



Press release

21 May 2013

Cloetta acquires Goody Good Stuff – candy with only natural ingredients

Cloetta AB has today acquired the British candy company Goody Good Stuff. The acquisition is in line with Cloetta's strategy to broaden the product range within the growing segment of natural candy.

“Acquisitions are a part of our growth strategy and Goody Good Stuff gives us a possibility to strengthen our product offer within an interesting segment. The products from Goody Good Stuff can be consumed by everyone as it is a natural candy free from allergens. This is a segment where we see increased consumer demand and where Cloetta can play an important role”, says Bengt Baron, CEO Cloetta.

Goody Good Stuff is in a growth phase and has recently signed a nation-wide distribution agreement with one of the leading convenience stores in the US. Sales amounted to approximately SEK 10 million in 2012. Goody Good Stuff was launched in 2010 and has its core markets in the UK and US.

The natural gummy candy range from Goody Good Stuff is produced with a technology which eliminates the need for animal-based gelatin. It has no artificial colours or flavours, uses only natural fruit and vegetable extracts and is also free from allergens.

Cloetta acquired Goody Good Stuff from a group of investors for an undisclosed amount. The acquisition will have a limited effect on Cloetta's future operating profit, and the purchase price is insignificant compared to the market value of Cloetta.

The information contained in this press release is such that Cloetta is required to disclose pursuant to the Swedish Financial Instruments Trading Act and/or the Swedish Securities Markets Act. The information was submitted for publication on 21 May 2013 at 08.00 a.m. CET.

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About Cloetta

Cloetta, founded in 1862, is a leading confectionary company in the Nordic region, the Netherlands, and Italy. In total, Cloetta products are sold in more than 50 countries worldwide. Cloetta owns some of the strongest brands on the market, such as Läkerol, Cloetta, Jenkki, Kexchoklad, Malaco, Sportlife, Saila, Red Band and Sperlari. Cloetta has 10 production units in five countries. Cloetta's class B-shares are traded on NASDAQ OMX Stockholm. More information about Cloetta is available on www.cloetta.com

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