



This is Fazer

Company presentation 2025



Fazer is one of the most iconic Finnish companies



134 years of history,
owned by the Fazer family

- Pioneer in confectionery and bakery production
- Best-in-class FMCG champion, with rich heritage of consumer-centricity and beloved brands
- Continuous expansion, significant international growth opportunity
- Strong focus on sustainability & innovation

Fazer in brief



Fazer
Bakery



Fazer
Confectionery



Fazer
Lifestyle
Foods

NET SALES 2024

1,200 million €

EMPLOYEES

5,800

COUNTRIES

8

EXPORT TO

40+ COUNTRIES

80 BRANDS

#2 MOST REPUTABLE
COMPANY IN FINLAND

2000
CONSUMER PRODUCTS



Quality
Sustainability
Innovation
Digitalisation

Fazer on the map

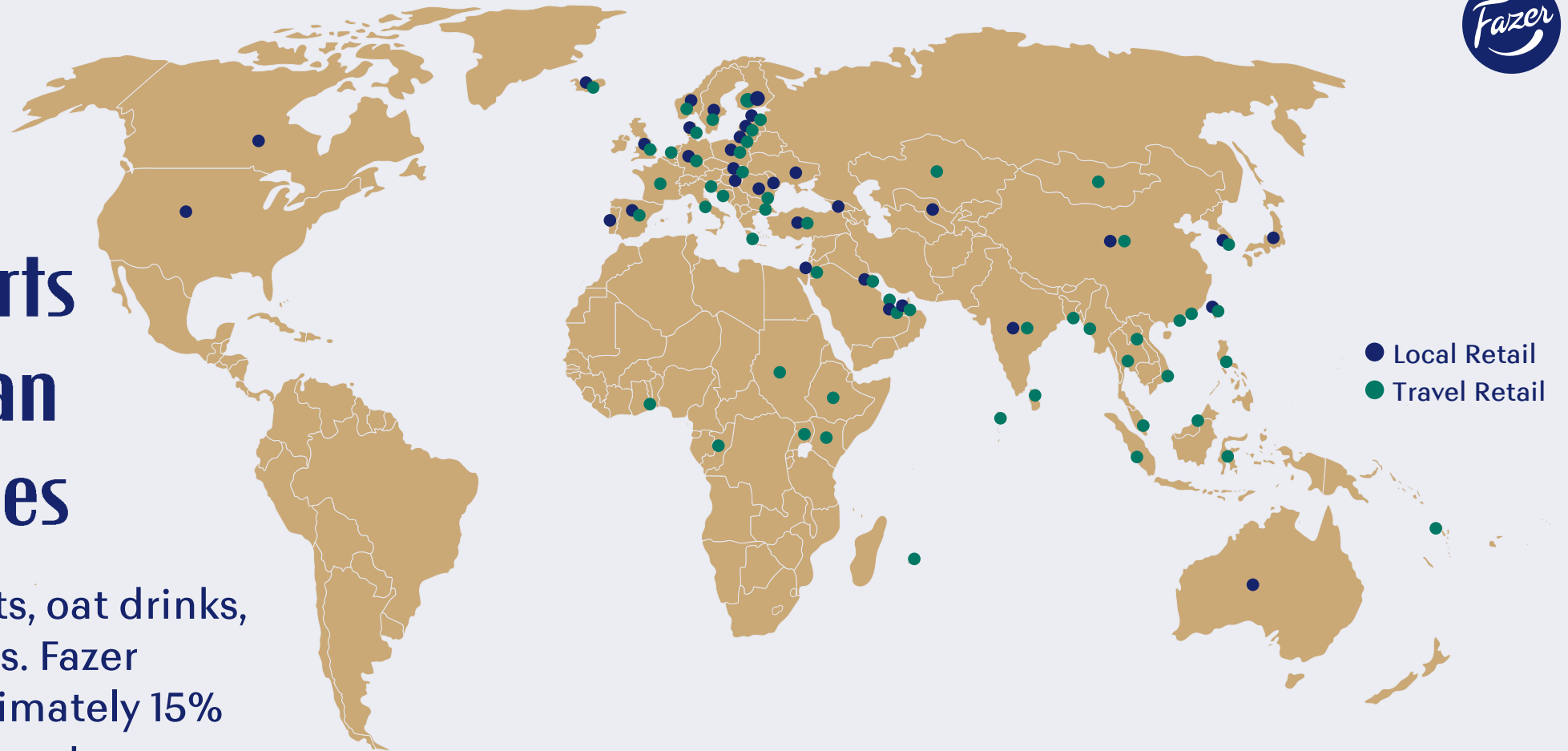


-  Fazer Bakery
-  Fazer Confectionery
-  Fazer Lifestyle Foods
-  Sales office
-  Headquarters



Fazer exports to more than 40 countries

Chocolates, sweets, oat drinks, biscuits and crisps. Fazer stands for approximately 15% of Finnish food exports.



Karl Fazer



Geisha



fröosh

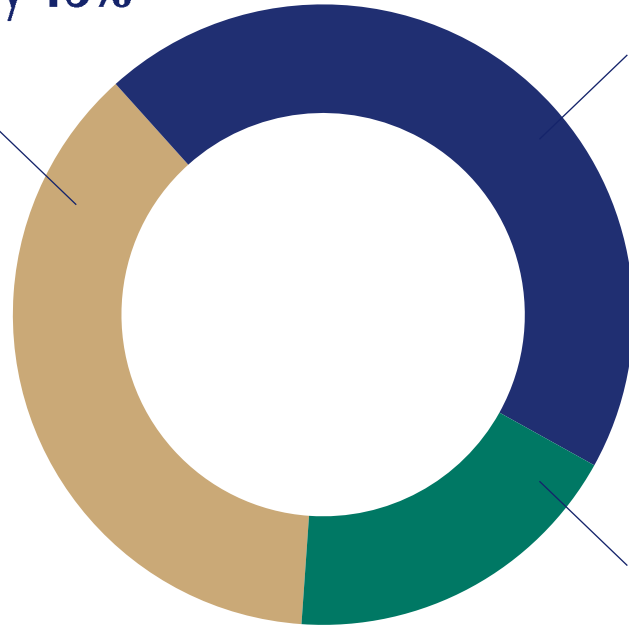
Fazer Xylimax

MOOMIN

Fazer's sales divided by businesses in 2024

Fazer Confectionery 45%

Net Sales: 543 MEUR
Personnel: 2,300
Production sites in Finland



Fazer Bakery 37%

Net Sales: 452 MEUR
Personnel: 2,700
Bakeries in Finland, Sweden and Latvia

Fazer Lifestyle Foods 18%

Net Sales: 219 MEUR
Personnel: 450
Production sites in Finland and Sweden

Fazer Group total

Net Sales: 1,183 MEUR
Personnel: 5,800

Countries: Finland, Sweden, Norway, Denmark, Latvia, Lithuania, Estonia, Poland



Fazer's most popular brands in international markets



KARL FAZER
MILK CHOCOLATE

Turned 100 years in 2022
We produce 13 million Karl Fazer Milk Chocolate bars per year



GEISHA

On the market since 1962
Our international best seller
Available world-wide at the airports



DUMLE

A joyful classic that will never grow up
Fazer's most popular product in Sweden, where it is originally from



TUTTI FRUTTI

With roots going back to 1921 in Sweden, Tutti Frutti is a Nordic classic –today made mostly with natural flavors and colors, gelatin-free and vegan.



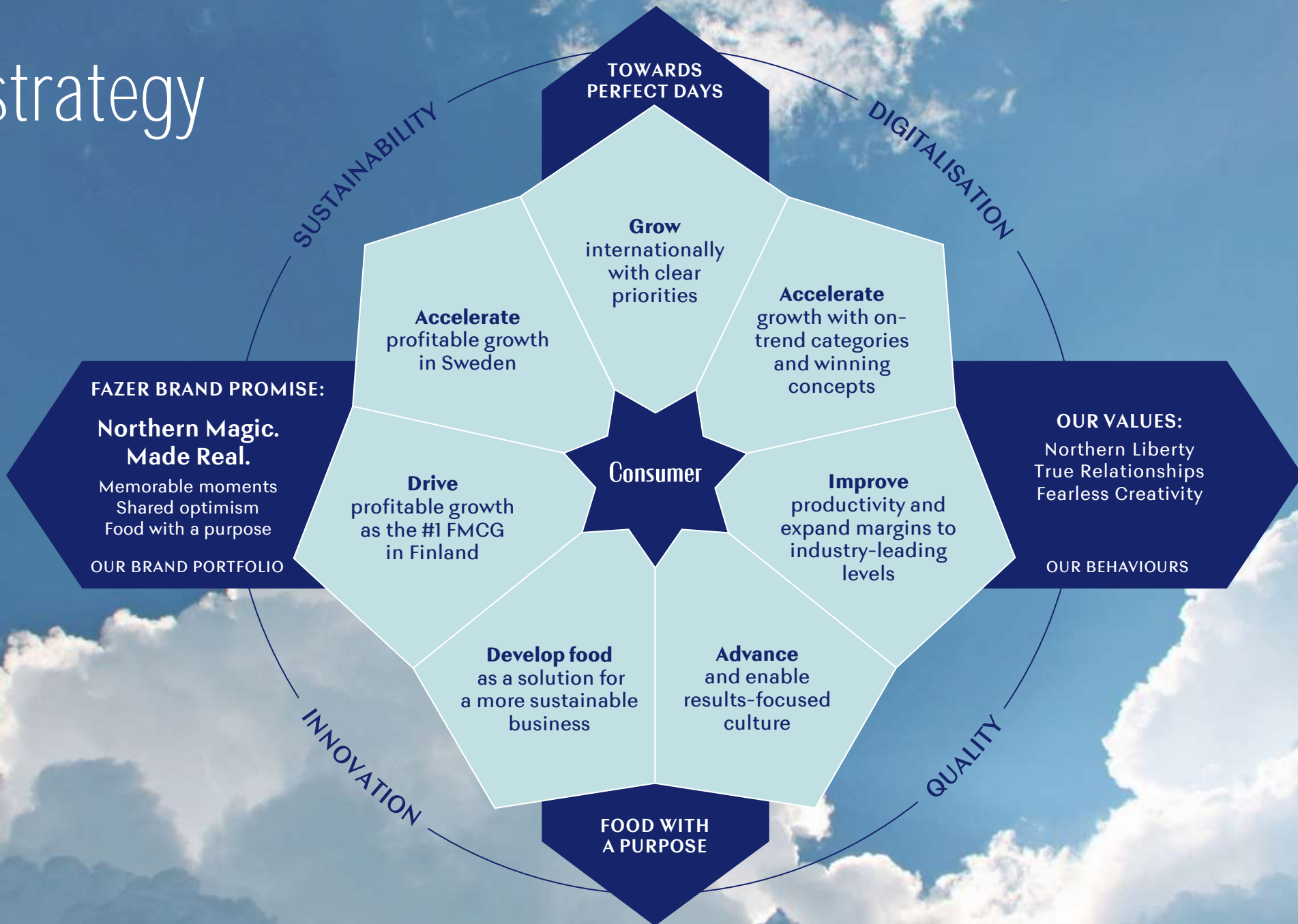
TYRKISK PEBER

A created in Denmark in 1977 and acquired by Fazer. Manufactured in Lappeenranta. Candy classic has been cherished by all lovers of strong tastes all over the Nordics.



Fazer's strategy, mission & vision

Our strategy





OUR MISSION:

**Food with
a purpose**

OUR VISION:

**Towards
Perfect
Days**



OUR BRAND PROMISE:

Northern Magic.
Made Real.



Sustainability at Fazer

SUSTAINABILITY IS AT THE CORE OF FAZER'S MISSION



Food with a purpose

Sustainability is an integral element of our strategy, and it plays a prominent role in our present and future.

The way food is grown, produced, and consumed has a significant impact on people's well-being, the environment and society.



Fazer's Sustainability Ambitions



Climate & Circularity

We mitigate climate change and optimise our use of resources through circularity.



Sustainable Products & Innovations

We innovate for a more sustainable food system.



Sustainable Sourcing

Our supply chain is fair and sustainable.



People & Well-being

We provide opportunities for growth in a modern, safe and inclusive culture.

We are committed to science-based targets

In 2021, Fazer committed to the Science Based Targets initiative (SBTi) to reduce emissions in line with the Paris Agreement's goal.

To attain science-based targets, we have committed to the following actions:

- Reduce scope 1 and 2 emissions by 42% from the 2020 baseline by 2030
- Reduce scope 3 emissions by 42% from the 2020 baseline by 2030
- Engage 53% of suppliers by spend to set their own Science Based Targets by 2025



The SBTi-approved targets place Fazer at the forefront of international companies combating climate change.





Progress in sustainability work 2024

Scope 1 and 2 emissions
(tCO₂e) in 2024

-34%

Target: -42%
emissions by 2030

Scope 3 emissions
(tCO₂e) in 2024

+1.6%

Target: -42%
emissions by 2030

Avoidable food loss
(kg/produced tonne) in 2024

-13.2%

Target: -50%
food loss by 2030

Change % compared to the 2020 baseline

The share of plant-based
in offering (SKU) in 2024

41%

Target: More plant-based

Engage our suppliers to
set their own SBTi targets

53%

Target: 53% by spend by 2025

Recyclable
packaging materials

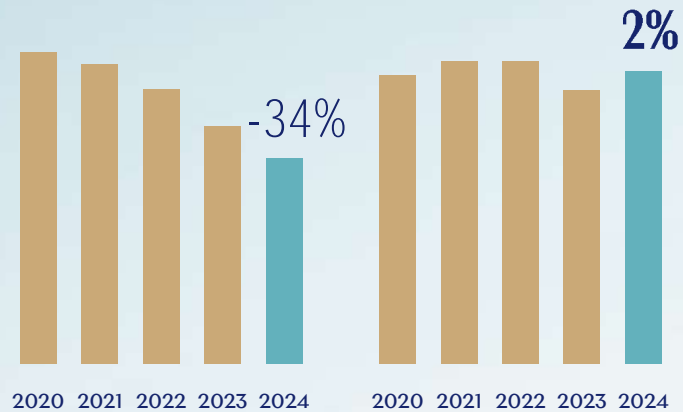
87%

Target: 100% by 2030



Sustainability key indicators 2024

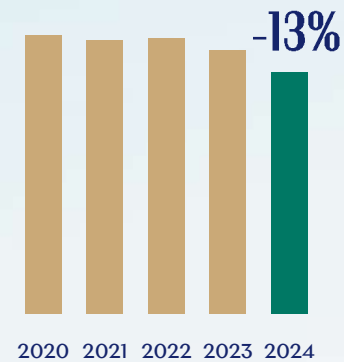
42% LESS EMISSIONS BY 2030



Greenhouse gas
scope 1 and 2
emissions TCO₂e

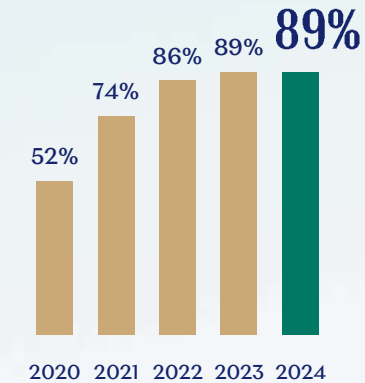
Greenhouse gas
scope 3
emissions TCO₂e

50% FOOD LOSS BY 2030



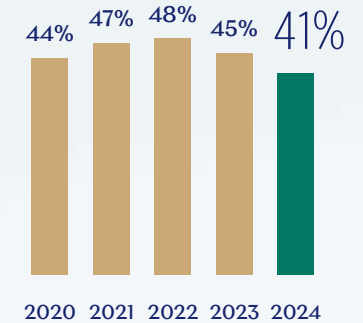
Avoidable food loss
kg/produced tonne

SUSTAINABLY SOURCED BY 2030



Share of spend with
signed supplier code
of conduct

MORE PLANT-BASED



Share of plant-based
in offering



Thank You

Northern Magic. Made Real.