



Peter Kölln GmbH & Co. KGaA sells its pet food activities under the peka® brand to Arie Blok B.V. Animal Nutrition

Frankfurt am Main, December 2016: Peter Kölln GmbH & Co. KGaA, one of the leading companies in the oat flakes and breakfast cereals market as well as in the field of edible fat and oils announced the sale of its pet food activities under the peka® brand to Arie Blok B.V. Animal Nutrition Woerden (Netherlands). The transaction took place in November 2016.

More than 30 years ago an assortment for pet food was created and developed by the Peter Kölln Group under the peka® brand. With the actual product range peka® pet foods complies with actual feeding standards and meets the requirements of a balanced and varied nutrition for rodent household pets.

‘The pet food products of peka will continue to be successful in the market under new owner Arie Blok B.V. Following our strategic road map Peter Kölln decided to dispose the brand and related activities to focus solely on human nutrition’, Dr. Christian von Boetticher, Managing Director of the General partner of Peter Kölln GmbH & Co. KGaA stated. Both parties agreed not to disclose the purchase price or other transaction details. Wouter Vankeirsbilck, Managing Director of Arie Blok BV, comments on the acquisition and future development: ‘The peka brand and activity is complementary to our actual brands and market approach. With peka we now have a specific offer and approach towards the full-service retailers in the German market and in the near future also on the Dutch and Belgian market. Based on our expertise we will strengthen the peka brand by expanding the product range and increasing the service level.’

The Food & Beverage team of C H Reynolds, led by Stefan Constantin and Markus Kluge, successfully advised the shareholders.

With advising this transaction, C H Reynolds again proves its competency in the execution of a group carve-out in the consumer goods industry. André Tschirner, Member of the Board of Peter Kölln, adds: ‘Being a traditional family-owned company besides purchase price future strategy and development of the pet food branch is important to us. With the international approach of our advisers we managed to find a good partner also for our longstanding retail clients.’

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Background Information

Peter Kölln GmbH & Co. KGaA

Peter Kölln GmbH & Co. KGaA of Elmshorn, Germany is a family-owned company operating in the food industry with almost 200 years of experience in oats products. 'For a better nutrition - since 1820'. Peter Kölln is obliged to this claim until today and for the future. With 'Kölln's Tender Oat Flakes' in the light-blue/dark-blue pack, registered as a trademark in 1938, Kölln created one of the most popular German iconic brands and the company's flagship. From Kölln® Oat flakes, Kölln Traditional and Crunchy Mueslis, Kölln® Oat crispies or Kölln Smelk – all Kölln products are based on wholegrain oats. Six other renowned brands with a long tradition are under the roof of Peter Kölln GmbH & Co.KGaA since 2004: Livio®, Biskin®, Palmin®, Becht's®, Poms® Kids Oatmeal and Edelweiss® milk sugar to complement the nutrition competence of the Kölln Group. This diversification strategy was carried forward with the acquisition of the Mazola®-brand in 2014. Premium quality, innovative products and customer confidence – this is what Kölln® stands for.

www.koelln.de

Arie Blok B.V.

ARIE BLOK B.V. is a family business founded more than 175 years ago with headquarters in Woerden (the Netherlands). At first, the company was dealing in cereals and cereal products. Over the last fifteen years it has turned from a manufacturer of cattle, pig and poultry compound feed into a manufacturer of specialized products for almost any kind of animal, 'from mice to elephants'. Several brands are marketed under the company name 'Arie Blok Animal Nutrition': Arie Blok®, Kasper Faunafood®, HippoStar®, Hope Farms® and Canex®. These brands stand for quality and reliability to customers demanding the highest requirements in terms of animal nutrition. The full range includes more than 700 different products.

In early 2015, Arie Blok B.V. became part of the Belgian AVEVE Group. This provides better opportunities to serve new markets abroad. Cooperation in the field of purchase of raw materials, product knowledge, producing specialties, market approach and so on, leads to important economies of scale. The AVEVE Group is the market leader in agricultural and horticultural supplies in Belgium. It also operates the largest garden centre chain of the country.

The AVEVE Group produces more than 200,000 tons of hobby feeds for pets and farmyard animals per year and generates a turnover of about EUR 1.2 bn with 1,700 employees.

www.arielok.nl

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