

Guidelines of erlenbacher backwaren GmbH

We want to be the most competent manufacturer and supplier - **the recognized No. 1** - for frozen cake & cream products in the out-of-home market in Europe.

Our goal is to be the quality and innovation leader in the markets relevant to us.

erlenbacher is the HPF (High Performance Factory) in Europe for frozen cakes & pies and the benchmark for the industry. Our production should always be at the highest technical level and despite rational production, the artisan character of our products must be preserved.

We understand quality to mean the optimal fulfilment of our customers' wishes. Our top erlenbacher products must fulfil the 60/40 rule. During product development, NHW aspects are considered in accordance with our strategy. This means: with a focus on enjoyment, sugar in particular should be minimized as far as possible without compromising taste. We want to create moments of happiness with our products!

We act in a number-oriented, transparent manner and want to continue to grow profitably.

We will do everything in our power to create added value for our shareholders.

The FRONERI House

- **Supporting Brands**
- **Selling more**
- **Buying better**
- **Taking costs out**

is also the basis of action for erlenbacher.

Our good name erlenbacher is synonymous with safe products from our own production (cakes, pies, desserts)

- best quality of our products and services
- competence for frozen baked goods/desserts with a craftsman's focus
- good price/performance ratio
- innovation and renovation
- high degree of convenience of our products to meet customer requirements
- reliable and timely implementation of customer wishes and ideas
- innovative/attention-grabbing communication
- product quality using safe, high-quality, natural/selected raw materials
- transparency from the field to the plate (farm to fork)
- high professional and social competence of all managers
- innovative/directional production methods
- No colorings, artificial flavorings, added preservatives or hydrogenated fats/oils.

We are erlenbacher: natural, honest, passionate

Our high-quality standards are ensured by our quality management systems and regularly confirmed by independent audits and verified with self-assessments.

The topic of sustainability is part of our corporate philosophy. In particular, the areas of resources and education are further strengthened through targeted activities. The topics of climate/energy, quality, occupational health and safety are continued and communicated at a high standard. Together with the ZNU, we support the initiative "goes zero" and we want to have climate-neutral production at the Groß-Gerau site by the end of 2022. We are proceeding according to the following principle: Avoid - Reduce - Compensate

Occupational safety, health protection and prevention are a focus of our activities, in addition to economic goals. We as a management team drive this issue forward and live it every day.

For us, compliance means that we do not sacrifice legal provisions and regulations as well as our principles and ethical values for short-term success. Based on strong compliance, we want to manage our business sustainably and in the long term. We want to ensure joint value creation in the long term.



Dr. Bertram Böckel

Chairman of the Management Board of erlenbacher backwaren gmbh
Groß-Gerau, January 2021