



Basic press materials 2022

Table of contents

- Spitz company portrait: Who are we?
- Spitz values: What is important to us?
- Spitz: Food professionals since 1857
- Current facts and figures: What is new?
- Most outstanding achievements
- Spitz: A family business from the beginning
- Spitz at a glance

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Spitz company portrait: Who are we?

Quality Austrian food since 1857

A company rich in tradition, Spitz has been operating as a successful food producer for more than 160 years – in addition to sustainable development, the company values include customer orientation, a strong technological focus and employee appreciation. Thanks to its Austrian roots and its central location in the heart of Europe, Spitz fulfills the highest standards of quality while also enjoying good access to growing European markets. Spitz combines a variety of product and production areas in a league of its own among food producers. With approximately 800 employees, Spitz is one of the largest companies in the industry. Every day, 1.2 million products are dispatched from the Attnang-Puchheim location.

Spitz specialties: Private label and contract filling

Spitz stands on two strong footholds in the market. On the one hand, the company develops and produces high-quality and innovative products in the private label sector and contract filling. On the other, it offers a multifaceted portfolio of its own brands.

Private label: Spitz stands for the utmost competence in the private label sector. Partners in the food industry trust in their extensive experience in the development and production of high-quality and innovative products that are always oriented to the consumers' needs. As a strong partner in the private label segment, Spitz accompanies its customers along the entire journey, from market analysis to product development, production at the Attnang-Puchheim location, and product launch on the respective market.

Contract filling: Spitz is one of the most multifaceted contract fillers in Austria, characterized by a high degree of competence and many years of experience.

From the innovative idea to the enjoyment of the product

Spitz is familiar with the consumers' needs

As a food producer with a long tradition, Spitz benefits from a comprehensive network and good relationships to the best suppliers – from raw materials to packaging. As a well-connected producer, Spitz has access to the newest packaging and filling technologies and remains constantly up to date with the latest consumer trends. Spitz's consulting expertise impacts all areas of the value chain and informs recipes and product concepts, as well as optimized packaging, legal frameworks, logistics, and sustainability aspects.

Extensive technological expertise

Spitz makes regular investments in this area: Only those who constantly pursue state-of-the-art technologies can remain viable and maintain their competitive edge into the future.

Many years of experience

As one of the first private label manufacturers in Austria, Spitz draws on many years of experience and know-how. Customers from all areas of the food and restaurant industries, both in Austria and abroad, rely on this wealth of expertise.

Full service: From the product idea to implementation

Spitz bundles the steps of the value chain in its own company and accompanies the process from the product idea to implementation. Each product manufactured at Spitz is held to the strictest quality criteria. For Spitz, top quality begins with raw material purchasing. Only raw materials from suppliers that fulfill stringent quality standards are processed further for use in the end products. The traditional company is also equipped with its own research and development department, highly trained laboratory employees, cutting-edge production technologies, and a wealth of expertise in logistics and marketing – all together, this ensures that the final products can be manufactured with reliable and outstanding quality.

100 % of added value is generated in Austria

Spitz is proud of the fact that all of its products are produced at a single production location in Attnang-Puchheim, meaning that 100 percent of the added value is generated in Austria. The quality assurance processes observed here go far beyond the legally mandated testing. Comprehensive, well-known certifications and integrated quality and process management to shape its business procedures are the proof of Spitz's outstanding quality standards.

Spitz values: What is important to us?

Our philosophy: Passion for food

Our passion for food is the foundation for our daily work, our motivation, and the way we interact with each other in our family business – making a difference that our customers and

partners can feel and taste. With this passion and expertise for food and beverages, which has been passed down over generations, we are a preferred partner amongst trading companies for establishing and expanding a high-quality portfolio of store-brand products. For end consumers, our brands are often the first choice for their daily shopping.

We at Spitz believe that it is possible to unite sustainability and the latest technology. We see it as our mission to provide people with high-quality and responsibly produced food products.

Our values

As a long-established Austrian company, Spitz bridges the gap between tradition and innovation every day. The wide variety of product and production types that we combine in one location is unparalleled amongst other food producers. But above all, what unites our approximately 800 employees are the values that we share and live by.

Spitz places special emphasis on:

- Customer orientation
- Technological focus
- Employee appreciation
- Sustainable development

Our origins: A family business from the beginning

For more than 160 years, Spitz has operated as a family business characterized by a strong entrepreneurial spirit, loyalty, and a familiar, open working atmosphere. This makes working at the Spitz family business an attractive prospect.

Our Managing Director: Walter Scherb

The instatement of Walter Scherb at the beginning of 2019 brought a member of the founding family back to the helm of the company. A third-generation member of the family, Walter Scherb was named Austrian of the Year by the daily newspaper "Die Presse" in its "Responsible Companies" category in October 2019.

Spitz: Our Story

Over 160 years of history: A look at the past

From 1857 to the present day, S. Spitz GmbH has followed a long and successful path. Here are the most

important events and milestones of the company history:



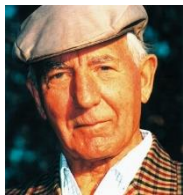
1857 – Salomon Spitz founds a trading company for spirits in Linz.



1935 – **Production facility in Attnang-Puchheim:** Viktor Spitz takes over the management of the company, the third generation to do so. The family also acquires the Attnang-Puchheim production facility from Mostny & Brück.



1938 – **Upheaval in the second world war:** The Jewish family Spitz is expropriated. The two locations in Linz-Urfahr and Attnang-Puchheim fall into the hands of Nazi regime collaborators.



1945–53 – **Reconstruction:** Walter Scherb I begins to rebuild the production of spirits and fruit juices after the second world war. Walter Scherb I purchases the company from Viktor Spitz and continues its operations.



1973–75 – **Product range expansion:** The product palette expands step-by-step to include jams, mustard, mayonnaise and ketchup. A new baking facility now also produces waffles, biscuits and cakes.

1982 – **Product range expansion:** Spitz once again expands the product range to include carbonated soft drinks.

1994 – **Establishment of Power Horse:** Spitz brings POWER HORSE, its own energy drink, to the market.



2006 – **Establishment of PET to PET:** With four other beverage producers, Spitz establishes PET to PET Recycling Österreich GmbH, which enables ecologically sound recycling of PET-bottles.



2007 – **Acquisition of Gasteiner mineral water:** In the 150th year of its existence, Spitz acquires a majority stake in Gasteiner mineral water.



2008 – Establishment of Bio-Wärme: The company Bio-Wärme Spitz is founded. It provides local heating for the Attnang-Puchheim area and supplies the production location with sustainable and environmentally friendly energy.



2013 – Acquisition of Auer-Blaschke: Spitz takes over the Lower Austrian confectionery manufacturer Auer-Blaschke.



2019 – Honigmayr acquisition: Spitz acquires the honey manufacturer Honigmayr from Salzburg.



2019 – Succession: Walter Scherb becomes Managing Director of Spitz.



2021 – Establishment of Alpine Brands: On April 1st, Alpine Brands GmbH & Co KG is founded. This entity will serve as the sales and marketing company for the Spitz Group brands.

Current facts and figures: What is new?

Spitz brings Günther Hofer into the management team as CFO

The traditional Upper Austrian company Spitz welcomes a new addition to the management team: Günther Hofer (39) took over the position of Chief Financial Officer (CFO) on January 18th, 2021.

Spitz switches the entire PET product range to recycled PET

In December 2020, Spitz announces that all PET in the beverage product range will be replaced with 100 percent recycled PET by April 2021. This means a savings of virgin PET in the order of 3,400 tons per year. "Our product range includes the entire spectrum of beverage packaging – as a result, we at Spitz can draw on decades of experience and expertise in this area," explains Managing Director Walter Scherb.

Spitz puts a new can filling facility into operation

Spitz made an eight-figure investment to build a state-of-the-art, 4,200 square meter can filling plant. After only 50 weeks of construction and despite the coronavirus crisis, the new facility could be put into operation on schedule in October 2020.

Spitz launches its own training program for plant operators

In October 2020, the first class of trainees in a new training program started at the food manufacturer. The qualification program for plant operators was developed by an internal project group and consists of a combination of training with SPITZ trainers and several classroom days in cooperation with the Bildungszentrum Lenzing.

Spitz continues cooperation with the startup Hektar Nektar

Already in 2019, Spitz and the social startup Hektar Nektar actively promoted the protection of bees and support for beekeepers – a common project that resumed in summer 2020. As part of "Project 2028", Spitz supports two local apiaries with one beehive each. The Upper Austrian company thereby provides a significant contribution to Hektar Nektar's goal of raising the bee population by 10 percent by 2028.

Spitz supports emergency services in Upper Austria

Solidarity in the age of COVID-19: In the wake of the coronavirus crisis, the local food manufacturer Spitz donates goods to emergency services and aid organizations.

Most outstanding achievements

Spitz: Nine DLG-gold medals for fruit and soft drinks

After Spitz was already awarded the DLG's "Prize for many years of product quality" in April 2020, the local company's fruit and soft drinks were able to score high across the board in July 2020. The quality evaluation conducted by the German Agricultural Society (Deutsche Landwirtschafts-Gesellschaft - DLG) therefore yielded ten medals: nine gold and one silver medal.

Spitz again honored with the GREEN BRANDS Austria quality seal

Sustainable development is more than just a buzzword at the traditional Upper Austrian company Spitz: it is a lived reality. The company was therefore honored once again in April 2020 with the renowned GREEN BRANDS Austria quality seal for its active engagement in environmental protection and sustainability during the month of March.

Spitz is a Superbrand 2019

The Superbrands Austria Brand Council, consisting of trade experts and others familiar with the sector, named the recipients of the Superbrand Austria Awards in October 2019 for the year's most outstanding brands. The traditional Upper Austrian company Spitz was once again able to win the jury over in 2019, and was therefore able to repeat its success from the previous year.

Distinction as a leading company in Austria

For the fifth consecutive time, the traditional company of Spitz was certified as a leading company in Austria on March 13th, 2019. The independent, cross-industry business network Leitbetriebe Austria honors exemplary domestic companies that shine with sustainable commercial success, innovative drive, and social responsibility.

Spitz receives successful recertification for the INEO award

For the second time, the Upper Austrian food manufacturer Spitz was honored with the INEO award in December 2018. This prize from the Upper Austrian chamber of commerce (WKO Oberösterreich) certifies that the company can officially designate itself as an exemplary training company in the years 2018-2021. The abbreviation INEO stands for innovation, sustainability (Nachhaltigkeit), engagement and orientation – the values that set an attractive training company apart, and the ones that talented young individuals look out for when selecting a company for their apprenticeship.

Spitz: A family company from the beginning

Almost 90 percent of all companies in Austria are family companies. With some 1.8 M employees and 414.1 B Euro turnover (WKO 2019), they create most of the country's jobs, forming the backbone of the Austrian economy.

With the instatement of Walter Scherb, the third generation of the company's founding family, the Upper Austrian food manufacturer once again put a member of the family at its helm at the beginning of 2019. "Working in a family company is not only attractive for members of the family. The strong entrepreneurial spirit, loyalty and employee orientation are only a few of the reasons that make working in a family company an interesting prospect for employees," summarizes Managing Director Walter Scherb.



Scherb adds that applicants also associate family companies "with a pleasant working atmosphere and a cooperative management style. This is reflected in the company culture and the palpable team spirit." Again and again, potential employees also emphasize that they perceive family companies to be organizations with a high level of security. Walter Scherb confirms this assessment: "Many Spitz employees have remained loyal to the company for decades."

Spitz at a glance

Company name:	S. Spitz GmbH
Address:	Gmundner Straße 27 A-4800 Attnang-Puchheim
Homepage:	www.spitz.at
Year established:	1857
Ownership structure Shareholdings:	S. Spitz GmbH (100 %) Gasteiner Mineralwasser GmbH (100 %) PET to PET Recycling GmbH (20 %) Honigmayr Handelsgesellschaft m.b.H (100 %) Alpine Brands GmbH & Co KG (100 %)
Turnover:	226 M € (financial year 2021/22)
Management:	Walter Scherb (CEO) Günther Hofer (CFO)
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