

Cloetta Fact sheet

Cloetta, founded in 1862, is a leading confectionery company in the Nordic region, The Netherlands, and Italy. Cloetta is manufacturing and marketing sugar confectionery, chocolate products, nuts, pastilles and chewing gum. In total, Cloetta products are sold in more than 50 markets worldwide.

Key Facts

- Annual sales SEK 5,9 billion in 2016
- Operating profit (EBIT), adjusted of SEK 758m in 2016
- Leading local brands in 6 countries
- Leading market positions in Sweden, Finland, Norway, Denmark, The Netherlands and Italy
- 2,600 employees in 14 countries
- Production at 12 factories in 6 countries
- Listed on Nasdaq Stockholm

Strategies

The Group focuses on volume growth and margin expansion, cost efficiency and employee development. Strong local brands and presence combined with a widening of the product range as well as the launch of and potential acquisition of new products and brands will support the growth. Improved processes and systems will improve cost efficiency.

Vision, Mission and Core values

Cloetta's vision is to be the most admired satisfier of Munchy Moments and the mission is to bring a smile to your Munchy Moments. Cloetta has established four core values that guide our way of working and acting, both within and outside the company. These core values are **Focus, Passion, Teampay and Pride**.

Products and brands

Cloetta owns some of the strongest brands on the market, e.g **Läkerol, Cloetta, Jenkki, Kexchoklad, Malaco, Sportlife, Saila, Red Band, Sperlari, Lonka** and **Nutisal**, most of them with a long heritage tradition. Cloetta has leading brands within the different product categories in several countries.

Chocolate

Cloetta has a leading position in Sweden with the brands Kexchoklad, Polly, Center and Plopp. Strong local position in Finland with the brands Tupla, Royal, Polly and Center. Popular brands in Norway are Center, Sportlunch and Bridge. In the Netherlands Lonka has

The Cloetta logo is written in a red, cursive script font.

Sinas Snippers and Soft nougat that are consumer's favorites with a long heritage in chocolate specialties. The leader in Christmas seasonal products in Italy with Sperlari.

Sugar confectionery

In Norway, Finland, Sweden and Denmark, Cloetta has harmonised its leading brand Malaco and in the Netherlands the brand Red Band. Additional strong brands include Ahlgrens bilar, Venco, Galatine, The Jelly Bean factory, Chewits, Lonka and Juleskum. In Italy the brand Dietorelle was the first sugar-free candy.

In Italy, Cloetta has strong local position with the seasonal brand Sperlari and with the sweetener brand Diator.

Pastilles and chewing gum

The Group's largest pastille brand, Läkerol, is more than 100 years old. Other leading pastilles brands are Mynthon, King and Saila.

Within chewing gum Cloetta is the leader in Finland with the brand Jenkki and has a leading position in the Netherlands and Belgium with Sportlife and Xylifresh. Cloetta has also paved the way for the use of xylitol in chewing gums.

Nuts

In 2014 Cloetta acquired Nutisal, a leading Swedish producer of dry roasted nuts. The Swedish market accounts for around half of sales, but Nutisal is also sold in Denmark, Norway, Italy, Germany and the Benelux countries.

Market and sales

Cloetta's six main markets are Sweden, Italy, Finland, the Netherlands, Norway and Denmark. In these markets Cloetta has its own sales and distribution organization with strong customer relations and category expertise. In total, Cloetta products are sold on 50 markets world-wide. Outside the key markets, a distributor model is used.

Production

Cloetta has 13 factories covering most production technologies. The factories are found in Sweden, Italy, the Netherlands, Belgium, Slovakia and Ireland.

The market

The confectionery market is fairly insensitive to cyclical fluctuations, and is one of the most impulse driven goods groups within retail. Consumption patterns and flavour preferences vary between markets, for example, chocolate consumption is significantly lower in the Nordic countries compared with the rest of Europe, while the consumption of sugar confectionery is higher in the Nordic countries than the rest of Europe. Confectionery consumption also varies a lot, for example the per capita consumption in the Nordic countries is more than twice the consumption in Italy.

The logo for Cloetta, featuring the brand name in a stylized, red, cursive script font.