



**BAKERIES**  
SINCE 1932

**Press release**  
**Regulated information**

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## **LOTUS BAKERIES: INTERMEDIATE STATEMENT**

Sales of Lotus Bakeries' brand products rose slightly during the first 10 months of 2010.

On an overall basis, sales were steady, with increased brand sales offset by lower private label sales and the ending of the Jaffa Cake Bar contract with McVities.

Group profitability for 2010 is expected to be in line with that of 2009.

### ***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, Sweden and Canada, own sales organizations in 9 European countries and in the United States/Canada, and an export department for the other countries. With 1224 employees, Lotus Bakeries produces and sells high-quality, tasty products under the Lotus, Peijnenburg and Anna's brand names. By maintaining a healthy balance between tradition and innovation, Lotus Bakeries indulges consumers with a unique range of products. In 2009 the Group achieved a turnover of EUR 261.1 million. The shares of Lotus Bakeries are listed on Euronext Brussels.*

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