



PRESS INFORMATION

Pulmoll presents its “How do you eat your candy?” promotion and Kalfany raises temperatures with Playboy (Hall 10.2, Stand F030) at the ISM 2013

Herbolzheim, January 2013. At the ISM 2013 Pulmoll presents its major 360 degree above the line communication campaign “How do you eat your candy?” which will update and visualise the brand and promote further brand development with its line extension Ginger & Lemon sweetened with Stevia*. In 2013 Kalfany will also launch the successful cult Playboy license.

Kalfany Suesse Werbung GmbH & Co. KG and its brands Pulmoll and Kalfany were in 2012 able to successfully position themselves against the trend in an overall declining and strongly price-driven market and grow further. Pulmoll achieved a turnover growth in Germany of 6.4 per cent and a sales growth of 6.3 per cent in 2012 – in contrast, the cough sweet market only increased by 2.1 per cent. Kalfany even managed a growth of 21.6 per cent. In this respect, Pulmoll and Kalfany continue to be extremely reliable mainstays of turnover in German trade (source: Nielsen Data YTD/KW26 2012). The worldwide business activities of both brands in meanwhile 60 countries are also continuously increasing: in 2012 the sweets were successful in France and various African states and in 2013 the export focus will be on France, USA, Turkey and Russia. The strongest growth in 2012 was achieved by the relaunch of the sugarfree range of Pulmoll (switch to stevia*) which even achieved double-figure growth in classic food retail and also won many positive responses from consumers. This was also due to the cult afri cola license with which Kalfany Suesse Werbung was, once again, right on trend. Furthermore the Acti Fresh Range which is highly popular with a younger target group could succeed with partnerships with, amongst others, the “New Yorker” fashion brand.

In 2013 Pulmoll and Kalfany are focussing on even stronger growth and promising impulses. Pulmoll’s major, attention-grabbing, 360 degree above the line communication campaign “How do you eat your candy?” aims to update and visualise the brand further as well as generate a five per cent growth increase and new consumers. The successful changeover to the stevia* formula in 2012 will also bear further fruit in 2013 with the new Pulmoll Ginger & Lemon variety. Kalfany is also promoting growth with the successful cult Playboy licence. To establish themselves further,

Kalfany Suesse Werbung GmbH & Co. KG

Holzmattestraße 22 – D-79336 Herbolzheim
Tel.: +49 (0)7643 / 801-0 - Fax: +49 (0)7643 / 801-20

Mail: info@ksw24.com
www.ksw24.com

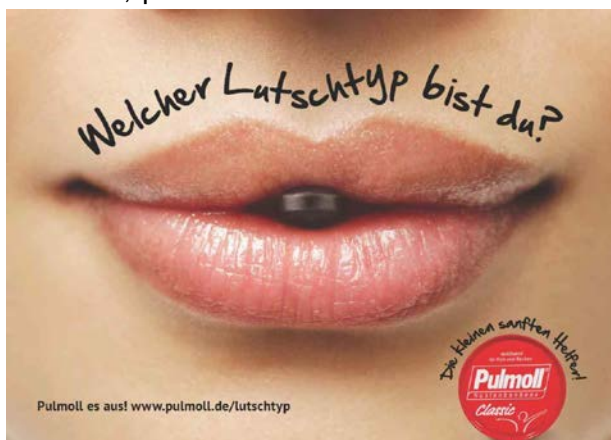


both brands are focussing on attention-grabbing retail promotions, a broadening of their sweet and health expertise as well as the continued further development of international business. Furthermore, the sweet specialists will also focus on sustainability topics and the use of natural raw materials. The following measures are planned for 2013:

Pulmoll 2013

Pulmoll launches “How do you eat your candy?” campaign

Direct, personal and modern is how Pulmoll can be seen in 2013 in print advertisements, PR, on



out of home billboard advertising at shopping centres and train stations. During 6 x 10 day periods between January to March 2013 and September to November 2013 the theme will be “How do you eat your candy?” The 360 degree above the line communication campaign will directly address the target group with various motifs and consumers will be prompted to think about “how they eat their candy”. There will be a choice between type A to D. Type B is, for example, the type who likes to enjoy his cough sweets by “directly chewing them, while to do their throats some good.” Those who are undecided about what type they are can do a sweet test on the new



Pulmoll website – a Facebook Fanpage which is online from January 2013 and which also offers the great chance to win one out of four iPads. This promotion also runs as a sampling promotion at POS and secondary placement here will also draw attention to the campaign. Print advertisements, 5,900 out of home billboard advertising at shopping centres and train stations featuring the different motifs (more than 170

Million contacts are planned with this) as well as PR will support the campaign which aims to update and modernise the Pulmoll brand, appeal to new consumers and ensure further growth.

Pulmoll to present the new sugar free stevia* variety Ginger & Lemon in 2013



Pulmoll remains innovative also in product news – the new Pulmoll throat lozenges Ginger & Lemon are sugar free, sweetened with stevia* and tooth friendly**. The perfect combination of the sour taste of the lemon and the slight acidity of the ginger makes the new Pulmoll Ginger & Lemon sweets a real treat. They also contain vitamin C and fruit juice and ginger concentrate. Already five of the new throat lozenges contribute to the functioning of the immune system with their vitamin C content and are exceptionally beneficial for the throat ***. Pulmoll Ginger & Lemon are available in a 50 g tin with a exclusively in drugstores.

Pulmoll presents big pack for new usage situations

After the introduction of the flip top boxes (Lemon and Cherry) for cash desk placement, the Pulmoll Classic and Sage varieties have since mid last year been available as individually packaged XL lozenges in a 125 g bag. With this Pulmoll is promoting a further packaging alternative to the classic tin and is strengthening especially the impulse buying sector and large areas.



Kalfany 2013

Kalfany heats up trade in 2013 with Playboy

In January 2013 Kalfany is launching the cult Playboy brand area-wide as a sweet range. The Playboy sweet range offers the three varieties Cola, Tutti Frutti and Mint. All three varieties are sugar free and sweetened with stevia*.



The Cola variety is the energy sweet for that

extra caffeine kick for all occasions. Tutti Frutti is a fruity fresh sweet for those who love berry mixes whilst Mint is the refreshing sweet with a wonderfully invigorating minty taste and the great choice for fresh breath. The new license benefits from the immense brand popularity of Playboy and the growing brand presence in food retail. Playboy is, meanwhile, a cult brand in Germany. Recognition at POS is guaranteed by a classic tin design featuring the famous Playboy -Rabbit Head as the key visual. Hereby the new range appeals to a broader target group which is both male and female, young and old and which loves lifestyle products. The new range will be supported by PR and online communication on playboy.de and Facebook.

The new classic Fresh Mint

The classic Kalfany range in the classic tin will receive a new addition in 2013: from January, the Fresh Mint variety will be launched for export. This impresses with great natural aromas and fresh peppermint taste and the sweets also don't contain any colours. Fresh Mint is available in a 150 g tin with a RRP from €1.25.



Kalfany offers a taste of Sansibar

Kalfany is offering a taster of holidays, the summer, sun and Sylt with its Sansibar sweet licence.



The sugar free premium sweets in the flavours Herb, Mint (with vitamin C) as well as Red Berry Fruits (with vitamin C) will, in only a few seconds, bring a smile to your face and dispel any grey clouds!

Perfect for creating that Sylt feeling! Sansibar and Sylt fans will love the high quality design with embossed swords and three great colours.

Exciting partnerships for Acti Fresh

The Kalfany Acti Fresh Drops are continuing their success from 2012 also in 2013 and the four innovative, intensely tasting Acti Fresh Drops varieties Crazy Berry, Active Spearmint, Bitter Lemon and Sunny Orange will again



enter partnerships with well known brands. In 2013 Kalfany will launch tailor-made promotions with trade and continue major sampling partnerships and competitions with fashion brands.

Strong support for the ever successful afri cola license

The trendy afri cola sweets with caffeine and that typical afri cola taste are a must for all hipsters



also in 2013. Now they are even more attractive with extra new giveaways including the afri smartphone case and attention grabbing instore

promotions with chances to win great prizes.

Hello Kitty and Kalfany make girls dreams come true

In summer 2013 Kalfany will make the dreams of many girls and young women come true with its major nationwide Hello Kitty Back to School promotion. This will ensure plenty of fun as well as additional turnover for trade!



Cupper Sport with new "tricot"



In 2013 Cupper Sport will kick off a layout re-launch of the association tins which will now feature the embossed association logo. This is sure to make the popular tin even more appealing and high quality and football even more attractive! A further innovation at Cupper Sport is that smaller associations will also be able to enjoy the sweets. For this Kalfany is offering a new "universal tin", the lid of which may be printed with the association logo by digital print (from 500 pieces). The new

"universal tin" contains 60 g of delicious iced sweets.



The original Sylter Brisen-Klömbyes continue celebrating

The traditional small but delicious Sylter cough sweet brand is celebrating its 20th anniversary and will continue to do so until mid 2013 with the wonderful jubilee tin. PR and print advertisements will support the “sweet breeze”.



Kalfany Suesse Werbung GmbH & Co. KG focuses on corporate social responsibility

A careful use of resources as well as energy saving conduct are matter of course for Kalfany Süße Werbung GmbH & Co. In doing so, the sweet specialists not only ensure sustainable economic efficiency but also take the climate and the environment into consideration and protect this in the best way possible. Legal regulations and laws serve as the framework for this and the company is committed to the adherence of these. Furthermore, Kalfany Suesse Werbung GmbH & Co. is also dedicated to the continual improvement of its own environmental management system in the sense of its future sustainability. In detail this is as follows:

Solar power plants with an output of 554 Kwp are installed at both company sites of Kalfany Süße Werbung GmbH & Co. With this the company annually produces ca. 600 kwh electricity which corresponds to the annual consumption of 150 x 4-person households and, at the same time, saves the environment from ca. 400 tons carbon dioxide. With underground cisterns, the sweet specialists annually collect ca. 100,000 litres of rooftop water for the sprinkling of outdoor facilities which saves precious drinking water resources. Kalfany Suesse Werbung GmbH & Co. also recycles materials with consistent waste separation and organic substances become energy carriers via biogas systems. Reusable containers for ingredients and containers for raw and auxiliary materials also prevent additional waste creation. The thermal energy needed for the manufacture of the sweets and fruit gums is also generated from gas. With the use of modern condensing technology and the reuse of flue gas, Kalfany Suesse Werbung GmbH & Co. also reduces heat loss and increases usage efficiency by more than 30 per cent which, in turn, saves 500,000 kW gas every year.



Kalfany Süße Werbung GmbH & Co. is also active regionally and is a member of the citizens' energy association of South Baden (BEGS) which is committed to a sustainable ecological energy supply. With member contributions, the association establishes and realises regenerative energy projects. In addition, the manufacturer also supports regional social projects such as the Herbolzheim Kindergarten, local and social organisations and associations and provides food donations for the "Tafel" for the needy.

Employees are actively involved in the environment and sustainability process and are continually informed about any news concerning this. They can also become involved and contribute to the company's success with their own suggestions and ideas.

*With steviol glycosides from the stevia plant.

** Pulmoll sugar free sweets contain ISOMALT instead of sugar and contribute to maintaining tooth mineralisation.

*** A balanced diet and a healthy lifestyle are important for well-being!

Kalfany Süße Werbung GmbH & Co. KG is today the biggest manufacturer of tinned sweets for Europe, Asia and the Near East. Its international success is based on high quality standards and select formulas as well as a distinctive tin design. The company is also regarded as a particularly active and innovative manufacturer which has gained an excellent reputation worldwide thanks to its products, e.g. with sugar free sweets (since 2012 sweetened with stevia *) and its unique brands such as Pulmoll as well as its technology.

+++ Press contact | 4PR Consulting GmbH | Katharina Hoffmann | Tel. +49 (0) 2132 969000 | Fax +49 (0) 2132 968999 |
Katharina.Hoffmann@4prconsulting.de | www.4prconsulting.de +++