



Press Release 1st February 2006

New owner of Semper AB

Hero AG acquires Semper AB

The Swiss corporation, Hero AG, has concluded an agreement to acquire Semper AB from private equity company, Triton. The acquisition price will not be disclosed.

Semper is the Nordic market leader in baby foods and gluten-free products, and enjoys strong market positions in the UK and Russia.

Hero AG is an international consumer-foods group, with a turnover of approx. SEK 8 bn, active in a range of different product areas where baby food is given priority.

Semper will report directly to Hero's CEO, Stefan F. Heidenreich, who comments on the acquisition as follows:

- Semper's brand and product portfolio complements Hero's international brand portfolio exceptionally well. Semper's core values – quality, security and innovation – are very much in line with Hero's core values.

Hero and Semper are both companies with a long history of producing high-quality products in the baby food and nutrition markets. Semper's CEO, Andreas Sbrodiglia, looks very favourably upon Hero becoming the new owner:

- We will now be operating from a stable industrial platform that will both facilitate long-term investments in our current core areas and present us with the opportunity to expand into new areas. Hero's financial strength and extensive experience will strengthen Semper and thereby benefit not only our employees but also our customers and consumers.

For further information, please contact:

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Semper AB is Sweden's market leader in baby foods and gluten-free products, the Nordic region, Russia and the UK being the main markets. Semper was founded by Dr Axel Wenner-Gren in 1938, and the company today has a turnover of MSEK 750 and 100 employees.

Hero is an international brand-focused consumer-foods group. It was founded in 1886 in Lenzburg, Switzerland, and is committed to producing high-quality, nutritious products in its core product categories of Fruit, Infant Nutrition, Cereals and Decoration. Hero's operations are based predominantly in Europe, the US, the Middle East and Africa. Revenues for 2004 amounted to CHF 1,359 million and the group had over 3,300 employees in more than 15 countries. Dr. Arend Oetker is the majority shareholder.

