



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 25 April 2017

Contents

Text: Your contacts

Text: Rotkäppchen-Mumm 2016: Most successful year in company history – internationalisation a success

Text: Rotkäppchen-Mumm 2016 in figures

Text: Rotkäppchen-Mumm 2016: Overview – division and brand development

Text: Overview – the Rotkäppchen-Mumm assortment

1/1

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Your contacts

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Frank Albers

Head of controlling, finance, IT and human resources
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Ulrich Wiegel

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1/1

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Rotkäppchen-Mumm 2016: Most successful year in company history – fruitful entry into international market

Rotkäppchen-Mumm Sektkellereien GmbH, Freyburg (Unstrut), Germany, recorded the most successful year in company history for the 2016 year. According to Christof Queisser, chairman of the Executive Board, the total earnings for the year of Germany's market leader in sparkling wine were determined by significant increases in sales and revenue, further expansion of the market position in Germany as well as innovation, which is appreciated by the consumer. The successful implementation of the long-term company strategy was reflected in the convincing numbers of the 2016 balance sheet: powerful brands, successful novelties, expansion of internationalisation measures and innovative technology made key contributions to the continued and future-oriented growth of Rotkäppchen-Mumm.

With sales of 271.2 million bottles of sparkling wine, spirits, wine and wine-based beverages and revenue of EUR 986.0 million for the 2016 year, Rotkäppchen-Mumm can look back on the most successful year in its company history. 'The development of Rotkäppchen-Mumm's continued internationalisation and the constant investment in our powerful brands and locations are important building blocks of our company's success,' says Christof Queisser. 'We are headed in the right direction.'

Continued investment in new technologies at production locations and in the brand worlds is also worth mentioning. At the Freyburg (Unstrut) location, the construction of a new bottle glass storage facility with a fermentation cellar will soon be completed, and in Eltville am Rhein, the new de-alcoholisation facility is tapping its potential with the new Mumm Dry Alcohol-Free. 'With its innovative production process, which has been used for the first time in Germany, premium sparkling wine brand Mumm has created a truly unique taste experience in the growing trend segment of alcohol-free products,' Queisser summarises.

1/3

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ROTKÄPPCHEN-MUMM

When evaluating the spirits division – Rotkäppchen-Mumm is also Germany's market leader here – Queisser considers the earnings growth with sales of some 48.7 million bottles as extremely positive. New products such as the Eckes Edler Eierlikör advocaat and popular trendsetters like Pfeffi are evidence of the broad range of the multifaceted brand portfolio in the spirits division. 'Our independent spirits location Nordhausen in the Harz Mountains is economically successful and also maintains a leading position in Germany with regard to technology.'

At the beginning of 2017, Rotkäppchen-Mumm took a significant step in the strategically important internationalisation through the acquisition of the outstanding Prosecco producer Ruggeri in Italy. The DOCG Prosecco brand, which has received worldwide recognition for its excellence, now complements Rotkäppchen-Mumm's premium segment and, according to Queisser, creates new possibilities: 'Ruggeri is a company with a lot of potential whose products are available in 30 countries around the world. One of Rotkäppchen-Mumm's strengths is the successful development of companies and brands.' With the premium Ruggeri brand in the portfolio, there will also be future opportunities with regard to international sales as well as expansion of expertise: 'Of course the work being done at our new location in Italy is extremely exciting and informative for all of us. Now we can all benefit from the excellent knowledge of the makers of Ruggeri.'

The Geldermann premium brand now has a rejuvenated appearance as well. The brand's completely reworked assortment, investments in technology at the production facilities and the entirely redesigned guest area of the Geldermann private winery in Breisach, near the Rhine, all indicate the special characteristics of the premium brand: 'German craftsmanship combined with the French heritage of the brand offers discerning customers absolute top quality in future,' Queisser says of the new premium concept of Geldermann.

The still relatively new segment of wine-based beverages continues to be successful. The constant introduction of new flavours, high-quality products and consumers who enjoy innovation helped contribute to sales of 24.3 million bottles in this division.

Wine also remains a stable pillar for the company with 20.3 million bottles sold.

All in all, Chairman of the Executive Board Christof Queisser sees continued positive development for the company going forward. Rotkäppchen-Mumm helps bring special enjoyment to the masses. 'We all, the employees and our domestic and international



ROTKÄPPCHEN-MUMM

locations, are well positioned for the future. We can see the challenges ahead with regard to increasing digitisation and the rate of innovation of the economy and society – and we are perfectly prepared to take them on.'



ROTKÄPPCHEN-MUMM

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Rotkäppchen-Mumm 2016 in figures

Executive Board:

Christof Queisser

Chairman of the Executive Board and head of marketing, sales and international

Frank Albers

Head of controlling, finance, IT and human resources

Ulrich Wiegel

Head of production, quality management, technology, purchasing and supply chain management

Locations:

Freyburg (Unstrut), Saxony-Anhalt, Germany

Hochheim am Main, Hesse, Germany

Eltville am Rhein, Hesse, Germany

Breisach am Rhein, Baden-Württemberg, Germany

Nordhausen am Harz, Thuringia, Germany

Valdobbiadene, Veneto, Italy

Singapore

Permanent employees:

1/2

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636, of which 34 trainees (*NEW basis for calculations: number of employees calculated by FTE*)
(2015: 608, of which 19 trainees)

Total sales in 2016 for sparkling wine, spirits, wine and wine-based beverages:

271.2 million bottles total, of which:

- 177.9 million bottles of sparkling wine
- 48.7 million bottles of spirits
- 20.3 million bottles of wine
- 24.3 million bottles of wine-based beverages

(2015: 253.0 million bottles total)

Note regarding bottle sizes: sparkling wine and wine are calculated based on 0.75-litre bottles; spirits are calculated based on 0.7-litre bottles.

Total revenue in 2016 for sparkling wine, spirits, wine and wine-based beverages:

EUR 986.0 million including sparkling wine tax and spirits tax, excluding VAT

(2015: EUR 911.9 million including sparkling wine tax and spirits tax, excluding VAT)

Market share of German sparkling wine market in 2016

55.4 per cent

(2015: 54.9 per cent)¹

Market share of German food retail spirits market in 2016

9.4 per cent

(2015: 8.8 per cent)¹

¹ Source: Leading retail panel



ROTKÄPPCHEN-MUMM

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Rotkäppchen-Mumm 2016: Overview – division and brand development

In total for 2016, the powerful brands in the sparkling wine, spirits, wine and wine-based beverages divisions of Rotkäppchen-Mumm recorded the following figures for the 2016 year:

- **177.9 million bottles of sparkling wine sold**
 - **48.7 million bottles of spirits sold**
 - **20.3 million bottles of wine sold**
 - **24.3 million bottles of wine-based beverages sold**
-
- **Total sales: 271.2 million bottles**
 - **Total revenue: EUR 986.0 million**

The sparkling wine division in 2016

177.9 million bottles of sparkling wine sold in 2016. Previous year: 166.5 million. This represents an increase of 11.4 million bottles, or 6.8 per cent.

Rotkäppchen Sparkling Wine Traditional

125.6 million bottles sold. Previous year: 114 million. This represents an increase of 11.6 million bottles, or 10.2 per cent.

Mumm

20.4 million bottles sold. Previous year: 21.0 million. This represents a decrease of 0.6 million bottles, or 2.9 per cent.

1/3

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Jules Mumm

10.0 million bottles sold. Previous year: 10.4 million.

This represents a decrease of 0.4 million bottles, or 3.4 per cent.

MM Extra

18.3 million bottles sold. Previous year: 17.6 million.

This represents an increase of 0.7 million bottles, or 4.2 per cent.

Geldermann

3.3 million bottles sold. Previous year: 2.7 million.

This represents no change from the previous year. Please note: The development of the entire Geldermann brand, including the private brand, is the new basis for calculations.

Others

0.3 million bottles sold. Previous year: 0.8 million.

This represents a decrease of 0.5 million bottles, or 62.5 per cent

The spirits division in 2016

48.7 million bottles of spirits sold in 2016. Previous year: 45.9 million.

This represents an increase of 2.8 million bottles, or 6.1 per cent.

Brandy

16.0 million bottles sold. Previous year: 15.0 million.

This represents an increase of 1 million bottles, or 6.6 per cent.

Echter Nordhäuser umbrella brand

8.7 million bottles sold. Previous year: 9 million.

This represents a decrease of 0.3 million bottles, or 3.3 per cent.

Nordbrand Nordhausen umbrella brand

19.5 million bottles sold. Previous year: 19.8 million.

This represents a decrease of 0.3 million bottles, or 1.6 per cent.

Spirits – traditional brands

4.5 million bottles sold. Previous year: 2.1 million.

This represents an increase of 2.4 million bottles.



ROTKÄPPCHEN-MUMM

The wine brands division in 2016

20.3 million bottles of branded wine in 2016. Previous year: 19.0 million.
This represents an increase of 1.3 million bottles, or 6.8 per cent.

Rotkäppchen Qualitätswein

7.8 million bottles sold. Previous year: 7.4 million.
This represents an increase of 0.4 million bottles, or 5.4 per cent.

Blanchet

12.5 million bottles sold. Previous year: 11.7 million.
This represents an increase of 0.8 million bottles, or 6.8 per cent.

The wine-based beverages division in 2016

24.3 million bottles of wine-based beverages sold in 2016. Previous year: 21.6 million.
This represents an increase of 2.7 million bottles, or 12.5 per cent.

Rotkäppchen Alcohol-Free

6.6 million bottles sold. Previous year: 5.3 million.
This represents an increase of 1.3 million bottles, or 24.1 per cent.

Rotkäppchen Fruchtsecco, Jules Mumm Plus and Blanchet Perlé Secco

17.7 million bottles sold. Previous year: 16.2 million.
This represents an increase of 1.5 million bottles, or 9.3 per cent.



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Overview – the Rotkäppchen-Mumm assortment

Rotkäppchen-Mumm Sektkellereien GmbH based in Freyburg (Unstrut) offers today's connoisseurs and wine lovers a multifaceted range of brands full of tradition and flavourful varieties. Below is an overview of the well-known and successful brands of the divisions – sparkling wine, spirits and wine – of the company whose rich tradition began in 1856.

Sparkling wine, wine-based beverages and alcohol-free drinks:

Ruggeri. Ruggeri, the long-standing producer of Prosecco, makes its home in the Valdobbiadene area in the heart of the Veneto region, which is world-famous for its Prosecco production. Ruggeri stands for outstanding premium Prosecco which has been recognised multiple times, and is one of Italy's leading and most well-known Prosecco producers. For years running, the Ruggeri brand has received recognition from experts on an international scale.

Geldermann. A true culture of sparkling wine since 1838. Geldermann's roots lie in Champagne, where Aachen natives William Deutz and Peter Geldermann established a winery in 1838 for champagne production. With its new food retail line, Geldermann has united German craftsmanship with the French origins of the brand.

Mumm. The cosmopolitan and inspiring brand from Rotkäppchen-Mumm. This fresh and exquisite premium sparkling wine is made for life's moments of pure enjoyment. Carefully selected wines of the highest quality give Mumm sparkling wine its elegantly dry character and turn it into a flavourful experience – since 1922. Mumm is available in the three varieties Mumm Dry, Mumm Extra Dry and Mumm Rosé Dry, and now also as the brand-new Mumm Dry Alcohol-Free.

1/4

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