



## **LOTUS BAKERIES AND MONDELÉZ INTERNATIONAL EXPAND THEIR PARTNERSHIP INTO THE ICE-CREAM CATEGORY, IN COOPERATION WITH FRONERI**

Lotus Bakeries is thrilled to announce it has integrated the ice-cream category into its existing licensing agreement with Mondelez International, opening doors to the leading pure play ice-cream manufacturer, Froneri. The strategic partnership between Lotus Bakeries and Froneri will allow the Lotus® Biscoff® brand to grow even faster in the ice-cream segment.

Since its international roll-out in 2019, Biscoff Ice-cream has delighted consumers with its crunchy Lotus Biscoff pieces and smooth Biscoff spread, in an irresistible combination with fresh cream. This unique taste sensation has been embraced by consumers across the US, UK, and EU, significantly contributing to the brand's remarkable growth trajectory.

The success of Biscoff ice-cream over the past years has strengthened our confidence in the potential to expand our ice-cream portfolio to a global scale. To further explore this high-potential category with its specific market characteristics – such as logistics and specific retail dynamics – Lotus Bakeries is excited to partner with one of the largest global ice-cream players. Froneri's expert position will enable increased market distribution, add deep knowledge in product development and allow for manufacturing and logistics efficiency by – amongst others – local production in key markets.

Starting in 2026, Froneri will be producing, marketing and selling Biscoff ice-cream in several European countries, gradually expanding to other countries in due time.

**“Partnering with Froneri will unlock new opportunities for Biscoff®, allowing us to leverage their extensive expertise in product development, market insights, and industry-leading knowledge. This collaboration will strengthen our position in the ice cream sector, enabling Biscoff to grow into a global ice-cream brand. Moreover, introducing the Biscoff taste to ice-cream consumers worldwide will further boost our brand awareness and the ability of our own organization to focus on Biscoff cookies and spread globally.”**

**– Jan Boone, CEO Lotus Bakeries**

The partnership is structured as a sub-license to Lotus Bakeries' partnership agreement with Mondelez International, announced on June 13, 2024. This agreement covers the manufacturing and sale of the Biscoff® cookie brand in India and introduces new chocolate products that combine the unique Biscoff taste and texture with Mondelez's iconic chocolate brands.

### **Lotus Bakeries in a nutshell**

Lotus Bakeries, founded in 1932, operates worldwide in the indulgent and natural snacking segment with brands including Lotus®, Biscoff®, nākd®, TREK®, BEAR®, Kiddylicious®, Peter's Yard®, Dinosaurus®, Peijnenburg® and Annas®. Headquartered in Belgium, Lotus Bakeries is a dynamic and internationally oriented company with production facilities in Belgium, the Netherlands, France, Sweden, South Africa and the United States. A third production facility is currently under construction in Thailand and will be operational by 2026. It has 23 own sales organizations in Europe, America, Asia and Australia. Lotus Bakeries also works with commercial partners in approximately fifty countries worldwide. Lotus Bakeries has around 3,360 employees and achieved a revenue of EUR 1,232.0 million in 2024. The shares of Lotus Bakeries are listed on Euronext Brussels. The majority of shares are owned by the Boone and Stevens family.

### **Forward-looking statements**

This press release contains forward-looking information that involves risks and uncertainties, including statements about Lotus Bakeries' plans, objectives, expectations and intentions. These statements are based on the current expectations and views of future events and developments of Lotus Bakeries and are naturally subject to uncertainty and changes in circumstances. The forward-looking statements contained in this press release include statements other than historical facts, typically containing words such as "will", "may", "should", "believe", "intends", "expects", "anticipates", "targets", "estimates", "likely", "foresees" and words of similar import. All statements other than statements of historical facts are forward-looking statements. Readers are cautioned that forward-looking statements include known and unknown risks and are subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond the control of Lotus Bakeries. Should one or more of these risks, uncertainties, or contingencies materialize, or should underlying assumptions prove incorrect, actual results may differ materially from those anticipated, estimated, or projected. As a result, undue reliance should not be placed on these forward-looking statements, and Lotus Bakeries assumes no responsibility for the accuracy thereof.

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