



Media release Hiestand Holding AG

## Sales figures financial year 2007

### Hiestand Group continues to grow strongly

#### **Sales up 43.5% in 2007 financial year - Germany becomes biggest sales market for the first time**

Lupfig, January 24, 2008 - **The Hiestand Group, Lupfig, the leading international service provider for convenience deep-frozen bakery products, has had another excellent year. The Group's total sales went up by 43.5% to CHF 740.7 million in 2007. Measured in absolute figures this represents by far the biggest annual sales growth in the company's history. After adjusting for acquisitions, growth came to 16.9%, of which 2.4% was due to currency fluctuations. The Board of Directors and Group Executive Committee believe that the company will also achieve its earnings and profit targets for the last financial year.**

In Europe, sales went up last year by 45.8%, slightly higher than the Group average, to CHF 712.8 million. After adjusting for the acquisition-driven growth of 28% from the purchase of German company Fricopan, which is being integrated into the Hiestand Group quickly and on schedule, Hiestand's organic growth in Europe came to 17.8%. Currency factors accounted for 2.8% of this. In 2007, Germany became Hiestand's biggest sales market and, therefore, its second home market alongside Switzerland. In Asia, sales went up by 2.7% despite negative currency effects of -4.5%.

In the fourth quarter, organic growth was practically double the year-back figure at 19.9% (of which 2.5% was due to currency fluctuations), contributing substantially to the much improved quarterly sales of CHF 196.8 million (+28.1%).

Hiestand believes that the company's excellent performance is due not just to the generally positive climate for consumer spending, but also to the strength of its business model, which focuses on the continuously growing trend towards convenience, and which is based on control of the whole value chain. Hiestand is also confident that it can grow faster than the markets in which it operates, and take an active part in the ongoing consolidation process within Europe.

**Please note**

The company's letter to shareholders can be found at [www.hiestand.ch](http://www.hiestand.ch) under "Investor Relations".

**Upcoming events**

Media and Analysts' Conference	April 2, 2008
Annual General Meeting	May 7, 2008
Half-year result 2008	August 26, 2008

The Hiestand Group is the leading international service provider for convenience deep-frozen bakery products. It has subsidiaries in Switzerland, Germany, Austria, Poland, Malaysia, Japan and Turkey. In 2007 the Group generated sales of CHF 740.7 million. The company's innovative bakery goods, wide range of products and comprehensive services to actively promote sales create added value for B2B customers. A dense logistics and distribution network ensures that products are always fresher than fresh and ready for sale to customers at all times. Only natural raw materials are used in Hiestand's quality bakery products. Hiestand Holding AG is listed on the SWX Swiss Exchange (security number 718698).

**Contact**

Hiestand Holding AG  
Roland Straub, CFO  
Ifangstrasse 11  
CH-8952 Schlieren  
Tel +41 (0)44 755 25 25  
Fax +41 (0)44 755 20 01  
[ir@hiestand.ch](mailto:ir@hiestand.ch)  
[www.hiestand.ch](http://www.hiestand.ch)

**Disclaimer**

The expectations expressed in this media release are based on assumptions. Actual results for the year as a whole may not match these expectations. This release is published in two languages. The German version is legally binding.