

Embodying values

FAIR responsibility at all levels

It all started with an inner attitude. And the feeling of wanting to give something back. To let others share in our success. In the end, the entire company supports this attitude and lives it naturally. An unwritten constitution, so to speak. What others call strategy or positioning is called FAIR responsibility at Gunz. As a bundle of measures, without a grand plan. Just do it. As is so often the case. Typical Gunz, one is tempted to say. That's why there is no definition of what exactly is meant by FAIR responsibility. But the knowledge of what to do. And a whole series of impressive projects.

We present a few of them in more detail on the following pages. They range from respectful cooperation with partners such as the cocoa farmers in the Ivory Coast (p. 4) to social activities, such as the Mäder school hostel (p. 11), and commitment to the environment in the form of climate protection and genuine sustainability. At the top of the list is appreciation for our own employees. Some of them give us an insight into the world of Gunz, with their very special way of working together and their own corporate culture that has developed over the years (p. 8).



Embodying values

"We will continue to focus on values and even want to expand this in the future," announced Michael Temel when he took over the management from his father-in-law Werner Gunz in 2021.

"This is our way of dealing with social dealing with social responsibility." Three years later, he can look back with satisfaction.



Michael, the term FAIR responsibility comes up again and again in conversations with you. What do you understand by it?

Our entire way of thinking can be summarized by this term. We feel a great responsibility as a company and we try to live up to this in many different ways. It starts with our own employees, but also manifests itself in social activities and our behavior towards partners and suppliers. The bottom line is that the self-image of the entire company has developed from an inner attitude and is lived by everyone at Gunz. I am convinced that this will be rewarded with trust. And for me, trust is the basis for a functioning company.

What specifically makes you so special? What makes you different from others?

I don't want to compare us so much with others. We are who we are. No matter what others do or say. In concrete terms, this means that we are transparent, honest and flexible. There are no secrets and we are extremely open with our partners. We say what we think and stand by our word. And we can make decisions quickly and freely. That is a great advantage for our business model.

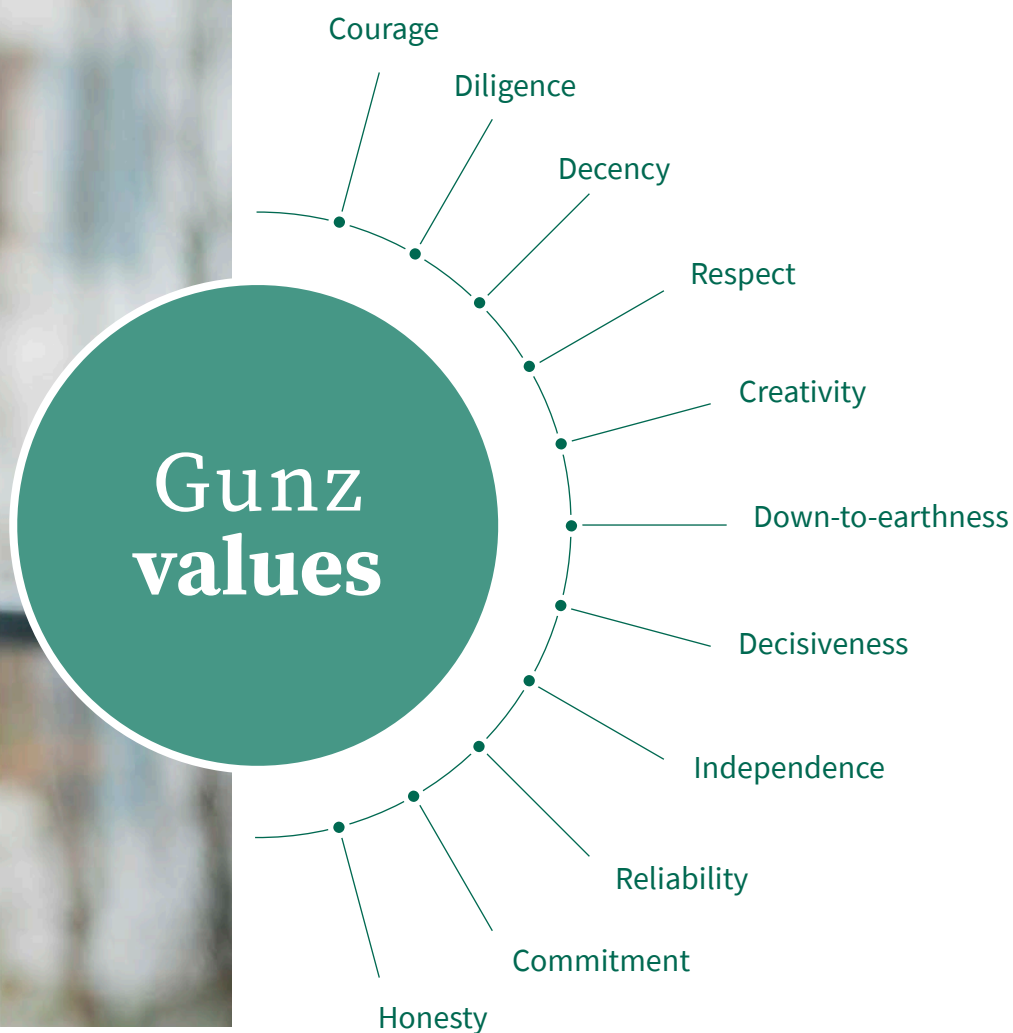
What role does the human factor play in this business model?

Even if everyone is talking about artificial intelligence and similar topics: Especially in times like these, people play an even greater role - in many different ways. The expertise of our employees is crucial in ensuring that we have the right answer to almost all questions and challenges and can therefore make the best possible use of customer potential. What is almost more important in my eyes, however, is the personal proximity



The self-image of an entire company has emerged from an internal mindset.

Michael Temel, CEO



that we have built up in the various markets. This makes Gunz a special partner and I am delighted that we manage to work as a team and be successful together every year. With the right proximity, opportunities can be implemented more quickly and even difficult situations can be solved better and more directly.

What are the challenges you are currently facing?

There are quite a few. The global political situation, for example, makes it very challenging to always find optimal solutions for customers. One major issue is the question of how we can best integrate digitalization as a supporting measure in sales. We are also currently working on a new merchandise management system as the basis for smooth processes in the company. Of course, we

are always concerned with the development of our product range. What do we need to adapt, what innovations are necessary in order to continue to be successful in our niches? These are always exciting topics that we tackle with great enthusiasm.

What role do your own brands play in these considerations?

They are becoming increasingly well-known and popular, especially in our core countries. In our eyes, this makes them the most important pillars for a functioning business.

FAIR responsibility



Comprehensive sustainability measures at the Gunz sites:

We have been CO₂-neutral for years and have large-scale photovoltaic systems on our buildings. We have long since completed the switch to LED lighting and all our forklifts are electric. We heat our buildings with heat pumps. Biogas heating, avoidance of plastic waste and optimum utilization of pallets are further keywords in this context.



**Responsibility towards
towards employees:**

Equal treatment of all employees in the annual bonus, solidarity fund for employees who have to suffer difficult times. What is not used within the company is passed on to social institutions and organizations in Vorarlberg. organizations in Vorarlberg.



Support for social projects:

Over the past six years, we have supported various social projects with more than EUR 1 million - including the Mäder school home for children with disabilities, the ORF campaign Licht ins Dunkel (Light into Darkness), the Ma Hilft initiative of the Vorarlberger Nachrichten newspaper and Tischlein Deck Dich (which distributes food to people in need).



FAIRTRADE-Engagement

"Our shared responsibility is to empower the people of West Africa to take their future into their own hands," Werner Gunz and Michael Temel agree.

A school for Africa

October 2022: It was a journey full of emotions and unforgettable impressions that took a handful of Austrian food companies to the Ivory Coast on the trail of cocoa. Among them was a group from Gunz, which converted its chocolate production completely to Fairtrade years ago and now processes more than one percent of the cocoa traded worldwide through Fairtrade. The trip was the starting signal for Gunz to significantly expand its commitment in West Africa. For example, by building urgently needed schools.



Schooling has been compulsory in Côte d'Ivoire since 2015. However, despite all efforts, it is taking time for the government to provide the necessary infrastructure everywhere. According to UNICEF, there are still 1.6 million children across the country who do not go to school. Many of them because they have to work to contribute to the family income. Over 30 per cent of Ivorians are analphabets. If you look into the grateful faces of the children, you understand without words: the hope for a better education system is the hope for a better future.



Nowhere in the world is more cocoa produced than in West Africa. What at first glance looks like a lucrative business for the farmers turns out to be a fight for survival on closer inspection. The power imbalance in the supply chain is too great. A few cocoa processing companies dominate the market and dictate prices that are barely enough to live on. This is particularly dramatic for Côte d'Ivoire, the world's largest cocoa producer. The industry is by far the most important employer in the country. For a total of 14 million people throughout West Africa, cocoa farming is the basis of their livelihood. The average annual income of farmers is just under 5000 US dollars. What is needed is at least 7500.

Fairtrade has given farmers a new perspective in the fight for their future. It has been a long and often challenging journey, but one that is beginning to bear fruit. Partners from the food industry are partly responsible for this. For example, the largest partner in Austria is company Gunz, which has completely switched its chocolate production to Fairtrade cocoa. "We have experienced material poverty in Côte d'Ivoire that we can hardly describe in words. Our shared responsibility is to empower people to take their future into their own hands," says Gunz Managing Director Michael Temel with conviction.

” Education and therefore schools are the basis for people here, being able to take their future into their own hands.

Michael Temel, CEO

An important step here is the cooperation with Fairtrade. This is a non-profit organisation that is primarily concerned with sustainably improving the living conditions of small farmers and plantation workers in Africa and Asia. A central element of this is the association of farmers in so-called cooperatives, which are comparable to our cooperatives. "You need to know that 90 percent of cocoa comes from small family farms. Only in a group is it possible to operate economically to some extent," says Cornelia Gruber from Fairtrade Austria.

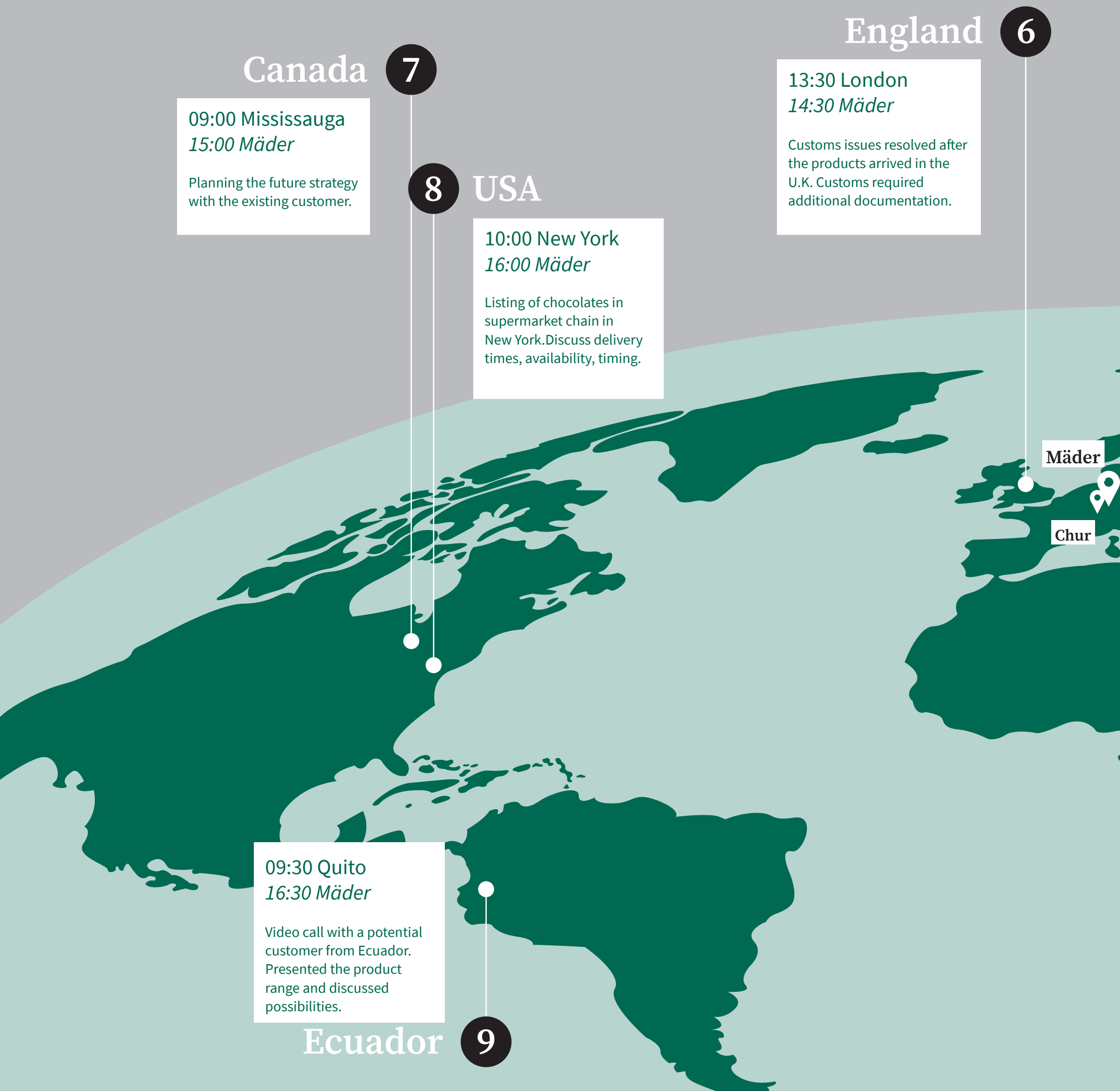


The farmers benefit from the cooperation with Fairtrade in several ways. "As a partner, we pay a price for the cocoa that would secure their livelihood if all buyers did the same. We also commit to paying a fee, which the cooperatives use to finance urgently needed projects," reports Michael Temel. Roads, for example, as well as irrigation systems, but also tools and vehicles. Training and further education is very important, in particular the construction of schools.

This is precisely where a promise made by the Gunz delegation in Africa comes in. "We are thinking about expanding our involvement with Fairtrade beyond our current collaboration. Our trip inspired us to do this," said Michael Temel and Werner Gunz last year after returning from the Ivory Coast. "For us, this is not a normal partnership. We see ourselves as ambassadors for Fairtrade and identify 100 percent with the organisation's goals." A good twelve months later, a lot has happened. Specifically, it is clear that Gunz will fully finance a school. Four locations in Goya (342 children), Heredougou (125 children), Zouan (350 children) and Ceda (142 children) have been shortlisted. "We are currently in talks with Fairtrade Africa and the Austrian Agency for Development Cooperation to clarify the details. The mills in Africa grind a little differently than ours. But we are very optimistic that we will soon be able to start working on implementation."

Gunz's Fairtrade commitment costs a seven-figure sum per year. However, Michael Temel emphasises that "we don't send any donations to Africa. We only pay decent prices for honest work."

In 9 hours around the world



2 Greece

10:00 Athen
09:00 Mäder

Customer informed about our monthly promotions.

George Panagidis is Export Manager at Gunz. He was born in Limassol in Cyprus. He met his wife Alexandra from Latvia while studying in England. The couple then became parents in Austria.

Just as multicultural he is in his private life, George also moves around the entire Gunz world professionally, which spans 111 countries and four locations (Mäder/Chur/ Magdeburg/Minsk). We spent a day looking over his shoulder in his office in Mäder.



3 Ukraine

11:00 Lviv
10:00 Mäder

Product range presented and order completed.

4 La Réunion

13:00 Le Port
11:00 Mäder

Final details for the first container order clarified.

Australia

1

16:00 Sydney
08:00 Mäder

Shipment completed and communicated to the customer that everything went smoothly.

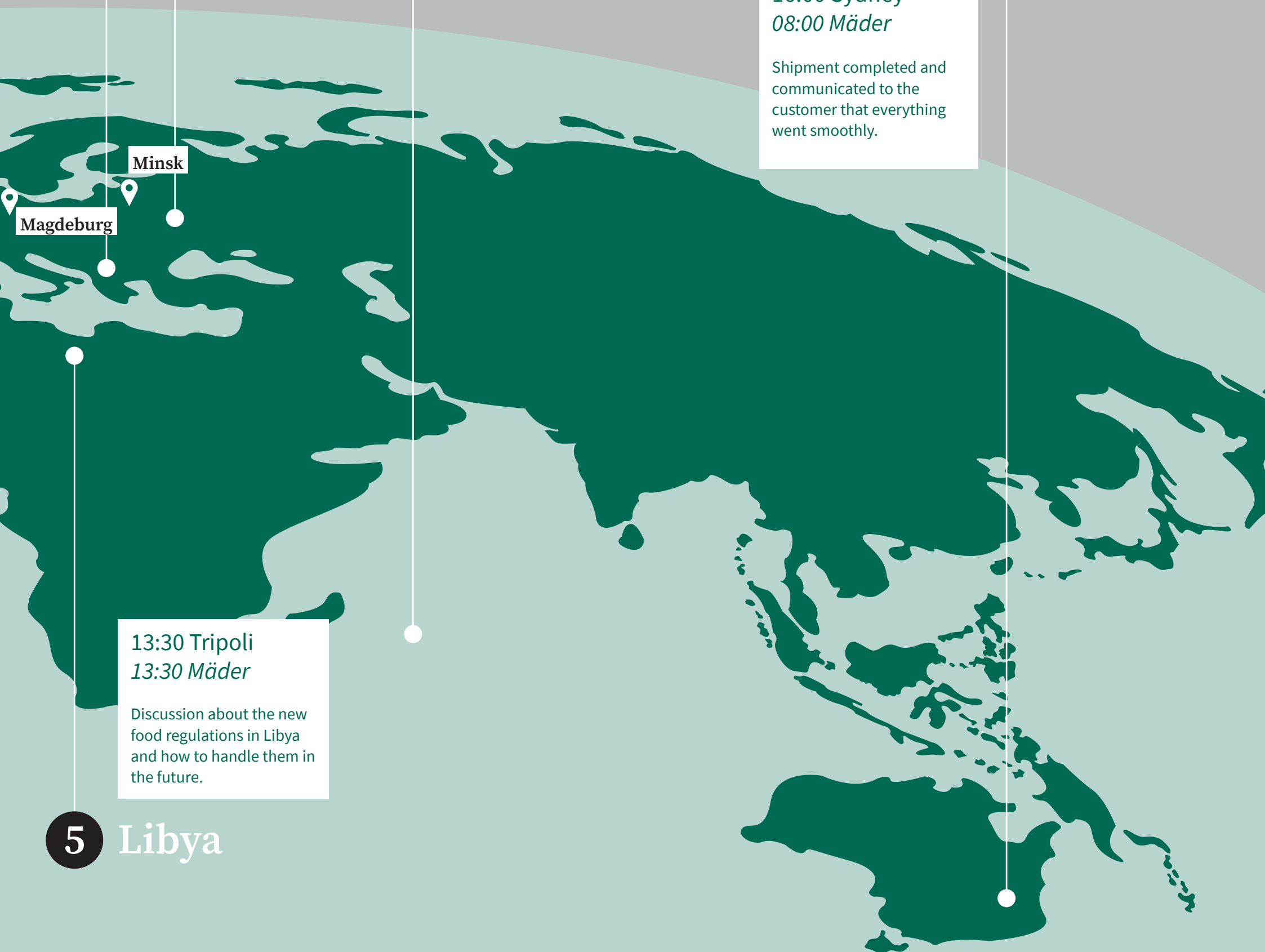
Minsk

Magdeburg

13:30 Tripoli
13:30 Mäder

Discussion about the new food regulations in Libya and how to handle them in the future.

5 Libya



Large unit in a colorful variety.

"200 people work at Gunz. These are 200 personalities, 200 families, 200 livelihoods, 200 destinies, 200 lives. Above all, they are also 200 different types and characters – united by one thing: the established values of a company where public welfare, respect, down-to-earthness, and decency come before profit. Qualities that are noticeable in every interaction with Gunz.

We met with some of the Gunz employees and talked to them about 'their' company."

Site Manager Magdeburg

Every employee is the most important

For me, Gunz with its flat hierarchies is like a clock: if one part is gone, the whole clock stops working. Gunz runs because everyone is equally important. That's why I welcome every new employee with the words: "I'm looking forward to getting to know our most important employee". And that's how we live it.

I'll never forget my job interview in a hotel in Chemnitz. There were two men in the room. One in a suit, one wearing a shirt and jeans. When I naturally approached the one in the suit, the other stood up and introduced himself as Werner Gunz. The second gentleman just happened to be there. Werner then spent an hour talking about his company with such intensity and warmth that I couldn't say no to him. He infected me with the Gunz spirit and I try to pass it on to everyone. I love this company and that's why one of my tasks now on the last 100 metres of my professional stadium lap is to hand over well to the next generation.

Just like Werner did. Werner also said to me right at the beginning: "Timo, forget the word problem. There are only opportunities." That's one of the great secrets of Gunz. These people think positively every day. Sometimes they overshoot the mark. But the bottom line is that you have a company here where you can retire without any worries. Every day is different, every day is exciting. I rarely praise people, but in this case there's nothing else to do :)

Timo Jahn



Employer with added value

For me, Gunz is an employer with added value. I feel like I'm part of a big family here, where everyone finds the place that suits them best. What I value most is the communication at eye level with everyone in the company. As the boss, Michael is also very close to us and you can always approach him with anything. He is always very patient and you never get the feeling that he is over a question or an issue. Benefits such as fresh fruit, the fitness room, the regular massage and sports programme or the brand new job bike also make Gunz stand out from many others.

A great added value for me and many in the company is the fact that we do not focus unconditionally on maximising profits. Our commitment to Fairtrade and our support for the Mäder Schulheim are just two examples of how we want to make the world a little bit better with our own understanding of ourselves and our capabilities.

Tina Manzel

**Head of
Sales**



Purchasing Manager

Daniel Kröll

Values as a common theme

When I started at Gunz, I only wanted to stay for six months. I actually wanted to do something with music. Life had other plans: I still play in a band in my spare time, but professionally I can't imagine doing any other job than at Gunz. I was shown trust here, I was allowed to try out new things, they allowed me to do things and I was able to develop. I am very grateful for this and try to give something back every day by living what Gunz stands for with full commitment.

I've been with the company for over 20 years and have seen it all. The values that Gunz stands for are the common values that runs through it all. That's why it's a great vote of confidence for me that I was allowed to take over the purchasing department a year ago. In this area, typical Gunz characteristics such as fairness and partnership play a very special role.

As a team leader, it is important to me to give our employees a sense of security, to support them with tips and tricks and to help ensure that our values are always carried forward. This also includes good internal communication and a positive approach when things don't go so well. We are allowed to make mistakes, but we want to learn from them so that we can do better next time. This is the only way we can satisfy customers beyond the normal level - which for us always means meeting each other as equals, listening and helping by fulfilling the needs of our counterparts.



Second home

After a terrible war in which I lost two siblings, I came to Austria all alone as a Bosnian refugee in 1993. I worked every day and fought for my new life. I've been with Gunz for 24 years now and if I have my way, that won't change until I retire. I enjoy going to work every day and am grateful and happy to be here. We laugh a lot and we all get on well together. There's always good contact with Werner, Michael and Stefan too and everyone takes the time for a quick chat and a few nice words. And if there are any problems, everyone is always there for you. Vorarlberg has become my second home. I met my wife here, we have two daughters and feel very much at home. My work has played a big part in that.

Semitir Mujic

Warehouse



Alexandra Temel

Daughter of
Werner Gunz,
wife of Managing
Director
Michael Temel

Part of my life

The company is a very important part of my life. Before we moved to Mäder, it was right across from our parents' house. As a result, the employees were somehow part of the family and even as children we helped out when we were needed. I don't know any different. After my apprenticeship at the travel agency, Dad asked if I would like to join him. My aunt trained me in bookkeeping and that's where I spent most of my time until I got pregnant for the first time.

Today, I'm mainly a back-up support for my husband, so that he can be fully available for the company. We talk a lot about work at home. As a result, I've also become a kind of diary for Michael.

My dad taught us that there is no such thing as a stupid job. He never saw the company as a burden. You should be grateful that you have work. My grandad used to say that, and Michael sees it the same way today. All three of them are or were extremely hard-working men who were rewarded for their hard work and their positive attitude.

Another thing I learnt from my dad: You shouldn't compare yourself to others, but go your own way and stay true to yourself. Everything has to be flexible and uncomplicated - anything you can't say in two sentences is rarely a good solution. Dad is someone who never complains, always remains calm and never makes a decision based on his first emotion. It's better to sleep on difficult issues for a night - the world usually looks different the next morning.

Michael is like dad. I am proud that he also cares a great deal about the well-being of others. This is reflected in his appreciation for our employees, generally in his dealings with other people, but also in many social projects. I am extremely grateful that we are doing so well, that we can be there when others need support. That gives me a lot personally - especially at a time when many things are viewed negatively and criticised, or when money takes priority. That was and is never a big issue for us. Everything is done without pressure or hassle. That's probably why things are going so well.



Big Family

When I hear the word Gunz, I always think of the smile of our senior boss Werner. He was my first contact with Gunz and the positive emotions I felt when we met never fooled me. In my eyes, Gunz stands for honesty, trust and mutual support. Our portfolio matches this, which is broadly diversified, sometimes surprising and always of high quality. I've been with Gunz for six years now and can say that it's like a big family to me - with its own rules, principles, methods and goals. And a straightforwardness that you can feel in everything and that I have never experienced before.

I will never forget that we were allowed to carry on despite the war and that the management continued to believe in us. That was a very important signal for us in difficult times.

Director Gunz Eurasia

Russia, Belarus, Armenia, Kazakhstan and Kyrgyzstan

Leonid Pekish



"This isn't marketing, it's about the cause"

Arnt Buchwald is not a man of big words. But when it comes to Gunz, the managing director of the Mäder school home goes into a state of raptures. Around 70 children and young people with physical and severe multiple disabilities are cared for at the Schulheim. As a long-standing partner and initiator of important projects, Gunz is a key pillar for the facility.

Mr Buchwald, how would you describe your collaboration with Gunz?

At Gunz, we feel very strongly that the commitment comes from an inner belief and mindset. It's not marketing, it's about the cause. Appointments with Gunz never take long, but they go into great depth.

How important is this external support for the Schulheim?

Our principle is that we finance ongoing operations ourselves. External support creates added value. It enables us to realise things outside of day-to-day operations that would otherwise not be possible.

What is particularly important to you when working with external supporters?

It's about people who not only deserve money, but also appreciation. Gunz sets an example and always has the needs of the children we care for in mind. We sense a genuine interest and have a great, appreciative interaction. A lot comes from the heart. That's how it should be.

Do you have any particularly memorable encounters with Gunz?

Oh, there are many. If I were to pick out one: We have considered purchasing a therapy device with eye control. This will help three or four people here, giving them the chance to communicate with their environment. Of course, it's debatable whether such a large investment is necessary for just a few of our pupils. Werner Gunz and Michael Temel didn't discuss it for long, but asked what the device would cost. This is how Gunz enabled us to do many things that would otherwise not have been possible.

Fulfilling work with young people who have special needs

The Mäder Schulheim is a special place for special people. Very unique children and young people are entrusted to us by their parents. We currently look after around 70 young people with physical and severe multiple disabilities from many regions of the country. For us, "care" means that we support them according to a holistic concept: We provide the children and young people with educational, therapeutic and medical support in their development - tailored to their individual needs.

"We" are two competent partners who have been working closely together for years:

- Provincial special school for physically disabled children
- Working group for physically disabled children in Vorarlberg (a private organisation)

We see ourselves as a place of learning and a place of therapy. Together with the parents, we formulate the objectives for the coming year in a support meeting. This ensures that the child's entire environment works towards achieving the same goals. Finding and achieving goals together, promoting the child's individual strengths and catering to their special needs is a matter of course for us as part of our holistic approach. At the school home, we don't just associate the term "learning" with the traditional

transfer of knowledge or the acquisition of cultural techniques such as reading, writing or mathematics.

Arnt Buchwald
CEO
Schulheim Mäder



2023

1 year, 7 keywords

Michael Temel on a year that once again wrote special stories and set a new sales record.

Sales record

Analysing our sales figures revealed two records. For the first time in the history of Gunz, we managed to break the 20 million euro turnover mark in one month. We closed October with exactly 20,024,248 euros. At the end of the year, 2023 stood at 188 million euros in our books - the best result in our company's history to date.



New York

It was a special honour for us to be a guest at the Fancy Food trade fair in New York with representatives of FC Bayern Munich. We wanted to find out whether our licensed products would also meet with interest in the USA. First results: We have already been able to transport a few pallets across the pond.

King Soccer

Gunz plays in the absolute Champions League when it comes to food merchandising for major football clubs. After starting out with Bayern Munich and Borussia Dortmund, Paris St Germain and Liverpool FC have been part of the exclusive circle of Gunz partners for some time now, as have the major Milan clubs AC and Inter.



School project

We have launched an exciting project with the Vorarlberg weekly newspaper Wann & Wo. Through the newspaper, we were looking for schools that would repeatedly focus on our activities in Africa (page 4) in various subjects for an entire year. The choice fell on the BG Feldkirch Rebberggasse. We will report on the results next year.

Company Handover

The handover of the company, which was initiated some time ago by long-time owner Werner Gunz, has now been completed. Managing Director Michael Temel and his wife Alexandra Temel-Gunz have now taken over 100 percent of the company shares. The company thus remains entirely in the hands of the second generation of the family



Employees

In addition to all the commitment to our partners and social activities, the employees at Gunz traditionally holds a very high value. Currently, this is evident not only in an excellent working atmosphere but also through several investments that benefit the employees in various ways. In 2023, the range included a ten percent salary increase and a performance bonus of up to 3,000 euros per person, the modernization of office spaces with ergonomic optimization of workstations, and additional IT support, especially appreciated by warehouse employees. Long-standing benefits such as Eco Points, a budget per person for department outings, fresh fruit, a fitness room, or a regular massage and sports offering, are complemented by the new addition of the job bike.

Rising generation

Three trainees currently enrich the everyday life at Gunz, and there may be more to come. They once again confirm the positive experiences we repeatedly have with young people. The trainees gain insights into all departments and processes, and we are optimistic that some of them will soon become permanent members of our staff. Another significant enrichment was the eight summer interns who worked with us during the summer.