



valora

# FULL-YEAR RESULTS 2016 PRESENTATION

February 28th, 2017

# Key Highlights 2016



## FINANCIALS

Financial goals all achieved  
Good progress towards medium term guidance

## STRUCTURE

Sale of Naville Distribution and La Praille building  
Naville successfully integrated  
Focusing process completed

## HIGHLIGHTS RETAIL

Restructuring & Naville integration with favorable impact on EBIT margin in Retail Switzerland  
Successful roll-out of >700 coffee modules  
Strong same store sales development & advanced POS network optimization of Retail Germany

## HIGHLIGHTS FOOD SERVICE

Acquisition of Pretzel Baron to establish local US production footprint  
Strong same store sales development & increased number of POS with Brezelkönig Switzerland  
Set-up of franchise organization for roll-out of Brezelkönig International concept

# AGENDA

## 1. FULL-YEAR RESULTS 2016

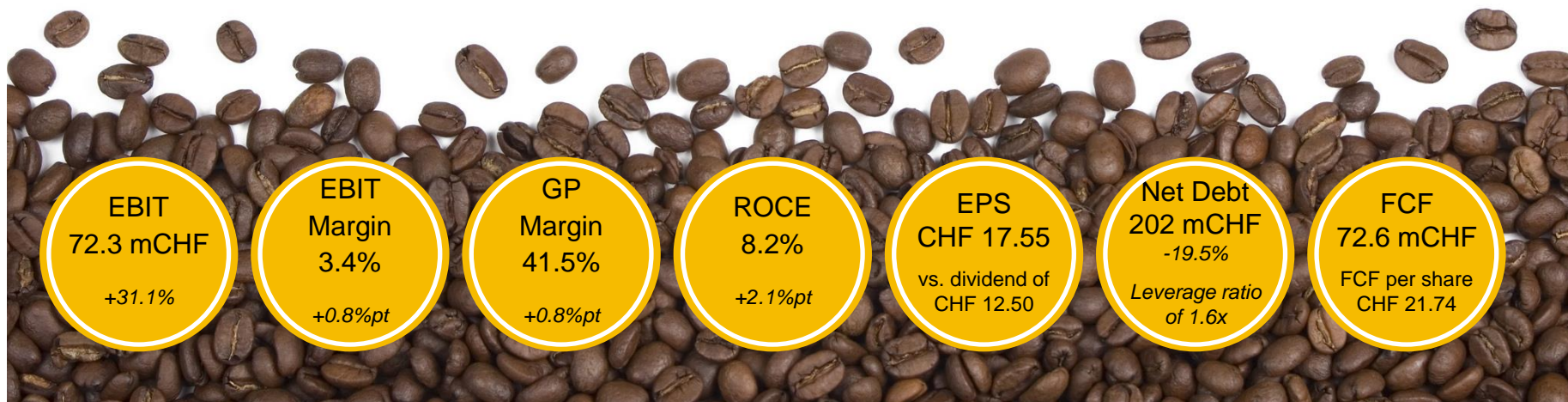
- Review of income statement, balance sheet and cash flow
- Medium term guidance

## 2. STRATEGIC INITIATIVES

- Strategy
- Key initiatives



# Key Figures of 2016

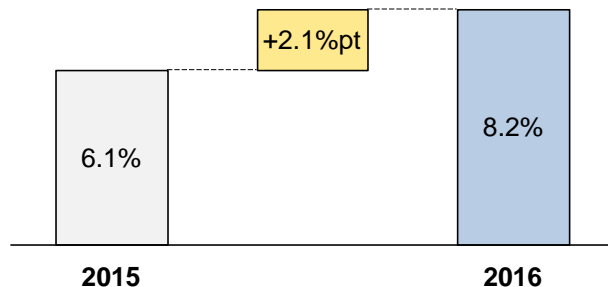




# ROCE

ROCE 2016 of 8.2% already exceeding minimum target of 8%

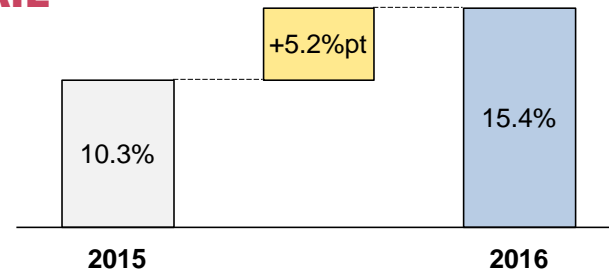
## VALORA GROUP



**ROCE calculation basis:** EBIT for the last 12 months / average capital employed over the last 13 months; operational cash allocated to Group only (not divisions)

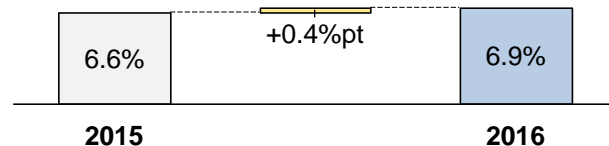
- Increase of ROCE from 6.1% to 8.2% (+2.1%pt)
- Minimum goal of 8%, set in early 2015, already exceeded
- Improvements driven by EBIT increase
- Capital employed relatively stable (-2.2%)

## RETAIL



- Strong increase of Retail ROCE by 50% to 15.4%
  - Retail CH/AT increased ROCE by +5.8%pt to 17.5%
  - Retail DE/LU increased ROCE by +3.8%pt to 11.5%

## FOOD SERVICE



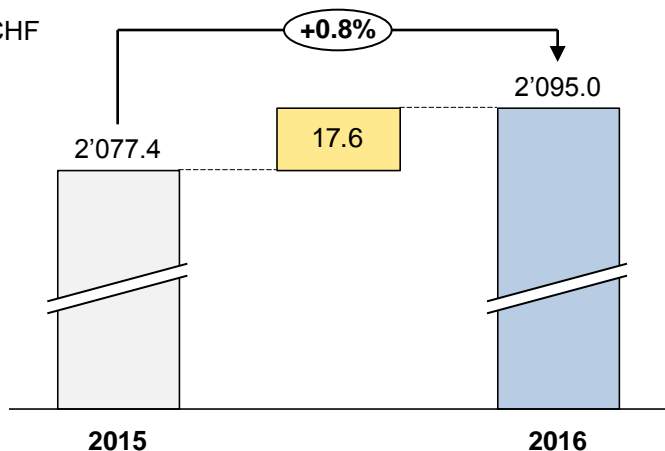
- ROCE of Food Service increased by +0.4%pt to 6.9%
- ROCE without Goodwill @ 18%

# Net revenues

Valora net revenues increased by +0.8% to last year

## Net revenues

in mCHF



Division   Country in mCHF	FY 2015	FY 2016	Δ in %	Δ LC in %	Same Store Index
<b>Retail</b>	<b>1'834.9</b>	<b>1'833.8</b>	<b>-0.1%</b>	<b>-0.6%</b>	-
CH/AT	1'328.1	1'309.3	-1.4%	-1.4%	97.8
Naville Distribution*	82.6	63.2	-23.4%	-23.4%	-
DE/LU	452.4	486.4	+7.5%	+5.4%	102.0
Intrasegment elimination	-28.2	-25.2	n/m	n/m	-
<b>Food Service</b>	<b>242.4</b>	<b>259.4</b>	<b>+7.0%</b>	<b>+5.6%</b>	<b>101.2</b>
Ditsch	156.4	162.8	+4.1%	+2.0%	100.4
Food Service Switzerland**	86.0	96.5	+12.2%	+12.2%	101.9
Other	0.1	1.9	n/m	n/m	-
<b>Valora Group</b>	<b>2'077.4</b>	<b>2'095.0</b>	<b>+0.8%</b>	<b>+0.2%</b>	-
Switzerland	1'452.9	1'429.7	-1.6%	-1.6%	-
Europe	624.6	665.3	+6.5%	+3.8%	-

\*Naville Distribution included in 2015 for 10 months and in 2016 for 8 months

\*\*Including Brezelkönig Switzerland, Brezelkönig International and Spettacolo

- **Valora Group:** Moderate growth of net revenues by +0.8% to 2,095 mCHF. External sales increased in line with +0.9% to 2,573.6 mCHF
- **Retail CH/AT:** Net revenues down by -1.4% due to store closures (-39 outlets) and negative same store index (-2.2%) as part of continued challenging Swiss retail market
- **Retail DE/LU:** Positive development of net revenues by +7.5% thanks to increased number of own outlets and strong same store index (+2.0%)
- **Food Service:** Ditsch with positive net revenue development in B2C (+2.8% in LC) and in B2B (+1.6% in LC); Brezelkönig Switzerland with strong same store sales development (+3.1%) and increased number of POS to 56 (+24%) pushing country revenue by 12.2%

# Network of 2,498 POS

62% operated as agencies or by franchisees

## Retail CH/AT

Format	Own	Agency	Franchise <sup>a)</sup>	Total
<small>N NÄVILLE</small>	292	657	-	949
	11	23	-	34
	61	-	68	129
P&B Austria	10	-	-	10
<b>Total</b>	<b>374</b> (-12%)	<b>680</b> (+1%)	<b>68</b> (+1%)	<b>1,122</b> (-3%)

## Retail DE/LU

Format	Own	Agency	Franchise <sup>a)</sup>	Partner*	Total
	108	-	144	9	261
+ sub formats	96	-	257	74	427
	67	-	74	-	141
	163	3 <sup>(LU)</sup>	-	-	166
LU	-	63	-	-	63
<b>Total</b>	<b>434</b> (+14%)	<b>66</b> (+5%)	<b>475</b> (+18%)	<b>83</b> (-65%)	<b>1,058</b> (-3%)

\* Partner: Business model without Valora branding and 100% purchase obligations; orders on one's own account

## Food Service

Format	Own	Agency	Franchise <sup>b)</sup>	Total
	-	218	-	218
	8	48	-	56
	6	-	-	6
	36	2 <sup>(LU)</sup>	-	38
<b>Total</b>	<b>50</b> (+14%)	<b>268</b> (+4%)	<b>-</b>	<b>318</b> (+6%)

	Own stores	Agency	Franchise	
			a) Hard	b) Soft
Operations	Valora	Agent	Franchisee	Franchisee
Inventory	Valora	Valora	Franchisee	Franchisee
Rent & Capex	Valora	Valora	Valora	Franchisee
Fee	none	Valora pays commission to agent	Valora receives franchise fee	Valora receives franchise fee
<b>Total**</b>	<b>858</b> (+1%)	<b>1,014</b> (+2%)	<b>543</b> (+15%)	Brezelkönig International

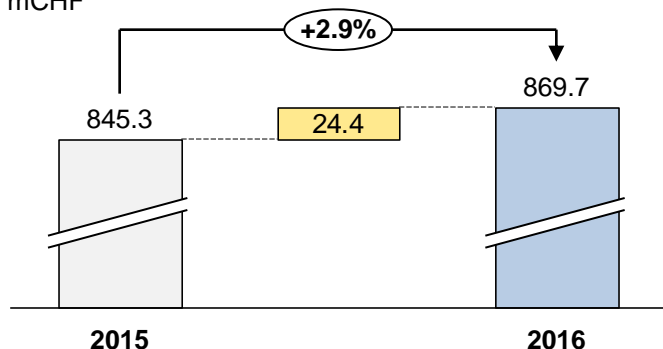
\*\*No Partner included (#83)

# Gross Profit

Gross profit margin increase of +0.8%pt to 41.5%

## Gross Profit

in mCHF



Division   Country in mCHF	FY 2015	FY 2016	Δ in %	Δ LC in %	Gross Profit Margin	Δ GP Margin
<b>Retail</b>	<b>660.0</b>	<b>667.9</b>	<b>+1.2%</b>	<b>+0.7%</b>	<b>36.4%</b>	<b>+0.5%pt</b>
CH/AT	473.3	473.5	+0.0%	+0.0%	36.2%	+0.5%pt
Naville Distribution*	29.8	23.1	-22.4%	-22.4%	36.6%	+0.5%pt
DE/LU	156.9	171.3	+9.2%	+7.0%	35.2%	+0.5%pt
<b>Food Service</b>	<b>185.1</b>	<b>199.8</b>	<b>+7.9%</b>	<b>+6.6%</b>	<b>77.0%</b>	<b>+0.7%pt</b>
Other	0.1	1.9	n/m	n/m	n/m	n/m
<b>Valora Group</b>	<b>845.3</b>	<b>869.7</b>	<b>+2.9%</b>	<b>+2.2%</b>	<b>41.5%</b>	<b>+0.8%pt</b>

\*Naville Distribution in 2015 for 10 months included and in 2016 for 8 months

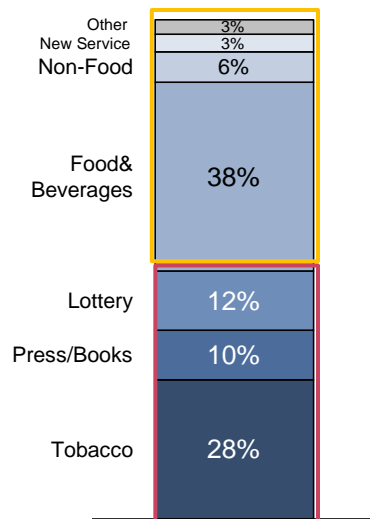
- **Valora Group:** Gross Profit margin at 41.5% (+0.8%pt); 41.2% without Naville Distribution
- **Retail CH/AT:** Improved gross profit margin (+0.5%pt) thanks to higher promotions and better purchasing conditions (effect from Naville integration)
- **Retail DE/LU:** Positive revenue development and promotions drive gross profit (+9.2%) and its margin (+0.5%pt)
- **Food Service:** Optimizations in Ditsch B2B client/sales portfolio and enhanced purchasing terms as well as strong top-line development of Brezelkönig contribute to positive increase of gross profit (+7.9%) and margin (+0.7%pt)



# Retail Gross Profit split by Category

New categories not yet at full potential

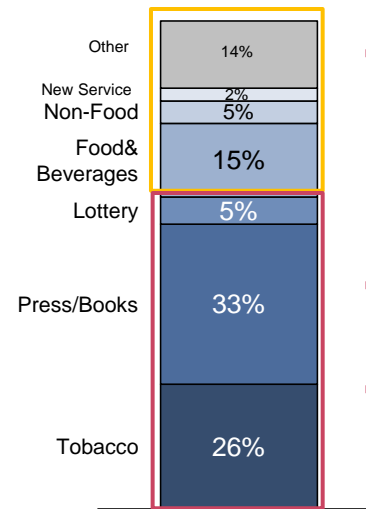
## Retail Switzerland (CH & AT)



GP split 2016

- Classical categories (press/book, tobacco and lottery/games of chance) accounting for 50% of total gross profit
- New categories as Non-Food, Food & Beverages and New Services cover already c. 50% of total gross profit
- Positive momentum in new categories expected due to successful roll-out of coffee modules

## Retail Germany (DE & LU)



GP split 2016

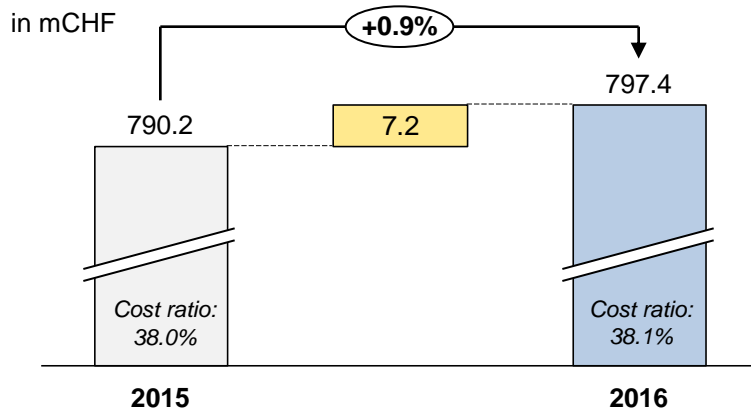
- Compared to Switzerland, higher share of classical categories (c. 64%):
  - Tobacco with strong momentum (professionalization and share gains)
  - Press/Books decline less pronounced through market share gains, but impacting overall growth
- Food & Beverages increasing through concentrated push (especially ok.-drinks)
- Category "other" including franchise fees (growing thanks to higher share of franchisee)



# Operating costs

Moderate cost increase driven by variable cost

## Operating costs



Division   Country in mCHF	FY 2015	FY 2016	Δ in %	Δ LC in %	Cost Ratio	Δ Cost ratio
<b>Retail</b>	<b>-615.7</b>	<b>-608.3</b>	<b>-1.2%</b>	<b>-1.7%</b>	<b>-33.2%</b>	<b>+0.4%pt</b>
CH/AT	-445.0	-434.0	-2.5%	-2.5%	-33.2%	+0.4%pt
Naville Distribution*	-25.3	-19.3	-23.9%	-23.9%	-30.5%	+0.2%pt
DE/LU	-145.4	-154.9	+6.6%	+4.5%	-31.9%	+0.3%pt
<b>Food Service</b>	<b>-159.9</b>	<b>-173.0</b>	<b>+8.2%</b>	<b>+6.9%</b>	<b>-66.7%</b>	<b>-0.7%pt</b>
<b>Corporate / Other</b>	<b>-14.6</b>	<b>-16.2</b>	<b>+10.5%</b>	<b>+10.5%</b>	<b>n/m</b>	<b>n/m</b>
<b>Valora Group</b>	<b>-790.2</b>	<b>-797.4</b>	<b>+0.9%</b>	<b>+0.3%</b>	<b>-38.1%</b>	<b>-0.1%pt</b>

\*Naville Distribution in 2015 for 10 months included and in 2016 for 8 months

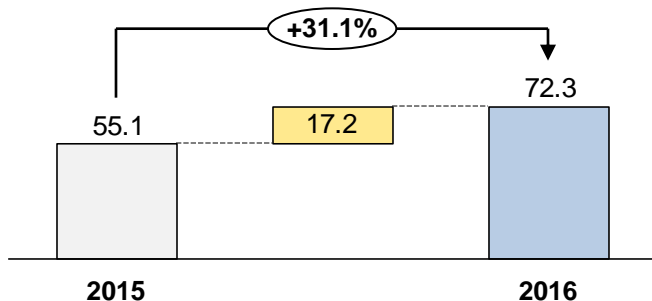
- **Valora Group:** Higher operating costs of +0.9% as consequence of higher production volume and expansion activities within Food Service division; constant cost ratio of 38.1% despite more own operated POS in Germany
- **Retail CH/AT:** Positive impact of implemented reorganization measures and synergies of Naville leading to 0.4%pt lower cost ratio
- **Retail DE/LU:** Higher costs of 6.6% mainly due to higher number of own stores and FX effect (+4.5% in local currency); cost ratio improvement by 0.3%pt
- **Food Service:** Increase of cost mainly due to higher production volumes and set-up of franchise organization for international expansion; moreover, cost increases caused by higher agency fees (introduction of minimum wages) and production maintenance cost

# EBIT

Increase by +31.1% driven by all divisions – margin at 3.4%

## EBIT

in mCHF



Division   Country in mCHF	FY 2015	FY 2016	Δ in %	Δ LC in %	EBIT Margin	Δ EBIT margin
<b>Retail</b>	<b>44.4</b>	<b>59.6</b>	<b>+34.5%</b>	<b>+33.7%</b>	<b>3.3%</b>	<b>+0.8%pt</b>
CH/AT	28.4	39.4	+38.9%	+39.1%	3.0%	+0.9%pt
Naville Distribution*	4.4	3.8	-13.6%	-13.6%	6.1%	+0.7%pt
DE/LU	11.5	16.4	+41.9%	+38.4%	3.4%	+0.8%pt
<b>Food Service</b>	<b>25.2</b>	<b>26.9</b>	<b>+6.4%</b>	<b>+4.9%</b>	<b>10.4%</b>	<b>-0.1%pt</b>
<b>Corporate / Other</b>	<b>-14.5</b>	<b>-14.2</b>	n/m	n/m	n/m	n/m
<b>Valora Group</b>	<b>55.1</b>	<b>72.3</b>	<b>+31.1%</b>	<b>+29.7%</b>	<b>3.4%</b>	<b>+0.8%pt</b>

\*Naville Distribution in 2015 for 10 months included and in 2016 for 8 months

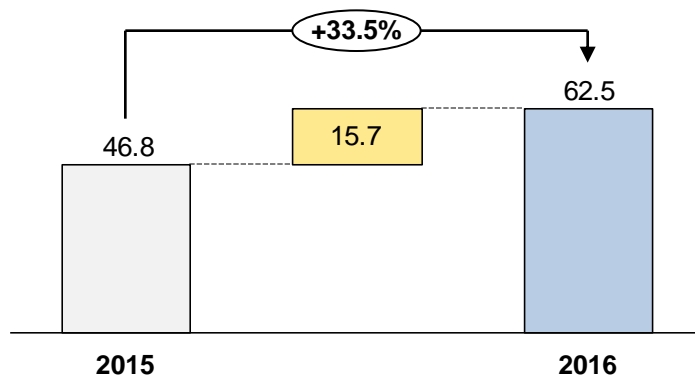
- **Valora Group:** Increase of EBIT by +31.1% to 72.3 mCHF positively influenced by Naville synergies (higher promotions and cost synergies) in Retail Switzerland and strong operational performance of Retail Germany. Accordingly, EBIT margin improved by +0.8%pt to 3.4%. EBIT exceeding communicated guidance of 65-70 mCHF. EBIT margin on track to reach goal of +4% in 2018 earliest
- **Retail CH/AT:** Growth in EBIT of 11.0 mCHF resulting from Naville integration (higher promotions and cost synergies) as well as high Lotto Jackpot in Q4; last year's EBIT impacted by one-off restructuring costs and impairment charges in Austria
- **Retail DE/LU:** Strong top line growth with positive effects on EBIT (+4.9 mCHF) and EBIT margin (+0.8%pt); last year's EBIT impacted by adjustment of press inventory
- **Food Service:** Increase of EBIT by +6.4% to 26.9 mCHF driven by higher sales growth and improvements in GP margin as well as one-off cost reimbursement of 1 mCHF

# Net result / EPS

Strong increase of net result and EPS

## Net result from continuing operations

in mCHF



Net profit / EPS in mCHF	FY 2015	FY 2016	Δ in %
<b>EBIT</b>	55.1	72.3	+31.1%
Financing activities, net	-17.2	-15.2	-11.7%
<b>Earnings before taxes</b>	37.9	57.0	+50.6%
Income taxes	8.9	5.4	n/m
<b>Net profit from continuing operations</b>	46.8	62.5	+33.5%
Net result from discontinued operations	-75.6	0.9	n/m
<b>Group net result</b>	-28.8	63.4	n/m
<b>EPS (from continuing operations)</b> in CHF	12.51	17.27	+38.0%
<b>EPS Group</b> in CHF	-10.24	17.55	n/m

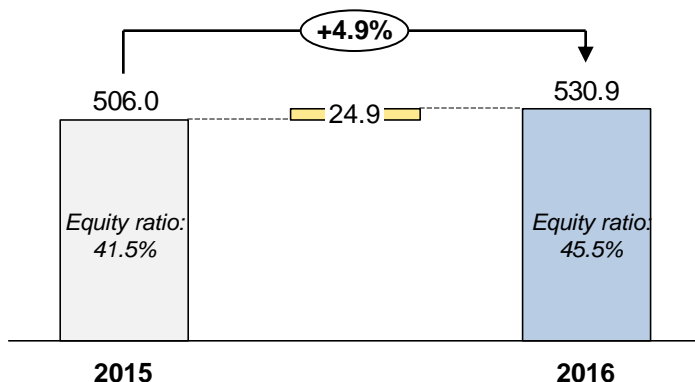
- Net financial results improved by +2.0 mCHF; lower FX losses were partially compensated by one-off costs of -3.5 mCHF associated with the partial refinancing of the bonded loan/“Schuldscheindarlehen” (closure of interest rate swap)
- Net income tax of +5.4 mCHF resulting from deferred taxes (+7.6 mCHF, mostly activation of loss carryforwards) and tax expenses (-2.2 mCHF)
- Group net results increase by +92.2 mCHF driven by better continuing operations results and last year’s Trade goodwill impairment
- EPS from continuing operations increased to 17.27 CHF, fully covering proposed dividend of 12.50 CHF

# Balance sheet

## Strengthening of all balance sheet ratios

### Equity

in mCHF



- Equity ratio increases by +4.0%pt to 45.5%
- Net debt reduction by 49.1 mCHF to 202.0 mCHF due to higher cash at year end driven by operating result and cash in of Naville Distribution sale
- Significant improvement of leverage ratio from 2.1x to 1.6x thanks to higher EBITDA (increase by +8.5% to 127.6 mCHF) and lower net debt

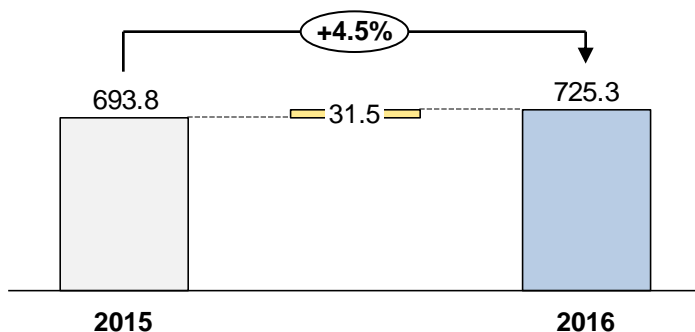
Balance Sheet in mCHF	FY 2015	FY 2016	Δ in %
<b>Total assets</b>	<b>1'220.2</b>	<b>1'166.7</b>	<b>-4.4%</b>
Cash, cash equivalents	116.3	159.4	+37.0%
Goodwill and intangible assets	513.2	469.0	-8.6%
<b>Net debt</b> (from continuing operations)	<b>251.1</b>	<b>202.0</b>	<b>-19.6%</b>
<b>Leverage ratio</b> (excl. Hybrid Bond)	<b>2.1x</b>	<b>1.6x</b>	<b>-0.5x</b>
Shareholders' equity (incl. Hybrid Bond)	506.0	530.9	+4.9%
<b>Equity ratio</b>	<b>41.5%</b>	<b>45.5%</b>	<b>+4.0%pt</b>
Capital employed (average)	896.3	876.8	-2.2%
<b>ROCE</b>	<b>6.1%</b>	<b>8.2%</b>	<b>+2.1%pt</b>

# Lease agreements

2/3 of lease commitments with top 5 landlords

## Lease commitments

in mCHF



Lease commitments in mCHF	FY 2015	FY 2016	Δ in %
Within one year	142.4	149.0	+4.6%
Within 1-2 years	130.7	137.8	+5.5%
Within 2-3 years	119.3	124.0	+3.9%
Within 3-4 years	104.0	109.5	+5.3%
Within 4-5 years	86.9	67.5	-22.3%
After more than 5 years	110.6	137.5	+24.4%
<b>Total long-term commitments</b>	<b>693.8</b>	<b>725.3</b>	<b>+4.5%</b>

- With IFRS 16, lease agreements need to be activated as of 2019 as liability on the balance sheet
- Close and long-standing relationship with landlords - secured lease agreements with remaining lease term of around 5 years (excluding extension options; indefinite agreements shown in “within one year“ category)
- Currently 2/3 of lease commitments are with top 5 landlords



# Financial structure

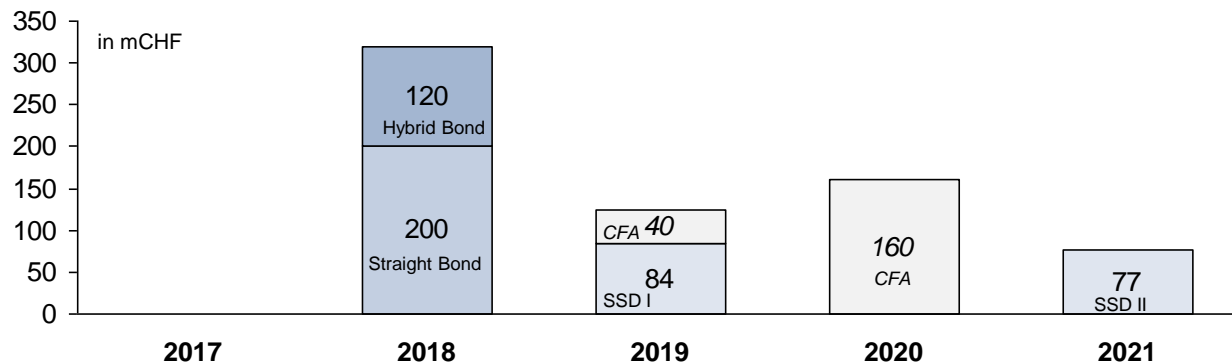
Well diversified debt instruments and maturities

## Terms of debt instruments

- Interest-bearing debt of 361 mCHF
- Currently 200 mCHF of unused credit facilities (CFA) could be used for general corporate purposes and partially for acquisitions
- Replacement of variable portion of the former bonded loan/"Schuldschein" issue in April 2016 with a new 72 mEUR "Schuldschein" issue (SSD II) at more attractive terms (however one-off costs of 3.5 mCHF due to the cancellation of the interest rate swap)
- Hybrid Bond classified as equity-like instrument. Goal to repay or refinance with debt in 2018

	Straight Bond	Hybrid Bond	"Schuldschein" (SSD)	CFA (unused)
Maturity	02-03-2018	Perpetual*	SSD I: 30-04-2019 SSD II: 29-04-2021	27-06-2019 (40 mCHF) 29-06-2020 (160 mCHF)
Nominal	200 mCHF	120 mCHF	SSD I: 78 mEUR SSD II: 72 mEUR	200 mCHF

\* first call date per 30-10-2018 (thereafter 500bps step-up)



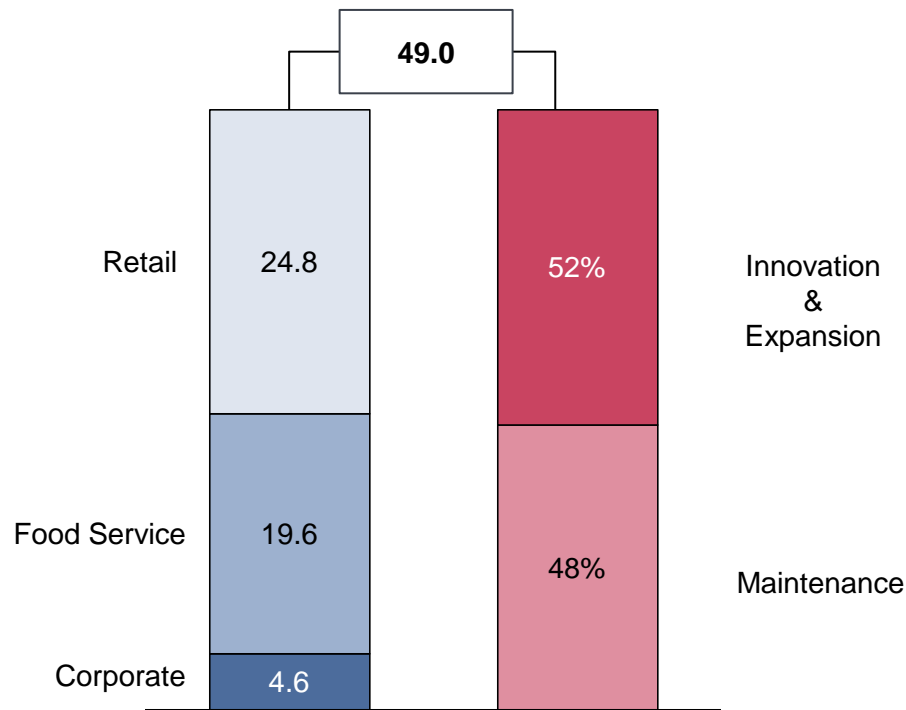
# Capex

Capital expenditures directed to growth and expansion

## Capital expenditures 2016

in mCHF

- Capital expenditures of 49.0 mCHF +8% higher than previous year (45.4mCHF) but still at low level due to selective investment process and cycles
- Maintenance capex of 23.5 mCHF (48% of total) increased by +5.0 mCHF due to higher number of own operated and franchise stores in Retail Germany and higher maintenance capex in production
- Investments in innovation and expansion account for 52% of total capital expenditures (25.5 mCHF), main drivers are the production expansion in Food Service (esp. replacement of one production line) and greenfield POS
- Corporate capex include integration costs for Naville POS (cash registers) and back-office

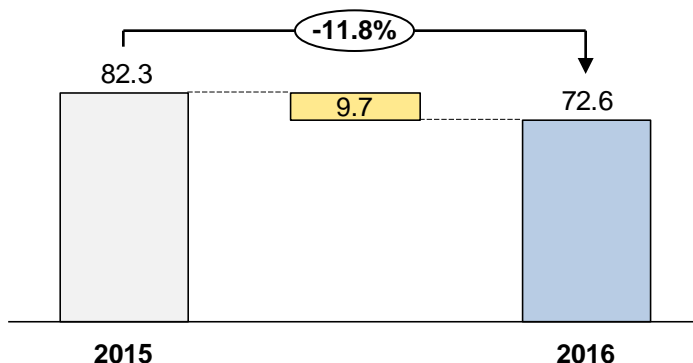


# Free Cash Flow

Solid free cash flow generation

## Free Cash Flow

in mCHF



Free Cash Flow (from continuing business) in mCHF	FY 2015	FY 2016	Δ in %
<b>EBIT</b>	55.1	72.3	+31.1%
<b>EBITDA</b>	117.6	127.6	+8.5%
Elimination of other non-cash items	5.7	7.4	+29.6%
NWC and current assets & liabilities	20.5	-6.5	n/m
Interest, tax expense (net)	-18.3	-15.6	-14.8%
<b>CF from operating activities</b>	125.5	113.0	-9.9%
<b>CF from investing activities (net)</b>	-43.1	-40.4	-6.3%
<b>Free Cash Flow (before M&amp;A)</b>	82.3	72.6	-11.8%
<b>Free Cash Flow per share</b> <small>in CHF</small>	24.52	21.74	-11.3%

- Free Cash Flow of 72.6 mCHF well supported by EBITDA increase
- However the reversal of last year's positive one-time effect in net working capital has a negative effect on Cash Flow from operating activities (-9.9%) and Free Cash Flow (-11.8%)

k kiosk Bern HB Welle

Energie tanken  
ist voll ok...

**GUIDANCE**

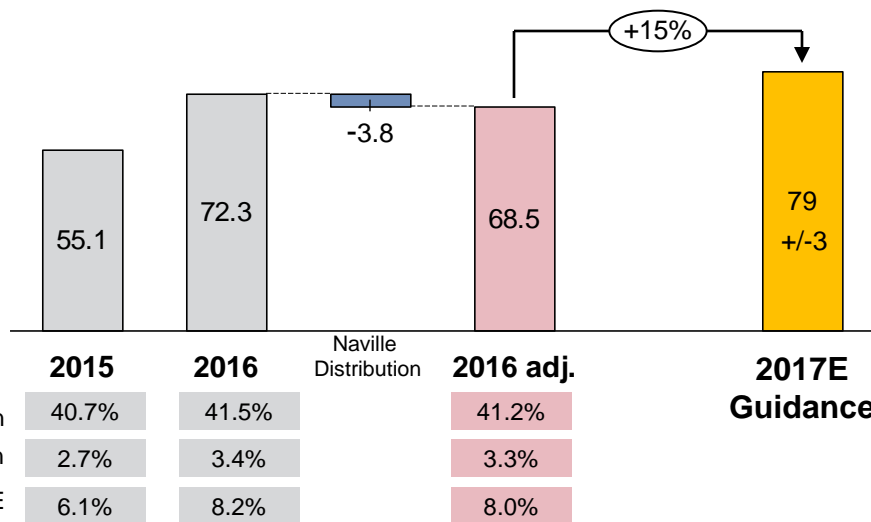


# Guidance: 2017 and medium term

15% EBIT increase for 2017 – Medium term guidance confirmed

## EBIT

in mCHF



GP margin	40.7%	41.5%	41.2%
EBIT margin	2.7%	3.4%	3.3%
ROCE	6.1%	8.2%	8.0%

## MEDIUM TERM GUIDANCE

### Gross Profit

- 1.0 – 3.0% growth p.a.
  - Retail CH/AT: -1 to +1%
  - Retail DE/LU: +2 to +4%
  - Food Service: +5 to +7%
- 42% gross profit margin earliest 2018

### EBIT

- 4.0% EBIT margin earliest 2018

- Adjustment of EBIT 2016 for Navelle Distribution to set basis for 2017 guidance of 79mCHF @ current FX +/-3 mCHF
- Expected EBIT growth of +15%
- Further improvement of ROCE expected, despite higher capex expectations than in recent years
- Progress towards medium term goals, however gross profit growth in Switzerland as a challenge

# AGENDA

## 1. FULL-YEAR RESULTS 2016

- Review of income statement, balance sheet and cash flow
- Medium term guidance

## 2. STRATEGIC INITIATIVES

- Strategy
- Key initiatives





# Strategy

## GROWTH



**EXPAND IN EXISTING  
MARKETS AND  
INTERNATIONALLY**

**WITH SUCCESSFUL  
FORMATS AND DITSCH  
B2B BUSINESS**

## EFFICIENCY



**IMPROVE PROCESSES  
AND PLATFORM**

**FOCUS ON FREE CASH  
FLOW AND ROCE**

## INNOVATION



**DIGITAL  
OPPORTUNITIES**

**FRESH CONCEPTS AND  
NEW OFFERINGS**

## PERFORMANCE CULTURE



**LEAN, AGILE AND  
ENTREPRENEURIAL  
ORGANIZATION**

# Top initiatives 2017 and beyond

## GROWTH

- **Market leadership**
  - Expand in existing and new markets with successful formats
- **US expansion**
  - Pretzel Baron: integrate & grow
- **Food & Beverages**
  - Strengthen and grow gross profit
- **Brezelkönig International**
  - Initiate international franchise growth
- **bob Finance**
  - Leverage existing platform

## INNOVATION

- **Retail Analytics**
  - Improve experience for customers
  - Enhance promotions and loyalty
- **Loyalty**
  - Launch kiosk app
  - Develop new apps and services
- **Concept Development**
  - Develop "Future Store 2020"
  - New services and fresh products

## EFFICIENCY

- **Valora Platform**
  - Platform for back-office synergies
  - Introduce SAP in all Group functions

## PERFORMANCE CULTURE

- **Organization**
  - Improve collaboration / best practice
  - Encourage and develop employees

# Review of 2016 top initiatives (1/2)

Most initiatives well on track

## FOOD

### ➤ COFFEE MODULES: AT ~800 POS

- Roll-out of c. 740 POS in Switzerland (c. 90 POS with Starbucks and c. 650 POS with Spettacolo)
- Roll-out in Germany of c. 100 POS just started

### ➤ DITSCH: EXPANSION OF PRODUCTION

- Acquisition of US-based Pretzel Baron
- Replacement of one production line in Germany (Oranienbaum) with 2.5x capacity in H1 2017

### ➤ OK.- ENERGY DRINKS IN DE (>10 MILLION CANS)

- 6.0 million cans sold by 2016, successful sponsoring/promotion

## NETWORK

### ➤ BREZELKÖNIG INTERNATIONAL: ~ 100 POS

- 6 POS running, franchise model defined, focus on franchise partner search and roll-out to achieve mid-term goal of ~100

### ➤ RETAIL DE: ~ 50 NET NEW STORES (BY 2018)

- Net -32 POS but increased number of Valora and franchise POS by +125, while reducing lower-value partner segment (-157 POS)

### ➤ DITSCH/BREZELKÖNIG: ~ 50 NEW OUTLETS IN CH/DE (BY 2018)

- Targeted 22 POS openings for 2016 realized (net 16 POS)

### ➤ NAVILLE STORE REBRANDING/INTEGRATION

- Rebranding of Naville stores to be completed by 2017

# Review of 2016 top initiatives (2/2)

Most initiatives well on track

## SERVICES

### ➤ LOYALTY APP IN ALL FORMATS (END 2018)

- Caffè Spettacolo App established; Brezelkönig: Testing catering in Basel from October
- Introduction of k kiosk loyalty app

### ➤ DEVELOPMENT OF PROFITABLE CONSUMER FINANCE SERVICES

- bob Finance: Positive Life Time Value (LTV\*) for 2016

## ORGANISATION

### ➤ EFFICIENCY PROGRAM OF 15-20 mCHF

- ~ 90% of targeted cost reduction realized on a full-year 2016 basis, Naville and reorganization effects already almost fully implemented

### ➤ ENHANCED SOURCING, PROMOTIONS AND CATEGORY MANAGEMENT

- Naville with significant impact on promotion, resulting among other effects in an EBIT margin increase in Retail Switzerland by +0.9%pt

\* LTV – Life Time Value: projected revenues from issued credits during a certain period versus actual operating costs in the same period

# Pretzel Baron acquisition

Pretzel Baron today produces among the highest quality pretzels in the US

## Key facts Pretzel Baron

- Founded 2014 as extension of the Servatii family business
- Specializing on frozen pretzel production (buns, rolls, twists)
- Installed the first highly automated twister in the US

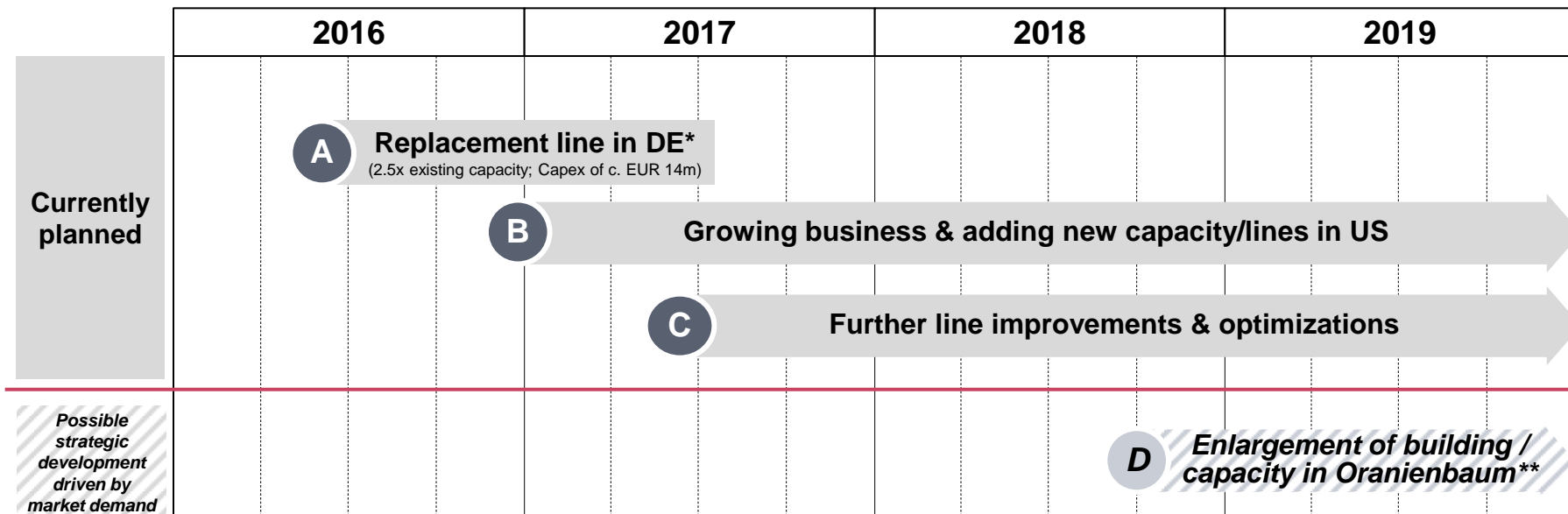


## Investment highlights

- Acquisition of Pretzel Baron in January 2017
- Opportunity to quickly establish a US presence
- Fully operational production facility: Building plus one production line and room for up to 4 production lines
- Great potential for pretzels in the US - Ditsch already exports successfully pretzel products to the US
- Founder Gary Gottenbusch stays on board with in-depth know-how of US market
- For 2017 revenues in the mid-single digit million range are expected/projected

# Continued investments into production capacity

## Line replacement in 2017



\*Plus necessary adjustments for infrastructure

\*\*1<sup>st</sup> module (for two lines): building (for two lines) & 1 production line (Capex indication: EUR 25m; highly depending on line configuration)

**Continuous investment in line improvements and extensions in order to match market demand**



# Wrap up – Key Investment Highlights



## ATTRACTIVE FINANCIALS

- Well on track to achieve ambitious mid-term targets
- Attractive cash generation and improving returns on capital
- Constant dividend payments

## CLEAR STRATEGIC POSITIONING

- Clear positioning on two pillars: (1) strong network in convenience, retail and food service (2) vertical integration
- Resilient portfolio of products and offerings

## TANGIBLE INITIATIVES

- POS growth
- International expansion
- Increased efficiency
- Exploit new technologies

## MOTIVATED TEAM – WINNING CULTURE

- Strong new chairman and stable and young top leadership team
- Focus on group culture and staff development

# Annual general meeting 2017

## Most important items

### DATE

- March 30th, 2017, Basel Congress Center

### DIVIDEND

- CHF 12.50 per share

### BOARD

- Rolando Benedick withdrawing from Valora Board
- All other Board members standing for re-election
- Election of Franz Julen as Chairman
- Election of new board member Michael Kliger
- Markus Fiechter foreseen as president of the nomination & compensation committee

# New president and board member



## **Franz Julen (58)**

- Valora board member since April 2007 (president of the nomination & compensation committee)
- Current position: Member of the advisory board of the ALDI Süd group; member of the supervisory board of the Zermatter Bergbahnen AG
- Former positions with global expertise in retail and franchising:
  - CEO of Intersport International Corp.: Established Intersport in 17 years as the world's leading sports retailer and expanded Intersport across all continents with a presence in 65 countries and systems sales of 11.4 bnEUR
  - COO of Intersport International Corp.
  - CEO Vökl (International) AG
- Swiss hotel management school Luzern



## **Michael Kliger (50)**

- Current position: President and CEO of mytheresa.com, the online retailer for ladies luxury fashion
- Former positions with special expertise in digital and retail:
  - Managing Director Europe of the e-commerce service provider GSI
  - Vice President for Europe and APAC of eBay enterprises
  - Chief Operating Officer of Real Holding AG
  - Partner with McKinsey and Accenture
- MBA from Northwestern University (Kellogg School of Management) and Master as Diplom-Kaufmann (Berlin)



**Q&A**

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