



Media release

Basel, 12 January 2015

Bell Group 2014: growth in ranges offering higher added value

Bell Group held its own in a challenging environment. Ranges with higher added value posted encouraging growth. Nominal sales were affected by external factors such as negative inflation and currency fluctuations. At CHF 2.6 billion, Bell Group's sales were down 0.9 % on the previous year (-0.5 % adjusted for exchange rate differences). Sales volumes contracted by 1.1 % on 2013 to around 215.6 million kg.

Bell Switzerland

Bell Switzerland's sales grew by 0.8 % to CHF 1.86 billion. Ranges offering higher added value posted substantial growth. Seafood, poultry and charcuterie were the drivers of growth in 2014. Pork prices experienced negative inflation, a factor that had a significant impact on sales. Nevertheless, sales through the retail trade remained stable and the wholesale business posted considerable growth. Sales volumes declined slightly due to, among other factors, lower sales to the food industry, a weak barbecue season caused by the bad summer weather and a further increase in cross-border shopping tourism.

Bell Germany

Sales for Bell Germany dropped by 2.8 % to CHF 469.4 million. Adjusted for exchange rate differences, sales declined by 1.5 % only. This contraction is mainly explained by lower prices for pork and the composition of the product range. In spite of the falling market, sales volumes were on a par with the previous year, which means a gain in market share. Scalded and cured sausages and meat convenience products did well, but the air-dried ham product group could not entirely buck the weaker market trend.

Bell International

Since 1 January 2015, the Bell Group's international activities in France, Benelux, Poland, Hungary and the Czech Republic have been amalgamated under the organisational umbrella of Bell International. At CHF 268.6 million, the division reported a contraction in sales of 8.4 %. Nominal sales were affected by exchange rate factors and considerably lower prices for pork in Europe. The increasingly unprofitable Slovakian branch shops operations with around 30 units were discontinued during the course of the year and entirely withdrawn on 31 December 2014. Sales volumes declined, mainly due to the restructuring of product ranges with little added value.

The full 2014 Group results will be published on 19 February 2015.

This media release is available at www.bellfoodgroup.com/en/media/press-releases/

Photos and more information on the Bell Group can be found at www.bellfoodgroup.com.

About Bell

The Bell Group is one of the leading meat processors in Europe. Its range of products includes meat, poultry, charcuterie, seafood and convenience products. With the brands Bell, Abraham, Hoppe, ZIMBO and M^ossieur Polette, the Group meets a diversity of customer needs. Bell counts the retail and wholesale trade, food service sector and food processing industry among its customers. Some 6,500 employees generated consolidated sales of CHF 2.6 billion in 2014. Bell is listed on the Swiss stock exchange.

For more information:

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