

# MATERIALITY ANALYSIS

HKScan's corporate responsibility focus areas and key sustainability themes are based on an extensive stakeholder survey carried out in 2014, with a total of 1 200 respondents from all of our countries of operation. The respondents were representative of our key stakeholder groups. Key material aspects were identified based on a materiality analysis, and these material aspects HKScan has named as corporate responsibility themes. The corporate responsibility themes were validated by country-specific management teams in 2015. The results of an extensive consumer survey carried out in 2017 confirmed that these themes continue to be relevant.

Read more: [Corporate responsibility at HKScan](#).