

Media release

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Ad hoc release pursuant to Art. 53 Listing Regulations

Marco Tschanz appointed new CEO of Bell Food Group from June 2024**Continuity and dynamic development**

- **Marco Tschanz has been appointed the new CEO of the Bell Food Group with effect from 1 June 2024.**
- **The Board of Directors considers him to be the ideal person for this position. Marco Tschanz has been playing a key role in shaping the company's successful strategy for the past nine years.**
- **His appointment not only lays the foundation for the Group's dynamic development, but also guarantees continuity.**
- **The current CEO Lorenz Wyss will retire from the company on 30 June 2024. During his 13 years at the helm, the Bell Food Group successfully grew to be one of the leading food manufacturers in Europe.**

Marco Tschanz (48) will take over as the new CEO of the Bell Food Group on 1 June 2024, while also serving as the head of the Bell Switzerland business area. The newly appointed CEO has been with the Bell Food Group for nine years. He joined the company as CFO and a member of the Group Executive Board in 2014. In 2019, he changed roles within the Group Executive Board and took over as the head of the Bell International business area. In 2022, he also concurrently took on the management of the Eisberg business area. Joos Sutter, Chair of the Board of Directors explains his appointment as follows: "Marco Tschanz has an impressive track record with the Bell Food Group, both at the operational and strategic levels." Under his leadership, the strategic repositioning of Bell International resulted in the sustained turnaround of this business area. During his time in the role, the fresh convenience product range was also successfully launched in the Austrian market, and Eisberg products were positioned strategically in Eastern Europe.

Respected within the company as well as externally

With this appointment, the Board of Directors is backing him as someone who is respected internally within the company as well as externally, and is ensuring continuity in management. "At the same time," says Joos Sutter, "«we are laying the groundwork for the company's dynamic development." Marco Tschanz on his appointment: "The Bell Food Group is a successful company with a strong business model. I'm looking forward to continuing to work on our success story, spanning more than 150 years, with the support of a strong team and more than 13,000 committed and competent employees."

The current CEO Lorenz Wyss will retire in June 2024 after 13 successful years in the post. Joos Sutter: "The time has not yet arrived to thank him for his dedicated and visionary commitment." Under the management of Lorenz Wyss, the Bell Food Group grew to be one of the leading food manufacturers in Europe. Sales revenue increased from CHF 2.5 billion to over CHF 4.3 billion and the workforce more than doubled. Lorenz Wyss on the appointment of Marco Tschanz as his successor: "The Board of Directors has made an excellent choice. As a member of the management team, Marco Tschanz has played an important part in shaping the company's strategic focus. He has all the skills needed to successfully advance the Bell Food Group."

New head of the Eisberg business area

Mike Häfeli (47) will take over as the head of the Eisberg business area on 1 January 2024. This business area has been managed by Marco Tschanz in conjunction with his other role up to now. Mike Häfeli has broad-based experience in the food industry, in particular in production processes, market development and sales. He has held a number of managerial positions with the Bühler technology group, and most recently headed the Grain Quality & Supply business area in his role as a member of the Executive Management of the Grains & Food division. Mike Häfeli will join the Group Executive Board at the beginning of 2024.

Enclosures

- Photo of Lorenz Wyss
- Photo of Marco Tschanz
- Photo of Mike Häfeli

About the Bell Food Group

The Bell Food Group is one of the leading meat and convenience food processors in Europe. Its range of products includes meat, poultry, charcuterie, seafood as well as convenience and vegetarian products. With different brands such as Bell, Eisberg, Hilcona and Hügli, the Group meets a range of customer needs. Its customers include retail as well as food service companies and the food processing industry. Some 13,000 employees generate annual sales of more than CHF 4.3 billion. The Bell Food Group is listed on the Swiss stock exchange.