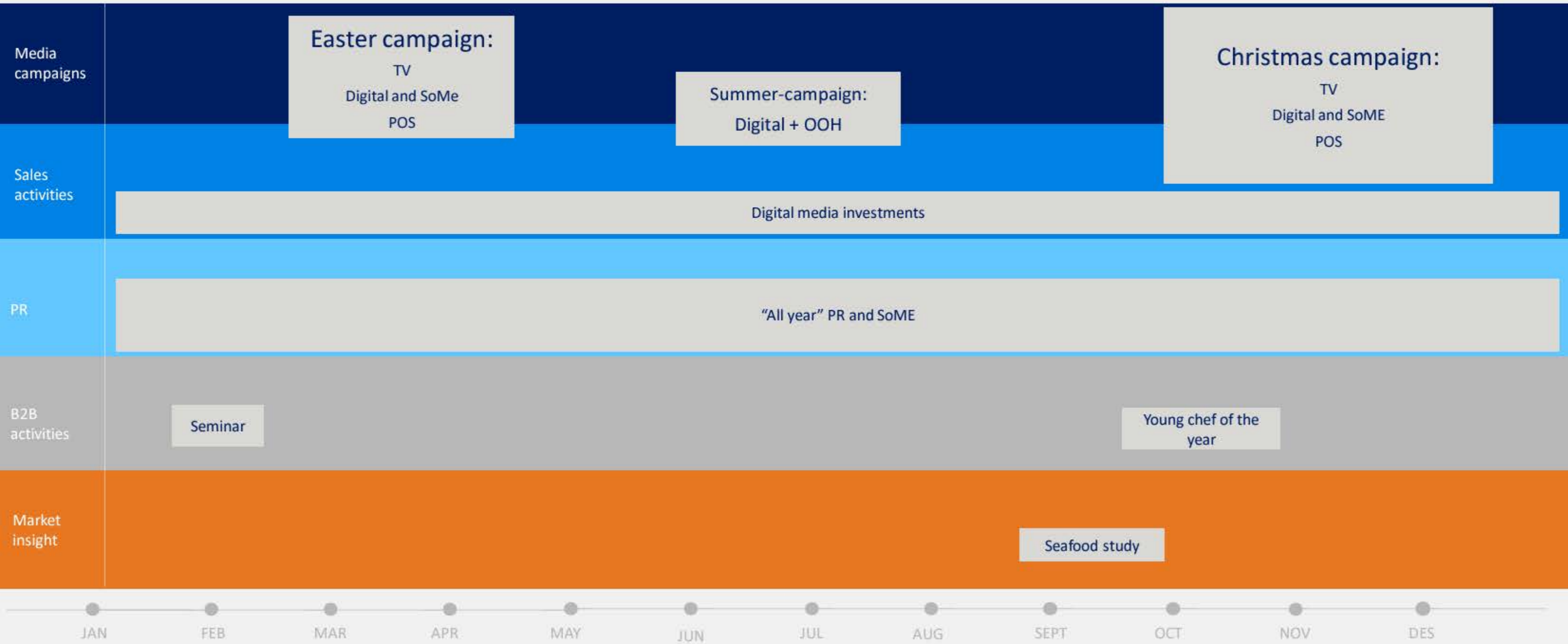


Timeline

Market activities



Media campaigns

Easter campaign:

TV
Digital and SoMe
POS

Summer-campaign:

Digital + OOH

Christmas campaign:

TV
Digital and SoMe
POS

Sales activities

Digital media investments

PR

"All year" PR and SoMe

B2B activities

Seminar

Young chef of the year

Market insight

Seafood study

JAN FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DES