



Iglo Group CEO unveils vision to double the size of the business to €3.2bn by 2020

- Group to focus on great tasting food that can be enjoyed at every meal, every day, by everybody
- New strategy sets out to change perceptions of frozen food and consumer behaviour
- Innovation and a new approach to marketing central to the vision

Iglo Group's CEO, Elio Leoni Sceti, is today unveiling his vision to double the size of Iglo Group by 2020. His new strategy aims to transform perceptions of frozen food and consumer behaviour through innovation and a new approach to marketing.

Central to the strategy is a new approach to marketing. After a high competitive contest, this month Iglo Group selected Havas Worldwide to be its new global brand positioning and advertising agency. Iglo will work with Havas to change its marketing approach, with digital being at the heart of this.

Commenting on the new strategy Elio Leoni Sceti said:

"We are entering an exciting new era for Iglo Group that will focus on creating better meals together for our consumers. Innovation will be key, I want to make Iglo Group an 'innovation machine' that creates great new products that cater to a wider audience and meals that we don't currently serve."

"I want to shift consumer perceptions and behaviour by changing the consumer view of frozen food from desperation to inspiration. The appointment of Havas as our new marketing agency and the new strategy will be central to this. Creation of a digital hub will also make sure we are where today's consumers are and we're there when they ask 'What's for dinner tonight?'"

"We need to properly understand the consumers' perspective. They shop for meals, want great tasting food and have gone digital. Parents have traditionally been the focus of our marketing, yet 75% of the population do not have young children. We need to change our focus."

Frozen is a food of our time that meets the needs of consumers for great tasting, easy to prepare, nutritious food that is less wasteful and good value. Frozen vegetables contain higher levels of vitamins and antioxidants than 'fresh' equivalents; making them the perfect option to help consumers eat more of the foods we all know are good for us.

Sustainability is a further pillar of the new strategy. The Group's Forever Food programme will be given a more prominent position within the new approach. Elio Leoni Sceti believes that:

"Trust and transparency are important for all food companies. Forever Food will therefore be central to how we will communicate with the public. The programme will ensure that our products are responsibly sourced and prepared."

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Notes for editors:

Iglo Group is Europe's leading branded frozen food business with sales of over €1.5bn and 28% market share. It produces and markets premium branded frozen food products in 11 countries and distributes across a number of other markets in Central and Eastern Europe.



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The group's core brands of Iglo, Birds Eye, and Findus (in Italy only) are category-defining names synonymous with high quality, great tasting frozen food. The UK, Italy, Germany and Austria are the Group's largest markets, representing approximately 85% of turnover.

Iglo Group's product range includes iconic family favourites such as fish fingers and frozen peas along with innovative new ones such as Bake to Perfection and Rice Fusions. All of these meet family and consumer needs for great tasting, healthy, convenient and sustainable food that minimises waste and supports changing lifestyles.

Iglo Group has long recognised the delicate balance of nature and the Earth's ability to supply us with food. 'Forever Food' is the group's unique sustainable development programme, founded on the values of caring for the environment, treating everyone fairly and working to make sure consumers prefer its food. The group's 'Forever Food' approach is complemented by a set of corporate values that reflect its culture, known as 'PACE' – performance, ambition, collaboration and energy. PACE fosters cooperation, creativity, motivation and opportunity – all key to the group's journey to be Europe's leading frozen food business.