Cloetta

THE
JELLY BEAN
FACTORY

Red Band

CHEWITS

Cloetta

Läkerol
PASTILLES

Cloetta

CLOETTA

Company overview

THIS IS CLOETTA

Leading confectionery supplier in Northern Europe

FOUNDED **1862**	ANNUAL SALES **€677 mln**	SALES IN **65** COUNTRIES	**7**	**2600** EMPLOYEES
NASDAQ STOCKHOLM	LEADING BRANDS	CANDY	CHOCOLATE	PASTILLES
CHEWING GUM	NUTS	PICK & MIX	THE POWER OF TRUE JOY. :)	THIS IS Cloetta

OUR MISSION

We believe in...

THE POWER OF TRUE JOY. :)

... for our employees, suppliers, customers and consumers.

OUR HISTORY OF MERGERS & ACQUISITIONS

1862 The three Cloetta brothers from Switzerland start production in Copenhagen

1917 Svenska Chokladfabriks AB (Svenfelt family) takes over majority shareholding from the Cloetta family

1986 CSM acquires Red Band and Venco

1993 LEAF acquires Ahlgrens

1997 CSM acquires Malaco

1998 Cloetta acquires Candelia

1999 CSM acquires LEAF

2000 Cloetta merges with Fazer Confectionery, CSM acquires Continental Sweets (France, Belgium, the Netherlands and the UK)

2001 Cloetta sells Handel business area, CSM acquires Socalbe (Italy)

2005 CVC and Nordic Capital acquires CSM and changes name to LEAF

2007 Leaf acquires Cadbury in Italy

2009 Cloetta Fazer is separated into Cloetta and Fazer Confectionery

2012 Merger between Cloetta and Leaf

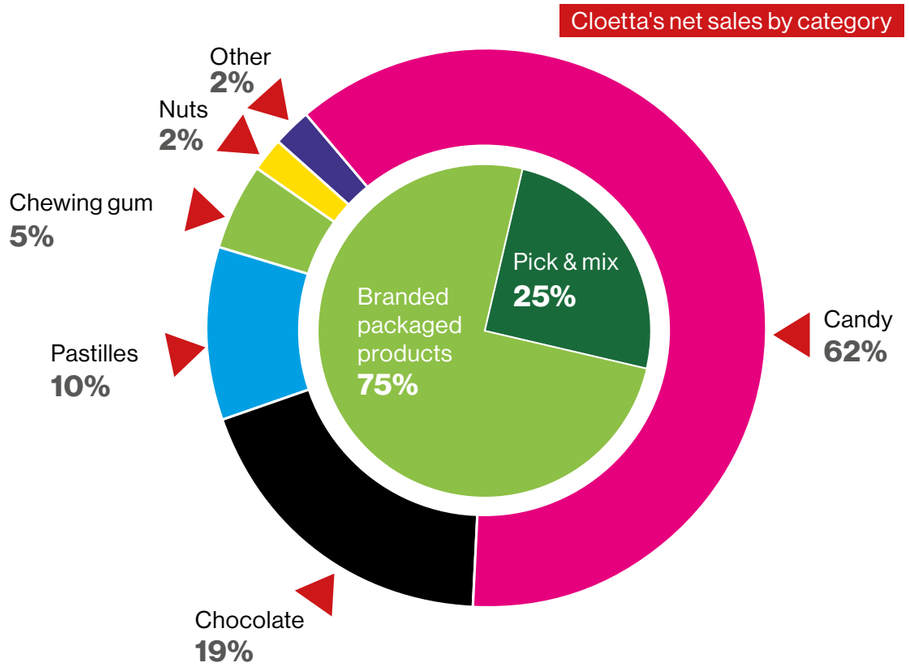
2014 Cloetta acquires Nutisal and The Jelly Bean Factory

2015 Cloetta acquires Lonka

2017 Cloetta acquires Candyking

Divestment of Cloetta Italy

OVERVIEW BY CATEGORY AND REGION



THE CLOETTA ORGANISATION

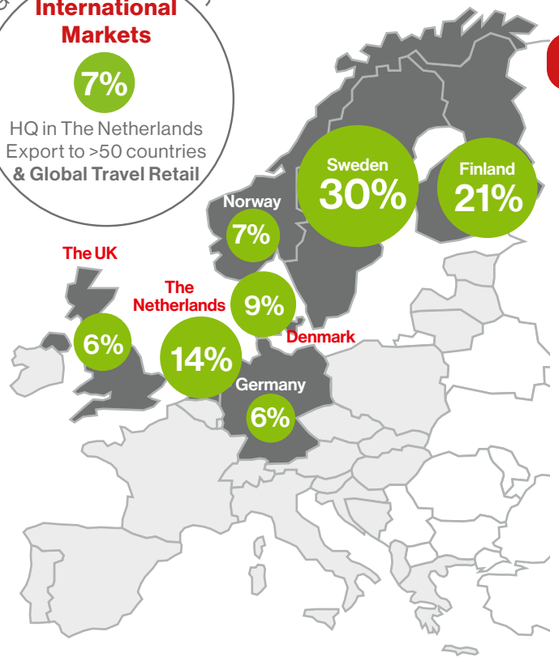
Strong domestic market position: Nordic heritage with Dutch influences

GROWTH DRIVER

International Markets

7%

HQ in The Netherlands
Export to >50 countries
& Global Travel Retail



Market	Category position				
	Candy	Pastilles	Chocolate	Chewing gum	Pick & mix
	1	1	2	-	1
	2	1	4	1	1
	1	2	3	-	1
	2	1	3	-	1
	1	-	-	2	-
	-	-	-	-	1

CLOETTA INTERNATIONAL MARKETS

Sales of Cloetta products to more than 65 markets around the world, where Cloetta does not have its own sales and marketing organization

7%
7% of Cloetta sales

+65
More than 65 markets

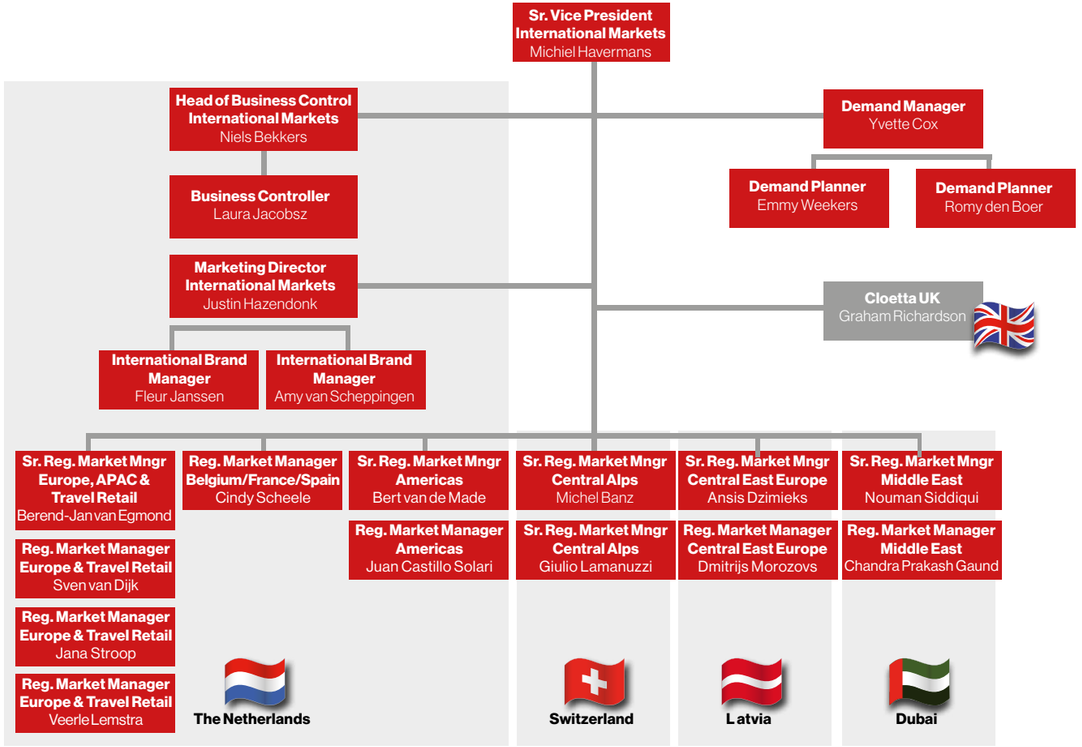
Mostly indirect sales

"NEW" Team in place

Focus on key brands

Focus on reaching growth ambition by reducing complexity!

CLOETTA INTERNATIONAL MARKETS TEAM



OUR GLOBAL BRANDS

35 brands in our portfolio: both international and national brands heroes!

INTERNATIONAL BRANDS

Cloetta

Läkerol PASTILLES

The Jelly Bean Factory

Red Band

Chewits

NATIONAL BRANDS

Malaco

Polly

xylitol Jenkki

Sportlife

Tupla

bilar

Lonka Sinds 1920

Mynthon

Venco Ruim 135 jaar passie voor drop

GLOBAL BRANDS

5 focus brands in 3 segments for International Markets

CANDY	CHOCOLATE	PASTILLES
THE JELLY BEAN FACTORY Red Band CHEWITS	Cloetta	Läkerol PASTILLES

SWEET NEWS FOR OUR PLANET!

FOR YOU:
Within the assortments of all our strategic brands, we have vegetarian and/or vegan option.

EUROPEAN VEGETARIAN UNION · V-LABEL.EU · VEGAN

100% of our portfolio is going to be free of artificial colors and flavours by 2023, but most of our items already are.

plant pack

For people:
100% of our chocolate is Rainforest Alliance certified.
A living income is paid to farmers in our supply chain.

For the planet:
We are implementing plant-based packaging in our assortments.
Our aim is 100% of our packaging from renewable sources and recycled materials by 2030.

For more information check:
cloetta.com/plantpack/.

GLOBAL BRANDS

Gourmet Jelly Beans

THE JELLY BEAN® FACTORY

NATURALLY COLOURED & GLUTEN FREE

Natural Flavours & GELATINE FREE

HAIGH!

This is The Jelly Bean Factory.

Born in 1998 in Ireland and with that one of Cloetta's youngest brands. TJBF's pay off **"Yes. That's Flavor"** promises to deliver the best and most unique flavors in the category in a very positive way.

With a range of 36 flavors there's always a favourite flavor for everyone.

As one of the newest kids on the block, TJBF is completely 'on trend' on all high demands of the younger generations and not only because of its sustainable packaging.

There are more FLAVORS to explore!

TOP-10 DOMESTIC MARKETS THE JELLY BEAN FACTORY

GRAB & GO

SACHET

36 MIX

Weight CU: 28g
Article no: 1014334E
Also available in Fruit mix

BAG

36 MIX

Weight CU: 70g
Article no: 1015371
Also available in Fruit mix
and Sour Mix

BOX

36 MIX

Weight CU: 75g
Article no: 1007247CA
Also available in Fruit mix

SNACK & SHARE

POT

36 MIX

Weight CU: 80g
Article no: 1012168J

TUBE

36 MIX

Weight CU: 90g
Article no: 1015384
Also available in Sour mix and Fruit Mix

CUP

36 MIX

Weight CU: 200g
Article no: 1007283CA
Also available in Fruit mix

ATRIUM BOX

36 HUGE FLAVOURS

Weight CU: 225g
Article no: 1005157CA
Also available in Fruit mix

SNACK & SHARE

POP-A-BEAN

36 HUGE FLAVOURS

Weight CU: 100g
Article no: 1007759CA

CAN

36 HUGE FLAVOURS

Weight CU: 380g
Article no: 1014816

SHARING BAG

36 HUGE FLAVOURS

Weight CU: 290g
Article no: 1013337CA

HALLO!

THIS IS RED BAND.

Born in 1928 in the Netherlands, a year after its brother Malaco in Sweden.
As the Malaco brand name does not suit all markets, we use Red Band for all our international enterprises.

Red Band's pay off **"Makes Life More Colorful"** promises to make every sweet moment together with friends and family more fun.

With a wide range of colorful products and packaging, unique textures, flavors and iconic shapes in every kind of pack format. It's true, Red Band has a colorful favorite for everyone. Even in its smallest form.

There are more COLORS to explore!

TOP-10 DOMESTIC MARKETS RED BAND

SNACK BAGS

SWEET STRAWBERRIES

Weight CU: 100g
Article no: 1013002

SWEDISH FISH

Weight CU: 100g
Article no: 1013502

STRAWBERRY LACES

Weight CU: 100g
Article no: 1000139C

SOUR APPLE

Weight CU: 100g
Article no: 1015166

SNACK BAGS

SUPER SOUR BEARS

Weight CU: 100g
Article no: 1003590 B

SOUR FIZZ

Weight CU: 100g
Article no: 1003537A

SOUR TONGUES

Weight CU: 200g
Article no: 1008206

SOUR TONGUES

Weight CU: 300g
Article no: 1008244A

SNACK BAGS

FIZZY BUBBLEPOP

Weight CU: 100g
Article no: 1011455A

SOUR MUSHROOMS

Weight CU: 100g
Article no: 1005219A

SWEET MUSHROOMS

Weight CU: 100g
Article no: 1000118B

TRULY PARTY ANIMALS

Weight CU: 110g
Article no: 1003538A

REAL FRUIT SNACK BAGS & SHARING BAGS

FRUIT & BERRIES

Weight CU: 100g
Article no: 1016545

FRUIT & BERRIES

Weight CU: 200g
Article no: 1016544

FRUIT & CITRUS

Weight CU: 100g
Article no: 1016548

FRUIT & CITRUS

Weight CU: 200g
Article no: 1016547

Tutti Frutti

Tutti Frutti

For our younger consumers we created a 15g portion sized carton box with fun shaped little candies in multiple colors and flavors.

Singles at checkout

Multipack on shelf

TOP-10 DOMESTIC MARKETS TUTTI FRUTTI

BOXES & SNACK BAGS

ORIGINAL

Weight CU: 15g
Article no: 1012031

HEARTS

Weight CU: 15g
Article no: 1012032

BEARS

Weight CU: 15g
Article no: 1013347

COLA

Weight CU: 15g
Article no: 1013348

TWISTS

Weight CU: 100g
Article no: 1015230

LACES

Weight CU: 100g
Article no: 1015229

Red Band

There are more COLORS to explore!

CHEWITS®

HELLO!

THIS IS CHEWITS.

Also known through Chewie, UK's favourite Chewitosaurus and famous from the TV commercials from the 80s and 90s. Born in 1965 as one of the first chewy sweets in the United Kingdom. Due to this strong heritage, Chewits today is still the #1 chew in stick pack format in the UK.

Chewits' pay off "**Chewz the Chew**" triggers people to choose the unique chewy texture of Chewits and the fruity and sour flavors available within the range.

With Chewits Bites, Chewits is offering a whole new chewy experience in a round shape with either a liquid or a sour center. Chewtastic!

There are more TEXTURES to explore!

TOP-10 DOMESTIC MARKETS CHEWITS

CHEWITS® SWEET STICKS

STRAWBERRY

Weight CU: 30g
Article no: 1001893C

FRUIT SALAD

Weight CU: 30g
Article no: 1001895C

CHERRY

Weight CU: 30g
Article no: 1014714A

BLUE RASPBERRY

Weight CU: 30g
Article no: 1014715A

CHEWITS® XTREME STICKS

SOUR APPLE

Weight CU: 34g
Article no: 1001785C

SOUR CHERRY

Weight CU: 34g
Article no: 1014716A

SOUR LEMON

Weight CU: 34g
Article no: 1014717A

CHEWITS® BITES

STRAWBERRY

Weight CU: 165g
Article no: 1015460

BLUE RASPBERRY

Weight CU: 165g
Article no: 1015459

APPLE & LEMON

Weight CU: 165g
Article no: 1015461

CHEWITS®

There are more TEXTURES to explore!

Cloetta

HEJ!

THIS IS CLOETTA.

Born in 1862 in Copenhagen. Named after the Swiss brothers that brought the art of chocolate making to Scandinavia.

Cloetta's pay off "**Choose right, Choose Cloetta**" promises a variety of choices to meet everybody's chocolate needs. With multiple sub-brands and products under the Cloetta brand umbrella, we offer chocolate for everyone. Kexchoklad turned out to have great international potential:

Being famous for its crispiness and being light on the stomach. With a brand name which means "a biscuit with chocolate" it is very straightforward and easy for consumers to understand and remember.

There are more BRANDS & SHAPES to explore!

TOP-10 DOMESTIC MARKETS KEX

BARS & SHARING BAG

KEX SHARING BAG

Weight CU: 156g
Article no: 1001308

KEX ORIGINAL

Weight CU: 60g
Article no: 1013205

KEX ORIGINAL

Weight CU: 25g
Article no: 1001310

Cloetta

There are more BRANDS AND SHAPES to explore!

Läkerol®
PASTILLES

HALLÅ!

THIS IS LÄKEROL.

Born in 1909 in Sweden and an international superstar since 1939. Läkerol was created by the famous Alfred Ahlgren who was able to turn a cough medicine into a pastille.

Läkerol's pay off "**Makes People Talk**" promises to deliver a product that soothes your throat, makes you feel confident and stimulates social interaction. And that promise has always been kept.

Perfect for on the go, at home or work, it's discrete and permissible and can be enjoyed whenever you feel like a long lasting fruity pastille.

There are more REFRESHING FLAVORS to explore!

TOP-10 DOMESTIC MARKETS LÄKEROL

Läkerol PASTILLES BOXES

STRAWBERRY

Weight CU: 27g
Article no: 1011439B

CASSIS

Weight CU: 27g
Article no: 1011522A

EUCALYPTUS

Weight CU: 27g
Article no: 1011377A

LEMON

Weight CU: 27g
Article no: 1011442B

STRAWBERRY

Weight CU: 25g
Available from H2 2024

CASSIS

Weight CU: 25g
Article no: 1004006

EUCALYPTUS

Weight CU: 25g
Article no: 1004008

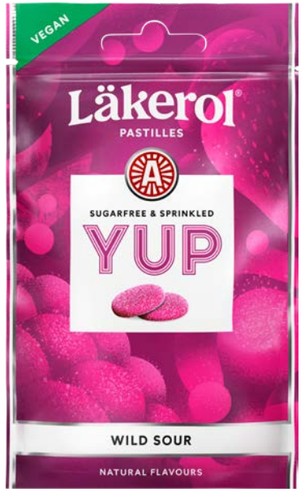
LEMON

Weight CU: 25g
Article no: 1014507

Läkerol PASTILLES YUP

STRAWBERRY LIME & SOUR PEACH

Weight CU: 30g
Article no: 1007942



WILD SOUR

Weight CU: 30g
Article no: 1000635

Läkerol®
PASTILLES

There are more
REFRESHING FLAVORS
to explore!

NATIONAL BRANDS

AHLGRENS bilar

NUTISAL

TUPLA

Polly

Lonka SINDS 1920

VENCO

Mynthon

xylitol JENKKI

KING

SPORTLIFE

Bentasil

XyliFresh

There's more to explore!