



Press release

March 29, 2012

Conversion of C-shares to B-shares in Cloetta AB (publ)

Following a request from Yllop Holding S.A. (formerly named Leaf Holding S.A.)¹ ("Yllop Holding"), all Yllop Holding's 165,186,924 C-shares have today been converted to B-shares. The C-shares were issued to Yllop Holding in February 2012 as part of the purchase price in Cloetta's acquisition of Leaf Holland B.V. The C-shares were issued as a new separate series in connection with the acquisition, since Yllop Holding was not to receive subscription rights in Cloetta's rights issue.

The number of C-shares in Cloetta has, following the conversion, decreased from 165,186,924 to 0, and the number of B-shares has increased from 22,326,475 to 187,513,399. The share capital, the total number of issued shares and the total number of votes in Cloetta remain unchanged.

The new B-shares do not entitle to receive subscription rights in the rights issue that the Board of Directors of Cloetta resolved on 7 March 2012, making use of the authorisation by the Extraordinary General Meeting held on 15 February 2012. The new B-shares will be traded at NASDAQ OMX Stockholm. The first day of trading in the new B-shares will be on 2 April 2012.

For additional information contact

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The information contained in this press release is such that Cloetta is required to disclose pursuant to the Swedish Financial Instruments Trading Act and/or the Swedish Securities Markets Act. The information was submitted for publication on March 29, 2012 at 3.00 p.m. CET.

About Cloetta

Cloetta, founded in 1862, is a leading confectionary company in the Nordic region, the Netherlands, and Italy. In total, Cloetta products are sold in more than 50 countries worldwide. Cloetta owns some of the strongest brands on the market, e.g. Läkerol, Cloetta, Jenkki, Kexchoklad, Malaco, Sportlife, Saila, Red Band and Sperlari. Cloetta has 12 production units in six countries. Cloetta's B-shares are traded on NASDAQ OMX Stockholm.

More information about Cloetta is available on www.cloetta.com.

¹ A company owned by funds with CVC Capital Partners as advisors and Nordic Capital Fund V.