



## Background information

### **The Oetker Group**

([www.oetker-group.com](http://www.oetker-group.com))

With about 25,600 employees and turnover of more than 9.4 billion euros, the Oetker Group ranks among the major European family enterprises. Broad diversification in six business fields encompassing more than 400 firms characterises a globally operating company that has charted a constant upward course in the well over 100 years of its existence.

The Food Division, with sales totalling of more than 2.3 billion euros, embraces production and distribution companies operating mainly in Western and Eastern Europe, but also overseas, and carrying branded food under the overall management of the parent company Dr. Oetker GmbH. These include primarily Dr. Oetker brand products in the ambient food, frozen food and fresh food segments. Country-specific recipes as well as ranges designed for an international market constitute key factors in their success. In addition to the retail business, the division also includes food companies like Dr. Oetker Food-Service, Martin Braun Group and FrischeParadies Group whose products are intended for bulk consumers.

Recording turnover of more than 1.6 billion euros, the Beer and Non-Alcoholic Beverages Division is steered by the Radeberger Group and encompasses numerous brands. Radeberger – Germany’s first beer to be brewed in the Pilsen style – and Jever rank among the major national premium beers in Germany. Such beer specialities as Schöfferhofer Weizen and regional beers, among them Binding or Berliner Kindl, augment the national brands of the Radeberger Group. In addition, there is one of the best-known mineral water brands: Selters, whose name has become an established generic term.

In the Sparkling Wine, Wine and Spirits Division, which achieves turnover of more than 640 million euros, the parent company is Henkell & Co., whose brands are to be found in all segments of the sparkling wine market. The premium sector is occupied above all by the brands Fürst von

Metternich and Adam Henkell. Henkell Trocken plays a leading role in the traditional segment, Söhnlein Brillant is doing so in the mid-priced section. Rüttgers Club supplies the need in the popular brand segment. In addition, there are regional brands and a broad variety of sparkling wine specialities. JWG Johannisberger Weinvertrieb is based in the world's oldest Riesling vineyard, the celebrated Schloss Johannisberg, where the first late vintage arised in 1775. With Wodka Gorbatschow, the company is the vodka market leader in Germany.

The Shipping Division - the biggest division in the Oetker Group - comprises above all the long-established shipping group Hamburg Süd as well as the Brazil-based shipping company Aliança, and achieves sales of more than Euro 4.4 billion (2010). The fleet operated by the Hamburg Süd Group comprised a total of 169 vessels, 40 of them Group owned. With 56 tramp vessels and 113 liner ships the shipping group occupies a top position among the private shipping companies in Germany. The container shipping operations focus on the liner services between the coasts of South America and Europe, North America, Asia, as well as Australia. As a modern logistics enterprise, Hamburg Süd organises cargo shipments along the entire transport pipeline. An additional area of activity is the tramp shipping which operates worldwide.

The Division Other Interests achieves turnover of about 430 million euros. Among other things it includes the Chemische Fabrik Budenheim, which specialises in phosphate-based products. Four luxury hotels, summarised in the Oetker Collection and located in Germany and France, as well as the publishing arm, Dr. Oetker Verlag, are also assigned to this division.

The Banking Division is represented by Bankhaus Lampe and its subsidiaries. Bankhaus Lampe is one of the leading private banks in Germany, with consolidated balance sheet total of Euro 3.1 billion and almost 600 employees. Due to the shareholder background, the Bank`s staff see themselves as entrepreneurially thinking and acting partners to mid-sized companies, wealthy private clients and institutional investors.

For the Oetker Group, long-term economic success and the sustainability of the company are the relevant yardsticks. The owner family exerts considerable influence on the strategy and corporate policy of the Oetker Group. It established the principle of its entrepreneurial engagement with the words: "The interests of the company have priority over those of the family".

This commitment is the basis for a continuous development of the company, since it enables the Oetker Group to combine sustainably sound profitability with a high earnings retention rate. The management structure ensures that close to the market decisions geared to the needs of the respective lines of business are taken locally and resources simultaneously pooled centrally.

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