



Sharing smiles

WE
ARE
BEL



OUR MISSION:
SHARING SMILES
THROUGH
UNIQUE
EXPERIENCES
OF DAIRY
GOODNESS.



Sharing smiles



WE MAKE
SUPER ICONIC
CHEESE BRANDS
 PEOPLE LOVE.



30+ brands, including icons like
 The Laughing Cow, Kiri, Mini Babybel,
 Leerdammer and Boursin.



**OUR 12,000
EMPLOYEES WORLDWIDE**
ARE COMMITTED TO
THE PLEASURE OF OUR
CONSUMERS

**AMERICA
& ASIA**

- Australia †
- Brazil †
- Canada †
- China †
- Japan †
- Korea †
- Mexico †
- United States † (3)
- Vietnam †

EUROPE

- Belgium †
- Czech Republic † (1)
- France † (8) (2)
- Germany †
- Greece †
- Italy †
- The Netherlands † (3) (2)
- Poland †
- Portugal † (3)
- Slovakia †
- Spain †
- Sweden †
- Switzerland †
- Ukraine †
- United Kingdom †

**AFRICA &
MIDDLE EAST**

- Algeria †
- Egypt †
- Iran †
- Ivory Coast †
- Lebanon †
- Morocco † (2)
- Syria † (activity suspended)
- Turkey †
- United Arab Emirates †

📍 Headquarters † Subsidiaries 🏭 Plants ⚙️ R&D centers



**A 150-YEARS-OLD
FRENCH FAMILY
COMPANY**



**PRODUCTS SOLD
IN 130 COUNTRIES**



**30+ COUNTRIES WITH
A GROUP PRESENCE
& 30 ACTIVE
PRODUCTION SITES**



We believe
IN THE BENEFITS OF
DAIRY GOODNESS



We promote
GOOD EATING HABITS
AROUND THE WORLD

WE BRING
HEALTHY
SNACKING
TO EVERYONE



We want
DAIRY GOODNESS
TO BE ACCESSIBLE TO ALL PEOPLE



We invent
NEW WAYS TO SHARE
DAIRY GOODNESS

Combining food safety, nutritional value, convenience and pleasure, our products bring dairy goodness all over the world.

110 +

PRODUCT RENEWALS
HAVE IMPROVED
NUTRITIONAL QUALITY
OR NATURAL CONTENT
SINCE 2012



400 M +

CONSUMERS
IN ALMOST
130 COUNTRIES

We are industrial & manufacturing experts.

WE TAKE PRIDE IN APPLYING OUR UNIQUE INDUSTRIAL EXPERTISE
TO DELIGHT OUR CONSUMERS.

400,000 +

TONS OF CHEESE
PRODUCED IN 2015



18

BILLION PORTIONS

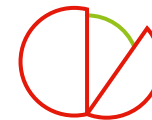
THE
PORTION
IS OUR
SIGNATURE



Innovation

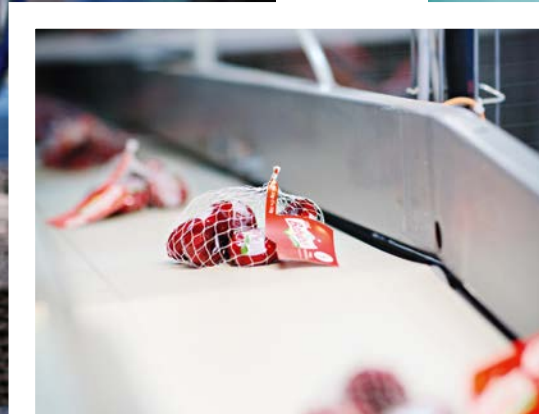
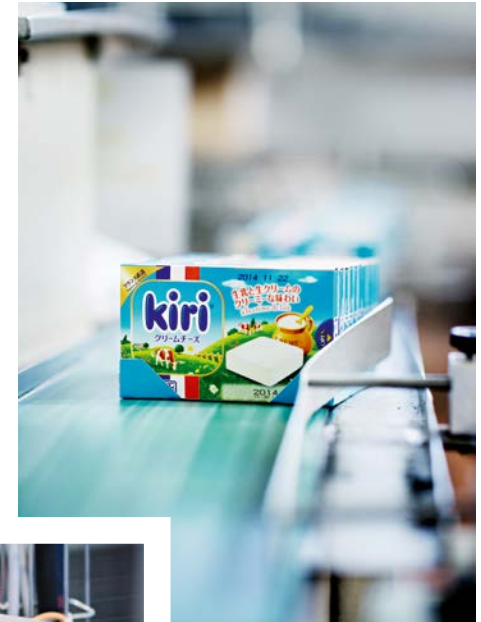


Quality & food safety



Convenience –
no over consumption

The single-serving portion revolutionized how cheese is eaten. It is the perfect solution to ensure food safety, avoid over-consumption, offer nutritional balance and limit food waste.



61%

OF THE GROUP'S
REVENUE IS
GENERATED BY
PORTION SALES

500 +

BEL PORTIONS
ARE PRODUCED
EVERY SECOND

A DARING
COMPANY
WITH
STRONG
AMBITIONS



€2.9 Billion

IN SALES IN 2015

Our ambition:

REACH **1 BILLION** CONSUMERS

DOUBLE IN SIZE BY 2025
AND BECOME A MAJOR PLAYER
IN SINGLE-SERVING **HEALTHY**
SNACK PORTIONS

4 growth drivers:



.....
Group values
Dare – Care
– Commit
.....



.....
Core brands
geographical
presence
.....



.....
Innovation
.....



.....
Employee
engagement
.....

We are continuously reinventing ourselves

TO DEPLOY THE BEL SUSTAINABLE MODEL BY...



Being **close to our consumers** and satisfying their desire for **healthy products**.



Taking action for **sustainable dairy production**.



Developing **daring & innovative** brands that bring smiles to our consumers.



Building relationships of trust and sharing value with all our stakeholders: employees, dairy farmers and partners...



Reducing our impact on the environment to **preserve natural resources** and generate savings to fuel profitable growth.



Sharing smiles

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A French Limited Company (Société Anonyme)
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SIREN 542 088 067 – Nanterre Trade and Companies Register

Design & production
agence **aristophane**

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