

Loetta

Acquisition of Lonka

Cloetta's strategic direction

To bring a smile to your



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Lonka acquisition creates value

- Supports profitable growth in core categories
- Significantly strengthens Cloetta's market position in the Netherlands
 - Lonka is a well known, strong brand
 - Diversifies Cloetta's product range into new categories
 - Entry into Dutch chocolate market
- Strengthens Cloetta's product offering, including Pick & Mix, and position in the Nordics and the UK
- Offers new production technologies:
 - Fudge, chocolate coated moulded products and nougat

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Lonka facts



- Founded in 1920
- Branded confectionery products, Pick & Mix products and contract manufacturing. Specialised in fudge, nougat and chocolate products
- Sales and marketing organisation as well as two factories in the Netherlands. In total 130 employees
- Sales of approximately SEK 300m
 - Approximately 50 per cent of sales in the Netherlands
 - The Nordic countries and the UK are other important markets
 - Approximately 50 per cent of sales is branded and 50 per cent is Pick & Mix sales and contract manufacturing

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Lonka product categories



Fudge



Soft Toffee Bites



Soft Nougat



Chocolate Gums/Jellies



Jamaica Rum Chocolates



Gums/Jellies
(pectine/gelatine)



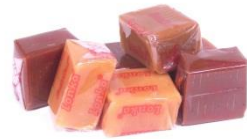
P&M Nougat



Chocolate Products



Caramel Bars



Wrapped Caramels



Chocolate Nougat

Core product offerings



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Transaction supports EBIT-target

- Synergies within administration, sales, procurement and supply chain
- The acquisition will over time support Cloetta's 14% EBIT-margin target
- Long-term potential for revenue synergies with new technologies such as fudge



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Lonka's history

