ARYZTA AG

Annual Report and Accounts 2009

Business Overview

About ARYZTA

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

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

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

Corporate structure

ARYZTA AG

Shareholder 71.4%

Food Europe
- Coup de Pates
- Cuisine de France
- Delice de France
- Hiestand

Food North America
- La Brea Bakery
- Otis Spunkmeyer

Food Developing Markets
- Hiestand

Origin
Business Overview
Food Business – Markets

Food Europe
Food Europe has leading market positions in the speciality bakery market in Switzerland, Germany, Poland, the UK, Ireland and France. In Europe ARYZTA has a mixture of business to business and consumer brands, including: Hiestand, Cuisine de France, Delice de France and Coup de Pates.

Food North America
Food North America has leading market positions in freshly baked cookies and freshly baked artisan bread. The business has two iconic brands which evoke emotional appeal with the US consumer, namely Otis Spunkmeyer and La Brea Bakery.

Food Developing Markets
ARYZTA has embryonic businesses in Japan, Malaysia and Australia. This gives ARYZTA an excellent opportunity to understand the customer diversity and opportunity in this vast market.
Business Overview
Food Business

Coup de Pates
Food Europe

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.

www.coupdepates.fr

Cuisine de France
Food Europe

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.

www.cuisinedefrance.com

Delice de France
Food Europe

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.

www.delicedefrance.co.uk
Business Overview
Food Business (continued)

Hiestand
Food Europe & Developing Markets

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’.

www.hiestand.ch

La Brea Bakery
Food North America

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.

www.labreabakery.com

Otis Spunkmeyer
Food North America

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.

www.spunkmeyer.com
**Origin**

ARYZTA is the majority shareholder (71.4%) in Origin Enterprises plc, which has a listing on the AIM in London and the IEX in Dublin (AIM:OGN, IEX:OIZ).

**Origin markets**

Origin is a leading player in the agri-nutrition sector in Ireland, the UK and Poland and has leading ambient food and cereal milling businesses in Ireland.

www.originenterprises.com