



NEW PRINCES
— GROUP —

Investor Presentation

June 2025

Disclaimer

This presentation might contain certain forward-looking statements that reflect the Company's management's current views with respect to future events and financial and operational performance of the Company and its subsidiaries.

These forward-looking statements are based on NewPrinces S.p.A.'s current expectations and projections about future events.

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The taste

of growing

VIP

About us

We are an Italian-born, Europe-based company whose core business is carried out in the food & beverage sector.

We provide the market with indisputably high-quality products every day, thanks to our historical brands across various categories.

We are leaders in the agri-food sector and one of Europe's leading producers of:

- Pasta and baked goods
- Milk and dairy products
- Canned fish
- Canned foods
- Canned tomatoes and sauces
- Drinks
- Edible oils
- Ready meals & Home baking
- Specialised nutrition and baby food



MP

The group at a glance

- **4 Core markets**
- **Over 30 main brands across 10 categories**
- **More than 30,000 clients** among the most important retailers in Europe
- **€2.8 bn** revenue in 2024
- More than **8,000** employees
- Export to more than **60 countries**
- **31 facilities** across Italy, UK, Germany, France, Poland and Mauritius.



History of constant growth

External growth



2005

2006

2008

2009

2013

2014

2015

2019

2020

2021

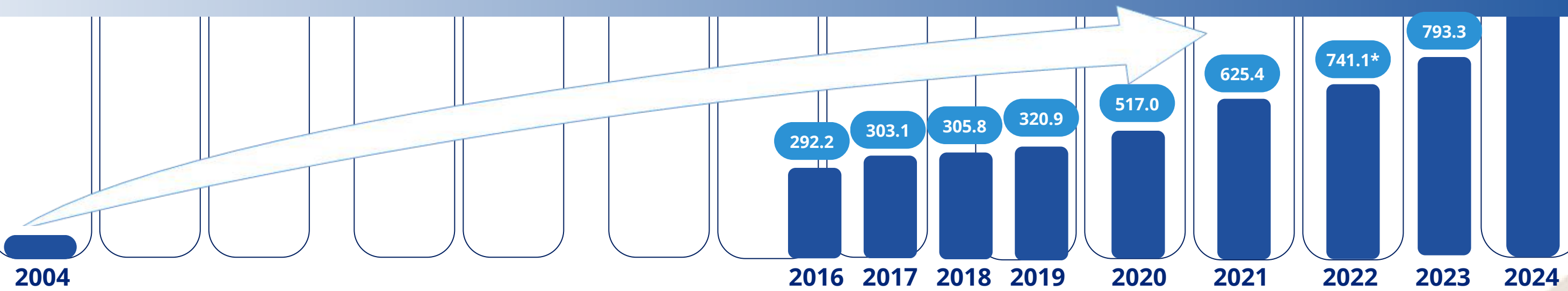
2022

2023

2024

2.8bn**

Revenues evolution (€m)



2004

2016

2017

2018

2019

2020

2021 PF

2022 PF

2023

2024 PF

Plants evolution (#)

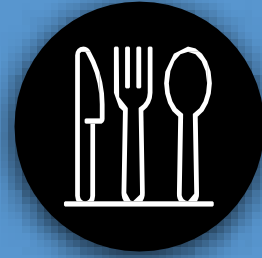
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31



*The 2022 proforma revenues include EM Foods
 ** Based on FY 2024 revenues of Princes Group and Newlat Food

PURPOSE, VISION & MISSION



OUR PURPOSE

Making the right
choices never
tasted so good



OUR VISION

Bringing everyone
together to enjoy
quality food and drinks



OUR MISSION

Proudly producing authentic and
affordable, high quality store
cupboard essentials
from across the world

STRATEGIC IMPERATIVES TO REACH OUR 2030 AMBITION



**UNLOCKING
OUR COMPETITIVE
EDGE**



**DRIVING
COMMERCIAL
VALUE**



**LEVERAGING OUR
INDUSTRIAL
KNOW-HOW**



**DRIVING A
WINNING
CULTURE**



**OPERATING
SUSTAINABLY &
ETHICALLY**



**INTEGRATING &
LEVERAGING
GROUP CAPABILITIES**



OUR VALUES THAT WILL UNDERPIN THAT AMBITION

CUSTOMER FIRST, ALWAYS

Put consumers at the heart of everything we do - delivering safe, high-quality, innovative products while being easy to do business with, so our customers can thrive and grow with us.

LEAD WITH INTEGRITY AND TRANSPARENCY

Be open, honest and accountable in everything we do, ensuring trust with our people, customers, investors, and partners.

INVEST WISELY, GROW BOLDLY

Be guided by our clear strategic vision and decisive leadership to make smart investments and drive growth.

ACT WITH PURPOSE

Operate responsibly to minimise our impact on the planet.

PERFORM WITH PRIDE

Create a high-performance culture where colleagues feel part of a community, embrace shared values, and work together towards a common purpose.



A clear and focused value-creation strategy



Newlat & Princes: a platform for pan-european leadership and global growth

In July 2024, Newlat Food bought 100% of Princes Limited, a historic food industry group in the United Kingdom, bringing the consolidated turnover close to € 3 billion and forming the NewPrinces Group.



Newlat
FOOD SpA

A MULTIBRAND COMPANY

A multinational F&B business model on a smaller scale
Brand > COB Majority manufactured
Pasta, bakery, dairy, special, instant




PRINCES
GROUP

A scaled, UK-focused European ambient F&B business
COB > Brand Majority manufactured
Canned foods, oils, Italian, fish, drinks



Leading player in the European food industry – diversified healthy F&B platform with responsible credentials

Brand & COB

Majority manufactured

Across a range of major healthy ambient F&B and selected fresh categories












NPG is driven by an international management team supported by a lean organisational structure




Family - owned company

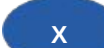


 <p>Angelo Mastrolia Executive Chairman</p> <p>2004⁽¹⁾ 30+</p>	 <p>Giuseppe Mastrolia CEO NPG, Newlat GmbH Chairman Symington's</p> <p>2008 10+</p>	 <p>Benedetta Mastrolia Business Development M&A and IR</p> <p>2014 5</p>
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...With an experienced management team with International exposure in large corporates

 <p>Fabio Fazzari Group Financial Director</p> <p>2020 15+⁽²⁾</p>	 <p>Stefano Cometto Chief Operating Officer & Deputy CEO</p> <p>2008 20+</p>	 <p>Rocco Sergi Chief Financial Officer</p> <p>2013 15+</p>
 <p>Simon Harrison CEO Princes Ltd.</p> <p>2024 30+</p>	 <p>Davide Spinazzi Infant & Nutrition Director</p> <p>2015 30+</p>	 <p>Veronica Pisoni Corporate Legal Affairs</p> <p>2018 10+</p>
 <p>Marc Bürkle Sales Director (Germany)</p> <p>2015 20+⁽³⁾</p>	 <p>Fabrizio Carrara Head of Internal Audit & Sustainability</p> <p>2021 10+⁽²⁾</p>	 <p>Louis-Philippe Demoury Site Manager Ludres Princes France</p> <p>2022 15+</p>

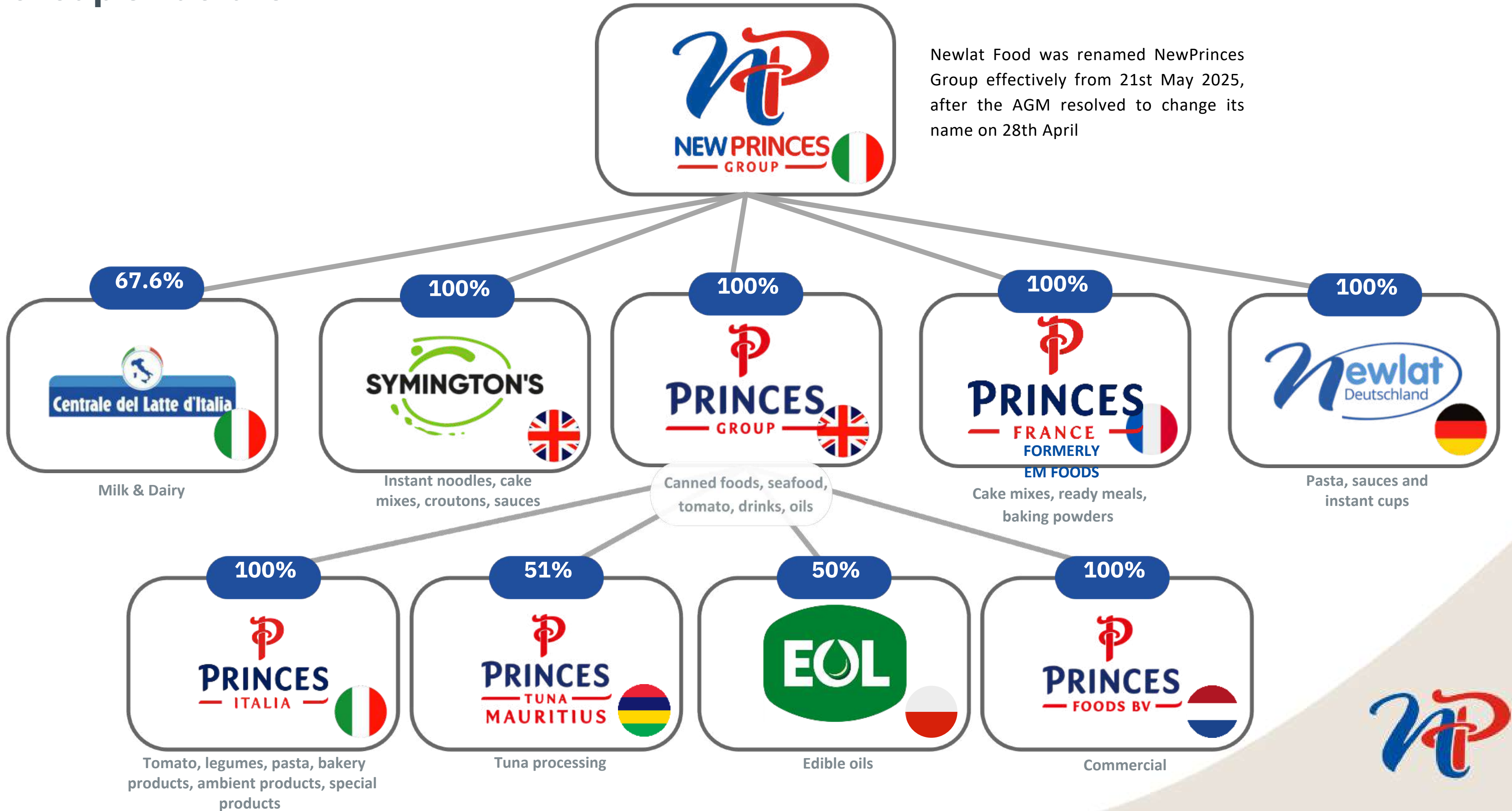
Independent board members

 <p>Valentina Montanari Chief Financial Officer DRI D'Italia</p>
 <p>Mariacristina Zoppo Director and member of the Control Committee of Intesa Sanpaolo</p>
 <p>Eric Sandrin General Counsel of Kering Group</p>

Key:  Entry year into NPG  Years of experience in the sector  Member of BoD



Group structure



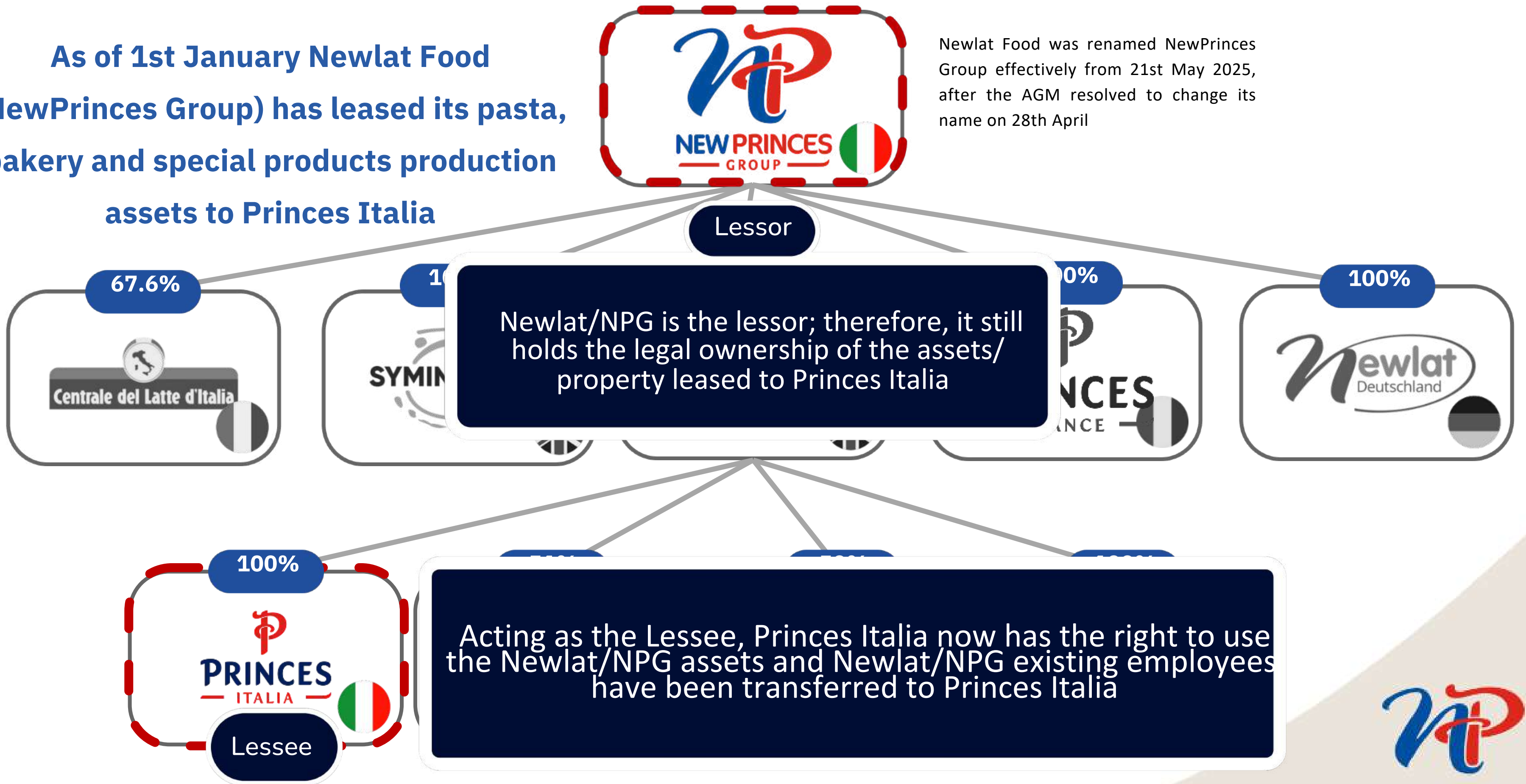
Newlat Food was renamed NewPrinces Group effectively from 21st May 2025, after the AGM resolved to change its name on 28th April



Recent lease contract between Newlat/NewPrinces Group and Princes Italia

As of 1st January Newlat Food (NewPrinces Group) has leased its pasta, bakery and special products production assets to Princes Italia

Newlat Food was renamed NewPrinces Group effectively from 21st May 2025, after the AGM resolved to change its name on 28th April

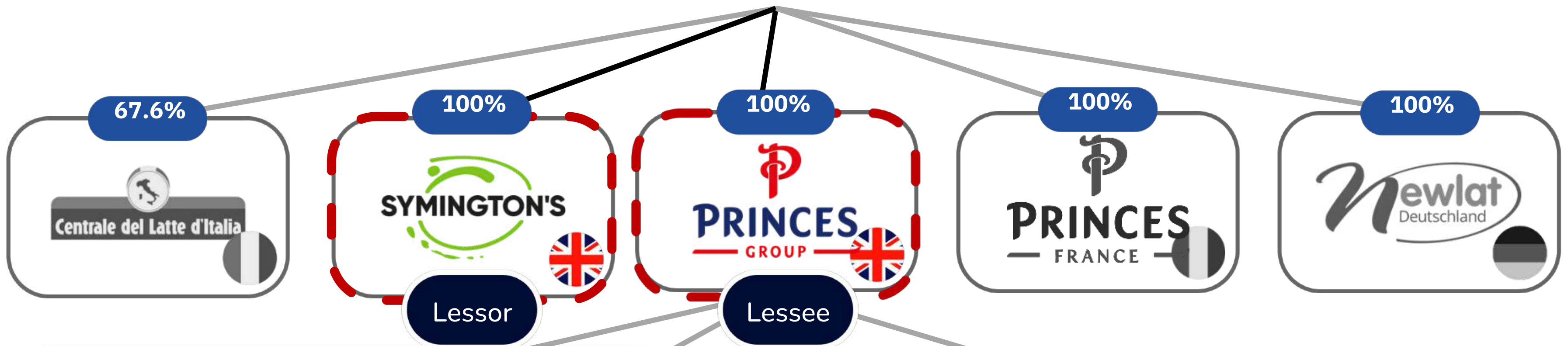


Recent lease contract between Symington's and Princes Limited

As of 1st January Symington's Limited has leased its assets to Princes Limited



Newlat Food was renamed NewPrinces Group effectively from 21st May 2025, after the AGM resolved to change its name on 28th April



Symington's acts as the lessor, so it still holds the legal ownership of the assets/ property leased to Princes.
Symington's Limited remains the owner of the intellectual property, including brands and trademarks

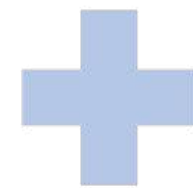
Acting as the Lessee, Princes Limited now gets the right to use the Symington's assets and Symington's employees have been transferred to Princes Limited



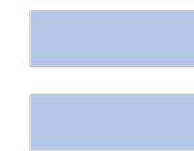
Operating asset lease—important cash in expected from NewPrinces

NewPrinces, on a stand-alone basis, will benefit from interesting cash flows from the operating asset lease contract in place with Princes Limited

Yearly Rent of €5 million fixed and the 1.5% of revenues as a variable consideration (circa €5.5 mln for a total consideration of € 10.5 mln).



The lessee will repay to the lessor the full amount of Depreciation which is equal to €8.5m per year.



All in all, Newlat Food will benefit from a yearly cash-in of **€ 19million**

It is also important to highlight that Newlat Food/NewPrinces:

- Will maintain the strategic control on the full Group and of the leased assets;
- As owner of the brands, Newlat Food will remain the exclusive beneficiary of the potential value creation deriving from the future development of the business.
- Will maintain full ownership on the tangible assets, including Real Estate









Equity case and



Financial Highlights



Our equity case – five years of incredible delivery

Milestones 	Financials for the year 	Achievements 
October 2019 Newlat Food IPO	FY 2019 revenues: € 321 m Adj. EBITDA: €28.3 m EBITDA margin: 8.8%	IPO in October 2019 with the aim to reach €1 billion revenues in the medium term through further M&A.
2020 Acquisition of CLI	FY 2020 revenues: € 517 m Adj. EBITDA: €51.4 m EBITDA margin: 9.9%	Strong improvement in CLI EBITDA which reached €18 million at FY 2020 vs. € 6 m at the end of 2019.
2021 First Bond Issue & Acquisition of Symington's	FY 2021 revenues: € 625 m Adj. EBITDA: €58 m EBITDA margin: 9.3%	In August 2021, Newlat acquired Symington's in the UK. 3-year impact: EBITDA grew +55% from £7 million (2021) to £11 million (2024) .
2022-2023	FY 2023 revenues: € 793 m EBITDA: €72.4 m EBITDA margin: 9.1%	Strong delivery against inflation with margin dilution recovered in only six months . Focus on long-term investments in PPE.
2024 Acquisition of Princes Limited	FY 2024 revenues: € 2.8 billion Adj. EBITDA: €177.6m	Exactly 5 years after of our IPO we reached: +750% revenues and +550% in EBITDA vs 2019 

Our equity case – the very successful bond issue fully subscribed in 1 day

€300 million target fully subscribed on Day 1!

Due to strong investor demand, the offer was increased by €50 million, reaching a total of €350 million—fully subscribed in just one trading day.

This bond enhances financial flexibility to drive future M&A growth. Lower debt costs & full cancellation of the acquisition financing security package.

Strong investor appetite to support bond liquidity



Important reduction in financing costs



In February 2025 we issued an **UNSECURED** and **UNRATED BOND** for a total amount of € 350 million.

Higher financial flexibility with bullet repayment in 7 years



Acquisition Financing fully repaid



FY 2024 key financial highlights*

Revenues

- € 2.775 bn vs. € 2.778 bn in FY 2023 (-0.1%) on a LFL basis
- Very positive Q4 performance: +8.3% YoY Newlat Group (all companies excl. Princes); +5.8% Princes. +7.7% Group.
- Positive performance of milk +6%, dairy +5.2%, fish +8.8%, drinks +5% and Italian +2.4%.

EBIT

- 2024 combined EBIT** € 194.5 m +10.1% vs. € 176.7 m at the end of 2023

Free Cash Flow

- Underlying Free Cash Flow: € 225 million.
- Excellent performance of FCF thanks to good operational results and strong work on Princes' NWC.

EBITDA

- Adj. comb. EBITDA €177.6 m; Adj. comb. EBITDA margin 6.4%
- Improvement of EBITDA compared to 9M 2024, better results expected for 2025 thanks to implementation of new strategy
- Figure in line with expectation of €175-180 million

Net Income

- Combined NI** € 142.3 m, + 5.3% vs. NI 133.3 m at FY 2023

Net Financial Position

- Net Debt (ex. IFRS 16 lease liabilities): € 246.2 M vs. € 332.7 million at 30 Sept 2024
- Net Debt (incl. IFRS 16): € 346.2 m vs. € 436.8 million at 30 Sept 2024
- ND/EBITDA (incl. IFRS 16): 1.95x, well surpassing the target of <2.5x shared at 9M 2024

*Combined financials

** Combined EBIT and Net Income include €155 million of income from business combination in 2024 and 160 million in 2023.



NewPrinces – Updated Financial Targets



Revenues CAGR 3% to € 3.3 bn

- Consolidated **Organic Revenues** expected to reach **€3.3 bn** in **2030** from € 2.8 bn pro-forma reported at the end of 2024. The organic revenues growth will be driven by three main pillars:
 1. **Product Innovation**
 2. **Increase in Branded product sales** contribution on total revenues
 3. **Increase in the average duration** of Privale Label Contracts
- The company aims to reach **€5 bn** revenues including any **additional external growth contribution**



Net Financial Position

- **Net Debt (including IFRS)** expected to be already below **1x** in **2026** with a **Net Debt / EBITDA** ratio of **0.5x**.
- **Positive net cash position** expected in **2027** and **available Cash** expected above **€ 1 billion** in **2030**.



EBITDA CAGR 8% to € 326 mln

- **Adj. EBITDA** expected to reach **€ 320 m** in **2030** from the € 177.6 m pro forma reported at the end of 2024, with a margin improvement of 355bps to **10%**.
- The margin improvement will be driven by:
 1. Delivery of **integration synergies**
 2. Important **savings in Procurement**
 3. **Operating leverage**
 4. **Efficiency gains** in operations and group structure



Free Cash Flow

- **Underlying yearly FCF** expected to be around **€170 m** in **2030**.



Q1 2025 key financial highlights*

Revenues

- € 672.7 m vs. € 699.9 m in Q1 2024 on a LFL basis
- Positive performance in the baby food, mascarpone, drinks and tinned tomatoes categories
- Improvement in COGS of ca. 6% YoY

EBIT

- €28.9 m +392.1% vs. €5.9 m at Q1 2024. EBIT margin 4.3% vs. 0.8%
- Strong improvement of admin (-15.6%) and sales and distribution (-10.6%) costs

Free Cash Flow

- Underlying Free Cash Flow: €45 million, especially thanks to a positive EBITDA result and a NWC contribution.
- Excellent cash conversion** of 84.4% vs. 74.7% in Q1 2024.

EBITDA

- Adj. EBITDA €54.8 m + 30.5% vs 42m at Q1 2024; Adj. EBITDA margin 8.2% vs 6% in Q1 2024
- Extraordinary improvement of EBITDA compared to last year thanks to the implementation of new cost strategy
- Well on track to deliver the 2025 target

Net Income

- €13.5 million → +€15.8 million vs. (€2.3m) Q1 2024 combined data
- 2% net margin vs. (0.3%) in Q1 2024 combined data

Net Financial Position

- Net Debt (excl. IFRS 16 lease liabilities): €200.7 million vs € 246.2 million as at 31st December 2024
- Net Debt (incl. IFRS 16): €302 million vs € 346.2 m

*Q1 2024 results are presented on a 'Proforma' Combined basis and include Princes Limited from 1st January 2024

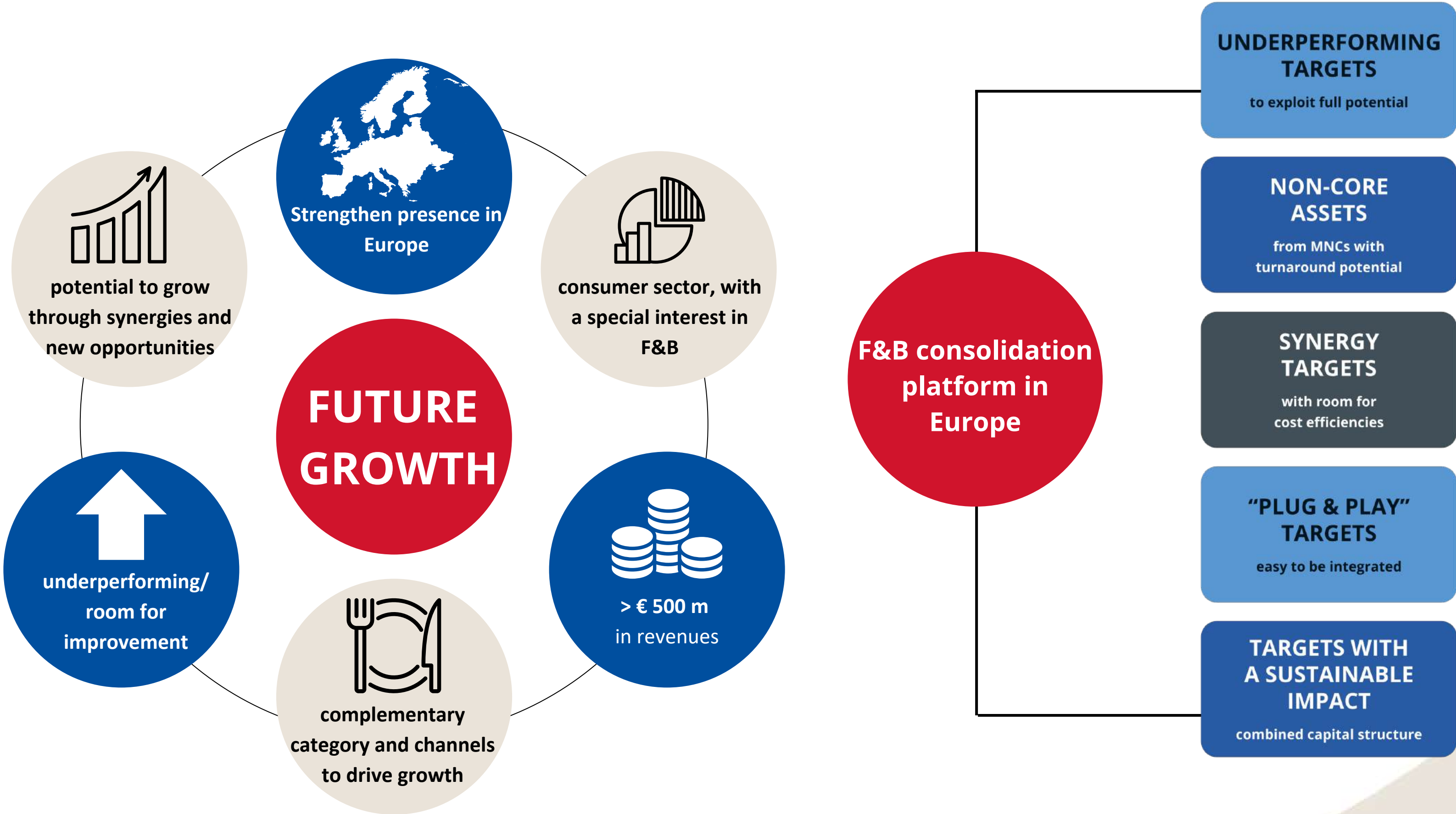
** Cash conversion calculated as follows: (EBITDA – investments)/EBITDA


















Future focused: M&A strategy and case study



M&A strategy and criteria



Current M&A pipeline

Target	Sector	Geography	Revenue
A	 Specialised Nutrition	 Italy	 ca. € 200 million
B	 New Category	 Various EU assets	 ca. € 600 million
C	 Ambient Foods	 France	 ca. € 600 million
D	 New Category	 Switzerland	 ca. CHF 650 million
E	 New Category	 Italy	 ca. € 300 million



Potential Strategic Acquisition – Santa Vittoria Plant

Following the announcement issued by the Italian Ministry of Enterprises and Made in Italy earlier this week, we confirmed the signing of an exclusivity agreement for the **potential acquisition – subject to final agreement** – of the “Diageo Operations Italy S.p.A.” production facility, located in Santa Vittoria d'Alba (CN), Italy. The potential transaction would enable our Group to strengthen and expand its offering in the beverage segment, where **we already generate over €350 million in revenues in the UK market alone**. The Santa Vittoria site boasts strong industrial know-how in the production of **spirits, ready-to-drink products, and low- or no-alcohol solutions**.

STRATEGIC RATIONALE

Consolidation in drinks

Expands and completes our product offering in the beverage segment.

Reinforces positioning in a high-growth, high-margin category

Strong Industrial capabilities

High-capacity, fully equipped facility with proven expertise.

Differentiation vs current offering: Specialisation in spirits, RTD, and low/no-alcohol beverages.

Operational optimisation

Alleviates current production constraints at the Princes Glasgow plant.

Enhances flexibility and efficiency across the Group's supply chain

Commercial potential

Opportunity to accelerate COB and branded growth in the drinks category in Europe.

We will update the market in due course, in line with applicable disclosure obligations.



Some synergies...



Strong market positioning

Leverage both companies' well established relationships and capabilities with retailers all around the world



Revenue growth

Underlying annual revenues (without considering potential commercial and innovation synergies) growth is expected to be 3%



Brand reputation

Increased brand reputation in Europe both at corporate and consumer level



Cross-selling

Possibility to sell Newlat brands through Princes existing channels and customers and vice versa



Procurement

Combined group will benefit from both companies' procurement relationships and some third party produced products could be switched to internal production



Innovation

NPD in product and packaging, in both existing and adjacent categories, with existing brands and in COB



Expected underlying revenues CAGR 2023- 2030: +3%
We expect commercial synergies to potentially double the underlying figures



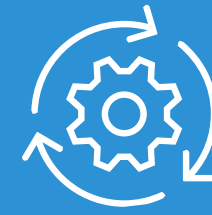
Italian growth synergies

1. Line extensions of existing Newlat brands to enter the canned tomato market

- Possibility to enter the complementary category of canned tomatoes with Delverde, Pezzullo, Birkel and other existing pasta brands within Newlat's portfolio.
- The Foggia plant high spare capacity to be utilised to produce more tomato-based products using Newlat Food brands
- New pasta cooking sauces line to be installed soon with line extensions across Group brands

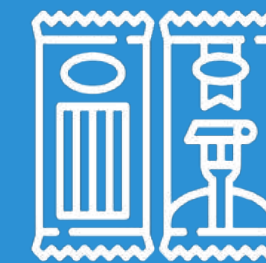
2. In-house production of Napolina

- Previously outsourced to a third party manufacturer, within 3 months after completion the entire Napolina pasta range was internalised within Newlat's plants, increasing capacity utilisation in the pasta segment
- Possibility to introduce new shapes and types of pasta thanks to Newlat's state of the art facilities to drive topline growth in Napolina and UK COB



1. Foggia tomato processing plant

- Largest tomato processing plant in Europe
- Based in the main tomato processing region in Italy
- Approx. 300,000 tons production capacity



2. Napolina in-house production

Previously outsourced to a third party manufacturer, within 3 months after completion the entire Napolina pasta range was internalised within Newlat's plants, increasing capacity utilisation in the pasta segment



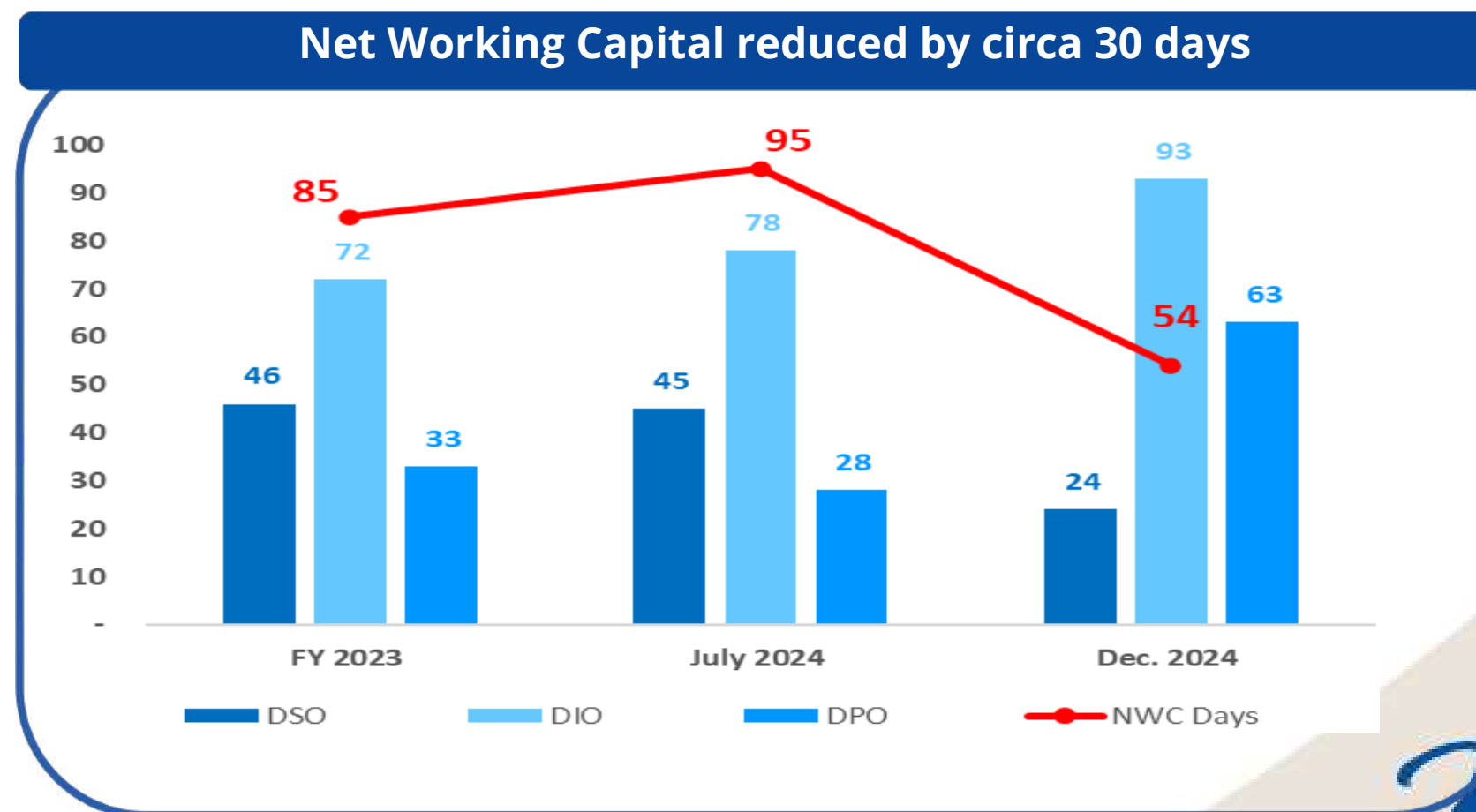
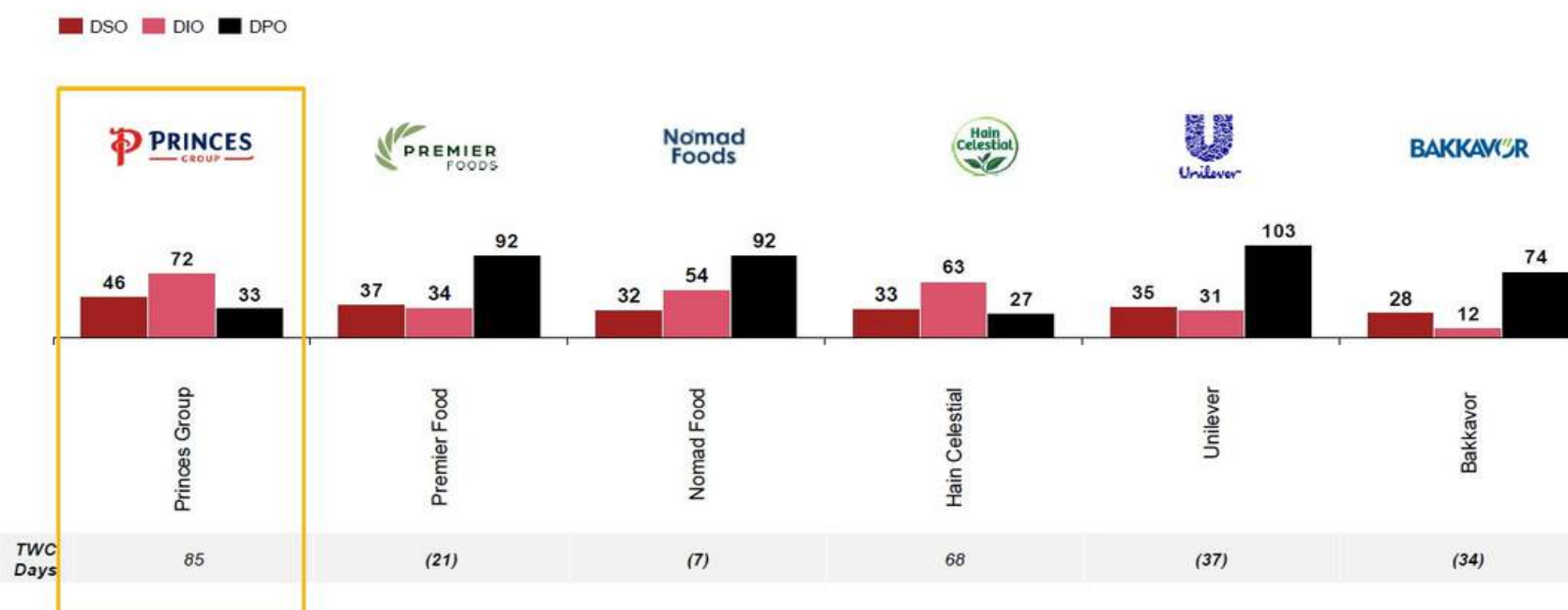
Strong NWC Improvements for Princes

Also UK players suggest space to reach **negative TWC**

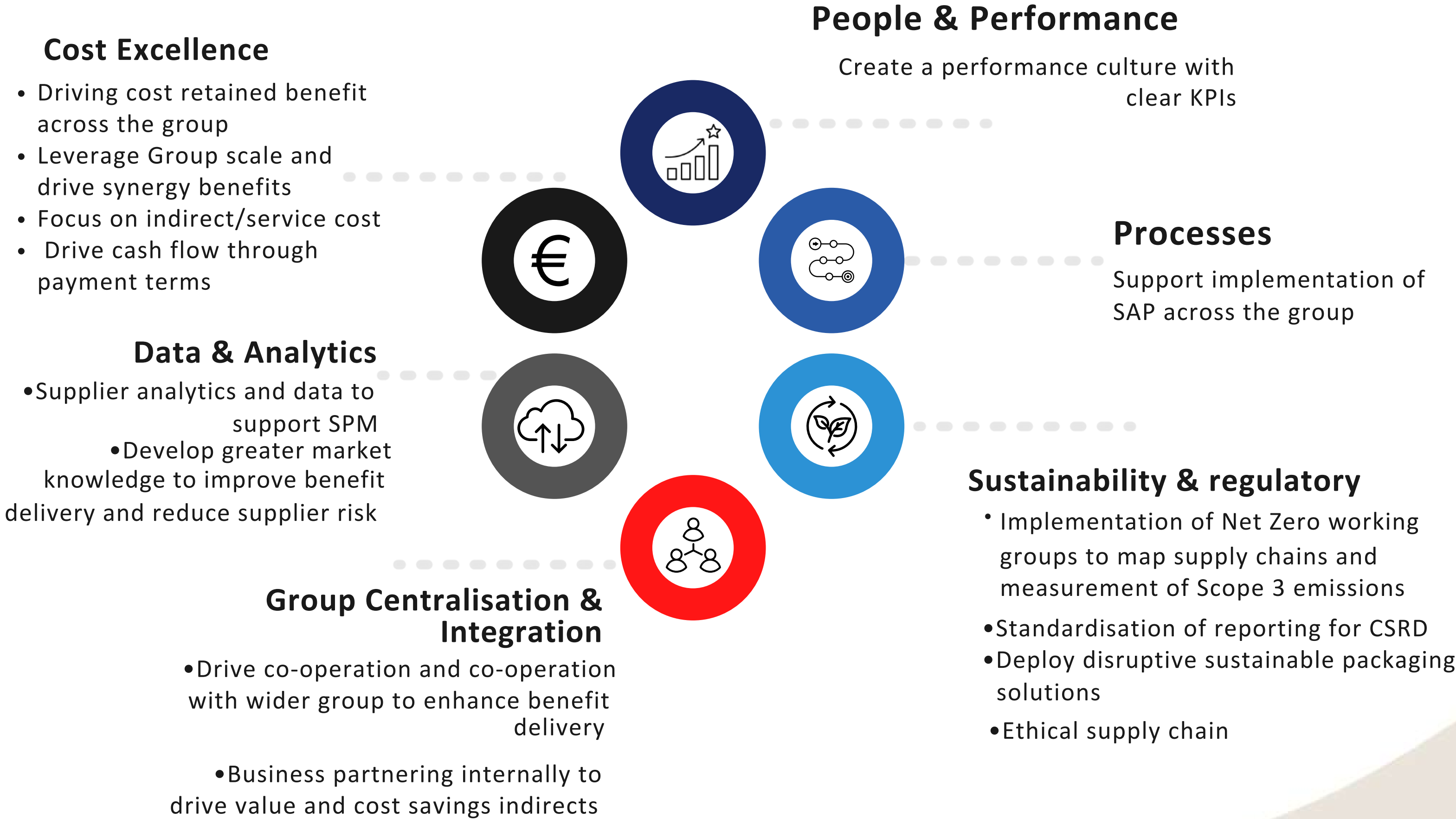
From day one post-closing, a **strong Net Working Capital position was identified within Princes (~£400 million GBP)** as a significant opportunity for **cash generation**, especially when compared to key competitors, who consistently report negative net working capital days. Through **focused optimisation efforts**, Princes achieved an **impressive £140 million cash contribution in just five months**.

This strong performance was primarily driven by a **substantial increase in DPO**, which **doubled** compared to the end of FY 2023. Additional opportunities remain through further **DIO optimisation**.

DSO vs. DIO vs. DPO by UK players
(#Days, 2023)



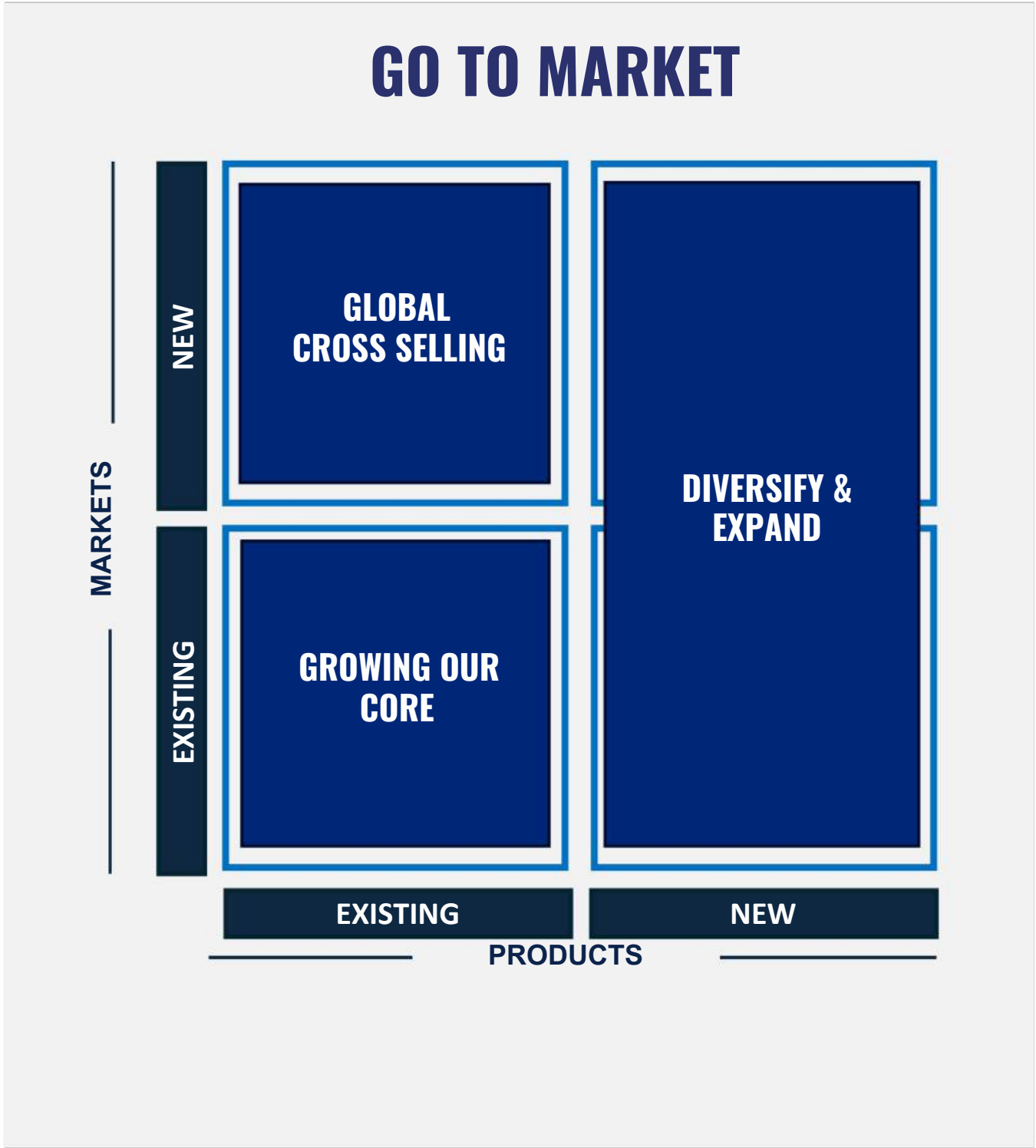
Group procurement approach directed at cost optimisation



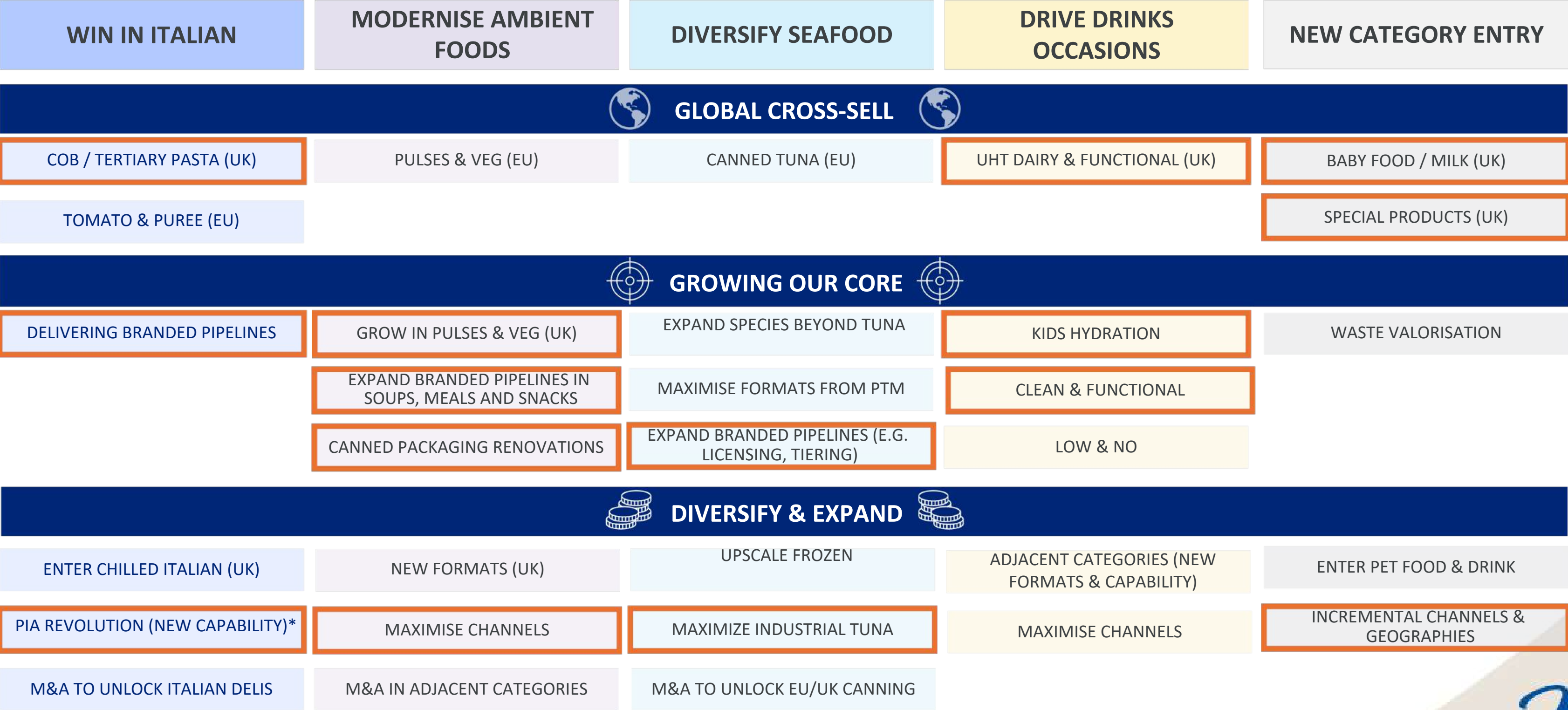
Operational excellence to drive group growth



UK: Deep Dive into the Growth Drivers



UK: Prioritised Growth Drivers with > £110m net sales potential



Mostly UK Focused – No/low CAPEX



The COB (r)evolution: from price-driven private label to high-quality strategic partnerships

01



THE SHIFT IN RETAILER MINDSET

Retailers no longer see private label as a low-cost alternative.

The concept has evolved from Private Label (PL) to **Customer Own Brand (COB)** — a **premium, innovation-led offer**.

Price is now a secondary factor, after:

1. **Product Quality**
2. **Innovation**
3. **Service**

02



PRINCES' POSITIONING IN THE NEW APPROACH

We are ideally positioned to partner with retailers thanks to:

- An **extensive** and **high-quality product portfolio**
- Proven **innovation** capabilities
 - Strong **service levels**
- A competitive (but not low) **pricing model**

03



STRATEGIC IMPLICATION

This shift enables us to become a **key strategic partners** to leading retailers.

In many cases, our COB products outperform national brands in both quality and perception — at a better value.



Continuous partnerships with Long-Term agreements on our COB contracts in the UK to secure stability



Signed 2 to 5 year-long contracts in the UK (vs. typical short-term tenders) for Customer Own Brand (COB) production spanning across the Group's categories to stabilise volumes and margins over the years to come and establish strong relationships with UK's top supermarket chains



And to grow with customers in Europe, building on our expanded NPG product portfolio

Princes in the Netherlands and Vier Diamanten in Austria further strengthened their household penetration and No 1 branded positions.

Recently secured significant new business wins with top retailers in Germany and in France.

Tomato products listed at top German retailers with Delverde brand from April 2025.



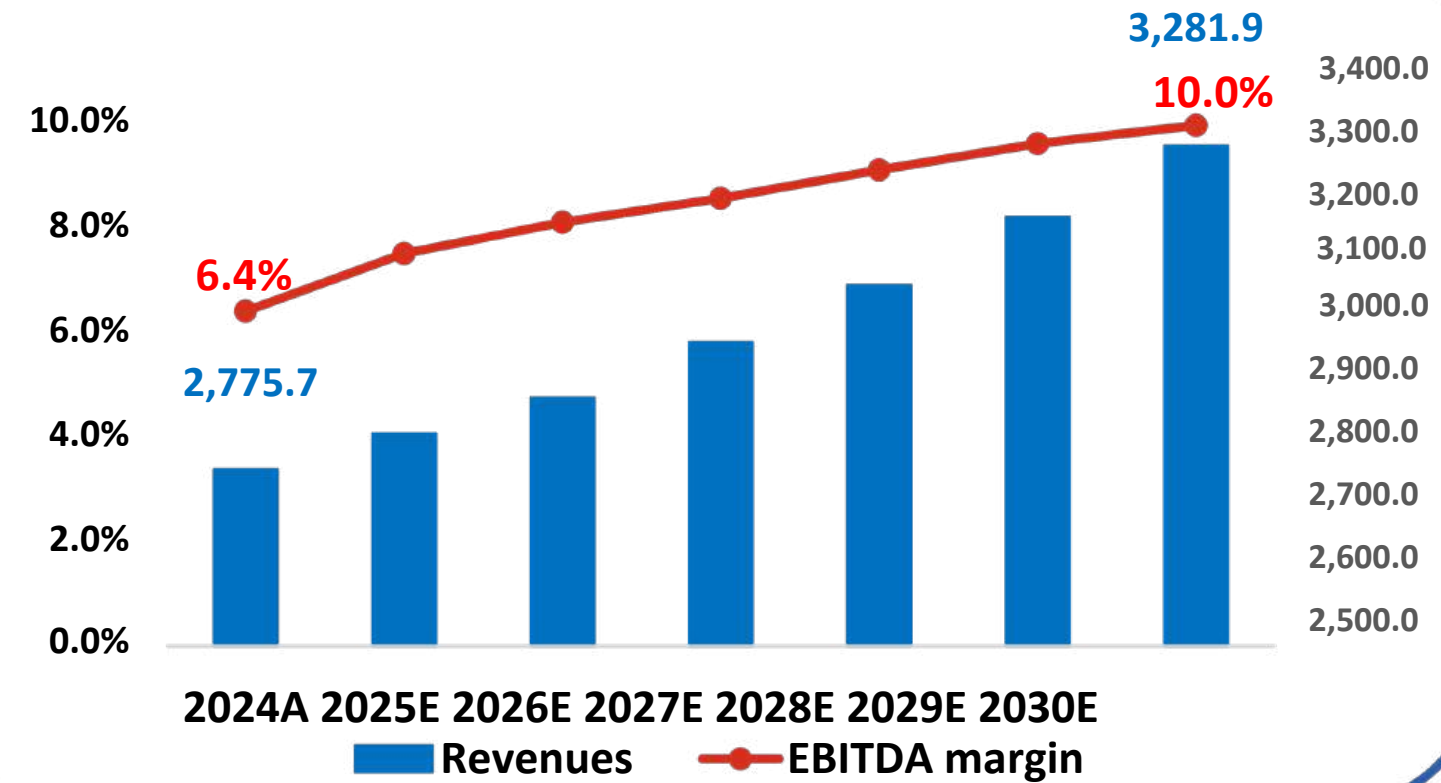
Strong KPI improvements driven by synergies, mix and operating leverage

The top line of the combined entity is expected to grow organically by **3% CAGR between 2024 and 2030**.

The expected growth is in line with the market trend, but it is important to highlight that, on a conservative basis, it **does not include any commercial synergies coming from the interaction of Princes and Newlat**. The additional volumes we expect in several different areas like, for example, the tomatoes the business could materially increase its average level of organic growth.

In this conservative scenario, the **profitability is expected to increase by 355 bps, reaching 10% EBITDA margin by 2030**, driven by synergies, mix improvement, brand business contribution increase and operating leverage.

Strong trend on consolidated revenues and margin

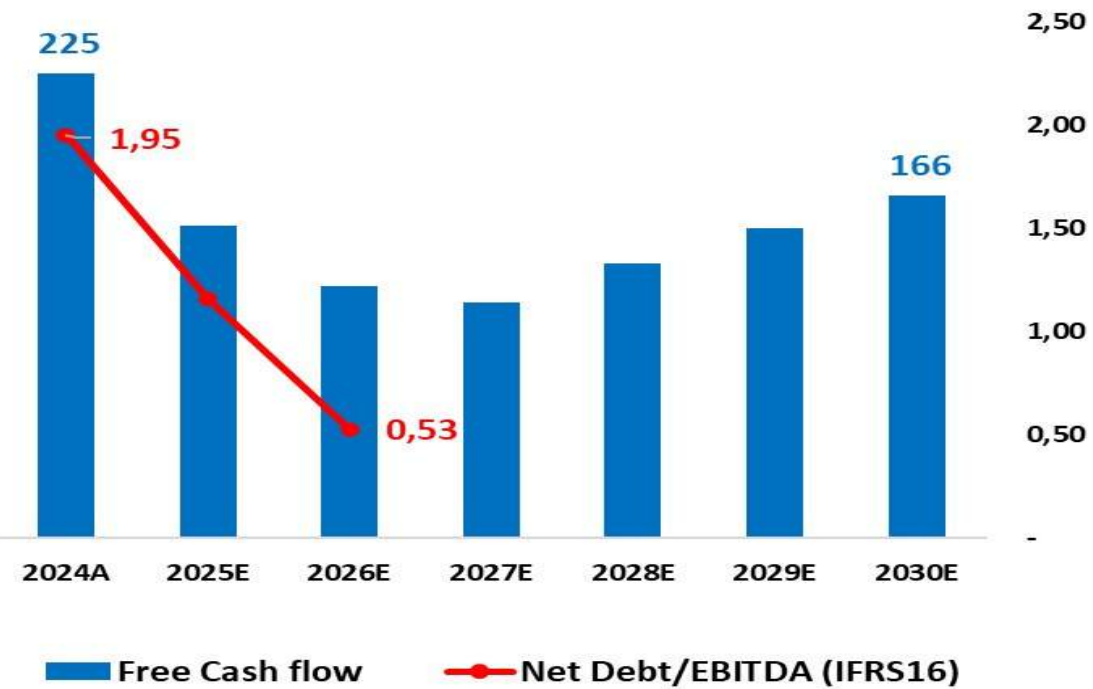


Strong improvement on Princes Cost Base expected in 2025

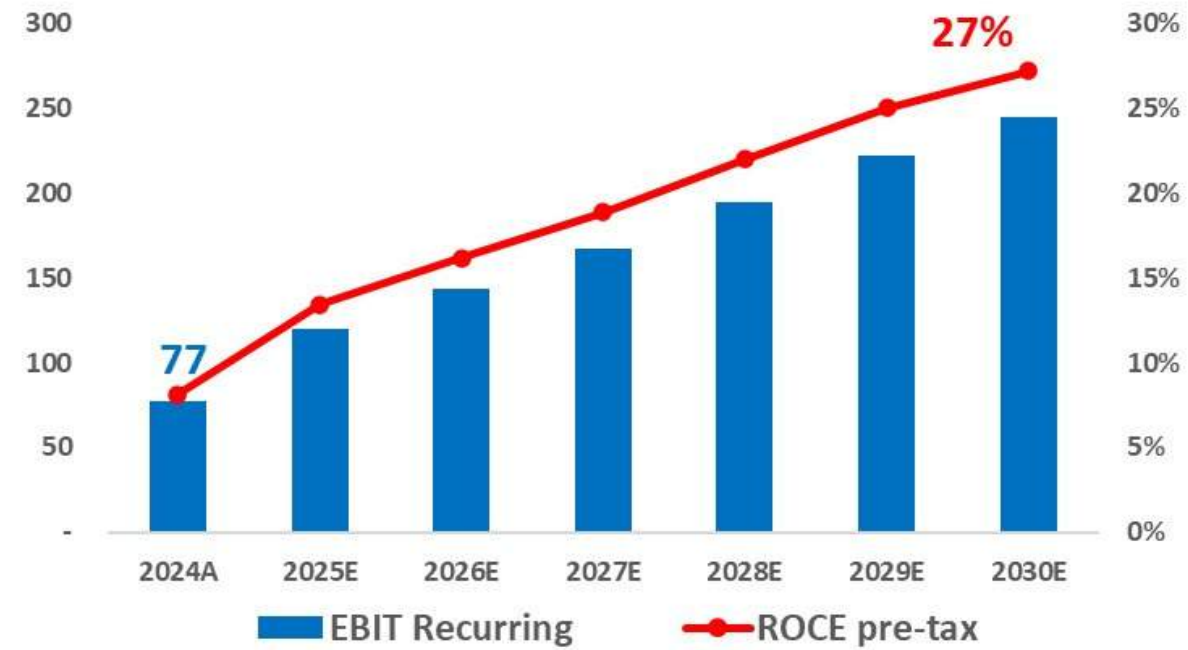


The value creation

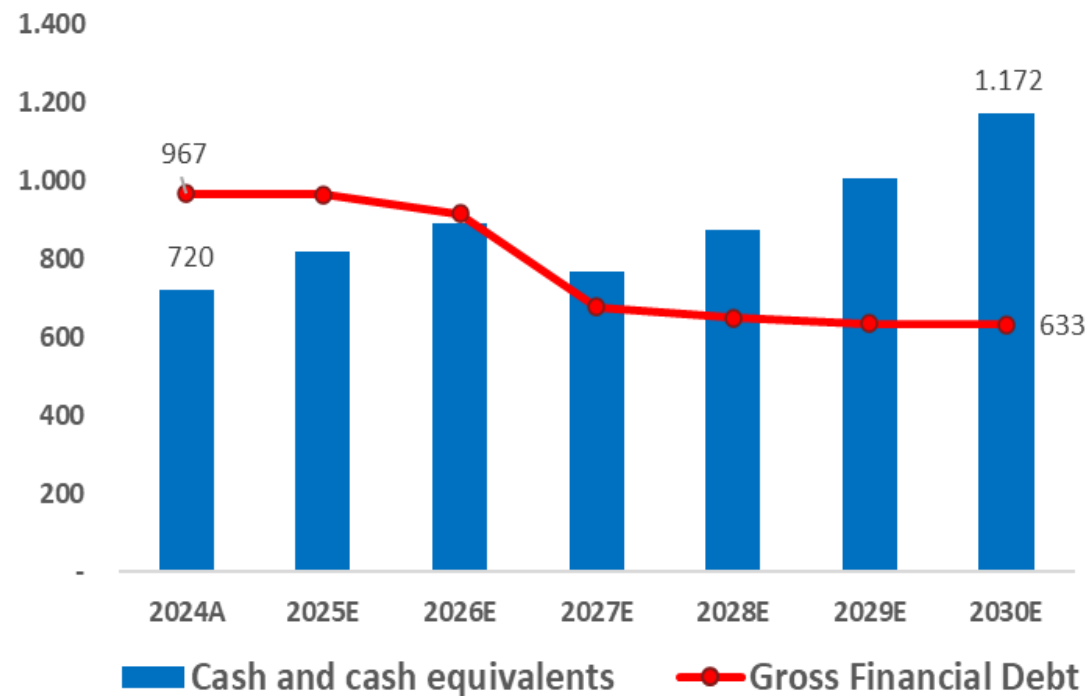
Strong Free Cash Flow to accelerate deleverage



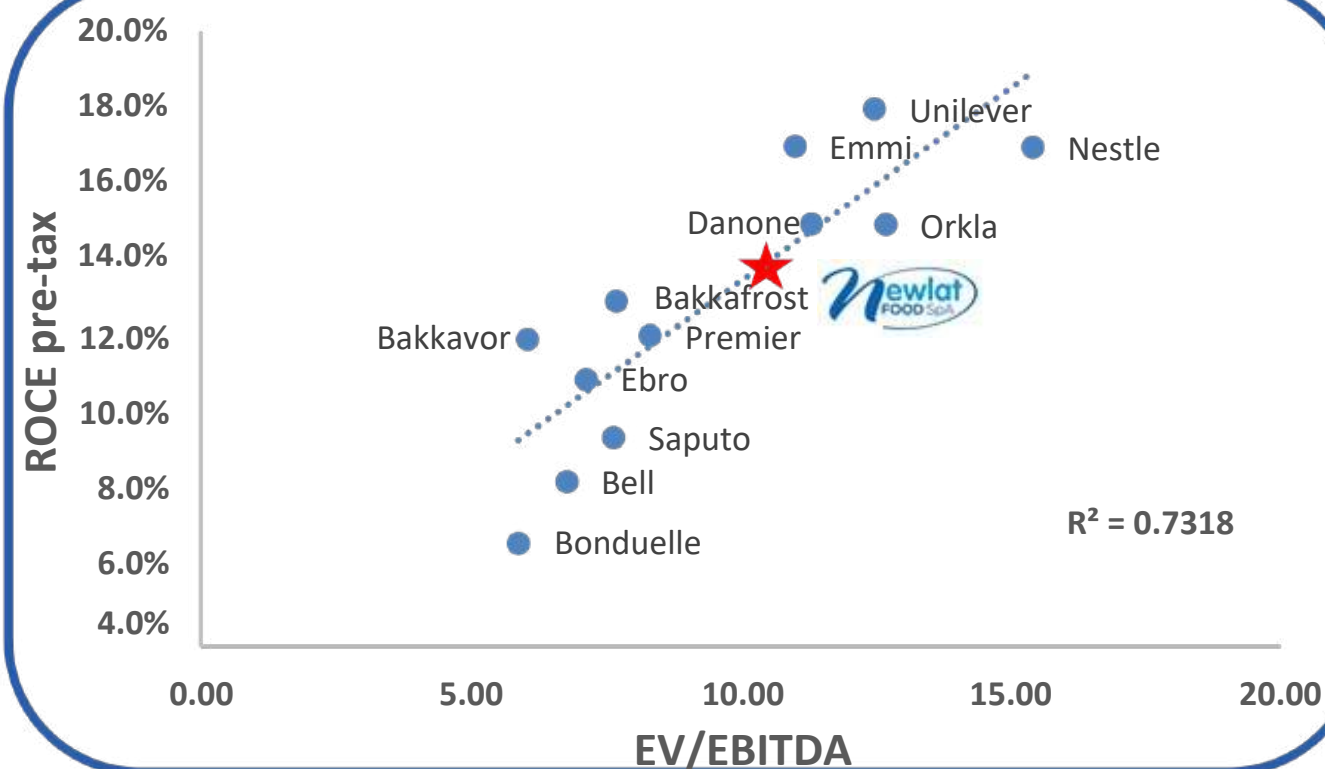
ROCE to reach 27% in 2030



High financial flexibility to support M&A



Strong ROCE should drive a material re-rating



Share price performance after announcement



+208%
Stock price since
announcement



Business Overview



VP

Business Overview (Group)

The NewPrinces Group is a leading producer in the European F&B sector. With a diverse portfolio across multiple key categories, the group is a trusted partner for thousands of clients globally. Its state-of-the-art production facilities, strategically located across Europe and Mauritius further reinforce its role as a vital player shaping the future of the food industry.



Revenues*

€2.8bn

Adj. EBITDA

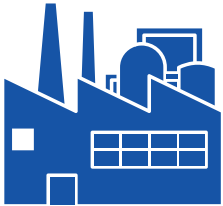
€177.6m

Workforce

>8,000

Plants

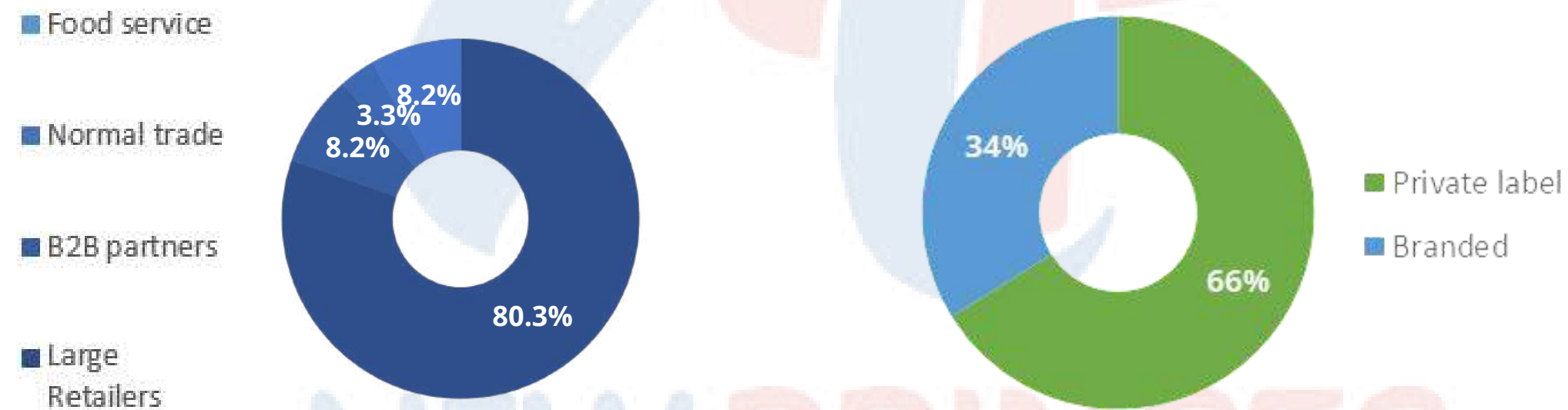
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Plant distribution



Revenue breakdown



Unparalleled production capacity vs. same size producers, unexploited capacity potential with possibility to increase sales organically without further investments



The Group boasts a one-of-a-kind, well-diversified portfolio in 10 distinct categories

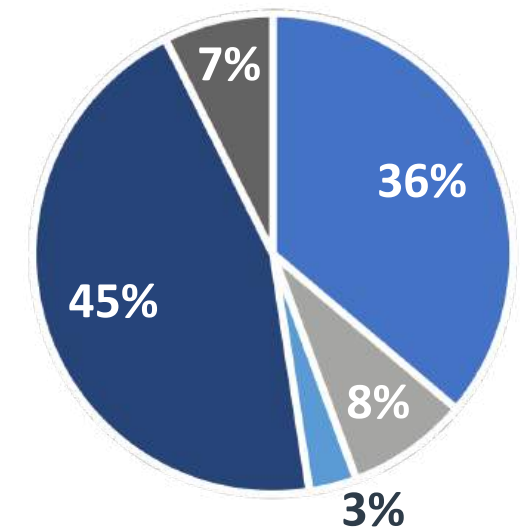


*Based on FY 2024 (ended 31 December)

An Extensive Food & Beverage platform

	Pasta	Milk products	Dairy products	Bakery products	Special products	Instant Noodles & Bakery Mixes
Revenues(1)	7%	9.9%	2.2%	1.6%	0.9%	5.5%
EBITDA margin %(1)	9.7%	7.7%	9.1%	13.8%	13.1%	7.8%
Main brands	Birkel, Pezzullo, DELVERDE	Matese, Mukki, Centrale del latte, TORPOROSO, Torre Infinita, GIGLIO	Matese, Fior di Salento, POLENGHI, ala, GIGLIO	Crostino dorato, Granfetta, DELVERDE	SELOCCO, Birkel, DELVERDE, BIM 50, Mukki, SPORT	NAKED, Mug Shot, MI NU TO
Product categories	Dry pasta – spaghetti, spirals & others	UHT milk, Cream, Fresh milk, Yoghurt, etc, Butter	Mascarpone, Scamorza, Ricotta, Provolone, Mozzarella	Rusks, Crostini, Melba toast, Breadcrumbs	Gluten Free – pasta, biscuits, etc., Low Protein – pasta, biscuits, etc., Baby Food – formulas, pasta, etc.	Hot Snacks, Sides & Porridge, Croutons & Bakery, Ambient Meals & Sauces, Baking mixes
Key products						
	Food products	Drinks	Fish	Italian products	Oil	Other products
Revenues (1)	23.2%	12.8%	16.8%	6.5%	13.2%	0.6%
EBITDA margin %(1)	9.6%	4.4%	4.6%	7%	2.3%	n.m.
Main brands	Batchelors, CROSSE & BLACKWELL LTD, PRINCES	PRINCES, Juicee	PRINCES, Vier + Diamanten	Napolina	TREX, CRISP N DRY, WIELKOPOLSKI, OLIVIO, Napolina	Matese, Centrale del latte Vicenza, TORPOROSO, POLENGHI, Pezzullo, GIGLIO
Product categories	Meat, Ready Meals, Fruit, Pastes, Pulses, Frozen, Soup	Juices drinks, Squash drinks, Carbonates drinks, Other drinks	Tuna, Mackerel, Salmon, Other fish	Tomatoes, Pasta, Olive oil, Pulses	Seed oils, Olive oils, Specialty oils, White fats	Salads, Plant-based drinks, Cured meats, Eggs, Cheese, Instant cups, Juices
Key products						

Key Channels & Customers



- Large retailers
- B2B partners
- Normal trade
- Private labels
- Food services



(1) On FY 24 combined consolidated figures

A Mediterranean Diet Powerhouse



The NewPrinces Group boasts a comprehensive product offering that encapsulates the **essence of the Mediterranean diet**.

From fruits and fruit juices to beans and peas, and from the wheat and grains for our diverse pasta and bread alternatives; from the bountiful seas providing a variety of fish to the rich, aromatic olive oils and typical Italian dairy products, all the way to our tempting range of desserts – **we will bring a complete Mediterranean culinary experience to our customers worldwide.**

This merger isn't just about combining businesses; it's about blending **traditions, flavors, and high-quality products to offer a wholesome, balanced diet celebrated worldwide.**



Core Market Overview



Italian market summary

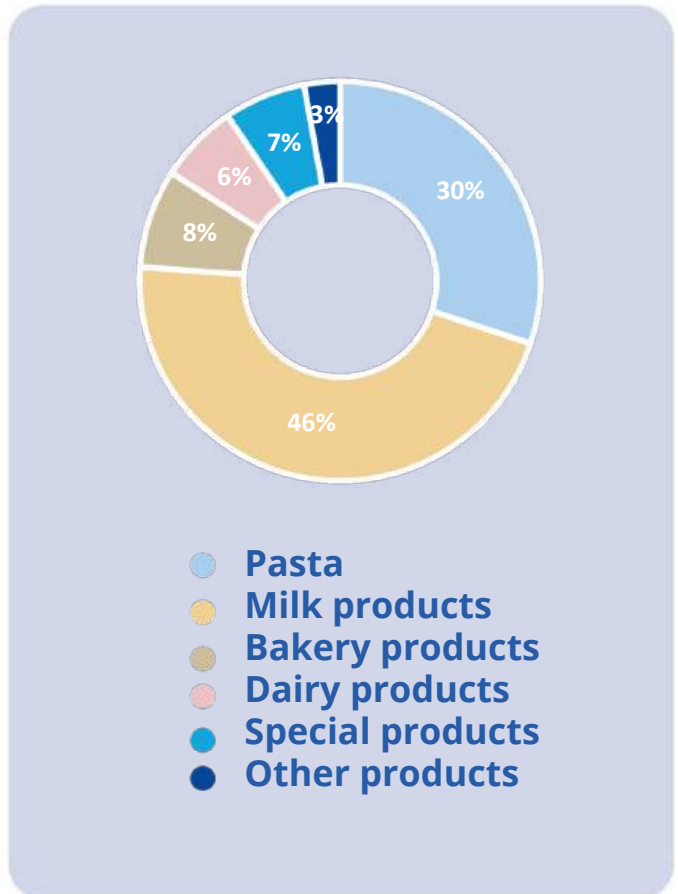


Financials

FY24
€440m sales

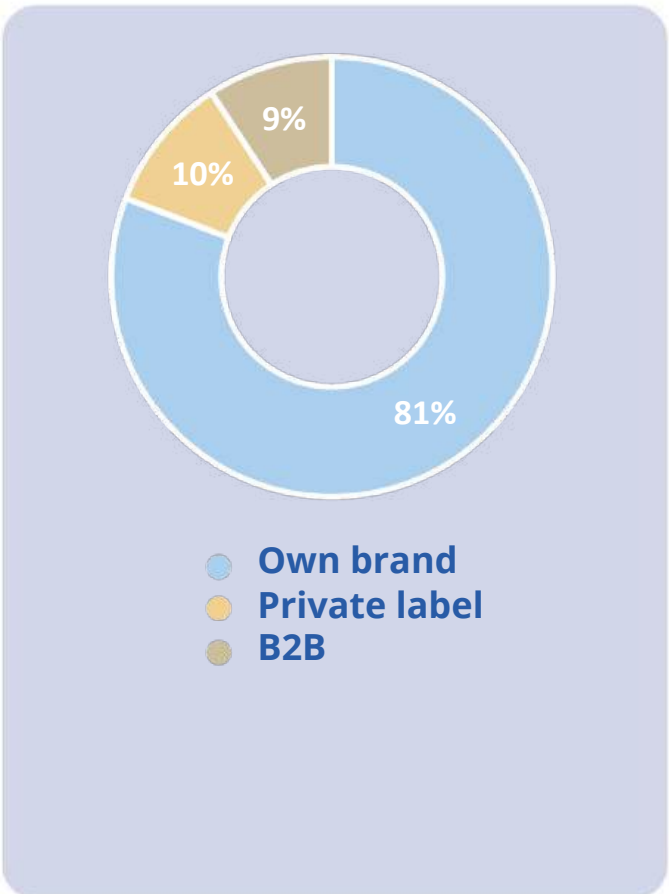
Consolidated sales

Product category



#2 producer of mascarpone in Italy with double-digit 5 year CAGR

Business mix



Brands with strong recognition and heritage both in Italy and abroad

Key brands



#3 Milk & Dairy
#2 bread substitutes
Unique baby foodplant

Brand driven business

Italian pasta manufacturer with widest assortment of types and shapes of pasta.

15 production sites in Italy, from north to south



Consumer advertising Italy

Gaming events consumer activation



Co-marketing in-store promotion



Digital & Influencer



Social contest

Outdoor adv



Co-mktg Inside Out2



CSR

Loyalty program



Digital&influencer



Italian Products – Bakery and Milk & Dairy



Centrale del Latte d'Italia



PACKAGING INNOVATION

Restyling of DELVERDE Bakery Products

Switch to a paper-recyclable pack of Crostino Dorato.



NPD

Crostino Dorato Sfoglie with poppy, sesame and linseeds.

NPD



New lactose free cream



Barista special milk



Coffee+milk ready drinks



New high protein milk



Kefir with granola and chocolate or berries



Feeding our growth: charting our success in export sales growth



Amazon pasta

Exp. Vol growth: +50%/year



Pasta Delverde launched at Costco Canada in 2024



Launch of 6 new SKUs from March 2024: Exp. 1000 tons



Biggest retailer in Denmark Launch of 22 SKUs in 2024



Delverde pasta

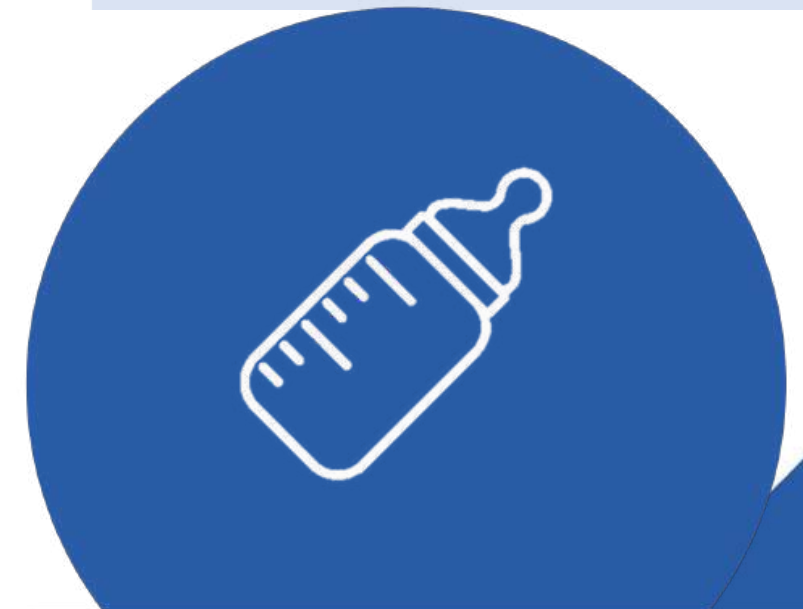
Development in MENA markets



Pezzullo growth in Lebanon with new tv adv



Delverde
WIHURI METRO TUKKU
New client in Finland

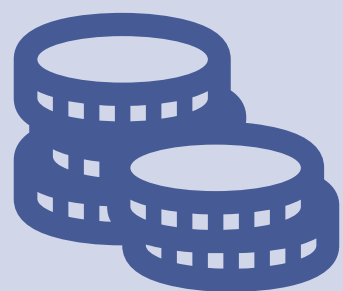


Baby formula contract:
New markets launched
in 2024

Princes Group summary (1)



Financials



FY24
€1.5 bn

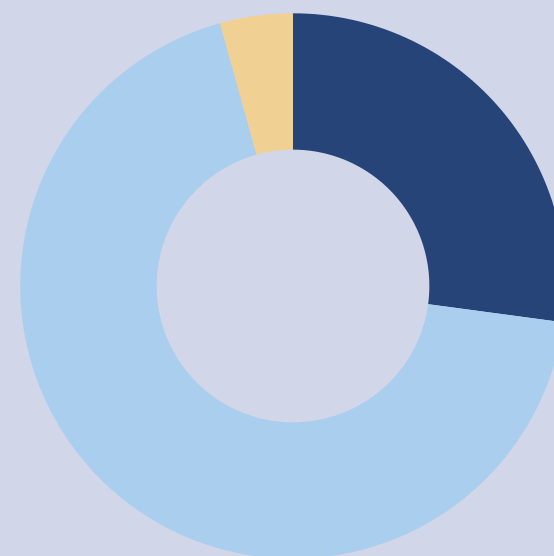
c.2,000 food and drinks products SKUs

Product category

- Foods
- Seafood
- Oils
- Drinks
- Italian
- Instant hot snacks
- Home baking
- Cup soup
- Flavoured cous cous
- Croutons
- Traditional cooking sauces
- Other B2B

Over 2,000 direct suppliers

Business mix¹



- Private label
- Brand
- B2B

Largest bottler of speciality, olive & seed oils in the UK

Key brands



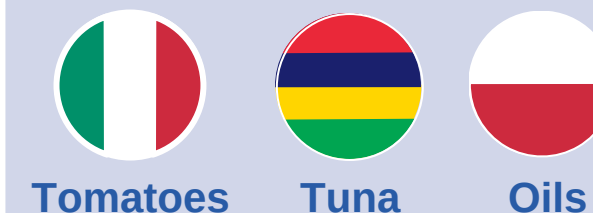
#1 UK brands in canned Tomatoes, Pulses, Meat, Peas & Cooking Oil

Key capabilities

10 state of the art UK production sites



International facilities



Largest tomato processor in Southern Italy

*Licenced brands
1: Princes Group UK Only





Branston:

Growing ahead of the market in volume, value, and shopper KPIs.

★★★★★ 5 STAR Wins: ★★★★★

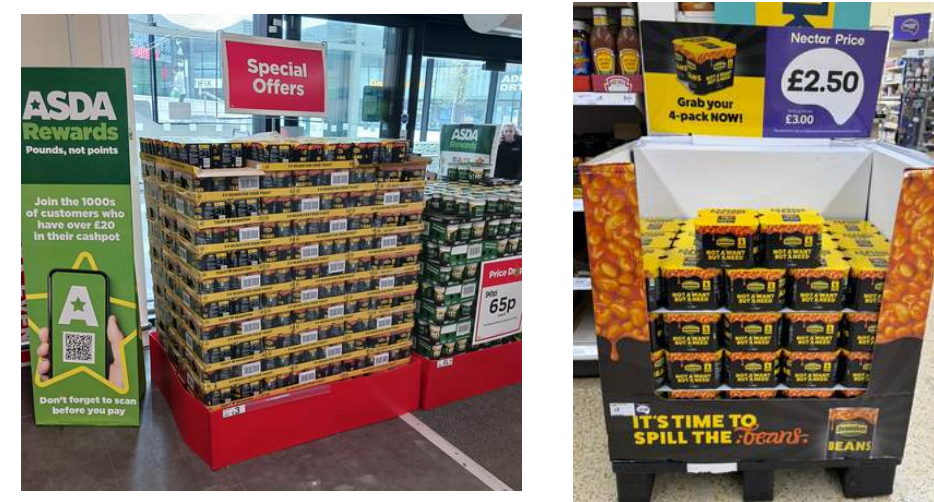
Branded bays

Asda x335, Morrisons x 314, JSx 100



Secondary space

Asda front of store pallet drop, Js FSDU



Special buys

ALDI / LIDL



Quality and linear space gains

JS and Morrisons

Morrisons	Change %
2 Bay	+299%
3 Bay	+161%
4 Bay	+154%

Sainsburys:

3 Bay	+50%
4 Bay	+150%
5 Bay	+25%
6 Bay	+140%

Growth in adjacent categories

Pasta in Morrisons



September ATL campaign

~60% audience REACH



Still to come:

- January ATL campaign: ~70% audience REACH
- New pack formats to maximise brand coverage (PPA): small can multipack, Catering No added sugar.
- Aldi/Lidl special buys: TARGETTING Q1 2025



Napolina: The UK's #1 Italian Food Brand

Branded Bays driving growth in grocery

- 584 Stores Activated
- Morrisons Tomatoes +324% YOY¹

Winner at National Outdoor Media Awards

- Best Brand Building Effectiveness

New Listings in Ocado (fastest growing UK retailer) and Co-Op from September



Still to Come

Biggest Ever Innovation Pipeline

- Premium opportunities within Italian
- Re-entering Pasta Sauces (Category Value + £420m)²

Distinctive brand positioning rolling out across new media channels



1. Value Growth YOY, Circana 52 w/e 31st August; 2. Source: Circana IRI (Exc Discounters) 52 w/e Nov 2023. Innovation Concepts are for illustrative purposes only – not final designs.

CRISP 'n Dry tv Campaign brought in 0.5m new shoppers



£900k TV and VOD campaign across May and June, supported with £130k instore campaign across 8 retailers.
Reaching 35m people

+35%
Volume Sales

+17%
Value Sales

+31%
ROS

+49.2%
Penetration

+3pts
Brand Preference

Circana and Kantar 8 week data up to July 6th 2024



Tinned fish (Princes and Vier Diamanten)



Princes Tuna



Get tuna shoppers to prefer Princes vs private label and competitors



Increase sales via improved packaging, increased distribution and drive conversion in store.



NPD including premium products and enlarged portfolio and recipes



Improve instore visibility

Increase promotional effectiveness

Optimise product portfolio



Increase Brand Relevance



Execute with excellence promotional planning

New Product Development



New shelf vision



Continuous progress in delivering our Drinks growth strategy

Strategic project: Capri Sun Partnership

Long term contract



Started in Oct'24

5-year co-pack contract for Capri-Sun Manufacturing for UK and Ireland transferred from CCEP to Princes
250m pouches per annum
Supporting logistics to customers
Range includes all 200ml & 330ml pouches. It now also includes dilutable squashes

Production transfer



Transfer and installation into Princes Bradford from CCEP
Phase 1: 2 lines installed and commissioned in Autum'24
→ **Complete**

Phase 2: Two lines installed and commissioned Spring 2025.
→ **First production this week**

Future Growth

Adding Value in Juice

2 new format production lines Supported new capability and ability to offer higher value products with a focus on health credentials.



Additional major co-manufacturing customer secured, delivering **25% of our 5-year target** for Co-Man ahead of time.

Signed some key COB Contracts **> 24 months duration** to stabilise volumes in drinks.

Accelerated Innovation

Win with kids

Functional Beverages

Squash excitement

Low & No alcohol

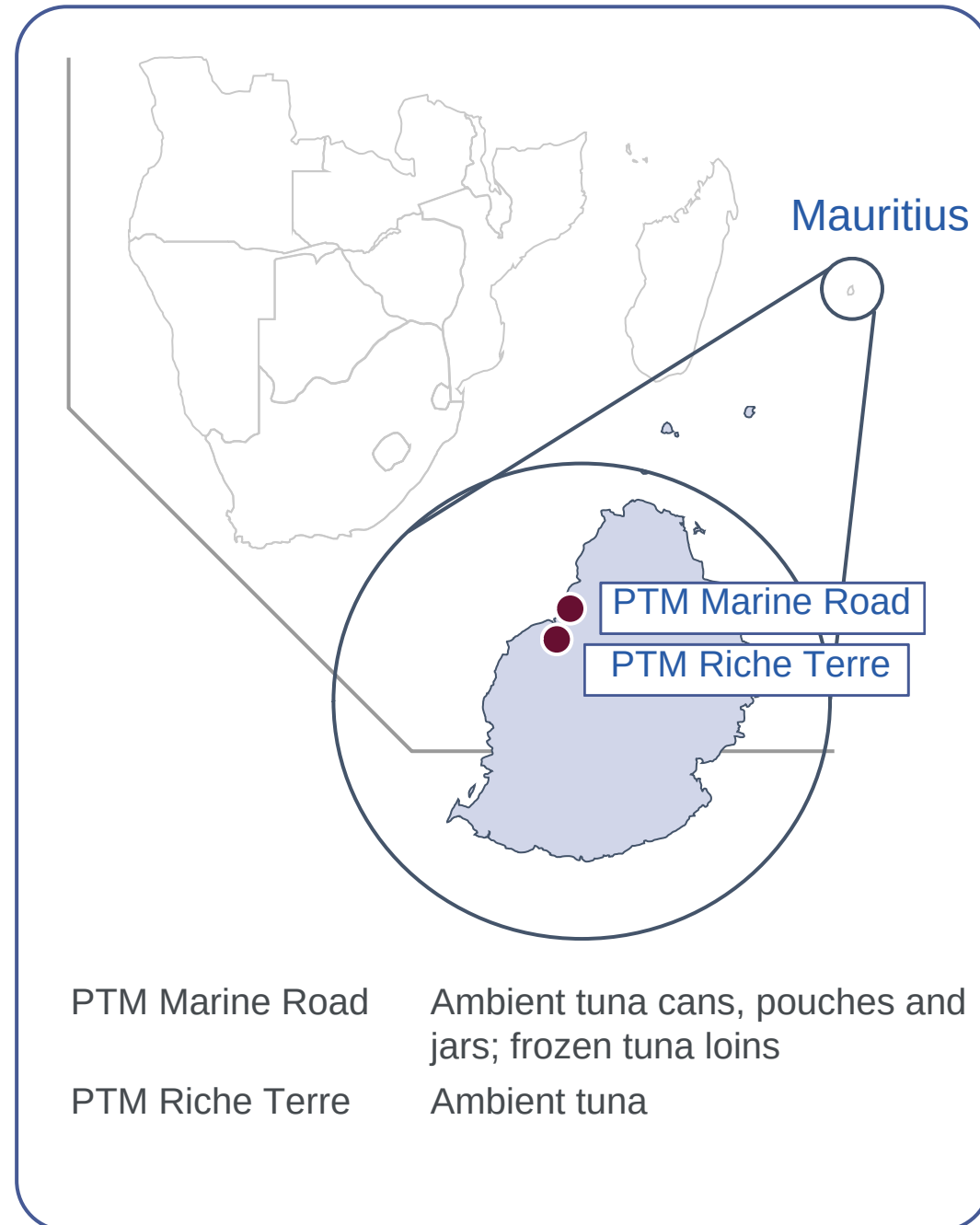
Increased focus on "Healthy" hydration

Whilst also continue to minimize our environmental footprint



Fish is the primary category sold outside UK, supported by two tuna production facilities

Production facilities



Revenue streams

United Kingdom

- Majority branded sales through #2 Tinned fish brand in UK market (Princes)

c.40%

Europe

- Balanced mix across brand, private label, foodservice and industrial
- Key brands: Princes, Statesman, Vier Diamanten
- Key markets: Austria, Netherlands, Scandinavia, France

c.28%

International

- Large contracts within seafood industry directly supplied from PTM

c.32%



Instant Foods (Naked and Mugshot)

NAKED

FOR THE FLAVOUR MAKERS



£14.3m RSV 2.5m BUYERS



Unique category association for being a modern brand

Landing June 2025...

EVOLVED BRAND POSITIONING

→ with a unique role in the market



DRIVING MENTAL AVAILABILITY

→ with a new, distinctive creative

INSPIRING CONSUMPTION

→ with a new look and quality products



£14 m RSV



Drives the highest units per trip in the category

January Seasonal Comms

The Perfect Pick-Me-Up

360 campaign across digital, social, influencers and print to reach 9.5m inspiring consumers to recharge and fuel up with a Mug Shot for an energised start to the year.



Mug Shot heavy buyers are buying more, more often

+7%

Number of heavy buyers

+9%

Frequency of purchase

+3%

Units bought per trip

+2%

Value per buyer



Coming up

Optimised flavour profiles roll out on part of our core sachet range
Second burst of communications activity landing in H2 2025
Evolved positioning to recruit the next gen of health buyers

German market summary



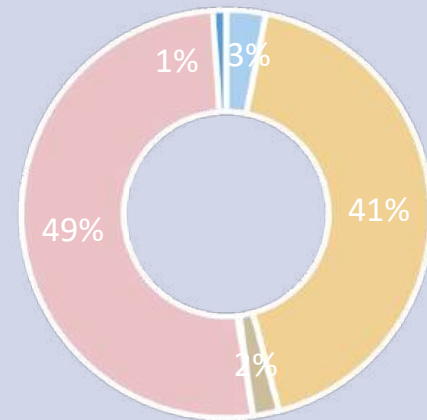
Financials



FY24
€195 m sales
+13% YoY

Continuous growth in
the last 5 years

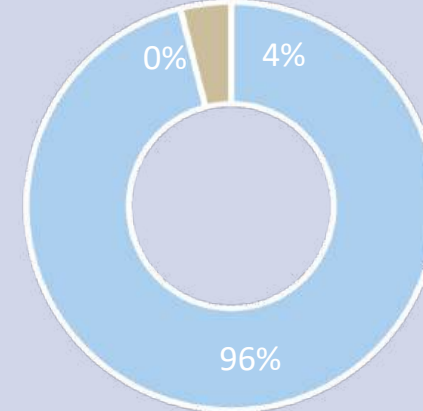
Product category



- B2B
- Italian Pasta
- Instant hot snacks
- German pasta
- Sauces

Strong in pasta.
Future diversification with
growing instant segment

Business mix



- Brand
- Private label
- B2B

A strong brand business is
combined with B2B
opportunities.

Very strong
branded business

Key brands



#2 in German
pasta market

Brand driven business

Strong national &
international brands.
Create steady sales
over years.



1 production site
1 distribution centre

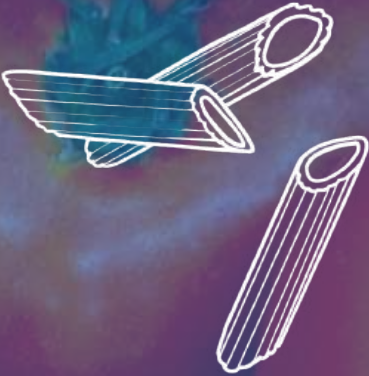


Italian products – pasta and tomato sauces (Delverde)

DELVERDE

New Delverde tomatoes and sauces range launching in April in Germany with listings already confirmed in top 3 German retailers

NPD in process to launch other products at Foggia plant, including ready to use cooking sauces



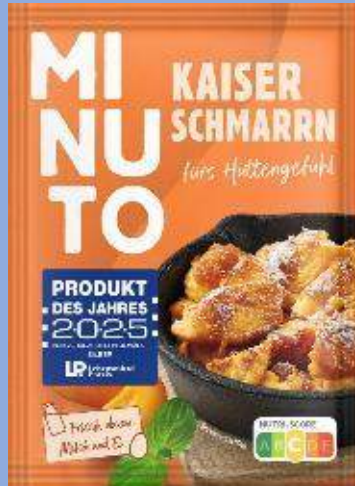
Delverde Pasta +4.5% CAGR over the last 5 years in Germany



Home baking in Germany is still growing

**MI
NU
TO**

Awarded product of the year!



Ongoing growth



Reach:
approx.
1.9 million
customer
contacts



More NPD incoming

Shakers are well accepted and sales are continuously growing.



Industrial Investments & partnerships



Important investments in the Ozzano Taro special foods plant

New oven line

New oven line with single-portion packaging for infant biscuits and bread substitutes - **NU.T.RA.PA.C. project.**



2022-2024 capex ca. € 8m in total

Liquid milk packaging

New packaging line in partnership with Tetrapak for liquid milks - lids attached to cap in line with EU regulations



New Spray Dryer for powder milk

€62M investment project for new plant for Infant Formula/SMP production (3,500 kg/h capacity). Following the approval of both **Italian authorities** and the **EU Commission**, under **State aid scheme SA.107569**, granted **support for 40%** of the total investment. This strategic initiative strengthens NPG's position in the dairy industry in Europe.

Official decision available at:

<https://competition-cases.ec.europa.eu/cases/SA.110593>

€62 m CAPEX



Special products: new lines and new partnerships underway (1)

Starting from the second half of 2023 and continuing into 2024, important industrial investments were made at the Ozzano Taro special products plant.

These investments are aimed at:

- consolidating the plant's position as one of **the most specialised and diversified plants in Italy**, capable of manufacturing a wide range of products according to specific dietary needs (baby food, low and high protein, gluten free etc.) and specific packaging requests (aseptic, single-portion, etc.)
- **Entering new and complementary market segments** and subsegments, such as probiotics and postbiotics, functional drinks, flatbread crackers, breakfast biscuits.

In particular:

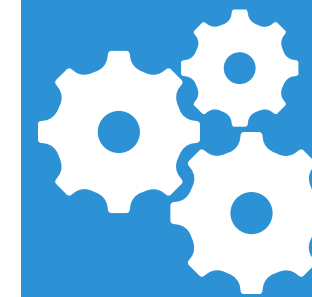
1. New Oven Line

Dedicated to producing both standard breakfast and specialized dietary cookies and bread substitutes, including gluten-free and low-protein options.



1. New Bakery Product Launches

- Opportunity to enter for the first time the **breakfast biscuit market** (previously Ozzano Taro only produced GF and low protein) with a variety of recipes.
- New Delverde/Crostino Dorato “sfoglie” launching soon



Oven and single-portion packaging

- **State of the art ovens** and packaging lines (inc. single-serve), completely automated for maximum efficiency.
- Suitable for different productions: sweet biscuits, crackers, GF, etc.



Special products: new lines and new partnerships underway (2)

2. Infant and Adult Milk Investing in new technologies for preparation and aseptic packaging of nutritional beverages suitable for various diets.

Completely new and automated packaging line for bottles (EU reg. compliant)

3. Functional Beverages

Developing drinks for adults and children over one year, including meal replacements, isotonic, enhanced waters, and energy drinks

Post-Biotic Products Focusing on functional products enriched with post-biotics to promote digestive, immune, and metabolic health, packaged in resealable single servings for freshness.



2. New baby formula packaging line

- New Tetrapak packaging line, EU compliant with cap anchored to the bottle
- More efficient production processes for liquid milks
- New spray drier for powder formula to be installed soon



3. Functional drinks, probiotics and postbiotics

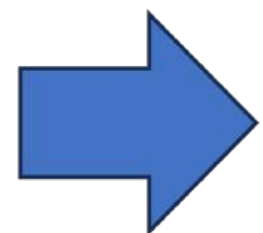
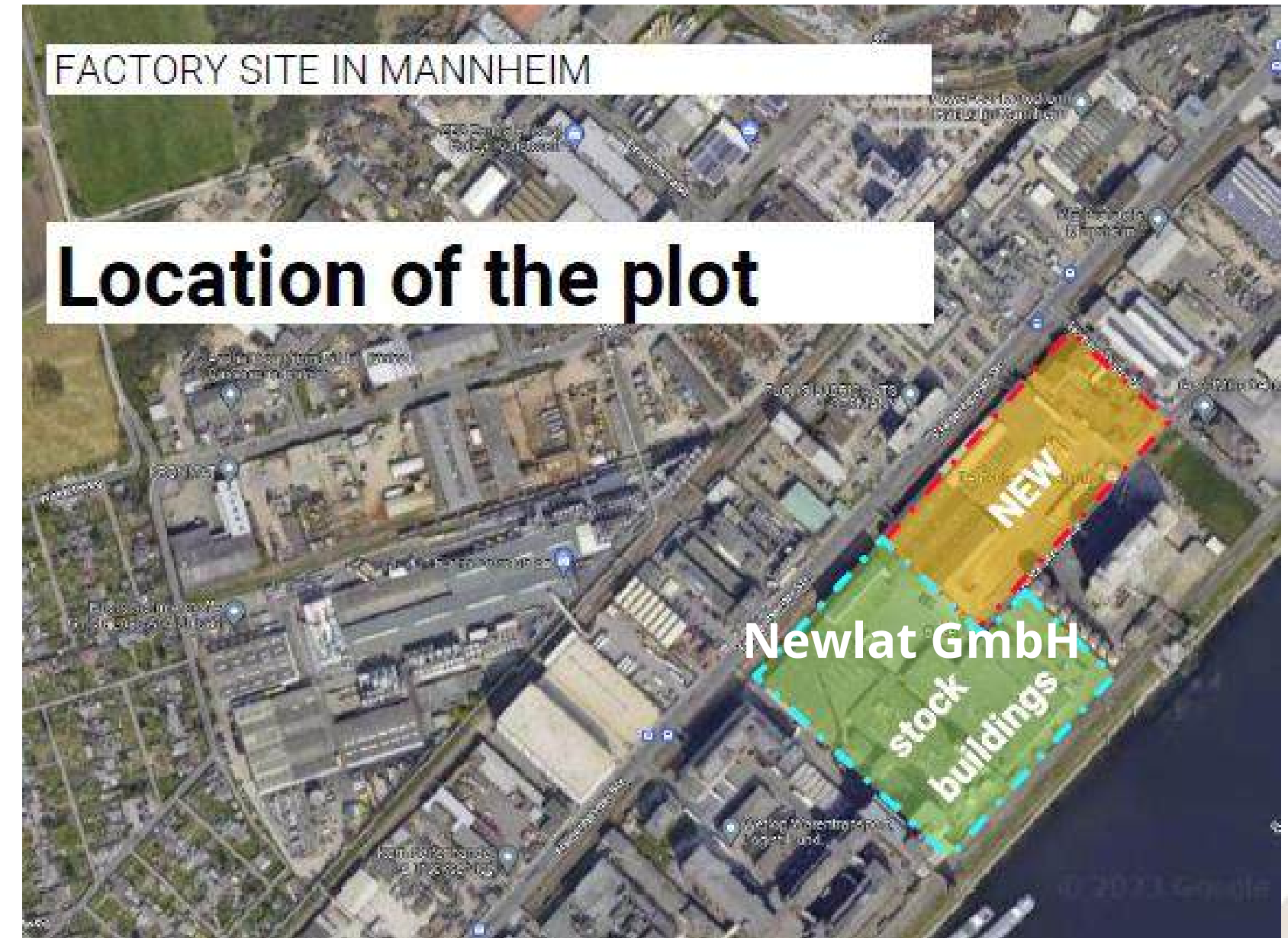
A wide range of functional milks and beverages, with a special focus on the digestive, immune and metabolic systems



New warehouse and office investment in Mannheim, Germany

In 2023, Newlat GmbH bought an **adjacent plant**, comprised of a warehouse and an office building, amounting to a total area of **20,000 smq**.

The warehouse will be completely **automated** → an annual saving of ca. €2 millions as a considerable number of pallets are stored at third party warehouses at the moment



Exp. Payback period: 4.5 years



Recent industrial investments at Princes Ltd. sites in the UK cementing reliability and growth position

Project Network – Long Sutton



£80m



Fully Commissioned in Mar 2021

Project Optimus – Erith



£24m



Fully Commissioned in Feb 2022

Project Concrete – Cardiff



£60m



Fully Commissioned in Jan 2022

c.£140m
Invested in growth projects over the last 5 years Plus, a further +£30m in EOL



Our Commitment to ESG





PEOPLE



PLANET



PRODUCTS



Focus

Great Place to Work
Improving the lives of workers in our supply chain
Empowering youth

Carbon Neutral Scopes 1&2 2030
Road to Net Zero SBT 1.5 degree
Protection of natural resources
Sustainable sourcing

Re use Recycle, Reduce our packaging
Healthy, nutritious products for families to enjoy
Promoting animal welfare and local sourcing

KPIs

- Diversity & Inclusion
- Engagement surveys
- Gender Pay Gap
- 100% suppliers hold SMETA
- Leading Italian tomato ethics
- Increasing number of under-30s entering workforce

- Carbon Intensity
- Energy Intensity
- Water Intensity
- 100% widely recyclable packaging 2025
- 40% average recycled plastics 2025
- 100% FSC 2025

- 100% MSC Tuna 2025
- 100% DCF Free soy 2025
- 100% Segregated Palm 2025
- 100% Cage Free Eggs 2025
- 50% Food Waste Redux 2030
- Recycled and recovered waste
- High quality milk complying w/ Animal Welfare
- Spending on local suppliers



ESG: a milestone in our strategy

We pursue sustainable success through an integrated strategy covering ESG aspects, assessing significant impacts, risks and opportunities in the context of medium and long-term development



To embed sustainability into our operations and governance, we are elevating our commitment to ESG factors.



We have formed a dedicated Sustainability Committee, bringing together key departments to champion responsible business practices.



Our Board of Directors features independent members who oversee risk management and governance, ensuring that sustainability is a top priority throughout the organization.



We set clear ESG targets for management, driving accountability and performance in our sustainability initiatives.



*“Optimal resource management has always been one of the principles underlying our way of doing business, both when it comes to limited resources, such as **natural ones**, and when it comes to **human resources**.”*

Angelo Mastrolia, Executive
Chairman of New Princes Group



Dedicated to action: integrating environmental, social and governance commitments

Decarbonisation Scopes 1,2,3*



Carbon neutral emissions from manufacturing sites by 2030 (Scopes 1 & 2)

- 25% less water wastage
- 30% less general waste
- 50% less food waste
- Up to 50% internal energy generation

Key savings at a glance 2021-2023**

-19%
Carbon intensity

-16%
Water Intensity

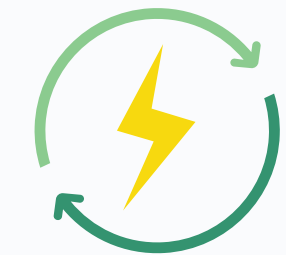
About
2000 tons CO2
saved thanks to rail transport

Circular economy*

99.7% of our packaging is widely recyclable
900 tonnes plastic tonnage reduction projects in '21
44.6% average recycled content of plastics
100% card and paper to be certified by 2025

Climate action

Ongoing plans aimed at **reducing energy consumption** and **saving resources** while enhancing **energy efficiency**



ISO 14001 certification achieved by most key plants, with expansion to more sites

*Pre-acquisition data, related to Princes Ltd.

**Pre-acquisition data, related to Newlat Food Group.



Dedicated to action: integrating environmental, social and governance commitments

Ethical trading and responsible sourcing*

Board Member / Key Membership



100% certified **deforestation free** by end 2025



100% of UK Princes branded tuna from **MSC certified** sustainable fisheries **end 2025**

Sustainable shift**

Switch to **Tetra Rex Plant-Based, recycled PET and paper packaging** for key products with important impact on the environment



Ongoing projects and tests to further increase the **content of recycled plastics** in pasta and bakery packaging while **improving recyclability**

R&D excellence

Internal R&D teams across various locations of the Group and internal laboratories certified according to the **ISO 17025:2018** standard



Promoting local sourcing and animal welfare

89%  proportion of spending on **local suppliers**

93.2%  of **High Quality** milk from Italian local farms complies with **animal welfare principles**

*Pre-acquisition data, related to Princes Ltd.

**Pre-acquisition data, related to Newlat Food Group.



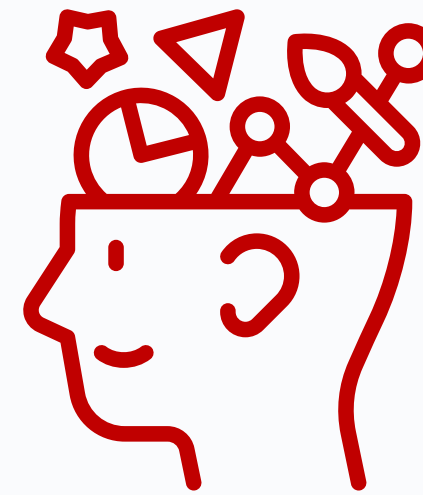
Dedicated to action: integrating environmental, social and governance commitments

Empowering the future**

+27%
Under-30s
during the last 3
years

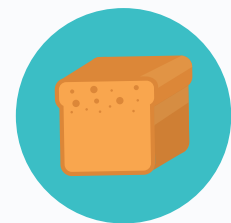
- High number of **under-30s entering the workforce** during the last three years (+27%).
- The **staff renewal process** is one of the pillars for growth and the maintenance of **competitive advantage**

Nurturing education



Partnerships with Institutions, schools and Universities to **promote educational initiatives**, such as visits to farms and plants, seminars **on nutrition and food culture**

Innovation: a diverse range for every diet



Extensive range for **dietary needs**: gluten-free, organic, lactose-free, vegetarian, and more

Offering an authentic Mediterranean experience for a **healthy, balanced lifestyle**

Board at a glance

43%
female representation

48 years
average age BoD members

7 members
of which **3**
independent

1 Lead Independent Director

*Pre-acquisition data, related to Princes Ltd.

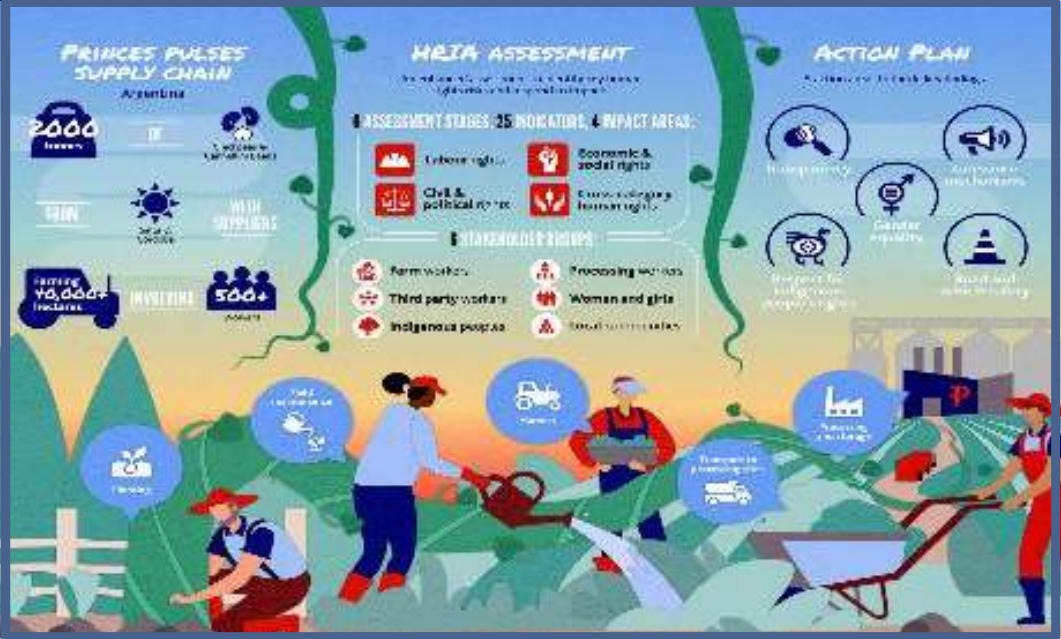
**Pre-acquisition data, related to Newlat Food Group.



Aligning with our customers' needs...

Case Study 1 : Latin America Pulses Human Rights Impact Assessment (HRIA)

- 2023 – Industry-first HRIA in beans and pulses from Latin America
- Goes much **beyond any form of audit**
- Beans and pulses is a growing area of **importance given environmental impact and protein content**
- Future-proofing our supply chain in a healthy, low carbon crop



Case Study 2 : Blockchain-Powered Transparency: Italy's First Consumer-Visible Tomato Supply Chain

- Longstanding programme since 2015, culminating in **partnership with Italy's largest farming union** on the 'Contratto Di Filiera' (supply chain contract)
- The **only Italian tomato supply chain visible** to consumers via on pack QR code powered by Blockchain
- Recognised by Oxfam, and the United Nations alongside customers – **with industry first multi year supply deals** agreed on own label supply



...and meeting our consumers' expectations

Case Study 3 : Integrated Supply Chain Project – Progetto Integrato di Filiera (PIF)

- The project "**Tuscan Milk Promotion**" was launched to create a **sustainable milk supply chain** focused on **animal welfare and quality**.
- A Production Regulation for Tuscan Milk was established with **guidelines** for partner farms, including investments to **reduce emissions**, enhance **animal welfare** and **improve product quality**.
- A life cycle assessment (**LCA**) resulted in Environmental Product Declarations (**EPD**) and ISO 22005 certification for **five products** in 2023.
- An **animal welfare assessment** using the Classyfarm method was conducted on partner farms.



Case Study 4 : Celebrating 25 Years of Caring: Mukki's Commitment to Children

- The Mukki brand has partnered with the **Meyer Children's Hospital Foundation** in Florence **for 25 years**.
- For its 70th anniversary, in 2024, **Mukki donated €100,000** to help purchase **two lung ventilators** for the Neonatal Intensive Care Unit.
- This donation reinforces Mukki's commitment to **supporting children** and **building a better future**.



Never forgetting the importance of innovation to deliver high-nutrition products

Case Study 5 : Major Investments in High-Nutrition Products for Special Dietary Needs

- Ozzano Taro site specializes in **high-quality nutrition**, including Italy's only powdered baby formula production, gluten-free, and high/low protein products.
- **Significant 2023 investments** expanded capacity in bread substitutes, biscuits, and milk products, focusing on **specialized dietary needs**.
- New bakery line produces **gluten-free** and **low-protein products**, with tech to **minimize** harmful substances like acrylamide.
- Packaging **innovations** ensure product **freshness** and **sustainability** with single-portion, re-sealable packs under modified atmosphere.
- Investment in milk and beverages targets high-nutrition, functional drinks for **various dietary needs**, enriched with post-biotics for digestive, immune, and metabolic health.



“We are making major investments in new plants and new resources to develop our special products offering, with high nutritional value products aimed at consumers with specific dietary needs.

By entering into new partnerships with University departments and strategic suppliers, and strengthening existing ones, we are committed to ensuring excellence and promoting innovation.”

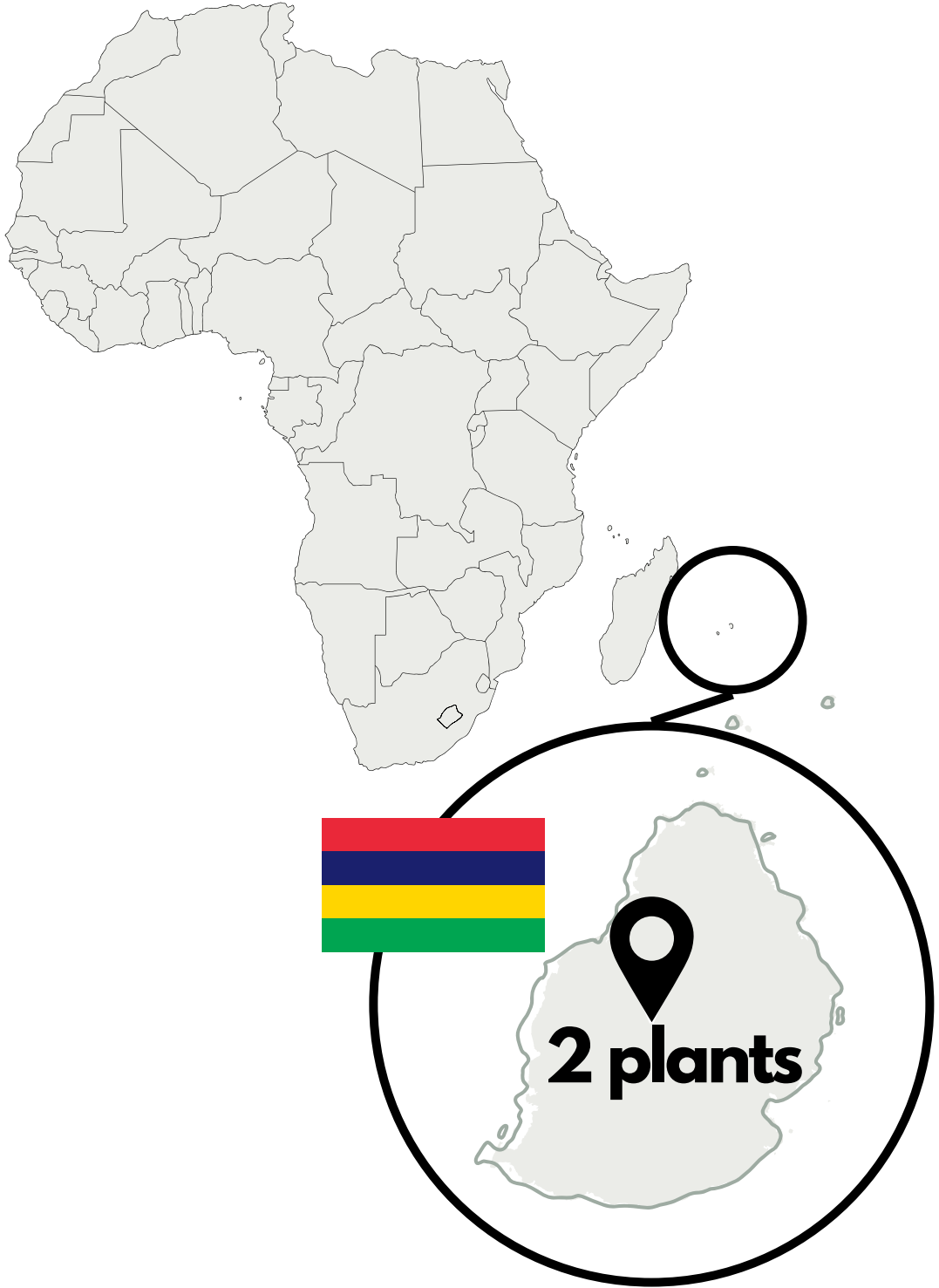
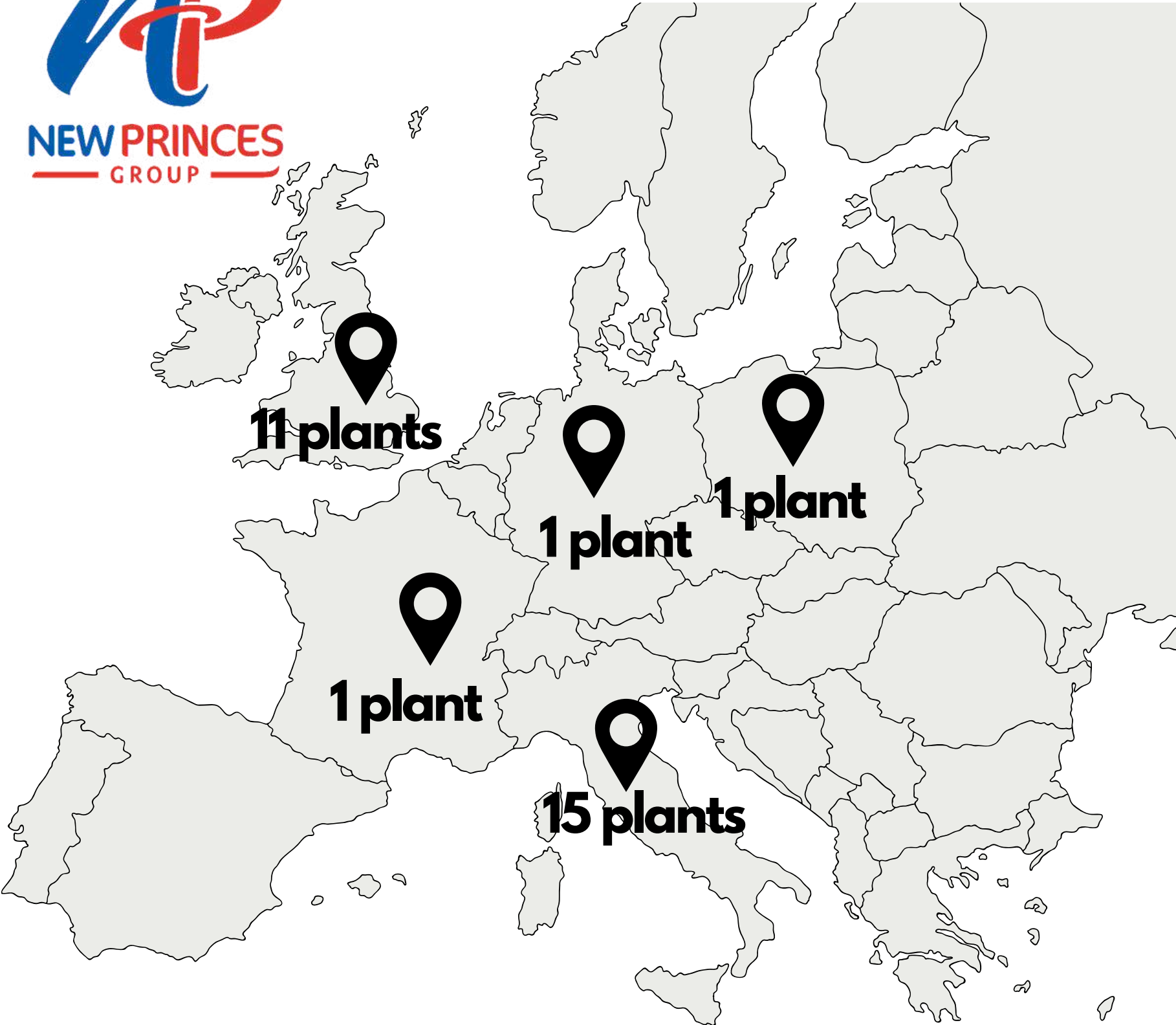
Davide Spinazzi, Operations Director Ozzano Taro & Reggio Emilia



Appendix



Plant distribution

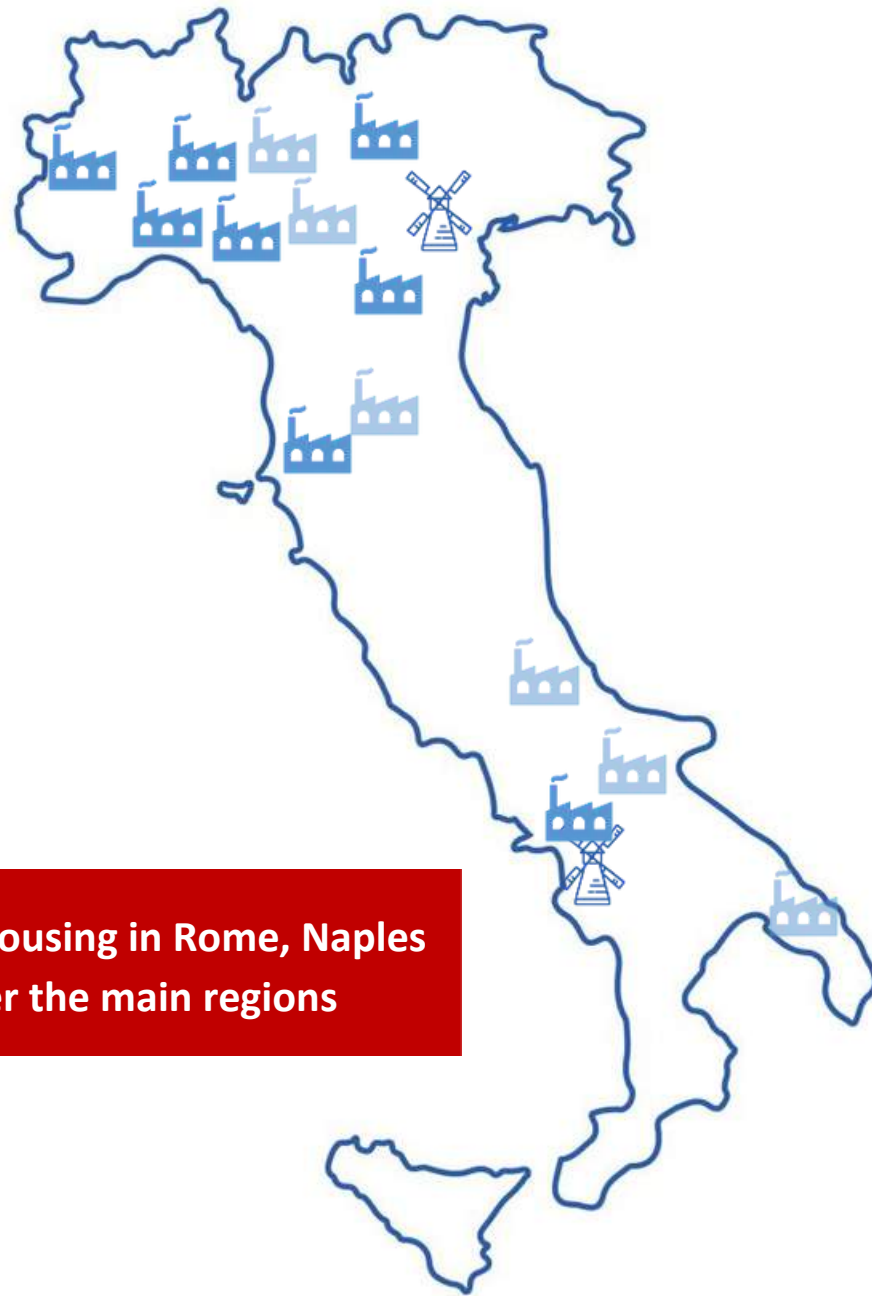


Workforce
Over 8,800 employees

Facilities
31 plants



Plant distribution - Italy



Additional warehousing in Rome, Naples and Lecce to cover the main regions

- **Cremona – Pasta**
- **Ozzano Taro – Special products**
(gluten free, protein free & baby food)
- **Torino – Milk & Dairy products**
- **Firenze – Milk & Dairy products**
- **Vicenza – Milk & Dairy products**
- **Rapallo – Milk & Dairy products**
- **Sansepolcro – Pasta & Bakery products**
- **Lodi – Dairy products**
- **Reggio Emilia – Milk and Dairy Products**
- **Fara San Martino – Pasta**
- **Eboli – Pasta**
- **Centrale del latte di Salerno – Milk**
- **Foggia - tomato processing**

Plants with BIO certification

- **Cutting-edge and highly efficient manufacturing set-up** combined with available untapped production capacity to satisfy potential future growth (organic and inorganic) and demand.
- Possibility **to increase volumes without additional investment.**
- **Scalable and automatized** production platform with **dedicated R&D team in place.**
- **Ozzano Taro factory**, specialized in Gluten Free, Low Protein and in Baby Food products is the sole Italian plant in Italy capable of producing **baby milk powder** and other related products.
- **Top-flight, extensive and value-added certifications** (organic, halal, kosher, vegan products, etc...).

Key Facts

5 Pasta and bakery Product factories
271k/-22 tons/year

1 plant for gluten free, protein free & baby food
43k tons/year

7 Milk processing factories
450k tons/year

2 Mills 200k tons/year

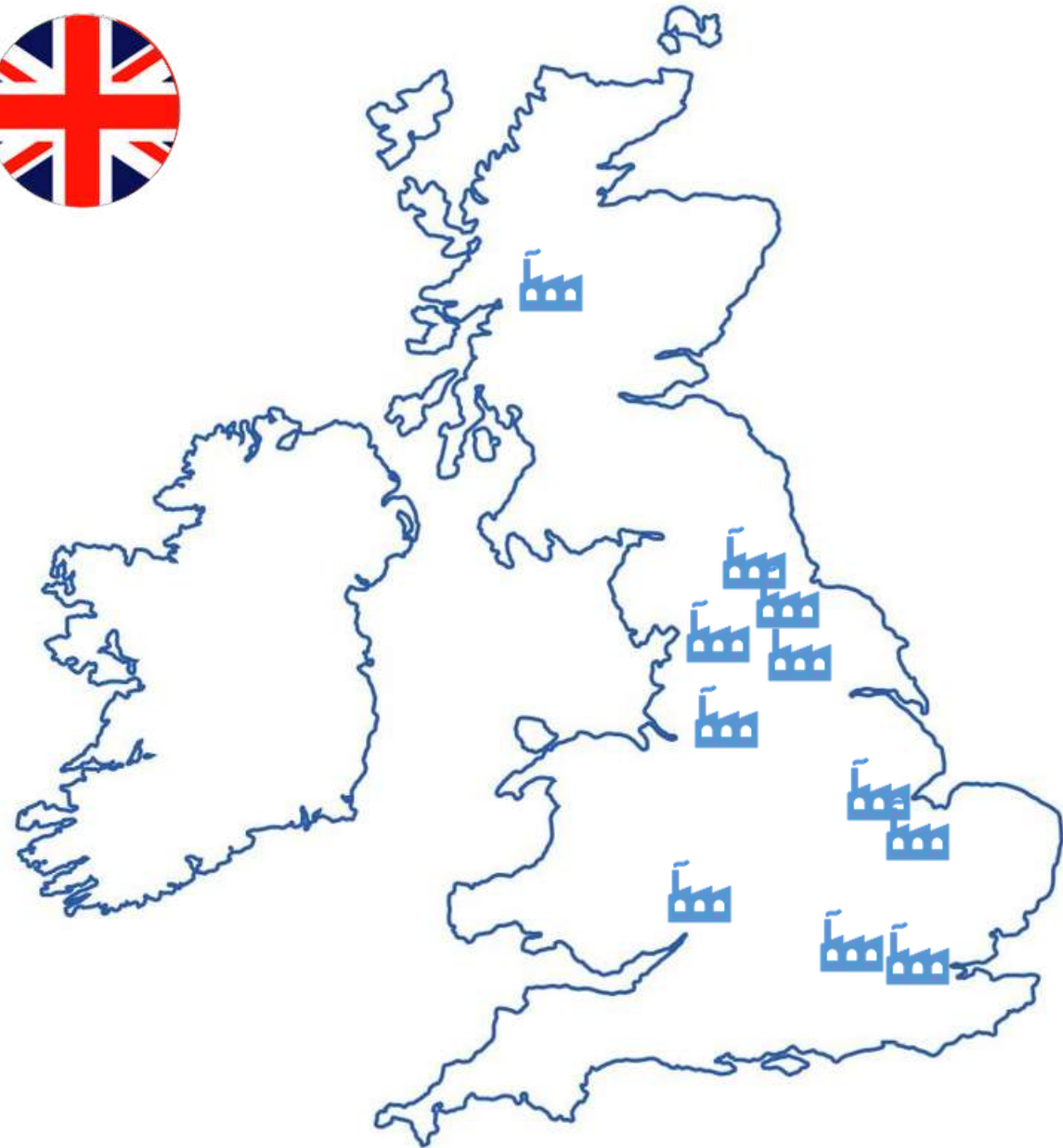
1 Tomato processing, pulses facility

Source: Company Information.

Selected certifications



Plant distribution - UK



- **Leeds 1** – Dry snacking facility
- **Leeds 2** – Warehouse & distribution
- **Bradford** – Croutons & bread snacks
- **Durham** – Wet meals facility
- **Cardiff** – drinks
- **Bradford** – drinks
- **Glasgow** – drinks
- **Belverdere** – oils
- **Erith** – oils
- **Long Sutton** – foods
- **Wisbech** – foods

 Plant with BIO certification

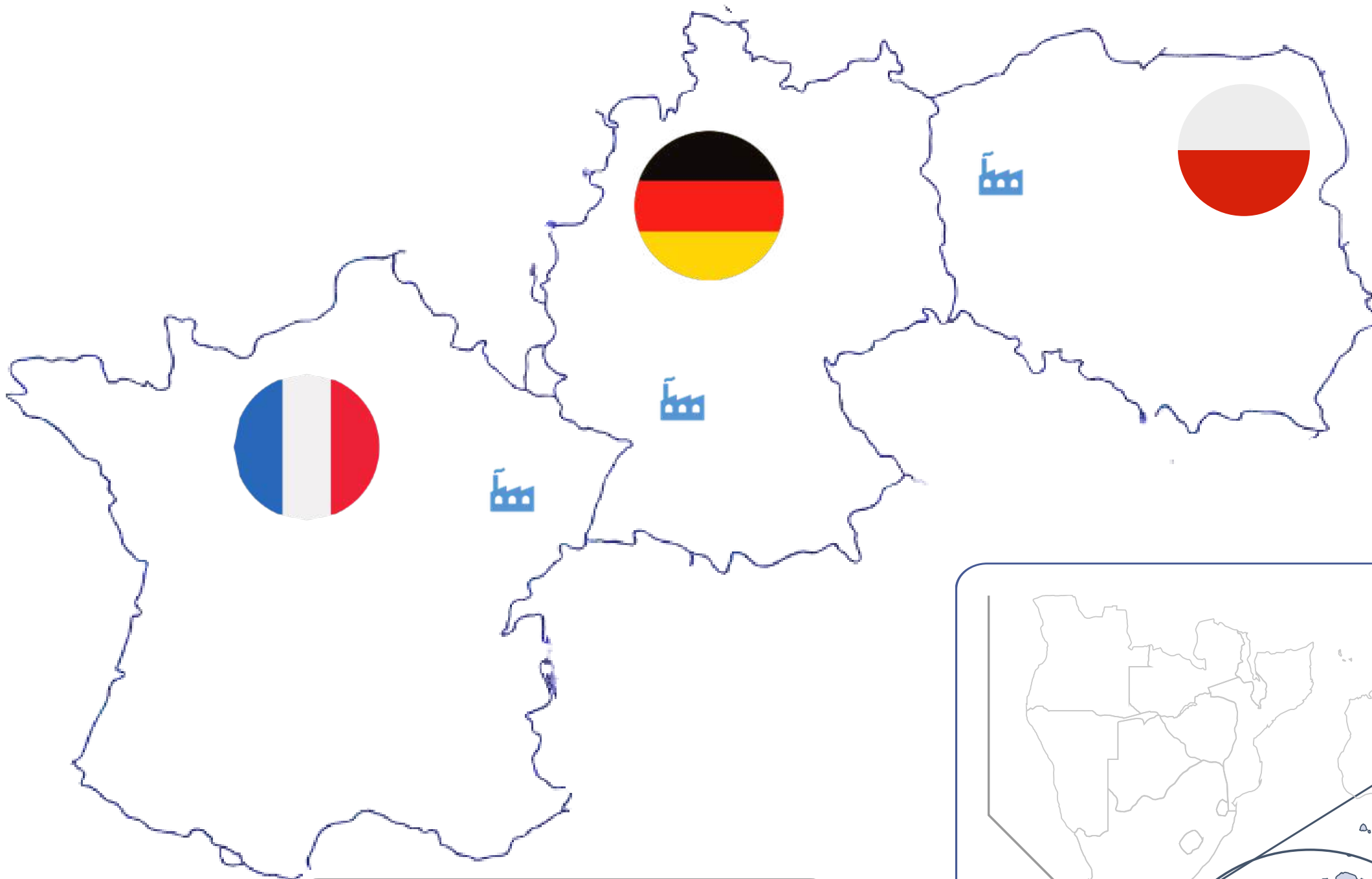
- **11 factories** and packing facility
- **Own label** capabilities across multiple categories
- Turnover >
- One of UK's most **complete and diverse production capabilities**
- **Presence in all main areas of the UK from North to South**

Supplemented by centralised UK warehousing and distribution facilities


Selected certifications



Plant distribution - Central Europe & Mauritius

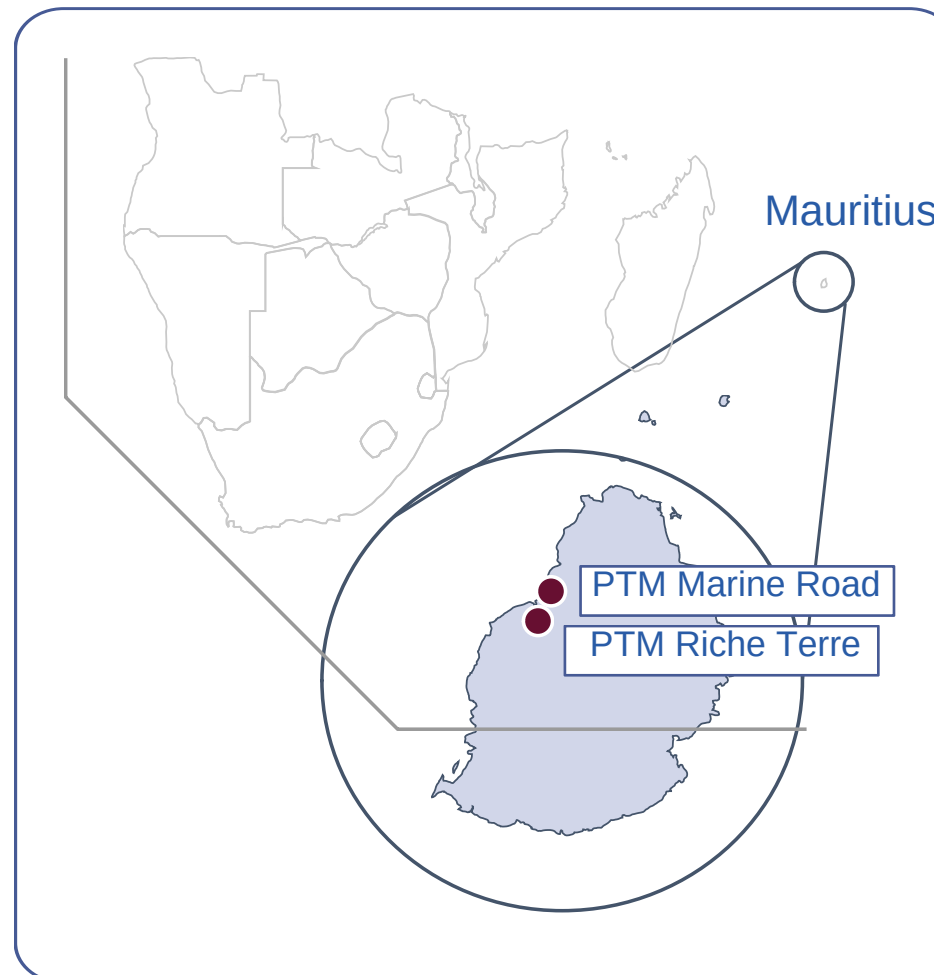


Key Facts

- Mannheim, Germany – Pasta 45,000 tons/year 
- Ludres, France – Baking mixes 25,000 tons/year
- Szamoutly, Poland - Oils
- PTM Marine Road - Ambient tuna cans, pouches, jars; frozen tuna loins.
- PTM Riche Terre - Ambient tuna

->ca. 200 km distance from Ludres to Mannheim allowing for easy transportation to and from Central Europe's most important economies

->Polish facility ca. 300 km away from Berlin, aiding transport to Eastern Germany



Selected certifications

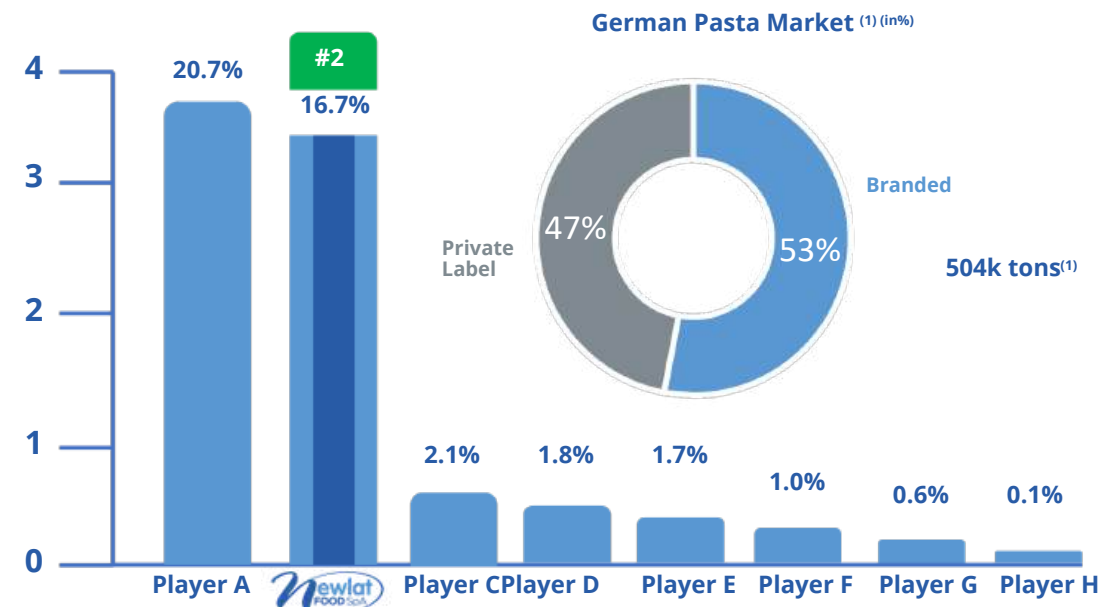


Attractive positions in major European Food segments with potential to grow in Health & Wellness market

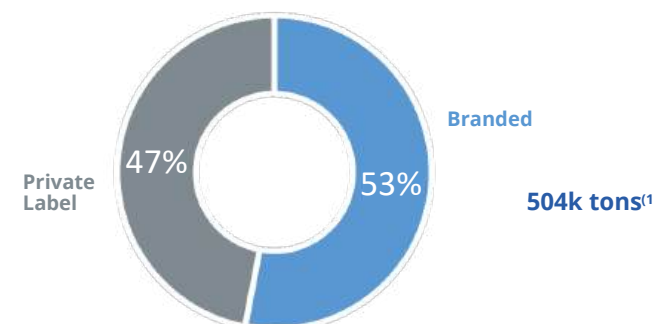


Newlat is the leading player on branded pasta market in Germany

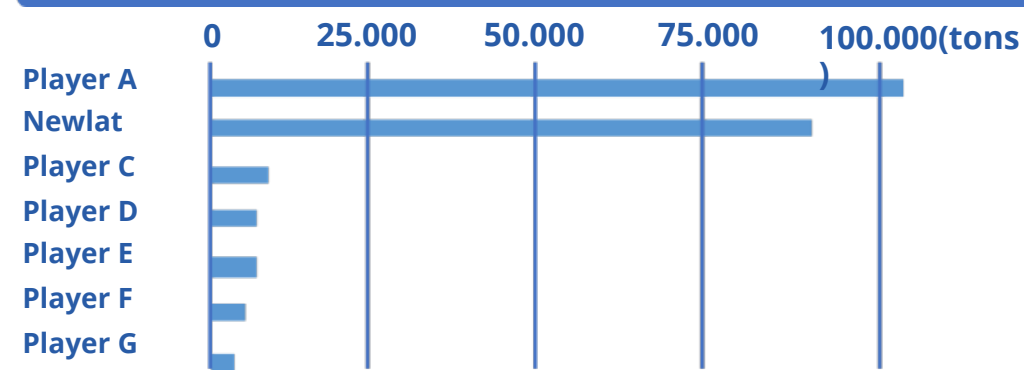
Competitive landscape (1)



German Pasta Market (1) (in%)



Top producers - Germany branded(2)



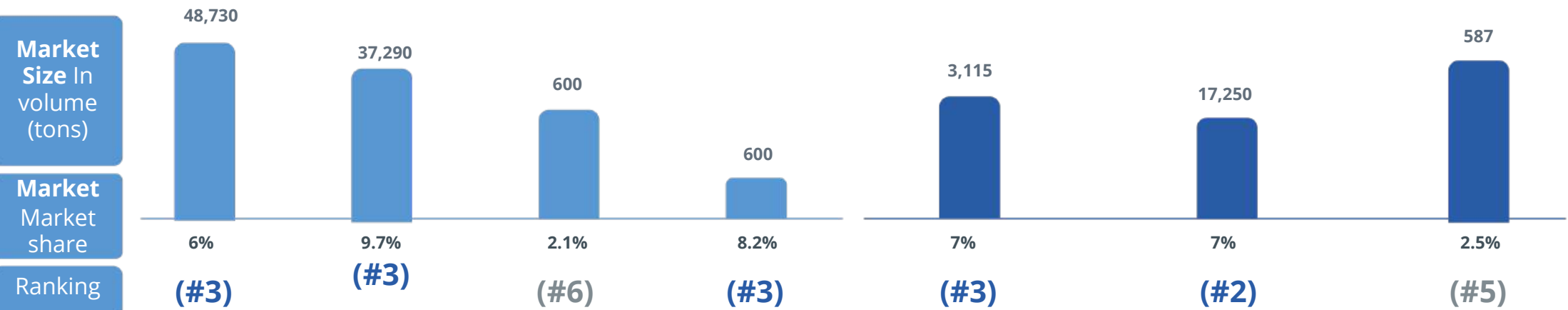
Newlat has attractive market positions in its key segments (Italy)^{(3) (4)}

Milk and dairy products

Pasta and bakery products

- UHT milk
- Fresh milk
- Butter
- Mascarpone

- Rusks
- Bread substitutes
- Instant noodles*



- **#2 player** in the resilient German Pasta market (~**5x larger** than the closest competitor).
- In Germany, Newlat is present in **both branded Italian and German segments**.
 - **#1 German branded pasta producer** with Birkel / 3 Glocken brands.
 - **#2 Italian branded pasta producer** with Pezzullo and Delverde brands.
- **Strong market positions** in the Italian market.
 - **#2 largest player** in Bread substitutes
 - **#3 largest player** in Rusks.
 - **#3 largest player** in Fresh milk, UHT milk and mascarpone, with a leading position in terms of production capacity.
 - **#5 largest player** in instant noodles only 1 year after category launch with positive sales trend YoY.
- **High-valued potential** of Newlat to address the **fast growing whole wheat and gluten-free food categories**, especially for pasta and bakery product.

Sources: company information, IRI
 Notes: Notes: (1) As per Circana, YTD Sep-23 data in volume market share; (2) As per Circana, MAT Sep-23 full year data in volume (3) As per IRI, LTM Oct-23 data in volume; (4) Includes only large retailers sales;



Retailer brand leadership in staple categories is integral to our UK business model

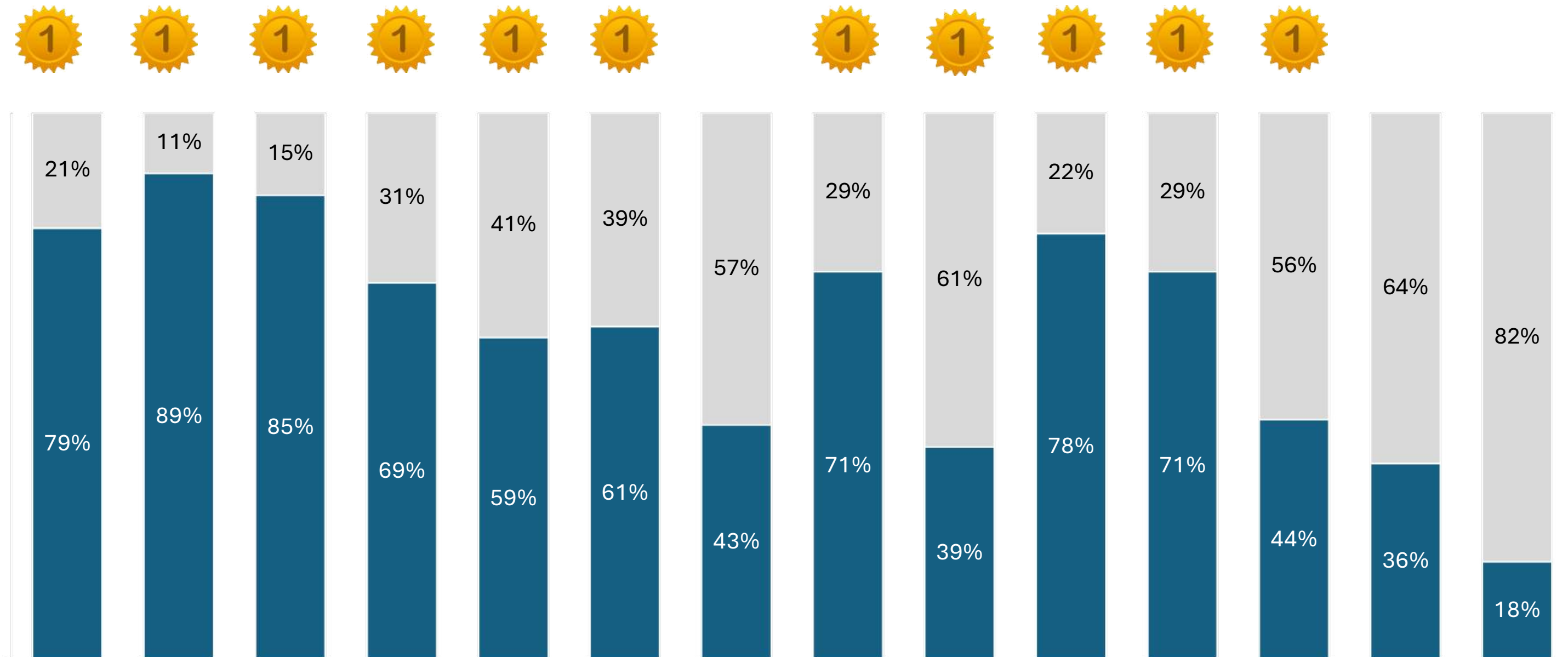


COB Segment Position

COB Segment Volume Share

PRINCES GROUP

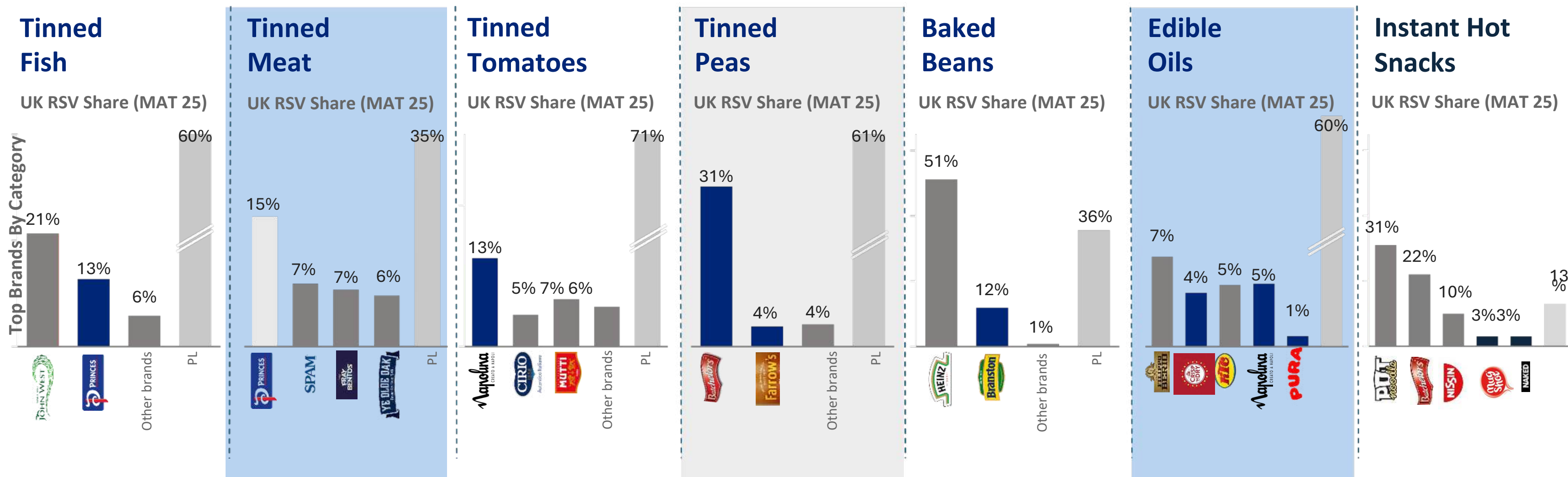
Other



Tinned Soup Tinned Ready Meals Tinned Peas Tinned Pulses Tinned Beans Squash Ambient Juice Seed Oil Olive Oil Cup Soup Baking Mixes Flavoured Couscous Instant Hot Dry Snacks Recipe Mixes



Our UK offering is strengthened by #1 or #2 brands



Impressive Brand Awareness Across All Main Brands

<p>94%</p> <p>"Tastes great. I have it in salad, on toasted bread or as a sandwich filling"</p>	<p>94%</p> <p>"I always buy the tinned corned beef, and it always tastes nice and fresh, love it with a nice salad or in sandwiches"</p>	<p>85%</p> <p>"Napolina tomato passata is creamy, red, well-balanced and low acidity. It's perfect for cooking"</p>	<p>72%</p> <p>"These are excellent and so easy to prepare as mushy peas, but are also brilliant for making pea and ham soup"</p>	<p>74%</p> <p>"Bye bye Heinz... Hello Branston... So pleased I gave these a try, nice thick sauce and very tasty"</p>	<p>63%</p> <p>"This brand of cooking oil has been available for year's still one of the best, nice taste!"</p>	<p>74%</p> <p>"Mug Shots are a perfect lunch time meal. I would definitely recommend to others with a wide range of flavours to suit everyone's taste"</p>
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Princes Group at a glance



£1.7bn
2024 Net Sales



5 product segments



#1 or #2
player across all
categories



Diversified
brand & COB
portfolio



11 production sites
worldwide



Leader in
Sustainability and
ESG







UPCOMING EVENTS

9 September 2025

1H 2025 Earnings Release

11 November 2025

9M 2025 Earnings Release

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