

# DR. AUGUST OETKER KG



**PORTRAIT**

# The Oetker Group

## Key Indicators

	2013	2014	2015	%*
<b>NET SALES (IN EUR MILLION)</b>	<b>10,844</b>	<b>10,934</b>	<b>12,226</b>	<b>11.8</b>
Food	2,577	2,622	2,990	14.0
Beer and Nonalcoholic Beverages	1,843	1,929	1,966	1.9
Sparkling Wine, Wine and Spirits	687	697	689	-1.2
Shipping	5,254	5,186	6,057	16.8
Other Interests	483	500	524	4.7
<b>INVESTMENTS (IN EUR MILLION)</b> (excluding companies consolidated for the first time)	<b>777</b>	<b>667</b>	<b>740</b>	<b>11.0</b>
Food	158	132	153	16.3
Beer and Nonalcoholic Beverages	105	121	97	-20.3
Sparkling Wine, Wine and Spirits	12	16	15	-1.7
Shipping	450	348	437	25.4
Other Interests	52	50	38	-23.5
<b>EQUITY (IN EUR MILLION)</b>	<b>3,105</b>	<b>3,484</b>	<b>3,613</b>	<b>3.7</b>
Equity ratio (in %)	40	41	41	
<b>BALANCE SHEET TOTAL (IN EUR MILLION)</b>	<b>7,770</b>	<b>8,499</b>	<b>8,812</b>	<b>3.7</b>
<b>EMPLOYEES</b>	<b>26,907</b>	<b>28,354</b>	<b>30,787</b>	<b>8.6</b>
Food	12,272	12,790	14,478	13.2
Beer and Nonalcoholic Beverages	5,689	5,757	5,894	2.4
Sparkling Wine, Wine and Spirits	2,028	2,007	1,972	-1.7
Shipping	4,491	5,360	5,960	11.2
Other Interests	2,427	2,440	2,482	1.7

\* Percentage change 2014/2015. The percentages relate to the exact amounts rather than the rounded totals.

# The Oetker Group

## Divisions



Food

Dr. Oetker is the umbrella for brand product companies in the areas of ambient food, frozen food, chilled products and bulk consumer business. The Martin Braun Group and Conditorei Coppenrath & Wiese complete the division.



Shipping

The Hamburg Süd Group connects all five continents with its logistics network. It operates container ships, bulk carriers and product tankers and is one of the world's ten biggest container shipping lines and one of the leading providers in the north-south trade lanes.



Beer and Nonalcoholic Beverages

With 16 sites in total, the Radeberger Group is Germany's largest privately run brewing group. The core beer business is supplemented by familiar nonalcoholic beverage brands such as Original Selters, Bionade and Pepsi.



Other Interests

Budenheim, the Oetker Collection, OEDIV Oetker Daten- und Informationsverarbeitung, Handelsgesellschaft Sparrenberg and Roland Transport are bundled in the Other Interests Division.



Sparkling Wine, Wine and Spirits

Henkell & Co. is not only Germany's most exported sparkling wine brand, but is a leading provider of sparkling wine, wine and spirits in Europe. The Group is represented in 20 countries and exports to more than 100 countries.

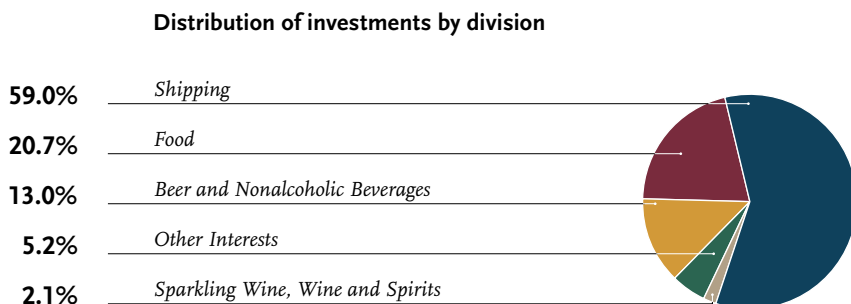
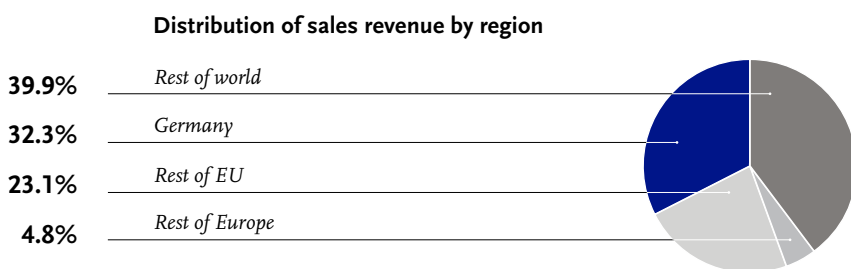


Bank

Bankhaus Lampe is one of the leading private banks in Germany with twelve German branches and further offices in London, New York and Vienna.

# The Oetker Group

## *The financial year 2015 in brief*



**30,787**  
*employees*

**417**  
*consolidated companies*



**125**  
*years of corporate history*

*Sales of more than EUR*

**12.2** *billion*

*With around 30,800 employees and sales revenue of more than EUR 12 billion, the Oetker Group is one of the major European family businesses. Broad diversification in six business divisions characterizes the internationally active company, which can now look back on a history of more than 125 years.*



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## *Food*

On all continents around the world, people rely on delicious food from Dr. Oetker. The Food Division bundles its brand product companies under this umbrella. It is completed by the Martin Braun Group and Conditorei Coppenrath & Wiese. 14,478 staff work in this division's companies and generated sales revenue of EUR 2,990 million in the 2015 financial year.

➤ [oetker.com](http://oetker.com)  
[oetker.de](http://oetker.de)  
[oetker-professional.de](http://oetker-professional.de)  
[coppenrath-wiese.de](http://coppenrath-wiese.de)  
[martinbraungruppe.de](http://martinbraungruppe.de)



**Dr. Oetker**

Dr. August Oetker founded a small company in Bielefeld in 1891. He sold health cocoa, tinctures – and baking powder. Today, more than 11,500 employees worldwide in the Dr. Oetker family business produce more than 3,500 products – still including baking powder and many other baking products, but also baking mixes, decorations, desserts and sweet meals, chilled desserts, preserving products, ready cakes, muesli, frozen pizzas and snacks, refining products, a broad range for bulk consumers and lots more.

**Conditorei Copenrath & Wiese**

Sweet treats are the main business of the family business Conditorei Copenrath & Wiese: the confectioner is a leading manufacturer of frozen gateaux and cakes, which are pro-

duced by 2,200 employees in Osnabrück and Mettingen. Besides cream cakes, baked cakes, sheet cakes, cream rolls and slices, strudels, biscuits and desserts, the company’s range also includes frozen rolls and baguettes.

**Martin Braun Group**

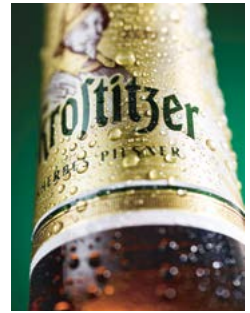
The Martin Braun Group markets a full range of convenience products such as sweet and savory bakery products, bread and rolls, desserts and ice cream for bulk consumers. With Agrano, C. Siebrecht Söhne, Cresco, Capfruit, Delite, Martin Braun and Wolf ButterBack, it comprises all companies in the bulk consumer baking sector and employs approximately 1,400 staff at twelve locations. With their products, the Group is represented in around 70 countries worldwide.



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## *Beer and Nonalcoholic Beverages*

Internationally familiar names, brands sold across Germany, regional specialties: the Radeberger Group offers beer aficionados a broad product portfolio. Original Selters from Selters an der Lahn, Bionade from Ostheim vor der Rhön, Ti, the alternative refreshing tea, and Pepsi, the top international brand, in the range of non-alcoholic beverages round off the diverse portfolio of Germany's largest privately run brewing group. They form the Beer and Non-alcoholic Beverages Division, where 5,894 employees generated EUR 1,966 million in sales revenue in 2015.



## Beers

“German beer culture” is not only found in the logo of Germany’s largest brewery group. That this represents a business model that is actually put into practice every single day can also be seen in the highly varied portfolio: the unique Radeberger Pilsner, sparkling Schöfferhofer Weizen or the Frisian-dry Jever Pilsener. Pils and Weizenbier brands known across Germany can be found under the umbrella of the Radeberger Group.

The Radeberger Group can serve the current trend towards regional products like almost no other company in the German beer market. Allgäuer Büble Bier, Berliner Kindl and Berliner Pilsner, Brinkhoff’s No. 1, Dortmunder Kronen, Sion Kölsch, Ur-Krostitzer, Freiberger, Stuttgarter Hofbräu and Tucher, to name just a few of the brands, offer a major range of regional premium brands. In addition, the brands of the Radeberger Group are also represented with various varieties in the market for nonalcoholic beers.

International premium brands like Guinness, Kilkenny or Estrella Damm enrich the extensive range of beers. The Mexican brand, Sol, has also been part of the portfolio of the brewing group since January 2016.

The Radeberger Group’s brands, however, are not only sold in Germany. They are enjoying constantly growing popularity on the international stage.

## Nonalcoholic Beverages

The portfolio of nonalcoholic beverages includes one of the world’s first brand products: Original Selters from Selters an der Lahn. The range is supplemented by Bionade, the alternative refreshment from Ostheim vor der Rhön and the refreshing tea, Ti. The Pepsi, Mirinda, 7Up and Schwip Schwap brands from cooperation partner PepsiCo Germany complete the range of nonalcoholic beverages.

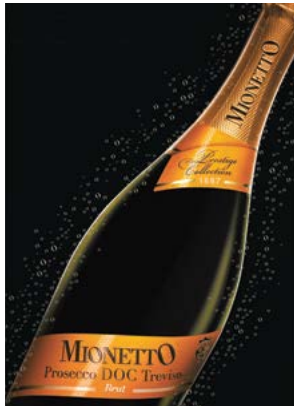


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## *Sparkling Wine, Wine and Spirits*

Henkell – this name stands for Germany's most exported sparkling wine brand. And it stands for the Henkell & Co. Group, whose tradition-rich companies with 1,972 employees form the Sparkling Wine, Wine and Spirits Division. In the 2015 financial year they generated revenues of EUR 689 million. The Group, which is based in the original headquarters in Wiesbaden, is represented with its own companies in 20 countries and exports to more than 100 nations worldwide.

➤ [henkell-sektkellerei.de](http://henkell-sektkellerei.de)



### Sparkling Wine

The Henkell & Co. Group offers all major varieties of sparkling wine from its own production. Besides familiar German sparkling wine brands such as Henkell, Fürst von Metternich, Deinhard, Kupferberg Gold and Söhnlein Brillant, the portfolio comprises its own Champagnes and Crémants from France, Prosecco from Italy and Cava from Spain. There are also long-established sparkling wine brands from Hungary, the Czech Republic, Poland, Romania, Slovakia and Ukraine. Henkell & Co. is the number one for sparkling wine in Austria, Sweden, Hungary, Estonia, the Czech Republic, Slovakia and Canada, for nonalcoholic sparkling wine in France and for Prosecco in the USA.

### Wine

Besides numerous sparkling wines, a premium collection of well-known German and

international wines completes the Group's range: the two German vineyards Fürst von Metternich-Winneburg'sche Domäne Schloss Johannisberg and G.H. von Mumm'sches Weingut can look back on several centuries of experience in making fine wines and produce world-famous Riesling wines. Internationally, the BB, Víno Mikulov, Habánské Sklepy and i heart wines set important accents for the Group.

### Spirits

Henkell & Co. is also market leader in the spirits segment – for vodka in Germany, for gin in Poland and for brandy in Slovakia. The portfolio includes the Wodka Gorbatschow, Kuemmerling, Fürst Bismarck, Jacobi 1880, Scharlachberg, Pott Rum, Batida de Côco, Mangaroca Cachaça and Cardenal Mendoza brands.



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## *Shipping*

With more than 250 offices, including over 100 of its own, the Hamburg Süd Group is represented worldwide. With more than 125 container ships, including 48 owned by the Group, it is one of the world's ten biggest container lines and is a leading provider in north-south trades. In 2015, it realized sales of EUR 6,057 million with 5,960 employees. Its core business is container liner shipping, including all pre- and post-shipment logistical services with Hamburg Süd as a German carrier and Aliança as a Brazilian shipping line. In addition, the Group operates with around 50 ships in bulk shipping and with ten ships in product tanker shipping.



### Liner shipping

Hamburg Süd has a network of approximately 50 liner services at its disposal, in which over 125 container ships and a pool of around 600,000 containers are deployed. To guarantee high logistics quality and optimum transport conditions, most of the container ships are designed to suit the particular needs of the regions they operate in. Besides standard 20- and 40-foot boxes, special containers are used that take into account the different requirements of certain raw materials, semi-finished and finished products, industrial goods as well as natural products. This applies in particular to the reefer segment, where innovative reefer container technologies preserve the quality of fruit, meat, fish, vegetables, dairy products and other perishable goods.

### Tramp shipping

Unlike in liner shipping, there are no fixed schedules and routes in tramp operations. In this sector, the Group is present on the oceans in bulk and product tanker shipping with about 60 ships under the names of Rudolf A. Oetker (RAO), Furness Withy

Chartering and Aliança Bulk (Aliabulk). When and where each ship will be loaded, and where it will sail to, depends on the customer and his cargo. Bulk ships carry bulk goods such as fertilizers, wheat or coal. Apart from that, the Group's service portfolio includes product tankers, which transport bulk liquids such as diesel oil and aviation fuel as well as molasses, vegetable oils and light chemicals.

### Other services

Columbus Shipmanagement GmbH (CSG) handles the technical management of the Group's own liner ships and provides support for their crews. It also supports new shipbuilding, which takes place above all in Asia. The shipping group holds interests in a terminal in Brazil and operates its own container depots and transport companies, primarily in South America. Hamburg Süd Reiseagentur, a special service provider for business travel, cruises and other tourism products, rounds off the service spectrum in the Shipping Division.



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## *Other Interests*

The Other Interests Division with its companies covers the chemical industry, luxury hotels, information technology, procurement services and logistics and has a varied product and services portfolio. The 2,482 employees of this division generated sales revenue of EUR 524 million in the 2015 financial year.

➤ [budenheim.com](http://budenheim.com)  
[oetkercollection.com](http://oetkercollection.com)  
[oediv.de](http://oediv.de)  
[roland-transport.de](http://roland-transport.de)



**Budenheim**

The traditional company Budenheim has its origins in the town of the same name in Rhine-Hesse. It has developed on the world markets to become a leading international manufacturer of premium phosphates and special chemicals. Approximately 1,000 employees produce more than 1,000 products for around 6,000 customers in over 100 countries – for special technical applications, food and pharmaceutical products.

**Handelsgesellschaft Sparrenberg**

Market expertise, services, tools – the trading company, Handelsgesellschaft Sparrenberg, supports the Oetker Group and selected external companies in strategic purchasing with information and consulting services in the areas of procurement market research, product group analysis, tender management and coordination/pooling.

**OEDIV Oetker Daten- und Informationsverarbeitung**

OEDIV Oetker Daten- und Informationsverarbeitung KG operates not only the Group’s

own data centers, but to a large extent also IT systems for external companies. Focal points include SAP and Microsoft applications and associated solutions for mapping integral process chains.

**Oetker Collection**

Unique elegance and distinct hospitality – that is what is represented by the “Masterpiece Hotels” of the Oetker Collection. Four of these masterpieces – Brenners Park-Hotel & Spa, Hotel Le Bristol, Château Saint-Martin & Spa and Hotel du Cap-Eden-Roc – belong to the Group. Six other grand hotels complete the Collection. Their management is entrusted to the Oetker Hotel Management Company (OHMC).

**Roland Transport**

Roland Transport is a service-oriented partner for logistics services. Besides forwarding and other logistics services, Roland offers support in tenders, transport planning and other 4PL activities (4PL = fourth-party logistics).



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## *Bank*

Bankhaus Lampe is one of Germany's leading private banks and stands for quality. The select customer base includes wealthy private customers, companies and institutional clients. With 661 employees, the Group of the same name forms the Bank Division. Besides Bankhaus Lampe with twelve branches and other offices in London, New York and Vienna, it includes further subsidiaries and equity participations.

➤ [bankhaus-lampe.de](https://www.bankhaus-lampe.de)



### **Bankhaus Lampe**

Hermann Lampe founded the bank in Minden in East Westphalia in 1852. Today, it is headquartered in Bielefeld. There are other branches in Berlin, Bonn, Bremen, Dresden, Düsseldorf, Frankfurt am Main, Hamburg, Munich, Münster, Osnabrück and Stuttgart.

Just like in its early years, today Bankhaus Lampe still finances entrepreneurs and companies and advises them on issues surrounding equity and external capital. In addition, it is specialized in financial consulting and management for wealthy private customers, as well as investment and asset management for institutional clients.

As a bank of entrepreneurs for entrepreneurs, this traditional company operates in the market with total independence and continuity. Thus it offers ideal conditions for long-term and trusting business relationships.

“Going the extra mile” is the aspiration that the bank and its staff always feel committed to. Bankhaus Lampe faces the competition from the major banks with a balance of exclusivity, personal advice and state-of-the-art processes, and offers a trendsetting model in the private banking sector.

# The Oetker Group

## History

### 1891

The pharmacist Dr. August Oetker lays the foundation for the company **Dr. Oetker** with the development of the baking powder Backin.

### 1923

**Budenheim** acquired.



### 1941

Acquisition of the majority share in **Brenners Park-Hotel & Spa**.



### 1949

Acquisition of **Bankhaus Lampe**, founded in Minden in 1852, and relocation of the company's headquarters to Bielefeld.



### 1958

Acquisition of Söhnlein Rheingold Sektkellerei. Today's international **Henkel & Co. Group** was formed through the subsequent merger with Henkel & Co.



### 1936

Participation in the shipping company **Hamburg Süd**.



### 1944

The founder's grandson, **Rudolf-August Oetker** (1916–2007) takes over the management of the family business and continuously opens new divisions.



### 1950

**Dr. Oetker Verlag** founded.



**1969**

Hotel du  
**Cap-Eden-Roc**  
(France)  
acquired.



**1981**

**August Oetker** becomes  
General Partner of  
Dr. August Oetker KG.



**1994**

Acquisition of the hotel  
**Château St.-Martin & Spa**  
(France).



**2010**

**Richard Oetker**  
becomes General  
Partner of  
Dr. August Oetker KG  
and takes over as  
Chairman of the  
Management Board of  
Dr. Oetker GmbH.



**1952**

Acquisition of  
**Binding-Brauerei AG**  
in Frankfurt am Main;  
the city is today the  
headquarters of  
the **Radeberger Group**.



**1978**

Hotel  
**Le Bristol Paris**  
acquired.



**1990**

Acquisition of  
**Martin Braun**, from  
which today's  
**Martin Braun Group**  
evolves.



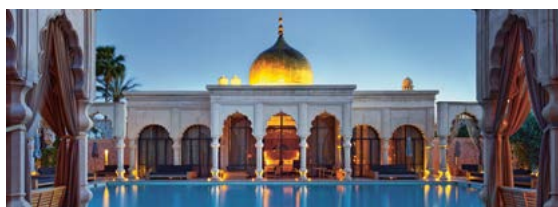
**2008**

Founding of **Oetker  
Hotel Management  
Company (OHMC)**,  
which specializes in  
the management  
of unique, externally  
owned hotels.



**2015**

Acquisition of **Conditorei  
Coppentrath & Wiese**, the  
leading manufacturer of  
frozen gateaux and cakes.



Published by  
Dr. August Oetker KG  
Public Relations  
Lutterstraße 14  
33617 Bielefeld  
[www.oetker-gruppe.de](http://www.oetker-gruppe.de)

