

Press release

Monday, November 28th 2016

Bahlsen Group launches new Corporate Website

- Information hub for all relevant target groups
- Modern design and inspiring content

Intuitive user guidance, emotional address and all important figures at a glance: The Bahlsen Group has completely revised its website and, starting immediately, presents its new look.

Bahlsen's new website not only presents a brand-new design to its users, but also a multitude of new and revised content. The revision of the web presentation offers its users completely new access to the Bahlsen Group and its products. Thereby, all relevant target groups (consumers, business partners, employees, potential applicants, as well as NGOs and the media) now share one important point of web access.

Visitors to the www.bahlsengroup.com site will find all the important figures and information about the Bahlsen Group, a magazine area, which offers users current insights into the company, a download area for important documents and images, an archive for press statements, and a collection of FAQs. The latter offer answers to questions repeatedly asked by clients and partners. An informative area about career opportunities, including international job offers, rounds off the web presentation.

User guidance is intuitive; navigation is arranged in tiles. With each click, the users are offered a selection of content that could be of interest to them. Between the content, Bahlsen employees and their stories or quotes are shown. The website background changes per occasion and season and is a special visual gimmick, "We do not want a stark company website, we want to inspire our visitors with our content," says Janina von Jhering, Corporate Communications Manager of the Bahlsen Group. "At the same time, we are showing how important the employees are for Bahlsen, and how diverse and rich their jobs are."

The new Bahlsen website is completely responsive, and a German and an international version will go on air simultaneously. Roll-out of the website for further countries, in which Bahlsen possess business units, is still in planning. In 2017, Poland, as the second largest business unit of the Bahlsen Group, will follow first. The Berlin-based agency MOTOR Kommunikation GmbH is responsible for the design and technical support of our new web presentation.

Corporate Communications

Christian Bahlmann
Head of Corporate Communications

Janina von Jhering
Corporate Communications Manager

T +49 (0)511 960 2627
F +49 (0)511 960 2442
Presse@bahlsen.com
www.bahlsengroup.com

Bahlsen GmbH & Co. KG
Podbielskistraße 11
30163 Hanover
Germany



About the Bahlsen Group

The German family-based enterprise, Bahlsen, is an international sweet biscuit manufacturer. In Germany, Bahlsen is the most successful manufacturer in this market and, with the brands BAHLSEN and LEIBNIZ, it is the market leader. Also, throughout Europe, Bahlsen is one of the most successful sweet biscuit enterprises. Its roots reach back to 1889, when Hermann Bahlsen founded the 'Hannoversche Cakes-Fabrik H. Bahlsen'. Today, more than 125 years later, Bahlsen, with its biscuits, waffles, chocolate bars and cakes, operates internationally, employing 2,600 people with a turnover of 535 million Euros in 2015. Each year, Bahlsen produces more than 137,200 tons of sweet baked goods at its six sites in Germany and Poland, supplying over 55 countries.