

Lantmännen named Sweden's most purposeful company for the second year in a row

In Sweden, the fifty largest companies compete for the title of Sweden's most purposeful company. This year, and for the second year in a row, Lantmännen tops the Lynxeye Purpose Index – which annually measures the public's perceptions of companies and which companies are considered to be the most purpose-driven and future-relevant.

The first place in this year's Lynxeye Purpose Index is motivated by the fact that “the public sees how Lantmännen meets important needs of both people and society, while also being rated as very responsible. Lantmännen is the most purpose-driven in both the 18-35 and 55-65 age groups, an anchoring that few companies succeed in. They also perform very consistently on all three purpose dimensions, i.e. they are very credible, very visionary and have a great impact.”

“It's fantastic that we, for the second year in a row, have been named Sweden's most purposeful company. It is proof that the work we do together with our 18,000 owners, Swedish farmers, is significant and makes a difference for many. It is important that we are perceived as a reliable, innovative company in order to continue to drive the development of a thriving Swedish agriculture and sustainable food production,” says Magnus Kagevik, President and CEO.

The study includes 550 large companies in 8 markets, including the world's six largest economies, and a total of 17,000 respondents. Lynxeye measures the relationship with 150 companies in Sweden and Sweden's 50 largest well-known companies are ranked according to the Purpose Index™, which indicates how purpose-driven and future-relevant they are.

“We always aim to be relevant in relation to our employees, members and customers, but what we do and convey also has a direct connection to higher purposes. This award and the perception of us as one of Sweden's most sustainable companies, strengthens and inspires us to continue to demonstrate our responsibility throughout the value chain from field to fork,” says Frida Tydén, Senior Vice President & Head of Communications & Marketing, Lantmännen.

After Lantmännen, Apoteket came in second place, and Ikea came third.

Facts about the study

- The study includes 550 large companies in 8 markets, including the world's six largest economies, and a total of 17,000 respondents.
- In Sweden, the relationship with 150 companies is measured, of which Sweden's 50 largest well-known companies are ranked in a Top 50 list.
- The companies are ranked based on how they meet up to 22 criteria that are important for companies to be considered to have a positive impact on people's everyday lives and on society at large. Companies that score high on the criteria strengthen their future relevance among both customers and talent, as they are linked to leading some form of positive change. For more information about the methodology, visit [Lynxeye's website](#).

Facts about Lantmännen's work

- Press release: [Lantmännen named Sweden's most purposeful company in 2023](#).
- Press release: [Lantmännen continues to grow with green financing](#).
- More information about Lantmännen's work within the framework of the Agriculture of the Future can be found on Lantmännen's [website](#) and in the report [Farming of the Future](#).
- More information about [Good Food from Lantmännen](#) and how we work with the [Climate and Nature cultivation program](#) within the food value chain.

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About Lantmännen

Lantmännen is an agricultural cooperative and Northern Europe's leader in agriculture, machinery, bioenergy and food products. Owned by 18,000 Swedish farmers, we have 10,000 employees, operations in over 20 countries and an annual turnover of SEK 65 billion. With grain at the heart of our operations, we refine arable land resources to make farming thrive. Some of our best-known food brands are AXA, Bonjour, Kungsörnen, GoGreen, FINN CRISP, Schulstad and Vaasan. Our company is founded on the knowledge and values acquired through generations of farmers. With research, development and operations throughout the value chain, together we take responsibility from field to fork. For more information: www.lantmannen.com