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## LOTUS BAKERIES AND GOLAZO JOIN FORCES AT MORE THAN 40 SPORTING EVENTS IN 3 COUNTRIES

**PAAL and LEMBEKE (Belgium), 25 June 2025** - Belgian companies Golazo and Lotus Bakeries are announcing a partnership in which, from 1 July 2025, Lotus Bakeries will become a partner for three years in 40 recreational running events across Belgium, the Netherlands and France. As part of this collaboration, Lotus Bakeries will focus on its better-for-you brands TREK and nākd. These brands are perfectly aligned with the active target groups that Golazo, a sports and health company, reaches through its events.

In each country, Lotus Bakeries will be the title partner of iconic Golazo running events: the TREK Antwerp Marathon in Belgium, the TREK Singelloop Utrecht in the Netherlands and La Parisienne by nākd in France. In addition to these title partnerships, Lotus Bakeries will be the main sponsor of the Stadsloop Gent and the 10 Miles of Ghent in Belgium, as well as the Vestigingsloop Den Bosch and the Marathon Eindhoven in the Netherlands. Finally, Lotus Bakeries will partner with 21 other running events in Belgium, 10 in the Netherlands and 2 in France, reaching over 600,000 runners annually across the three countries. Quite literally, as every participant will be rewarded with a TREK or nākd bar during the events. Beyond running events, Lotus Bakeries will also be present at many well-known walking events organised by Golazo in Belgium and the Netherlands.

*“Today, nearly 20% of the population is actively involved in running or walking, with an average of 2 to 3 supporters per participant along the route” says Jan Boone, CEO of Lotus Bakeries. “This means each event generates a significant reach, both among active athletes and their entourage. For our brands, this is a unique opportunity to engage with a wide range of health-conscious consumers in a relevant context.”*

The collaboration between Golazo and Lotus Bakeries unites two companies with a shared vision of health and an active lifestyle. Golazo organises hundreds of recreational sporting events and is one of Europe's leading sports and health organisations. Through its better-for-you segment, Lotus Bakeries responds to the growing demand for natural, healthy and tasty snacks.

For Bob Verbeeck, CEO of Golazo, the partnership is a natural fit: "Lotus Bakeries and Golazo share the same goal: to encourage people to adopt an active and healthy lifestyle. Alongside physical activity, nutrition – including sports nutrition before and during exercise – plays a vital role. Through these events, we offer Lotus Bakeries access to a vast audience of runners and walkers, and our participants access to Lotus Bakeries' healthy snacks. We are also delighted to establish such a large-scale, unique collaboration – spanning multiple years and countries with one of Belgium's most successful companies, which is renowned internationally."

An overview of all the events involved can be found at: <https://www.golazo.com/news/lotus-bakeries-en-golazo>.

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#### **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.

#### **Golazo in een notendop**

Golazo, a sports and health company founded in 1990 by Bob Verbeeck, encourages people to lead a more active and healthier lifestyle, with the ambition of contributing to a happier society. Golazo creates physical and virtual events, apps and challenges, tailor-made corporate wellbeing programs, sponsorship, marketing and communication services, media services, and athlete management. The company operates internationally, primarily in Europe and Africa.

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