



Media release

Basel, 27 April 2012

New management structure for Bell Ltd in Germany

Bell Ltd wishes to announce the following change at senior management level in Germany, effective as of 1 May 2012: Christian Schröder, spokesman for the Abraham Group Managing Board, will assume overall responsibility for Bell's business in Germany. In an additional step, Bell plans to merge Bell Germany's administrative services and to relocate them from Bochum to the Seevetal location by the middle of 2013.

This reorganisation will allow Bell to respond even more effectively to the requirements of the demanding market environment and the ongoing cost pressures in Germany and Europe. Bell sees great potential in the core market Germany and in the European markets, and will continue to develop and sustainably grow business in these regions.

Christof Queisser, CEO of the ZIMBO Group, will assume overall responsibility for Bell's international business in the markets of Eastern Europe, Scandinavia and the Benelux countries.

This media release can be accessed at <http://www.bell.ch/en/media/media-releases.aspx>.
For images and further information on the Bell Group: www.bell.ch

About Bell

Bell is the biggest Swiss meat processor. The product range covers meat, poultry, charcuterie, seafood and convenience products. The customer base includes the retail and wholesale trades and the catering and food industries. In Europe, the French Groupe Polette and the German ZIMBO and Abraham companies belong to the Bell Group. Some 6,500 employees generated consolidated sales of goods totalling 2.52 billion Swiss francs in 2011. Bell is listed on the Swiss stock exchange.

For more information:

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