

TRANSACTION ANNOUNCEMENT

Wiesbaden, 11 April 2011

Bell-Gruppe acquires Hoppe GmbH

The Bell Group has acquired another company in Germany and is taking over Hoppe GmbH. With this step Bell is expanding its expertise in its existing business.

The rising demand in the German market for top-quality convenience products highlights the considerable potential for growth in this segment. Bell is taking account of this development with its latest acquisition. Hoppe has approximately 100 employees and generates annual sales of around EUR 20 million. The convenience food specialist will continue to operate as an independent company under the umbrella of the German Bell subsidiary ZIMBO Fleisch- und Wurstwaren GmbH & Co.KG. Christof Queisser, Chairman of the Executive Board of ZIMBO, will take over the management of Hoppe. Elisabeth Hoppe and Georg-Michael Hoppe will continue to be available to the company to ensure a smooth transition. If the transaction is approved by the Bundeskartellamt, the acquisition will take effect retroactively to 1 January 2011. The parties have agreed to maintain silence about the conditions of the transaction.

With Hoppe Bell has found the ideal partner to support its strategic approach in the convenience and snacks segment. With this merger Bell can expand its existing activities in this sector.

About Bell

Bell is the largest Swiss meat processing company. Its range of products includes meat, poultry, charcuterie, seafood and convenience products. Bell counts the retail and wholesale trade, food service sector and food processing industry among its customers. In Europe, the French Groupe Polette and the German companies ZIMBO and Abraham belong to the Bell Group. More than 6,000 employees generated a consolidated net income of CHF 2.58 billion in 2010. Bell is listed on the Swiss stock exchange.

About Hoppe

The German Hoppe GmbH with its registered office in Bad Wünnenberg is a highly specialised manufacturer of premium minced meat convenience products. The product range of this company established in 1973 includes traditional and light mince products as well as barbecue products and snacks.

GernerVantageGroup has acted as advisor to Bell Group in this transaction.

Office Wiesbaden:
Sonnenberger Straße 9
D-65193 Wiesbaden
Tel.: +49 (0) 611 20571-0

Office London:
Berkeley Square House, 2nd Floor
Berkeley Square
London W1J 6BD, UK
+ 44 (0) 20 7692 4303

www.gerner-vantage.com
info@gerner-vantage.com