

## PRESS RELEASE

### **Ricola shapes up for the future**

**Laufen, 22 May 2019 – The Swiss family-run company Ricola experienced renewed growth in 2018: net sales recorded an increase of 4.4%. Ricola has taken various important measures to ensure its continued success in the future.**

In 2018, Ricola products enjoyed continued popularity: last year, this traditional company achieved group net sales of CHF 339.3 million, representing an increase of 4.4% on the previous year (2017: CHF 324.9 million). Alongside the European market, other major contributors to this growth were the Asian market and the USA.

In order to accommodate the very encouraging business growth and development in the international markets, Ricola introduced a future-oriented group structure as of 1 January 2019, uniting the various corporate functions within the new Ricola Group Ltd.

Ricola also emphasized its development within the international markets through two significant milestones in the company's history. Since 1 January 2019, the company has held a stake in the German distribution joint venture CFP Brands. CFP Brands brings together strong, innovative brands under one roof and markets them jointly in Germany, enabling Ricola to further expand its presence in this important market. The founding of Ricola Trading (Shanghai) Ltd, the first Ricola subsidiary in China, is another groundbreaking development.

In order to keep pace with the international growth, Ricola is also investing in its Swiss business location. Felix Richterich, Chairman of the Board of Directors of Ricola, says: "Among other developments, we brought a new photovoltaic installation on stream and are currently expanding our production facility in Laufen. Moreover, in 2018 we once more created jobs in Switzerland. This sets us in good stead for the future."

#### **Thomas P. Meier the new CEO at Ricola**

Growth, increased internationalization and continuing digitalization present new challenges for the management of the Ricola Group. In order to address these challenges, the owner family and the Board of Directors have implemented certain measures to ensure the company's continued positive development.

Since 1 May 2019, Felix Richterich, who very successfully managed the family-run company for 27 years, has been focusing on his strategic role as Chairman of the Board of Directors. Thomas P. Meier, previously CEO of Franke Coffee Systems, took over the operational management on 1 May 2019. "I'm looking forward to the exciting tasks that lie ahead at Ricola. For me, it is important that we uphold the values of this traditional company while introducing new ideas to stimulate growth on a global scale", says Thomas P. Meier. The owner family will continue to be represented on the Executive Board through the presence of Eva Richterich, who has been in charge of the Global Marketing and Innovation department as Chief Marketing Officer since 1 January 2019.

## **Wish you well.**

In autumn 2018, Ricola launched its new campaign “Wish you well”. It highlights the values that matter the most to the company – contributing to the wellbeing of its consumers and making the world a pleasant place to live. The campaign also perpetuates the fundamental aspects of the Ricola brand: naturally cultivated herbs, an ideal balance of functionality and enjoyment, and its Swiss origins.

In the last business year, Ricola placed various products on the Swiss market, such as its new tea bags with Bio Suisse-certified herbs from Val Poschiavo. Ricola also expanded the international availability of its range of herb drops containing fair trade honey such as “Honey Sage” and “Echinacea Honey Lemon”.

### **Brief profile of Ricola**

Ricola is one of the world’s most modern and innovative manufacturers of herb drops. Ricola herb specialties are exported to more than 50 countries and are famous for their fine Swiss quality. Founded in 1930, with company headquarters in Laufen and subsidiaries in Europe, Asia and the USA, Ricola now produces around 60 different herb drops and tea specialties. Group sales amounted to CHF 339.3 million at the end of 2018. In Switzerland, this family-owned company is a pioneer in herb cultivation and places great value on using carefully selected locations and controlled, environmentally friendly cultivation methods. Ricola has concluded fixed long-term purchase agreements with more than 100 farmers in Swiss mountain regions. Ricola is a responsible global employer of around 500 employees and is committed to sustainable corporate management: economically, socially and ecologically. The traditional values of a family-run enterprise coupled with Swiss quality and a passion for innovation are crucial factors in the success of the Ricola global brand.

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