

## Press Release

10 November 2011

### Cloetta – new team sponsor of the Swedish Olympic Committee

**Ahead of the Olympic Games in 2012, a historic handshake marks the start of a multi-year collaboration between Cloetta and the Swedish Olympic Committee**

Tony Wiréhn, Cloetta's Business Development Director, Stefan Lindeberg, Chairman of the Swedish Olympic Committee and Gunilla Lindberg, Secretary General shook hands today as a symbol of collaboration in connection with the Swedish Olympic activities starting in London in 2012.



“Cloetta has entered into a partnership with the SOC and will be team sponsor, with exclusive rights in the confectionary area,” discloses a proud Tony Wiréhn. He continues:

“Cloetta shares the Olympic values and is eager to contribute to inspiring and activating young people. Above all with Kexchoklad® as sender, we will be able to increase our market presence and visibility in a natural and dynamic manner and activate Kexchoklad® on a year-round basis,” adds Wiréhn. “The business opportunities offered by this partnership and the team sponsorship are another important step in strengthening our marketing communication for Kexchoklad®,” says Tony.

“The Olympic Games are the utmost symbol of the desire to take on new challenges. The SOC works closely with the Olympic athletes to give more talents the chance to take the step to the global elite. Success provides inspiration and creates positive role models. With activities that target young people, the SOC wants to open the door for more Olympic athletes and spread the Olympic dream. Cloetta will now be an important partner in realising this goal,” says Stefan Lindeberg, Chairman of the SOC.

For the past 15 years Kexchoklad® has successfully pursued sponsorship initiatives in Swedish sports, with the national alpine ski team and the national handball teams as longstanding partners. Kexchoklad® is a unique product that is appreciated by everyone, regardless of age, gender or geographical location.

“This joining of forces with the Swedish Olympic Committee will strengthen Cloetta and Kexchoklad® since it gives us the right to use the Swedish Olympic themes in our marketing. And having the opportunity to create two Olympic products by labelling the products with the SOC emblem or giving them specially designed Olympic packaging is naturally a further advantage,” says Tony Wiréhn.

#### **For additional information please contact**

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*The information in this press release is subject to the disclosure requirements of Cloetta AB (publ) pursuant to the Swedish Securities Market Act. The information was submitted for publication on 10 November 2011, 16.30 p.m. CET.*

## About Cloetta

Founded in 1862, Cloetta is the oldest confectionery company in the Nordic region. The company's key brands are *Kexchoklad*, *Center*, *Plopp*, *Polly*, *Tarragona*, *Guldnougat*, *Bridge*, *Juleskum*, *Sportlunch* and *Extra Starka*. Cloetta has two production units in Sweden, one in Ljungsbro and one in Alingsås. For the period from 1 September 2010 to 31 August 2011, Cloetta posted net sales of SEK 987 million. The company's class B shares have been traded on NASDAQ OMX Stockholm Nordic since 16 February 2009. [www.cloetta.se](http://www.cloetta.se)

## Facts about Kexchoklad®

Kexchoklad is one of Sweden's most popular chocolate products and the largest single confectionery product in the Swedish confectionery market. We eat a total of 120 55-gram Kexchoklad bars per minute in Sweden, which is equal to 2 per second, 24 hours a day, all year round! Kexchoklad is a Swedish classic that has been a favourite of the Swedish people since 1938.



## Kexchoklad® in active collaboration

Kexchoklad showed its active side in various advertising campaigns as early as 1940 and has since then consistently been a natural choice for active snacks and partnerships.

**In the winter season of 1999** Kexchoklad started a partnership with the **Swedish National Alpine Ski Team**. The team members were equipped with Kexchoklad-profiled backpacks and the well known chequered pattern appeared on the team uniforms in 2000.

**In 2002** Kexchoklad began collaborating with the **Swedish National Handball Team** during the men's World Championships in Sweden and set off a chequered handball fever. A full 13.7 million people saw the Kexchoklad pattern during the European Championships in 2002! Kexchoklad also sponsored Swedish football and the national hockey team in its large-scale campaign "Go Sweden".

In the summer of 2005 Cloetta initiated a close collaboration with **Swedish football** and Kexchoklad has had football fever during many successful periods.

**In 2009 Kexchoklad** became head sponsor of sporting Sweden's crowning achievement – **A Swedish Classic (En svensk Klassiker)**. Two strong and active brands were joined in a good combination.

Over the years Kexchoklad has had many successful collaborations in cross-country and alpine skiing, handball and football, but also in other sports such as track and field, running races and marathons.

