



Speech

25/01/2024

**Prof. Dr Ulrike Detmers, Managing Partner,
Chairwoman and Spokesperson of the Management
Board of Mestemacher Management GmbH**

Annual Press Conference 2024

Check against delivery.

Part 1: Welcome

Ladies and Gentlemen!

Welcome to the annual press conference of the Mestemacher Bread and Baked Goods Group. I will review the year and present relevant key performance indicators, corporate characteristics of the individual companies, our growth targets, and our opportunities.



I would also like to welcome you all on behalf of the other managing partners of the Mestemacher Group, my husband **Albert Detmers**, my brother-in-law **Fritz Detmers**, as well as **Helma Detmers**, a shareholder and the wife of Fritz Detmers.

I am also pleased to welcome you on behalf of **Kim Folmeg**, Managing Director Production, Technology, Purchasing and QA, and **Marta Glowacka**, Managing Director Administration, as well as the Mestemacher team and our Management Team.

Welcome, dear guests, **Prof Dr Meinolf Lindhauer** and **Prof Dr Jan-Willem van der Kamp**. Both gentlemen are scientific advisors to the Mestemacher Group.

Rye is at the heart of their work!

Following the annual report and the Mestemacher Group press conference, **Prof Dr Meinolf Lindhauer** will be talking about "Rye - the grain for diversity and sustainability in crop cultivation".

MESTEMACHER - GROSSBÄCKEREI FÜR VOLLKORNBORTE UND INTERNATIONALE BROTSPEZIALITÄTEN SEIT 1871

Mestemacher GmbH · Am Anger 16 · 33332 Gütersloh

Pressekontakt: Prof. Dr. Ulrike Detmers

Telefon + 49 5241 8709-68 · Fax + 49 5241 8709-45 · ulrike.detmers@mestemacher.de
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Thereafter, **Prof Dr Jan-Willem van der Kamp** will talk about "Rye, nutrition and health - fibre and so much more".

The gentlemen will subsequently take and answer questions from the audience.

I am also delighted that the management teams and many employees from our locations are represented in such large numbers at the annual press conference. Welcome.

Review of 2023 and outlook for the 2024 financial year

- Relevant key performance indicators of the Group
- Relevant company characteristics of the individual companies
- Growth targets and opportunities for the Bread and Baked Goods Group

Industrial bakery Group, Mestemacher, achieves record sales with hygienically-packaged breads, frozen cakes and crispbreads in 2023

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When compared to 2022, 8.3 per cent net sales growth means the industrial bakery Group achieved its best growth with vegan and vegetarian breads, frozen cakes, and crispbreads with a long shelf life. There is a trend towards health and environmentally-conscious eating that promotes the resilience of the business model. The German Federal Network Agency (BNetzA) classifies the entire area of bread and baked goods production as a "production area that is particularly worthy of protection". Mestemacher is also cooperating with diabetesDE - Deutsche Diabetes Hilfe e.V. in 2024 and expanding its collaboration in this area.

Mestemacher Group compact

In 2023, the 400-year-old Bread and Baked Goods Group grew to net turnover of 170 million euros. With its vegan and vegetarian breads, the Group benefits from the trend towards a healthier and more environmentally-conscious diet. What is also impacting this positively, is consumer behaviour towards storing food that has a long shelf life. In addition, there is growing demand for frozen cake slices

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and, increasingly, consumers are turning to crispbread as a snack.

When compared to 2022 (net sales of 157 million), the Mestemacher Group grew by 8.3 per cent in 2023, with net sales of 170 million euros. The growth is the result of both increased sales volumes and price increases that were required to offset higher costs for personnel, energy and raw materials.

Net sales amounting to 174 million euros are planned for the current financial year 2024. This corresponds to a growth rate of 2.4 per cent.

In 2023, the Mestemacher Group will make a sustainable investment of 10 million euros. An investment sum of approx. 13 million euros is planned for 2024.

The Group employs a total of about 650 people. In 2023, a follow-up collective agreement, with a term of 13 months (01/04/2023 - 30/04/2024), was concluded.

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There was a 7 per cent increase on 1 July 2023 and another 1.5 per cent on 1 November 2023. In addition, an inflation adjustment premium (IAP) of 1,250 euros was paid to part-time employees on a pro rata basis. This amount resulted in an increase of the additional personnel costs to well over 1 million euros for the period. Personnel costs will continue to exert pressure on operating profits and, as such, on investment capital in the future.

The Mestemacher Group has an export share of about 30 per cent. About 72 per cent of export sales are generated in the member states of the European Union. Mestemacher sells approximately 16 per cent of its export volume outside of Europe – here, in particular, to North America, Canada, Australia, New Zealand, Asia, and the United Arab Emirates. Mestemacher supplies roughly 12 per cent of the export volume of self-service packaged bread and baked goods to European countries that are not members of the EU. The Mestemacher Group does not have own sales companies abroad, but cooperates closely with independent import companies.

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In light of another reduction in cropland of around 6 per cent, no long-term drop in purchase prices for organic and conventional rye is anticipated. Here, following the attacks by Houthi rebels on ships in the Red Sea, it is especially the prices for ingredients imported from Asia, such as seeds - for instance psyllium seeds from India - that are under pressure. Prices for transport by ship, particularly for containers, are threatening to increase, as shipping traffic around the Cape of Good Hope takes significantly longer. However, the duration of the crisis will be decisive for further developments. In light of the challenging situation, we can only speculate on this.

Frozen fruit is an important ingredient for frozen cakes. Prices from the 2023 harvest have increased when compared to the previous year. Considering the energy costs needed for cooling and weather influences, which can result in blossom damage and, as such, reduce crop yields, we do not anticipate any price reduction.

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The consequences of climate change will also negatively impact purchase prices in the future. Freight costs are increasing due to the increase in the CO₂ surcharge on fuel, as well as the increase in tolls and labour costs. When compared to 2022, energy costs multiplied for the Mestemacher Group in 2023. And they remain high in 2024.

The Mestemacher Group is a domestic supplier of bread and bakery products to the TOP 4 food retailers, which represent 79.6 per cent of the market. These are the groups Edeka, Schwarz Group, Rewe Group and Aldi (source: Lebensmittel Zeitung, 30/09/2022).

Sustainability and the environment are relevant Group-wide areas, which currently are at the following stage:

- the development of a sustainability strategy for the Mestemacher Group is in progress.
- currently preparing a sustainability report in accordance with the Global Reporting Initiative (GRI) standard.

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- preparations are underway to carry out the Sedex Members Ethical Trade Audit (SMETA), which will take place at Mestemacher GmbH in Q2 2024. Implementation of the SMETA requirements has also begun at Aerzener Brot und Kuchen GmbH.
- a compliance management system, with a code of conduct and guidelines is currently being set up.
- a whistleblower system has already been implemented at the subsidiaries of the Mestemacher Group.
- the process involves preparing carbon footprints for the individual companies of the Mestemacher Group for the base year 2020.
- the process includes the development of science-based CO₂ reduction targets in accordance with the Science Based Targets initiative (SBTi).
- currently underway is the continuous optimisation of packaging to improve the circular economy and recyclability by reducing film, resealability and partial conversion to PP monofilm.

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- the recalculation of the Nutri-Score for Mestemacher brand products is in progress.

All Mestemacher Group locations are not only speciality bakeries, but also milling companies who mill their rye freshly and just-in-time.

Experience after founding the advisory board

Nearly two years of positive experience have been gained following the establishment of an advisory board, which has the goal of separate monitoring and operational management. The advisory board meets at regular intervals, four times a year, under the leadership of the Chairperson of the Advisory Board, the former member of the Board of Management of BMW AG, Mrs Milagros Caiña-Andree. The Advisory Board has no operational management role. 5 persons and one non-voting member of the Advisory Board are represented on the Advisory Board. From today's perspective, the results of the Advisory

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Board's activities have had a very positive effect on the development of the Mestemacher Group.

Brief reports on subsidiaries

Mestemacher GmbH

Mestemacher GmbH has been a part of the Mestemacher Group since 1985. The main company in Gütersloh, founded in 1871, celebrated its 150th anniversary in 2021. The "Mestemacher – the lifestyle-bakery" brand is a flagship brand and a bread brand that is established both nationally and internationally .

Mestemacher supplies the self-service bread departments of food retailers in Germany and in more than 80 countries around the world. The product groups consist of wholemeal rye breads in organic and conventional quality, WESTFÄLISCHER pumpernickel with a protected geographical indication (PGI), multi-seed breads and toast rolls, high-protein breads and toast rolls, and toast rolls, as well as international bread specialities.

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Specialities are:

- specialisation in the production and distribution of naturally-pasteurised bread specialities with a long shelf life when stored unopened.
- world market leader in the niche segment of packaged wholemeal bread and pumpernickel.
- own milling operations for just-in-time production.
- "50 German Leaders" corporate film, produced by TBD Media, London.
- own VEGAN/VEGETARIAN seal of approval.
Approx. 90 per cent of the breads are suitable for a vegan diet.
Approx. 10 per cent are suitable for a vegetarian diet.
- combined heat and power plant since mid-2012.

Outstanding awards are:

- CUSTOMER FAVOURITE 2023 MOST POPULAR BRAND
- TOP BRAND 2022
- "Company of the Year" in the "Bread and Baked Goods" category, according to a 2024 study by the

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- Institute for Management and Economic Research (IMWF) on behalf of DEUTSCHLAND TEST

As the first producer of packaged wholemeal breads from controlled organic cultivation, the industrial bakery has been encouraging the existence and operational growth of organic farmers since 1985. Organic farming stands for harmony between soil, water, plants, animals and people. Organic cultivation foregoes the use of any chemical sprays and fertilisers, in addition to protecting the environment. Organic farming protects groundwater from excessive nitrate pollution and contributes to maintaining soil fertility.

Starting in 2024:

**Expansion of cooperation with diabetesDE –
Deutsche Diabetes-Hilfe e.V.**

On the one hand, more varieties of bread are to be included in the cooperation and new markets are to be tested, and on the other hand, the joint organisation and implementation of the award ceremony for a new prize to be

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created on the subject of nutrition and sustainability has been agreed.

A healthy and balanced diet is not only important for the general population, but also and especially for people with diabetes. Plant-based foods, lots of fibre, valuable vegetable protein and low amounts of sugar, salt and fat are beneficial.

Mestemacher's wholemeal breads meet these criteria, making them ideal for people with and without diabetes. This is made clear by the "also recommended by diabetesDE - Deutsche Diabetes-Hilfe" recommendation button, which is displayed on selected Mestemacher breads such as "PURE NATURAL", "PURE NATURAL CARROT", "PURE NATURAL PUMPKIN", "Fitness Bread" and "High-Protein Bread Classic" and offers consumers guidance. From 2024, the cooperation with diabetesDE will be expanded, and the recommendation button will also be displayed on the "High-Protein Egg White Bread with Almonds", "High-Protein Egg White Bread with Walnuts",

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"High-Protein Egg White Bread with Carrots" and "High-Protein Bread -fine-" breads.

Who is diabetesDE – Deutsche Diabetes-Hilfe e.V.?

diabetesDE – Deutsche Diabetes-Hilfe is the leading German health organisation for currently 11 million people with *diabetes mellitus*. It actively campaigns for the interests of diabetes patients, their relatives and at-risk patients and to improve their quality of life. It helps people with diabetes by offering reliable, scientifically based information and practical tips.

Aerzener Brot und Kuchen GmbH

Aerzener Brot und Kuchen GmbH has been part of the Mestemacher Group since 2002. Aerzener Brot und Kuchen GmbH is a PRIVATE LABEL and own brand supplier of self-service packaged, portioned bread and bakery products, frozen cakes, private label and crispbreads in organic and conventional quality, both private label.

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Aerzen produces bread with a best-before date (BBD) of 28 days with clip and bag, as wholemeal, seeded and protein bread as well as long-life wholemeal bread with a BBD of 180 days.

The principal market is Germany, with distribution via German food retailers, especially in the private label sector – i.e. particularly low-priced wholemeal breads and cakes. Aerzener Brot und Kuchen GmbH also offers frozen tray-baked cakes, which are very popular with consumers, for retailers’ own brands. Increasingly, however, bread specialities are also baked in Aerzen in order to reduce dependence on “entry-level price breads”.

Since 2018, the company’s own milling technology has also been commissioned in Aerzen, as planned. Mestemacher and Modersohn have already been working with their own mills for storing, cleaning, conveying and grinding bread rye for a long time. In Aerzen, too, the milled rye is now produced specifically for the company’s own operations and enters production just-in-time. This means that all locations

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of the Mestemacher Group are now not only special bakeries, but milling plants, too.

In 2022, amounting to a total of 11.6 million euros, we approved the highest investment ever made since the takeover of Aerzener Brot und Kuchen GmbH. The investment is split into 6.7 million for the extension of the dispatch hall with offices, break room areas and similar facilities, as well as a workshop. The remaining 4.9 million euros will be used, in particular, to automate and rationalise the production processes of the three product portfolios: wholemeal bread, frozen cakes and crispbreads.

The new building will provide modernised workplaces, break and recreation rooms, as well as changing rooms and washrooms. Charging stations for hybrid and electric cars will also be installed here. A photovoltaic system is also being set up in Aerzen. Thanks to a modern workshop, more work can now be done in-house, thereby saving money on external service costs.

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Measures for sustainability and the environment:

- and own milling operation for just-in-time production.
- climate and energy
 - Combined heat and power plant since 2015
 - Energy efficiency measures
 - TÜV-certified green electricity (TÜV = German Association for Technical Inspection)
 - Charging points for electric cars
 - Photovoltaic system on the break time area and non production-related wing of the new building (second construction phase)
 - Carbon footprint preparations are currently underway
 - Reduction targets according to the Science Based Targets initiative (SBTi) are in planning
- additional examples of improving sustainability
 - FSC®-certified cardboard packaging
 - Use of recyclable films

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Modersohn's Mühlen- und Backbetrieb GmbH (Lippstadt)

Modersohn's Mühlen- und Backbetrieb GmbH was founded in 1876. The subsidiary, which is based in Lippstadt, specialises in the production of tinned bread with an expiry date of more than 360 days, original WESTFÄLISCHE pumpernickel bread and regional WESTFÄLISCHE wholemeal bread specialities. The tinned breads are especially preferred as provisions for holiday trips and expeditions, as the sliced pumpernickel and wholemeal breads remain fresh for consumption for at least 12 months when stored unopened. The reusable bread tins are excellently suited for storage purposes.

In 2023/2024, the owner families invest more than 7.2 million euros in an extension. With a net floor area of almost 3,000 square metres, the extension consists of office space, break time rooms, training rooms, a dispatch area, with 2 loading ramps, and optimised storage areas. Charging

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points for electromobility will also be installed here. The roof surfaces are structurally designed for the installation of a PV system. Heat pumps are used to heat the offices. The hall is heated using the existing boiler system; waste heat from existing production processes is taken into account when determining the heat requirement.

New Mestemacher Group logistics centre

In the second half of 2023, the 150-year-old Gütersloh-based industrial bakery Mestemacher began centralising the complex logistics processes of the family-owned bakery Group. To this end, the Hagedorn Group leased a 9,000 square metre hall on the Gustav-Winkler-Straße industrial estate in Bielefeld-Hillegossen on a long-term, sustainable basis for the family bakery Group.

The rental property is built in an environmentally friendly way. A photovoltaic system will be installed on the roof. The hall is heated by an air-to-air heat pump. The office and

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social areas are modern and create a pleasant working atmosphere.

The modern logistics centre centralises the warehouses of the Mestemacher Group's subsidiaries, which were previously distributed across several locations in East Westphalia-Lippe and Lower Saxony.

Growth forecast in the addressed market

The Mestemacher Group has a leading supplier and sales position in a highly attractive and resilient niche market for healthy and environmentally conscious breads and bread specialities, which is supported by ongoing trends.

The most important market trends are:

- healthy lifestyle
Growing health concerns and costs are driving demand for foods that are high in protein, fibre and valuable omega-3 fatty acids.

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- more convenience
Consumers under time pressure are looking for convenient products with new packaging, for a longer shelf life.
- Regionality / sustainability
Consumer awareness of the importance of product provenance is increased.

The Mestemacher Group strategically combines a robust flagship brand, Mestemacher, with a well-established private label business that has access to diverse customer groups via all major food retailers and discounters.

Superior quality, thanks to a deeply-integrated production process

Each production facility has its own mill and is equipped with state-of-the-art machinery to combine outstanding quality with maximum production efficiency.

International presence in more than 80 countries worldwide

The Mestemacher Group has a long-standing and growing export business with a share that exceeds that of its

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German competitors by fast, as the products are characterised by a naturally long shelf life, when stored unopened.

The key export products are self-service packaged WESTFÄLISCHE pumpernickel breads, wholemeal rye breads in organic and conventional quality, high-protein breads and toast rolls, oilseed breads and toast rolls in organic and conventional quality, international bread specialities and crispbreads in organic and conventional quality.

Clear growth strategy, based on a solid business model geared towards future growth

The Mestemacher Group's crisis-proof business model is reflected in its impressive sales growth. Mestemacher has proactively addressed key market trends such as health, customer benefit optimisation, sustainability and regionality, demonstrating its commitment to keeping pace with changing consumer preferences. The company maintains high quality standards for bread, frozen cakes and

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crispbread, supported by customer-orientated marketing and a commitment to sustainability. Strategically, the Group is adapting to global health trends and promoting international growth.

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