

Cloetta



CHEWITS



Läkerol
PASTILLES

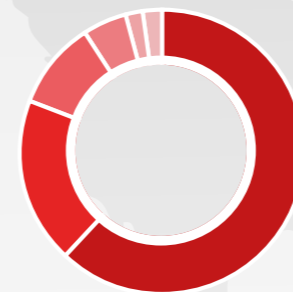
THIS IS CLOETTA

Cloetta, founded in 1862, is a leading confectionery company in the Nordic region and The Netherlands. Cloetta is manufacturing and marketing confectionery, chocolate products, pastilles, chewing gum and pick & mix concepts. In total, Cloetta products are sold in more than 60 markets worldwide.

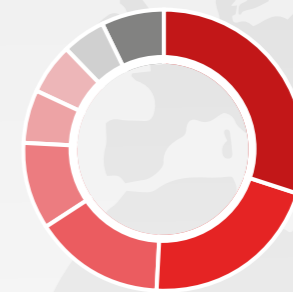


CLOETTA'S MAIN MARKETS

Cloetta's net sales*



- 62% Candy
- 19% Chocolate
- 10% Pastilles
- 5% Chewing gum
- 2% Nuts
- 2% Other



- 30% Sweden
- 21% Finland
- 15% The Netherlands
- 10% Denmark
- 7% International Markets
- 6% Germany
- 6% Norway
- 5% The UK

Categories



CANDY



CHOCOLATE



CHEWING GUM



PICK & MIX



PASTILLES

*Source: Cloetta Annual and Sustainability Report 2023

OUR MISSION

We believe in...









... for our employees, suppliers, customers and consumers.

CLOETTA'S STRATEGIC STRENGTHS

- Strong leading local brands supported by consumer loyalty.
- Core markets in stable Northern Europe.
- Innovative product and packaging development through continuous monitoring of market trends.
- We continue to drive efficiency activities throughout the entire value chain, including through the investment in a new greenfield facility.

Strong presence in Northern Europe due to leading local brand portfolio

Market	Category position				
	Candy	Pastilles	Chocolate	Chewing gum	Pick & mix
	1	1	2	-	1
	2	1	3	1	1
	2	3	5	-	1
	2	1	-	-	1
	1	-	-	2	-
	-	-	-	-	1

Source: Cloetta Annual and Sustainability Report 2023

A SWEETER FUTURE



FOR YOU

37% VEGAN ASSORTMENT IN of our candy portfolio.

50% of moulded candy volume is gelatine free.

Aim to increase plant-based confectionery portfolio with **300%** by 2030 vs 2019.

VEGAN

90% **NON-ARTIFICIAL** colours and flavours in our candy and pastilles.

10% **SUGAR-FREE** and less sugar products in our portfolio.

FOR PEOPLE

RESPONSIBLE MARKETING No marketing directed to children under the age of 18.

Treat candy as a treat
1 portion = 25g = 9 pieces

PORTION COMMUNICATION information on candy bags to be rolled out **2024-2026** ensuring transparent communication.

350 000+ WOMEN EMPOWERED
Through Cloetta's collaboration with AAK to promote sustainable shea butter.

We strive towards **ZERO** work-related accidents.

PARTNERSHIPS to improve living conditions in our supply chain.

FOR THE PLANET

APPROVED SCIENCE-BASED TARGETS to achieve 46% CO₂ reduction by 2030.

SCIENCE BASED TARGETS

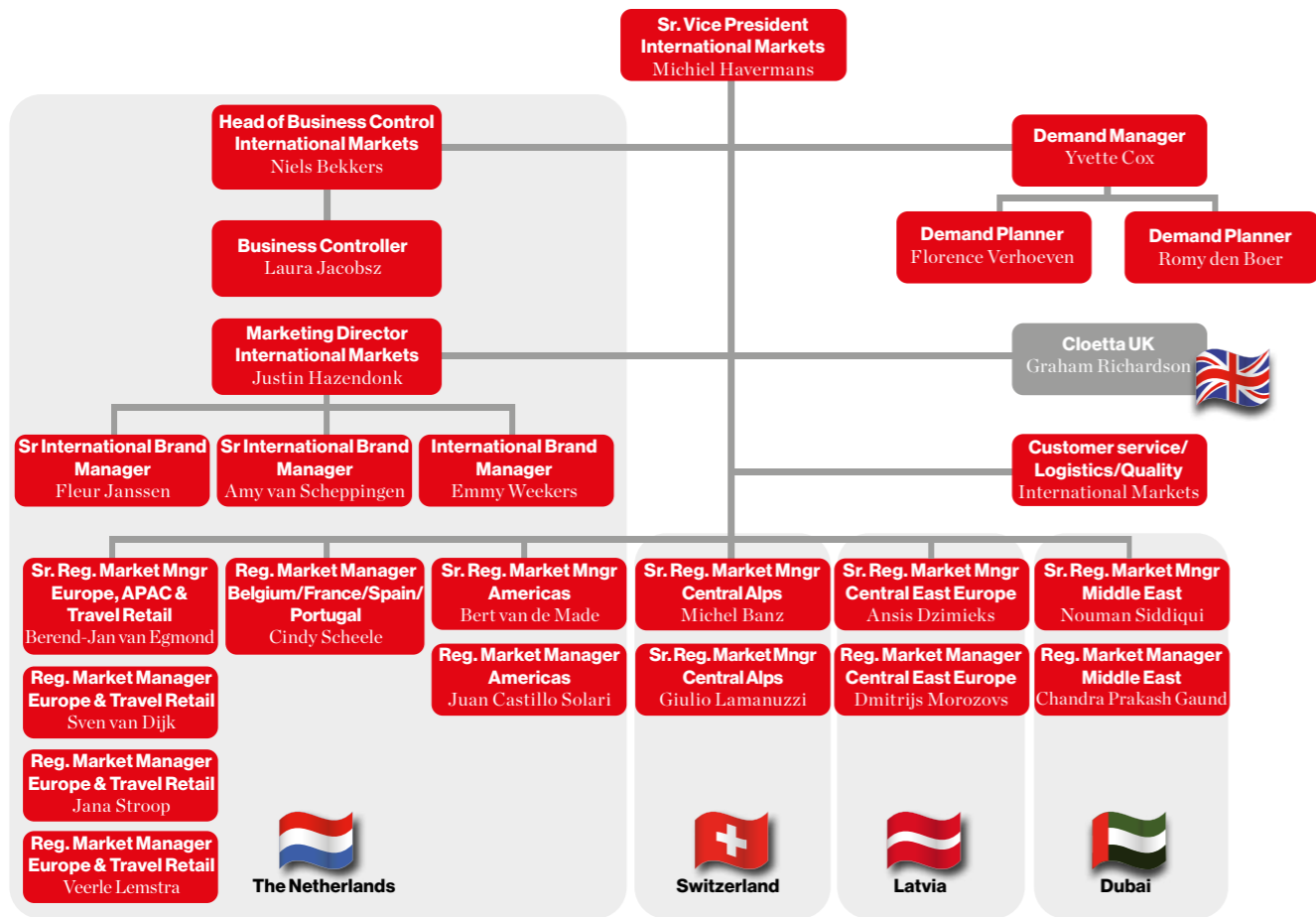
First major candy plant in Europe powered by **100% RENEWABLE ELECTRICITY**.

100% RECYCLABLE PACKAGING by 2025.

100% Packaging from RENEWABLE SOURCES or recycled materials by 2030.

100% **RSPO** Segregated Certified palm oil and rainforest alliance certification.

CLOETTA INTERNATIONAL MARKETS TEAM



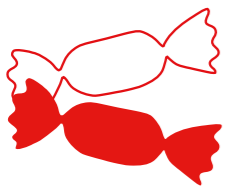
OUR GLOBAL BRANDS

35 brands in our portfolio: both international and national brands heroes!



GLOBAL BRANDS

5 focus brands in 3 segments for International Markets



CANDY



CHOCOLATE



PASTILLES



CHEWITS



Läkerol
PASTILLES



GLOBAL BRANDS



HAIGH!

This is The Jelly Bean Factory.

Born in 1998 in Ireland and with that one of Cloetta's youngest brands. TJBF's pay off **"Yes. That's Flavour"** promises to deliver the best and most unique flavours in the category in a very positive way.

With a range of 36 flavours there's always a favourite flavour for everyone.

As one of the newest kids on the block, TJBF is completely 'on trend' on all high demands of the younger generations and not only because of its sustainable packaging.

There are more FLAVOURS to explore!

TOP-10 DOMESTIC MARKETS THE JELLY BEAN FACTORY



NATURALLY
COLOURED &
GLUTEN FREE

Natural
Flavours
& GELATINE FREE



GRAB & GO



BAG

36 MIX

Weight CU: 113g
Article no: 1005284CA



BAG

9 SOUR MIX

Weight CU: 113g
Article no:



BOX

36 MIX

Weight CU: 75g
Article no: 1007247CA
Also available in Fruit mix



SNACK & SHARE



POT

36 MIX

Weight CU: 80g
Article no: 1012168J



TUBE

36 MIX

Weight CU: 90g
Article no: 1015384
Also available in Sour mix
and Fruit Mix



CUP

36 MIX

Weight CU: 200g
Article no: 1007283CA
Also available in Fruit mix



SHARING BAG

36 HUGE FLAVOURS

Weight CU: 290g
Article no: 1013337CA



GIFTING



POP-A-BEAN

36 HUGE FLAVOURS

Weight CU: 100g
Article no: 1007759CB



ATRIUM BOX

36 HUGE FLAVOURS

Weight CU: 225g
Article no: 1005157CA
Also available in Fruit mix



JAR

36 HUGE FLAVOURS

Weight CU: 700g
Article no: 1005162CA



THERE ARE
MORE FLAVOURS
TO EXPLORE!



**MAKES LIFE
MORE
COLOURFUL**



HALLO!

THIS IS RED BAND.

Born in 1928 in the Netherlands, a year after its brother Malaco in Sweden. As the Malaco brand name does not suit all markets, we use Red Band for all our international enterprises.

Red Band's pay off "**Makes Life More Colourful**" promises to make every sweet moment together with friends and family even more joyful!

With a wide range of colourful products and packaging, unique textures, flavours and iconic shapes in every kind of pack format. It's true, Red Band has a colourful favourite for everyone. Even in its smallest form.

There are more COLOURS to explore!

TOP-10 DOMESTIC MARKETS RED BAND





SNACK BAGS



SWEET STRAWBERRIES

Weight CU: 100g
Article no: 1013002



SWEDISH FISH

Weight CU: 100g
Article no: 1013502



STRAWBERRY LACES

Weight CU: 100g
Article no: 1000139C



SOUR APPLE

Weight CU: 100g
Article no: 1015166



SNACK BAGS



SUPER SOUR BEARS

Weight CU: 100g
Article no: 1003590B



SOUR STARFISH

Weight CU: 90g



SOUR FIZZ

Weight CU: 100g
Article no: 1003537B



SOUR TONGUES

Weight CU: 200g
Article no: 1008206

SOUR TONGUES

Weight CU: 300g
Article no: 1008244B



SNACK BAGS



FIZZY BUBBLEPOP

Weight CU: 100g
Article no: 1011455A



SOUR MUSHROOMS

Weight CU: 100g
Article no: 1005219A



SWEET MUSHROOMS

Weight CU: 100g
Article no: 1000118B



TRULY PARTY ANIMALS

Weight CU: 110g
Article no: 1003538A



SHARING BAGS



CHEWY BITES

STRAWBERRY
Weight CU: 115g

CHEWY BITES

BLUE RASPBERRY
Weight CU: 115g

CHEWY BITES

SOUR APPLE
Weight CU: 115g



DUO GUMMIES

SWEET & FRUITY
Weight CU: 215g

DUO GUMMIES

SWEET & SOUR
Weight CU: 215g

WORK IN PROGRESS



Tutti Frutti



Tutti Frutti

For our younger consumers we created a 15g portion sized carton box with fun shaped little candies in multiple colours and flavours.



Singles at checkout

Multipack on shelf



TOP-10 DOMESTIC MARKETS TUTTI FRUTTI



Tutti
Frutti

BOXES & SNACK BAGS



ORIGINAL

Weight CU: 15g
Article no: 1012031

HEARTS

Weight CU: 15g
Article no: 1012032



BEARS

Weight CU: 15g
Article no: 1013347

COLA

Weight CU: 15g
Article no: 1013348



FRUIT FLAVOUR

Weight CU: 100g
Article no: 1015230



COLA FLAVOUR

Weight CU: 100g
Article no: 1018445

THERE ARE MORE
COLOURS TO EXPLORE





CHEWITS®

HELLO!

THIS IS CHEWITS.

Also known through Chewie, UK's favourite Chewitosaurus and famous from the TV commercials from the 80s and 90s. Born in 1965 as one of the first chewy sweets in the United Kingdom. Due to this strong heritage, Chewits today is still the #1 chew in stick pack format in the UK.

Chewits' pay off "**Chewz the Chew**" triggers people to choose the unique chewy texture of Chewits and the fruity and sour flavours available within the range.

With Chewits Bites, Chewits is offering a whole new chewy experience in a round shape with either a liquid or a sour center. Chewtastic!

There are more TEXTURES to explore!

TOP-10 DOMESTIC MARKETS CHEWITS



CHEWITS[®] REGULAR STICKS



STRAWBERRY

Weight CU: 30g
Article no: 1001893C

FRUIT SALAD

Weight CU: 30g
Article no: 1001895C

CHERRY

Weight CU: 30g
Article no: 1014714A

BLUE RASPBERRY

Weight CU: 30g
Article no: 1014715A

COLA

Weight CU: 30g
Article no: 1001789C

CHEWITS[®] XTREME STICKS



SOUR APPLE

Weight CU: 34g
Article no: 1001785C

SOUR CHERRY

Weight CU: 34g
Article no: 1014716A

CHEWITS®



STRAWBERRY

Weight CU: 115g
Article no: 1017993



BLUE RASPBERRY

Weight CU: 115g
Article no: 1017992



APPLE

Weight CU: 115g
Article no: 1017994



SWEET MIX

Weight CU: 125g
Article no: 1018215



SOUR MIX

Weight CU: 125g
Article no: 1018216

**THERE ARE
MORE TEXTURES
TO EXPLORE!**



HEJ!

THIS IS CLOETTA.

Born in 1862 in Copenhagen. Named after the Swiss brothers that brought the art of chocolate making to Scandinavia.

Cloetta's pay off "**Choose right, Choose Cloetta**" promises a variety of choices to meet everybody's chocolate needs. With multiple sub-brands and products under the Cloetta brand umbrella, we offer chocolate for everyone. Kexchoklad turned out to have great international potential.

Being famous for its crispiness and being light on the stomach. With a brand name which means "a biscuit with chocolate" it is very straightforward and easy for consumers to understand and remember.

There are more BRANDS & SHAPES to explore!

TOP-10 DOMESTIC MARKETS KEX





BARS & SHARING BAG



KEX SHARING BAG

Weight CU: 156g
Article no: 1001308



KEX ORIGINAL

Weight CU: 60g
Article no: 1013205



KEX ORIGINAL

Weight CU: 25g
Article no: 1001310

THERE ARE MORE BRANDS AND SHAPES TO EXPLORE!



Läkerol®

PASTILLES

HALLÅ!

THIS IS LÄKEROL.

Born in 1909 in Sweden and an international superstar since 1939. Läkerol was created by the famous Alfred Ahlgren who was able to turn a cough medicine into a pastille.

Läkerol's pay off "**Makes People Talk**" promises to deliver a product that soothes your throat, makes you feel confident and stimulates social interaction. And that promise has always been kept.

Perfect for on the go, at home or work, it's discrete and permissible and can be enjoyed whenever you feel like a long lasting fruity pastille.

There are more REFRESHING FLAVOURS to explore!

TOP-10 DOMESTIC MARKETS LÄKEROL





STRAWBERRY

Weight CU: 27g
Article no: 1011439B



CASSIS

Weight CU: 27g
Article no: 1011522A



EUCALYPTUS

Weight CU: 27g
Article no: 1011377A



LEMON

Weight CU: 27g
Article no: 1011442B



STRAWBERRY

Weight CU: 25g
Article no: 1017470



CASSIS

Weight CU: 25g
Article no: 1004006



EUCALYPTUS

Weight CU: 25g
Article no: 1004008



LEMON

Weight CU: 25g
Article no: 1014507



**THERE ARE MORE REFRESHING
FLAVOURS TO EXPLORE!**



NATIONAL BRANDS

AHLGREN'S
bilar



TUPLA



Polly



Lonka
SINCE 1928



VENCO



Mynthon



xylitol
JENKKI



KING



SPORTLIFE



Bentasil



XyliFresh



Cloetta

There's more to explore!