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Media release

Swiss Overshoot Day: Valora rewards customers for using reusable cups

Anyone who buys a hot drink from k kiosk, Press & Books and avec in Switzerland with their own reusable cup between 13 and 20 May 2022, pays just CHF 1.00. With this campaign, Valora is supporting the #MoveTheDate Switzerland campaign for Swiss Overshoot Day and demonstrating its commitment to sustainability.

Overshoot Day marks the day of the year when the population starts to consume more resources per capita than the earth can supply. In Switzerland, this will be the case on 13 May 2022. #MoveTheDate Switzerland has set itself the goal of gradually shifting Swiss Overshoot Day forwards in the coming years and is currently running a campaign focusing on sustainable mobility.

As a leading foodvenience provider, Valora is present wherever people are on the move. Valora encourages its customers to play their part in combating the waste of resources on the go with small, everyday campaigns. From 13 to 20 May 2022, a hot drink at all k kiosk, Press & Books and avec sales outlets with a coffee machine will only cost CHF 1.00 if it is filled into your own reusable cup.

Valora is involved in #MoveTheDate Switzerland because the company is looking for ways to eliminate all greenhouse gas emissions, from production of raw materials to disposal, by 2050.

Reusable cups are worthwhile

Regardless of the Overshoot Day campaign, Valora also rewards its customers in Switzerland in other ways if they use reusable cups: in the k kiosk, Press & Books and avec sales outlets, customers save 20 cents per hot drink. At Brezelkönig, Caffè Spettacolo, SuperGuud and BackWerk, the reusable cup refill has been upgraded to XL size for CHF 1.00 all year round.

You can find out more about reusable cups at Valora [here](#).

This media release is available online at www.valora.com/newsroom.

If you have any questions, please do not hesitate to contact:

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About Valora

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive foodvenience offering – nearby, quick, convenient and fresh. The around 2,700 small-scale points of sale of Valora are located at highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The company includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. In 2021, Valora generated annual external sales

of CHF 2.2 billion. The Group's registered office is in Muttens, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at www.valora.com.

About #MoveTheDate Switzerland

#MoveTheDate Switzerland was made possible by the Migros Pionierfonds and launched in October 2019. Since then, the active community has grown rapidly. Tips on conserving resources yourself and innovative founder stories show that Switzerland is full of clever ideas and companies.

More information is available at www.movethedate.ch.