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**Press release**

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**Bahlsen concretizes plans for strategic realignment**

Hanover. Bahlsen today presented further details on the strategic realignment for the coming years announced in December 2020. In order to set the course for continued high competitiveness and long-term success of the company, Bahlsen is introducing a new organizational model. With a "One Bahlsen" strategy, the aim is to achieve a higher level of international coordination. Strong brands, an orientation towards sustainability, and the central importance of the identity as a family business are central pillars of the strategic realignment.

**The Bahlsen Family**  
Group Communications

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The transformation initiated last year has now been driven forward in an intensive strategy process. Specifically, the following measures have been decided:

- Processes will be centralized and structures streamlined in order to operate more agilely in a dynamic market environment.
- In addition to the core region DACH (Germany, Austria, Switzerland), Bahlsen will focus on the growth markets Great Britain, USA and Metro Asia.
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With the adjustment of its organizational model, Bahlsen is focusing on a global "One Bahlsen" strategy with centrally controlled processes in core areas of the business such as marketing, innovation, finance, human resources and IT. This will improve the framework to respond agilely, efficiently and effectively to the immense challenges of the international food market.

CEO Phil Rumbol said, "Bahlsen has always stood for high quality, passion for our business and for the model of the long-term oriented family business. In the future, we will focus even more than before on strong brands, innovation and sustainability. With this strategic focus and our new organizational model, we are creating the conditions to achieve our long-term goals."

As part of the upcoming reorganization, a total of around 100 jobs will be cut over a period of three years, approximately 60 percent of them in 2021. The majority of the jobs affected are in Germany. The job cuts will affect all hierarchical levels. Production, logistics and Bahlsen sales points (outlets) are excluded. The personnel adjustment measures are being discussed in confidence with the relevant employee bodies. Socially acceptable solutions will be sought for affected employees.

"The family, the Board of Directors and the management stand together behind the realignment," said Werner M. Bahlsen. "We have experienced and helped shape many changes in our 132-year company history. In the process, our identity as a family business has always been an important unique selling point. On this basis, we are now embarking on new paths to continue writing this success story in the future."

**About The Bahlsen Family**

Bahlsen is a German family-run biscuit enterprise in its fourth generation. For more than 130 years, we have been producing a variety of biscuits with great care and dedication. For example biscuits and cakes. We are the market leader in Germany in this area. In Europe, we are among the leading manufacturers. We produce our biscuits at five locations in Europe and export them to over 80 countries around the world. Our headquarters are in Hannover. And we have been doing so from the very beginning. Since 1889.