

PRESS RELEASE

ISM: Pulmoll sets the scene for "different types of eating candies" and Kalfany lets the Muppets dance (Hall 10.2, stand F030)

Herbolzheim, in January 2014.

There will be a lot going on at Kalfany Süße Werbung GmbH & Co. KG again in 2014: The company wants to record sustainable growth and is doing quite a lot to achieve this. It is searching for the online face 2014 as part of the successful Pulmoll campaign "how do you eat your candy?", there is sweet power thanks to the launch of Pulmoll Mixed Berry with the power fruit Açaí, Kalfany is setting the scene for original Muppets design tins to correspond with the theatrical release of the new film "Muppets Most Wanted!" and football fans will receive their club tin in a noble embossed look.

Kalfany Süße Werbung GmbH & Co. KG is (Germany's) recognised expert for high-quality, specific confectionery and sugar products in special – also individualised – (tin) packaging and also intends to remain so in future. Quite a lot will be done in this respect in 2014 and continued from the successful year of 2013: Pulmoll achieved a growth in revenue of 1.3 per cent in the food retail trade and 6.3 per cent in drug stores and a growth in sales of 3.9 per cent in the food retail trade and 6.9 per cent in drug stores in Germany in 2013. With the tinned sweets Pulmoll currently has a market share of 32 per cent and is recording very high growth particularly in drug stores. Kalfany heated up the trade in 2013 with the cult licence Playboy.

The global activities of Kalfany Süße Werbung GmbH & Co. KG are also continuously being expanded. The company already operates in 60 countries. For the export this means in 2014: The sweets market is to be expanded in Eastern Europe, the USA and in Russia. The revenue in the Benelux countries, Mexico, USA, Africa, Asia and South Africa increased in 2013 already. Eastern Europe and Asia advanced to become the strongest overseas markets as the consumers particularly love the tins there. A new distribution and the sales in pharmacies are to enhance the successes in Italy.

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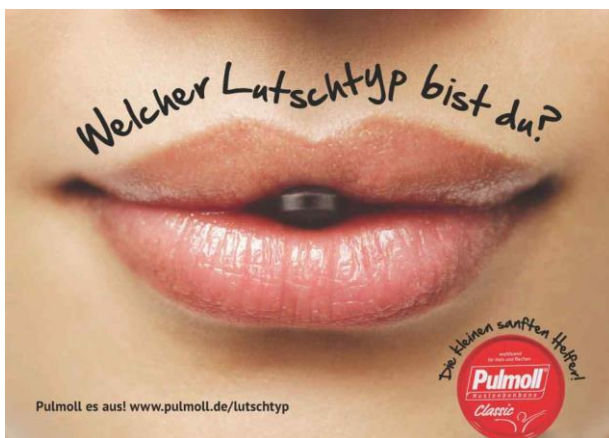
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For both Germany and overseas the aim today as well as in the future is that significant importance will continue to be attached to Corporate Responsibility: "We will also press ahead with sustainability topics in 2014 and continue to focus on the use of natural raw materials", Fritz Haasen, managing director of Kalfany Süße Werbung GmbH & Co. KG, added.

The people who eat their candy in different ways are making further progress for Pulmoll

In terms of communication the company is particularly making strong progress again with Pulmoll: As the large-scale 360-degree "how do you eat your candy?" Above-the-Line-campaign which was



initiated by Pulmoll in 2013 achieved even greater brand awareness of plus five per cent for the brand and it was possible to increase the rotation by ten per cent during the campaign.

The position in the trade has improved substantially and the image was able to profit from this. More than 16,000 people have taken part in the online test "how do you eat your candy" so far – with interesting results: So far with 66 per cent those who let their candy linger on the palate have positioned themselves as the strongest group, followed by those who let their candy linger in the cheek (19 per cent), those who bite their candy (9 per cent) and those who eat their candy on their tongue (6 per cent). Therefore, it will be continued in 2014 – in addition a search will be conducted for the face for the online campaign. People can apply via Facebook with a photo of themselves and the



face will then be selected online by the fans and Pulmoll. The starting signal for this will be given at the ISM: Visitors of the "Kalfany Süße Werbung GmbH & Co. KG" stand can have themselves photographed there and will then, if requested, take part in the online voting. The best ten will be chosen among all participants. A jury, consisting of marketing experts, will determine the winner from the Top-Ten. The winner will be invited for a weekend in the Europapark Rust, where a photo shooting will take place. The photos produced there will decorate the online campaign for the second half of 2014. The other participants from the Top-Ten will receive a Pulmoll surprise package. Pulmoll will occupy more than 6,000 large-scale areas at the PoS for the communications

offensive throughout Germany, billboards up at the main hubs at large stations, carry out intensive sampling and offer second placement displays.

A new display concept was developed for support for 2014 in order to promote the Pulmoll tins, however also Pulmoll Big Packs, which were launched in 2013, - classic and sage - and to reinforce impulse purchases with cough sweets. The Pulmoll Big Packs are 125 g bags with individually packed XL pastilles. This way Pulmoll is pressing ahead with a packaging alternative to the classical tin and therefore above all reinforcing the impulse area and the large-scale areas. The recommended retail price of a Big Pack is Euro 1.59.

Stevia* is state of the art for Kalfany Süße Werbung GmbH & Co. KG

The conversion to Stevia sweetener* is also proving to be the right step for the company one and a half years later: All sugar-free products will also only be sweetened with steviol glycosides still in future. The products taste better and even more natural – also by the fruit juice concentrate which was used in all sugar-free fruit types.

Let the tins roll in 2014 further trendy subjects:

Mixed Berry with Açaí: Berries and power fruits stimulate growth

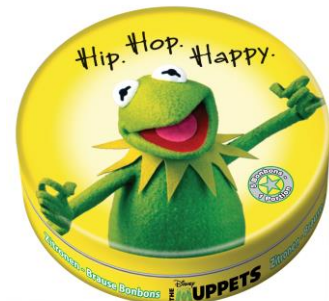
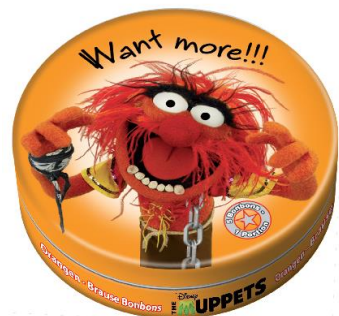


As a fruity new product Mixed Berry will be launched with immediate effect with a special wild berry mixture and the power fruit Açaí. The fruity new type is a real pleasurable sweet and tastes particularly natural thanks to the fruit juice concentrate. The throat drop*** with the power fruit is sweetened with stevia from steviol glycosides*, it is sugar-free and tooth-friendly**. Mixed Berry with Açaí is available in the

50 g tin for a recommended retail price between Euro 1.29 - Euro 1.49.

The special edition Mixed Berry was already a successful in drug stores in 2013 and will be available in the whole food retail trade as of January 2014.

A tingly dream team: Kalfany & the Muppets



A further legendary licence will once again cause a sensation on the market under Kalfany: The Muppets have been set free! On May 1st 2014 they will be in the cinemas again with their new film "Muppets Most Wanted!" and just in time for the theatrical release of the year three incomparable sweet tins are also available in shops with the popular Muppets characters Kermit, Miss Piggy and Animal. The design tins for collecting and storing which generate enthusiasm are filled to the brim with fruity and tingly Kalfany sweets in the flavours lemon-sherbet, cherry-sherbet and orange-sherbet. For fans of lemon there are the delicious lemon-sherbet sweets in the "Hip Hop-Kermit" design tin. Someone who prefers it sweeter can choose the cherry-sherbet sweets in the "Sweet Kiss – Miss Piggy" design tin. They have a tingly taste of cherry to fall in love

with – no-one can resist these. If someone wants it slightly wilder the tingly orange-sherbet sweets in the "Want more – Animal" design tin are a real surprise. The Muppets design tins contain 50 g of sherbet sweets each and are respectively available for a recommended retail price of Euro 1.49.

Cupper Sport, a real re-launched perfect hit for football fans – now with an even higher standard of quality

Tasty and with a high standard of quality Cupper Sport presents the new 60 g club tin in a higher-



quality look in 2014, which is convincing optically and from a haptic point of view with embossed club logo. The fan tins are therefore even more attractive for football fans! The refreshing and fruity sweets from the Cupper-Sport range of Kalfany Süße Werbung GmbH & Co. KG are a perfect hit, ensure a good mood and atmosphere with the very loud cheering of the team in the stadium. The company scores with the

original licence of the majority of German Bundesliga football clubs of the premier and second league: BVB, Schalke 04, HSV, VfB Stuttgart, Eintracht Frankfurt, SV Werder Bremen, Borussia Mönchengladbach, VfL Wolfsburg, FC Bayern München & 1. FC Nürnberg are already available now in the new club tin design. Soon there will also be 1. FC Köln and 1. FC

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Kaiserslautern. Further club tins will also follow. The fan sweets are available from a recommended retail price of Euro 2.50.

Echt Sylter Brisen Klömbjes and Pulmoll are re-conquering the pharmacy market

Pulmoll and Echt Sylter Brisen Klömbjes are firmly anchored in the pharmacy landscape. A further expansion of the distribution channel pharmacy is now being pressed ahead with for both brands. New impulses are needed for this: The distribution channels should therefore be further developed together with Sanotact – the expert in pharmacy distribution for products which are available over the counter. In addition to the principal match of both companies the focus is of course placed on synergy effects with the cooperation of Pulmoll, Echt Sylter Brisen Klömbjes and Sanotact. In particular the top articles of both brands are to be placed with blanket coverage as far as possible in the free choice area in the direct distribution. The driving forces for transformation in the wholesale trade and the set-up of mailing and telephone marketing are also on the programme. Both companies have been cooperating since July 2013 as if this has always been the case. There is nothing to stop a successful future owing to the healthy cooperation.

* Steviol glycosides from the stevia plant.

** Pulmoll sweets sugar-free contain ISOMALT instead of sugar and thus contribute to retaining the mineralisation of the teeth.

*** A balance diet and a healthy way of lifestyle are important for your wellbeing.

About Kalfany Süße Werbung GmbH & Co. KG

Kalfany Süße Werbung GmbH & Co. KG is one of the biggest tinned sweets producers for Europe, Asia and the Near East today. In addition to high standards of quality and selected recipes the unmistakeable tin design also forms the basis for its international success. Moreover, the company is deemed as a particularly active and innovative producer, which was able to achieve a good reputation worldwide already both on the part of the product with e.g. sugar-free sweets (since 2012 sweetened with stevia*) and unique brands such as Pulmoll as well as on the technological side.

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