ARYZTA is a Swiss company based in Zurich, with operations in Europe, North America, South America, South East Asia, Australia and New Zealand.

ARYZTA was formed in 2008 through the merger of IAWS Group plc and Hiestand Holding AG and has a primary listing on the SIX Swiss Stock Exchange (Ticker: ARYN) and a secondary listing on the Irish Stock Exchange (Ticker: YZA).

The Group also holds 71.4% of Origin Enterprises plc, an agri-services business listed on AIM in London (Ticker: OGN) and the ESM in Dublin (Ticker: OIZ).

### Corporate Structure

<table>
<thead>
<tr>
<th>ARYZTA AG</th>
<th>Food Europe</th>
<th>Food North America</th>
<th>Food Rest of World</th>
<th>Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Key Bakery Business Brands</td>
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<td>Origin 71.4 % Holding</td>
</tr>
<tr>
<td>Hiestand</td>
<td>Cuisine de France</td>
<td>La Brea Bakery</td>
<td>Otis Spunkmeyer</td>
<td>Hiestand</td>
</tr>
<tr>
<td>Delice de France</td>
<td>Fresh Start Bakeries</td>
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<td></td>
</tr>
</tbody>
</table>
Business Overview (continued)

Geographic Reach – Food Group

Pro Forma Revenue¹
(Including Fresh Start Bakeries and Great Kitchens)
EUR 2.4 bn

Food North America 45%
Food Europe 49%
Food Rest of World 6%

Customer Channel Mix – Food Group

Pro Forma Revenue¹
(Including Fresh Start Bakeries and Great Kitchens)
EUR 2.4 bn

Convenience & Independent Retail 21%
Quick Service Restaurant 28%
Large Retail 25%
Other Foodservice 26%

Product Mix – Food Group

Pro Forma Revenue¹
(Including Fresh Start Bakeries and Great Kitchens)
EUR 2.4 bn

Morning Goods 14%
Sweet Baked Goods 16%
Bread Rolls & Artisan Loaves 48%
Savoury & Other 22%

¹ Pro forma TTM revenue to July 2010 (including completed acquisitions of Fresh Start Bakeries and Great Kitchens), translated at a USD-EUR rate of 1.38.
Food Europe

Food Europe has market positions in speciality baking in Switzerland, Germany, Poland, the UK, Ireland, France, Sweden and Spain. ARYZTA has a mixture of business-to-business and consumer brands including, Hiestand, Cuisine de France, Delice de France, Coup de Pates and Fresh Start Bakeries.

Pro Forma Key Figures¹

(Including Fresh Start Bakeries)

<table>
<thead>
<tr>
<th>Revenue</th>
<th>EBITDA</th>
<th>EBITA</th>
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<tbody>
<tr>
<td>€ 1.2 bn</td>
<td>€ 189 m</td>
<td>€ 141 m</td>
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</table>

Geographical Footprint

<table>
<thead>
<tr>
<th>Bakeries</th>
<th>Countries</th>
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<tbody>
<tr>
<td>17</td>
<td>8</td>
</tr>
</tbody>
</table>

¹ Pro forma TTM revenue, EBITDA and EBITA to July 2010 (including completed acquisition of Fresh Start Bakeries), translated at a USD-EUR rate of 1.38.
Food North America

Food North America has market positions in speciality baking in the United States and Canada. ARYZTA has a mixture of business-to-business and consumer brands, including Otis Spunkmeyer, La Brea Bakery, Fresh Start Bakeries, Pennant Foods, Sweet Life and Great Kitchens.

Pro Forma Key Figures1

( Including Fresh Start Bakeries and Great Kitchens )

<table>
<thead>
<tr>
<th>Revenue</th>
<th>EBITDA</th>
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</tr>
</thead>
<tbody>
<tr>
<td>€ 1.1 bn</td>
<td>€ 142 m</td>
<td>€ 116 m</td>
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Geographical Footprint

<table>
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<th>Countries</th>
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</thead>
<tbody>
<tr>
<td>27</td>
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</table>

1 Pro forma TTM revenue, EBITDA and EBITA to July 2010 (including completed acquisitions of Fresh Start Bakeries and Great Kitchens), translated at a USD-EUR rate of 1.38.

2 Including two JV operations in California (USA) and Ontario (Canada).
Food Rest of World

ARYZTA has embryonic speciality bakery businesses in Japan, Malaysia, Brazil, Australia and New Zealand, with joint venture operations in Chile and Guatemala. This gives ARYZTA an excellent opportunity to understand the customer diversity and opportunities in these vast markets.

Pro Forma Key Figures\(^1\)

<table>
<thead>
<tr>
<th>Revenue</th>
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<th>EBITA</th>
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<tbody>
<tr>
<td>€ 148 m</td>
<td>€ 26 m</td>
<td>€ 22 m</td>
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</tbody>
</table>

Geographical Footprint

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<tr>
<th>Bakeries(^2)</th>
<th>Countries</th>
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</thead>
<tbody>
<tr>
<td>9</td>
<td>7</td>
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</table>

1 Pro forma TTM revenue, EBITDA and EBITA to July 2010 (including completed acquisition of Fresh Start Bakeries), translated at a USD-EUR rate of 1.38.

2 Including two JV operations in Chile and Guatemala.
Business Overview
Key Bakery Business Brands

Hiestand
Hiestand offers a broad range of innovative bakery products (croissants, bread, rolls, pastries, snacks, pretzels), and the comprehensive services to actively promote sales. Hiestand provides added value for business to business customers.

Through the close-knit logistical and distribution network, assurance is given that products sold to customers are consistently ‘fresher than fresh’.

Hiestand operates within the Food Europe and Food Rest of World markets.

www.hiestand.ch

Cuisine de France
Cuisine de France offers the consumer traditional French breads, pastries and also a wide range of continental-style breads, confectionery and hot savoury items.

Cuisine de France provides a complete bake-off solution primarily to the retail industry, as well as staff training and category management to enable the timely delivery of ready-to-bake products.

Cuisine de France operates within the Food Europe market.

www.cuisinedefrance.com

Delice de France
Delice de France supplies high quality continental breads, viennoiserie, savoury and confectionery products, including hospitality goods, primarily to the foodservice and catering industry.

The business offers premium solutions tailored to meet future customer and consumer needs. It is the UK’s leading provider of innovative and authentic continental bakery products to the foodservice trade.

Delice de France operates within the Food Europe market.

www.delicedeurope.co.uk

Coup de Pates
Coup de Pates is the principal brand of Groupe Hubert, a leading developer and distributor of bakery products to the bakery, craft and foodservice sectors in France.

Groupe Hubert offers its customers bread, viennoiserie, patisserie, traiteur and reception products.

Coup de Pates operates within the Food Europe market.

www.coupedepates.fr

La Brea Bakery
La Brea Bakery is widely credited as the pioneer and leader of the artisan bread movement in America.

La Brea Bakery offers a wide assortment of rustic breads ranging from baguettes and loaves to sandwich and dinner rolls.

La Brea Bakery operates within the Food North America market.

www.labreabakery.com
Business Overview
Key Bakery Business Brands (continued)

Otis Spunkmeyer
Otis Spunkmeyer is a leading, premium fresh baked goods brand in its US market categories. An iconic brand, it has strong recognition and awareness across a national customer base in the foodservice and retail channels. Otis Spunkmeyer operates within the Food North America market.
www.spunkmeyer.com

Fresh Start Bakeries
Fresh Start Bakeries (incorporating Pennant Foods and Sweet Life) is a global supplier of speciality bakery products and solutions to the North American quick service restaurant, foodservice and retail in-store bakery channels. Fresh Start Bakeries operates within the Food Europe, Food North America and Food Rest of World markets.
www.freshstartbakeries.com

Pennant Foods
Pennant Foods is a leading provider of speciality bakery products and solutions to the North American quick service restaurant, foodservice and retail in-store bakery channels. Pennant Foods operates within the Food North America market.
www.pennantfoods.com

Sweet Life
Sweet Life is a leading innovator and manufacturer of sweet baked goods, servicing the North American and Asian quick service restaurant channel. Sweet Life operates within the Food North America market.
www.sweetlifeinc.com

Great Kitchens
Great Kitchens is a leading supplier of pizza and appetisers, with a focus on the deli segment of the North American retail grocery channel. Great Kitchens operates within the Food North America market.
www.gkitchens.com
Business Overview
Origin 71.4% Holding

ARYZTA AG is the majority shareholder (71.4%) in Origin Enterprises plc, which has a listing on the AIM in London and the ESM in Dublin (AIM:OGN, ESM:OIZ). As of 24 September 2010, Origin had a market capitalisation of €368m (133m shares at €2.77), valuing ARYZTA’s holding at circa €263m (95m shares at €2.77).

Origin markets
Origin is a leading agri-services company focused on integrated agronomy services, feed ingredients and fertilizers, with operations in Ireland, the UK, Norway, Poland and Ukraine.

www.originenterprises.com