

A year of transformation: Eckes-Granini looks back on a solid financial year 2021 and continues to drive growth ambitions forward

Nieder-Olm, April 6, 2022: The past business year was a year of contrasts for the Eckes-Granini Group GmbH. The second pandemic year and customer conflicts in the food retail sector once again presented the company with challenges, while 2021 also marked the start of the largest transformation in the company's history. Sales revenue decreased moderately from 873 million euros in fiscal 2020 to 856 million euros (-1.9%), while sales volumes also declined, falling by 38 million litres to 805 million litres (-4.5%). Germany and France were particularly affected by the decline in sales volumes. Here, differing views on price adjustments led in part to the discontinuation of supply relationships with partners in the food retail sector. As a result, Eckes-Granini posted EBIT of 57.2 million euros (previous year: 71.0 million euros). The decline of 13.8 million euros is attributable to the effects of the pandemic, customer conflicts in the food retail sector and significantly higher costs for raw and packaging materials compared to the previous year. Tim Berger, CEO of Eckes-Granini Group GmbH, looks back on the business year as follows: "Despite considerable challenges posed by corona, lower sales volumes and massive cost inflation, we succeeded in gaining market share - especially in the Nordic and Baltic countries - and strengthening our position during the past business year. Overall, our sales grew in nine out of ten countries. We also performed well in our international business in European countries and outside Europe."

Eckes-Granini remains market leader

While the market for fruit juices, nectars and fruit beverages (FJND) was still able to benefit from food stockpiling in 2020, it declined in both value (-2.1 %) and volume (-4.3 %) in the second pandemic year. In particular, there was less demand for ambient, non-refrigerated fruit drinks sold via retailers. Accordingly, the 2021 segment recorded a decline of 3.7 % in sales and 5.2 % in volume sales, thus performing somewhat weaker than the market as a whole. In this generally weaker market environment, Eckes-Granini recorded a 0.7 % decline in market share in terms of value (market share 12.2 %) and a 0.8 % decline in volume (market share



11.3 %). The good news is that brands continue to gain market share. The e-commerce segment also continues to grow strongly but is not included in these figures. Eckes-Granini was able to make significant gains here, growing by +35 %.

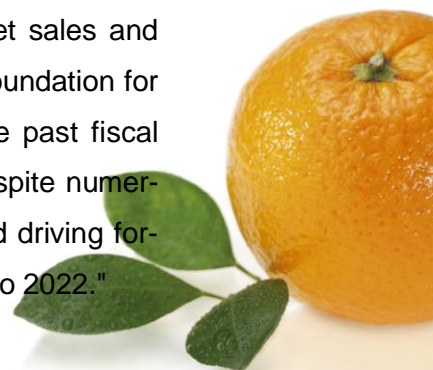
Full focus on innovation, digitization, and sustainability

In the area of product innovations, the company got off to a flying start with the market launch of *hohes C* Super Shots in Germany and *Joker* Shots in France. The popular *hohes C* Super Shots are currently leading the two-digit growth of the shot category in Germany (+31.1 %). Since the past business year, the Eckes-Granini Group has also been investing heavily in new distribution channels and cooperative ventures, and growth and the acquisition of new customers in e-commerce are developing particularly promisingly.

The Eckes-Granini Group also scored points in sustainability in 2021. With the publication of the first Group-wide sustainability report and the implementation of numerous measures, Eckes-Granini took important steps toward a more sustainable orientation of its business activities last year. To reduce emissions in line with the latest climate science criteria and achieve its ambitious targets, Eckes-Granini has been working with the independent Science Based Targets initiative (SBTi) since 2021.

Successfully heading for the future with a strong growth strategy

2021 marked the launch of the Eckes-Granini Group's Strategy 2025 and thus the largest transformation in the company's history. "The transformation in the FJND market will continue and requires new ways of thinking and working - also from us as 'category thought leaders'," says Tim Berger. "At the same time, our goals are clearly defined: In 2025, we want to generate one billion euros in net sales and achieve a market share of 15 % in Europe. We successfully laid the foundation for these ambitious goals in 2021 and are now building on them. In the past fiscal year, we succeeded in maintaining our market leadership position despite numerous challenges and a difficult market environment, growing locally and driving forward key innovations. We have thus made a solid and motivated start to 2022."



You can find further information and download the business report at:

<https://www.eckes-granini.com/en/company/business-report/>

About the Eckes-Granini Group:

Eckes-Granini is the leading supplier of fruit juices and fruit beverages in Euro-pa. For the independent family-owned company headquartered in Nieder-Olm, Germany (Rhineland-Palatinate), the focus is on committed and competent employees, strong brands in the areas of juices, fruit beverages and smoothies, and a long-term strategic orientation with sustainable value creation. Today, Eckes-Granini operates mainly in Europe with its own national companies and strategic partners and generates annual sales of 856 million euros with a total of 1697 employees. The company's foundation is formed by the internationally renowned premium brands *granini* and *Pago* together with strong national and regional brands for juices such as *hohes C*, *Joker* and *God Morgon*. Consumers in 80 countries worldwide and especially in Europe know and appreciate our fruit juices and the variety of fruit drinks.

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