

NEXT LEVEL

Capital Markets Day

Day 2 | 17 January 2025 | Kröllendorf

Agenda

**NEXT
LEVEL**

1

Introduction

1. AUSTRIA JUICE is part of the AGRANA Fruit segment
2. AUSTRIA JUICE overview
3. AUSTRIA JUICE markets and products

2

NEXT LEVEL

1. Business area 2: Food & Beverage Solutions
2. NEXT LEVEL Strategy overview

3

Flavour activities

1. History flavour business
2. Flavour applications
3. The natural flavour company
4. Compounded flavours
5. Flavour portfolio



At a glance

NEXT
LEVEL

FRUIT



- **Fruit juice concentrates**
- **customers are fruit juice and beverage bottlers and fillers**
- Fruit preparations are special customised products for
 - the dairy industry,
 - the ice-cream and bakery industry,
 - the food service industry.

STARCH



- AGRANA produces starch and special starch products
- Starch is a complex carbohydrate which is insoluble in water. Starch is used in food processing e.g. as thickener and for technical purposes e.g. in the paper manufacturing process
- Bioethanol is part of our starch business

SUGAR



Sugar is sold to

- consumers via the food trade and
- manufacturers: e.g. soft drinks industry, confectionery industry, fermentation industry, other food and beverage industries



AUSTRIA JUICE is part of the Fruit segment

NEXT
LEVEL

AGRANA Beteiligungs-AG

Raiffeisen Ware Austria AG



**AUSTRIA
JUICE**

Joint venture, but fully consolidated

Key facts

NEXT
LEVEL



1.000

employees



80+

years of experience



13

production sites

Management structure

CEO: Mr. Franz Ennser
CSO Added Value Business:
Mr. Kai Antonius
CSO Juice Commodities:
Mr. Wilhelm Schratz

Type of business, B2B

Fruit juice concentrates
Beverage compounds
NFC juices
Fruit wine & ciders
Flavours

Customer and geography

750+ customers in 65 countries
worldwide

Volume:
~ 200.000 MT per year

Locations

Headquarters
Kroellendorf
Lower Austria



Austria
Allhartsberg

Austria
Wien (Office)

Germany
Bingen

Hungary
Anarcs

Hungary
Vásárosnamény

Hungary
Nagykálló

Romania
Vaslui

Poland
Biała Rawska

Poland
Białobrzegi

Poland
Chełm

Poland
Góra Kalwaria

Poland
Lipnik

Ukraine
Vinnitsa

China
Shaanxi
Province,
P.R. China

Our world of beverages & flavours

NEXT
LEVEL



[AUSTRIA JUICE | Image Film - YouTube](#)

Products

NEXT
LEVEL



Juice Concentrates/
by-products



Not from
concentrates



Beverage
compounds



FTNF flavours



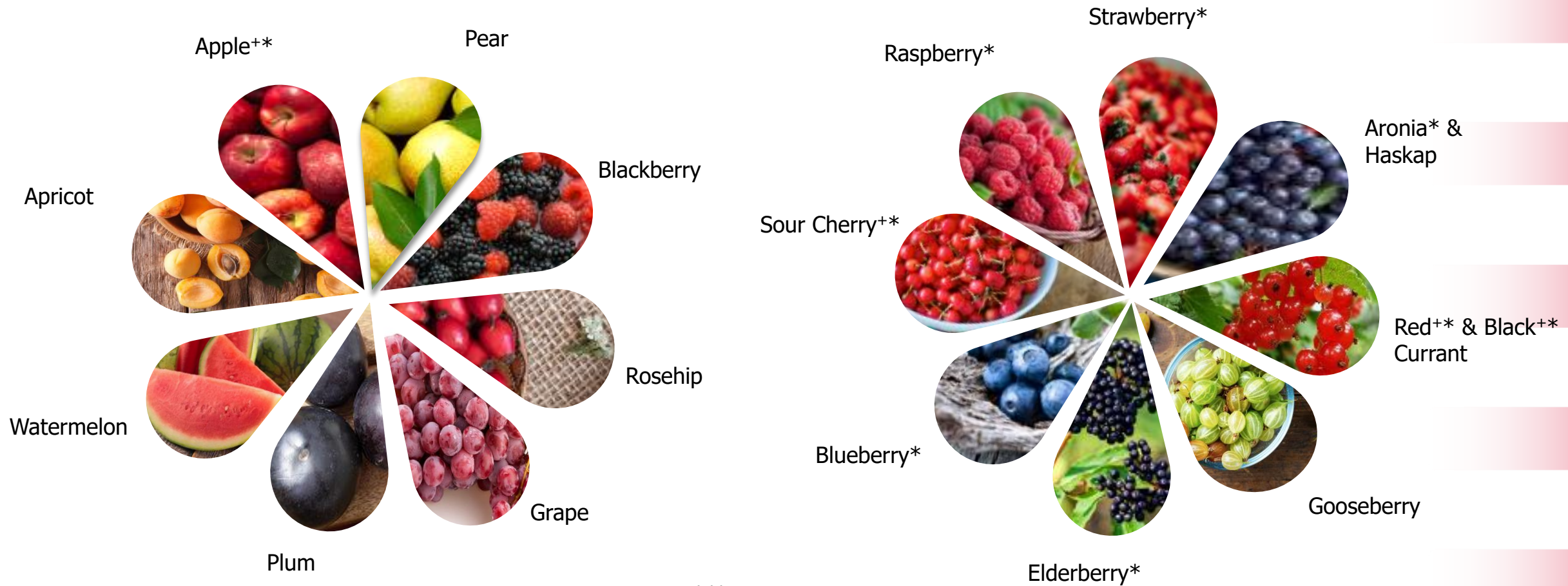
Compounded
flavours



Fruit wine

Juice Concentrates Portfolio

**NEXT
LEVEL**



+ available as NFC
* available in organic quality

Markets

NEXT
LEVEL



Fruit juice, soft
drink & water
industry



Beer & cider
industry



Fruit wine &
spirits industry



Dairy & dairy
alternatives
industry



Food service
industry



Bakery &
confectionery
industry

From Fruit to Drink/Application

NEXT
LEVEL



JUICE COMMODITIES



Apple and pear juice concentrate



Berry juice concentrates



NFC juices



Organic juice concentrates



50 kg



10 kg
10 kg
10 kg
10 kg
10 kg
10 kg
10 kg
10 kg
10 kg
10 kg



ADDED VALUE



Beverage compounds



FTNF flavours & compounded flavours

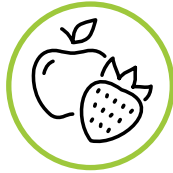


Fruit wine

Our strategy

**NEXT
LEVEL**

Global sourcing of
fruits and sustainability



Holistic
value chain

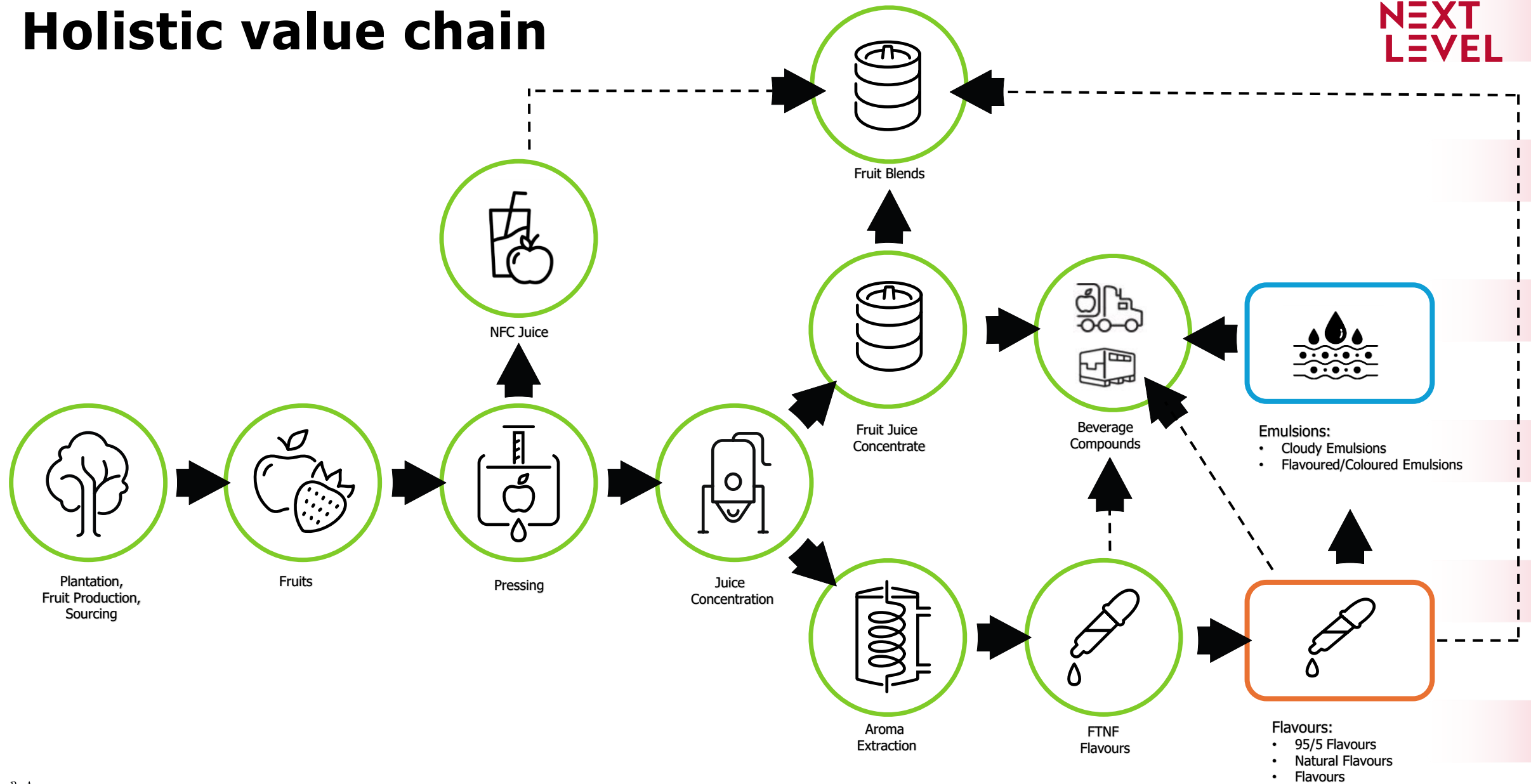


Innovative
technology



Top quality
management & assurance

Holistic value chain



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**NEXT
LEVEL**

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NEXT LEVEL

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Business area 2: "Food & Beverage Solutions"

Asset: Global footprint

Strong customer focus and innovative strength

- Development of customised, value-added products
- Co-creative development of customised solutions
- Higher degree of innovation -> products with higher margins and better opportunities for differentiation in global markets

Key customer segments:

- Ice Cream
- Food Service
- Flavours

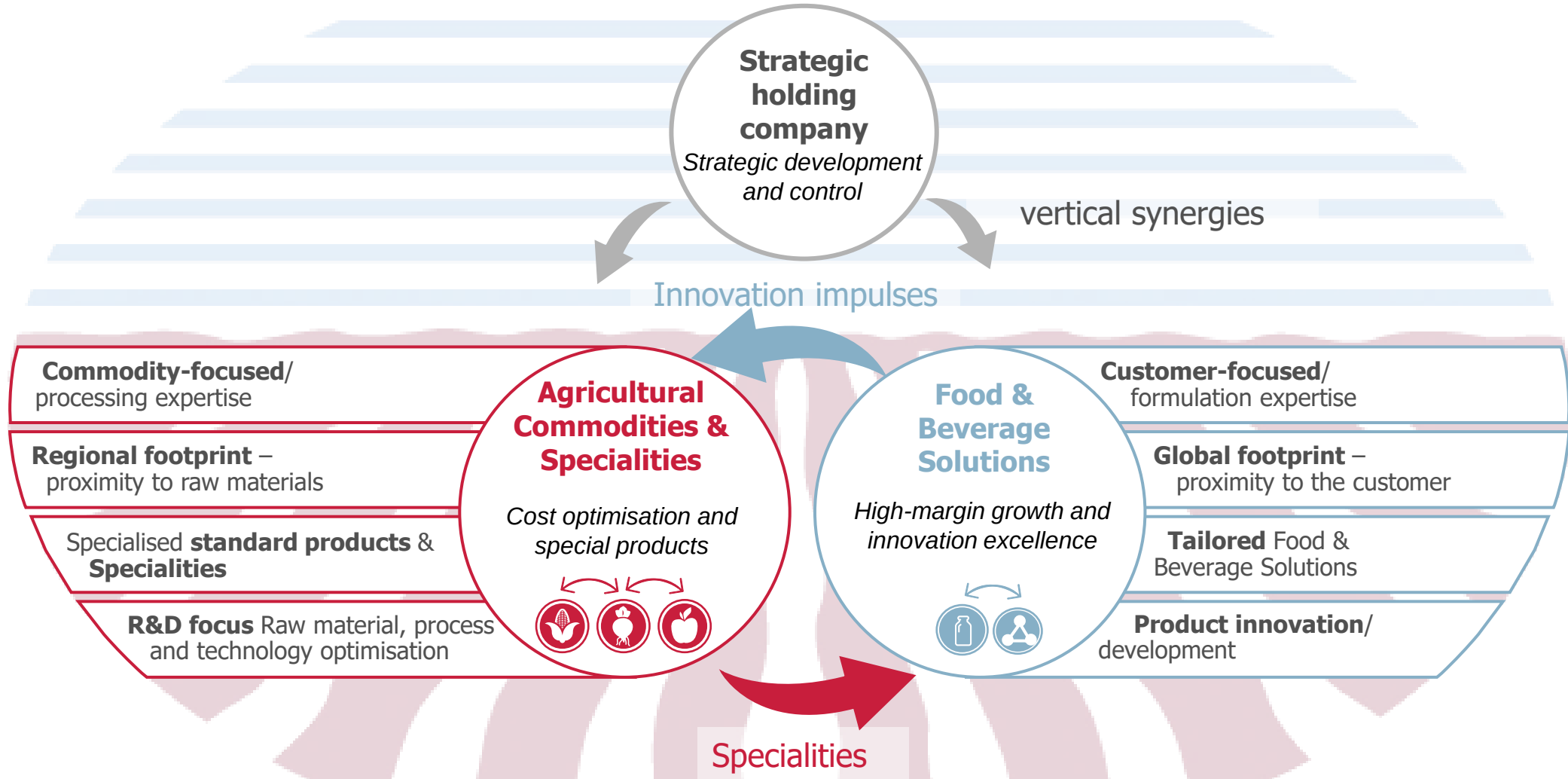
Intensified cooperation between AGRANA Fruit und AUSTRIA Juice, e.g. by using flavour expertise in the dairy sector.



AGRANA – NEXT LEVEL

NEXT
LEVEL

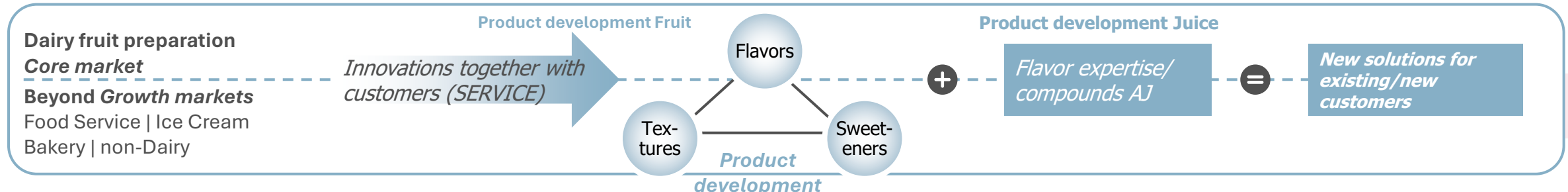
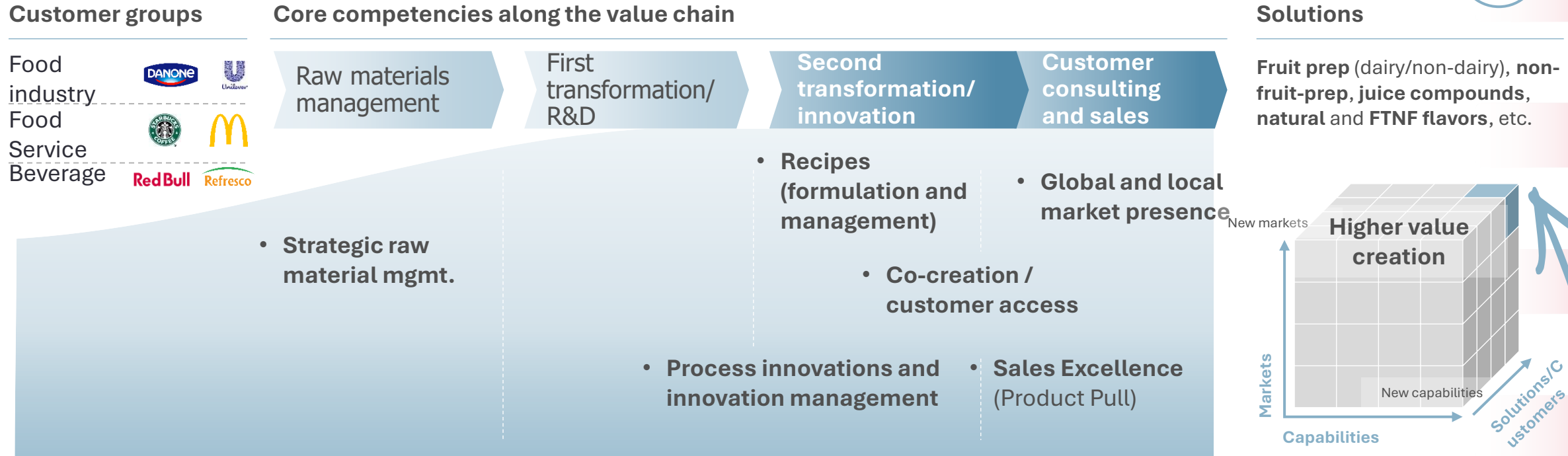
Creating value with nature



Customer-centric solutions division with a focus on product development

**NEXT
LEVEL**

Food and beverage solutions target operating model



Agenda

**NEXT
LEVEL**

1

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NEXT LEVEL

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FLAVOUR ACTIVITIES

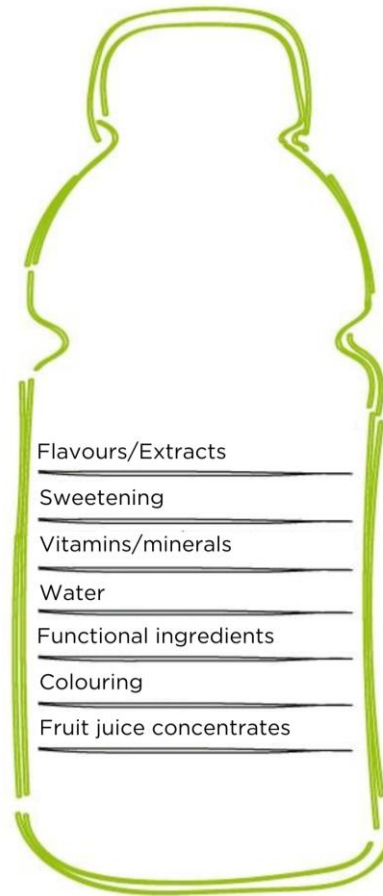


History AUSTRIA JUICE flavours

- **Greenfield start-up and first flavour production in Kröllendorf in 2014**
 - Intention to "steer" flavours in Beverage Compounds
- **Strategy to market flavours in Beverage Compounds and stand alone for drinks**
- **Enlargement of flavour reach towards AGRANA Fruit**
- **Common strategy with AGRANA Fruit to market flavours in dairy business**
- **Strategy: Flavour marketing in 3 application areas:**
 - Beverage Compounds
 - Direct marketing in the beverage industry
 - Fruit preparations

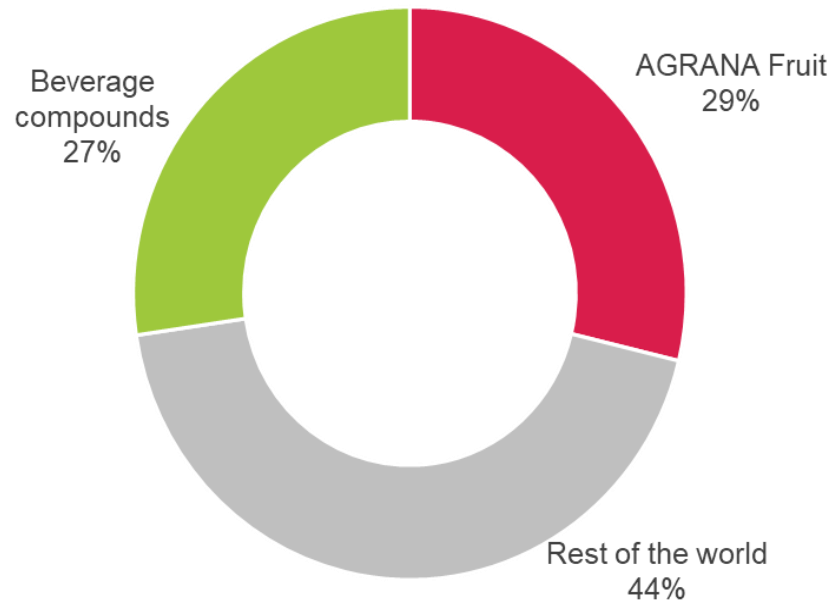
Flavour as the essential drop in the world of AGRANA

- Decisive marker in the final product
- Functional ingredient as taste enhancer
- Covering bad taste



Right to play – sales to various applications

Volumes 2024/25 Forecast 4



Running production of flavours in all relevant categories

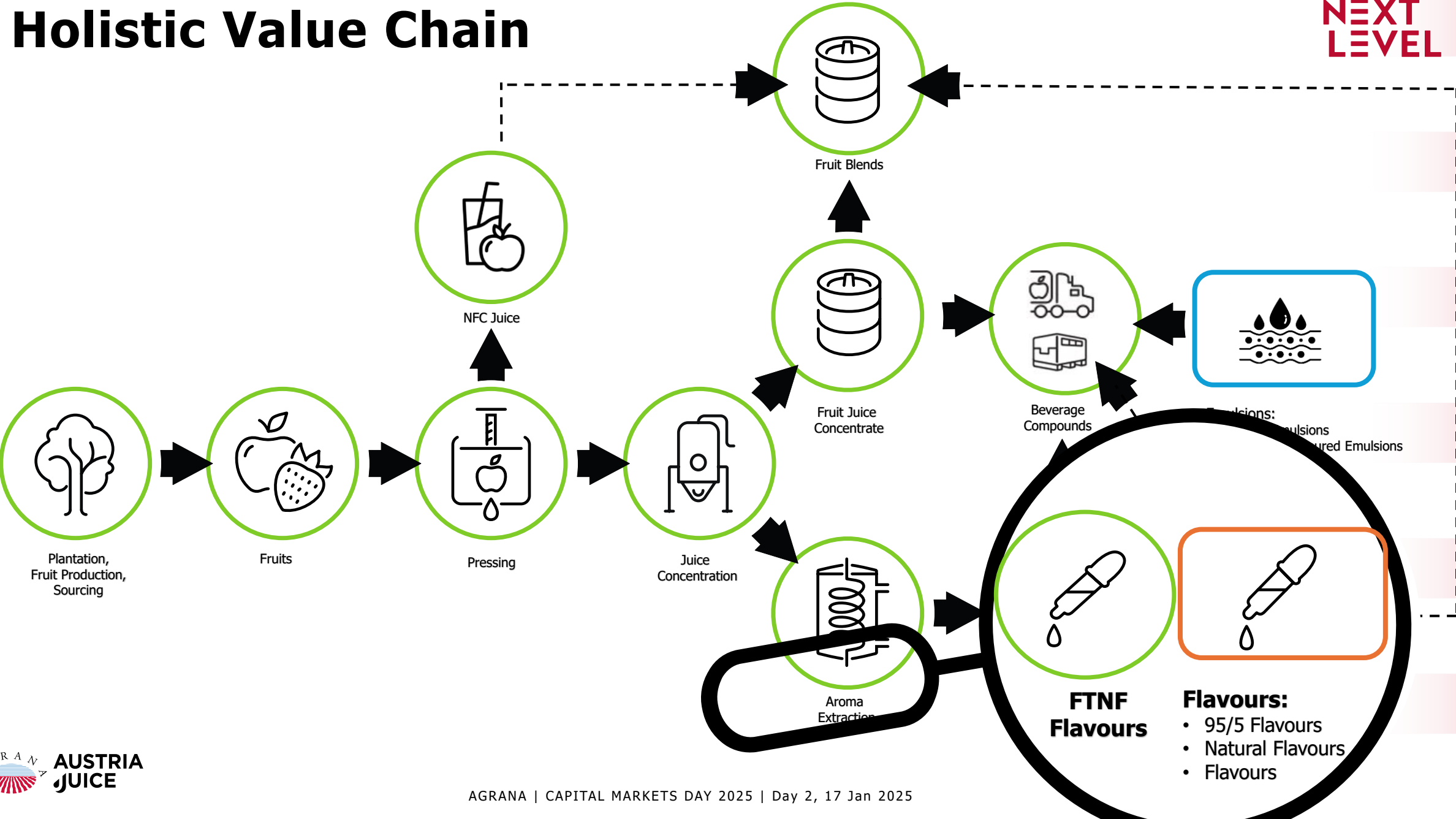
- Beverage Compound applications 27 %
- Dairy applications (AGRANA Fruit) 29 %
- Direct sales drinks 44 %

Integration of nat. (FTNF) Flavours

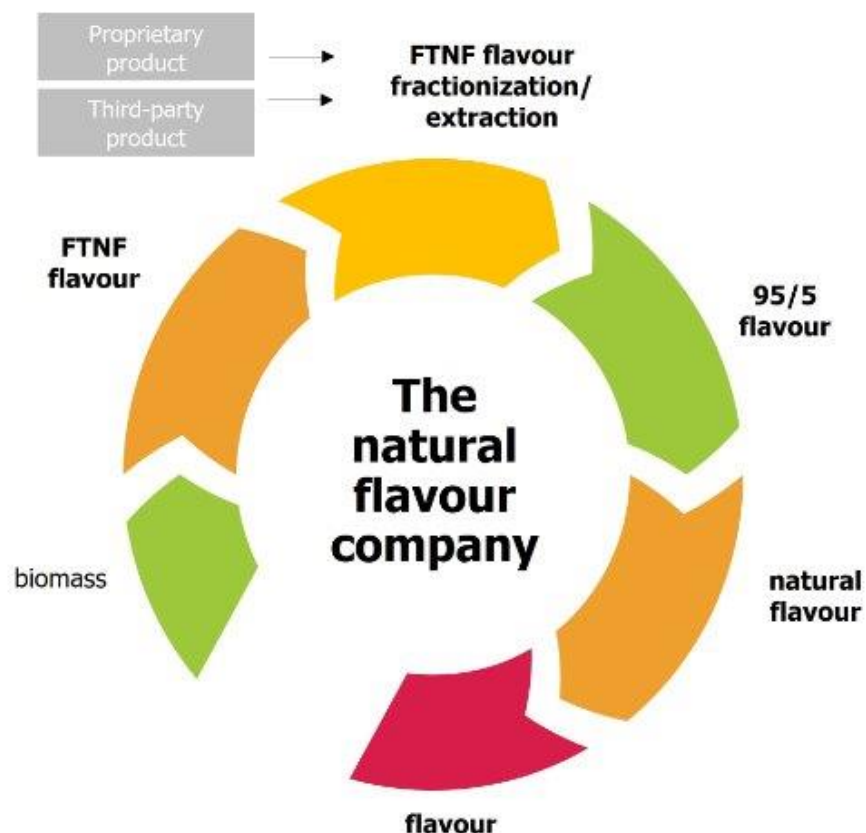
- **Austria Juice recovers nat. flavours (From The Named Fruit) during the concentration process**
- Blending of different tonalities of FTNF in Kröllendorf since 2015
- Fractionated distillation purifying flavours and improving taste
- USP: The natural flavour company

Holistic Value Chain

NEXT
LEVEL



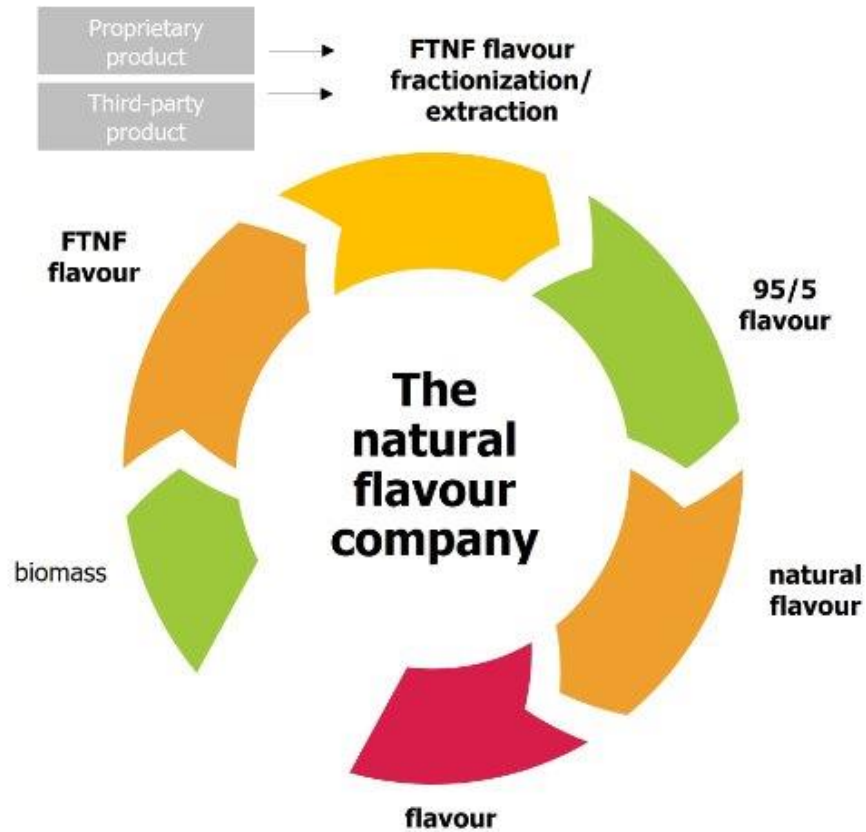
Reason why



Due to its **access to biomass** in the form of fresh fruit for fruit juice concentrate production, as well as its **expertise in processing and blending FTNF** as third-party material, AJ holds a competitive advantage over other players in the field of **natural flavour solutions**.

AJ will continue to build on this market positioning to ultimately become recognized as **the natural flavour company**.

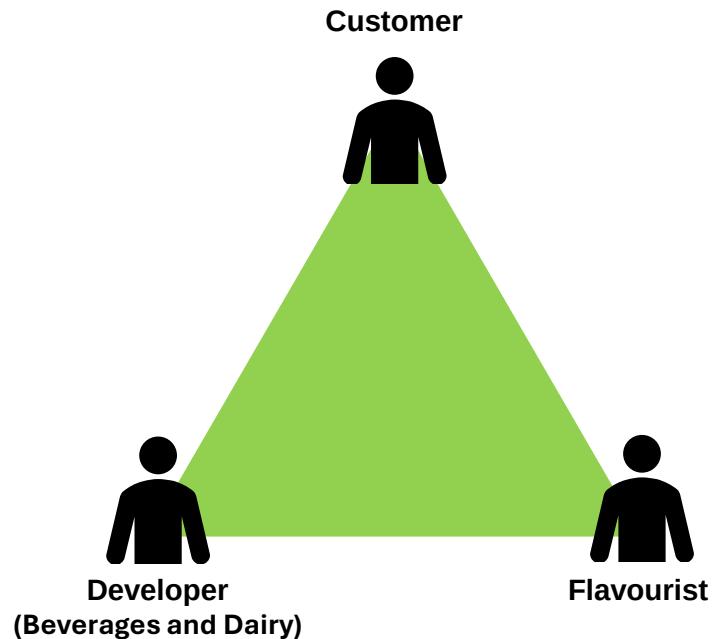
Know-how-transfer FTNF > synthetic flavours



- Optimised recovery, fractionisation and compounding of FTNF-buildingblocks
- Access to raw material as decisive factor in natural FTNF production
- Existing know-how in flavour composition



Co-creation incl. flavour profile with customers

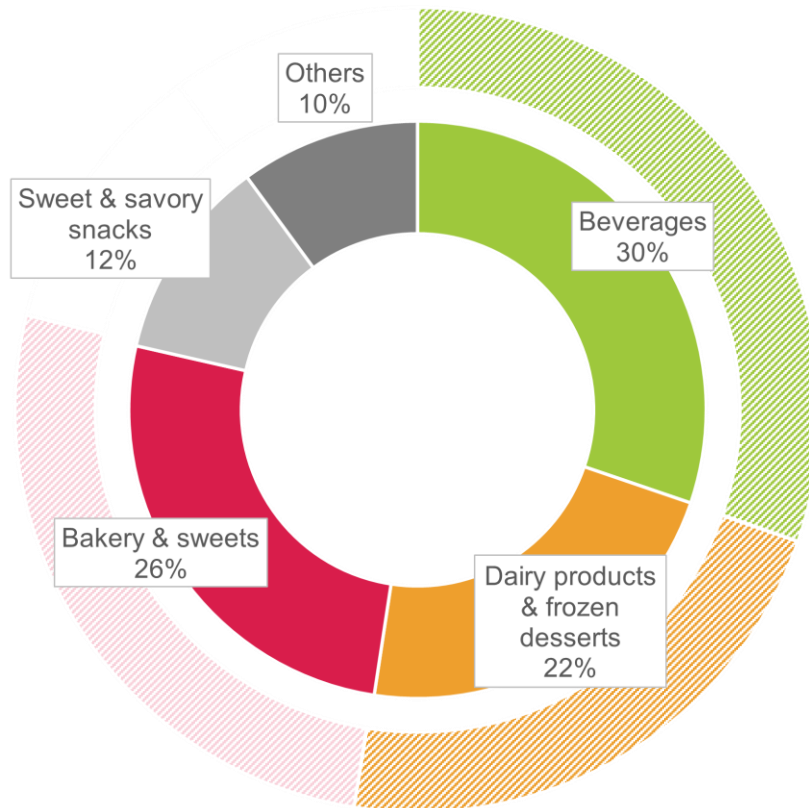


Benefits

- Adjustments 'on the spot' incl. flavour profiles
- Individual responses to customer needs
- Joint workshops to expand the product range
- Advantage over conventional flavour manufacturers
- Close customer loyalty with genuine AGRANA holistic expertise
- Marketing vs. co-creation (we enable joint development)

Customer access by application area flavours

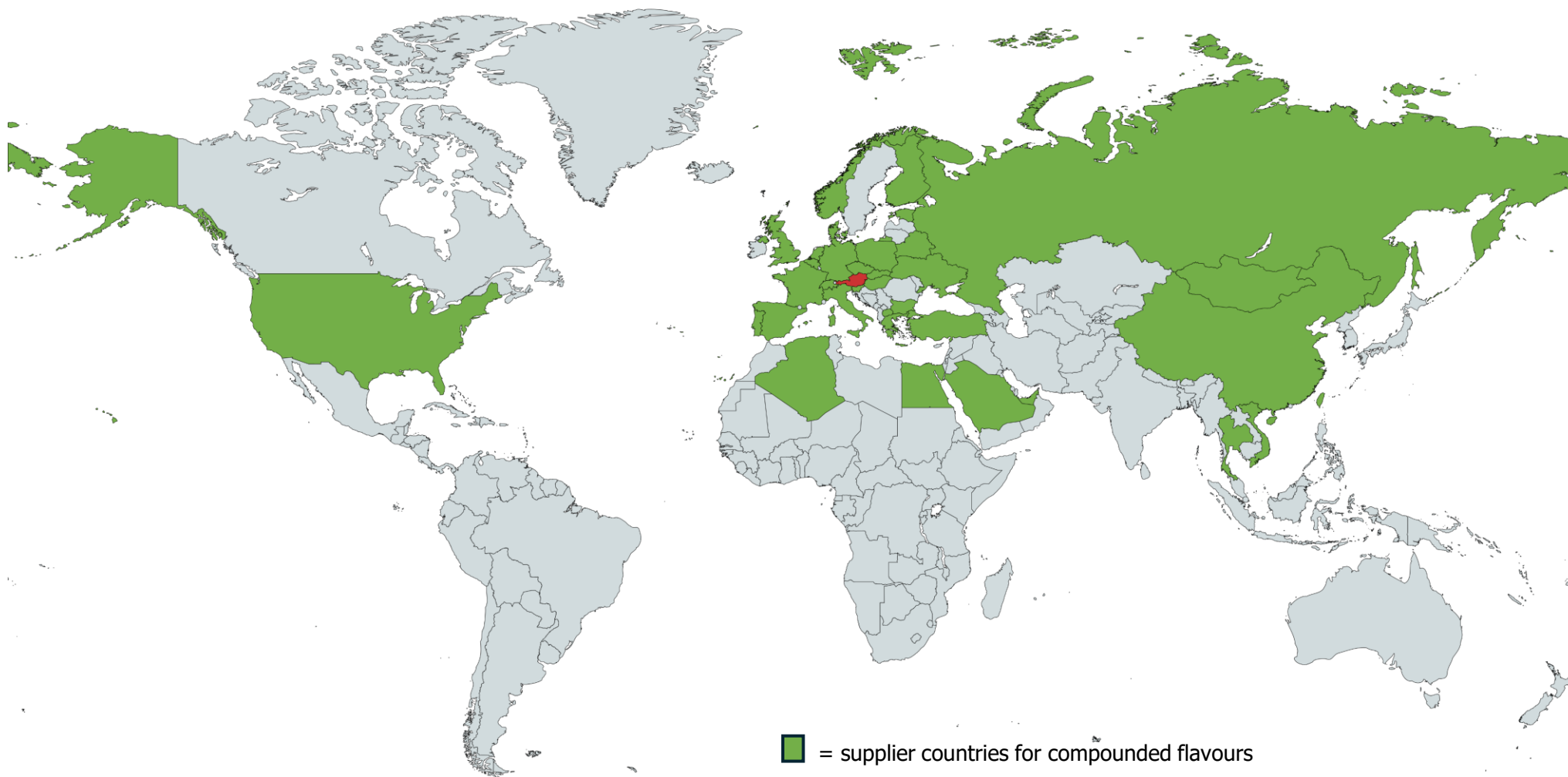
Flavours applications
global, by value according to categories in %



- Agrana and AUSTRIA JUICE have proven **application expertise** in dairy and beverage applications (52% of the flavouring market)
- Strong industry focus, plus pure flavour sales (direct flavour yoghurt without fruit, near water, etc.)
- **Flavour development** in-house; fast and efficient product development
- Established application expertise in the bakery sector (26% of the flavour market)

 = market potential AGRANA/AJ

Compounded flavours – global sales



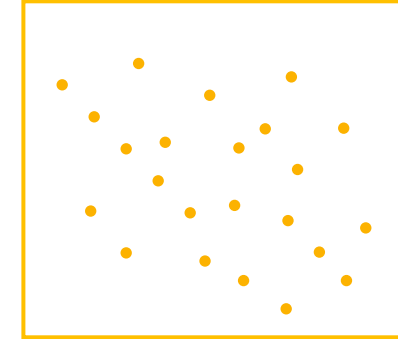
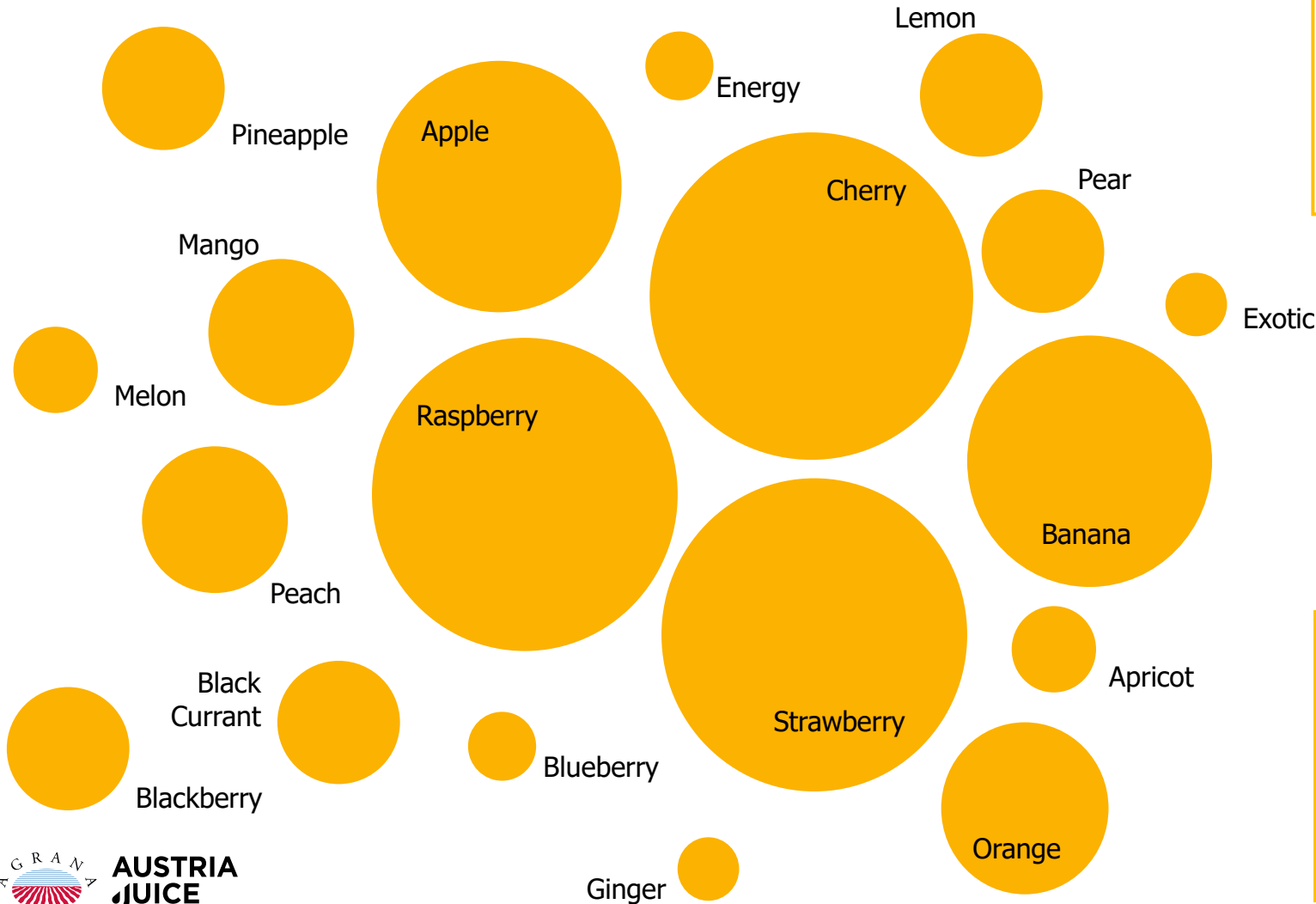
Flavours in the world of AGRANA

**NEXT
LEVEL**



Our portfolio - tonalities

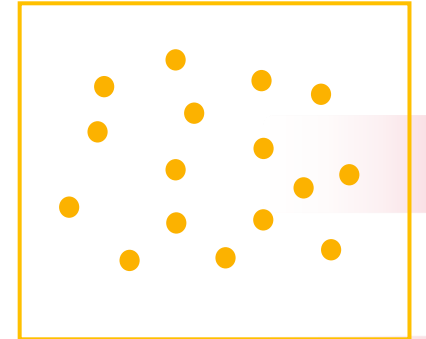
**NEXT
LEVEL**



Beer
Butter
Cake
Celery
Chardonnay
Cloud Emulsion
Cloudifier
Cacao
Coffee
Cognac
Cream

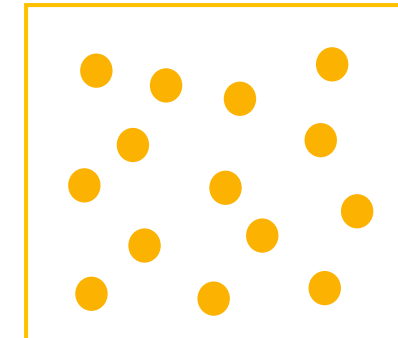
Espresso
Forest Fruit
Spring onion
Corn
Gin
Mulled Wine
Rum
Yoghurt
Salted Caramel
Pomelo
AND MANY MORE

Beer
Cucumber
Feijoa
Mascarpone
Coconut
Sangria
Sauvignon Blanc
Tomato
Sweetness Modulator
Whiskey
AND MANY MORE



Honey
Hazelnut
Vanilla
Cola
Mint
Lychee
Passionfruit
Mandarin
Biscuit
Yuzu
Watermelon

Pistachio
Chocolate
Caramel
Lemongrass
Tutti Frutti
Basil
Guave
Mojito
Tarragon
Pomegranate
AND MANY MORE



Flavour competence @ AUSTRIA JUICE

- Fruit Flavours
- Brown Flavours (vanilla, caramel, chocolate, etc)
- Flavours with modifying properties (sweetness enhancer)
- Synth., natural and FTNF flavours
- Application technology in beverages, dairy and sweets
- Comprehensive assortment to enable flavours solutions for our clients

Q&As

R&D TOUR



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Quantitative definitions of selected common modifying words used:

Modifier	Visualisation	Numerical rate of change
Steady	→	0% up to +1%, or 0% to -1%
Slight(ly)	↗ or ↘	More than +1% and up to +5%, or more than -1% and up to -5%
Moderate(ly)	↗ or ↘	More than +5% and up to +10%, or more than -5% and up to -10%
Significant(ly)	↗↗ or ↘↘	More than +10% and up to +50%, or more than -10% and up to -50%
Very significant(ly)	↗↗↗ or ↘↘↘	More than +50% or more than -50%

Financial calendar

9 May 2025

Results for full year 2024|25 (annual results press conference)

24 June 2025

Record date for participation in Annual General Meeting

4 July 2025

Annual General Meeting in respect of 2024|25

9 July 2025

Ex-dividend date

10 July 2025

Results for first quarter of 2025|26

10 July 2025

Record date for dividend

10 July 2025

Record date for dividend

14 July 2025

Dividend payment date

9 October 2025

Results for first half of 2025|26

13 January 2026

Results for first three quarters of 2025|26



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