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Media release

Brezelkönig International opens its first franchise store in Austria

The Valora Group has won the travel catering group SSP – The Food Travel Experts as the first franchise partner for its Brezelkönig International food format in Austria. The first store was opened in mid-November 2017 at Vienna Schwechat Airport.

Valora wants to grow with its Brezelkönig concept and in recent years has therefore opened various Brezelkönig International sales outlets in Austria. Following a successful start, Valora is giving preference to institutional franchise partners in order to expand into further sales channels in Austria. A first step here has been taken with the opening of the first Brezelkönig outlet at Vienna Schwechat Airport by SSP; the store has been located in the high-frequency F-Gate area since mid-November 2017. Planning is already underway for the further expansion of the network in Austrian high-frequency channels.

Valora sees great opportunities to grow with the Brezelkönig brand at other transport hubs such as airports and railway stations in Austria. The brand is perfectly suited for the high-performance use of small areas and reflects the trend towards grab & go consumption.

Andreas Klensch, Head of Brezelkönig International and Head of Outlet Operations for the Brezelbäckerei Ditsch is delighted: "With SSP, we have found a strong institutional franchise partner, which will support our successful decade-long pretzel concept at high frequency in Austria. After the first completed month of business, we are clearly ahead of our expectations."

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

If you have any questions, please do not hesitate to contact:

Media Relations

Christina Wahlstrand
Tel. +41 61 467 24 53
media@valora.com

About Brezelkönig

Brezelkönig is a company of the Valora Group. Together with the Brezelbäckerei Ditsch, Brezelkönig is a global market leader in the area of pretzel production. At four production sites, products are produced for more than 200 own branches and countless other customers around the world.

About Valora

Valora runs a retail network of approx. 2 800 convenience and food-service outlets at heavily frequented sites in Switzerland, Germany, Austria, Luxembourg, the Netherlands and France. Every day more than one million customers visit these small and well-positioned sales outlets and make use of our well-known brands. Among others, the Group owns brands such as k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and ok.—. Valora is also a world leader in pretzel production and operates a highly integrated bakery-products value chain. Around 15 000

people work within Valora's network. The Group generates external sales in excess of CHF 2.7 billion per year. It is headquartered in MuttENZ, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on the SIX Swiss Exchange.

More information is available at www.valora.com.

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