

07/02/2013

Lotus Bakeries and Goodwell China, part of Dah Chong Hong (DCH), have agreed to jointly establish Lotus Bakeries China. The new company will exclusively focus on the further commercialisation, growth and development of Lotus Bakeries in China. The joint venture will be based in Shanghai.

Currently Goodwell China already imports Lotus among others in China, realising significant growth with Lotus caramelised biscuits (speculoos). Following the establishment of the new company Lotus Bakeries China Lotus Bakeries and Goodwell China have now firmly opted in favour of a team which will exclusively focus on the further development of Lotus. The management and the Board of Directors of Lotus Bakeries are very happy about this important strategic move in China.

During the first six months of 2013 a detailed plan of action will be drawn up. The aim is to start selling Lotus from July 2013 through the new joint venture. Ronald Drieduite, currently Corporate Director EMEA within the Executive Committee, will be appointed General Manager of Lotus Bakeries China and will move to Shanghai. His team will consist of managers with a Goodwell and Lotus Bakeries background allowing the joint venture to make optimum use of Goodwell's knowledge and expertise of the Chinese market on the one hand and of the specific commercial know-how and product knowledge of Lotus on the other hand. Martin de Beco will be responsible for the supply chain operations in the team. Martin has already been working in Shanghai for three years and manages the Lotus end of the business at Goodwell as well as coordinating the logistical flows. An-Sofie Geerardyn, who currently works for us as Management Trainee within MDI, speaks perfect Chinese and will join the Lotus Bakeries China team in early July of this year.

Six members shall be appointed to the Board of Directors of this new company. Each of the partners in the joint venture can appoint three members. Lotus Bakeries shall appoint Jan Boone, Ronald Drieduite and Bart Bauwens as directors.

This means that the Lotus Bakeries Group is adding a new area, alongside Belgium, the Netherlands, France, NEEU, SWEMEA, Americas and Asia-Pacific: China.

Within Lotus Bakeries' Executive Committee John Van de Par will be appointed as Corporate Director EMEA & ICT. John is already a member of the Executive Committee of Lotus Bakeries and previously held the position of Financial Director of Koninklijke Peijnenburg. He will start in April of this year. As a result of John's new responsibilities the organisation will be further adapted to reflect these changes. Sofie Dumarey, Corporate Secretary and head of the Legal Department, will report directly to Jan Boone. John's other responsibilities, i.e. Risk Management and Corporate Tax, will be handed over to Jan Vander Stichele and Jos Destrooper respectively.

We wish everyone the best of success with their new role, challenges and responsibilities.

The organisational chart will be as follows from 1 April 2013 (see page 2).

Jan Boone



