

## **VALSOIA S.P.A. HAS SIGNED AN AGREEMENT WITH WEETABIX LTD FOR THE EXCLUSIVE DISTRIBUTION IN THE ITALIAN TERRITORY OF BREAKFAST CEREALS UNDER OREO O'S BRAND**

### **THE COLLABORATION BETWEEN WEETABIX LTD AND VALSOIA S.P.A IS STRENGTHENED**

Bologna, 28 December 2020

Valsoia S.p.A. (MTA: VLS), a reference company in the Italian market for health food products, listed on the MTA market managed by Borsa Italiana, today signed an agreement with Weetabix Ltd, an English company controlled by Post Consumer Brands LLC, for the exclusive distribution in the Italian territory of breakfast cereals, under the OREO O's brand.

With the entry of OREO O's cereals, whose production and marketing has been licensed to Weetabix Ltd by Mondelez International (owner of the brand), the collaboration between Weetabix Ltd and Valsoia S.p.A., the historic exclusive distributor in Italy for cereals Weetabix brand, is strengthened.

The distribution agreement for Italy with Valsoia S.p.A. will be effective from 1 January 2021.

The breakfast cereals market is growing in Italy and, by 2020, it is expected to reach a value of more than 370 million euros for consumption.

It is estimated that the entry of OREO O's brand cereals could exceed 4 million euros for consumption in the first years of distribution.

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*"Oreo is one of the most valuable brands in the world and has greatly contributed to the growth of each category it has entered over the years" - comments Lorenzo Sassoli de Bianchi, President of Valsoia S.p.A. - "The entry into the cereals segment therefore promises to be of great interest for the growth of this market, also following the excellent results already achieved in the American market".*

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Valsoia S.p.A. ([www.valsoiaspa.com](http://www.valsoiaspa.com)) founded in 1990, originally developed the Italian market of alternative vegetable products and is now a reference company in the health food market in Italy. The Valsoia Brand represents, for the consumer, innovation and attention to health through good, natural and healthy products. Since July 14, 2006, Valsoia S.p.A. is listed on the MTA market organized and managed by Borsa Italiana S.p.A. In 2011, Valsoia acquired Santa Rosa, a historical Brand in the segments of jams and tomato preserves with the Pomodorissimo Brand (the latter under license since 2018 to Società Cooperativa Conserve Italia). In 2017 it acquired the Diete.Tic Brand, Leader in the liquid segment of sugar alternatives. In addition, it is the historical distributor in Italy of the English Brand Weetabix, whole grain cereals for breakfast. Valsoia S.p.A. in the six-month period ended June 30, 2020 (source: Half-Year Financial Report as of June 30, 2020) achieved Sales Revenues of €43.4 million (+17.2% compared to the same period last year) and recorded a positive Net Financial Position of €25.8 million.

For further information

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**Valsoia S.p.A.**

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