

Corporate Policy of Erlenbacher Backwaren GmbH

Business practices and social values

We believe that the corporate culture we implement at Erlenbacher makes a tangible difference. Indeed, we do more than simply manufacture cakes. We also work proudly and passionately every day to continually develop new ideas and drive our products forwards.

We see ourselves as a family business – not in the traditional sense of our ownership structure, but in the way we treat each other. It's often whole families who work for us – parents, children, uncles, aunts – the list goes on. And there's good reason for that.

Every member of the Erlenbacher family has a passion for cakes and for people. We are all authentic, loyal and honest with our colleagues and do everything in our power to provide customers with the best possible service. To this end, we choose to think outside the (cake) box and venture off untrodden paths. It is our belief that as a team, we already have – or will develop – all the qualities and skills needed to grow our company into a globally renowned cake manufacturer. To achieve this, we will need to compete successfully against talented market players, which requires us to concentrate on our performance and maintain a focus on our competitive edge. To this end, we will confidently work together as a team to solve problems – instead of just discussing them. Details are key to us, enabling us to make independent, fact-based decisions that we implement with a hands-on approach.

Furthermore, we have a very special passion for cakes, driven by the desire to make them a little better every day so that we can tempt consumers around the world and provide indulgent moments time after time.

The following values are shared by everyone who works at Erlenbacher:

1. Consumers at the centre:

A PASSION FOR CONSUMERS AND CUSTOMERS

Both are at the centre of our business:

- We strive for consumer and customer satisfaction by catering to their needs
- We always focus on the consumer when making any decisions
- Our customers benefit from our many years of experience with our leading brands

2. Teamwork:

A PASSION FOR PEOPLE

We believe that we can only achieve outstanding business results if the right people work together:

- We respect and welcome diversity
- We are open to and actively listen to different opinions
- We encourage team spirit

3. Responsibility:

A PASSION FOR TAKING RESPONSIBILITY

- We take responsibility for our business by turning words into actions:
- We deliver on our promises
- We address problems directly and openly
- We quickly make proactive and responsible decisions that contribute to value creation

4. Performance:

A PASSION FOR RESULTS

- We are increasing our added value:
- We recognise outstanding performance
- We challenge each other to achieve better results
- We adopt a simple, straightforward approach

5. Entrepreneurship as a leadership principle:

A PASSION FOR A BUSINESS-MINDED APPROACH

We identify every opportunity to improve our performance and always learn from our mistakes:

- We guide and motivate our employees to always achieve their best
- We proactively challenge the status quo
- We run the business as if it were our own

6. Quality:

A PASSION FOR EXCELLENCE

We strive for the best in everything we do in order to create added value:

- We work according to the 'right first time' principle
- We never rest on our laurels
- We continuously strive for improvement

Motivated and qualified employees are the key to business success. We ensure that we define and implement processes for consulting employees and ensuring their involvement. At all levels of the company, we promote an understanding of and a sense of responsibility for the quality of our work, the safety of our products, and the environment. Managers exemplify a commitment to quality, product safety and environmentally conscious practices, set clear targets, delegate responsibility and recognise good performance in order to motivate their employees. **The health and safety of our employees** is a valuable asset that we want to protect and preserve. We make sufficient resources available to ensure occupational safety. Managers are

responsible for making sure that these resources are used consistently in the workplace.

We base all of our business operations on strictly **observing all legal and internal requirements**.

We want to be even better tomorrow than we are today. To this end, we are continuously working on **improvements** in all areas. This includes our processes as well as our practices, which are geared towards the demands of society, the general values of our consumers and trading partners and progress in environmental protection and new findings in occupational safety.



Dr Bertram Böckel
Chairman and Managing Director of Erlenbacher Backwaren GmbH
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