



Media Release 16 December 2014, 06.00 p.m.

Hügli strengthens its natural food business through takeover of primaVita brand business

On 1 January 2015, the Hügli Group will acquire assets of primaVita GmbH in Heimertingen, a company of the Bioherba Group Germany. The asset deal is carried out by Hügli subsidiary Heirler Cenovis GmbH in Radolfzell. The acquisition mainly comprises the "EDEN" and "granoVita" brands, the associated client list and the inventory of products. A part of the sales staff will be further employed at the Radolfzell site. From 2015, the business is expected to generate annual turnover of around EUR 17 million and enable the best use of synergies inherent in a strong Group structure. The parties have agreed not to divulge the purchase price.

Through the acquisition, Hügli is considerably expanding its position in the sales of branded natural food products of its Consumer Brands division. The sales subsidiary Heirler Cenovis GmbH specialises in the distribution of soups, sauces and bouillons under the "Cenovis" brand, as well as in dairy and substitute meat products under the "Heirler" brand. With "EDEN" and "granoVita" it is taking over two strong and well established brands that stand for 100 years of expertise in health food. "EDEN" is a pioneer in the sales of near natural foods with its offering a wide range of organic and vegan products ranging from vegetable and fruit juices, delicatessen and tomato sauces to seasonings. The "granoVita" brand caters to an exquisite taste in products of excellent quality without additives. Cereals, mueslis as well as vegetarian sausage and meat substitutes as well as bread spreads are in particular demand.

The acquisition is carried out as part of Bioherba Group's focus on its core activities in pharmaceutical products and natural cosmetics. Heirler Cenovis is a partner that adheres to equal high quality demands, and guarantees both continuity and the best prerequisites for the further development of strong brands through innovative products. Going forward, the „EDEN" and "granoVita" brands will be allocated to the Heirler Cenovis GmbH site. The service to customers of the still independent product lines will thus be provided from Radolfzell at the Lake of Constance. It can rely on teams well experienced in purchasing, quality assurance and marketing. Overall, the deal creates optimal conditions for the best use of synergies and economies of scale, and the brands' continued market success.

This transaction underlines Hügli's endeavour to continue to grow in traditional, consolidated markets. The merge strengthens the sales expertise and position in an interesting market, and has further potential to achieve profitable and sustainable growth.



Financial information, information on corporate governance and on the Hügli share listed on the SIX Swiss Exchange (HUE / ISIN: CH0004647951) can be retrieved from our Investor Relations website: <http://www.huegli.com/en/investor-relations/>

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Financial calendar

29 January 2015	07.30 a.m.	Media Release: Sales 2014
15 April 2015	07.30 a.m.	Media Release: Annual Report 2014, Sales Q1 2015
	10.30 a.m.	Media / Analysts' Conference, Widder Hotel, Zurich
20 May 2015	04.30 p.m.	Annual General Meeting, Seeparksaal, Arbon
19 August 2015	07.30 a.m.	Media Release: Half-Year Report 2015

Hügli – Culinary expertise, Creativity, Speed

Hügli was founded in Switzerland in 1935. Today it is one of the leading European companies for the development, production and marketing of dry blends in the convenience segment such as soups, sauces, bouillons, ready to serve meals, desserts, functional food as well as Italian specialities. Hügli caters to the kitchens of the professional out of home market (Food Service), manufactures products for brand companies (Brand Solutions) as well as for food retailers (Private Label LEH). With its flavour-adding semi-finished products, Hügli partners with food manufacturers (Food Industry) and sells own brands, mostly of organic quality, to consumers (Consumer Brands). More than 1'300 employees in 9 countries link Hügli directly with its customers, and generate annual sales of around CHF 370 million.