



Selecta extends strategic partnership with Nestle Starbucks to grow premium self-serve business in Europe

Cham, Switzerland, October 18, 2018. To continue its successful business partnership, Selecta Group B.V. ("Selecta")- the Leading Unattended Self-Service Coffee and Convenience Food Provider in Europe - has signed a new strategic licensing agreement with Nestle Starbucks, giving it the rights to proceed to develop and operate the premium self-serve beverage concept, Starbucks *on the go*.

Starbucks *on the go* brings the authentic Starbucks experience to workplaces and customers on the go. Designed with the look and feel of a Starbucks coffeehouse, Starbucks *on the go* provides a range of premium beverages using the latest Swiss espresso technology and a unique modular format to complement a variety of office and public environments.

Pieter Boven, Director Strategic partnerships Nestle Starbucks EMEA, says: "The partnership between Nestle Starbucks and Selecta has given us the ability to deliver great Starbucks coffee to our customers through a premium self-serve solution, adhering to the highest quality standards. This new licencing agreement signals our commitment to continue to work together to grow the premium self-serve business."

Commenting on the agreement, Sjoerd van den Dungen, Group Starbucks Director at Selecta says: "We are proud to take another step in our partnership with Starbucks, bringing great tasting self-served Starbucks coffee beverages to our consumers across our 14 markets in Europe. The partnership combines Selecta's extensive experience in premium self-serve retail solutions with unequalled coffee and service quality. Together we are the best in coffee and the best in service.

"The focus for growth in the coming years we will be on the office, university and hospital channels. As a market leader, we understand the increasing demand for premium coffee and Starbucks *on the go* is a fantastic fit for the European market."

Further details on the agreement will not be disclosed.

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About Selecta Group

Headquartered in Switzerland since 1957, Selecta is a European leader in unattended self-serve coffee and convenience food, operating in 16 European countries. An annual turnover of EUR 1.5 billion is a testament to the passion and dedication of more than 9,000 highly skilled Selecta employees, providing great quality coffee brands and convenient food and beverages concepts for the workplace, on-the-go as well as hotels, restaurants and cafes (“HoReCa”). For further information, please visit www.selecta.com