

We enchant the world with
Chocolate ✦



The world celebrates with Lindt & Sprüngli

We enchant the world with Chocolate ✦

Our company's purpose

The question of a corporate purpose is currently a trending topic in business. At Lindt & Sprüngli, we have had a clear and consistent mission since day one, and this has had a lasting influence on us.



When a company is asked for its purpose, there are several responses: For some stakeholders, the main focus is the company's role as an employer or taxpayer. For others, it is more important that environmental and social aspects are a priority and that a company puts sustainability above all. And then there are those who consider the most important thing is to offer high-quality products that meet consumers' expectations and form the basis for long-term economic success. The list is endless. The enormous challenge is to build a common foundation for all those requirements. At Lindt & Sprüngli we didn't have to think long about a common purpose which guides us through our daily life: "We enchant the world with chocolate." This is surely the best mission imaginable.

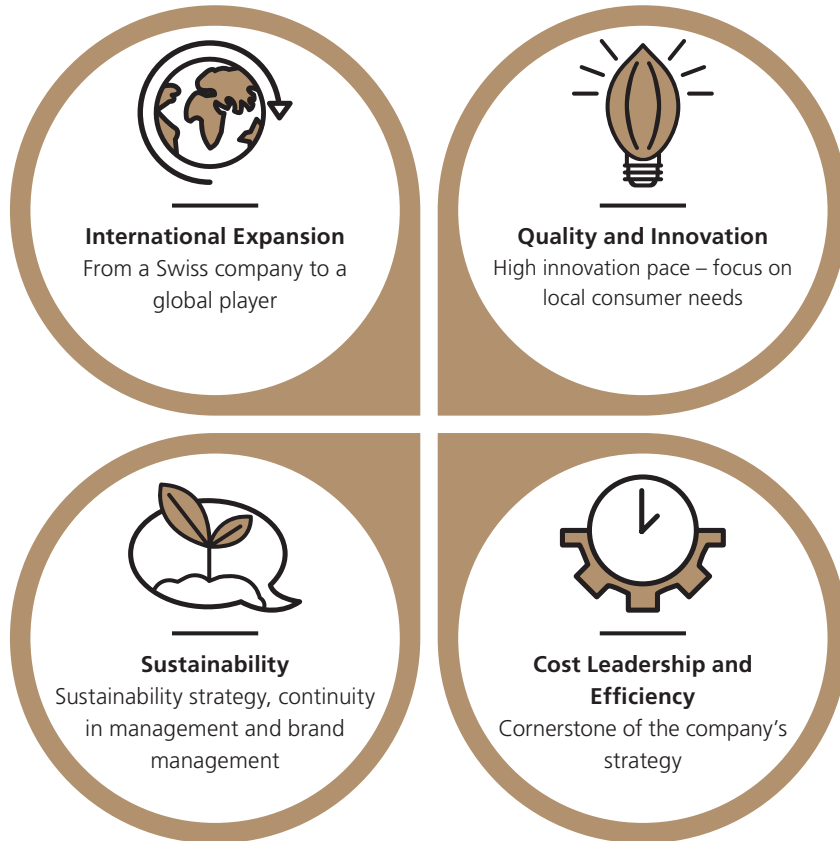
This mission goes back a long way at Lindt & Sprüngli. For more than 175 years, we have been manufacturing high-quality chocolate, which never ceases to delight our consumers. First in our home area around Lake Zurich, then throughout Switzerland, and now around the globe. Around 14,000 employees are working in 31 subsidiaries and in 11 production sites to manufacture more than 2,500 chocolate products. We sell our products in more than 500 of our own shops and via distribution partners in 120 countries. Internationally Lindt is the leading brand but Ghirardelli, Caffarel, Russell Stover or Hofbauer and Küfferle, also offer magical taste experiences.

The fact that we have been so successful in so many countries for over 175 years is due first and foremost to the high quality

of our chocolate. This starts with high-quality raw materials, continues with processing in accordance with stringent Swiss production processes and high manufacturing standards, and ends with exceptional packaging designs. Only this way our premium products can enchant consumers. But there is far more to it than just quality. Our long-standing business success is due purely to our long-term approach and strategy.

Quality begins with our raw materials, which are far more than just a good base product. Our commitment to sustainability is exemplified by the Lindt & Sprüngli Farming Program. Through over twelve years of endeavors, we have ensured that 100% of our cocoa beans can be traced back to their origins and are externally verified. However, the objectives of the Farming Program go above and beyond quality assurance and a transparent supply chain. The cocoa is cultivated in an environmentally and socially responsible way, with farmers, their families and their communities being given long-term support. Find out more on www.farming-program.com.

Chocolate is a delight that brings the whole world together. This applies to the raw materials and production as much as it does to the consumers. Chocolate is a product whose impact is worldwide; very few people are not enchanted by the delicate smooth-melting taste. But every country has its own preferences, and we make sure to meet the range of consumer needs around the globe. Not just because we have the necessary state-of-the-art technology, but rather because our marketing



team and product developers take market research findings as their basis for developing innovative chocolate creations. While the famous Lindor truffle, the elegant Excellence and the classic Gold Bunny are internationally renowned bestsellers, we are by no means relying solely on these products. Thanks to constant innovation, Lindt & Sprüngli can offer the perfect chocolate treat for every occasion. Thus, we can create a magical atmosphere for festivities all over the world, from Christmas and Easter to Thanksgiving Day.

At Lindt & Sprüngli, innovation is clearly visible in many business processes, in marketing and distribution as well as in production processes, and ideally goes hand in hand with our commitment to sustainability. One product of which we are particularly proud is our latest innovation, Excellence Cocoa Pure: This chocolate is made from 100% cocoa fruit, with the sugar being replaced by the sweetness of the fruit's own pulp. This allows us to make sustainable use of previously unutilized resources and offers our consumers pure cocoa pleasure.

The large number of chocolate creations requires many magicians: our employees. Of course, the term "magicians" is appropriate only in the context of our purpose. In fact, the major contribution made by our employees is not magic, but the passion for their work. We can only fulfill our mission by adhering to the clear commitment that only premium products leave our premises. The employees of Lindt & Sprüngli do not compromise when it comes to offering the consumer the perfect chocolate

experience. This applies to everything, from the fine chocolate to the packaging and marketing. After all, what would the Lindor truffle be without the sensorial rustling noise when you pull on both ends? Exactly!

Creating the perfect all-round experience that consumers quite rightly expect from a Lindt & Sprüngli product requires the coordinated effort of international teams from all areas of the company. We encourage and reward such team spirit, as well as personal initiative and entrepreneurial thinking by giving our employees a degree of leeway. We show appreciation for the success we achieve together with them and our business partners. Because we know that a chocolate experience that delights consumers is the product of a worldwide collaboration between a large number of people. This long journey begins with our producers and continues through all our divisions, entering the home stretch in retail, but is not over until our consumers open the elegant packaging and are enchanted by the fine taste of chocolate.

Our values

Community is built based on values that connect people. For us as a company, it is crucial that we share the same moral values with our employees and our partners. For Lindt & Sprüngli, there are five key values at the heart of what we do.



Creative teamwork leads to exceptional results

In the service of our consumers, we all strive together to achieve excellence, because in the end there is only one thing that counts: We want to delight with our premium chocolate. Our employees are given lots of scope to come up with innovative processes and creative ideas in order to produce amazing new

chocolate creations. We have faith in their entrepreneurial approach and can rely on them to take responsibility for their actions in cooperation with their colleagues as well as with our suppliers and customers.



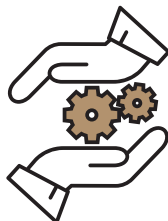
Excellence

We have a passion for what we do, strive for excellence and never compromise on quality.



Innovation

We are forward-thinking, constantly looking for new and better ways to deliver success.



Entrepreneurship

We are empowered and assume ownership of our actions and results.



Responsibility

We act with integrity and treat everyone with respect. We care for the environment and a sustainable tomorrow.



Cooperation

We support each other across disciplines, business segments, and geographies.



We are all
Lindt & Sprüngli





We enchant the world with Chocolate ✨

Lindt & Sprüngli inspires people around the world with innovative premium products for every occasion.





RU & GLOBAL
New Year

January

IT
Carnival

CN & ASIA
Chinese New Year

February



RU & GLOBAL
International Women's Day

March

ES
Three Holy Kings' Day



GLOBAL
Valentine's Day

JP
White Day

JP
Hanami Cherry Blossom Festival



Ghirardelli Squares



GLOBAL
Mother's Day

April

May

GLOBAL
Father's Day

June



GLOBAL
Easter

CN
520
Festival of Love



SE
Midsummer Festival



CH
National
Holiday

July

August

ZA
Heritage
Day

September



GLOBAL
World
Chocolate
Day



GLOBAL
Off to
school





IN
**Diwali:
 Festival of
 lights**

MX
**Día de los
 Muertos**

CN
Singles' Day



DE+
 CH+AT
Advent

DE,
 CH+NL+AT
**St. Nicholas
 Day**

October

November

December

USA &
 GLOBAL
Halloween



USA
**Thanksgiving
 Day**

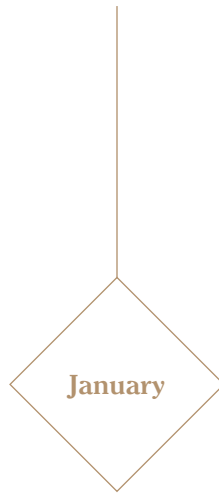
GLOBAL
Christmas

GLOBAL
**New Year's
 Eve**



MAÎTRE CHOCOLATIER SUISSE





New Year



“Starting the New Year with Grandfather Frost”

The New Year celebrations, which extend over several days from December 31 to January 7, are a particular highlight of the Russian year. Russia, unlike other countries, uses the Julian calendar (in keeping with the Orthodox tradition), according to which Christmas does not fall until January 7. Nevertheless, presents are distributed by Grandfather Frost already on December 31.

Waiting for the Three Holy Kings

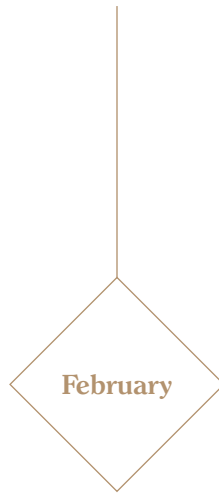
In Spain, it is not Father Christmas or the Christ Child who brings children their Christmas presents but the Three Holy Kings (“Los Reyes Magos”). However, they arrive with their camels not on December 24 but only after the birth of baby Jesus, on January 6. The evening before, on January 5, “Los Reyes Magos” parade in a lavish procession, the “Cabalgata”, in every city in Spain. Children can hardly wait for their arrival and the small gifts that they distribute. During the night before January 6, the Three Wise Men from the East have enough time to distribute their gifts to all the houses. In return they receive from the children a plate of biscuits, wine, and water for the camels.

1. RUSSIA & GLOBAL

6. SPAIN

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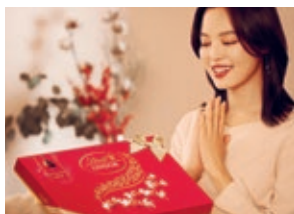
Will you be my Valentine?



The worldwide day of love

Valentine's Day gets its name from Saint Valentine of Rome, the patron saint of lovers, who lived in Rome in the 3rd century. He married couples according to Christian rites, even when it wasn't allowed, and gave them flowers from his own garden. The marriages were believed to be particularly auspicious. However, Valentine was beheaded on February 14, 269, on the orders of Emperor Claudius II. "Valentines", who sent each other small gifts or poems, first appeared in England in the 15th century. English emigrants took this custom with them to the United States. It was brought back to Europe again by US soldiers after the Second World War and is now a global tradition.

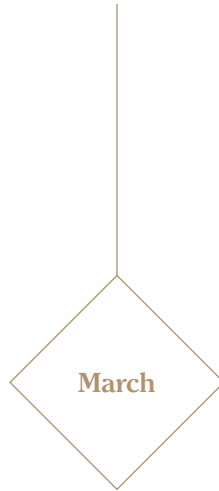
Traditional start of the New Year in China



Chinese New Year is determined by the traditional lunar calendar and falls between January 21 and February 21 each year. The celebrations last for 15 days, with most of the festivities occurring on the first five days. The Lantern Festival provides the crowning finale, exactly 15 days after the start.







International Women's Day



Here's to women!

Since 1917, March 8 has been the most important holiday of the year for Russian women. On this day, which combines Valentine's Day and Mother's Day, they are the center of attention and are totally spoiled. Partners, family, friends, and work colleagues present women with the first flowers of spring and with chocolate gifts to mark this special day. There is only one condition – they must not be yellow.

White Day – the Japanese Valentine's Day



“White Day” has been the East-Asian counterpart to Valentine's Day since the 1970s. The cultural custom of giving gifts as a sign of gratitude and appreciation is an important element of Japanese culture, and so a gift is usually followed by a reciprocal gift. White Day follows precisely one month after Valentine's Day, when women give gifts to men in Japan. In keeping with the name of the day, Japanese men give women only white chocolate gifts, as the color symbolizes luck.

8. RUSSIA & GLOBAL

14. JAPAN

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Lindt 

MINI PRALINÉS



KLEINE, FEINE 36 KOSTBARKEITEN

April

Happy Easter



70 and fabulous!



Since as far back as the 4th century, Easter has fallen on the Sunday after the first full moon in spring. Consequently, Easter can fall no earlier than March 22 and no later than April 25. The Christian festival has its origins in the Jewish Passover and in fertility festivals which were celebrated in the spring. For Christians, the resurrection of Jesus is the central event and Easter is therefore the most important festival in the year.

There are many myths about the origin of the Easter bunny, who hops into the Easter nests around the globe.

The Easter Bunny is the symbol of Easter

The first written reference to the Easter bunny hiding eggs in the garden comes from a scientific paper by the professor of medicine Georg Franck von Franckenau in 1682. There are many theories about the motif of the Easter bunny. One theory goes back to the Germanic goddess of spring “Ostara”. The hare was the goddess’ sacred animal and a symbol of fertility because of its strong reproduction. The name of the goddess is etymologically related to the term Easter. But origins in antiquity and Christianity are also discussed again and again. The motif of the hare can be found on numerous clay objects and mosaics from antiquity. At that time, it was considered a symbol of life and rebirth. It was not until the late Middle Ages that the hare and the egg came to symbolize the resurrection of Jesus Christ and took on a Christian meaning.

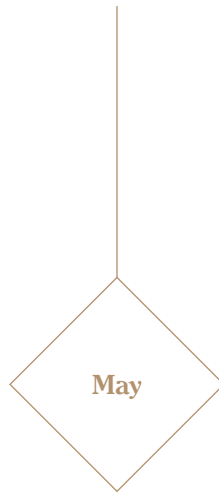
4. GLOBAL

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Lindt 
GOLD BUNNY

The elegant Gold Bunny celebrates its 70th birthday in 2022 and hops young as ever into Easter nests all over the world.



Mother's Day



Viva la mamma!

The veneration of mothers dates back to antiquity. During their spring festivals, the ancient Greeks paid homage to "Rhea", goddess of the earth and fertility. Mother's Day has its origin in the early American women's movement at the end of the 19th century. At that time, Ann Maria Jarvis, a pastor's wife, was trying to improve the social situation of workers' families. In 1914, her daughter, Anna Marie Jarvis, finally achieved the introduction in the USA of the first official Mother's Day in honor of mothers, which is now familiar to us throughout the Western world.

520 – China celebrates love



It all comes down to pronunciation! In Chinese, the number 520 (wǔ èr líng) is pronounced very similarly to "I love you" (wǒ ài nǐ). And that is why love is celebrated in China in the merry month of May, on May 20, and not in February as in many other parts of the world. The festival of love has evolved into a popular event, especially among young Chinese people in major cities.

9. GLOBAL

20. CHINA

01 02 03 04 05 06 07 08 | 10 11 12 13 14 15 16 17 18 19 | 21 22 23 24 25 26 27 28 29 30 31



MOM

Lindt 
LINDOR

MILK

IRRESISTIBLY SMOOTH
MILK CHOCOLATE TRUFFLES
NET WT 6.OZ (144g)

June



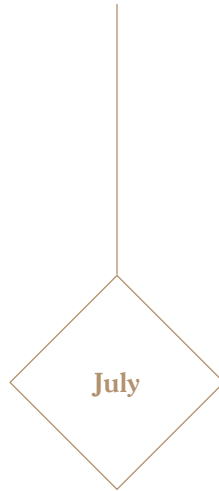
Midsummer Festival

The most Swedish of all holidays is the Midsummer Festival on the longest day of the year. Whole Sweden is in holiday mood between June 19 and 25, the highlight being St. John's Day. Traditionally, Midsummer's Day is celebrated by partying with family and friends in the countryside, often all through the light summer's night. The celebrations include dancing around the midsummer pole, lots of singing, garlands of flowers, strawberries and traditional dishes. Furthermore, the magical night is very much given over to love and is a popular date for weddings.



SWEDEN &
SCANDINAVIA 21.

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World Chocolate Day

There is no better day in the year than July 7 for expanding your chocolate horizons. Launched in America in 2003 by the National Confectioners Association, the day is dedicated worldwide to the enjoyment of fine chocolate. It commemorates July 7, 1550, when chocolate first reached the European continent. Everything else is also part of the corporate history of Lindt & Sprüngli, which extends back over 175 years.



7. GLOBAL

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August



Switzerland celebrates in red and white!

Switzerland has celebrated August 1 as Swiss National Day since 1891. The date derives from one of the first treaties between the three cantons of Uri, Schwyz, and Unterwalden. Together, they form the core of present-day Switzerland, which took over five centuries to evolve. “At the beginning of the month of August 1291”, representatives from these three cantons sealed an eternal covenant in which they swore to assist and support one another.



1. SWITZERLAND

02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31



Off to school!

The summer holidays are over, and with boundless energy children are heading off to primary school for the first time. For schoolchildren across the world, this exciting time is marked by numerous traditions, from the cone of goodies for the first day of school and small bouquets of flowers for the teachers to special school uniforms which immediately tell teachers which age group the pupils are in. But there is one thing that almost all of these traditions have in common: Parents accompany their children on this important day and give them small gifts and little surprises to support them on their first educational steps.



1. GLOBAL

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October



Trick or treat!

The Irish origin of Halloween goes back to one of the four major Celtic festivals, “Samhain”. Samhain essentially means the “end of summer” and was celebrated on the eve of November 1, when Celts believed that the gates to the underworld were open. On the eve of “Oíche Shamhna” the dead were said to wander the earth again to visit their relatives and were welcomed with sweets and lights. But those who were afraid that the dead might want to take revenge on them disguised themselves with the purpose to drive away evil spirits.



USA &
GLOBAL **31.**

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November



Thanksgiving Day

The American holiday of Thanksgiving Day always falls on the fourth Thursday in November. For many families in the USA, this national holiday, an expression of gratitude deeply rooted in society, is even more important than Christmas. Traditionally, Thanksgiving Day is celebrated with family and friends and the prayer of thanks before the shared meal is one of the most important customs.



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December

Happy Holidays!



Time to share joy



For many people, this is the most beautiful time of the year to spend with family and friends. The Christmas magic begins on December 1 when the first door of the Advent calendar is opened. But it also includes visits to the Christmas market, the Advent wreath, delicious Christmas cookies and exquisite chocolate gifts.

There are a wide range of St. Nicholas Day traditions around the world, but most of them go back to Saint Nicholas of Myra. In the Netherlands, the most important family event takes place as early as December 5. “Sinterklaas” arrives by ship from Spain

and brings gifts to the children who are waiting longingly for him at the ports. Incidentally, Dutch migrants took this tradition with them to North America, and that was the origin of Santa Claus.

In Switzerland, “Samichlaus”, accompanied by his little helper “Schmutzli” (Knecht Ruprecht), is the harbinger of the Christmas season, filling good children’s “Chlauss-äckli” bags with little treats on December 6. In Germany and Austria, this pleasant task is undertaken by St. Nicholas together with his assistant Knecht Ruprecht, also known as “Krampus”. The list of international traditions is never-ending.

So, the excitement builds up throughout the month until the distribution of presents on the eve of December 24 or the morning of the 25th, the most important holiday in countries with a Christian tradition. According to customs, either Father Christmas or the Christ Child brings the Christmas presents. The many highlights culminate on the last day of the year in the New Year’s Eve celebrations before the New Year is exuberantly rung in.







Lindt & Sprüngli celebrates with the whole world.