

## Management Area Belgium reinforced with Jos Destrooper Isabelle Maes appointed CFO of the Lotus Bakeries Group

In recent years, Lotus Bakeries' activities have grown strongly in Area Belgium. The Group has achieved a healthy internal sales growth, and has also extended its operations with the recent acquisitions of Biscuiterie Willems and Dinosaurus. Lotus Bakeries has therefore decided to strengthen its Belgian management team. Mr. Jos Destrooper, currently Corporate Director Finance & HR, will from the start of next year, take up the post of Director of Finance Belgium & Group HR.

We are also pleased to announce that Isabelle Maes is to become Chief Financial Officer of Lotus Bakeries. Mrs. Maes graduated in Commercial Engineering from the University of Leuven. She started her professional career as an auditor at PricewaterhouseCoopers (PwC). In 2001 she moved to Barry Callebaut where, after a number of functions and projects in the Finance and SAP areas, she became CFO Belgium in 2006. She is currently leading an important European group project at Barry Callebaut. Isabelle will join us in April 2014 after completing this project.

"I am particularly excited about the fact that we can strengthen our Belgian management team with Jos Destrooper and continue to build our growth story," says Jan Boone, CEO of the Lotus Bakeries Group. "I am also delighted that Isabelle Maes will join Lotus Bakeries. We are all convinced that her expertise and positive drive will give strong added value to our company."

### Lotus Bakeries in a nutshell

*Lotus Bakeries focuses on authentic specialties from the biscuit and cake world: caramelized biscuits (speculoos), gingerbread, cake specialties, waffles and pepparkakor biscuits. Lotus Bakeries, with headquarters in Belgium, is a dynamic, internationally oriented company with production facilities in Belgium, the Netherlands, France and Sweden, own sales organizations in 10 European countries, in the United States, Hong Kong, China, Chile and an export department for the other countries. With 1,218 employees, Lotus Bakeries produces and sells high-quality, tasty products under the Lotus, Peijnenburg and Annas brand names. By maintaining a healthy balance between tradition and innovation, Lotus Bakeries indulges consumers with a unique range of products. In 2012 the Group achieved a turnover of EUR 288.5 million. The shares of Lotus Bakeries are listed on Euronext Brussels.*

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Further information on Lotus Bakeries can be found on [www.lotusbakeries.com](http://www.lotusbakeries.com)

