



The future
is in our hands

Yesterday, today and tomorrow


GRIESSON - DE BEUKELAER



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We're taking sustainability into our own hands

Dear readers,

We are delighted to present the new sustainability brochure from Griesson - de Beukelaer, a family business in its fourth generation. We have always considered sustainability and enjoyment to be part of the family tradition. Our strength lies in our family, because we think and act in such a way that the consequences of our actions do not come at the expense of future generations.

That is why we assume responsibility. Together with our dedicated staff and business partners, we are working on innovative and increasingly sustainable approaches and concepts for the manufacture of our products.

The European Union is currently drawing up mandatory standards for sustainability reporting, which will also apply to Griesson - de Beukelaer. This is why this report represents a first step towards meeting these requirements, specifically the European Sustainability Reporting Standards (ESRS). We



are guided by the planned ESG (Environmental, Social, Governance) framework, although we do not yet fully comply with it in substance.

Here you can find out what brings us joy as we work to a sustainable future: our small daily milestones.

Kind regards,

Dr Anja Ibach

Head of Sustainability & Strategic Projects at Griesson - de Beukelaer



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We are a modern family-run business with a long tradition, combining craftsmanship with innovation, state-of-the-art technologies and a consistent commitment to quality. For us, economic success and the responsible use of resources are inextricably linked.

Dany Schmidt,
CEO at Griesson - de Beukelaer

The **'Best Managed Company 2026'** award confirms that we are on the right track: Driven by our convictions and with confidence, we are investing in our sites, our staff and our continued growth, whilst always putting the enjoyment our products bring first. The prestigious award is presented by Deloitte Private, UBS,

the Federation of German Industries (BDI) and the Frankfurter Allgemeine Zeitung. This award honours our clear corporate strategy, our values-based leadership, our strong corporate culture and our investments in Germany as a business location as well as in our factories.

Driven by our passion for biscuits

We are one of the leading companies in the European market for sweet and savoury baked goods. As a family-run business, we combine craftsmanship and technology with what is modern and traditional.



Our locations

Our locations

At our German production sites in Polch, Kahla and Wurzen, we manufacture our own brands – GRIESSON, De Beukelaer, Prinzen Rolle, LEICHT&CROSS and Cereola – as well as private-label products.

We invest in and continuously develop our locations, ensuring the high standards of quality on which retailers and consumers rely.

Polch is the birthplace of the GRIESSON soft cake: In 1969, Heinz Gries opened the factory and laid the foundation for our success story. Polch has been the headquarters of our family-run business since 1979.

Our plant in **Kahla** is one of the most modern biscuit factories in Europe. As well as the famous Prinzen Rolle, we make cookies and lots of other delicious biscuits here. In 2023, the site in the heart of Thuringia celebrated its 30th anniversary.

At our location in **Wurzen**, we manufacture, amongst other things, the popular refreshing sticks and wafer products for the De Beukelaer brand. By 2027, the construction of state-of-the-art facilities will create additional production capacity for GRIESSON soft cake. We will also be creating up to 100 new jobs.

2,000
employees

Annual
production of
151,000
tonnes of biscuits

A tradition
dating back to
1870

We're baking the future

Innovation rooted in tradition: Our brands demonstrate just how much innovative spirit lies within more than 150 years of baking tradition. We are constantly developing our product ranges further – with new flavours, vegan and palm oil-free options, and certified and innovative ingredients. This enables us to stay in tune with consumers' tastes whilst also meeting the market's growing sustainability requirements.

It is this combination of experience, quality and the courage to embrace innovation that makes our family of brands so special: We continue to develop popular classics while at the same time aiming to bring 'tomorrow's' products to the shelves again and again.



GRIESSON soft cake

A classic in the world of sweet baked goods since 1977 and now the market leader in the chocolate biscuit segment with fruit filling: GRIESSON soft cake. The fruity and flavourful filling brings out the characteristic trio of crisp chocolate, delicately balanced fruity notes and soft biscuit. For our production, we source cocoa from certified plantations and eggs from KAT-certified laying farms with barn production.



LEICHT&CROSS

Our range of crispbreads – LEICHT&CROSS – is crispy and airily light thanks to the unique crispbread recipe. The brand is vegan, has a top Nutri-Score and willingly caters for current dietary trends, such as high-protein diets.



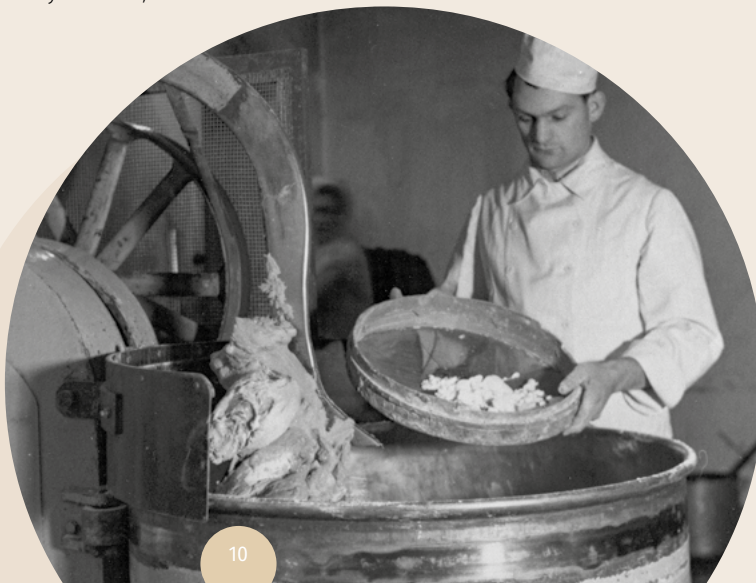
Prinzen Rolle

For our Prinzen Rolle brand, we source cocoa and palm oil exclusively from certified farms, supporting agricultural practices aimed at promoting biodiversity and combating further deforestation. Furthermore, Prinzen Rolle is made using a plant-based recipe.

We're baking the future

Hans Gries founded the company Griesson in 1924. For over 100 years, this family-run business has been synonymous with successful entrepreneurship, combining craftsmanship and technology with what is modern and traditional. In 2024, we celebrated Griesson - de Beukelaer's first century. We look back with gratitude on our history, which has been shaped by courageous and far-sighted business decisions.

'With good ideas, a bold outlook for the future and above all with our motivated and highly-qualified team, we intend to continue shaping the future of the sweet and savoury baked goods market', says Dany Schmidt, CEO.



De Beukelaer Wafer straws

Wafer straws are crispy baked wafers, which can be used as drinking straws. Pure enjoyment can be this simple: First enjoy the cold drink and then the wafer.



Prinzen Rolle Minis

The mini-version of the No. 1 in the German sweet biscuit market now comes in paper-based outer packaging. With this change, we were able to reduce the plastic content in Prinzen Rolle Minis by 46 percent compared with the previous packaging.

Cereola

Cereola from De Beukelaer stands for delicious biscuits with vegetarian or plant-based recipes. Buying Fairtrade-certified cocoa and innovative ingredients such as ChoViva, we are developing delicious products for the future.



Shaping sustainability together

Team spirit meets a passion for baking

Our cross-departmental sustainability team at Griesson - de Beukelaer brings together the heads of twelve departments in which sustainability is firmly embedded in day-to-day working practices. These include, amongst others, the areas of procurement, product and packaging development, supply chain management, and production and engineering. Together, we are working towards ambitious goals and implementing measures to further advance sustainability across all areas.

The team is coordinated by the Sustainability and Strategic Projects Department. Once a quarter, our entire Sustainability Team meets to discuss current issues, milestones and new projects.

In addition, regular meetings are held with the individual departments to discuss the details and monitor progress. The head and coordinator of sustainability management, Dr Anja Ibach, reports to the Board of Management and is in regular contact with it regarding current issues and developments. This is how we ensure that our initiatives and creative ideas are strategically aligned and consistent with the company's objectives. Overall responsibility for the implementation and strategic direction of sustainability lies with the CEO.



Focus on the SDGs: Global goals, local responsibility

The United Nations' (UN) Sustainable Development Goals (SDGs) aim to enable people around the world to live in dignity by 2030, whilst at the same time helping to preserve the natural resources on which life depends in the long term. In this context, companies are also called upon to

contribute to achieving the SDGs within the framework of their own business models. As a family-run business, we are particularly committed to actively supporting this agenda. To this end, we align our sustainability activities in particular with the SDGs that are relevant to us.



Climate action

→ Our contribution to climate action from p. 15



Life on land

→ Biodiversity from p. 19

→ Our raw materials p. 21



Responsible consumption and production

→ Our raw materials p. 21

→ Circular economy from p. 23



Decent work and economic growth

→ We as an employer from p. 27

→ Our corporate policy from p. 35

→ Responsibility for the workforce p. 30



Partnerships to achieve the objectives

→ Our raw materials p. 21

→ Bibliography p. 42

Through our collaboration with business partners, industry initiatives, associations and NGOs, we support sustainable development both locally and globally. This is described in the relevant chapters. Through these partnerships, we have the opportunity to make a positive impact on other SDGs as well, such as SDG 3 (Good Health and Well-being) and SDG 1 (No Poverty).

Our contribution to climate action

With new formulations, projects along the supply chain, investments in our plants, green electricity, and efficient trucks, we want to help protect the climate.

In 2021, as part of the international Science Based Targets initiative (SBTi), we committed to implementing short-term emission reduction targets across the organisation in line with climate science.



The Science Based Targets initiative (SBTi) is a global organisation that supports companies and financial institutions in setting science-based climate targets. It develops standards and methods for setting scientifically based greenhouse gas reduction targets that are consistent with the Paris Agreement. These targets are in line with the scientific requirements for limiting global warming in accordance with the provisions of the Paris Agreement and for achieving climate neutrality worldwide (net-zero emissions) by 2050 at the latest.

Participating companies must take their total emissions into account: Direct emissions (Scope 1 and 2) include the consumption of gas, electricity and fuel at the production sites.

Scope 3 covers indirect emissions in the upstream and downstream supply chain, including raw materials and packaging, transport, business travel and the disposal of packaging.

In 2025, we recalculated our CO₂ emissions for all years and broke them down into agricultural (FLAG) and industrial (Non-FLAG) emissions.

Our CO₂ reduction measures are implemented on the basis of a holistic and strategic approach. Our approach aims at bringing about change across all relevant areas of the value chain. The Scope 3 reductions achieved to date – totalling 14 percent since 2020 – are primarily due to a reduction in production tonnage.

Greenhouse gas emissions in tonnes of CO₂ equivalent

in kt CO₂-eq (market-based), including reductions compared with the base year 2020

	2020	2023	2024	2025
Scope 1 & 2	32,806	19,811	18,479	18,465 (-44%)
of which Scope 1	22,606	19,566	18,229	18,212
of which Scope 2	10,200	245	249	253
Scope 3	633,347	613,846	559,334	546,491 (-14%)
of which FLAG	407,285	397,956	364,397	344,348
of which Non-FLAG	226,062	215,890	194,937	202,144

The greenhouse gas emissions from all sites and facilities of Griesson - de Beukelaer GmbH & Co. KG and its affiliated companies have been taken into account.



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We always keep a close eye on our CO₂ emissions. That is why we are working to develop resource-efficient processes and investing in technologies such as photovoltaics, heat recovery and e-mobility.

Michael Robbers,
COO at Griesson - de Beukelaer

CO₂ and energy optimisation: There's always room for improvement

Through pioneering measures, we are already reducing our CO₂ emissions. Since 2022, all German sites have been using 100 percent green electricity. In addition, we are constantly expanding our solar power systems, thereby generating electricity on site, most of which we use ourselves. At our factories, we save energy and reduce CO₂ emissions through a range of measures such as heat recovery, air-source heat pumps, LED lighting and the use of combined heat and power plants. In addition, we optimise processes and equipment to ensure they operate as energy-efficiently as possible. We have been certified to the international energy standard DIN EN ISO 50001 since 2014 and are audited on a regular basis.

Our supply chain: making a difference to the climate

The extraction and production of our raw materials are the key to reducing Scope 3 CO₂ emissions. As a family business, we are focusing our development efforts on creating delicious recipes based on plant-based ingredients or alternatives to chocolate. In addition, we purchase certified raw materials

and, together with our suppliers, support regenerative agriculture and the protection of the rainforest through deforestation-free supply chains. The involvement and approval of our customers is a prerequisite for implementing all formula changes and supplier programmes. We will continue to focus on our supplier programmes and it is our intention to expand them. An example of new and exciting approaches in agriculture can be found on page 19.

Another important point is the transport of goods. In 2024, we placed an order with our transport service provider for a second longer heavier vehicle in order to optimise transport between our site in Polch and our logistics centre in Koblenz, Germany. Compared with a standard 40-tonne lorry, the longer heavier vehicle is around 10 percent more efficient. We have also launched a pilot project: The first fully electric lorry is in daily operation, operating from our logistics centre in Koblenz and delivering biscuits and snacks to regional customers. Together with our transport service provider we are gathering valuable practical experience regarding range, charging planning and infrastructure. These findings help us to plan the next steps in electrification in a targeted and forward-looking manner.

Table showing energy consumption in 2025

Key figure	Unit	2024	2025
Total electricity consumption, of which	MWh	38,619	37,626
• from renewable sources	%	100	100
• Electricity generated in-house from renewable sources	%	2.4	4.4
Total fuel consumption, of which	MWh	83,093	81,917
• from renewable sources	%	0	0

Using water – with foresight



In conversation with:
**Lars Papstein, coordinator
for health and safety,
environment and energy**

How can we ensure we use water responsibly?

Water is a valuable resource that we use carefully and thoughtfully: particularly as an ingredient in the production of our biscuits and snacks, as well as for cleaning our production facilities. We draw drinking water exclusively from the public water supply – in other words, no groundwater or surface water from rivers or other bodies of water. We treat the used water using grease separators and return it to the sewerage system. The wastewater is, of course, analysed regularly.

How can we reduce our consumption?

In fact, we have already managed to significantly reduce our water consumption. Between 2014 and 2025, we reduced our freshwater consumption per tonne of baked goods by 12.7 percent. The following applies to all cost-saving measures: The strict hygiene standards that apply to food production at our company must be maintained at all times.

What regional characteristics shape the water situation at our various locations?

For example, we have calculated the water stress indicator for our production sites in Polch, Kahla and Wurzen, Germany, using the WWF Water Risk Filter. This indicator describes the ratio of annual water abstraction to the



available renewable water resources in a region. In Kahla, Thuringia, this figure is high because large volumes of groundwater have been pumped out in parts of Eastern Germany over the course of decades. This has reduced the water-holding capacity of the soil there and lowered the groundwater level.

This motivates us all the more to continue to address this issue and to fulfil our responsibilities.

What measures have we planned across all our sites?

We will continuously monitor water-related risks at all our sites and keep track of freshwater abstraction. We aim to optimise our processes and facilities across the entire organisation, independent of the water stress indicator, so that we use less and less water.

Water abstraction in 2025

All factories
82,270 m³

Factory with high
water stress
29,574 m³

Consumption reduced
between 2014 and 2025 by
12.7 percent

Biodiversity as the basis of our value creation



Preserving the biodiversity of our ecosystems is essential for us humans. After all, biodiversity forms the basis for our lives and for long-term economic activity. As a food manufacturer, we rely on healthy and functioning ecosystems for the agricultural cultivation of our raw materials. For example, healthy soil and pollination by insects are essential to ensure that we can continue to harvest important raw materials such as wheat and sugar in the long term for the production of our baked goods. Certifications such as Fairtrade, Rainforest Alliance and the Roundtable on Sustainable Palm Oil (RSPO), which we use for cocoa and palm oil, also contribute to biodiversity. To minimise the negative impact of our raw material sourcing on biodiversity, we review our processes and work with our partners throughout the value chain.

Klim Project

We have been breaking new ground since 2024 in partnership with the AgriTech company Klim: We are providing targeted support to a farmer to help him integrate regenerative practices across his 273-hectare farm.



As well as reducing CO₂ emissions by 300 tonnes, renewable methods offer numerous additional benefits. They improve biodiversity and the soil's water-retention capacity, and increase the nutrient density of food. This makes the soil more resilient to extreme weather events, which are becoming more frequent as a result of climate change – which in turn helps to safeguard crop yields. In the future, we will continue to expand this type of project, as only the long-term application of regenerative farming practices can make a positive contribution to carbon sequestration and the promotion of biodiversity.

An overview of our locations

We are starting with our own sites and have used the 'World Database of Key Biodiversity Areas' to check whether they are located near biodiversity-sensitive areas. This makes it possible to determine whether specific European or international nature conservation requirements apply. The analysis shows: None of our production sites are located in such an area or directly border one, so we do not need to implement any specific nature conservation regulations at our sites.

Strengthening deforestation-free supply chains

The ingredients for our biscuits and snacks come from all over the world. This goes hand in hand with our corporate responsibility to take into account the growing and working conditions in the countries of origin when sourcing our products. Deforestation and biodiversity are closely linked, as forests are among the most species-rich ecosystems. They provide a diverse range of habitats, regulate the climate and influence the water cycle and the soil. We are already working towards this by utilising an established supplier monitoring system and recognised international certifications such as the Roundtable on Sustainable Palm Oil (RSPO), the Rainforest Alliance,



Fairtrade and the Forest Stewardship Council (FSC®). In future, we will continue to expand our measures in line with forthcoming EU legislation.

The proposed EU Deforestation Regulation (EUDR) aims to ensure that products derived from cocoa, oil palm, coffee, soya and timber may only be imported into the EU if they originate from deforestation-free areas. In this context, 'deforestation-free' means that no forests have been converted into agricultural land for the cultivation of these raw materials, for example, by clearing rainforests to make way for plantations. We, too, will ensure that the relevant raw materials we use meet these requirements. We view the new requirements not only as a legal obligation, but also as an opportunity to make our procurement processes for raw materials and supply chains even more transparent and biodiversity-friendly.



Our raw materials

Our raw materials and their origin determine the high quality of our biscuit specialities. That is why we do not compromise: We are purchasing an increasing proportion of our raw materials from certified sources.



Cocoa and chocolate

All the cocoa products we purchase for our branded biscuits come 100 percent from Rainforest Alliance or Fairtrade-certified farms. The proportion of certified cocoa across all branded and private-label products already stands at 87 percent. It is important to us that cocoa farmers are trained in modern farming methods that lead to improvements in social and environmental conditions. Together with the German Initiative on Sustainable Cocoa, we are involved in a project focusing on the country of origin.



Hazelnuts

Since 2023, we have been sourcing the hazelnuts used in our branded products from Rainforest Alliance-certified suppliers. This means we have transferred another of our high-risk raw materials to certified cultivation.



Palm oil

We manufacture products that are palm oil-free and those that contain palm oil. Our palm and palm kernel fats are key raw materials for our doughs and creams. We source 100 percent of them from RSPO-certified plantations, with almost the entire volume (99.4 percent) coming from the 'segregation' supply chain model, which guarantees physical traceability right back to the growing region. In collaboration with the Forum for Sustainable Palm Oil, we regularly support selected projects.



Grains

When it comes to our grains, we prioritise regional sourcing, thereby avoiding unnecessarily long transport routes. The growing regions are mainly located in Germany and neighbouring countries.



Soya

We use this raw material exclusively as soya lecithin in chocolates and doughs. To support the certified cultivation of soya, we purchase ProTerra-certified soya for the soya we buy directly, or offset the quantities we use with RTRS (Round Table on Responsible Soy) certificates.

You can find further details on the certifications and industry initiatives on page 42.



Designing efficient production processes

In order to digitally control, transparently map and efficiently coordinate our production processes, we have introduced what is known as an MES. MES stands for 'Manufacturing Execution System' and refers to the digital management and control of production processes, from the receipt of raw materials through to the planning and processing of production orders, right through to documentation and quality controls. The system ensures transparency, highlights the necessary tasks at the factory, lists all the raw materials and packaging materials required for each workstation, and improves our materials management. Our aim is to optimise our material flows as efficiently as possible. The MES improves the flow of data between departments and production machinery. By efficiently linking the various data from individual departments and machines, we are able to organise our production in a way that conserves resources. With the introduction of the MES, all data is recorded and analysed digitally, which has also enabled us to significantly reduce our paper consumption.



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As part of our commitment to sustainability within the supply chain, we place particular importance on promoting resource efficiency, transparent processes, fair working conditions and the circular economy. In this way, we create supply chains that are more resilient to global challenges.

Pascal Haegel, CFO
Griessson - de Beukelaer

Active in the circular economy

Packaging: Less is more

Packaging serves an important purpose: It protects our products so that they arrive at your home in the same condition as when they left our production line. To this end, we select the most suitable material for each of our product packages and aim to use as little packaging as possible, but as much as is necessary. For example, in 2025 we were able to reduce the thickness of the film used for the sandwich biscuits. Therefore, the films have become thinner, which has enabled us to save 35 tonnes of plastic. Our paper packaging materials are primarily made from material sourced from FSC®-certified forests, recycled materials and other controlled sources (FSC® N003066). With our GRIESSON soft cake, we no longer use sorting inserts and now simply pack the cakes in a flowpack with a folding box. Where the use of plastic components cannot yet be completely avoided, we continue to use transparent plastic rather than brown plastic. This ensures they can be recycled as effectively as possible.



We are constantly optimising our packaging with a view to reducing material usage

We reached a milestone at the end of 2024 when we were able to switch the stand-up pouch for our Prinzen Rolle Cremys – a so-called Doypack – to a recyclable film. We have, therefore, achieved our goal of providing all our products with recyclable packaging. This process is more complicated than it might sound, as the film used must meet several requirements at the same time: It must be recyclable, process smoothly on our machines and, at the same time, ensure the long-term protection, freshness and quality of our products. After extensive testing, we are pleased to have found the right film.

When packaging offers a clear view

To protect them, we pack many of our baked goods in a sorting insert before they are sealed in a tubular bag. In 2019, we gradually switched these inserts from a dark brown or black plastic to a transparent version. A small step with a big impact: Dark-coloured plastics are often not reliably detected by standard sorting systems and, therefore, cannot be separated for recycling. By switching to transparent sorting inserts, we have, therefore, significantly improved the recyclability of the packaging – with the added bonus that our products are more clearly visible once unpacked.



Waste becomes a resource

Since 2019, the resealable packaging on our Prinzen Rolle has ensured that the biscuits stay crisp right down to the very last crumb: Simply open the bottom, and the biscuits will slide right out on their own, ready to be enjoyed at any time. We source the resealable labels on backing films – that is, coated substrates – before they are applied during the production process to the relevant

product. We have identified and successfully harnessed the considerable potential for recycling in these carrier films. They are produced in large quantities and are made from a recyclable plastic material. Until now, there has been no technical means of recycling the carrier film. This has changed since the summer of 2025. The carrier films are now collected separately and returned to our suppliers for recycling. In this way, we reduce the amount of waste we produce and make a further contribution to promoting the circular economy.

Key figure	Unit	2024	2025
Packaging material (primary, secondary, tertiary)			
Paper-based	t	17.494	17.025
Plastic	t	4.367	4.000
Tin	t	984	978
Other	t	139	157

Too Good To Go

We also rely on partnerships in the area of food waste: Our De Beukelaer FACTORY OUTLETS are active on the ‘Too Good To Go’ platform. Through this app, consumers can purchase our products shortly before their use-by date or those with a high proportion of damaged items at a significantly reduced price. At the outlets, a selection of different pack sizes is put together each day; these can then be reserved and collected from the relevant outlet within a set time frame. In addition, we have long been providing regular support to local food banks near our sites by donating our sweet and savoury baked goods.



from 2018 to 2025:
1,676 t
Reducing the use of plastic in packaging



Waste management: Many small projects add up to the bigger picture

Throughout all stages of production, our aim is to minimise waste as far as possible or to recycle it. To this end, there is a detailed waste monitoring system in place at every location. We use the results to develop ideas for new, innovative projects. At the Polch plant, for example, hygiene paper used in sanitary locks or toilets to dry hands is collected in separate waste bins and sent for recycling by our supplier, Kimberly-Clark. New products are made from the recycled paper. In this way, we have recycled five tonnes of paper towels since the programme began at the end of 2023 and, according to the manufacturer, have reduced CO₂ emissions by 800 kg.



Success runs in the family: We as an employer

Health & safety

We place great importance on the health and wellbeing of our staff. Our workplace health management scheme aims to promote health in the long term, minimise health risks and maintain the performance levels of all employees over the long term.

To this end, we rely on a range of health promotion and prevention measures. These include regular occupational health check-ups and ergonomic workplace design.

At all our sites, we organise annual health days, during which we provide information and raise awareness on the topics of health, exercise and nutrition.

As part of our holistic approach, health occupational safety and wellbeing are seen as a shared responsibility. By continuously refining our measures, we are helping to reduce sickness-related absences and to enhance our employees' satisfaction in the long term. In order to further improve our health and safety culture, we have introduced a wide range of new measures as part of a behaviour-based health and safety system ('Behaviour Based Safety').

Since spring 2024, we have been offering all staff an additional workplace health scheme. The health budget helps to cover the additional costs of visual aids, medical devices and assistive technology, as well as preventive check-ups, and provides further support for consultations and appointments with specialist doctors.

Success runs in the family: We as an employer

Every year, we join together to take part in company runs as the Prinzen Rolle Team; we go hiking, play football and volleyball, cycle and swim together for a good cause.



A successful tradition in training

The quality and practical relevance of our training are of great importance to us. That is why we develop projects in which our trainees work as a team to devise and implement solutions independently – under the guidance of experienced trainers. An example: Four of our apprentices were awarded first place in the nationwide Energy Scouts project. In Rhineland-Palatinate, Germany. Using sensors and optimised ventilation in our raw material silos, they identified potential savings of around 60,000 kWh per year. For us, practical training is an important part of our long-term development.



The quality of our training is also reflected in the final grades achieved by our trainees: We are proud that our apprentices have impressed with their excellent individual performances in the IHK final examinations. The Best Apprentices 2025 award from the Koblenz Chamber of Commerce and Industry (IHK) recognises the high level of commitment and dedication shown by our apprentices, whilst also honouring the quality of training at our sites and the dedication of our trainers and training coordinators.



Lifelong learning

Our comprehensive staff development programme provides high-quality training and further education at all our sites. Whether you're starting your career in one of our apprenticeship programmes or dual study programmes, pursuing ongoing professional development and training, or developing into a manager: Our aim is to provide bespoke talent management. In this regard, a comprehensive feedback process and individual development planning are just as important to us as a detailed and structured onboarding process.



Diversity by conviction

Griesson - de Beukelaer is diverse: We have staff from 47 different countries. Within the departments and teams, this represents both an asset and a challenge. We must overcome language barriers and strengthen social cohesion through patience, goodwill and empathy. At Griesson - de Beukelaer, we ensure that people feel comfortable and valued, because only then will they stay with us as part of the team for the long term. For immigrants who have only recently arrived in Germany, temporary agency work is often the first step, leading on to a permanent contract cooperation. We sup-



port integration through a range of measures, including language courses, so that our new colleagues can quickly feel at home.



Responsibilities that we have audited

We are committed to a spirit of cooperation characterised by fairness, respect and genuine appreciation. This includes respect for human rights and labour rights at all our sites. To ensure that we meet this standard, we regularly commission SMETA (Sedex Members' Ethical Trade Audit) audits at all our locations. This assesses our social standards in the areas of health and safety, working conditions and ethical conduct. In this way, we emphasise the importance of complying with international labour and social standards and reaffirm our commitment to responsible business conduct. This also includes living wages for our staff. At all our sites, we are committed to constructive dialogue with the works councils and trade unions, as well as to collective bargaining agreements, which we supplement with additional benefits.

Responsibility for workers – across borders

Here at Griesson - de Beukelaer, we take responsibility – not only within our own company, but also for the people who work throughout our supply chain. As a result, we attach the utmost importance to respecting and safeguarding human rights in the regions where our raw materials are grown and throughout all our supply chains. As a signatory to the UN Global Compact, we conduct our business in accordance with the United Nations Universal Declaration of Human Rights, the UN Guiding Principles on Business and Human Rights, the core labour standards of the International Labour Organisation (ILO) and the OECD Guidelines.

Collaboration with integrity

Better protection of human rights throughout the value chain – this has been Germany's stated aim since January 2023 under the German Supply Chain Due Diligence Act [Lieferketten-sorgfaltspflichtengesetz, LkSG], which we are also implementing. This includes our public policy statement on the protection and respect for human rights, as well as regular risk assessments, targeted preventive and remedial measures, and a complaints mechanism. We have drawn up guidelines covering human and labour rights, environmental standards and anti-corruption measures for our collaboration with business partners and suppliers. We consider it important they also promote and uphold these values within their own supply chain.



Our Supplier Code of Conduct forms the basis for our cooperation with our business partners. In doing so, they undertake to comply with the criteria set out therein. Alternatively, they can also incorporate the criteria into their own code of conduct.

Working together for fair supply chains

No company can continuously carry out on-site inspections of all its suppliers in their countries of origin. Internationally recognised certifications are therefore a great help to us. This is why we prioritise the procurement of critical raw materials and packaging that are certified to the standards of the Roundtable on Sustainable Palm Oil (RSPO), the Rainforest Alliance, Fairtrade or FSC®. Furthermore, we are involved in the two German multi-stakeholder initiatives, the German Initiative on Sustainable Cocoa and the Forum for Sustainable Palm Oil, working alongside businesses, civil society organisations, the retail sector and the German Government to improve the living conditions of farmers and their families in the countries of origin. Since 2025, we have been supporting the Fairtrade Child Labour and Forced Labour Prevention and Remediation Fund, which tackles the widespread problem of child labour and forced labour in the cocoa-producing regions of the Ivory Coast and Ghana.

We are committed to excellence in quality

With our biscuits, pastries and snacks, we offer one thing above all else: ultimate delight in the taste. The basis for this is the careful selection of high-quality raw materials and ingredients that we use in our baking. Through our voluntary commitment, the 'Code of Conduct for Food Safety, Consumer Protection & Sustainability', we have set ourselves ambitious targets which – where possible – go beyond the legal requirements. We take the initiative and work continuously to optimise our products.

This applies to our own brands as well as to private-label products. By constantly adapting to new research findings, market trends and legislative developments, we optimise the composition of our food products and packaging materials. The following applies: Whether we are developing new products or optimising existing recipes, we always set food safety, consumer protection and taste as our top priorities.

Certified quality: Our certifications and standards

We are your expert partner for the development and manufacture of branded and private-label products. Numerous external inspections, food safety checks and internal and customer-related audits demonstrate our expertise and drive our ongoing development.

At our sites, we are regularly inspected by independent auditors or our customers as part of audits lasting several days. In total, we carry out **around 50 audit days per year!**



We pay attention to the following:

- certified raw materials;
- natural flavourings;
- sugar/salt content;
- vegetarian and, increasingly, vegan products.



What we do not put in our baked goods

- genetic engineering;
- colourings and preservatives, as well as flavour enhancers.



Food safety culture: You can count on us

At Griesson - de Beukelaer, food safety guides our day-to-day operations. We work to strict standards and have our processes audited regularly: Our sites are certified to the IFS Food (International Featured Standards) 'Higher Level' and BRCGS (Brand Reputation Compliance Global Standards) 'Grade A' standards and are monitored through internal and external audits. In addition, we rely on tried-and-tested prevention and control measures throughout the entire process chain, including a well-established HACCP (Hazard Analysis and Critical Control Points) system and an effective allergen management programme. At least once a month, we discuss key quality and food safety issues at each factory, ranging from raw materials right through to consumer feedback.

A key component of our active food safety culture is the regular dialogue between the



Quality Management Team and executive and plant management. This ensures that critical and important issues are addressed directly and can be incorporated into measures and strategic decisions.

We are also prepared for the unlikely event of exceptional crises, as reliability is a matter of course for us. We have clearly defined responsibilities and procedures so that we can act quickly and in a structured manner. Finally, we once again had no product recalls in the 2025 financial year.

Less sugar, full of flavour

Even with indulgence products such as ours, which should only be consumed in moderation, the question of how much sugar is actually sensible and necessary comes up time and again these days. Reducing sugar content is one of the most demanding challenges we face when developing our recipes.

Sugar is an important ingredient in our biscuit recipes because of the way it affects the flavour and texture. With its sweetness, sugar brings out the full flavour of biscuits. But it is not just a flavouring agent; it has other qualities that make it ideal for our biscuits: Sugar in the dough makes the biscuit turn a light brown colour during baking. This is where the characteristic roasted flavours develop, which are key to the taste of our biscuits. Furthermore, sugar plays a key role in the structure of the dough and the final shape of the baked goods.

This is why each reformulation requires an individual development process, and the following applies: Taste and sensory appeal are our top priorities! We have already successfully introduced new recipes with less sugar for a number of products, such as cookies, sandwich biscuits, Prinzen Rolle and butter biscuits in the private-label range. Significant reductions in sugar content often make it necessary to use sugar substitutes. However, these are not always accepted by consumers and often result in additional investment in production and technology. Whenever we develop a new product or optimise a recipe, we take a critical look at the sugar content, whilst always prioritising delicious taste.

How we handle complaints



1. Receipt

We receive a complaint (e.g., via our website).



2. Recording

We record the enquiry centrally in a database (in accordance with the GDPR).



3. Forwarding

Forwarding to the relevant manufacturing plant.



4. Examination

Assessment of the facts and analysis of the causes, in consultation with the relevant specialist department.



5. Answer

We provide clear feedback to the person who raised the complaint.



6. Resolution

In the event of a valid complaint, we will, of course, provide a replacement.



7. Learning

Analysis by the Quality Management Team and identification of improvement measures.



We regard complaints as valuable feedback. We handle every enquiry in a structured manner and consistently use the insights gained to drive continuous improvement.



Living up to our responsibilities: Our corporate policy

Within the ESG framework, the governance aspect describes how a company is managed – it concerns responsibilities, communication and collaboration both within and outside the company. In the EU Reporting Standards (ESRS), the focus on governance is on demonstrating how companies integrate sustainability into their decision-making, monitor risks and set credible targets. This also includes corporate policy and issues such as corporate culture and animal welfare, which illustrate the values that guide a company and how it puts these into practice on a day-to-day basis.

Thinking and acting with a cross-generational perspective is second nature to us in our family business. Our corporate philosophy is based on acting responsibly throughout the entire supply chain, for the mutual benefit of our employees, business partners and consumers. To this end, we work together with customers, suppliers, associations and institutions. We are guided by the principles set out in our compliance guidelines and our Supplier Code of Conduct.

Corporate culture as the heart of what we do

As a modern family-run business with a long tradition, it is important to us to work towards our long-term success in every respect. This includes the well-being of our staff as well as ensuring that we act in accordance with clearly defined rules. Values such as transparency, collaboration, responsibility and respect are not just guiding principles for us, but an integral part of our everyday lives. They shape our corporate culture, strengthen team spirit and help to foster a sense of satisfaction and motivation within our team.

Social commitment

Deeply rooted in the communities where we operate, we support local clubs, events and charitable projects, including the German Red Cross blood donation scheme, the voluntary fire brigade and local sports and music clubs.

Animal welfare: Our standards for eggs and dairy products

At the moment, we cannot manage entirely without products of animal origin. Standards governing the procurement of these raw materials are, therefore, enshrined in our company policy.

Since 2014, we have been using only eggs from KAT-certified laying farms with barn or free-range systems, thereby ensuring verified quality and transparent provenance. As far back as 2007, we made a conscious decision to source eggs from barn-raised hens. In 2021, we also introduced the cibus.trace standard for selected egg-containing products (known as agroVet certification prior to 2024). Annual external audits ensure that only eggs from certified laying farms are used in these products, with



particular attention being paid to the seamless documentation and traceability of the eggs. This is how we ensure transparency from the source right through to the finished product.

In the market for milk and dairy products, certifications and animal welfare standards have so far been aimed primarily at end consumers, which makes procurement challenging for us as a B2B customer. We are in regular contact with our suppliers with the aim of making progress together and working towards improved animal welfare standards. At the same time, we are constantly developing new plant-based formulations to reduce the proportion of animal-based ingredients and gradually overhaul our product range.

Our philosophy and our values

For a little bit of joy every day...



...we are pioneers in quality and expertise.



...we are investing in our future.



...we combine research and development with craftsmanship and state-of-the-art technology.



...trust and mutual respect form the basis of our shared success.

Recipes of the Future: Enjoying Consciously

We are constantly working to refine our recipes with great care and passion. In doing so, we take current dietary habits and trends into account. The result is biscuits that appeal to contemporary tastes and bring little moments of delight to everyday life.

Enjoy plant-based food – without compromising on taste or quality

We are convinced that it makes sense to further promote a plant-based diet. As well as animal welfare, reducing CO₂ emissions plays a key role for us in this regard. By 2025, we had already switched half of our tonnage to plant-based formulations – a year earlier than originally planned. Even if the savings achieved by replacing raw materials containing egg or milk seem small at first glance, every tonne of CO₂ avoided counts when added up.

Our success lies in offering vegan products whilst maintaining consumers' trust. On the journey towards becoming a 'plant-based' company, taste and quality always come first. Our aim is to offer vegan products without compromising on taste.

However, replacing eggs, milk and butter in our recipes is anything but simple. These ingredients fulfil a number of technological functions – they influence the colour, flavour, volume, shape and texture of our

biscuits and snacks. It is, therefore, not enough simply to swap out individual raw materials. Rather, the aim is to understand their various functions and to find alternatives that can replace them whilst maintaining the same standard of quality.

Plant-based and made with a cocoa substitute: Cereola The Classic with ChoViva

With our Cereola brand, we have introduced an innovation to the biscuit market: The crispy Cereola The Classic is also available in a version with ChoViva. This is a chocolate alternative made from sunflower seeds, combined with other ingredients such as sugar and vegetable fat. Compared with the milk chocolate version, this enables us to reduce the carbon footprint across the entire product life cycle – from ingredients, packaging and production through to delivery and disposal – by 25 percent.

It was important to us that the ChoViva coating perfectly complemented our biscuit in terms of flavour, texture and colour. To achieve this, our product developers have worked with the manufacturer to further refine ChoViva – and then, together with our production and techni-

cal teams, prepared the ChoViva raw material for use in modern bakery production on our machinery and equipment.

The fact that we also use ChoViva as an alternative to chocolate in our products does not mean that we intend to do away with chocolate entirely in future – rather, we see ChoViva as a valuable addition to our product range. Our products featuring ChoViva embody innovation whilst offering the full flavour of our tried-and-tested recipes.



Safe and secure on the road: Cybersecurity at Griesson - de Beukelaer

Today, digital systems form the basis for our ability to manufacture, deliver and collaborate with customers and partners reliably. This makes it all the more important to consistently protect information, processes and IT systems – both technically and organisationally, and through our day-to-day behaviour. That is why, at Griesson - de Beukelaer, cyber security is part of our responsibility as a company. You can rely on us, even online.

Interview with Alexander Stappert, Head of IT

Why is cybersecurity part of Griesson - de Beukelaer's corporate strategy?

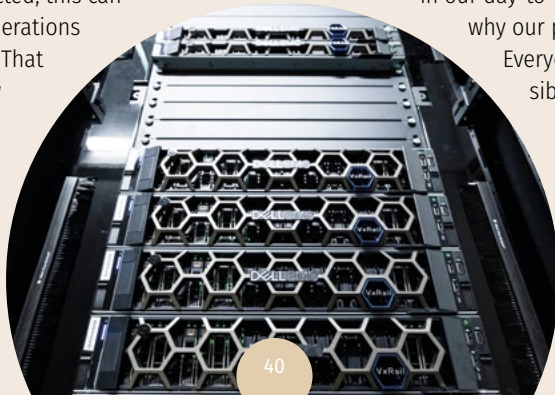
IT security is a key component of corporate security. Our information, the underlying processes and our IT systems enable us to manufacture products reliably, deliver them on time and work professionally with customers and partners. If these fundamentals are not adequately protected, this can disrupt day-to-day operations and undermine trust. That is why we do not view cybersecurity as a purely technical task, but as part of our

overall responsibility – comparable to food safety or health and safety at work.

What does cybersecurity mean in day-to-day working life?

Essentially, the aim is to protect information, documents and processes in such a way that they remain confidential, accurate and accessible. In addition, we must comply with legal and contractual requirements relating to data protection, compliance or in the context of customer audits. This means that only authorised persons have access to confidential data. Information is not altered without anyone noticing. Systems are available when we actually need them – both on the production floor and in the office.

We provide technical support for this through protective measures. These include access controls, network security, backup and recovery strategies, and clearly defined responsibilities. At the same time, we know that even the best technology is only of use if we remain alert in our day-to-day lives. That is why our policy is quite clear: Everyone has a responsibility.



How do you ensure that IT security at Griesson - de Beukelaer remains effective in the long term?

We have set up our own virtual organisation for information security. This involves teams from various departments working together, ranging from IT and specialist departments to data protection and compliance. This is how we ensure that information security is not viewed in isolation, but is always considered as an integral part of our business processes.

In terms of structure, we are guided by an information security management system in accordance with ISO/IEC 27001 and have fully integrated our business continuity management. Our risk management team regularly assesses which systems and data are particularly critical and derives relevant protective measures from this assessment.

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IT security is a collective responsibility. You can rely on us – even online.

Alexander Stappert
Head of IT

How do you make the topic accessible to staff?

A high level of cybersecurity can only be maintained if everyone plays their part. That is why we make IT security and data protection training compulsory. We supplement these with regular communications containing practical tips that everyone can put into practice straight away. It is important to us that staff not only know the rules, but also understand why they make sense and how they help in day-to-day work. In this way, cyber security remains at the forefront of our minds and, step by step, becomes part of our daily routine.



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