



Malcolm Swift Named President of European Brands Association

February 11, 2020

HADDENHAM, UK, February 11, 2020 - McCormick & Company, Incorporated (NYSE: MKC), a global leader in flavor, today announced that Malcolm Swift, President Global Flavor Solutions, International-EMEA and Chief Administrative Officer (CAO), has been elected President of the European Brands Association (AIM - Association des Industries de Marque), taking over from Trevor Bond, Johnson & Johnson.

Malcolm assumed the position on November 1, 2019 and will hold the position for a two-year mandate. As President, Malcolm will lead the Board of AIM and oversee the strategic direction of the organisation. Malcolm is a long serving Board member of AIM.

"I am honoured to become President of AIM, at a time when it is so important to promote and distinguish brands' innovation, creativity and value creation. There are major changes afoot for brands, in a world marked by digital transformation and new technologies, growing consumer and societal expectations of our sustainability footprint, and increasingly diverse routes to market," said Malcolm Swift, President Global Flavor Solutions, International-EMEA and CAO. "With a new European Union mandate to navigate, I look forward to driving a positive, proactive agenda for brands over the coming years."

AIM is the European Brands Association, representing manufacturers of branded consumer goods in Europe on key issues which affect their ability to design, distribute and market their brands. AIM's mission is to create for brands an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers now and for generations to come.

About McCormick

McCormick & Company, Incorporated is a global leader in flavor. With \$5.3 billion in annual sales, the company manufactures, markets and distributes spices, seasoning mixes, condiments and other flavorful products to the entire food industry – retail outlets, food manufacturers and foodservice businesses. Every day, no matter where or what you eat, you can enjoy food flavored by McCormick. McCormick Brings the Joy of Flavor to Life™.

For more information, visit www.mccormickcorporation.com.

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