER THEMES



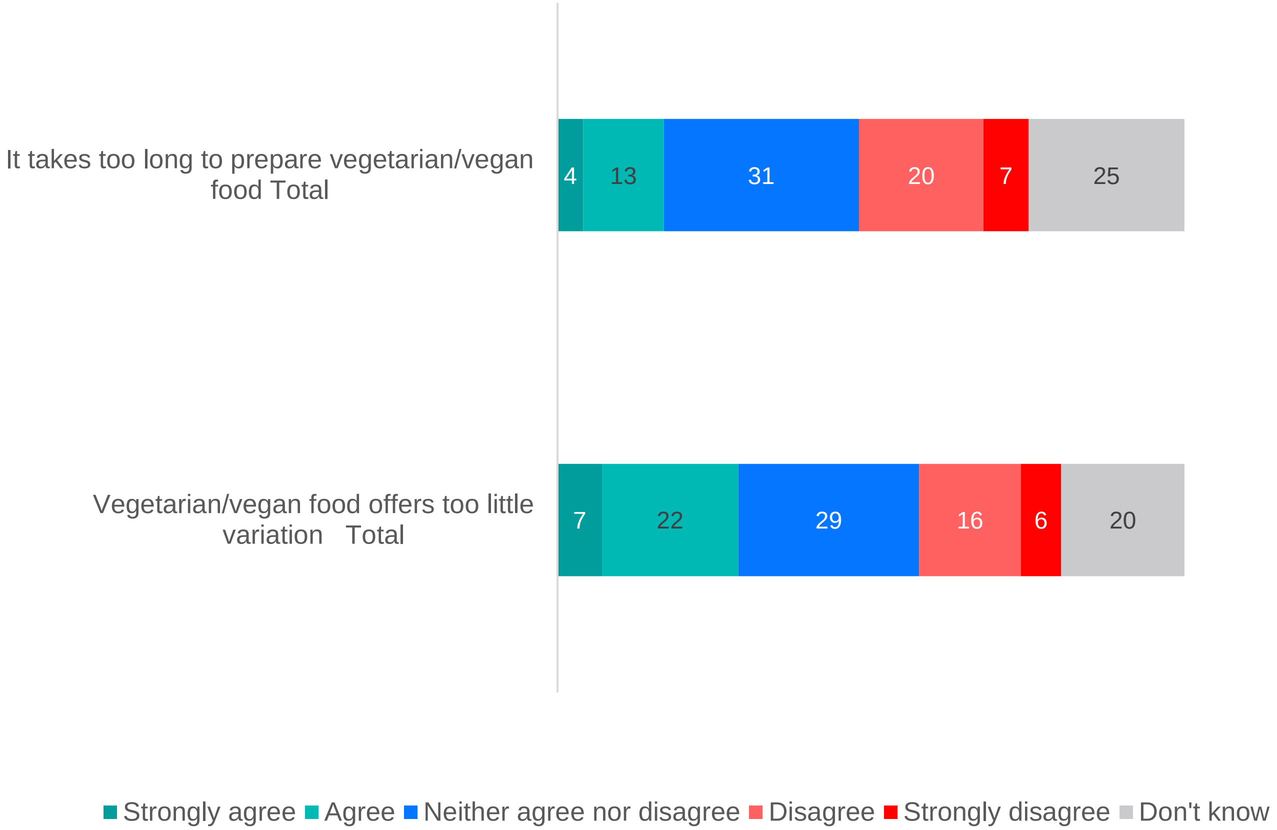
Base: All, N=7000 (1000 pr. country)
Q4.11 To what extent do you agree or disagree with these statements?

Stable results from 2019-2020. Modest tendency for a small increase in consumers that says vegetarian/vegan food does not taste any good



Base: All, N=7000 (1000 pr. country)
Q4.11 To what extent do you agree or disagree with these statements?

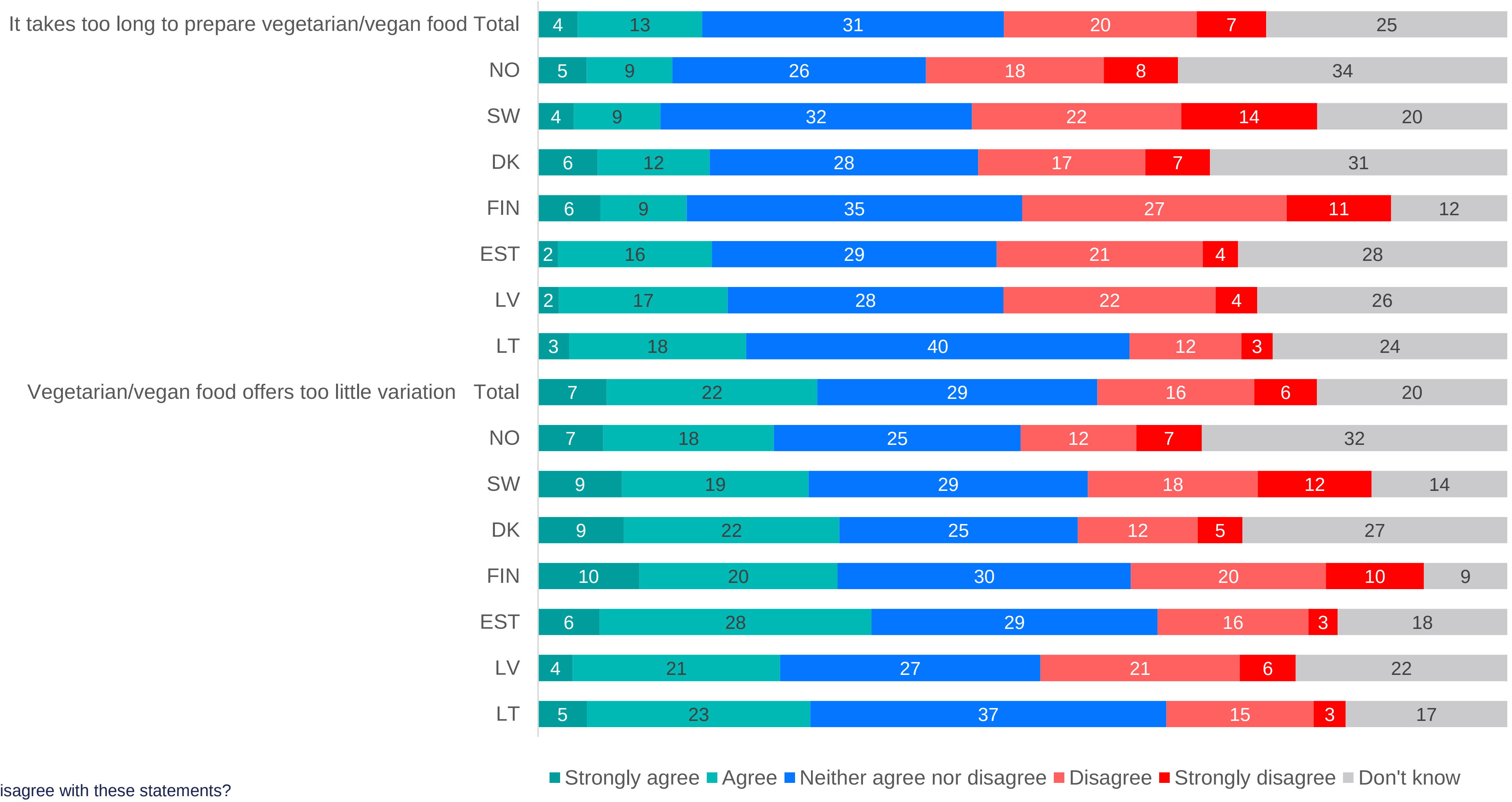
NOT MANY THINKS PREPERATION TAKES TOO LONG, BUT LOW ENGAGEMENT



- Only 17% think that it takes too long to prepare vegetarian food. Men are overrepresented here with 18% compared with 15% of women.
- 3 out of 10 agrees with the statement that vegetarian/vegan food offers too little variation. 31% off Finns disagree about it.

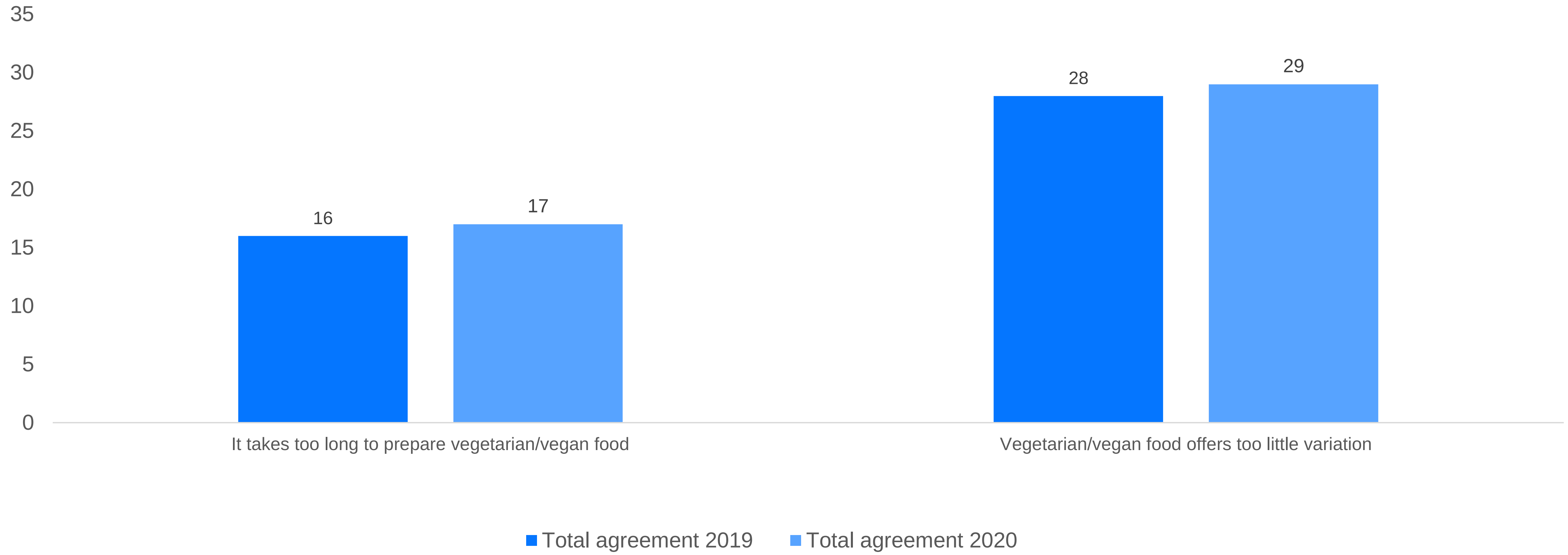
Base: All, N=7000 (1000 pr. country)
Q4.11 To what extent do you agree or disagree with these statements?

THE HIGH SHARES THAT *DON'T KNOW* INDICATES LOWER ENGAGEMENT



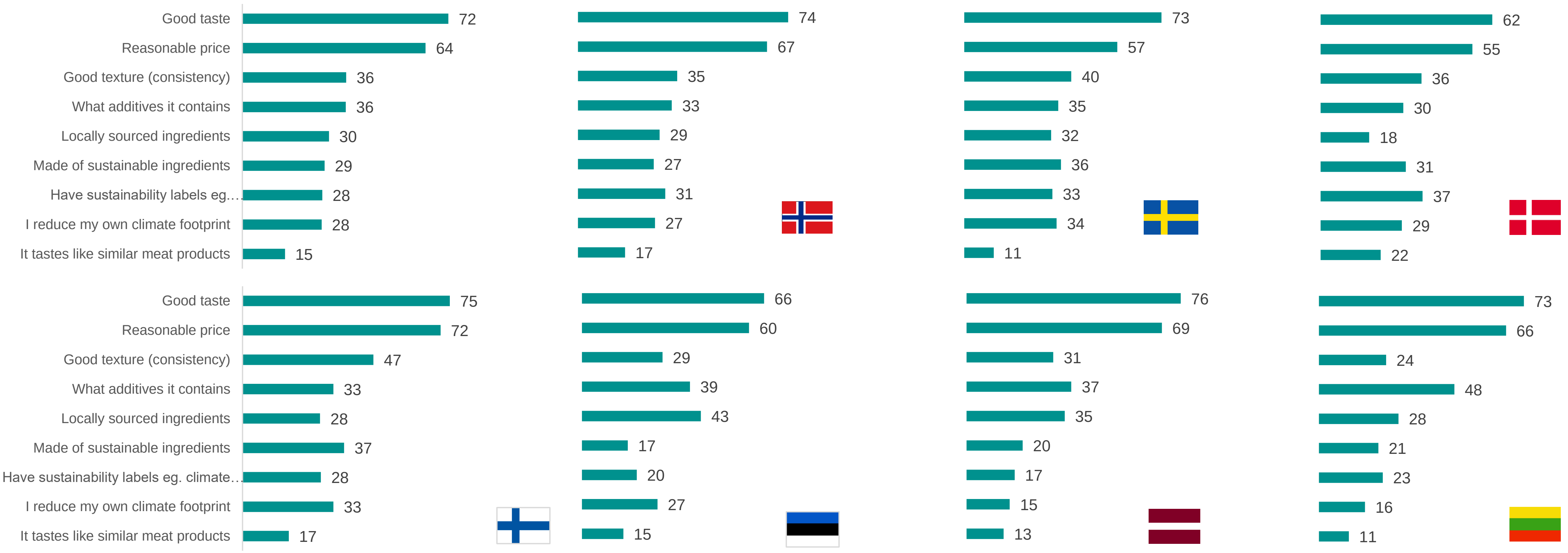
Base: All, N=7000 (1000 pr. country)
Q4.11 To what extent do you agree or disagree with these statements?

NO BIG OR SYSTEMATIC DIFFERENCES FROM LAST YEAR



Base: All, N=7000 (1000 pr. country)
Q4.11 To what extent do you agree or disagree with these statements?

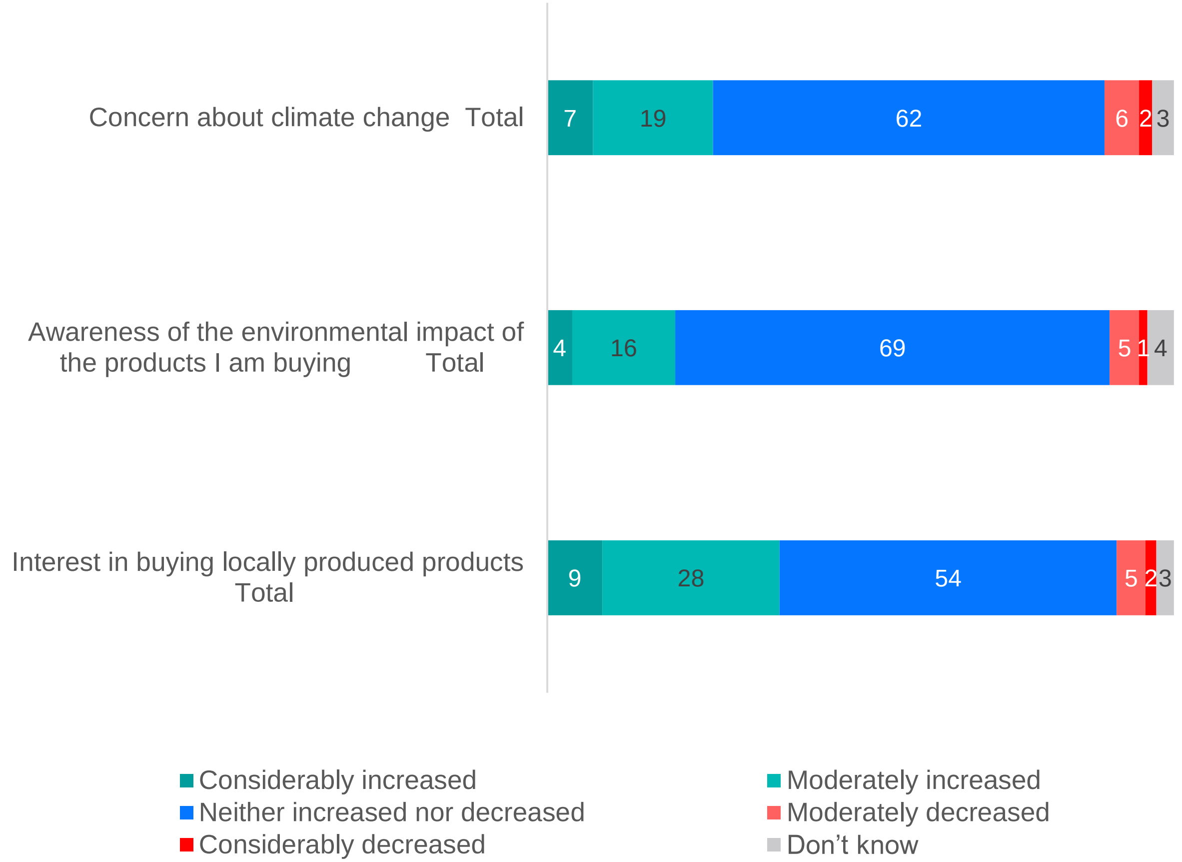
TASTE AND PRICE MOST IMPORTANT FACTORS WHEN BUYING PLANT-BASED PRODUCTS



Base: Buys vegetarian food daily-sporadically, Total=2512, NO=335, SE=504, DK=293, FIN=519, EE=295, LV=234, LT=332
Q4_12. What is most important for you when you are buying plant-based products?


CORONA
SITUATION
5

ATTITUDES ARE MOSTLY THE SAME AS BEFORE THE PANDEMIC

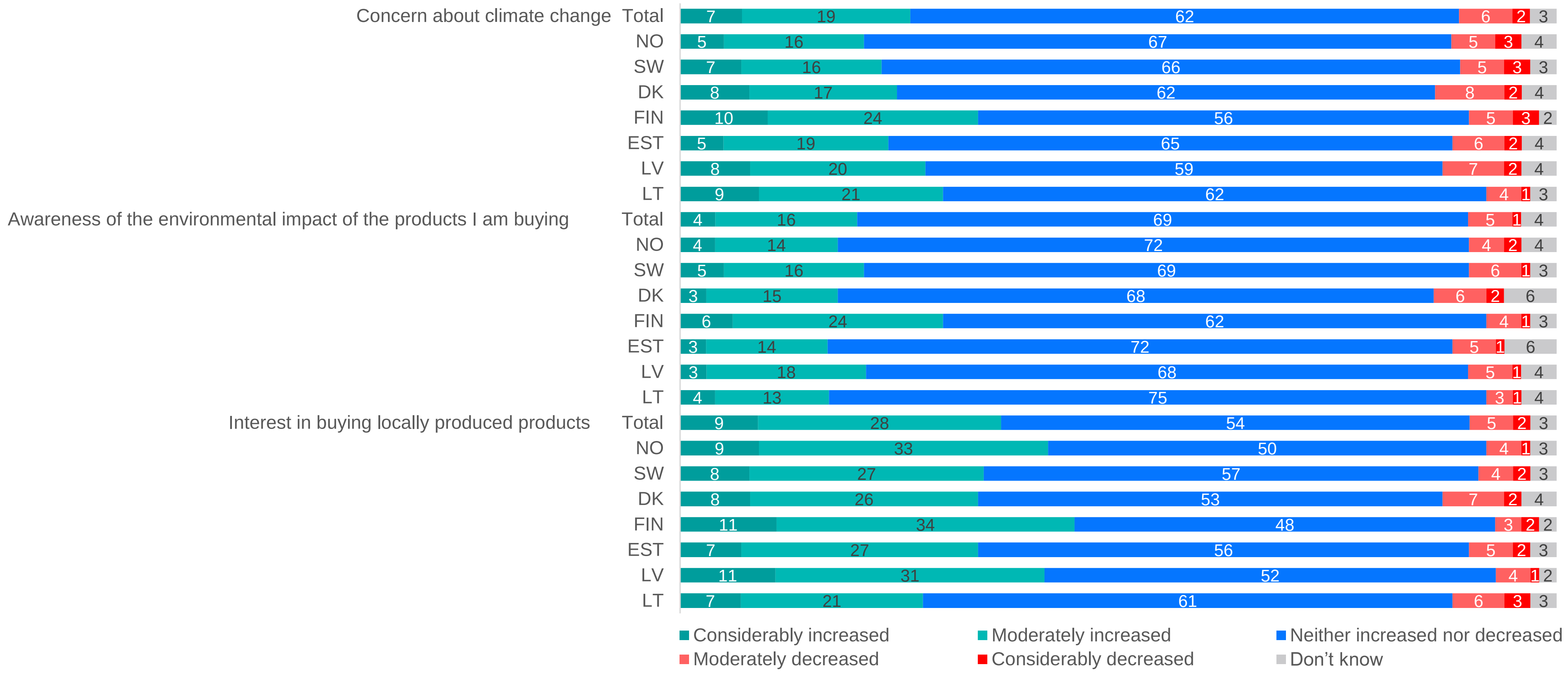


- Asking about attitudes the respondent had 6 months ago is not the best way to gauge these issues, but is an indication and the best we have.
- 26 % of respondents state that their concern about climate change has increased in this corona-situation. Highest concern in Finland with 34 % who agrees with the statement.
- The majority says that awareness of the environmental impact of the products has neither increased nor decreased now.
- 37 % report increased interest in buying locally produced products. Interest increased in Norway (42 %), Finland (42 %) and Latvia (42 %).

Base: All, N=7000 (1000 pr. country)

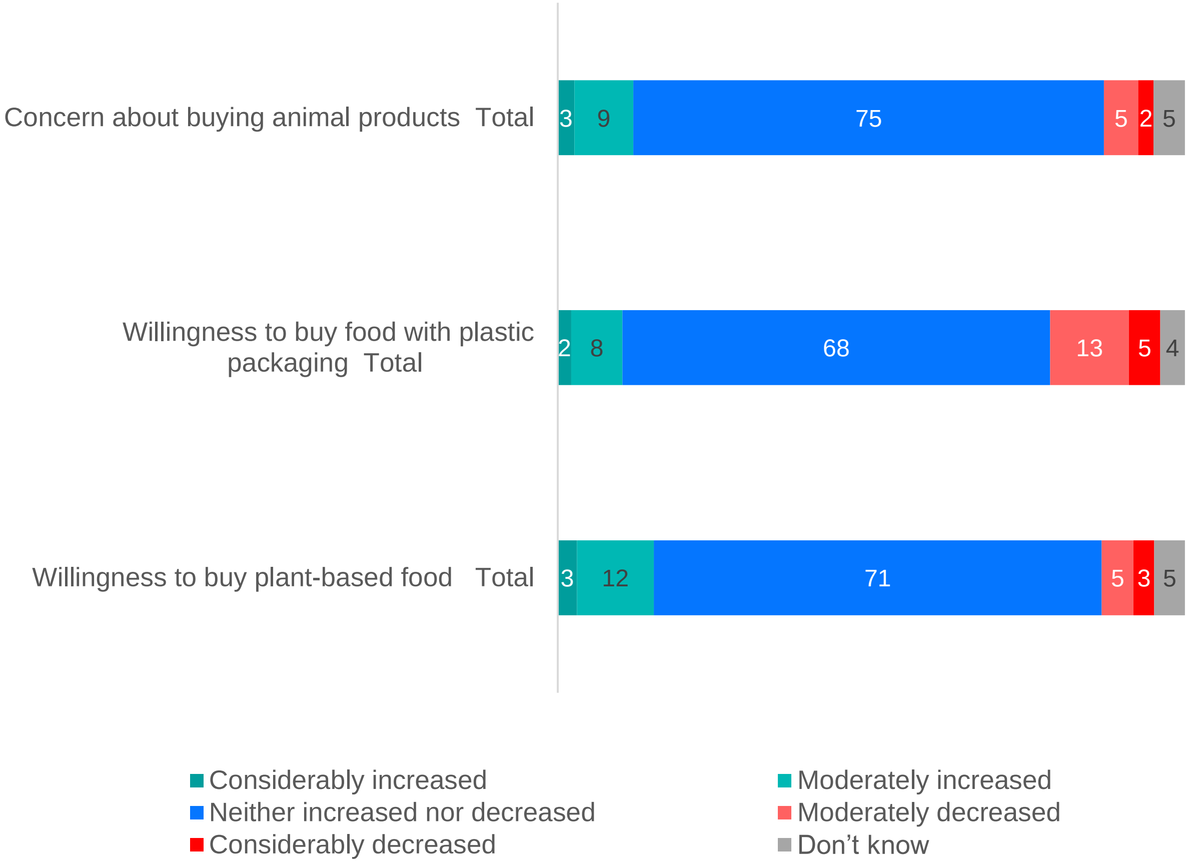
Q4_13. Has the corona-situation changed your perceptions when it comes to sustainability issues?

INTEREST IN BUYING LOCALLY MIGHT HAVE AN ECONOMIC DIMENSION



Base: All, N=7000 (1000 pr. country)
Q4_13. Has the corona-situation changed your perceptions when it comes to sustainability issues?

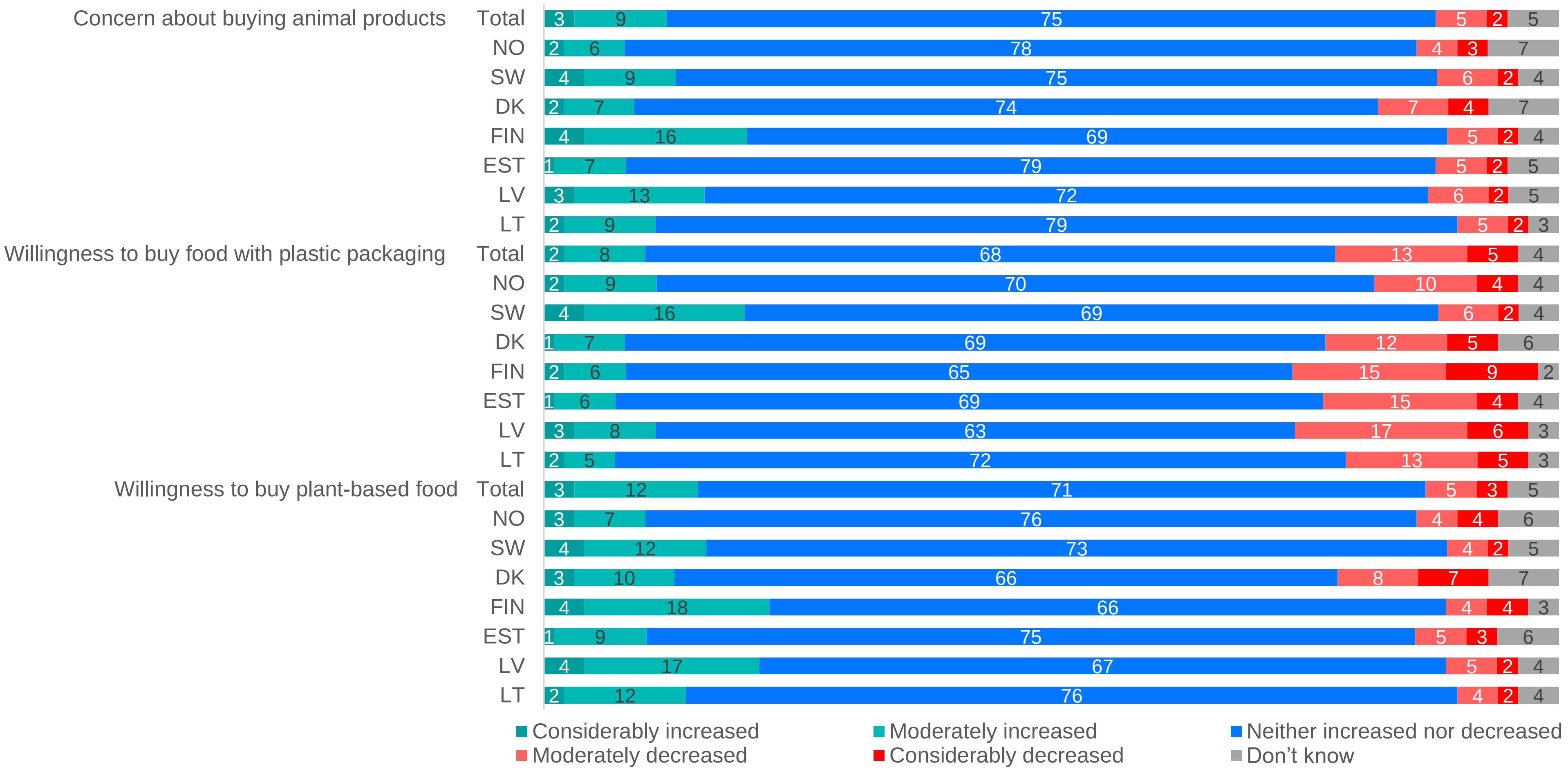
NO BIG CHANGES IN CONCERN ABOUT OTHER ENVIRONMENT PROBLEMS



- 75% says that their concern about buying animal products have neither increased nor decreased in corona-situation. Only Finland (20%) and Latvia(16%) has higher concern levels that other countries.
- 10%

Base: All, N=7000 (1000 pr. country)
Q4_13. Has the corona-situation changed your perceptions when it comes to sustainability issues?

NO ENVIRONMENTAL ISSUES STAND OUT AND SEEM TO BE THE SAME AS BEFORE PANDEMIC



Base: All, N=7000 (1000 pr. country)
Q4_13. Has the corona-situation changed your perceptions when it comes to sustainability issues?

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