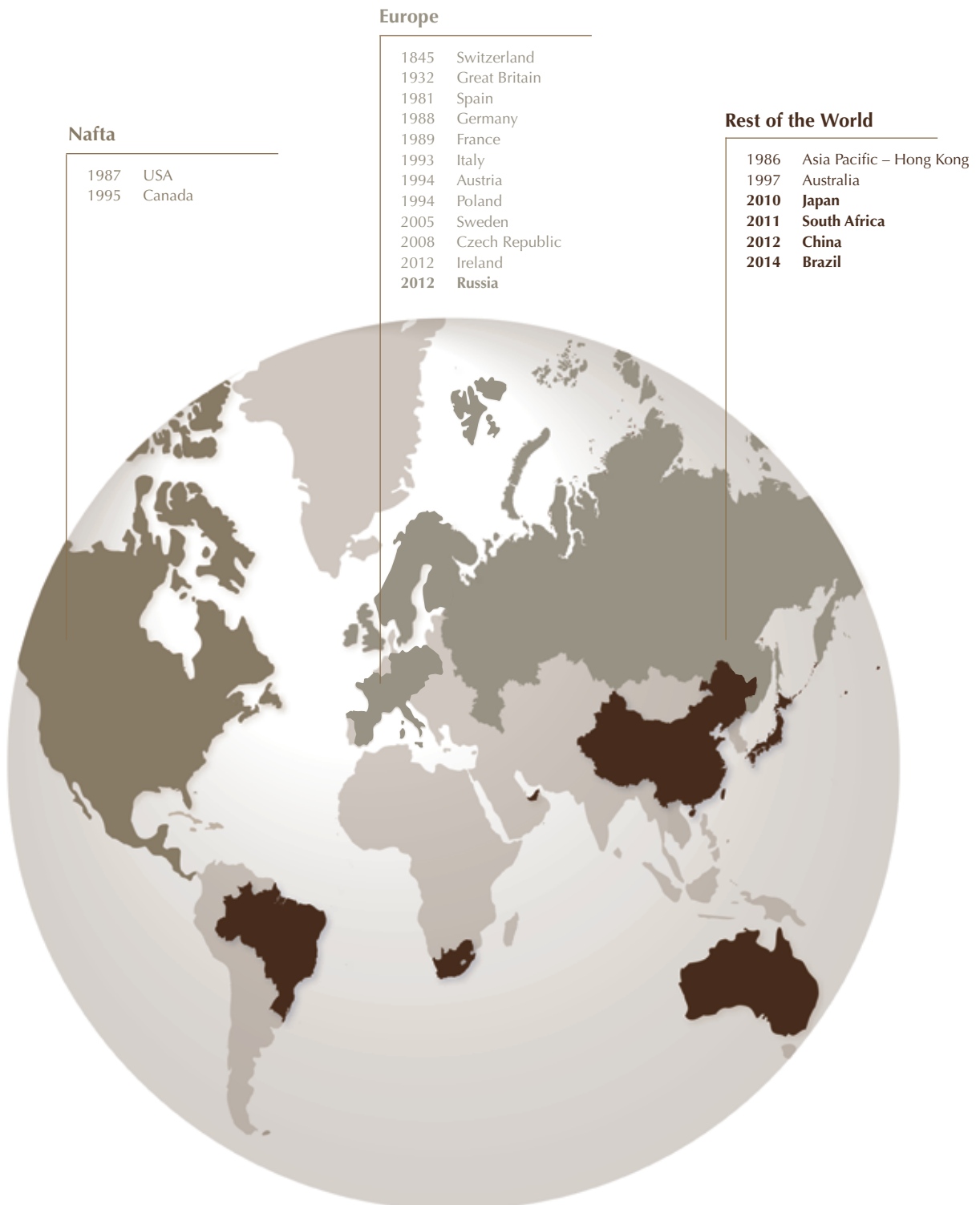


Global Growth

Lindt & Sprüngli in the world's most important chocolate markets – We make the world a sweeter place.



Years of Lindt & Sprüngli's entries in global chocolate markets with own subsidiaries.

Global Growth

Since the beginning of its nearly 175-year history, Lindt & Sprüngli has been conquering new markets and facing the challenges they pose. Putting the international expansion of the chocolate business at the heart of its corporate strategy was decisive for the Swiss premium chocolate manufacturer's successful and sustainable development.

The entrepreneurial spirit and innovativeness of the two founding fathers, Rudolf Sprüngli and Rodolphe Lindt in the 19th century created the ideal conditions for the impressive international success story of the Lindt & Sprüngli Group.

Nowadays, we sell our premium chocolate around the world so that every chocoholic has the chance to savor their favourite chocolate. Our high standard in terms of quality and our processing of raw materials was one of the most important success factors right from the start. Lindt & Sprüngli is one of the few chocolate manufacturers that manages every step of its chocolate production itself – from the selection of the cocoa beans right through to the finished product. Or in other words, we produce our products “from bean to bar”.

First major milestone – Europe

At the start of the 20th century, Lindt & Sprüngli had already recognized the enormous importance of export business and raised its brand awareness beyond the company's domestic market. In as early as 1919, its exports were counting for up to 75% of the company's total sales. Although the Great Depression of the 1920s and 1930s and the two world wars led to an almost total standstill of international exports, they could not put the brakes on the Swiss entrepreneurial spirit. During the post-war years, we specifically focused on conquering the European chocolate markets, with our direct neighbours Germany, France, and Italy playing a particularly important role.

The development of the European licensing business meant that we were able to establish the brand very successfully and quickly in these markets. At the same time, Lindt & Sprüngli also benefited from the post-war economic boom, allowing the export business in particular to quickly flourish again.

Lindt & Sprüngli establishes its own subsidiaries

In the 1980s, Lindt & Sprüngli decided to buy back the licensing business so that it could cultivate the market itself and further increase brand awareness. Soon enough, it managed to expand its presence in the continent's key chocolate markets, where it became one of the leading chocolate brands.

The characteristics offered by the neighboring markets were a great source of inspiration for Lindt's creation of exquisite chocolate recipes. With a sales share of over 45%, Europe continues to be one of the most important international growth markets for Lindt & Sprüngli's chocolate.

Heading for new shores – a success story in the US

Lindt & Sprüngli wrote the next chapter of its history in as early as the 1990s. It decided to conquer the world's greatest chocolate market, the US, to exploit the enormous growth opportunities that the North-American market offers. The acquisition of one of the US's oldest and longest-standing chocolate companies, Ghirardelli, was pivotal in the company's positioning on the American market and the expanding of the Group. The presentation of Swiss chocolate products in Lindt's own Retail Shops was also a key factor in promoting the brand and being able to sell it to retail partners later on.

Following the successful gradual establishment of the Lindt and Ghirardelli brands in America in the previous 20 years, the Group made a strategically important decision to acquire the chocolate company Russell Stover in 2014. With the three brands of Lindt, Ghirardelli, and Russell Stover, Lindt & Sprüngli is the uncontested No. 1 in the premium chocolate segment and is No. 3 in the US chocolate market as a whole. Nowadays, the NAFTA region accounts for about 40% of total sales.

New Lindt & Sprüngli chocolate markets

Since the turn of the millennium, Lindt & Sprüngli has been continuously breaking new ground and conquering future markets that are not traditional chocolate markets. Although they all still have a low per-capita consumption, the consumers in these markets are placing more and more importance on quality and high-value chocolate, meaning extremely promising growth potential for Lindt & Sprüngli.

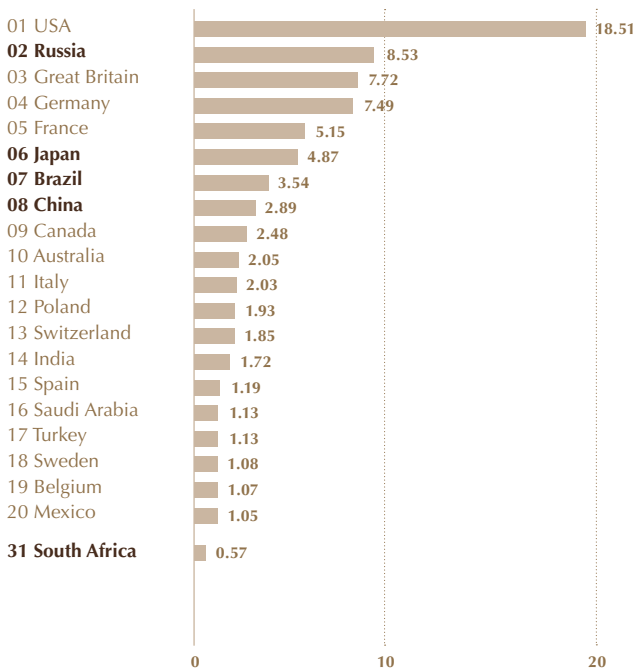
As part of the corporate Group's geographical expansion, Lindt & Sprüngli has been consistently conquering new markets, thus today there are only a few white spots left on the globe. These markets are operated around the world by many of the company's own subsidiaries as well as an extensive international network of distributors. In this respect, the specific characteristics of the chocolate markets and the various chocolate consumption habits pose both a challenge as well as a continuous drive for Lindt & Sprüngli's creativity and innovativeness, which is needed in order to grow profitably in these new markets too.

This year's annual report is specifically dedicated to the Russian, Japanese, Brazilian, South African, and Chinese markets, whose affluent middle classes have experienced a sharp growth over the last few years. As income increases, so does the consumers' demand for high-quality chocolate products. This is also the case in countries in which chocolate is not part of the traditional food culture. The consumption of premium chocolate has increased over the last few years.

Lindt & Sprüngli is focusing its work on raising its brand awareness in these new markets and developing the unique brand experience in its own Lindt Shops with the help of innovative products. Quality, innovation, Swissness and excellence play a crucial role for us in this respect. With its far-sighted and consistent corporate strategy, Lindt & Sprüngli has become one of the world's leading chocolate manufacturers and has successfully conquered the world's 20 largest chocolate markets and beyond.

Top 20 Chocolate Markets worldwide

Retail value in billion CHF per year



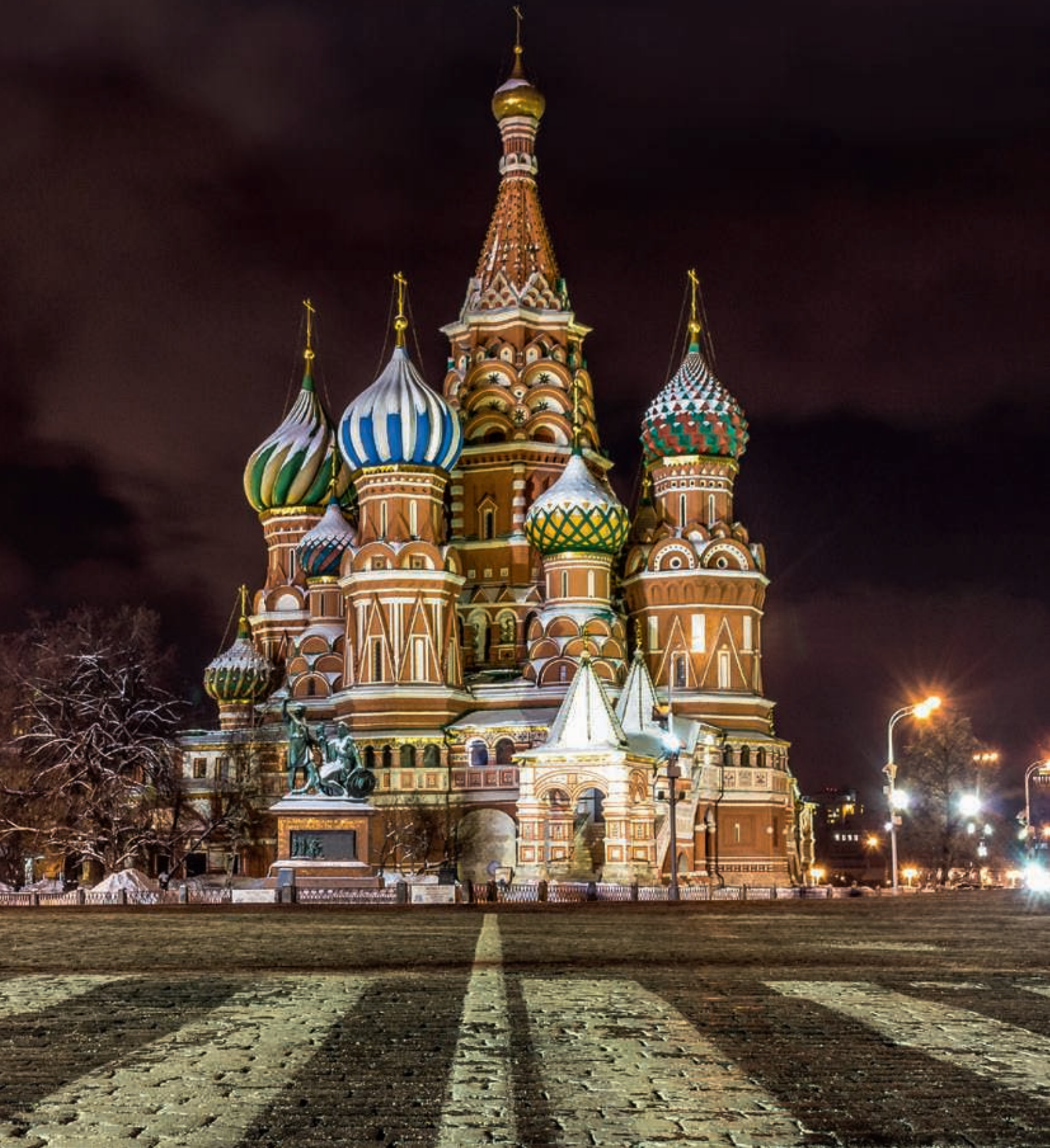
Chocolate Consumption worldwide

kg per capita



Source: Euromonitor 2017

Chocolate
meets tea



Russians often serve chocolate with tea. Lindt & Sprüngli chocolate – particularly the Excellence and Lindor ranges – is very popular among affluent and demanding Russian consumers. However, our products are also in demand on International Women's Day or New Year's Eve, when Russians spoil their loved ones with premium chocolate.

Around the world, Russian food and drink culture is associated with caviar, blinis, and vodka. Many people do not know that chocolate forms an integral part of this culture too. However, with an annual consumption of 4.8 kilograms of chocolate per capita, Russia is already ranked an impressive second in the global chocolate market.

Nevertheless, Russia still has some catching up to do compared with other European markets as the premium segment remains small, given how the economy has developed and the population's majority rather limited purchasing power. At the same time, however, there is an ever-growing middle class, leading to an increase in the population's ability to afford high-quality products. This makes Russia an exciting growth market for Lindt & Sprüngli.

Setting the ball rolling with 600,000 Lindor truffles

In 2012, Lindt & Sprüngli founded a subsidiary to drive efforts to tap into this dynamic market from within the country. As early as September of the following year, we celebrated Moscow's anniversary for the first time with a major sam-

pling campaign: our Lindt Maitres Chocolatiers handed out 600,000 Lindor truffles across the whole city. In the winter of 2016, we opened the first of the currently two Lindt Shops in Moscow at a prime location in the MEGA Khimki shopping center. Here, we can access Russian consumers directly, and they can try out our products on the spot and buy directly from us.

The popular Lindt Excellence range

Russians like buying chocolate to serve with tea. Russia is a tea-drinking nation. There is a long-standing tradition of preparing this typical Russian drink using a samovar – a kind of Russian tea kettle. Lindt & Sprüngli benefits from this tea culture with its wide range of products.

For, while Russians prefer black tea, their taste in chocolate is more varied, even if dark varieties or milk chocolate are the most popular. Lindt & Sprüngli was therefore able to position itself quickly on the Russian market as a Swiss premium brand with the wide choice of Lindt Excellence bars. The classy packaging design particularly appeals to Russian consumers.

One truly enjoys a cup of tea with delicious Lindt chocolate after a long shopping day in Moscow.



Spoiling people on special days with Lindt

The Excellence bars and other Lindt products can also make great gifts. International Women's Day (8 March) and New Year's Eve in particular are therefore important times of the year for Lindt & Sprüngli. For many Russian women, 8 March is the most important holiday of the year as they get spoiled by their husbands and children at home. As a gesture of thanks, Russian women like to receive exclusive premium products. Lindt chocolate gifts are particularly popular among Russians because they promise the finest quality and pure pleasure.

The New Year celebrations are also a particular highlight of the year in Russia. They always last several days from 30 December to 8 January. Unlike other countries, the Julian calendar is used in Russia (in keeping with the Orthodox tradition), according to which Christmas falls on 7 January. However, presents are distributed by Grandfather Frost as early as 31 December. For these traditional holidays,

Lindt & Sprüngli has developed a particularly exceptional pralinés and Lindor range. Many Russian families enjoy our chocolate creations in a cosy atmosphere during this period.

Growth in a challenging environment

Although Russia goes through difficult economic periods time and time again, the purchasing power of the wider population is low, and the social and economic climate presents a major challenge, Lindt & Sprüngli is focusing on the Russian market.

Over the last five years, Excellence and Lindor have become the most important and fastest growing ranges in the Russian chocolate market. The market position we have achieved so far and the success of the two new Lindt Shops in Moscow indicate that we are on the right track. And Lindt & Sprüngli will continue down this path in order to increase its brand awareness in Russia.



Families enjoy spending time with each other while ice skating in front of Russia's largest department store directly at the Red Square – the GUM.

No. 2

in the international
chocolate market

4.80 kg

chocolate consumption
per capita

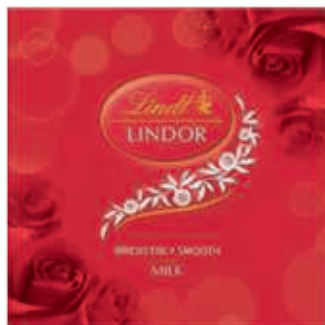
2 Shops in Russia

- 1_MEGA Khimki, Khimki, Moscow
- 2_MEGA Teply Stan, Sosenskoe, Moscow



Lindt Master Chocolatiers present our most popular product on Moscow's Red Square and sample 600,000 Lindor balls in the whole city.

Lindor gets the hearts of Russian women racing on March 8, the International Women's Day.



Shop by shop
to success



Since 2010, Lindt & Sprüngli has enjoyed a presence on the ever-growing Japanese chocolate market: Japanese consumers are particularly interested in our own Cafés and Boutiques that are sustaining double-digit growth we generate in Japan each year. Lindt products are especially in demand when it comes to the art of giving presents, which enjoys great popularity in Japan.

Those who have travelled to Japan will know just how fascinating this island nation and its extraordinary culture can be. For Lindt & Sprüngli too, the Land of the Rising Sun is an extraordinary market in many respects. Although chocolate is not part of traditional Japanese food culture, chocolate consumption nowadays is 1.2 kilograms per capita, making Japan, with its 127 million inhabitants, one of the largest chocolate markets in Asia.

These figures prove that Japanese people love chocolate as well. Lindt & Sprüngli is seizing this opportunity and has positioned itself ideally with a pioneering model for delivering success, despite the fact that the market continues to be mainly dominated by local chocolate manufacturers.

Creating a buzz with our own Cafés and Shops

In 2010, we entered the market by opening two Lindt Chocolate Cafés in Tokyo. Their success paved the way to gaining

a foothold in this highly promising market: since then, Lindt & Sprüngli has opened an increasing number of Cafés and Shops every year. We now have a presence, with our own shops, at 30 exclusive addresses in Japan. As this trend shows, the concept of Lindt's own Cafés and Boutiques has met with great enthusiasm. The primary consumers have a strong awareness of brands and, therefore of premium products. Lindt's own Cafés and Shops have a significant influence on its profile and image. Our unique in-store experience allows customers to feel the Swiss standards of quality and to engage first-hand in the world of the Lindt Master chocolatiers.

The opening of Lindt Shops in prime shopping locations is particularly celebrated by Japanese Lindt fans, who line outside the shops for hours before the doors eventually open and they are able to immerse themselves in the Lindt chocolate world. In addition to the world's most extensive product range, which offers the quality-conscious and

The Lindt Sakura Drink with white chocolate and the delicious Sakura Macarons celebrate the beauty of the Japanese cherry blossom and symbolize Japan.



self-indulgent Japanese a huge variety of taste experiences, they also like the special café product range of chocolate drinks and desserts with flavor such as white chocolate with cherry blossom and white chocolate with matcha, which Lindt & Sprüngli has created exclusively for the Japanese market. As witnessed in other markets too, Japan has seen a clear trend towards dark chocolate over the last few years. Lindt & Sprüngli offers a wide variety of the Excellence range with high cocoa content, which responds to this trend and is hugely popular in Japan.

The culture of giving chocolate as a present

The Japanese particularly value our products when it comes to the art of giving presents, which enjoys great popularity in Japan. Over the course of the year, the Japanese exchange presents on certain dates, including Valentine's Day on February 14 and what is known as White Day on March 14.

Unlike in other countries, it is only Japanese women who spoil their favourite men, bosses, colleagues and friends on Valentine's Day, and they usually do so with chocolate. Japanese women are increasingly opting for Lindt's high-quality range of gifts to express their sympathy and feelings on this day.

On White Day, it's then the men's turn to give chocolate to ladies, which often used to be white chocolate back in the day. We are seeing a trend towards chocolate products with a higher proportion of cocoa on this day too. The Lindt & Sprüngli chocolate and pralinés range offers an exclusive selection that Japanese men and women particularly appreciate on these occasions. As such, these two days are among the most lucrative and important in the whole year for Lindt & Sprüngli Japan.

Unwavering growth potential

For Lindt & Sprüngli, Japan will remain a very attractive chocolate market with a lot of growth potential over the next few years, which is also worth exploiting through our clear positioning in relation to local manufacturers. As well as opening more new Lindt Cafés and Shops in prime locations, we will continue to delight Japanese consumers with our quality and particularly with special chocolate creations.



The 30 Lindt Shops are the preferred addresses in Japan for the unique chocolate experience.

Exquisite selection of chocolate desserts in our Japanese Lindt Cafés.



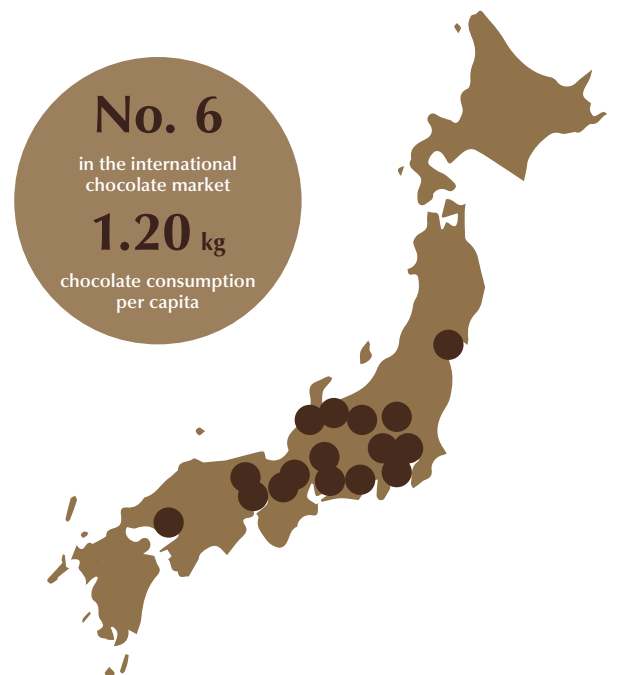


12 Shops and 18 Cafés in Japan

- 1_Ginza, Tokyo
- 2_Omotesando, Minato-ku, Tokyo
- 3_Jiyugaoka, Meguro-ku, Tokyo
- 4_Kichijoji, Musashino-shi, Tokyo
- 5_Shibuya, Shibuya-ku, Tokyo
- 6_Kitasenju, Adachi-ku, Tokyo
- 7_Nagoya, Nagoya-shi, Aichi
- 8_Iruma, Iruma-shi, Saitama
- 9_Ryuo, Gamo-gun, Shiga
- 10_Karuizawa, Kita saku-gun, Nagano
- 11_Toki, Toki-shi, Gifu
- 12_Kobe Sanda, Kobe-shi, Hyogo
- 13_Yokohama, Yokohama-shi, Kanagawa
- 14_Lumine Tachikawa, Tachikawa-shi, Tokyo
- 15_Rinku, Izumi-Sano-Shi, Osaka
- 16_Kanazawa, Ishikawa
- 17_Sendai, Miyagi
- 18_Yurakucho, Tokyo
- 19_Shizuoka, Shizuoko
- 20_Hokuriku Oyabe, Toyama
- 21_Sendai Izumi, Miyagi
- 22_Kyoto Shijodori, Kyoto
- 23_Ikebukuro, Tokyo
- 24_Nishinomiya, Hyogo
- 25_Hachioji, Tokyo
- 25_Chofu, Tokyo
- 27_Takasaki, Gunma
- 28_Hiroshima, Hiroshima
- 29_Ebina, Kanagawa
- 30_Kobe Sanomiya, Kobe-shi, Hyogo



The Lindt Gold Bunny presents itself in a traditional Origami robe – the Japanese tradition of ornately folding paper.



Gold Bunny conquers Brazil





Lindor Maxi Balls filled with 44 delicious Lindor truffles are not just a delight for children in Brazil.



Easter and Christmas are a time for huge family celebrations in Brazil. Easter in Brazil involves giving lots of chocolate and colorful eggs as presents. As well as Lindt & Sprüngli the Gold Bunny, of course. In Brazil, the joyful Christmas period with its summery temperatures is not traditionally celebrated with chocolate, but rather with a Lindt Panettone and cool drinks.

Formerly a major producer and exporter of cocoa beans, Brazil now imports them as well. The Brazilian region of Southern Bahia is one of the world's oldest and largest cocoa cultivation regions. With an annual harvest of more than 200,000 tonnes, Brazil is still one of the largest producer of cocoa outside of Africa. However, the country today relies on importing cocoa in order to cover the amount consumed by its more than 200 million citizens.

Despite the financial crisis experienced in recent years, Brazil has now become the seventh biggest economy in the world. Increased prosperity has seen the current annual consumption of chocolate per capita rise to 1.2 kg, making Brazil the seventh largest market for chocolate worldwide.

Constantly developing and expanding our position

Since 2014, Lindt & Sprüngli has been directly represented in Brazil as part of a joint venture with the CRM Group, which has a lot of experience in chocolate and retail. When developing and expanding our brand, we can take advantage

of the very strong market presence already enjoyed by our product line thanks to the attractive range on sale in duty-free shops. Many travellers bring home Lindt & Sprüngli chocolate products for their friends and families. The small, colorful Napolitains are particularly popular among Brazilians, especially those made from milk chocolate.

Coffee and chocolate: a passionate combination

Together with our joint-venture partner, we have been investing in the expansion of the now 30 Lindt Shops in sophisticated shopping centers, all of which are located in the economically strong and heavily populated south-east of the country. Exclusive shops allow Brazilian consumers to combine two national passions and treats: chocolate and coffee.

This particular Lindt experience in a pleasant atmosphere and the attentive assistance make the Shops the perfect place to quickly retreat from hectic everyday life. Visitors appreciate the extremely varied and colorful Lindor Pick & Mix range, with the chocolate specialities with nuts and fruit being particularly popular.

Sweet moments with the family

Chocolate is also an ideal present for special moments and celebrations with the family. For example, Brazilians throw large-scale celebrations for Easter and Christmas. The special chocolate eggs packaged in Brazil are especially in demand at Easter.

Our Lindt Gold Bunny has now also become an integral part of the holiday and is adored by lots of children. In the summer heat of the festive period, it is the traditional panettone rather than chocolate that decorates every Brazilian's Christmas table. The Lindt Panettone, baked following an Italian recipe and with Lindt chocolate, comes in different flavours, making it a popular culinary treat for many Brazilian families at Christmas. One national speciality in Brazil

we simply can't forget is brigadeiros. A sort of truffle made from cocoa respectively delicious chocolate and condensed milk – is a standard feature of birthdays and weddings.

Chocolatey expansion plans

After a brief yet very difficult crisis during the two previous years, the Brazilian economy found its way back onto a modest growth path in 2017. With another upturn expected over the next few years, Lindt & Sprüngli is planning to have 50 Lindt Shops in Brazil by 2020. The special brand experience offered in the shops and the development of e-commerce over the next few years will considerably contribute to a successful expansion of the Brazilian market and increase awareness of Lindt as a premium brand.



Lindor Easter range with the Napolitains, which are very popular in Brazil.



A warm welcome by a Chocolate Advisor in the Lindt Shop in the sophisticated Morumbi shopping center in São Paulo.

The chocolate Easter egg is an important tradition in Brazil and especially the Lindt Extra Smooth Selection with high cocoa content is in high demand.



No. 7

in the international
chocolate market

1.20 kg

chocolate consumption
per capita



30 Shops in Brazil

- 1_Higienópolis, São Paulo
- 2_Morumbi, Vila Gertrudes, São Paulo
- 3_Ibirapuera, Moema, São Paulo
- 4_Eldorado, Pinheiros, São Paulo
- 5_Villa Lobos, Alto de Pinheiros, São Paulo
- 6_Leblon, Rio de Janeiro
- 7_Barra, Barra da Tijuca, Rio de Janeiro
- 8_Cidade São Paulo, Bela Vista, São Paulo
- 9_Iguatemi Campinas, Vila Brandina, Campinas, São Paulo
- 10_São Caetano, Cerâmica, São Caetano do Sul, São Paulo
- 11_Botafogo, Rio de Janeiro
- 12_Center Norte, Vila Guilherme, São Paulo
- 13_Iguatemi São Paulo, Jardim Europa, São Paulo
- 14_Anália Franco, Tatuapé, São Paulo
- 15_Market Place, Vila Cordeiro, São Paulo
- 16_Tijuca, Rio de Janeiro
- 17_Dom Pedro, Jardim Santa Genebra, Campinas
- 18_Bourbon, Perdizes, São Paulo
- 19_Plaza Niterói, Centro, Rio de Janeiro
- 20_Santos Praiamar, Santos
- 21_Belo Horizonte, Belo Horizonte
- 22_Ribeirão Preto, Jardim Califórnia, Ribeirão Preto, São Paulo
- 23_Brasília Park Shopping, Guará, Brasília
- 24_Pátio Paulista, Bela Vista, São Paulo
- 25_Mueller, Mercês, Curitiba
- 26_Barigui, Mossungue, Curitiba
- 27_Iguatemi Brasília, Brasília
- 28_Brasília Shopping, Brasília
- 29_Catarina, São Roque
- 30_Shopping Rio Sul, Rio de Janeiro

Our Gold Bunny,
which has taken
Brazil by storm.

To no. 1
in six years



South Africa is a colorful and dynamic nation of chocolate lovers. Sweet and milky, it is a joy to experience with friends and family. The Hello product line is particularly popular because it boasts these exact characteristics.

Over the last few years, the diverse and lively nation of South Africa has enjoyed a dynamic economic development. Having entered the market in 2011, Lindt & Sprüngli has since been able to quickly and successfully establish itself and position its Swiss premium products well in a market environment determined by international brands. Although South Africa only ranks 31st out of the most important chocolate markets with a chocolate consumption of 0.9 kg per capita, it is already demonstrating a pronounced chocolate culture.

Hello South Africa

Despite their diversity, the people of South Africa – the so-called rainbow nation – have one thing in common: their love of milk chocolate. The extremely young consumers share sweet chocolate with their friends, often eating it for a quick boost of energy when they are out and about. The colorful and bold Hello products match the South African zest for life exactly.

The launch was supported by new communication concepts with the popular South African testimonial DJ Fix Moeti, who quickly raised awareness of Hello. However, the

colorful, melt-in-your-mouth Lindor truffles in various flavours and the Lindor bar in particular are also among the best-selling products in South Africa.

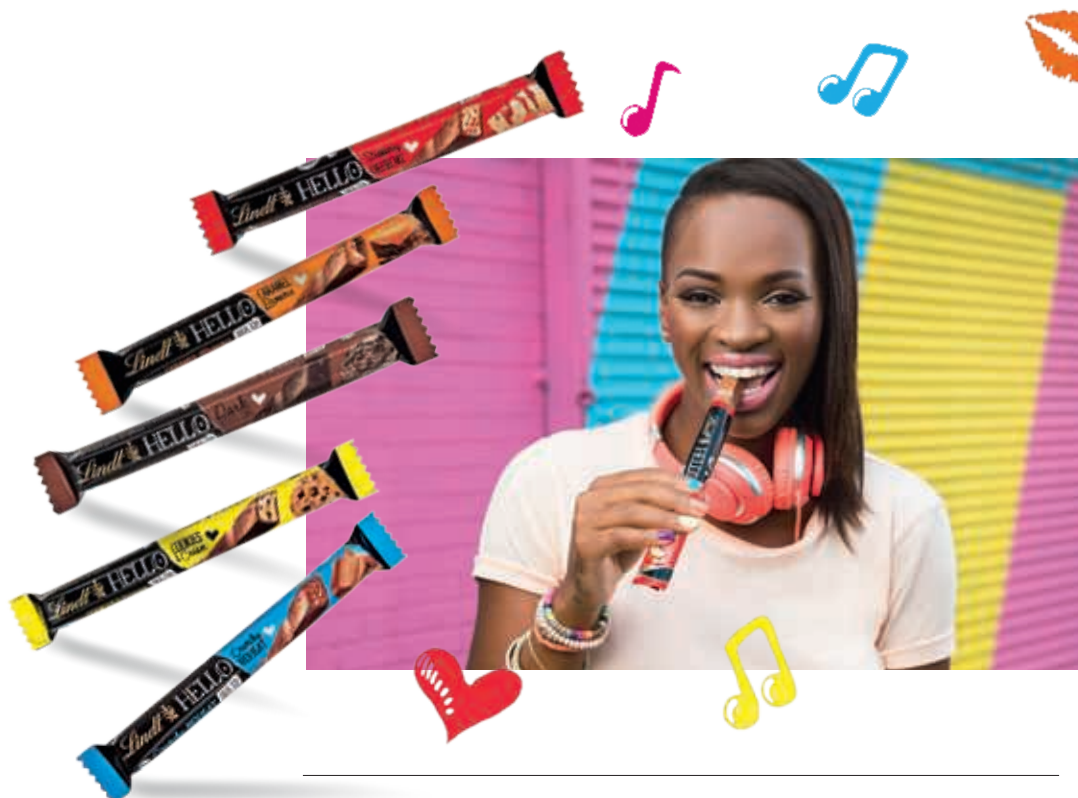
Spoiling others with joy

In the 12 Lindt Shops, consumers can already be inspired by the extensive chocolate range and receive tips from advisors in a premium Lindt atmosphere. Our consumers like being able to select high-quality chocolate gifts from the shops with which they can spoil their families during the traditional festive periods of Easter and Christmas or on Valentine's Day.

Thanks to this special Lindt shopping experience that is increasingly enjoyed by South Africans, Lindt & Sprüngli has quickly become the number one premium provider.

Fuelling passion for chocolate

As well as shopping experiences in Lindt Shops, joint activities with family and friends also help ignite passion for chocolate in South Africa.



Fix Moeti, the Hello testimonial, presents the diverse and colorful Hello range.



Lindt Master Chocolatiers in the Lindt Chocolate Studio in Cape Town prepare for a chocolate course.

Exquisite chocolate creations produced during the courses at the Chocolate Studios.

To provide a special setting for these moments, Lindt & Sprüngli opened Chocolate Studios in Cape Town and Johannesburg. During chocolate courses, Lindt Master Chocolatiers show small groups of guests how to mould Lindt Gold Bunnies and how to make delicious chocolates. They also learn how to taste chocolate using all their senses and are introduced to the special characteristics and production of Lindt chocolate – the Lindt Difference. The chocolate courses in relaxed atmospheres are a key success factor for our premium brand.

New moments of joy

South Africa's economy is growing and thriving. Chocolate preferences are changing with the country's ever-evolving

middle class. The Excellence line with its high cocoa content is landing more and more in the shopping baskets of quality-conscious South Africans who love to indulge in short moments of joy.

It is this new love for premium chocolate in particular that makes the South African market so attractive for Lindt & Sprüngli and which also sustains the double-digit growth rates. These are the best market conditions for Lindt & Sprüngli to further expand its successful Excellence line and the Lindor truffles for Easter, Christmas and Valentine's Day, which are becoming increasingly important for the company.



Lindt's Chocolate Advisors are specially trained and provide our customers with comprehensive assistance until they find just the product that gets their chocolate-loving heart racing.



Unique shop decoration:
The continent of Africa made out of Lindt chocolates.



No. 31

in the international
chocolate market

0.90 kg

chocolate consumption
per capita

12 Shops and 2 Chocolate Studios in South Africa

- 1_Cape Town, Cape Town
- 2_Johannesburg Design Quarter, Sandton
- 3_Sandton, Sandton
- 4_Gateway, Umhlanga Durban
- 4_Mall of Africa, Midrand
- 5_Cresta, Randburg
- 6_Canal Walk, Century City
- 7_Menlyn Park, Pretoria
- 8_Tyger Valley, Belville
- 9_Port Elizabeth, Port Elizabeth
- 10_Woodlands Boulevard, Pretoria
- 11_Walmer Park, Port Elizabeth
- 12_Rosebank, Johannesburg



New passion for
sweet treats



In China, Lindt products are purchased by a young, cosmopolitan, and affluent clientele. They spoil their families, friends, or even important business partners with the sweet treats. Lindor products in their traditional red colour are especially popular, particularly for weddings. Although Lindt & Sprüngli has been present on the Chinese market since 2012 and has achieved double-digit growth every year, this country's potential has not yet been fully exhausted.

The Land of the Dragon, with its population of 1.39 billion, considers chocolate to be an exoticism. Sweet food, or rather desserts, are uncommon in Chinese cuisine, which is designed to balance all five flavours (bitter, salty, sour, spicy and sweet). China is therefore a very young chocolate market, in which Lindt & Sprüngli meets with curious consumers who both value high-quality chocolate and enjoy eating it in moderation as per the teachings of Confucius. Although China ranks 8th in the global chocolate market, the current consumption of 0.1 kg a year is still very low. Nevertheless, this clearly shows that Lindt & Sprüngli is at the start of an exciting growth story in China.

Trendsetters in metropolitan areas opt for Lindt

Especially the up-and-coming affluent, young middle class in major Chinese metropolises, such as Beijing and Shanghai, are already familiar with international cafés and dessert

culture and make up just some of the people who buy premium chocolate. These young Chinese trendsetters often bring back Swiss Lindt chocolate as an exclusive premium present from their trips to Europe. They see eating chocolate as an indication of their modern lifestyle and they celebrate enjoying luxurious desserts in the city's trendy cafés with their friends.

It's also the young Chinese people who buy a lot online – including chocolate. China is now one of the largest e-commerce markets in the world and this sales channel is also important for Lindt & Sprüngli's activities in the country. This is why Lindt and its premium products are very well represented with flagship e-stores on the two leading online platforms Tmall and JD. The Lindt products with a high proportion of cocoa and a low sugar content are extremely popular, and are actually hot sellers. The Chinese are very fond of the extensive Excellence premium range.

In China, the color red has an enormous symbolic meaning for weddings. Chinese bridal couple during their wedding in traditional wedding garments.

Exclusive Lindor gift range.



Chinese wedding traditions in red

The Chinese people particularly value elaborately decorated gift products when celebrating an important moment in the lives of a couple – their wedding. In China, the wedding and coming together of two families is celebrated on a large scale. For events like these, the Lindor range offers a huge selection in the traditional Chinese wedding color – red, which symbolizes love, power, and growth. The preparations for this joyful family occasion are mainly set in motion at huge wedding fairs.

In recent years, a nice tradition of giving wedding guests exceptional, personalized favors made from chocolate has developed. The huge wedding fair market also offers great opportunities for Lindt & Sprüngli. At these fairs, we offer advice to future brides and grooms, showcasing our special Lindor range suitable for this important event.

The Chinese New Year and Mid-Autumn Festival invite for giving gifts

As well as wedding celebrations, the Chinese New Year and Mid-Autumn Festival are the most important traditional festivities in China, which set the whole country in motion

year on year. The sharing culture, based on Confucian teaching, is also celebrated during these festivities and chocolate is given away as a present. The color red plays an important role in this context too and symbolizes growth in the New Year. The Chinese New Year celebrations and Mid-Autumn Festival are among the most lucrative events in China for Lindt & Sprüngli China.

Exploiting growth outside of metropolitan areas too

With its huge expansion and diversified culture, China offers enormous growth potential for Lindt & Sprüngli. With the further development of regions outside the major metropolises and innovative chocolate creations made especially for the Chinese market, Lindt & Sprüngli is focusing on the growing number of young and demanding Chinese consumers and is also addressing new potential buyers to allow chocolate to be enjoyed on many levels. The internationally renowned and exceptional sportsman Roger Federer, is a likeable figurehead for his home country, Switzerland, and is raising Lindt's profile across the whole world and in China as a Brand Ambassador.



Traditional Chinese bride with embroidered bridal shoes and accessories in high-quality red cloth for her big day.



Young bridal couples can find out about the exclusive Lindor gift range in the traditional Chinese wedding color, red, at huge wedding fairs.

No. 8

in the international
chocolate market

0.10 kg

chocolate consumption
per capita



**Locations
in China**

1_Shanghai

Our Lindt Brand Ambassador, Roger Federer, who ideally represents our brand values, is very popular in China.

