

Another good year for the Eckes-Granini Group:

Solid volume, turnover and earnings growth

Turnover 852 million EUR (+ 3.0%) / Volume sales 1,061 million litres (+ 2.5%) / EBIT 64.8 million EUR (+ 11.7%) / Strategic partnerships expanded / Substantially higher raw material prices / Successful completion of “Vision 2010” / On course for the future with “Strategy 2015”

Nieder-Olm, 17 May 2011. The Eckes-Granini Group GmbH, the international corporate group specialized in non-alcoholic fruit beverages under the umbrella of Eckes AG, closed business year 2010 (ending 31 December) with solid gains in both volume sales and turnover. “In spite of the persistently difficult economic situation in several European countries, we achieved profitable growth and respectable earnings once again last year,” notes Thomas Hinderer, CEO and Chairman of the Executive Board.

Volume and turnover gains – market share growth

The Eckes-Granini Group increased its value-based market share of the slightly declining overall fruit beverage market to 12.9% (2009: 12.2%), thereby strengthening its position as one of the leading fruit juice producers in Europe. This advance was achieved primarily through organic growth. Key contributing factors included consistent brand management, long-term brand investments and successful launches of new, innovative products.

Total turnover for the Eckes-Granini Group rose by 3.0% to 852 million EUR during the past business year (2009: 827 million EUR). Revenue from the core fruit beverage business (excluding bottled water distribution in Hungary) amounted to 831 million EUR (2009: 802 million EUR), a gain of 3.7%.



Among the largest contributors to total Group* turnover were Germany (42%) and France (19%) as well as Finland (8%), Spain (7%) and Hungary (6%).

	Volume Sales (Mio L)			Net turnover (Mio €)		
	2009	2010	Diff.	2009	2010	Diff.
Total *	1.034	1.061	2,5%	827	852	3,0%
Distribution Business	126	121	-4,2%	26	21	-18,9%
Fruit Beverages	908	939	3,5%	802	831	3,7%

* inclusive Licences

Total volume sales also grew by 2.5% to 1,061 million litres (2009: 1,034 million litres). Volume sales of fruit beverages (excluding bottled water distribution in Hungary) rose to 939 million litres (2009: 908 million litres), an increase of 3.5% over 2009. Strategic brands recorded especially strong growth. In addition to the international premium brand granini, the leading contributors were hohes C (Germany, Austria, Switzerland, Hungary), Joker (France), Marli (Finland) and YO Syrup (Austria, Germany, Hungary, Export).

Continued earnings growth

The Eckes-Granini recorded an 11.7% gain in earnings to 64.8 million EUR in the past business year. "Thus we made further gains in both the value and attractiveness of our enterprise," says Hinderer. Yet he also pointed out that 2010 was a successful year in other ways as well. Aside from its financial success, important steps were taken to strengthen the Group's position in future. The new shareholder structure of the financial holding company, with Harald Eckes-Chantré and his sister Heidrun Eckes-Chantré as majority shareholders, as well as changes in the composition of the Supervisory Board are unmistakable evidence of the resolve to meet present and future challenges as an independent family enterprise.



* Relative contributions of countries to the total turnover 2010, rounded figures
Base: core business (fruit beverages)

“Vision 2010” completed with success.

Plotting the course to the year 2015

“Vision 2010”, the five-year plan for the Eckes-Granini Group defined in 2005, was successfully completed last year. Over the past five years the Group has succeeded in significantly improving its profitability and attractiveness to both consumers and the beverage trade. “Today, we are a 100% juice supplier positioned on a strong foundation and with a clear focus on our brand business,” explains Thomas Hinderer. New impulses to further international business expansion were also generated by market entries in Romania, Lithuania, Sweden and most recently in the Czech Republic and Turkey.

A new five-year plan was adopted as an extension of “Vision 2010” last year. The new plan also calls for continued sustained, profitable growth. The goal is to increase the Group’s shares of existing markets through sales of its strong brands. In order to accelerate the process of international expansion, the new Group Business Development Unit will be looking for new strategic partners – both within and beyond the borders of Europe – as a means of exploiting the strong potential of the international granini brand shares even more effectively in future. “We want to strengthen existing partnerships and make them more dynamic. Targeted acquisitions of new brands that fit with our portfolio and our corporate culture are an integral part of our five-year plan,” notes Hinderer.

The most recent examples of strategic expansion were the Group’s entries into the Czech and Turkish markets in 2010. In cooperation with KMV (Karlovarské Minerální Vody), the Czech market leader in the mineral water segment, Eckes-Granini is now marketing the international fruit juice brand granini and YO premium syrup in the Czech Republic and Slovakia. In Turkey, the Group founded a joint venture with Yıldız Holding, the leading supplier in the Turkish consumer goods market (FMCG). Each partner holds 50% interest



in the new organization. The primary goals of this cooperative undertaking are to develop the premium brands of both companies and to expand distribution in both the retail trade and the out-of-home sector.

Outlook: Continued success despite difficult market conditions

All market players found themselves confronted to rapidly rising raw material prices during the past business year. “We are now paying record prices for orange juice concentrate, and they are likely to remain high for the next few years,” predicts Hinderer. The fundamental shift in the purchasing market for orange juice concentrate is the product of long-term structural changes. This trend has been driven by such factors as the strength of the Brazilian currency and the resulting rise in fruit prices, the loss of roughly one-third of Florida’s orange groves (after the hurricane of 2005) and supplier concentration in Brazil, which has left only three suppliers in the market. “We are confident that we will continue to pursue the successful course set during the past several years, thanks to the progressive development of our strong brands and our independent business model,” says Thomas Hinderer. “Our expressed goal for business year 2011 is to create a solid foundation from which to meet the challenges and objectives of the years to come.”



The Eckes-Granini Group GmbH is the international corporate group specialized in non-alcoholic fruit beverages under the umbrella of Eckes AG (financial holding company). With the international premium brand granini as well as such strong local brands as Brämhults, Elmenhorster, hohes C, Joker, Marli, SIÓ and YO Syrup, the Group holds a leading position in the European fruit beverage market. Eckes-Granini is currently represented by 15 national organizations in Austria, Denmark, Estonia, Finland, France, Germany, Hungary, Latvia, Lithuania, Norway, Romania, Spain, Sweden, Switzerland and Turkey, and employs a staff of roughly 1550. Eckes-Granini markets its products – fruit juices, nectars, spritzers and syrups – through the retail food and out-of-home trade in over 70 countries.

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