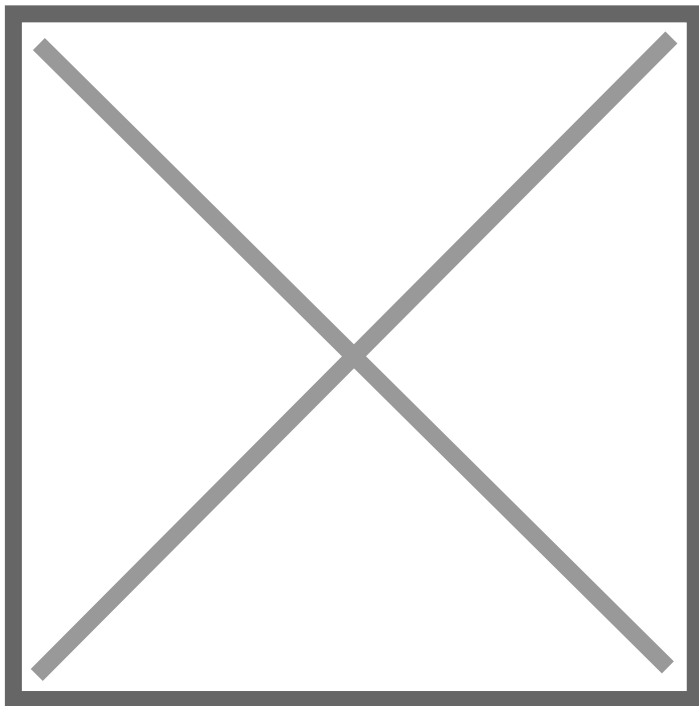


Ferrero celebrates 50 years in Australia

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Ferrero celebrates 50 years of delighting Australians with its iconic brands. From its beginning as a small pastry shop in Italy, Ferrero makes many of Australia's most-loved sweet treats, including Nutella, Ferrero Rocher, Kinder and Tic Tac.

This journey is reflected in the company's performance, which has almost doubled, with 91 per cent growth in ten years. The majority of this success has been delivered in the last four years, as Ferrero seeks to move beyond confectionery into Sweet Packaged Food categories. The business's strategy has seen Ferrero Australia successfully expand into four new categories in the last four years. This, alongside increased share for Ferrero's popular brands, has contributed to significant volume growth of 31 per cent since late 2020.

The uniquely iconic Nutella brand is so ubiquitous it is one of the only consumer brands with an international 'day' – World Nutella Day celebrated earlier this month. Nutella even surpassed local cupboard staples to become the #1 spread in Australia in 2023, and today, a jar of Nutella can be found in one in three Australian homes.

The Ferrero Rocher range has become synonymous with seasonal moments, with 8 billion Ferrero Rocher produced each year globally and the business capturing a significant share of the local market across Easter and Christmas.

Ferrero's growing Biscuits portfolio, which includes Kinder Happy Hippo, Kinder Tronky and Nutella b-ready, outperformed the category year on year. The latest entrant, Nutella Biscuits, became an essential European souvenir when it launched in Italy in 2019 before quickly capturing local hearts and appetites in 2023.