



Media release

Basel, 14 January 2016

Bell Group increases sales revenue in 2015

The Bell Group successfully upped its sales revenue by 8.5 percent to CHF 2.8 billion in 2015. The reported sales revenue was substantially influenced by the first consolidation of Hilcona, currency translation differences and the deflation in raw material prices.

2015 saw further growth for the Bell Group in a challenging environment. The Bell Group's sales revenue increased by 8.5 percent or CHF 220 million to CHF 2.8 billion for the year. Sales volume for the entire Group was 275,000 tonnes (+27.7%). Sales revenue was nominally reduced by currency translation differences of CHF 89 million and deflation of more than CHF 13 million in raw material prices. The first consolidation of Hilcona contributed CHF 360 million to Group sales.

In Switzerland, Bell performed well in a difficult environment, with shopping tourism still on the increase. Thanks to flourishing seasonal barbecue and public holiday business and successful sales promotion measures, the company increased its sales volume and gained market share. Price deflation in pork influenced nominal sales revenue accordingly.

In the international divisions, the restructuring of our own product ranges to favour those with higher added value was rigorously continued. Despite shrinking markets in some countries, 2015 saw a further positive development in sales volume. The deflation in raw material prices also had a nominal influence on sales revenue in our international business.

Division sales

Under pressure from deflation and an increased number of special offers, sales revenue for the **Bell Switzerland** division dropped by 0.5 percent to CHF 1.85 billion (CHF -9 million). In contrast, sales volumes increased by around 1.1 percent to 123,000 tonnes.

Sales revenue for the **Bell Germany** division fell by 1.6 percent in local currency, going down by 13.6 percent in the reporting currency to CHF 423 million (CHF -66 million). At 64,000 tonnes, sales volume was down 1.7 percent on the previous year.

Sales revenue for **Bell International** shrank by 17.5 percent to CHF 225 million (CHF -48 million). However, adjusted for currency translation differences and the closure of branches in Slovakia and the Czech Republic it was higher than in the previous year. Sales volume grew by 7.0 percent to 35,000 tonnes.

Hilcona has been consolidated in the Bell Group's financials since 1 May 2015. The specialist in convenience products contributed sales revenue of CHF 360 million to the Group's overall result.

The division figures are not consolidated. The full 2015 Group results will be published on 25 February 2016.