



Press Release

FOR IMMEDIATE RELEASE

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IFF Announces New Corporate Brand, Brings New Chapter in 126-Year History of Discovery and Pioneering Firsts

NEW YORK, NY (Dec. 9, 2015) - International Flavors & Fragrances Inc. (NYSE: IFF) (Euronext Paris: IFF), a leading innovator of sensory experiences that move the world, today launched an exciting new branding initiative based on the Company's 126-year legacy and ongoing commitment to discovery and pioneering firsts. As part of the corporate rebrand, the Company unveiled a new website, purpose statement, visual identity and refreshed tone of voice, all of which will help to spotlight its vision, imagination and innovative focus.

"IFF is a company that was built on a culture of exploration, and we have a long history of delivering groundbreaking firsts in the industry. Now more than ever, we want our outward face to reflect the values that we hold deep in our core," said Andreas Fibig, IFF CEO and Chairman. "Our new brand provides a platform for telling the story of our innovative work and our smart, curious and passionate team members. We believe our new brand will resonate with our own people, our customers, our partners and our shareholders, and I see it as a driving force for our business success as we move forward in the future."

Reflecting the Company's Vision 2020 Business Strategy, the rebrand specifically supports the Company's Commercial Excellence pillar. "Becoming our customers' partner of choice is to achieve commercial success for IFF and its customers over a sustained period of time. Branding is our first step towards achieving this goal," continued Mr. Fibig. The new brand will flex to include the Company's recent acquisitions to highlight that they are part of the IFF family. To learn more about the brand, a video is available on the new website www.iff.com/media/multimedia-gallery?multimedia=videos.

Meet IFF

International Flavors & Fragrances Inc. (NYSE:IFF) (Euronext Paris: IFF) is a leading innovator of sensorial experiences that move the world. At the heart of our company, we are fueled by a sense of discovery, constantly asking "what if?" That passion for exploration drives us to co-create unique

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scents and tastes in fine fragrances and beauty, detergents and household goods, as well as beloved foods and beverages. Our 6,800 team members globally take advantage of leading consumer insights, research and development, creative expertise, and customer intimacy to develop differentiated products. Learn more at www.iff.com.

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