

## 6. COMMUNICATION

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- Ferrero has always applied an absolutely truthful and transparent communication approach, with a particular focus on corporate social responsibilities.
- Ferrero has always supported its brands with a broad communication directed at consumers, extremely attentive to providing information that is always very product-focused.
- Ferrero believes that it is important to “explain” how its Big Brands are produced, to enable its consumers to understand its careful selection of high quality raw materials, richness of recipes and uniqueness of its products.

## 7. CORPORATE SOCIAL RESPONSIBILITY

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- The Ferrero Group’s Corporate Social Responsibility (CSR) is based on 4 pillars:



- For the themes on Corporate Social Responsibility, please consult our 5<sup>th</sup> annual report “Share Values to Create Values”. The CSR report has been edited in accordance with the guidelines defined by the “*Global Reporting Initiative*” (GRI), which awarded the Ferrero Group with an A+ [www.ferrerocsr.com](http://www.ferrerocsr.com)
- Ferrero Foundation: the relevant section is available in the CSR report, the dedicated brochure and volume edited by Caterina Ginzburg ‘Thirty years of the Ferrero Foundation’. [www.fondazioneferrero.it](http://www.fondazioneferrero.it)
- Ferrero Social Enterprises: the relevant section is available in the CSR report, the dedicated brochure and volume edited by Caterina Ginzburg “Ferrero Social Enterprises”. [www.ferrerosocialenterprises.com](http://www.ferrerosocialenterprises.com)
- Kinder+Sport: the relevant section is available in the CSR report, the dedicated brochure and volume edited by Caterina Ginzburg “Kinder+Sport”. [www.kinderplussport.com](http://www.kinderplussport.com)

## 8. CUSTOMER APPRECIATION

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- Amongst the most loved facebook pages are those of the Group’s Big Brands. Nutella®, for example, has more than 30 million fans and Ferrero Rocher® more than 21 million (updated January 2015).

## 9. SOME FUN FACTS

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- The hazelnuts used in 2 years could fill a basket the size of the Colosseum.
- The Kinder Surprise® produced in a month could cover the Monterrey Macro plaza in Mexico.
- A line of Kinder Chocolate® produced in 6 days would be as long as the Trans Siberian railway.
- The Nutella® produced in one year weighs the same as the Empire State Building.
- A line of Nutella® jars produced in a month would stretch 1.6 times along Route 66.
- A line of Rocher® produced in 6.2 days would be as long as the length of the Great Wall of China.
- The Tic Tac® produced in 4 years amount to the same number of stars in the Milky Way.
- Each year 7 Tic Tac® drops are produced for every person on Earth.
- November 2014 – The project Kinder+Sport wins the “2014 Most Influential Corporate Social Responsibility Award” assigned by CIPRA (China International Public Relations Association), for its outstanding performance in promoting sport among children and teenagers in China.

## 10. ADDITIONAL INFORMATION

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31<sup>st</sup> August 2014

# VADEMECUM FERRERO GROUP’S DATA

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## 1. TOTAL TURNOVER and BIG BRANDS

- Ferrero closed the financial year 2013/14 on 31 August 2014, with a consolidated net turnover of 8.4 billion Euros.
- More than 70% of the turnover was gained thanks to the Group's 10 international Big Brands.

### VOLUMES SOLD YEAR 2013/14 (data in thousands of quintals)



Nutella,  
3.825 kqli



Kinder Sorpresa,  
304 kqli +  
Kinder Joy, 134 kqli  
= 438 kqli

Kinder Cioccolato, 568 kqli +  
Kinder Cioccolato Maxi, 332 kqli  
= 900 kqli



Kinder Fetta al Latte,  
350 kqli

Kinder Pingui,  
282 kqli



Ferrero Rocher,  
680 kqli



Raffaello,  
270 kqli

Kinder Delice,  
267 kqli



Kinder Bueno totale,  
616 kqli

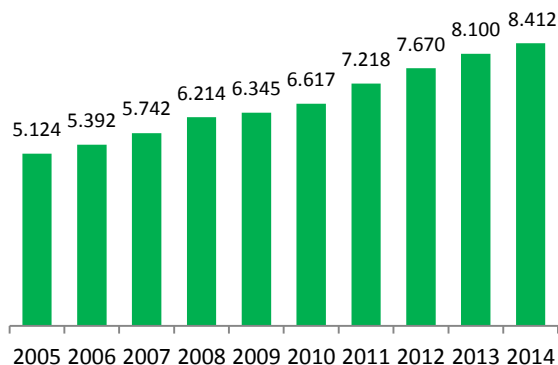


Tic Tac,  
259 kqli



### GROUP'S TURNOVER (Data in €/billion)

See below for the historical trend that illustrates the Ferrero Group's net turnover from 2005 to 2014. In this period the turnover has grown beyond 8 billion euros.



## 2. COMPETITIVE POSITION <sup>1</sup>

- Ferrero is amongst the market leaders of the confectionery sector, and the fourth worldwide Group in the chocolate confectionery market (after Mars/Wrigley, Mondelez and Nestlé).
- Ferrero has an 11.1% market share value of the worldwide chocolate confectionery market.
- Within the chocolate confectionery market Ferrero is the leader in 8 countries (Germany, Italy, France, Portugal, Singapore, Hong Kong, South Korea and Taiwan) and is in second position in 6 others (Austria, Hungary, Romania, Spain, China and Russia).
- In the European markets, where Ferrero began its historical development, the market share value exceeds 18%.
- Ferrero excels in the pralines category, in which it is the undisputed leader, having reached a global share of around 19.1%. In particular Ferrero Rocher® is the number one praline in the world according to quota and level of diffusion in all continents. Alone it reaches a share of 9.5% of the global praline market.

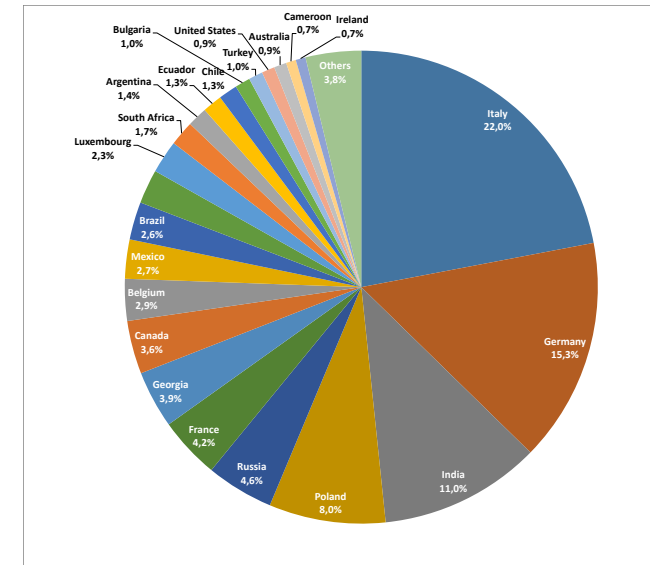
## 3. COMMERCIAL and INDUSTRIAL CAPACITY

- Ferrero is present in 53 countries, it has 20 production plants around the world (in Italy, Germany, France, Australia, Ireland, Ecuador, Belgium, Poland, Argentina, Brazil, Canada, Russia, Mexico, Turkey), of which 3 are Ferrero Social Enterprises in Africa and Asia (in Cameroon, India, South Africa), and 9 agricultural companies (in Chile, Argentina, Bulgaria, Georgia, South Africa, Australia, Italy, Turkey and Serbia).
- Ferrero products are present and sold, directly or through authorized retailers, in more than 160 countries belonging to the entire international community.

<sup>1</sup> Data updated September 2014 – IRI Nielsen.

## 4. PEOPLE

- On 31 August 2014 Ferrero had exactly 34 236 collaborators (27 485 employees and 6 751 principally temporary, external collaborators).
- These collaborators work in the countries where the Group is present according to the below graph:



- On 31 August 2014, the Ferrero Group included employees belonging to 100 different nationalities.

## 5. RAW MATERIALS

- Ferrero only uses raw materials that have been selected for their high quality and standards from the very beginning.
- In the last financial year Ferrero purchased around 120 000 metric tonnes of cocoa, 140 000 metric tonnes of milk, 390 000 of sugar and furthermore 90 000 metric tonnes of hazelnuts.
- The hazelnuts have always been a primary material of the highest quality, which give the Ferrero products a unique taste. Ferrero has established its own plantations purposefully in some countries in the Southern hemisphere to ultimately benefit from having access to fresh hazelnuts all year round.