



Media release

Basel, 7 January 2013

Bell Group sees stable sales development in 2012

Bell, the leading Swiss meat processing company, enjoyed a stable sales trend in 2012. In a difficult market environment, sales increased by 0.4 % to CHF 2.52 billion. Adjusted for exchange rate differences and structural changes, sales growth amounted to 0.6 %. Sales volumes declined by 1.1 % to 222.0 million kg.

Sales volumes for Bell Switzerland increased by 1.4 % to 122.5 million kg despite the fact that Bell estimates the reduction in market volume for Switzerland at around 2 %. Sales rose less at 0.6 % to CHF 1.76 billion. This is due to the fact that sales prices were 0.8 % lower on average. Swiss meat and seafood once again proved to be the drivers of growth.

Sales for Bell Germany increased by 1.5 % to CHF 484.0 million. This sales growth was mainly triggered by the higher-priced product ranges. At 66.0 million kg, sales volumes were down by 2.5 % from the previous year. The reason for this was, among others, the self-initiated restructuring of our product ranges.

Sales trends were different in 2012 for Bell Eastern Europe and Benelux. Business in Poland and the branch shops in the Czech Republic and Slovakia developed well. In Hungary, the product ranges were restructured and products with little added value were increasingly reduced. The trading company in the Benelux countries mainly suffered from the loss of one product group. Overall, the division posted sales of CHF 188.5 million (-6.2 %; in local currency -4.2 %). Sales volumes declined by 13.4 % to 20.6 million kg.

Sales volumes for the cured sausage and ham ranges in France trended very positively and improved by 6.2 % to 12.6 million kg. Sales for Bell France increased by 4.6 % to CHF 97.4 million (in local currency 6.8 %).

The full 2012 Group results will be published on 15 February 2013.

This media release can be accessed at <http://www.bell.ch/en/media/media-releases.aspx>.
Photos and more information on the Bell Group can be found at www.bell.ch

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, ZIMBO, M^ossieur Polette and Hoppe 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 2.52 billion in 2012. Bell is listed on the Swiss stock exchange.

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