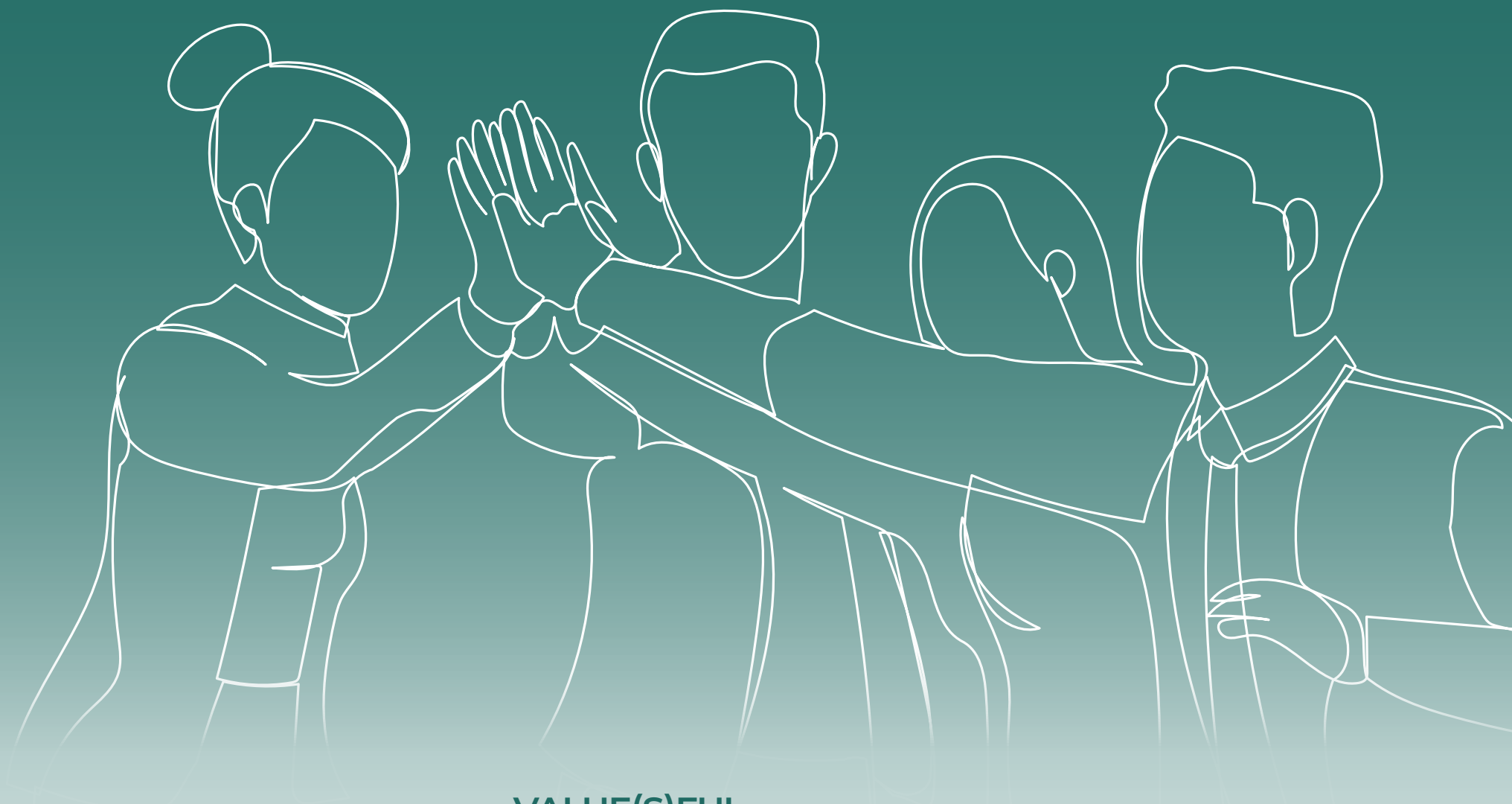


GUNZ MFG

MEHRWERT. FREUDE. GENUSS.

GUNZ is a food distributor for which 150 suppliers across Europe produce around 1,200 products. They are sold under the label of 20 own brands to 10,000 customers in 111 countries.

**ADDED
VALUE. JOY.
ENJOYMENT.**



VALUE(S)FUL

What really makes GUNZ special? It's not just numbers, locations or sales records. It's values that are lived. **Down-to-earthness** that connects. And commitment that leads straight to the customer.

This newspaper gives a voice to people who boldly take **new paths**. For whom **flexibility** is a constant factor. Who see **respect** as a prerequisite for progress – both economic and societal.

We are the **commitment** that doesn't take half measures. The clear dedication to **performance**, which we define as a team with quality, speed, and efficiency. Together, we live the values that define GUNZ – with heart, know-how, and a clear goal in sight.

More about this in this newspaper. And above all, every day in exchange with partners from 111 countries.

Kind regards,

Michael Temel

on behalf of 185 GUNZ employees

WE ARE most efficient
food professional for solving individual
customer requirements.

OUR VALUES

HIGH PERFORMANCE page 6

COMMITTED page 7

FLEXIBLE page 8

STRAIGHT page 9

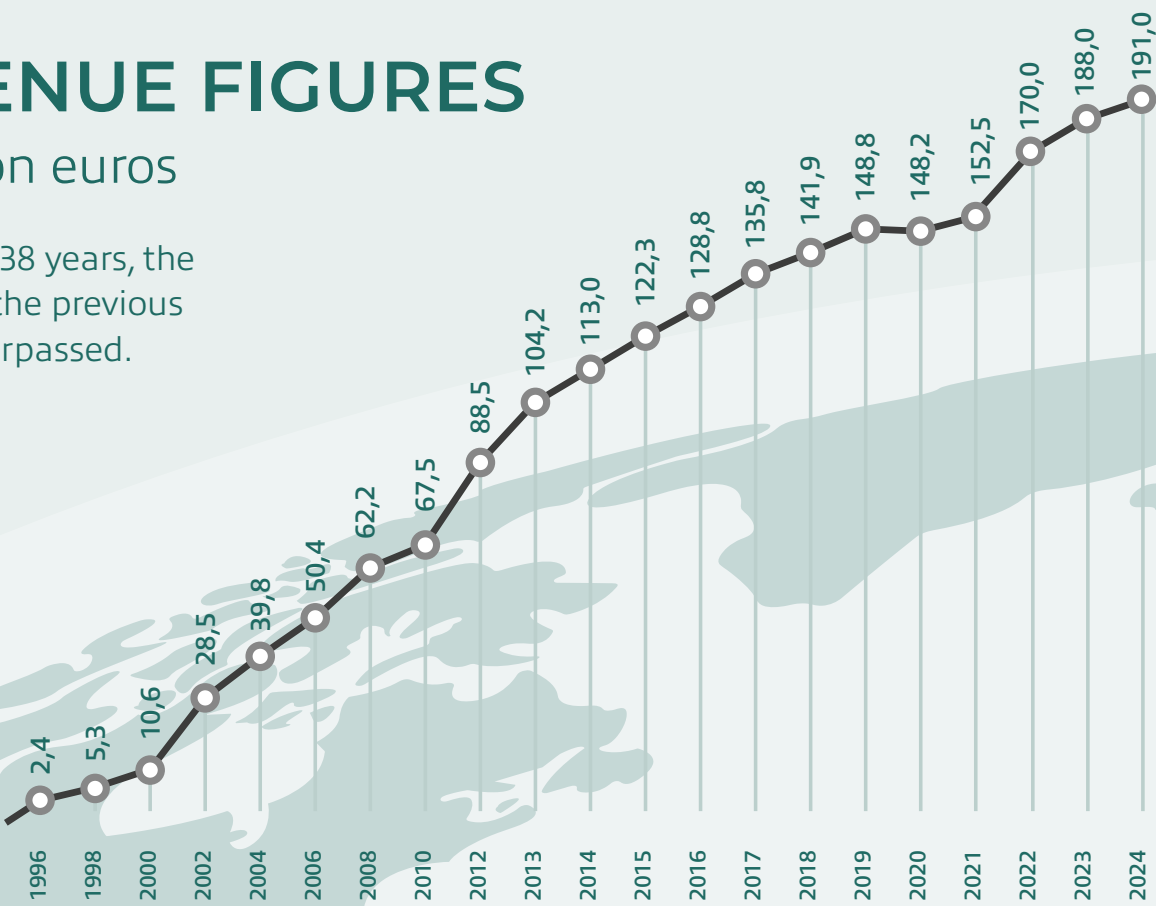
RESPECTFUL page 10

ADVENTUROUS page 11

REVENUE FIGURES

in million euros

35 times in 38 years, the
revenue of the previous
year was surpassed.



IMPRINT

Publisher: GUNZ Warenhandels GmbH,
Zollweg 1, A-6841 Mäder, Austria
Concept & Editorial: Michael Dünser

Design: Silberball/Janet Hämmerle-Intemann
Photos: Lisa Dünser, Willy Gebhard
Project Coordination: Willy Gebhard

Printing: Holzer Druck, Weiler im Allgäu
Circulation: 85.000 copies
Status: December 2024

GUNZ FACTS 2024



1.760

tons of cocoa

GUNZ sources cocoa every year from Africa and is therefore the largest partner of Fairtrade Austria in this sector.



100%

family business

185

employees



Bayern Munich, Borussia Dortmund, Paris Saint-Germain, Liverpool FC, Inter and AC Milan, as well as the newly added PSV Eindhoven, Feyenoord Rotterdam, and Ajax Amsterdam – nine names that make any football fan's heart beat faster. They represent nine clubs that rely entirely on GUNZ for their fan food. In just six years, we have established ourselves as the market leader in this prestigious segment.



2 millions

food merchandising products per year



191 millions

revenue

Grown 80-fold in 38 years.



SITES

Mäder | Austria

Chur | Switzerland

Magdeburg | Germany

Minsk | Belarus



1500

pallets per day

Every day, around 1,500 pallets are moved. This corresponds to approximately 320,000 pallets per year. An average pallet has a height of 1.80 meters. If all were stacked on top of each other, they would reach 65 times the height of Mount Everest. The total distance of 570 kilometers is roughly the aerial distance from Mäder to Vienna or Leipzig.



150

container shipments per year

GUNZ products are shipped to overseas destinations in container loads every year.

THINKING OUTSIDE THE BOX

Michael Temel took over GUNZ from his father-in-law four years ago. During this time, he has successfully managed the often challenging balancing act of relying on proven traditions while simultaneously exploring new paths in a dynamic market environment. Looking back at the year 2024 is therefore closely tied to forward-thinking ideas that aim to guide GUNZ toward a continued successful future.

Was 2024 a good year for GUNZ?

I always try to look at this from two perspectives. On the one hand, there are the raw numbers. With revenue exceeding €190 million, we have further strengthened our position in the market. On the other hand, I always keep an eye on how we are evolving as a company. In this regard, I feel we've made another significant leap forward.

What do you base this development on?

We excel at providing tailored solutions. This strong

focus on meeting customer needs is something that, in my observation, is very positively received in the market. We're not the type to rest on our laurels. The continuous expansion of our product range is a great example of this. It reflects our strong commitment to innovation. And we're still not the kind of company that chases success at all costs. That's why respect and sustainability, in all their facets, have always been hallmarks of GUNZ. Our employees have embraced this fully, and I believe that's an especially strong signal in times like these.

What is your vision of a typical GUNZ employee?

Simply being good at completing tasks is no longer enough in our industry. Anyone who wants to succeed in the future must constantly look beyond the obvious and be willing to explore new paths. Identifying trends and opportunities early and integrating these insights into all our business processes is the only way we can maintain our position in a dynamic and challenging market environment. This requires absolute professionalism in all areas.

GUNZ PRIORITIES 2025

- * Expansion and optimization of the sales system, including the **GUNZ app**
- * **Introduction of new products and brands** to offer an even more diverse range
- * **Expansion** through the development of new markets and customer segments
- * **Growth of the sports business** with additional fan merchandise and partnerships with top clubs, potentially beyond football
- * Continuation of existing **sustainability initiatives**
- * Completion of the school in **Côte d'Ivoire**
- * Further **improvements in efficiency** within internal processes
- * Investments in the **training and development of employees**



Are there any issues that worry you?

Worry” is the wrong word. At GUNZ, we prefer to speak of challenges for which we seek appropriate answers and solutions.

What does that mean specifically?

One major challenge is the volatility in raw material prices, which is creating considerable turbulence in the market. This demands a high degree of flexibility, which we consistently demonstrate, thanks in part to our extensive product range.

What were the most significant events for GUNZ in 2024? What’s new?

In the first half of the year, we devoted a lot of time to optimizing our processes, which has further improved our efficiency. We made great strides in the area of fan food, adding partnerships with renowned Dutch football clubs like Ajax Amsterdam, PSV Eindhoven, and Feyenoord Rotterdam to our existing collaborations with Bayern Munich, Borussia Dortmund, Liverpool, and Paris St. Germain.

I’m also proud that we continue to make an impact in social areas, whether in Côte d’Ivoire (see page 12) or through projects in our immediate surroundings. As a company, this is simply part of our responsibility. Here, too, we are challenged to think beyond the obvious. I’m delighted that we manage to achieve this every year without losing sight of our core business.

”

Our commitment is to deliver not only enjoyment for the end consumer but also genuine added value for our customers with flexibility, speed, simplicity, and high efficiency. Our solution-focused approach is always forward-looking, enabling us to recognize opportunities early on. All of this happens in an environment defined by joy, groundedness, and respect – for employees, suppliers, and partners – as well as a deep sense of responsibility for the greater good.

Michael Temel

Embodying values.

POWERFUL FOOD EXPERTS

The numbers speak for themselves: four locations, 185 employees, over 190 million euros in revenue (with an annual upward trend), nearly 40 years of experience in a complex and highly competitive market, and 20 private labels. Where GUNZ is on the label, performance is inside. But what's behind the numbers? What makes GUNZ so special? What sets it apart from the competition? We asked two employees for their insights.

AVAILABILITY PLUS EFFICIENCY = RELIABILITY

...is Robert Kardum's formula for success at GUNZ. In other words, nearly 40 years of solid market experience have resulted in a private label assortment that is tailored to customer needs and, in most cases, immediately available. "This makes us one of the most reliable partners in our segment, especially since we operate with great efficiency across all areas." The GUNZ service portfolio is further enhanced "by highly personalized support and the necessary expertise to address the specific characteristics of individual markets." All of this, combined, makes GUNZ "a strong performer in the food sector," characterized by down-to-earth business practices and a deep passion for food in everyday operations.



Robert Kardum

"POWERFUL" IN FIVE KEY WORDS:

- 1 In my opinion, GUNZ's strength lies primarily in its **wide product range** and the ability to order **mixed pallets**, which keeps the minimum order value at just € 650.
- 2 Thanks to our **flexible assortment strategy**, we can quickly respond to market dynamics. A recent example: when rising cocoa prices lead to significant price increases in the chocolate sector, we expand our range in the snack and bakery categories.
- 3 Another advantage is the **tailored promotional placements** we offer, such as mixed cartons, quarter displays, or pallets.
- 4 Crucially, most of our products are not only **readily available in stock** but are also **dispatched immediately** through our partner logistics providers..
- 5 A significant asset for our customers is our **digital tools**, such as the webshop, sales app, and GUNZ app, which streamline everything from quote creation to order placement.



Hardworking, friendly, fast, precise, and progressive.

For Alexander Hörske, GUNZ reflects the Vorarlberg work ethic.

Daniel Kröll





Tina Manzl

Our new customer app is, for me, symbolic of GUNZ's mindset. Every customer receives the service they desire: If they wish, they can order 24/7 through our webshop, and recently, they can also order from any phone or tablet through our brand-new GUNZ app. If they prefer, they can reach us via WhatsApp or email. If they'd like, our field service team can visit them. All paths to GUNZ are open—comfort doesn't get any better than this.

In the same way, our export customers from around the world receive personalized service. They can choose between email, phone, WhatsApp, or video calls. Everyone is always welcome to meet us in person in Mäder, or we can meet at trade fairs.

Another advantage, in my view, is the product variety that sets us apart from our competitors.

- * With our broad assortment, we are very flexible. For example, we can step in with alternatives when other suppliers face shortages or cannot deliver for any reason. This can reduce the effort for our customers, as they receive one delivery, one delivery note, and only need to pay one invoice.
- * Additionally, thanks to our wide range and low minimum order value, we also enable smaller customers to order A-brands alongside our private labels.

ENGAGEMENT AND CUSTOMER PROXIMITY – OUR DNA IN SERVICE

At GUNZ, engagement always has one main focus: the customer. Efficient processes and solution-oriented approaches are combined with the typical Vorarlberg work ethic, resulting in high reliability and products that are available when needed.

Marc Mitterpergher



SOLUTIONS INSTEAD OF PROBLEMS

"We earn the trust of our international customers not only through an unbeatable price-performance ratio but especially through top-notch service. This includes excellent, personalized consultation and our professional approach. Combined with flexible ordering options and prompt delivery, I offer my customers the 'GUNZ All-Inclusive Package.'"

What I particularly appreciate about my work in sales: Thanks to our flexibility, quick responsiveness, wide range of products, and in-depth expertise, I never discuss problems with customers, but always focus on solutions."

”

We don't just want to sell; we want to build something sustainable in the long run. Our customers can feel that too.

„GOHT NET, GIBT'S NET“

IF IT'S NOT POSSIBLE, IT DOESN'T EXIST



Flexibility and diversity are deeply embedded in GUNZ's DNA. At the end of the day, these qualities lead to key aspects of modern entrepreneurship, characterized by speed and a solution-oriented approach – with plenty of room for tailored offerings and cultural adaptation.

Nowadays, it's not the big ones beating the small ones; the fast ones outpace the slow ones. If a customer has an empty shelf and orders from GUNZ today, the goods can be with them tomorrow, if necessary. The key is a flexible, efficient warehouse team combined with strong transport partners.

Rene Ender (left) and René Fink (right) are proud that the warehouse team, with its long-standing, motivated employees, is a cornerstone of the solution-oriented approach that GUNZ is known for. Motto: "Goht net, gibt's net." For non-Vorarlberg natives: "If it's not possible, it doesn't exist."

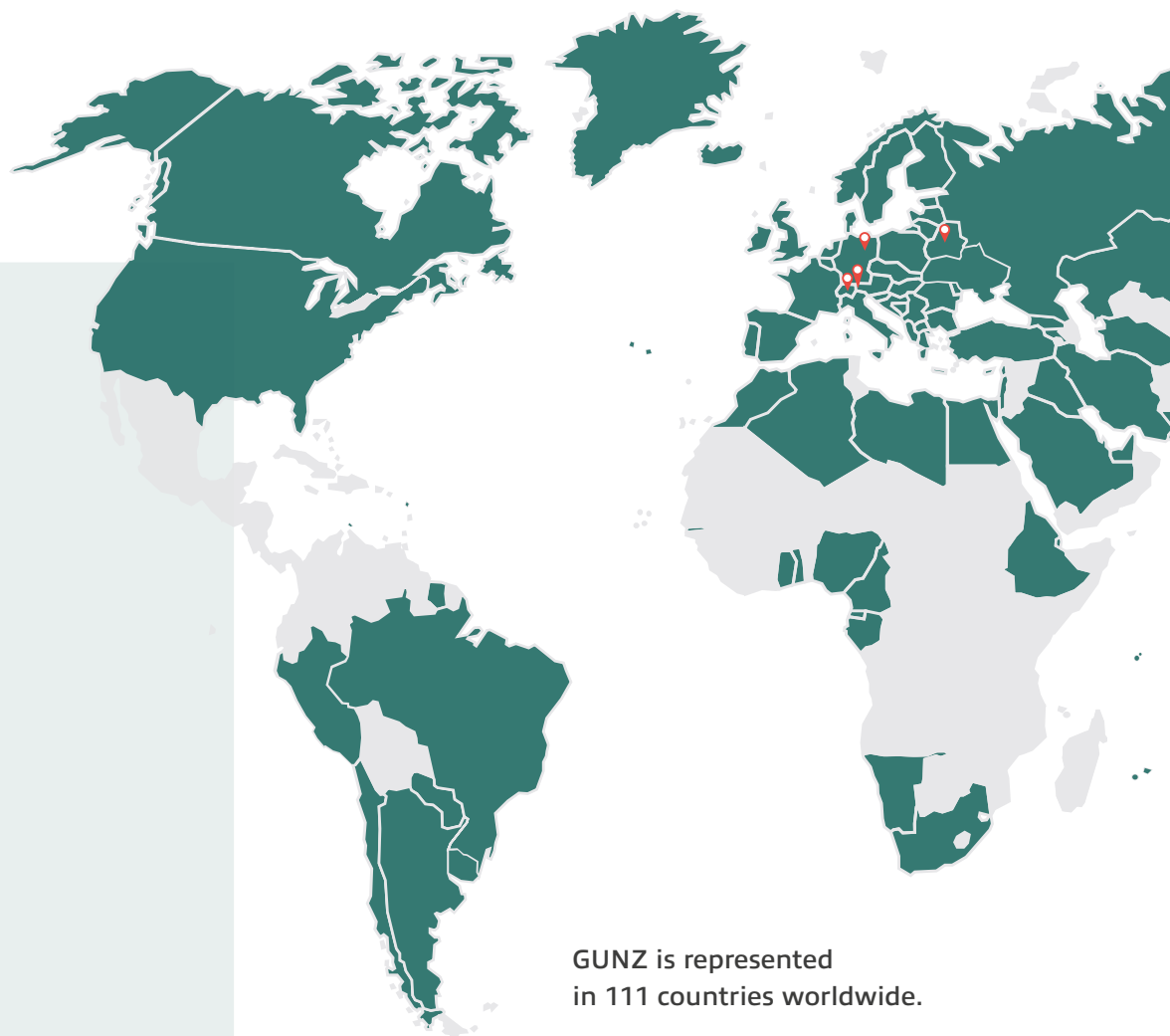
Rene Ender and René Fink



”

We are represented in over 100 countries worldwide with GUNZ products. No market is the same as another. Over time, we have learned to respond to all the unique characteristics and develop region-specific offerings. GUNZ provides tailored solutions to meet individual customer requirements.

Stefan Koopmann



GUNZ is represented in 111 countries worldwide.

Loyal readers of this newspaper will know: George Panagidis is the epitome of internationalism at GUNZ. The Export Manager was born in Cyprus. His wife is from Latvia, and the two met while studying in England. Eventually, they became parents and made Austria their home. Professionally, George is traveling the world for GUNZ, keeping an eye on 111 countries. "The beauty of it is that for us, everyone is the same. Whether it's a corner shop or a large corporation, whether it's the Seychelles or Iceland, it doesn't make any difference to us." Regardless of culture, the goal is to understand the other party and find a solution to their needs—maximally transparent, maximally authentic. "We have nothing to hide and don't pretend to be something we're not."

George Panagidis



THE DIRECT PATH TO SUCCESS

GUNZ is a family. With short paths and clear leadership. With streamlined structures and a clear vision of supplying the market with affordable and needs-oriented products. The way we interact, both internally and externally, is typically Vorarlberg: down-to-earth, straightforward – always understandable, always honest, always uncomplicated. "This is the only way we can remain a company that, despite its international reach, can stay focused and pragmatic while truly maintaining close relationships with our customers, suppliers, and partners," Michael Temel is convinced.



Alexander Hörske



DOWN-TO-EARTH MADE BY GUNZ

- * In my opinion, GUNZ has a brilliantly simple core concept that hasn't changed in 30 years. We move with the times, but our pace and philosophy remain the same. This particularly means: Every customer is treated equally – in all relevant areas: pricing, promotions, delivery quantities, and personal support. While others cut back on service in tough times, personal care remains our top priority. This has always been the case, and it won't change. For this reason, we are seen as a transparent problem-solver, offering quick help and straightforward, innovative alternatives..
- * Our focus is always forward-looking, and we are bold enough to continually surpass ourselves and convince the world from Austria.
- * At GUNZ, everyone addresses each other informally, long before it became common in the workplace. In line with this, we have extremely flat hierarchies. Even the boss is always accessible to everyone in the company.

"WOULD YOU LIKE IT TO BE A BIT MORE VALUABLE?"

"Embodying values" was the motto for many years of Werner Gunz, who played a major role in shaping the company into what it is today. The next generation builds on this foundation – both in large projects and in everyday interactions. Respect at GUNZ is reflected in many facets – both within and outside the company.

"Respect not only promotes social cohesion but also helps create a fair and inclusive society," says Claudia Kulmitzer, who is responsible for finance and controlling at GUNZ. She has fully embraced what Michael Temel often emphasizes: "Our responsibility as a company doesn't end with preparing the balance sheet. In fact, that's where it begins."

The respectful interaction with one another is the foundation for mutual trust, understanding, and cooperation, according to Claudia Kulmitzer. "That's why we should always remind ourselves that respect is more than just a norm. It's an attitude that fundamentally shapes our actions." The finance director, who has been with GUNZ for five years, is "proud that we don't just talk about this at Christmas, but that we practice a respectful and appreciative way of interacting daily, both in big and small ways." This is evident in how the company treats employees, partners, and customers, but also in numerous projects—"where we try to make the world a little better."

Schulheim Mäder

"The Schulheim Mäder is a place of learning and therapy for 70 young people with physical and severe multiple disabilities from many regions of the country. It is also a place full of energy and optimism. This is largely due to the incredibly dedicated people who are there for the children, and a facility that provides the perfect framework for their care. For several years, we've been able to contribute to various investments, such as therapy rooms, special equipment, or playgrounds. The respectful, appreciative approach to people who don't always live on the sunny side of life gives us fresh perspectives and great satisfaction, knowing we can be there for others within our means."



Claudia Kulmitzer

School builds school

"A fascinating project that truly aligns with our partnership with FAIRTRADE. Initiatives like this give our work a deeper meaning." (more details on page 12).



Carmen Liepert

RESPECT MEANS FOR US ...

- ... **appreciation for EVERYONE**, because each individual contributes to GUNZ's success. For example, bonus payments are distributed equally among all employees, regardless of whether they are an apprentice, cleaning staff, or manager.
- ... **benefits** such as free fruit, affordable lunch menus, shopping discounts, massage, EcoPoints, job bikes, social rooms with a "fun factor," a fitness room, various events, and goodies. Feeling comfortable is a basic need that we take very seriously and offer a lot to fulfill.
- ... addressing the **needs of employees with children** in terms of flexible working hours, vacation arrangements, and time off for caregiving and support.
- ... listening, **addressing wishes and needs**, and actively engaging with these, especially through a suggestions/feedback box and regular employee conversations.
- ... supporting employees in their **professional development**, for example, by promoting further education during career breaks..
- ... always advocating for **educational leave** as an extension of parental leave.
- ... **employee benefits** designed to create an additional motivating work environment. In addition to fair salaries, this includes, above all, opportunities for further training, flexible working hours, and support during special life circumstances.

THE ADVENTUROUS SIDE OF GUNZ

Where diversity and innovation come together, you'll find people at work who constantly strive to go the extra mile and discover new possibilities. At GUNZ, there are countless big and small examples of this.

STAYING AHEAD

Palm oil-free, vegan, sustainably produced—consumers no longer buy products simply because they taste good. From packaging to ingredients, there are increasing demands to meet, along with ever-tightening legal regulations. Somewhere between new laws and appealing products, prices must remain competitive. In this balancing act, innovation, creativity, and communication are more important than ever. GUNZ is constantly exploring new ways to enhance the customer experience, including personalized offers and tailored products. Recognizing and following trends early is crucial in these cases—it challenges us, but also makes our work incredibly diverse. No two days are the same.

Ramona Fritz

(image left)



ADAPTABILITY

Every day, I see how adaptable we need to be. Here are just a few examples: Last year, our trade fair team attended a major international expo in Shanghai for the first time. On-site, we quickly realized that business in China isn't conducted via WhatsApp but through WeChat. In no time, GUNZ set up an account, even though we had no prior experience with the platform. Another fascinating aspect is our constant effort to expand our markets. We regularly welcome customers and prospects from around the world. Recently, four potential partners from Mongolia visited us in Mäder. One of our greatest strengths is our ability to adopt the customer's perspective and adapt seamlessly to the requirements of different countries.

Janine Lamprecht

(image middle)

LOOKING AHEAD

Digital solutions and international expansion are just two examples of GUNZ's forward-thinking approach. We are always on the lookout for new opportunities and market gaps, which is why we continue to expand our range of private-label products. The moment we discover something exciting, it's integrated into our product line in no time. Our ability to identify trends, paired with our speed, is a key success factor. Customers are always our focus. We strive to find tailored solutions to every challenge—no matter how big. One example is our flexible approach to missing language declarations: in such cases, we print the labels ourselves, even in Arabic or Chinese. Additionally, we offer custom solutions, such as assembling individual mixed cartons or shrink-wrapping cookie packages as sets.

Elena Kokot

(image right)

- ... engagement in various social projects to be there for others and create opportunities.
- ... fairness in collaboration with partners and suppliers, which is reflected, among other things, in above-average conditions and long-term relationships.
- ... maintaining a culture of closeness and solidarity, especially as a family-run business. A good work-life balance is a top priority.

LEARNING AND GROWTH BEGIN WHEN YOU STEP OUT OF YOUR COMFORT ZONE

Jaap Van Bavel is passionate about PSV Eindhoven's football team—and about GUNZ, where he has been on board for nearly ten years, serving as Head of Sales in the Netherlands.



Jaap Van Bavel

How would you best describe GUNZ?

The first thing that comes to mind is one of my first meetings in Mäder. Werner Gunz showed us a picture with lots of apples. They were all red, except for one green apple. Our boss said, "We need to be the crazy one! The green apple among all the red ones." In a highly competitive retail environment, where many competitors offer similar products, prices, quality, and service, we have to stand out.

What, in your opinion, makes this difference?

At GUNZ, we have a solution for every problem and an answer to every question – that's the way we think. This GUNZ DNA is now being strongly embodied by Michael and the whole family in the second generation, and it's very contagious. That's why GUNZ is often the first point of contact when retailers are looking for something "special." So-

metimes it takes us no more than four weeks from a product idea to actual delivery. That's not just good advertising; it also shows our flexibility.

Do you have a favorite story when you talk about GUNZ?

There are many, and we should never stop telling them because they are far from ordinary. One example is the complete switch to FAIRTRADE chocolate, which, of course, comes with higher costs. At GUNZ, the question isn't whether we should do it – the only question is how quickly we can make it happen because we see that anything else wouldn't be fair to the people in West Africa. And once it's implemented, GUNZ goes a step further and says: We want to build a school in the Ivory Coast, where the cocoa for our chocolate comes from, to give the people there a better future. I believe many people think this way, but GUNZ

actually does it. And GUNZ takes it a step further every day, where others stop or never even start.

What does the future hold for GUNZ?

With the mindset I've tried to describe, I'm convinced we'll continue to succeed in this rapidly changing world. Is it easy? No. Because if it were easy, others – or we ourselves – would have already done it. But learning and growth only begin when you step out of your comfort zone. Personally, I'm grateful that GUNZ gives me the space to do just that.

We're just getting started. There's still so much potential ahead.

SCHOOL BUILDS SCHOOL: A PROJECT CLOSE TO OUR HEARTS

After our visit to the Ivory Coast two years ago, one thing became clear: education is the key to a better future for the people living there, often under modest conditions. The Ivory Coast is by far the world's largest cocoa producer and, as such, essential for our chocolate products, which exclusively use FAIRTRADE-certified cocoa from West Africa. As a FAIRTRADE partner, we not only contribute to sustainably improving living conditions in the region, but we also play a leading role in the construction of a new school in Daloa and the renovation of another school in Guiglo.

We also strive to raise awareness of these issues here in Vorarlberg. One particularly impactful example of this was at the Feldkirch-Rebbergasse High School. Over the course of a year, topics like cocoa cultivation, fair trade, and global justice were integrated into various school subjects, both in theory and practice. This gave students a comprehensive understanding of global trade structures and their impact



on developing countries. Among the activities was a "Run for Education" event in support of "School Builds School," and the school festival was also dedicated to highlighting our collaboration.