

## Business at a Glance

### Our Vision

We are the heart and engine of the chocolate and cocoa industry.

### Our Values

Everything we do is rooted in our five core values: customer focus, passion, entrepreneurship, team spirit and integrity.

We believe in doing well to do good. This is also reflected in the fact that about half of our dividends support the Jacobs Foundation, which is dedicated to education and the future of young people.

### Business model

We are the world’s leading manufacturer of chocolate and cocoa products, mastering every step in the value chain from the sourcing of raw materials to the production of the finest chocolates. We are able to provide our customers with added-value products and services adapted to specific market needs, ahead of trends and at a competitive price. We serve the entire food industry – from global and local food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers.

We are a business-to-business company. In order to accommodate price fluctuations in raw materials, we use a

cost-plus pricing model that passes on raw material prices directly to our customers for a large part of our business.

Our input factors are talented people, profound chocolate and cocoa know-how, as well as unparalleled sourcing capabilities of various raw materials. Our output factors are high-quality chocolate and cocoa products as well as value-adding services.

### Competitive advantages

We are fully vertically integrated and have a unique global footprint with 59 factories and 21 CHOCOLATE ACADEMY™ Centers around the globe. With more than 175 years of chocolate heritage, our Group has an unparalleled blend of expertise in cocoa and chocolate, from the sourcing of the beans to insights of future consumer trends which we gather through our chefs network. Through leadership in innovation, we help our customers grow. Combined with our cost leadership, this makes us the preferred outsourcing partner of the food industry. We have long-term partnership agreements with leading global and local food companies. We are present on the ground in all key origin countries and have a long-standing commitment to sustainability.

