



ROTKÄPPCHEN-MUMM

Press release

Leipzig, 24/04/2018

Your contacts

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Rotkäppchen-Mumm Sektkellereien GmbH

Ulrich Wiegel

COO - Head of production, quality management, technology, purchasing and supply
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1/1

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Rotkäppchen-Mumm 2017: Another solid year – position consolidated through strategic acquisitions

Yet another convincing overall result for Germany's market leader in sparkling wine, Rotkäppchen-Mumm Sektkellereien GmbH based in Freyburg (Unstrut), is presented by Christof Queisser, CEO - chairman of the Executive Board, at the 2017 balance sheet press conference in Leipzig. Although a slight decrease was registered after the record result of the previous year with a total sales volume of 256.5 million bottles and revenue of EUR 945.0 million, it is still the second-best result in the history of the company.

'I am extremely satisfied with the successful development of Rotkäppchen-Mumm,' concludes Queisser. In a generally subdued market atmosphere, the slight decline in sales and revenue at a high level did not come as a surprise. 'With our consistent, long-term investments, acquisitions and comprehensive product portfolio in the areas of sparkling wine, spirits, wine and wine-based beverages, we're definitely on the right track.'

Queisser is particularly proud of the extremely successful development of Rotkäppchen quality wine, which has recorded a growth of 12.8 per cent. 'We continue to see great potential in brand wine. Brand and quality prevail.'

In the area of human resources, Frank Albers, CFO - head of controlling, finance, IT and human resources, shows the importance of Rotkäppchen-Mumm as a future-oriented company. 'Last year, we created even more jobs. Through our expansion, our national and international workforce has increased to 673 employees, 35 of whom are trainees, thus clearly reflecting how we assume our social responsibility as a medium-sized company.'

1/2

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According to Ulrich Wiegel, COO - head of production, quality management, technology, purchasing and supply chain management, a total of EUR 13.1 million was invested in the future of the company across all locations during the past year. 'In Breisach, we have set many new standards for the Geldermann brand throughout the entire manufacturing process, as well as in the area accessible to our many guests.' Wiegel also announces future-oriented investments for the locations Freyburg (Unstrut), Eltville am Rhein and Nordhausen am Harz. 'At our Italian plant in Valdobbiadene, which is home to our premium Prosecco Ruggeri, we have also introduced targeted measures to strengthen the outstanding position of this internationally renowned top product even further.'

The recently announced acquisition of the traditional, Bremen-based import trading company for premium wines and spirits Eggers & Franke constitutes another important strategic pillar. 'With Eggers & Franke, we are strengthening our national position whilst expanding our international connections,' states Queisser.

Looking ahead to 2018, Christof Queisser continues to see digitalisation as one of the biggest challenges facing SMEs. 'Understanding the dynamics of how your own business model will experience sustained change is essential.' The German leader in the sparkling wine sector is meeting this continuous challenge head-on.

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Rotkäppchen-Mumm 2017 in figures

Executive Board:

Christof Queisser

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

Frank Albers

CFO - Head of controlling, finance, IT and human resources

Ulrich Wiegel

COO - 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

1/2

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Permanent employees:

673, of which 35 trainees (*basis for calculations: number of employees calculated by FTE*)
(2016: 636, of which 34 trainees)

Total sales in 2017 for sparkling wine, spirits, wine and wine-based beverages:

256.5 million bottles total, of which:

163.0 million bottles of sparkling wine
48.0 million bottles of spirits
21.5 million bottles of wine
24.0 million bottles of wine-based beverages

(2016: 271.2 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 2017 for sparkling wine, spirits, wine and wine-based beverages:

EUR 945.0 million including sparkling wine tax and spirits tax, excluding VAT.

(2016: EUR 986.0 million including sparkling wine tax and spirits tax, excluding VAT)

Market share of German sparkling wine market in 2017

55.2 per cent

(2016: 55.4 per cent)¹

Market share of German food retail spirits market in 2017

9.7 per cent

(2016: 9.4 per cent)¹

¹ Source: Leading retail panel



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Rotkäppchen-Mumm 2017: Overview – division and brand development

In total, the powerful brands in the sparkling wine, spirits, wine and wine-based beverages divisions of Rotkäppchen-Mumm recorded the following figures for the 2017 financial year:

- **163.0 million bottles of sparkling wine sold**
 - **48.0 million bottles of spirits sold**
 - **21.5 million bottles of wine sold**
 - **24.0 million bottles of wine-based beverages sold**
-
- **Total sales: 256.5 million bottles**
 - **Total revenue: EUR 945.0 million**

The sparkling wine division in 2017

163.0 million bottles of sparkling wine sold in 2017. Previous year: 177.9 million. This represents a decrease of 14.9 million bottles, or 8.4 per cent.

Rotkäppchen Sparkling Wine Traditional

113.0 million bottles sold. Previous year: 125.6 million. This represents a decrease of 12.6 million bottles, or 10.0 per cent.

Mumm

19.5 million bottles sold. Previous year: 20.4 million. This represents a decrease of 0.9 million bottles, or 4.4 per cent.

1/3

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Jules Mumm

8.5 million bottles sold. Previous year: 10.0 million.

This represents a decrease of 1.5 million bottles, or 15.0 per cent.

MM Extra

16.8 million bottles sold. Previous year: 18.3 million.

This represents a decrease of 1.5 million bottles, or 8.2 per cent.

Geldermann

3.5 million bottles sold. Previous year: 3.3 million.

This represents an increase of 0.2 million bottles, or 6.1 per cent.

Ruggeri

1.5 million bottles sold.

The spirits division in 2017

48.0 million bottles of spirits sold in 2017. Previous year: 48.7 million.

This represents a decrease of 0.7 million bottles, or 1.4 per cent.

Brandy

15.4 million bottles sold. Previous year: 16.0 million.

This represents a decrease of 0.6 million bottles, or 3.8 per cent.

Echter Nordhäuser umbrella brand

8.2 million bottles sold. Previous year: 8.7 million.

This represents a decrease of 0.5 million bottles, or 5.7 per cent.

Nordbrand Nordhausen umbrella brand

19.6 million bottles sold. Previous year: 19.5 million.

This represents an increase of 0.1 million bottles, or 0.5 per cent.

Spirits – traditional brands

4.8 million bottles sold. Previous year: 4.5 million.

This represents an increase of 0.3 million bottles, or 6.7 per cent.



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The wine brands division in 2017

21.5 million bottles of branded wine in 2017. Previous year: 20.3 million.
This represents an increase of 1.2 million bottles, or 5.9 per cent.

Rotkäppchen Qualitätswein

8.8 million bottles sold. Previous year: 7.8 million.
This represents an increase of 1.0 million bottles, or 12.8 per cent.

Blanchet

12.7 million bottles sold. Previous year: 12.5 million.
This represents an increase of 0.2 million bottles, or 1.6 per cent.

The wine-based beverages division in 2017

24.0 million bottles of wine-based beverages sold in 2017. Previous year: 24.3 million.
This represents a decrease of 0.3 million bottles, or 1.2 per cent.

Alcohol-free versions

6.7 million bottles sold. Previous year: 6.6 million.
This represents an increase of 0.1 million bottles, or 1.5 per cent.

Wine-based mixed drinks

17.3 million bottles sold. Previous year: 17.7 million.
This represents a decrease of 0.4 million bottles, or 2.3 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. 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 specialist trade range and the food retail line launched in 2017, Geldermann unites 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, as well as Mumm Dry Alcohol-Free and from April 2018, Mumm Rosé Dry Alcohol-Free.

1/4

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Jules Mumm. 'You're more Jules than you think.' This brand stands out thanks to its *joie de vivre*, relaxed nature and elegant fruitiness. Jules Mumm, the sparkling wine for friendships between women, is provocatively different, has a fruity flavour and an unconventional appearance.

Rotkäppchen Pinot Blanc Extra Dry. Since 1856, this prestigious Rotkäppchen brand has combined the entire art and expertise of the Freyburg cellarers. Day after day, these extremely limited bottles are shaken by hand, tasted over and over and carefully disgorged.

Rotkäppchen Bottle Fermentation with grape variety concept. Using high-quality base wines, the cellarers at the Rotkäppchen facility in Freyburg compose a melody of pure enjoyment in the varieties Rotkäppchen Riesling Dry, Rotkäppchen Chardonnay Extra Dry and Rotkäppchen Pinot Noir Rosé Dry.

Rotkäppchen Tradition. The undisputed market leader enthuses connoisseurs. Classic base wines from various European wine-growing regions form the basis of this uniquely successful brand – of course also with the brand's unmistakable symbol: the red cap. The individual cuvées with their fruity notes and their unique character guarantee sophisticated enjoyment for any occasion and for any palate.

Rotkäppchen Fruchtsecco. The flavour experience of Rotkäppchen Fruchtsecco is surprisingly different and lightly fruity. A wine-based mixed drink in the flavours mango, pomegranate, strawberry, elderberry, raspberry and the 2018 fruit of the year, honeydew melon. NEW: Rotkäppchen Fruchtsecco Alcohol-Free in the flavours mango and pomegranate.

Rotkäppchen Alcohol-Free. This speciality is the fizzy alternative for all those who want to – or have to – avoid alcohol. Rotkäppchen Alcohol-Free's light, fruity and refreshing varieties in white and rosé are perfect for toasting something special, celebrating with family or having a garden party with your friends.

MM Extra. This long-standing brand, with its bubbly and youthful charm, is a simple companion for life's carefree moments. The most recent creation, MM Extra Rosé Trocken, perfectly complements the MM Extra portfolio.



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Kloss & Foerster. Kloss & Foerster Wappen Trocken is only available in Germany for gastronomy and via wholesale.

Sprizzerò di Paolo de Martin. This traditional premixed aperitif in elegant designer cans stands for that unmistakably Italian relaxed way of life and confident style.

Spirits:

Echter Nordhäuser. A brand jewel that can look back on 500 years of tradition. In keeping with the motto *'Die Echten von Echter Nordhäuser'* ('the real ones from Echter Nordhäuser'), the strong umbrella brand Echter Nordhäuser and its diverse range in Germany have become synonymous with diverse specialities of the utmost quality.

Fläminger Jagd. The famous herb liqueur with the fox on the label.

Feiner alter Asmussen Original. The epitome of pure rum enjoyment since 1880 – with real Jamaican rum.

Boddel 40 and Balle Rum. Boddel 40 is one of northern Germany's most tradition-steeped rum brands. The mild Balle is a fine rum from the sunny Caribbean.

Chantré. Either straight up or mixed, this classic – with its new and refreshing brand world – will thrill both traditionalists as well as explorers of the incomparably smooth, round flavour of Chantré.

Mariacron. Since 1894, only the best wines have been distilled into the characteristically mild Mariacron brandy. As one of Germany's most sold brandies for more than 30 years, Mariacron owes its success to its traditional production methods, the high art of the distillers and the unique combination of the distillates.

Eckes Edle liqueurs. The Eckes brand embodies discerning liqueur enjoyment, uniting high-quality recipes and a plethora of usage possibilities. The classic, Eckes Edelkirsch, is a sophisticated cherry liqueur with an aromatic, smooth flavour. Eckes Edle Birne seduces with the fruity, bitter aroma of ripe pears. Eckes Edler Eierlikör combines creamy and full-bodied indulgence with the perfect consistency.



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Brand wines:

Rotkäppchen quality wines. The seven quality wines under the Rotkäppchen brand offer wine connoisseurs a broad spectrum of wines made from the most popular German grape varieties – from sweet to semi-dry and dry. The strong umbrella of the Rotkäppchen brand and the comprehensive expertise from more than 150 years of turning quality wines into quality sparkling wines are the guarantors of quality on the wine shelves.

Blanchet. The assortment of wines under the Blanchet brand centres around French wines. The well-established cuvées Blanc de Blancs, Rouge de France and Rosé de France are complemented by two semi-dry varieties. The brand's portfolio is rounded off by Chardonnay and Merlot single-grape wines which ensure uncomplicated enjoyment when paired with food.

1112 Elfhundertzwölf. In September 2017, Rotkäppchen-Mumm and the company Baden, owner of the VDP Markgraf von Baden estate, united forces in the joint venture Markgräflisch Badisches Weinhaus. Elfhundertzwölf presents an elegant and expressive Burgundy range, which combines centuries of tradition with modern, regional viticulture.