

**Media release**

Basel, 26 August 2025  
**Ad hoc announcement  
pursuant to Art. 53 LR**

## **Bell Food Group appoints Sven Friedli as new CFO**

The Board of Directors of Bell Food Group has appointed Sven Friedli (42) as the new CFO and member of the Group Executive Board with effect from 1 September 2025. In this role, he will take over the Finance/Services division and IT at Bell Food Group, which are being merged.

Sven Friedli is a senior executive with extensive experience and high internal recognition. The graduate business economist has been CIO at Bell Food Group for several years and previously held various management positions at Swisscom. With his leadership experience and analytical skills, he is ideally qualified to take over and further develop the well-established finance organisation.

Retaining the CIO function ensures continuity in IT – an important aspect in view of the ongoing major strategic projects. The merger of finance and IT under his leadership will further streamline the organisation and create additional opportunities for the Group to manage digitalisation even more effectively and drive it forward in a more focused manner.

### **About the Bell Food Group**

The Bell Food Group is one of the leading meat processors and convenience specialists in Europe. Its range of products includes meat, poultry, charcuterie and seafood as well as convenience and vegetarian products. With different brands such as Bell, Hubers, Eisberg, Hilcona and Hügli, the Group meets a range of customer requirements. Its customers include retail as well as food service companies and the food processing industry. Around 13 000 employees generate annual revenues of over CHF 4.7 billion. The Bell Food Group is listed on the Swiss stock exchange.