

## We at Storck.

### OUR FOCUS IS ON PEOPLE.

This principle is consistently followed by Storck throughout all levels of the company. It is the basis for everything that makes Storck different, special and successful. And its concrete results can be seen in our closeness to the consumer, our responsibility to our employees, our understanding of our trading partners, our trust in our suppliers, and most of all, the high level of credibility of our brands.

Storck produces and sells confectionery products that are treasured by people in all corners of the world.

Through their quality and uniqueness, our brands give people the positive feelings of security, warmth and comfort.

### ALL OF OUR BRANDS GIVE PEOPLE SMALL MOMENTS OF JOY.

People all over the world like to buy Storck brands because they are a wonderful combination of indulgence and joy.

Our brands provide both the young and the old with sweet moments in life, when for example:

- Werther's Original says, "Because you are someone very special!"
- a nimm2 gives you "Vitamins and Sweets",
- you are happy about the fact that "There's so much fun in Toffifee",
- you enthusiastically scream, "Everybody likes Mamba!"
- you treat yourself to "Knoppers - The Morning Munch",

... Or if you let all of the other Storck brands speak: be it merci, Super Dickmann's, merci Petits, merci Crocant, RIESEN, nimm2 Lachgummi, CocoCabana or Bendicks.

Storck brands simply make life a little bit sweeter and happier.

## We at Storck.

OUR BRANDS ARE SIMPLY A PART OF PEOPLE'S LIVES.

More and more people appreciate what the Storck brands give them - a little bit of happiness in everyday life.

On any given day, more than 6.24 million people around the world reach for Storck brands.

The good feeling people get from enjoying merci, Toffifee, Dickmann's, Knoppers, Werther's Original or nimm2 - and, of course, our high quality - creates trust in our brands.

That is why Storck brands have a real place in people's lives:

Storck - Part of Your World.

RESPONSIBILITY IS THE BASIS - LOYALTY IS THE RESULT.

It is simply consistent that a company, focused on people, would consider employees to be its greatest asset.

The fact that Storck has been able to successfully grow as a family-owned and operated company for over 100 years is the result of a successful cooperation between many different people, all of whom have diverse talents.

And Storck has always taken the responsibility for its employees seriously:

productivity bonuses, reduced working time (the 40-hour working week) without reduced pay, the Storck pension plan, the employee profit sharing program - all of these benefits were implemented not only considerably before the rest of the industry, but also long before unions and trade associations adopted such ideas.

## We at Storck.

That is why it is right to talk about the "Storck Family", where employer and employee feel equally committed to the company: this is the basis on which loyalty can be built.

It is also the reason why, over time, more and more people have joined Storck - and why the company currently employs over 4.500 people worldwide.

This closeness is especially clear when looking at the number of loyalty medals awarded to employees for long-term service: 3 employees had given over 50 years of service, 81 employees had over 40 years of service, 849 had more than 25 years, and 4.124 had more than 10 years.

### A WORLD FULL OF ENJOYMENT AND JOIE DE VIVRE.

Storck brands are conceived and produced by people. They are brought to the places where consumers expect them - in this age of globalization, that means more than 90 countries.

It's because the joy of treating yourself and others is something that all people share - regardless of nationality or culture.

With each new day, Storck employees globally carry out the job of making the world a bit sweeter, a bit friendlier and a bit happier. Wherever Storck is, the world is shining. The smile on people's faces shows:

Storck – Part of Your World!