



Media release

Basel, 2 May 2013

New composition for Bell's Group Executive Board

Christian Schröder will join the Group Executive Board of Bell Ltd on 1 June 2013. He has been the Head of the Bell Germany division since 2012.

Martin Gysin, Head of the Finance/Services division, will in future also head the Bell France division.

From 1 June 2013, Bell's Group Executive Board will consist of Lorenz Wyss (Group CEO, Head of Bell Switzerland and Bell Eastern Europe/Benelux divisions), Martin Gysin (Head of Bell Finance/Services and Bell France divisions), and Christian Schröder (Head of Bell Germany division). With this new composition, Bell is aligning its Group Executive Board to the Group's international focus.

This media release can be accessed at <http://www.bell.ch/media/media-releases.aspx>.

Photos and more information on the Bell Group can be found at www.bell.ch.

About Bell

The Bell Group is one of the leading meat processors in Europe. Its range of products includes meat, poultry, charcuterie, seafood and convenience products. With the brands Bell, Abraham, ZIMBO, M^ossieur Polette and Hoppe the Group meets a diversity of customer needs. Bell counts the retail and wholesale trade, food service sector and food processing industry among its customers. Some 6,500 employees generated consolidated sales of CHF 2.53 billion in 2012. Bell is listed on the Swiss stock exchange.

For more information:

Davide Elia, Head of Corporate Marketing/Communication
Tel. +41 58,326 2212; davide.elia@bell.ch
Bell Ltd, P.O. Box 2356, 4002 Basel, Switzerland