

Melitta has a successful financial year 2018



With sales of EUR 1,543 million, Melitta brought the 2018 financial year to a successful close. ©Melitta Group

Tanja Wucherpfennig
Head of Internal &
External Communication

Phone +49 571 / 4046 - 281
tanja.wucherpfennig@melitta.de

- Turnover similar to last year
- Coffee division again achieves record sales
- Challenging developments on the currency and commodity markets

Minden, 7 August 2019. For the Melitta Group, the 2018 financial year was another successful year following on from strong growth in the years 2015 to 2017. The Minden-based group achieved sales of EUR 1,543 million, matching the previous year's high turnover despite unfavourable developments on the currency, coffee and pulp markets.

“We are very satisfied with the past financial year,” commented Jero Bentz, member of the Melitta Group’s Chief Corporate Management. “We held our ground in a difficult environment, we maintained our turnover and increased unit sales. At the same time, many projects were driven forward and implemented as part of our innovation and expansion strategy. This puts us in an excellent position to achieve our ambitious growth targets for the coming years.”

Positive development in all business segments

All of the Melitta Group's business segments - coffee, coffee preparation and household products - contributed to the success of the past year. Nearly all divisions achieved their growth targets and expanded their market position, especially with new products, but

Corporate Communication
& Sustainability
Melitta Group Management
GmbH & Co. KG

Marienstraße 88, D 32425 Minden
Postbox 1126, D 32371 Minden

Phone +49 571 / 4046 - 0
Fax +49 571 / 4046 - 272

pr@melitta.de
www.melitta-group.com



also by investing in existing brands. In addition, across the entire Group market activities have become even more international.

Record sales volumes were achieved for the eighth time in succession in the coffee segment. In Germany, Melitta® was the brand with the highest customer reach* in 2018. Turnover in North and South America, converted into euros, declined despite volume growth, in particular due to unfavourable currency developments.

The coffee preparation business also developed positively. This was due especially to the fully automatic coffee machine segment, which also set a new sales record. With filter coffee machines, the position as market leader in Europe was further strengthened. It is also pleasing to note that market share in the fiercely contested European market for coffee filters increased again.

The Household Products division also expanded its market share, especially in Western Europe. The acquisition of Cuki Cofresco, which was included in the financial statements for the first time on July 1, 2018, also had a significant impact on turnover in the Household Products division. In addition, revenue growth in the Cofresco and Wolf PVG divisions contributed to the success of the financial year.

Entering new markets

As in the previous year, the past financial year was characterised by entry into new markets, expansion of internationalisation activities and the development and launch of new products. Among the outstanding milestones was the acquisition of a majority stake in Cuki Cofresco S.r.L., the Italian market leader for food packaging, food storage and bin liners. This acquisition not only led to an expansion of the market and competitive position in Europe, but also to a significant strengthening of the Household Products division.

In 2018, Wolf PVG acquired the shares of Worwo, the Polish market leader for vacuum cleaner bags and retaining plates. This acquisition will enable Wolf PVG to exploit the considerable growth potential in Central and Eastern Europe. The Melitta Group also entered into a strategic partnership with the office coffee supplier 'coffee at work' at the beginning of 2018.

Consistent internationalization strategy

“With the strategic focus adopted four years ago, we have set the right course for the future of the Melitta Group,” said Volker Stühmeier, also a member of the Chief Corporate Management. “The company's realignment as part of Melitta 2020 has made organic growth possible even under difficult conditions, it has improved the earnings situation and made us more robust to deal with negative external effects. We are continuing to pursue our consistent growth and internationalization strategy together with the cultural change programme within the Group. We are placing particular emphasis on the development of innovative products and services that correspond to current global trends, such as individualization, sustainability, conscious living and joie de vivre.”

The partnership with Manchester United is also intended to contribute to the further internationalisation of market activities and to attract new target groups. This

partnership was further expanded in 2018, so that Melitta is now one of the club's global partners.

The number of employees increased by 15 percent in the course of the past financial year. The average number of employees during the year was around 5,200 in Germany and abroad. One of the Melitta Group's most important goals in order to both retain employees and find new talented employees is to further increase its attractiveness as an employer.

111 Year Anniversary

The Melitta Group is celebrating its 111th birthday in 2019. An anniversary campaign with numerous marketing activities was launched to celebrate the occasion. The campaign includes an anniversary website and competitions as well as promotions at the point of sale, various anniversary products and a special edition of Melitta coffee. In addition to a collaboration with the Deutsches Museum in Munich, Melitta is working together with the sustainability platform Treadm: as part of this cooperation, Melitta is planting 100 trees in Tanzania for each year the company has been in business. The anniversary activities are complemented by an advertising campaign, and a big party for the employees is also planned.

Further information on the 2018 financial year can be found in the Annual Report. This can be downloaded from the Internet at www.melitta-group.com.

*Source: GfK Consumer Panel FMCG, Jan.-Dec. 2017/2018, Total roasted coffee (without capsules)



Picture 1: Melitta has a successful financial year 2018. ©Melitta Group



Picture 2: Melitta has a successful financial year 2018. ©Melitta Group



Picture 3: Melitta has a successful financial year 2018. ©Melitta Group



Picture 4: Melitta has a successful financial year 2018. ©Melitta Group



Picture 5: Melitta has been continually introducing innovations to the market for 111 years. Such as Melitta® coffee filters - a high-tech product that is regularly being improved. ©Melitta Group



Picture 6: Popular in the 50s: Melitta launches pastel-coloured filter sets back onto the market. ©Melitta Group

All photos are available for download at www.melitta-group.com alternatively Annika von Hollen (annika.von.hollen@melitta.de) and Tanja Wucherpennig (tanja.wucherpennig@melitta.de) would be happy to send them to you.

The Melitta Group

Melitta is an internationally active group of companies and is one of the leading independent family businesses in Germany and in other countries. The main activities are the development, manufacture and sale of branded products for coffee enjoyment, for the storage and preparation of food and for household cleanliness. More information is available at www.melitta-group.com.