

Cloetta's main markets

Cloetta's main markets are the countries in which we have our own sales and distribution organisation, and include Sweden, Finland, the Netherlands, Denmark, Norway, Germany and the UK.*



Category position

| Market | Candy | Pastilles | Chocolate | Chewing gum | Pick & mix |
|-----------------|-------|-----------|-----------|-------------|------------|
| Sweden | 1 | 1 | 2 | - | 1 |
| Finland** | 2 | 1 | 3 | 1 | 1 |
| Norway | 1 | 3 | 5 | - | 1 |
| Denmark | 2 | 1 | - | - | 1 |
| The Netherlands | 1 | - | - | 2 | - |
| Germany** | 5 | - | - | - | - |
| The UK** | * | - | - | - | 1 |

*) The market consumption data calculations have been updated vs previous years and this may affect the comparability vs the market consumption numbers stated in the Annual and Sustainability Report 2021.

*) Presence on the market without confirmed market position.
 **) Estimated market position based on data from specific customers.
 Source: Kesko, SOK, IRI and Nielsen

Sweden

Sweden is the largest single market in the Nordic region, with a population of around 10.4 million people and almost one third of the total confectionery consumption. In 2022, the Swedish market recorded consumer sales of around SEK 16 bn, an increase compared to the prior year.

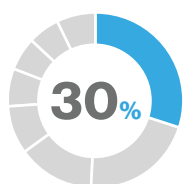
Sales channels

Cloetta's largest customers include Axfood, Coop, ICA and Privab. The Swedish grocery retail trade is concentrated and increasingly centrally controlled, but with good opportunities for influence at the local store level. The task for Cloetta's sales force is to ensure dis-

tribution as well as placement and space in the stores in accordance with the central agreements, and also to provide the trade with support in implementing campaigns and launches. The pick & mix concepts are handled by a dedicated merchandising organisation. The service trade is a vital sales channel. In recent years, alternative sales channels such as building supply stores, cinemas and arenas have become increasingly important.

Organisation

In Sweden, there are a total of around 240 employees in the sales and merchandising organisation and the office in Malmö.

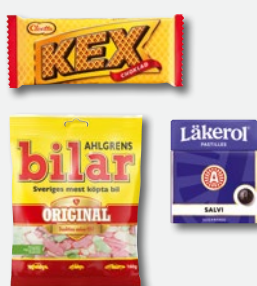


Share of sales

0.6%

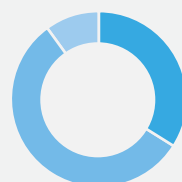
Total market
CAGR 2017–2022

Top-selling brands



Categories

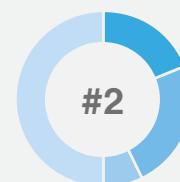
Confectionery market excl. pick & mix



Source: Global data

Largest players

Confectionery market excl. pick & mix



Source: Nielsen

Finland

Finland is the third largest market in the Nordic region, with a population of around 5.5 million people and one fourth of the total confectionery consumption. In 2022, the Finnish market recorded consumer sales of around SEK 12 bn, an increase compared to the prior year.

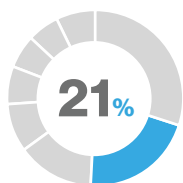
Sales channels

The Finnish grocery retail trade is dominated by two players, Kesko and S-Group. Lidl also has a large share of retail trade with 10 per cent. Finland has the most centralised purchasing of all the Nordic

region markets which enables new products to achieve wide distribution and quickly become available to consumers. Cloetta's largest customers include S-Group, Kesko and Tokmanni. Cloetta is the market leader in pick & mix which represents about 8 per cent of the total market value.

Organisation

In Finland, there are around 200 employees in the sales and merchandising organisation and at the office in Turku. Cloetta Finland employs around 130 people in field sales, visiting stores every day.



Share of sales

3.1%

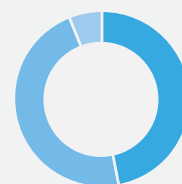
Total market
CAGR 2017–2022

Top-selling brands



Categories

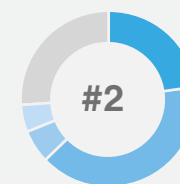
Confectionery market excl. pick & mix



Source: Global data

Largest players

Confectionery market excl. pick & mix



Source: Kesko and SOK

The Netherlands

The Netherlands is the sixth largest confectionery market in Western Europe, with a population of around 17.4 million. In 2022, the Dutch market recorded consumer sales of around SEK 24 bn, an increase compared to the prior year.

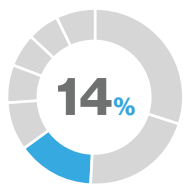
Sales channels

The grocery retail trade is concentrated around a few major players. Primarily centralised purchasing allows for wide and rapid distribution of new products that are launched. Other important channels include the hard discount retail chains, pharmacies and out-of-home. Online grocery shopping has a stronger position in the Netherlands

than in any other of Cloetta's main markets, despite the fact that overall e-commerce is lagging in the Netherlands. Cloetta's largest customers include Albert Heijn, Superunie, Jumbo Supermarkten and Maxxam.

Organisation

Cloetta has around 85 employees in the commercial organisation at the office in Oosterhout mainly focusing on the Dutch market. The Oosterhout office also supports the Cloetta International Markets division through back-office and support activities including demand, customer service, marketing, business controlling and finance & accounting.



Share of sales



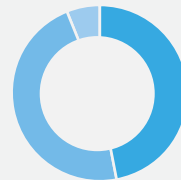
Total market CAGR 2017-2022

Top-selling brands



Categories

Confectionery market excl. pick & mix

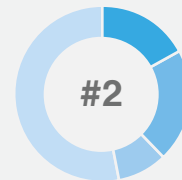


47% Candy and pastilles
47% Chocolate
6% Chewing gum

Source: Global data

Largest players

Confectionery market excl. pick & mix and other chocolate (includes chocolate specialities)



17% Cloetta
21% Perfetti
9% Haribo
53% Others

Source: IRI

Denmark

Denmark accounts for around 15 per cent of the Nordic region's total confectionery consumption, with a population of around 5.8 million. In 2022, the Danish market recorded consumer sales of around SEK 12 bn, an increase compared to prior year.

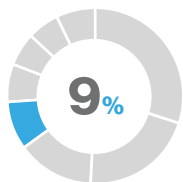
Sales channels

The grocery trade in Denmark is moving towards increasing centralisation, albeit with a combination of centrally driven chains and a more decentralised approach than in the other Nordic countries.

Extensive efforts are therefore required at an individual store level to achieve distribution and sales of in-store display racks. Growth in the discount channel has ceased and new channels such as non-food outlets and DIY stores are growing in importance. Cloetta's largest customers include Coop, Salling Group and Reitan.

Organisation

In Denmark, there are around 100 employees at the offices in Brøndby and Randers and in the sales and merchandising organisation.



Share of sales



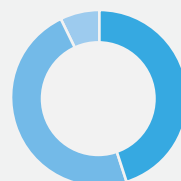
Total market CAGR 2017-2022

Top-selling brands



Categories

Confectionery market excl. pick & mix

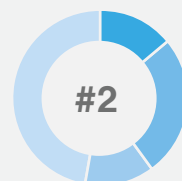


45% Candy and pastilles
48% Chocolate
7% Chewing gum

Source: Global data

Largest players

Confectionery market excl. pick & mix



14% Cloetta
26% Haribo
13% Toms
47% Others

Source: Nielsen

Norway

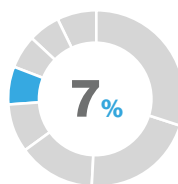
Norway is the smallest market in the Nordic region, with a population of around 5.4 million and just under a sixth of the region's total confectionery consumption. In 2022, the Norwegian market recorded consumer sales of around SEK 14 bn, an increase compared to prior year.

Sales channels

Cloetta's largest customers include Coop, NorgesGruppen and Rema 1000.

Organisation

In Norway, Cloetta has around 30 employees at the office in Høvik just outside of Oslo and in the sales and merchandising organisation.



Share of sales

-0.2%

Total market CAGR 2017–2022

Top-selling brands



Germany

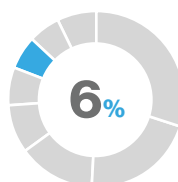
Germany is the largest market in Western Europe, with a population of around 83.2 million people. In 2022, the German market recorded consumer sales of around SEK 113 bn, an increase compared to prior year.

Sales channels

The market is characterised by its large proportion of discounters and fierce competition. Cloetta's largest customers include Edeka, Lidl & Schwarz, Metro and Rewe.

Organisation

Cloetta has its own sales organisation in Bocholt, Germany with 12 employees. The office takes care of marketing, customers and the brands, and also has direct contact with all major customer groups, which are supplied directly out of the German central warehouse. To ensure full country service coverage, Cloetta Germany works with sales agents in seven regions and more than 80 sales representatives.



Share of sales

2.6%

Total market CAGR 2017–2022

Top-selling brands



United Kingdom

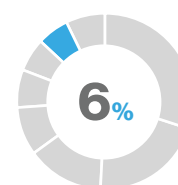
The UK is the second largest market in Western Europe, with a population of around 67.2 million people. In 2022, the UK market recorded consumer sales of around SEK 94 bn, an increase compared to prior year.

Sales channels

The market is characterised by fierce competition from all international confectionery companies. Cloetta's largest customers include Wilko's and Tesco.

Organisation

Both the Branded packaged products business and the Pick & mix business are commercially managed from Cloetta's office in Fareham. Cloetta has a sales and merchandising team of approximately 130 people.



Share of sales

-0.2%

Total market CAGR 2017–2022

Top-selling brands



International Markets

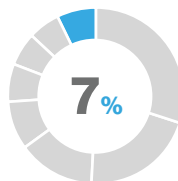
International Markets consist primarily of sales to countries where Cloetta does not have its own sales and marketing organisation, a total of more than 50 markets. In these markets Cloetta focuses on three categories: candy, chocolate and pastilles, which encompass five strategic Cloetta brands including The Jelly Bean Factory, Red Band and Läkerol as well as some strong regional Cloetta brands.

Sales channels

Cloetta's largest distributors include Continental Sweets (Belgium), Regal (Canada) and Conaxess Trade (Switzerland).

Organisation

All markets within International Markets are serviced by external distributors managed out of regional hubs, which Cloetta has in APAC, the Baltics, Dubai and Switzerland. All other distributors are managed by local Cloetta staff in Oosterhout in the Netherlands.



Share of sales

Top-selling brands

