

In the financial year 2009/2010 (April 30, 2010) WAWI sold more than 14,000 tons of Chocolate and Confectionery to the food wholesalers and retailers. The increase in tonnage was 4 %. The number of employees remains at 600 people at the eight factories.

In the industrial sector WAWI sold the majority of Fuchs & Hoffmann GmbH on January 01, 2010 to the Krueger group. When WAWI took over Fuchs & Hoffmann in 1996, 6,000 tons of Chocolate were produced annually. The capacity of liquid Chocolate and cocoa mass has been increased to 40,000 tons. The take over of the majority shares of Fuchs & Hoffmann is the base of further growth and a successful future for Fuchs & Hoffmann. At the same time WAWI still has influence owning 25.1 % shares and has therefore secured the supply of Chocolate at favorable prices.

The main activity was the marketing of the brands “Schoko – Reis“, “Nappo“ und “Moritz“. A 10 % increase has been achieved. A lot of pleasure brings the innovation “ Schoko – Woelkchen “, of which the turnover has doubled. Before, this product was only marketed in South – West Germany. By increasing the capacities we are now in a position to supply the demand nationally and internationally. To increase sales WAWI started an advertising promotion in selected supermarkets. There, consumers can witness how the “ Wawi Schoko Woelkchen “ are manufactured by hand.

“Nappo“ und “Moritz“, being produced in Kempen, had an increase in turnover of 6 %. Due to the great success of the WAWI Schoko Welt in Pirmasens a factory outlet has also been opened in Kempen in November 2009. On 1,000 sqm “ Nappoland “ presents all varieties of Nappo und Moritz. In the show-production Schoko-Woelkchen, Hollow figurines and pralines are being produced for the visitors to get an impression of chocolate production.

Internationally WAWI has opened a further plant in December. The location is in Odoreu/ Satu Mare, which is 15 km from the Hungarian and 30 km from the Ukrainian border. The investment for the 2,000 sqm factory, the 20,000 sqm property and the manufacturing equipment is at Euro 4,000,000. In June 2009 construction began and Mid November the factory was finished. Already this year 100 people are to be employed to produce between 500 and 1,000 tons of Chocolate products. In the long run it is planned to produce 2,000 tons annually, an extension of the building has been considered from the start. The product range is Hollow figurines, puffed rice and Advent calendars. The responsibility for the Rumanian plant is with Richard Mueller, son of Dr. Walter Mueller. All other factories abroad in China, Russia, Australia and Canada develop well and are all successful.

All shares of the “ WAWI Family AG “ are still being held by Dr. Walter Mueller (51 %) and his brother Juergen Mueller (49 %). The shareholders equity is at 75 % in the consolidated balance sheet. There are no bank liabilities.

Wawi does see the future optimistically and strives for more organic growth. Due to the excellent financial reserves further takeovers and ventures are also being looked at. The only negative at the moment is the extreme rise in cocoa prices, due to speculation in this market. The price of cocoa rose on the London Stock Exchange from 1,500 Pounds Sterling 2 years ago to a current peak of 2,400 Pounds Sterling. Should this high level continue price increases will be inevitable at the end of this year.