

LIVIA

CORPORATE

DEVELOPMENT

MEDIA RELEASE

Acquisition of Kraft Heinz' drinks, Dutch bread toppings and breakfast cereals factory in Utrecht by LIVIA Group completed.

Munich / Utrecht, 16 December 2016 – Today LIVIA Group and The Kraft Heinz Company completed the sale of Kraft Heinz' factory in Utrecht to Coflace Food B.V., a wholly owned subsidiary of LIVIA Group.

This follows the announcement about the proposed sale on 8 November 2016 and successful conclusion of the consultation procedure with the works council about the transaction, which began on 8 November 2016.

The deal includes a co-pack arrangement for Coflace to manufacture the product ranges of the popular brands Roosvicee and Karvan Cévitam drinks, De Ruijter and Venz chocolate sprinkles, as well as Brinta breakfast cereals for The Kraft Heinz Company.

LIVIA Group plans to grow the current business by attracting new customers and concluding long term co-pack agreements throughout Europe, based on LIVIA's network and experience in the food sector.

The transaction offers a positive future for the Utrecht factory and for each of the 92 people employed at the site. The sale of the plant is also an important step in ensuring that The Kraft Heinz Company in the Netherlands is operating as efficiently and effectively as possible and accelerating the Company's future growth.

The terms of the proposed sale have not been disclosed.

About LIVIA Group

LIVIA Group is an independent industrial holding as well as the private investment firm of Prof. Dr. Dr. Peter Löw with funds under management of more than EUR 500m, which result from Peter Löw's entrepreneurial career.

LIVIA invests in a diverse spectrum of assets, ranging from corporate, agricultural and opportunistic investments to real estate, emerging markets, and fine arts & antiques.

More than 250 executed transactions made LIVIA's management a preferred and trusted partner of international corporations and financial institutions.

LIVIA Corporate Development is specialized in acquiring European corporate spin-offs / carve-outs as well as mid-sized companies with revenues between EUR 20m and EUR 1.5bn. The focus is on business transformations and acquisitions of companies with operational improvement potential as well as add-on acquisitions for existing platform investments to realize synergies.

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