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Muttenz, 17 November 2020

Media release

Valora successfully completes the placement of 440,000 shares

Valora Group ("Valora" or the "Company") successfully completed the private placement of 400,000 newly registered shares with a nominal value of CHF 1.00 per share sourced from existing authorised capital (the "New Shares") and 40,000 treasury shares (together with the New Shares, the "Placement Shares") by way of an accelerated bookbuilding. Following the placement ("Share Placement"), which met strong demand from domestic and international investors, the number of Valora shares issued will increase by 10% to 4,390,000.

The Placement Shares were placed at CHF 158 per share and the gross proceeds from the Share Placement amount to approximately CHF 70 million. The Placement Shares were exclusively offered to professional investors in Switzerland and qualified investors outside of Switzerland and the US (in reliance on Regulation S under the U.S. Securities Act).

The Company intends to use the gross proceeds from the Share Placement to increase the Company's financial flexibility in the persistently dynamic environment (incl. in view of the upcoming maturity of the EUR 72 million bonded loan in April 2021), to protect against planning uncertainty and to be able to implement strategic priorities to continue the strengthening of the company's market position.

The New Shares are expected to be listed and admitted to trading on SIX Swiss Exchange on 19 November 2020. Payment and settlement are expected to take place on or around 19 November 2020. The New Shares will rank pari passu with the existing shares.

Credit Suisse and UBS acted as Joint Bookrunners in connection with the Share Placement.

This media release is available online at www.valora.com/newsroom.

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About Valora

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive foodvenience offering – nearby, quick, convenient and fresh. The more than 2,700 small-scale points of sale of Valora are located at highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The company

includes, among others, kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. Valora generates annual external sales of CHF 2.7 billion. The Group's registered office is in Muttenz, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at www.valora.com.

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