

## **Eckes-Granini acquires minority interest in true fruits**

Nieder-Olm, 5 April 2018. The Eckes-Granini Group GmbH, the leading supplier of non-alcoholic fruit beverages in the European market, has acquired 35% interest in true fruits GmbH, based in Bonn.

With net sales of EUR 43 million (2017), the start-up company is among the leading suppliers of chilled fruit beverages in Germany. The chilled segment is still one of the fastest-growing segments in the beverage market today.

Thomas Hinderer, Chairman and CEO of the Eckes-Granini Group, offered the following remarks on the acquisition: "We have the greatest respect for the impressive results achieved by the three strong business leaders over the past twelve years. The founders will continue to independently manage the affairs of the company in future. Our acquisition enables us to participate in the continuous success of true fruits in this growing market."

true fruits will continue to operate as an independent, autonomous player in the market. The company's founders and executive managers, Marco Knauf, Inga Koster and Nicolas Lecloux, will retain full strategic and operational control of the firm; no organizational changes are planned. The newly acquired interest will be administered by the Eckes-Granini Beteiligungsverwaltung GmbH. Approval of the transaction by the responsible antitrust authorities is pending.

The Eckes-Granini Group GmbH is an international corporate group specialized in non-alcoholic fruit beverages under the umbrella of Eckes AG. With the international premium brands granini and Pago as well as strong regional and local brands, including Brämhults, Elmenhorster, hohes C, Joker, Marli, Rynkeby, God Morgon, SIÓ and YO Syrup, the Group holds the leading position in the European fruit-beverage market. The Eckes-Granini Group is represented (by its own subsidiaries in some cases) in Austria, Belgium, Denmark, Finland, France, Germany, Hungary, Italy, Lithuania, Romania and Bulgaria,



Spain, Sweden, Switzerland and the Czech and Slovak Republics. The Group currently employs 1,750 people.

Eckes-Granini markets its products in the retail food trade and the out-of-home sector in 80 countries world-wide.

Consulting support for the transaction was provided to Eckes-Granini by the following firms:

- Reed Smith LLP/Frankfurt, with regard to legal aspects
- Mainfels GmbH/Frankfurt, with regard to business aspects
- The business auditing firm of Deloitte GmbH/Frankfurt, with respect to due diligence.

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