

*Cloetta*

**Acquisition of The Jelly Bean Factory**

- supporting profitable growth of Cloetta

# Cloettas guide towards the future

To bring a smile to your



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# The Jelly Bean Factory supports profitable growth

- Solid growth over the last 5 years
- Attractive EBIT-margin
- The product proposition fits Cloetta's core offering within the sugar confectionery category
- Significantly strengthens Cloetta's position in the UK
- Over time, potential to expand into Cloetta's core markets
- One dedicated production facility located in Dublin

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# The Jelly Bean Factory brand

## Premium product with great taste

### Product offering

- Jelly Beans are well known products to consumers world-wide
- Gourmet” Jelly Bean are a premium, modern version of the jelly bean concept, offering:
  - a flavored moulded center and flavored hard coating
  - a smaller bean (1.1 g) with more beans and more flavours per pack than traditional jelly beans
  - 36 gourmet flavours
  - 100% natural flavours
  - Wide variety of pack formats for flexible roll-out and seasonal offerings



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# Core Product Range



Sachets



Cups



Pouch Bags



Tubes



Fairtrade Boxes



Folding Boxes

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# Significantly Strengthened Position in the UK

- The UK is the #1 market for The Jelly Bean Factory
- Together with Cloetta's existing UK offering, Chewits and Goody Good Stuff, the position in UK will be significantly strengthened
- USA, Canada, Middle East, Ireland and Germany are other important markets
- The products are distributed through distributors and agents in over 50 countries



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