

Wessanen

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Koninklijke Wessanen nv

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Amstelveen, January 20, 2004
(8.30 a.m.)

Wessanen announces consolidation Dailycer UK factories

The Executive Board of Koninklijke Wessanen nv announces its intention to consolidate its Dailycer cereals manufacturing facility in Telford, United Kingdom into the other facilities of Dailycer. The resulting closure of the Telford site is scheduled for the second half of 2004 and will result in a reduction in workforce of 140 positions.

The decision is part of Operation Phoenix, Wessanen's global profit improvement program that was launched in August 2003. Consolidation of Dailycer's manufacturing activities onto three sites in the UK, France and the Netherlands, will improve competitiveness and increase the group's profitability. The bulk of the volumes manufactured in Telford will move to Dailycer's remaining UK-based facility in Deeside; some will be transferred to the factories in Tilburg (the Netherlands) and Faverolles (France). Office functions will be moved to Deeside.

Wessanen will adhere to the applicable labor legislation. Employees and relevant authorities have been informed about these intentions.

Executive Board
Koninklijke Wessanen nv

For more information, please contact Aletta van Stee, Communications Manager; phone +31 (0)20 547 94 51; e-mail a.vanstee@wessanen-hq.com.

Wessanen



OPERATION PHOENIX ANNOUNCEMENTS

January 20, 2004 Consolidation UK Dailyceer factories

- December 1, 2003** Strengthening natural & specialty foods activities in Belgium and the Netherlands
- November 21, 2003** Launch 'Build on the Roots' recovery program Tree of Life North America: focus on core competencies.
- October 29, 2003** Tree of Life NA and Wild Oats mutually agree to terminate current distribution agreement.
- October 14, 2003** Streamlining Cereals activities: integration Dailyceer Tilburg and Delicia (the Netherlands).
- October 14, 2003** Adjustment management structure; activities Tree of Life Europe management team to be discontinued.
- October 2, 2003** Consolidation Belgian production for Convenience Food Group into Bocholt (Belgium) plant.
- September 18, 2003** Global procurement project announced in close co-operation with Boston Consulting Group.
- September 16, 2003** Closure American Beverage Corporation Production plant in Casa Grande, Arizona, USA.
- August 27, 2003** Launch Operation Phoenix; expected annual cost savings of EUR 100 million by 2004 year-end, to be partly reinvested in initiatives for further growth.