

News Release

Barry Callebaut partners with Microsoft to further drive digital transformation

- **Strategic partnership with Microsoft aims to accelerate digital transformation journey as part of BC Next Level investment program**

July 11, 2024 Zurich, Switzerland and Brussels, Belgium - Barry Callebaut Group, the world's leading manufacturer of high quality chocolate and cocoa solutions, today announced a strategic partnership with Microsoft. This collaboration marks a significant milestone in Barry Callebaut's strategic investment program, BC Next Level, which aims at moving the company closer to customers and markets and simplifying and digitizing the front and back ends. This partnership lays the foundation for a seamless integration across the entire value chain - from cocoa farmers all the way to customers.

As part of the BC Next Level program, announced in September 2023, Barry Callebaut has committed to developing an agile, tech-enabled organization; to enhance operational efficiency, drive innovation, and support sustainable growth. Microsoft has been identified as the ideal partner to help achieve these goals. Its state-of-the-art cloud technology, data and analytics tools, Artificial Intelligence (AI) offerings, and collaboration suite, will increase Barry Callebaut's speed to market and facilitate seamless partnerships and collaboration within Barry Callebaut and with its customers. Leveraging Microsoft's AI and digital solutions, Barry Callebaut will streamline production, optimize supply chains, and enhance customer experience.

Amr Arafa, Barry Callebaut's Chief Digital Officer, said, *"As part of our commitment to getting closer to our customers and markets, our BC Next Level investment program aims to foster simplicity and digitalization. Today, we are thrilled to announce a strategic partnership with Microsoft, which marks a significant milestone on our digital transformation journey, unlocking exciting possibilities for our organization."*







Marijke Schroos, General Manager of Microsoft Benelux, added, *"Barry Callebaut's commitment to innovation and sustainability is inspiring. We are very excited to provide the digital tools and platforms that will support their goals and drive transformative outcomes. With AI at the forefront, we can optimize processes, ensuring more efficient and effective achievement of sustainability targets and innovative breakthroughs."*

This partnership showcases Barry Callebaut's commitment to leading the industry with advanced technology, setting new standards in operational excellence, quality, and sustainability, to lead the chocolate and cocoa industry into the future.

About Barry Callebaut Group (www.barry-callebaut.com):

With annual sales of about CHF 8.5 billion in fiscal year 2022/23, the Zurich-based Barry Callebaut Group is the world's leading manufacturer of chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolates, including chocolate fillings, decorations and compounds. The Group runs 66 production facilities worldwide and employs a diverse and dedicated global workforce of more than 13,000 people. The Barry Callebaut Group serves the entire food industry, from industrial food manufacturers to artisanal and professional users of chocolate, such as chocolatiers, pastry chefs, bakers, hotels, restaurants or caterers. The global brands catering to the specific needs of these Gourmet customers are [Callebaut](#)® and [Cacao Barry](#)®, [Carma](#)® and the decorations specialist [Mona Lisa](#)®. The Barry Callebaut Group is committed to make sustainable chocolate the norm to help ensure future supplies of cocoa and improve farmer livelihoods. It supports the [Cocoa Horizons Foundation](#) in its goal to shape a sustainable cocoa and chocolate future.

Follow the Barry Callebaut Group:

-  LinkedIn
-  Instagram
-  X
-  YouTube
-  Flickr
-  Facebook

Contact for the media:

Sara Thallner
Head of External Corporate Communication
Barry Callebaut AG
+41 43 204 15 22
media@barry-callebaut.com

for investors and financial analysts:

Sophie Lang
Head of Investor Relations
Barry Callebaut AG
+ 41 79 275 83 95
investorrelations@barry-callebaut.com