



Serious about cereal

One of Europe's leaders in muesli bars and muesli categories



Cerbona is one of Europe's most relevant manufacturers of muesli bars and muesli categories with a full range of products from standard to functional



We had been a market leader in Hungary and a key manufacturer in Europe for the past 33 years with...

... an exceptional track record:

- 5 times SuperBrands winner
- 4 times MagyarBrands winner
- 100% distribution in Hungary
- 85% brand awareness In Hungary
- Award winner products

... a lean and effective team coupled with efficient production:

- 140 employees
- In-house product development
- 14,5 million EUR turnover in 2021
- 6000 tons per year capacity on demand production
- One and only gluten and lactose free production line in CE region



... outstanding quality at an affordable price:

- BRC quality assurance system
- ISO certified
- RSPO certificate
- Great price/quality ratio

... partners from the largest retail chains in the world:

- Cerbona branded products
- Private Label (PL) products
- Export to 20 countries



Countries, main partners and PL projects

Sales in 20-25 countries/year

CE region

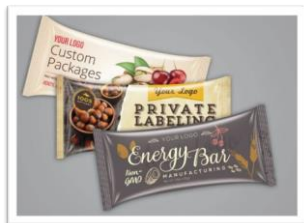
Greece

Balkan countries

Baltics

Middle East

Western Europe
(PL)



Main international retailer partners:



TESCO



REWE



METRO



MAXIMA



PROFI

We provide Private Label production for the world's largest retailers:

- In-house product development to meet Private Label's needs
- Production and packaging services – more than 150 SKUs of PL products



New warehouse capacity and robotics in 2020

Investments in 2020:

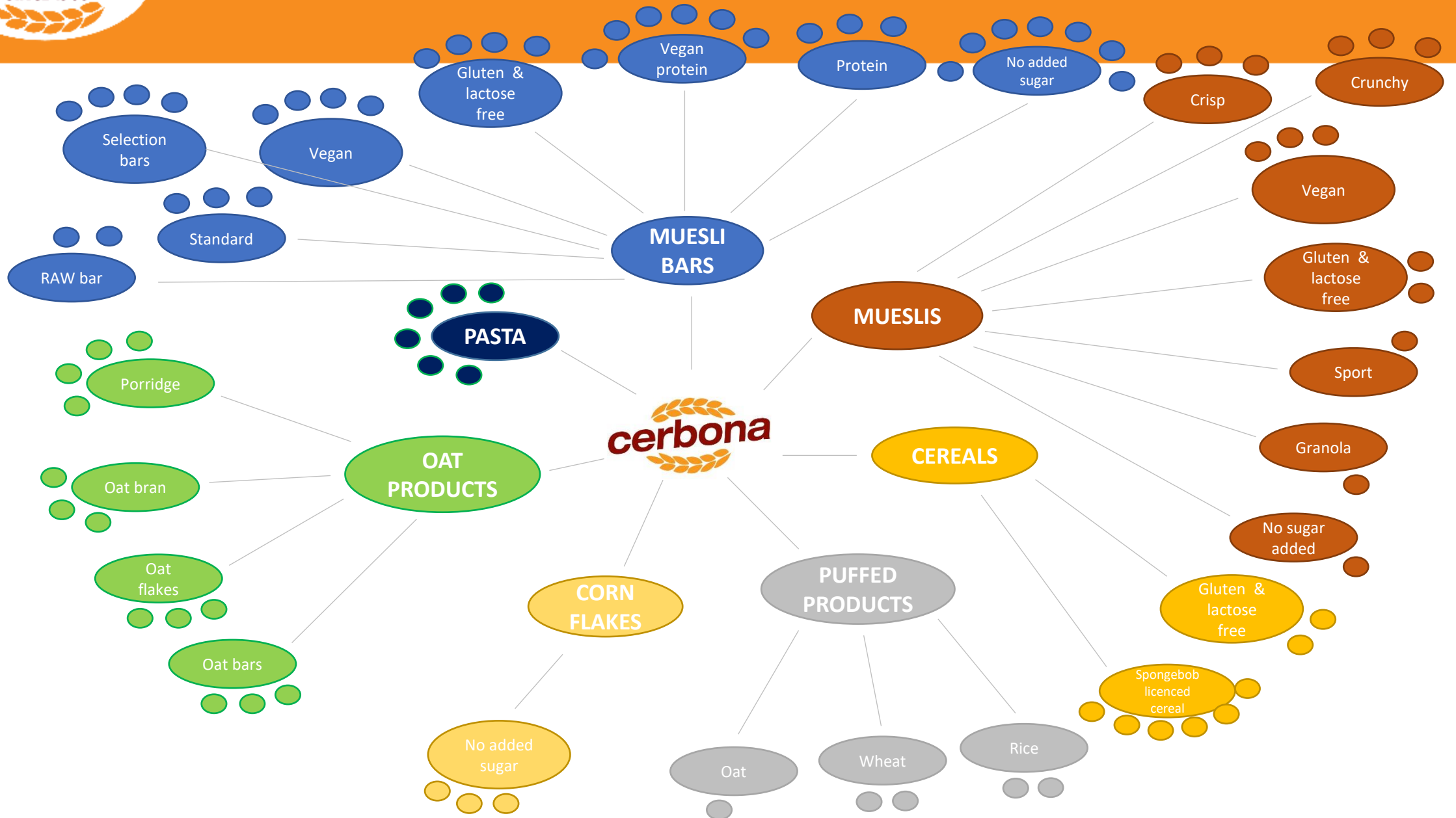
New warehouse with 6400 pallets capacity

Robotics on gluten free line





Cerbona uniquely has the widest range of products among our competition





Cerbona Product range in bar category

Cerbona has wide product range in the bar category as follows:

- Traditional muesli bars
- Sugar reduced muesli bars
 - Coated muesli bars
- Gluten free muesli bars
 - Oat bars
 - Gluten free oat bars
 - Cereal bars
- Sport and Energy muesli based bars
 - Sport powder based bars
 - Vegan bars
 - RAW bars
- Selection bars with cake flavours





The mix of sweet and sour flavours, as well as the classic and exotic fruits make our product range easy to like by any customer



Standard muesli bars

The high quality of the natural fruits, added honey and increased fibre content make these fruity muesli bars easy to sell.



No added sugar muesli bars

All products contain high quality natural fruits, and are very popular in every market





Cerbona Selection muesli bars in tempting dessert flavours

New products !

The leading Hungarian muesli and muesli bar producer Cerbona created a new product line, called Selection. Popular desserts were selected and transferred to muesli bars. Crunchy cereals, pampering softness of the coatings and ingredients of the given desserts are united in this indulging muesli bars.





Selection Granola muesli

- 2 new granolas
- Dessert flavoured
- Toffee and Brownie
- A more premium product
- Sleek and modern packaging
- 280 g in box





Sales of functional and free from products are growing in 2018 while the launch of Cerbona's gluten and lactose free muesli bars is a success story



Gluten & lactose free musli bars

Free from products consumption is not only for gluten sensitive people:

- **Choco-sour cherry muesli bar** - 2017 New Gluten Free Product of the Year Hungary with chocolate, sour cherry pieces and buckwheat
- **Seeds and Fruits muesli bar** with 30% seeds and fruits
- **Dark Chocolate-Raspberry muesli bar** - Hungary's most popular muesli bar flavour in GF version too
- **Cranberry** gluten free muesli bar – **the new member of GF bar family**

After the success of Gluten free muesli bars, Cerbona will launch its brand new Gluten & lactose free Oat bar



Gluten & lactose free oat bars 40 g

Free from products consumption is not only for gluten sensitive people:

- Caramel and almond flavoured with not added sugar
- Dark chocolate and marzipan



Gluten and lactose free mueslis



Seeds and fruits muesli

- Gluten and lactose free
- With 4 types of seeds, 3 types of fruit
- Corn flakes



Chocolate-almond muesli

- Gluten and lactose free
- Less sugar
- Extruded corn flakes



To continue expanding our successful functional products lineup we are introducing gluten and lactose free Cereals



Cocoa cereal balls

- Gluten and lactose free



Cocoa cereal flakes

- Gluten and lactose free



New Gluten and lactose free vegan porridges

New Gluten and Lactose free porridges **50 g**



Chocolate -Strawberry



Sour Cherry-Vanilla



Apple-cinnamon no added sugar



Cerbona Gluten free Oat flakes and flour



GF natural fine oat flakes

and

GF Oat flakes flour

500 g in bag





Vegan vegetable muesli bars

- Classic flake based bars
- **New, innovative veggie flavours:**
 - beetroot and rhubarb: 17% beetroot content
 - Pumpkin carrots: 23% vegetable content
- Product benefits:
 - New, innovative taste
 - Outstandingly rich in **dietary fiber: 20%**
 - With whole grains
 - Very low **added sugar content: 4-5 %**



Product name	Beetroot and rhubarb muesli bar	Pumpkin and carrots muesli bar
Shelf life (days)	365	365
Custom packaging net weight (g)	25	25
Collection unit (db/#)	20	20



Vegan protein bars

- Protein-containing vegetable slices
- Sweet and fruity taste, without off-flavors:
 - Chocolate cake
 - Salted caramel
 - Raspberry
- Product benefits :
 - Slices containing only vegetable protein
 - Added **vitamin B12**
 - Low **sugar content: max 5%**
 - Gluten free
 - Lactose free



Product name	Vegan protein bar raspberry	Vegan protein bar chocolate cake	Vegan protein bar salted caramel
Shelf life (days)	365	365	365
Custom packaging net weight (g)	40	40	40
Collection unit (db/#)	20	20	20



Rice porridge

- Vegan rice porridge in two flavors:
 - Dark chocolate with raspberries
 - Blueberry
- Product benefits:
 - Dark chocolate with raspberries : **gluten free**
 - Blueberry: **gluten free, lactose free**, chia seed content 9%
 - Dessert-like, pampering taste and texture
 - It does not contain stabiliser
 - **Only natural colourant**



Product name	Blueberry rice porridge	Dark chocolate with raspberries rice porridge
Shelf life (days)	365	365
Custom packaging net weight (g)	45	45
Collection unit (db/#)	20	20



Vegan granola

- Granola-type muesli made from premium ingredients
- Product benefits:
 - Baked oat base
 - Granola type muesli
 - **No added sugar and free from sweeteners**
 - Rich in fiber
 - Lactose free
 - There are no artificial colors, flavors
 - **Palm oil free**



Product name	Vegan granola Cocoa dream	Vegan granola Berryful
Shelf life (days)	270	270
Custom packaging net weight (g)	300	300
Collection unit (db/#)	15	15



Sport bar range: Before-During- After

New Cerbona Slim bar

Pineapple-Goji

Chocolate-Cranberry

With L-Carnitine

No sugar added, with maltit syrup

Use before sport!



New Cerbona **Energy** bar

Chocolate-Almond

Magnesium

Palatinose – long absorption sugar

Use before and during sport!

New Cerbona **Protein** bar

Banana

Chocolate-Caramel

Banana: 22% protein content with chia seeds

Chocolate-caramel: 21% protein content with 27% oat flakes

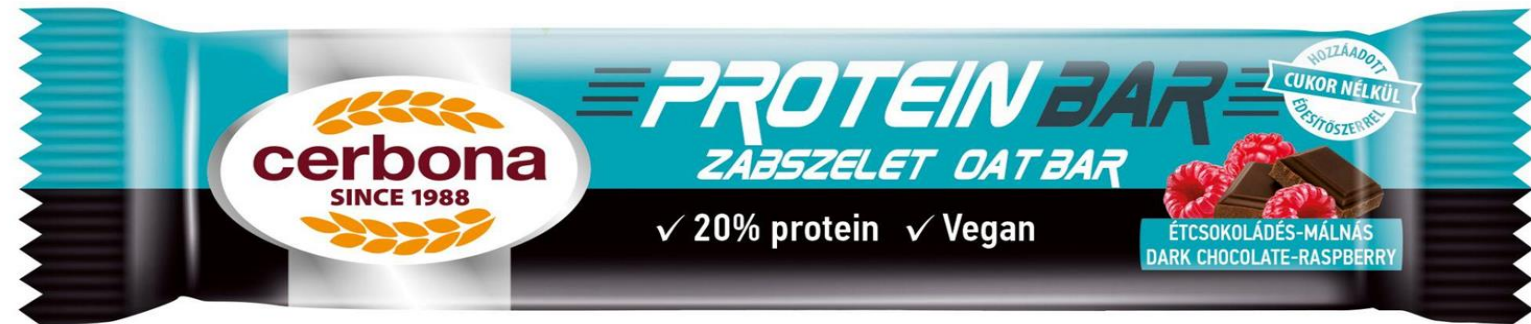
Use after sport!





New sport protein oat bar

- Protein oat bar
- Vegan
- 20% protein content
- Without added sugar





Protein muesli, porridge



Sport protein chocolate-caramel muesli

- With 4 types of cereal and honey
- Cereal based with 48% oat flakes
 - 22% protein



Cerbona Sport Protein Choco-Banana porridge Salty-caramel

- With oat meal and chia seeds
 - 20% protein





Cerbona's Sport+ protein bars are for the hardcore sports person



Cerbona Sport+ protein bars

Hard protein products for sporty consumers and gym visitors:

- Functional and tasty
- 30% protein
- Low sugar 4 - 4,5%
- Vanilla, Red Fruits and Double Choco 50 g

Not available only in PL version.

cerbona

Cerbona RAW bars are...



...absolutelly:

Gluten free

Contains only natural sugar, no added

High fibre

Plant based: more than vegan

**2 very popular flavours: cocoa and
cranberry**

30 g



Crisp mueslis are a Cerbona special only made by us – a truly special and tasty morning delight for the whole family. New recipes have lower sugar content for a healthier start to a day while our gluten free muesli was a star for innovation at SIAL



Chocolate muesli

- With chocolate chips, peanuts and honey



Dark chocolate muesli

- With dark chocolate chips, dutch cocoa powder and peanuts



Honey and fruits muesli

- With acacia honey, fruits and peanuts



Apple muesli

- With apples, cinnamon, peanuts and honey
- 30% less sugar



Strawberry muesli

- With strawberry and raspberry pieces
- No added sugar



Blueberry muesli

- With blueberry, raspberry, peanuts and honey
- Reduced sugar content



Coconut muesli

- With coconut, chocolate chips and honey
- Reduced sugar content



Sour cherry muesli

- With sour cherries, prunes, peanuts, chocolate and honey
- Reduced sugar content



Porridge: Just add hot water and your breakfast is ready



CERBONA PORRIDGE

Moving with new trends, Cerbona developed and produces a new porridge portfolio:

- **Forest Fruits porridge** with strawberries, raspberries and cranberries
- **Chocolate porridge** with chocolate pieces and cocoa coating
- **Apricot porridge with no added sugar** with apricot and carrot
- **Plum porridge with no added sugar** with plum and cinnamon
- **Beetroot – Apple with no added sugar**
- **Papaya – Mango with no added sugar**
- **Gluten free Porridge Sour Cherry – Vanilla**
- **Gluten free Porridge Chocolate – Strawberry**
- **Gluten free Apple-cinnamon –no added sugar with sweetener**

Viacom-Nickelodeon licenced products: high quality cereals supported by the most popular SpongeBob characters



CERBONA SPONGEBOB CEREALS

A great sales alternative to the international brands in easy to sell international standard-size packages and the most popular forms and flavours:

- **Chocolate cereal balls** – with chocolate, added calcium and whole grain **225 and 400 g**
- **Cinnamon cereal flakes** – with cinnamon, added calcium and whole grain **225 g**
- **Chocolate cereal flakes** – with chocolate and added calcium and whole grain **225 and 400 g**





The Cerbona Corn Flakes with Calcium is outstanding breakfast cereal with crunchy flakes and product benefits most preferred by customers



CERBONA CORN FLAKES –no added sugar 500 g

Made from high quality selected corn:

- Cerbona Corn Flakes



Oat bars: Bigger size but fewer calories make these soft, tasty bars a great snack
Oat products: Perfect for cooking, baking or simply adding to the morning cereals



CERBONA OAT BARS 40 g

Cerbona Oat bars offer a great alternative to the traditional flapjack bar products:

- Cerbona forest Fruits oat bar with strawberries, raspberries, and cranberries
- Cerbona chocolate oat bar with chocolate pieces and cocoa coating
- Cerbona apple oat bar with apple pieces



CERBONA OAT PRODUCTS

Cerbona fine grain oat wholemeal flakes, coarse oat flakes and oat flakes flour are produced from cleaned and steam-treated oat with no additives of any kind:

- Cerbona Oat Flakes Flour - fine grain, steam treated
 - Cerbona Oat Bran - fine grain, with oat germ
- Cerbona Fine Oat Flakes - fine grain, perfect for porridge or cooking
 - Cerbona Coarse Oat Flakes - perfect for baking

