

# Cloetta's value chain

*Cloetta creates value through the purpose*  
*"We believe in the Power of True Joy".*

*Cloetta creates value for the company and its stakeholders through great products, innovative product development, efficient purchasing and high-quality manufacturing, as well as good relations with the retail trade and marketing that strengthens the brands.*

Value creation

Sustainable corporate development





**5  
Consumers**

- Cloetta believes in “The Power of True Joy” in that our products give that special touch to people’s daily life. Cloetta provides strong brands and a large range of pick & mix products.
- Cloetta always provides feedback on complaints and points of view.



**4  
Customers**

- Total net sales amounted to SEK 6,493m. Cloetta’s largest customer category is the grocery retail trade. The service trade is also a very important customer group.



- Cloetta fulfils environmental and food safety requirements, such as through BRC and ISO certification.
- Cloetta is reducing the amount of transportation packaging and optimizing transportation to improve financial and environmental performance.

- Cloetta provides high-quality products that are marketed responsibly.
- Consumers are offered a wide range of products with non-artificial flavorings and colorants.
- Cloetta uses environmentally adapted packaging solutions.

**Shareholders**

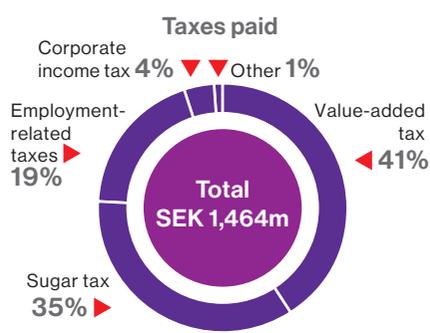
A certain share of non-restricted equity is distributed to Cloetta’s shareholders in the form of dividends, after the business has been provided with the capital necessary for continued development. For 2019 the Board of Directors has proposed a dividend of SEK 1.00 per share, which corresponds to approx. 58 per cent of the profit for 2019, to be paid in 2020. In 2019, SEK 289m was distributed to the shareholders through dividend distribution.

**Distributed value  
SEK 5,981m\***



**Tax information**

Cloetta paid SEK 1,464m (1,326) in various taxes in 2019. These were mainly value-added tax, sugar tax and employment-related taxes. The difference between corporate income tax paid and the income tax charge for the year is mainly driven by timing differences.



Tax paid in Norway and Denmark is proportionally higher due to sugar taxes.

\* Generated value of SEK 6,493m excluding profit for the year, amortization, depreciation and impairments and including paid dividends. Total retained economic value of SEK 512m.

**Economic impact**

Manufacturing and sales of Cloetta’s products generate economic value that benefits its stakeholders.