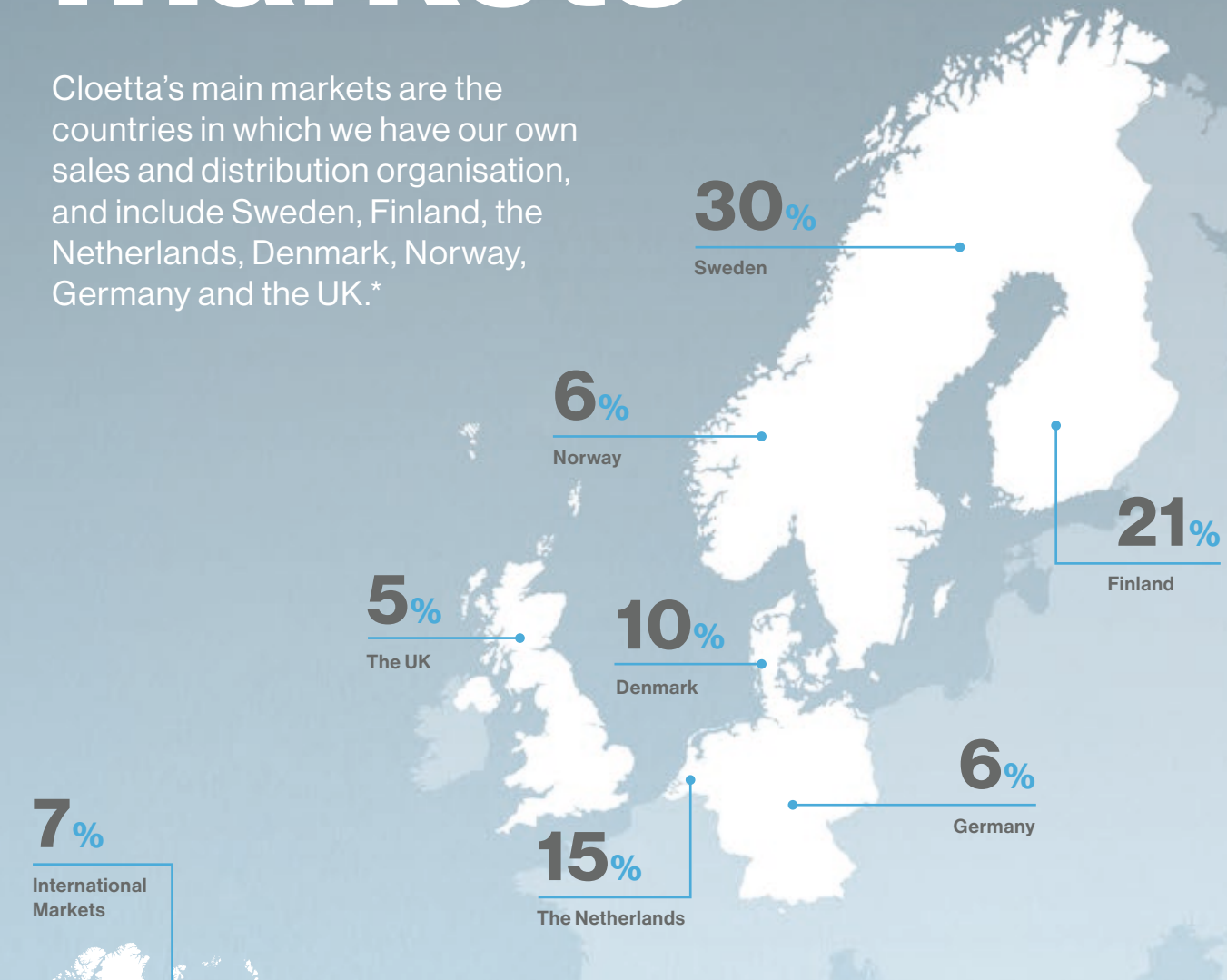


# Cloetta's main markets

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.\*



## Market position per category

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

\*) The underlying market categorisation of the market consumption data calculations has been updated compared to previous years and this affects the comparability of information stated in previous Annual and Sustainability Reports.

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

## Sweden

Sweden is the largest single market in the Nordic region, with a population of around 10.5 million people and almost one third of the total confectionery consumption. In 2023, the Swedish market recorded consumer sales of around SEK 18 bn, an increase compared to the prior year.

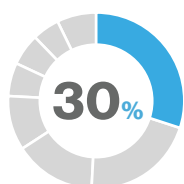
### Sales channels

Cloetta's largest customers include Axfood, Coop, ICA and Rusta. 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

distribution 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.

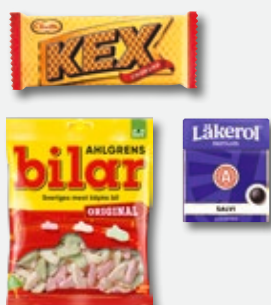


Share of sales

4.0%

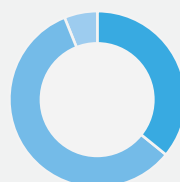
Total market  
CAGR 2018–2023

### Top-selling brands



### Categories

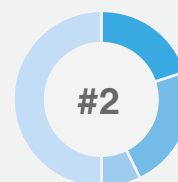
Confectionery market excl. pick & mix



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 2023, the Finnish market recorded consumer sales of around SEK 14 bn, an increase compared to the prior year.

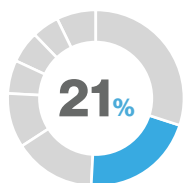
### Sales channels

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 9 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 Suomi Oy employs around 130 people in field sales, visiting stores every day.



Share of sales

4.1%

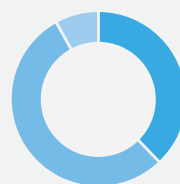
Total market  
CAGR 2018–2023

### Top-selling brands



### Categories

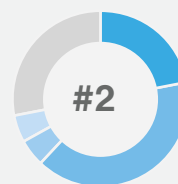
Confectionery market excl. pick & mix



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 people. In 2023, the Dutch market recorded consumer sales of around SEK 25 bn, an increase compared to the prior year.

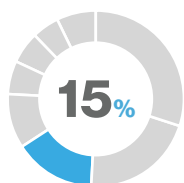
### Sales channels

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 Breda mainly focusing on the Dutch market. The Breda office also supports the Cloetta International Markets division through back-office and support activities including demand, customer service, marketing, business controlling and finance & accounting.

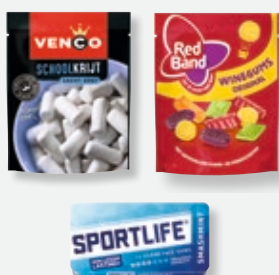


Share of sales



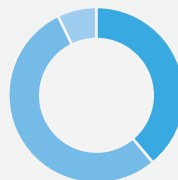
Total market CAGR 2018–2023

### Top-selling brands



### Categories

Confectionery market excl. pick & mix

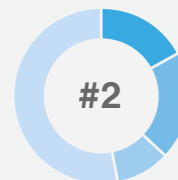


- 39% Candy and pastilles
- 54% Chocolate
- 7% Chewing gum

Source: Global data.

### Largest players

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



- 17% Cloetta
- 20% Perfetti
- 10% Haribo
- 53% Others

Source: IRI.

# Denmark

Denmark is the second largest market in the Nordic region with a population of around 5.8 million people and almost one third of the total confectionery consumption. In 2023, the Danish market recorded consumer sales of around SEK 19 bn, an increase compared to prior year.

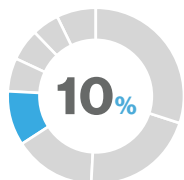
### Sales channels

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. The Discount channel is growing 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 130 employees at the offices in Brøndby and Randers and in the sales and merchandising organisation.



Share of sales



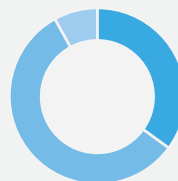
Total market CAGR 2018–2023

### Top-selling brands



### Categories

Confectionery market excl. pick & mix

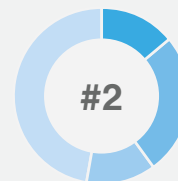


- 35% Candy and pastilles
- 57% Chocolate
- 8% Chewing gum

Source: Global data.

### Largest players

Confectionery market excl. pick & mix



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

Source: Nielsen.

## Norway

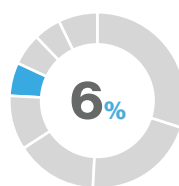
Norway is the smallest market in the Nordic region, with a population of around 5.5 million people and almost one fourth of the total confectionery consumption. In 2023, the Norwegian market recorded consumer sales of around SEK 14 bn, an increase compared to prior year.

### Sales channels

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

### Organisation

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



Share of sales

1.8%

Total market CAGR 2018–2023

### Top-selling brands



## Germany

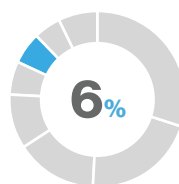
Germany is the largest market in Western Europe, with a population of around 84.5 million people. In 2023, the German market recorded consumer sales of around SEK 142 bn, an increase compared to prior year.

### 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

5.0%

Total market CAGR 2018–2023

### Top-selling brands



## United Kingdom

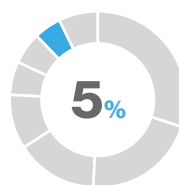
The UK is the second largest market in Western Europe, with a population of around 67.2 million people. In 2023, the UK market recorded consumer sales of around SEK 137 bn, an increase compared to prior year.

### Sales channels

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

5.8%

Total market CAGR 2018–2023

### Top-selling brands



## International Markets

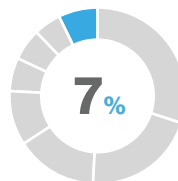
International Markets consists primarily of sales to countries where Cloetta does not have its own sales and marketing organisations, a total of more than 50 markets. In these markets Cloetta is active in three categories: Candy, chocolate and pastilles, with focus on five strategic Cloetta brands; Red Band, The Jelly Bean Factory, Chewits, Kexchoklad and Läkerol.

### Sales channels

Cloetta's largest distributors include Conaxess Trade (Switzerland and Austria), Continental Sweets (Belgium), Regal Confections (Canada), AS Konig (Latvia) and Al Wefag (Saudi Arabia).

### Organisation

All markets within International Markets are serviced by external distributors managed out of regional hubs, which Cloetta has in Latvia, Switzerland and United Arab Emirates. All other distributors in Europe, America and Asia are managed by local Cloetta staff from the Breda office in the Netherlands.



Share of sales

### Top-selling brands

