



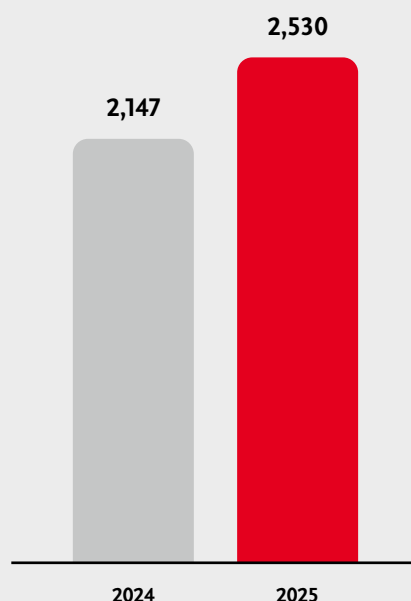
MELITTA GROUP Annual Report 2025

About People and Passion

Highlights in figures

Sales
(in € million)

+18%



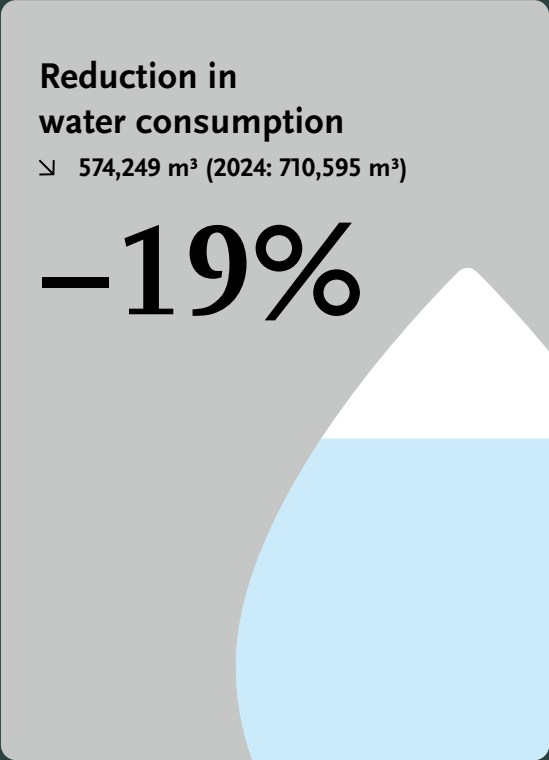
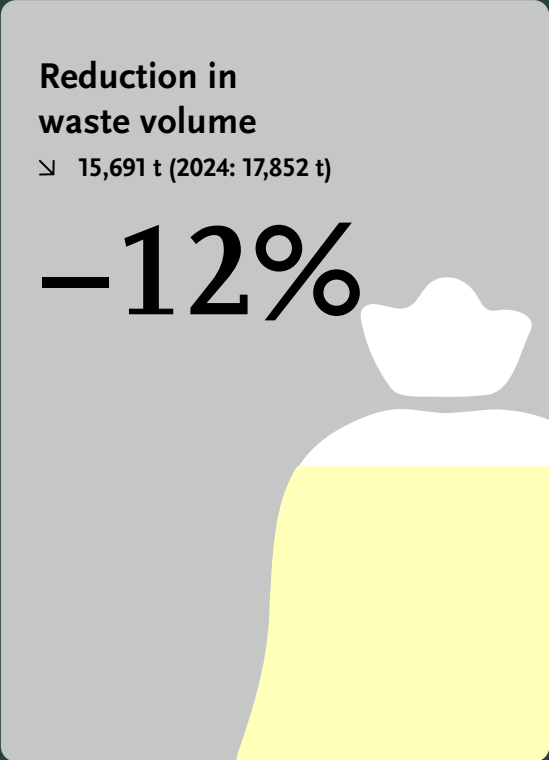
TOP Employer

According to "Germany's Best Employers 2025"
by Stern and Statista



TOP Innovator

According to the innovation competition "TOP 100 2025"
by compamedia



Reduction in indirect emissions

from purchased energy (Scope 2, market-based) in tCO₂e

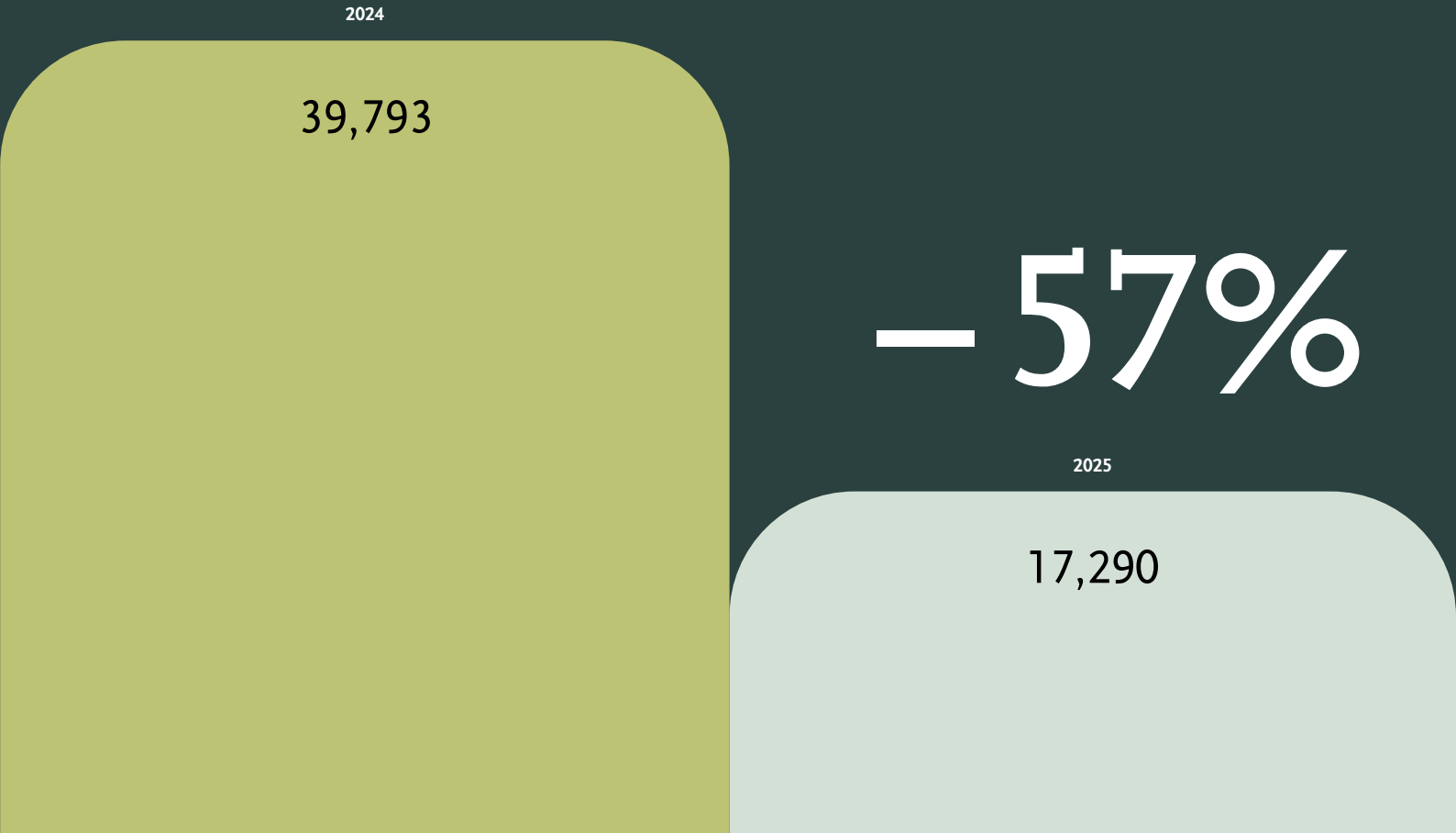
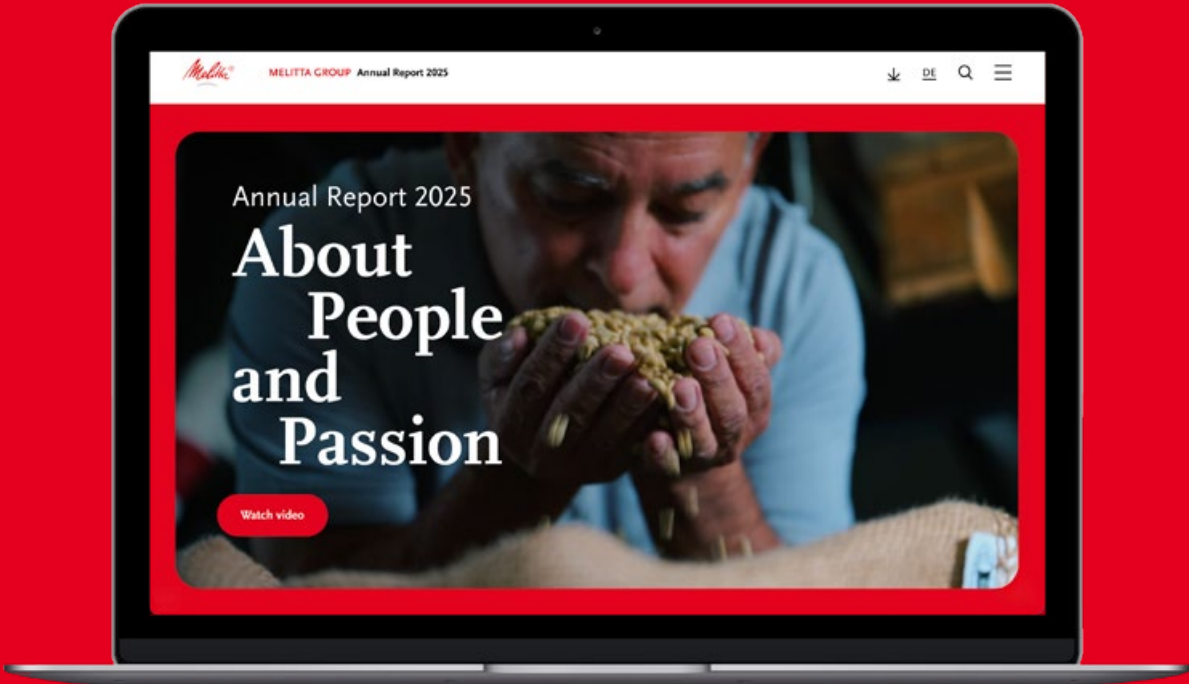


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To the online report

Foreword by the Chief Corporate Management



Jero Bentz and Katja Möller

Dear reader,

Companies that take a generational approach assess risks and opportunities differently than those whose primary focus is on the next quarterly results. After all, such a longer-term perspective changes the way a company regards cyclical trends and future-oriented investments. And when this approach is combined with entrepreneurial independence and financial stability, it provides the freedom to make decisions based on firmly held convictions – rather than being pressured to respond to current circumstances.

The Melitta Group has been taking this approach for over 100 years, and its benefits are felt most keenly in times of economic uncertainty. By staying true to our long-term strategy and remaining a reliable partner for our business partners over the past years, we can look back on a successful fiscal year 2025 during which we strengthened our market positions – despite the challenging conditions.

Our products are now used to brew one in every four cups of coffee worldwide. We are the global market leader in coffee filter papers and the European market leader for household films and products. In 2025, we also succeeded in entering new and highly promising markets, as well as investing in pioneering innovations, technologies, and sustainable business models. We are very proud of these achievements. At the same time, we see them as a commitment to continually improve our brands and products every day.

This Annual Report highlights what makes the Melitta Group unique. It tells the story of the people, brands, and ideas that shaped our fiscal year 2025. It offers insights into our group of companies and details how we are preparing the Melitta Group for the future.

We would like to express our sincere gratitude to all our colleagues, customers, and business associates for their trust, support, and commitment. We hope you will continue to accompany us on our journey.

Best regards,



Jero Bentz



Katja Möller

Highlights 2025

Which milestones, events, and developments shaped the reporting year of our operating divisions? Explore and enjoy!

[View the highlights in detail](#)



Melitta Europe Coffee

Coffee shop experience at home

Melitta expands its Barista range and rolls out a marketing campaign to accompany the launch.

Melitta Group

Climate targets validated

The Science Based Targets initiative validates the Melitta Group's climate targets.

Melitta South America

Expansion in Brazil

Melitta South America acquires a majority stake in the Brazilian company Baristo.



Melitta Single Portions

Outstanding branding

Avoury® receives two awards at the German Brand Award 2025.



Melitta Asia Pacific

Coffee enjoyment in a sachet

Melitta Asia Pacific launches liquid coffee concentrate on the Chinese market.

Melitta Europe Coffee Preparation

Pioneering spirit since 1965

The Melitta Group celebrates 60 years of filter coffeemakers.

Melitta North America

M-LAB idea space

Melitta North America opens innovation center for the American coffee world.

Melitta Europe Coffee

New opportunities in Poland

Melitta continues its international expansion in Europe with entry into the Polish market.



Melitta Group

Melitta x Real Madrid

The Melitta Group has been the exclusive coffee partner of Real Madrid since the 2025/26 season.

Melitta Group

Corporate influencer program

Twelve employees generate over 600,000 impressions on LinkedIn with #MelittaGroupVoices.



Melitta South America

Limited Edition: "Bridgerton" Coffees

In collaboration with the Netflix series Bridgerton, Melitta South America launches the gourmet coffee Melitta Queen's Roast.

fresh at work

chunkx

The Melitta Group is testing a new, AI-powered microlearning platform called chunkx.

ACW-Film

Progress in film technology

ACW-Film offers customers two types of single-material packaging films.

Melitta Group

AI Hub: strategic use of AI

The new AI Hub pools AI applications that deliver sustainable added value for the business.





Melitta Europe Coffee

Support in Tanzania

The “Coffee Power” project empowers women and young people along the coffee value chain.

Melitta Europe Coffee Preparation

New design for filter papers

New packaging design strengthens the positioning of Melitta® filter papers.



Cofresco

CSR award for fair recycled plastic

Melitta receives the German government's CSR Award 2025 for its social business in India.

Corsino Corsini

Corsini unveils new branding

Corsino Corsini's new branding highlights its Tuscan origins.



Cofresco

Cooperation with World Cleanup Day

Cofresco forges long-term partnership with World Cleanup Day.

01

About People and Passion

Doppio

Everyday heroes

Coffee cosmos

Circle of life

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**How would the history
of coffee brewing have unfolded
if little Willy hadn't had a sheet of
blotting paper in his exercise book?
Nobody knows.**

Fortunately, Melitta Bentz's son had one that she was able to borrow. As a housewife in Dresden, Germany, in the early 20th century, she loved good coffee – but not the gritty coffee grounds in her cup and the bitter taste they left. So she punched some holes in a brass pot, placed the blotting paper inside, and invented the world's first paper-based coffee filter.

Soon after, she was one of the first women to have her invention patented. And Willy's blotting paper ultimately spawned an international group of companies with around 5,500 employees and annual sales of over two billion euros.

Melitta Bentz not only had a passion for coffee, but also for solutions that were as clever as they were simple. Her hands-on approach to improving life displayed pragmatism, creativity, and entrepreneurial vision.



Doppio

Katja Möller and Jero Bentz have been co-leading the Melitta Group since July 2025. What unites them is more than just a jointly held position: it is trust, openness, and a commitment to making forward-looking decisions that take people's needs into account. In this interview, they discuss their collaboration as a leadership duo, Melitta's future viability, and opportunities in international markets.

Katja, Jero, you've been the Melitta Group's leadership duo since July 2025. When did you first think "This partnership is going to work"?

Katja: For me, it was the exact moment Jero asked me if I'd like to lead the company together with him. It felt right straight away. I immediately had a clear picture of how our collaboration would work. Jero and I have been working together for 16 years. We know each other very well and trust one another. We share core values and a common leadership philosophy.

Jero: I think I realized it about three years ago. When it became clear that Katja's predecessor, Volker Stühmeier, would be stepping down from Chief Corporate Management, I started thinking: Who could take his place? Katja quickly came to mind, and I knew right away she'd be a great fit. After working here for so long, she knows Melitta extremely well. The next step is to take a conscious look at things and ask yourself, "How does this feel?" And I was always certain that we'd complement each other very well as a duo.

In what way exactly do you complement each other?

Katja: Jero is an entrepreneur through and through. It's very clear to me that he has his great-grandmother DNA. He has tremendous creativity and quickly recognizes where opportunities lie and what risks we need to consider. My strength lies in the practical implementation, in organizing topics, bringing the right people together, and also paying attention to what happens 'between the lines'.

"I find diversity exciting because it constantly challenges me in new ways and ultimately delivers the best results."

Jero Bentz, Chief Corporate Management Melitta



Jero: We complement each other every day in meetings. We challenge each other's ideas and bring different perspectives and approaches to the table. This mental sparring is also why I love working in a team so much: I find diversity exciting because it constantly challenges me in new ways and ultimately leads to the best possible outcome. To achieve this, however, you need total honesty ...

Katja: ... and a culture of open dialogue based on an equal footing. You need to feel you're free to express who you really are at all times.

Why is authenticity so important for Chief Corporate Management?

Jero: As I see it, authenticity means staying true to yourself and embodying the company's values in a credible way. This includes reliability and consistency, as well as respect for people and their diversity. Especially at Chief Corporate Management level, it's important that these values are not merely stated but are clearly reflected in our daily work. This builds trust and provides orientation.

Katja: I'd like to add the willingness to take on responsibility and also make difficult decisions. These values help us to inspire people, successfully develop our business, secure existing markets, and break into new ones.

Katja, you've been with the company for more than 30 years. How has your new position changed the way you see Melitta?

Katja: Back in 2020, when I took over as head of the Coffee Preparation division, I asked myself the question: What do I stand for, and what do I want to achieve? My answer at the time was: Our employees are proud to work at Melitta. And that answer still holds true for me today.

My perspective on Melitta as a whole has of course broadened. Today, my decisions affect the entire Group, its overall alignment, and its long-term development. As a result, my responsibilities have also grown. But my goal – my 'why' – hasn't changed.

What does that mean in practical terms for you and the way you act?

Katja: I believe that good leadership means combining the head and the heart: analyzing situations objectively while keeping in mind the people behind the decisions. Even in a position of responsibility, I want to remain approachable and open to dialogue, to listen, and to take different viewpoints seriously.

The coffee market is volatile. Geopolitical crises, climate change, economic uncertainty – how does Melitta tackle these challenges?

Jero: That's right, coffee prices can fluctuate sharply and that presents a real challenge for us. At the same time, coffee is a daily staple for many people around the world. Despite rising prices, demand is generally stable or growing, making it very reliable and resilient to economic crises. And it's precisely this combination that aligns perfectly with Melitta's vision as a family-owned company with a long-term focus. It's no coincidence that our strategy extends all the way to 2033.

Consumption might be stable, but commodity prices certainly aren't.

Jero: Exactly, and in fiscal year 2025, we successfully navigated this challenge and demonstrated that, as a family-owned business, we also have a competitive advantage in this regard. Our response to market fluctuations is level-headedness, composure, and sound judgment. We remain committed to the long-term strategy we believe in. And that's a huge advantage in the coffee business.

Jero Bentz

Jero is the great-grandson of company founder Melitta Bentz and has been a member of Chief Corporate Management since 2013.

After graduating from high school and completing his training as an army reserve officer, he studied business administration in Würzburg and Koblenz and subsequently earned an MBA in Charlotte, North Carolina, while working. He began his career as a consultant at a major accounting firm. After a spell as the owner and Managing Director of a marketing agency near Lake Constance, he joined the family business in 2010. Jero thus represents the fourth generation of the Melitta Group.



Katja Möller

Katja has been with the Melitta Group since 1996 and has been a member of Chief Corporate Management since July 2025.

She began her dual study program in business administration at Melitta Household Products in 1996. Her first position there was in Logistics Controlling in 1999, and over the years she rose to become head of Controlling EU. Following further leadership roles within the Melitta Group, Katja took over as Managing Director of Melitta Europa GmbH & Co. KG – Coffee Preparation Division – in 2020.



“I believe that good leadership means combining the head and the heart: analyzing situations objectively while keeping in mind the people behind the decisions.”

Katja Möller, Chief Corporate Management Melitta



Especially in the coffee sector, you need to have both humility and foresight. When we enter new markets, we ask ourselves where our opportunities lie and how we can add value. Take Brazil, for example, a country with a high level of coffee consumption. The market is saturated, but it's large and diverse. We have a strong presence in the south, but we still see growth potential in the north. However, this means dealing with different market conditions and preferences in terms of roasting, preparation, and coffee pack sizes. For us, humility means addressing these differences. We want to grow, but always taking into account the unique characteristics of each market. This also applies to other potential growth markets in Asia, Scandinavia, or Eastern Europe.

Katja: At the same time, we want to combine our long-term focus with the ability to respond quickly to change. When the market shifts, we have to adapt. We need to be vigilant, keep a close eye on the markets, and draw the right conclusions at the right time – decisively and consistently, but never in a frantic or impulsive manner.

Melitta aims to consistently grow its coffee business. Where do you see the greatest potential?

Jero: Growth and international expansion are important, but not an end in themselves.

Melitta is closely associated with coffee, but what role do the other divisions play for the Group?

Katja: Coffee accounts for about 60 percent of our revenue, making it the most significant of the three pillars of our business. The second is coffee preparation, which is where Melitta's origins lie. As a manufacturer of filter papers, we're the global market leader and widely recognized for our tremendous expertise in this field. The third pillar are our household products, which continue to drive our growth. Our Cofresco products are market leaders in Europe. This business is stable and extremely rewarding for us.

Jero: In addition, there's our direct-to-consumer business, which we're continuously expanding. Roast Market, for example, is the leading online platform for premium coffee and coffee accessories in the German-speaking region (DACH). And we're currently establishing the platform in other European countries. Roast Market not only offers us significant growth potential, but also strengthens our relationship with consumers. It enables us to reach people who are deeply passionate about coffee and gain valuable insights through direct interaction with them.

The partnership with Real Madrid has given Melitta even more visibility on the international stage. What does this partnership say about the brand?

Katja: Sport stands for dynamism and vitality, for discipline and endurance, for fairness and respect. These are values that Melitta identifies with 100 percent.

Jero: Real Madrid is not just a highly successful soccer club. It is known throughout the world, particularly in Asia and South America – growth markets that are of great interest to us. Real Madrid serves as a beacon in those regions. The partnership is therefore an excellent way for Melitta to generate awareness and goodwill for our brand and our products in these regions.

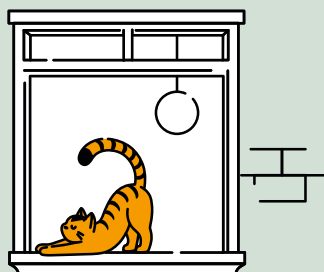
This year's annual report is titled "About People and Passion." Which experience from your first year as a leadership duo best embodies this motto?

Katja: I think it's very important for corporate management to be present and approachable. When I took office in July 2025, I said to Jero, "Let's hold a staff meeting before the summer break". I was very nervous – the large foyer in Minden was packed. But when I looked into the faces of the employees, I realized just how closely connected they feel to Melitta and how much each and every one of them wants to contribute to the success of our company. And right then, standing on stage with Jero, I immediately felt at ease in front of them. That moment – along with many others – embodies for me our motto "About People and Passion". These moments helped me through my first year – and continue to inspire me.

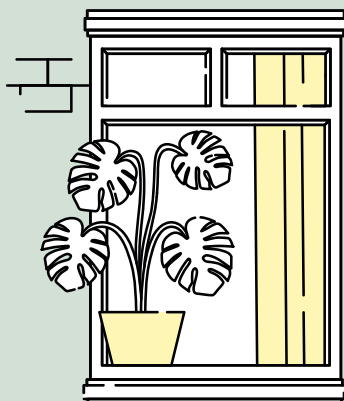
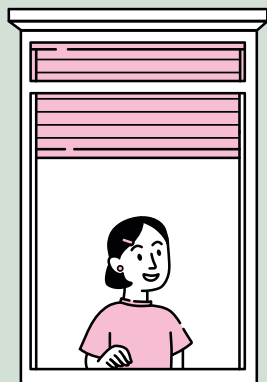
Jero: Our colleagues want to experience us live – genuine and honest. This applies to the good times, as well as to those moments when we have to deliver difficult news. Or when uncertainties throw up questions that we can't yet answer. Being authentic, open, and honest in such situations – and then sensing that people trust us: this is also what "About People and Passion" means to me.



Everyday heroes

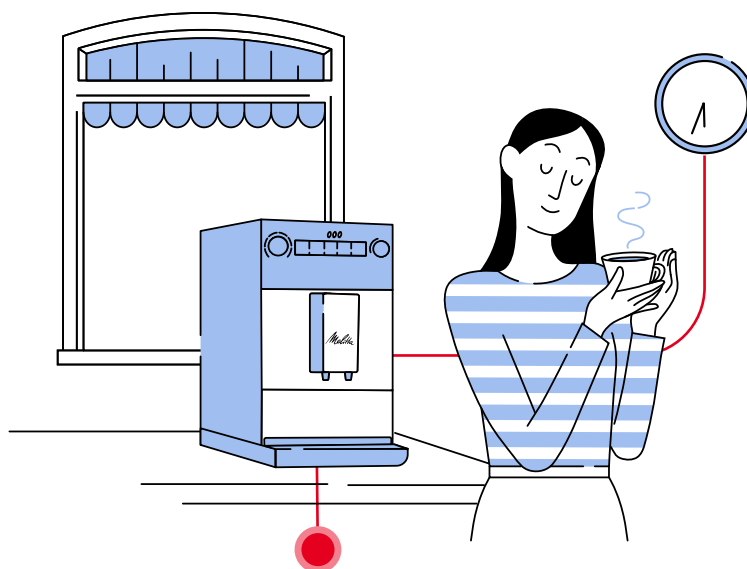


Every day brings a host of chores as well as its fair share of joyous moments. For Linda, Tom, and Ida, every day is also a little different – but still packed with familiar rituals. As we accompany the family from dawn till dusk, we discover the everyday heroes in the background ensuring everything runs smoothly – from practical solutions to those moments of joy that make a day special.



06:35

Shhh... Linda tiptoes into the kitchen. Tom and Ida are still asleep. She opens the window, and cool morning air streams in. Then she starts the coffee machine. As the grinder hums softly, she breathes in the aroma of the freshly ground beans – this moment is hers alone.

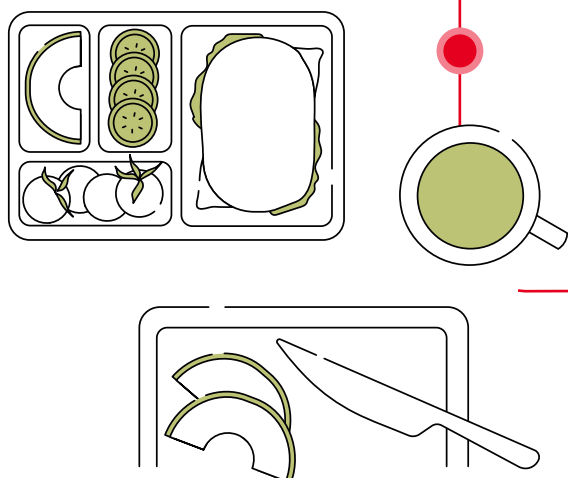


The space-saver

The compact design of the Melitta® Purista® fully automatic coffee machine makes it ideal for smaller kitchens. With its ultra-quiet grinder, it delivers a freshly prepared coffee at the push of a button.

06:45

The coffee tastes rich and aromatic, evoking a sense of warmth and comfort – and maybe even a feeling of calm before the storm. Linda uses this moment to pack Ida's lunchbox: sandwiches, cheese, cucumber, tomatoes, and – as a special treat in the small separate compartment – a slice of honeydew melon. Just as she's finishing, she hears the sound of little feet coming down the stairs.

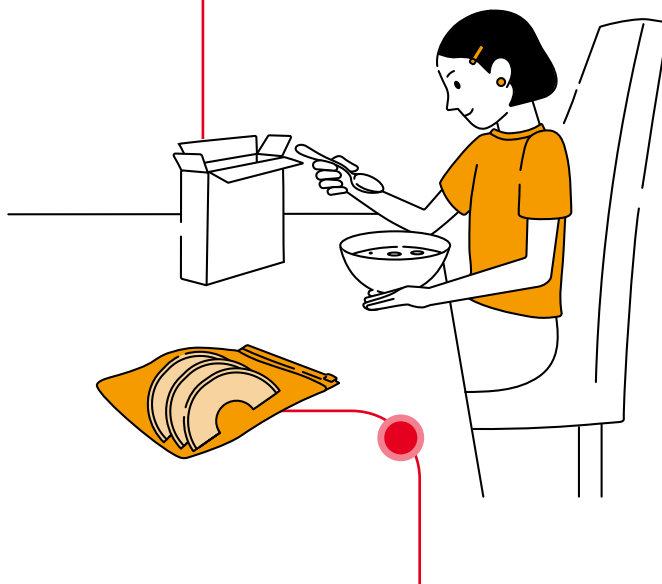


The enjoyment expert

Melitta® Barista offers barista-style coffee enjoyment in various preparation forms: whole beans, ground coffee, capsules, or instant. Each variety is tailored to the corresponding preparation method.

07:02

“Mum, muesli!” Ida is now standing in the kitchen with her uncombed hair. Tom soon joins them. Linda quickly puts the rest of the melon in a resealable bag – her snack for the office. After breakfast together, it’s time for Ida to head to the bathroom, get dressed, and pack her bag. “Got everything?” Linda asks. Ida nods. “And did you brush your teeth?” She nods with a slight grin on her face.

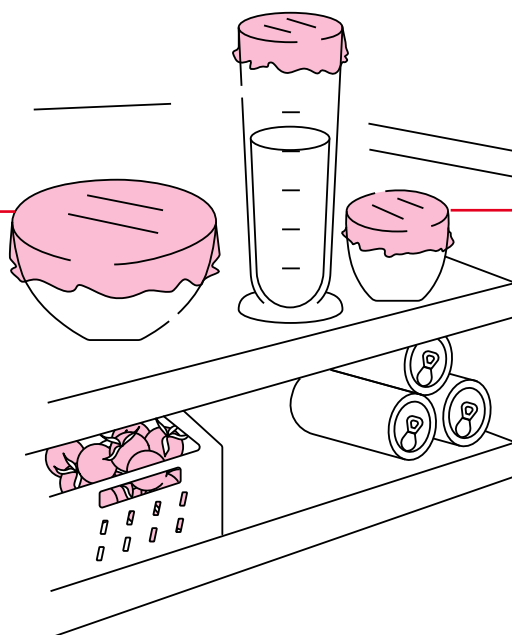


The freshness hero

Toppits® Zipper® bags are ideal for keeping food fresh, freezing it, or transporting it. The secure Zipper® closing mechanism reliably seals the bag, while the special tear-resistant film protects the contents. The bags are made in part from recycled materials. They are re-usable, recyclable, and help reduce food waste.

08:30

Ida’s at school, and Linda’s at work. Tom has the house to himself. Time to get things ready – they’re having pizza tonight. He quickly whisks up the pizza sauce, chops the vegetables for the toppings, and washes the lettuce for the side salad. Before putting everything away in the fridge, Tom covers the vegetable bowls with silicone lids and the large salad bowl with cling film. Tom decides to tackle the dough later – for now, there’s something else on the agenda.



The protection officer

Toppits® cling film keeps food fresh longer and helps preserve its taste, freshness, and aroma. It’s also ideal for storing food you want to eat later.

The filtration expert

Swirl® MicroPor® vacuum cleaner bags filter household dust. Depending on the model, they're made of 45 to 65 percent recycled material. Their high-performance filter reliably traps particles and dirt, ensuring a thorough clean.

The weightlifter

Swirl® heavy-duty refuse sacks are designed to handle heavy and bulky waste – from tidying, gardening, or decorating, for example. The film is made from 100 percent recycled plastic and designed to withstand heavy loads.

10:52

“Don’t stop me now...,” sings Tom as he pushes the vacuum cleaner. Housework is so much easier with great tunes and the right tools. Dust and dirt vanish in a flash. Then he finally tackles a task that’s been waiting far too long: the wardrobe. Trying things on, making decisions, throwing stuff out – slowly but surely, order is restored. By the end, the large garbage bag at his side is almost full and ready to be taken to the charity shop. Tom is satisfied.



16:15

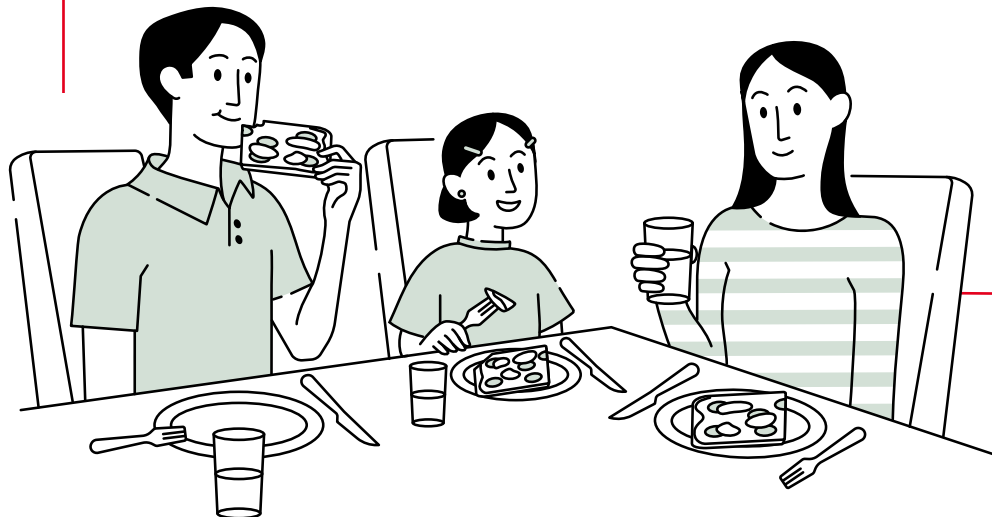
“Daddyyy!” Ida bursts through the door and straight into Tom’s arms. “When are we finally going to make pizza?” As Tom kneads the dough, Ida darts around him. A little later, there’s flour on the counter, flour on the floor, and flour in Ida’s hair. “Let me do it – I can do it on my own,” she pleads as the dough is rolled out. The pizza dough is more of a creative shape than rectangular, and goes over the edge of the baking paper in some places.

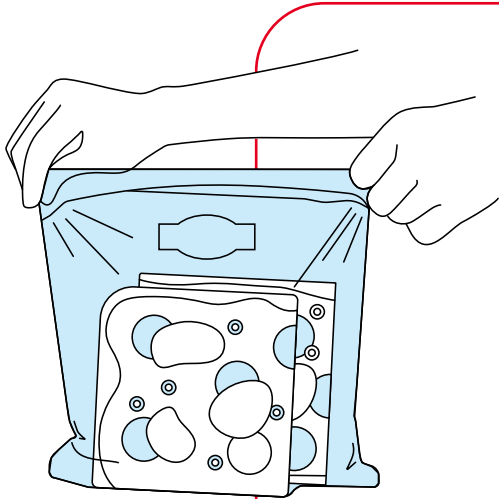
The oven companion

Toppits® baking paper sheets are ideal for baking cakes, cookies, and other foods. The paper is made from natural, renewable raw materials from FSC®-certified forests and other controlled sources. It prevents food from sticking and usually eliminates the need for additional greasing.

17:30

Linda is back from work and now helping with the pizza toppings. Ida generously spreads corn over one corner. “That’s going to be my slice,” she says. She doesn’t want bell peppers or onions. Instead, she piles on plenty of cheese – and sneaks some into her mouth when Linda and Tom aren’t looking. While the pizza’s baking in the oven, Ida tells them about her day at school. Finally, all three of them sit down at the table to enjoy the steaming pizza. After blowing to cool it down a bit, they take their first bite: Yummy!





18:43

Everyone's full, and there's even some pizza left. While Tom puts Ida to bed, Linda cleans up: vegetable leftovers land in the organic waste bin, and the dishes are loaded into the dishwasher. Linda gets out two paper freezer bags for the still-lukewarm pizza.

The frost guard

Toppits® SafeLoc® freezer bags ensure that food is stored safely in the freezer. The bags are resealable and made in part from recycled materials. The SafeLoc® closure keeps the bag tightly sealed, while the extra-tear-resistant film protects against freezer burn. This helps preserve the flavor and quality of the food.

19:55

As she takes a last look around the kitchen, Linda notices the display on the coffee maker. For the past few days, it's been reminding her to descale the machine. With just a few simple steps, she starts the program, and the descaler takes care of the rest. Tomorrow morning the machine will be ready to make the first cup of coffee again – and a new day full of life, routines, and joyous moments will begin.

The descaler

Melitta® Anti Calc Bio* Multi Usage Liquid is ideal for descaling coffee-makers, electric kettles, and similar appliances. The product is food-safe and biodegradable.** It dissolves limescale deposits and helps keep appliances clean.

* The citric acid content is obtained from sugar-containing raw materials in a biotechnological process.

** 97% biodegradability in 28 days according to OECD 301B





Coffee is one of the world's most important commodities – and every bean has its own story to tell. A story full of expertise, passion, and skill. Four coffee experts offer insights into their respective cosmos: from selecting the green beans and sustainability, to specialty coffees and the art of roasting. A journey through the world of coffee – and to the people who help shape it.



“We’re the first large-scale roaster to also offer specialty coffees. That’s what makes us unique”.

Ana Dießenbacher, Marketing Manager Specialty Coffee at Melitta Europa GmbH

Ana’s instinct for special coffees

Every special coffee begins with an idea. One of the first people to work on new ideas for specialty coffees is Ana Dießenbacher. As Marketing Manager for Specialty Coffee, she develops coffees designed to inspire and invite discovery.

The first step in creating a new specialty coffee is to ask: What do coffee lovers want? Together with experts from various fields, Ana oversees the entire development process. First, she samples different coffees in cooperation with the Green Bean Management team and the experts from Melitta® Manufaktur (Melitta’s in-house specialty coffee unit). Together, they determine which provenance, roast, and flavor profiles best fit the idea for the new coffee. She then coordinates the concept with the Sales, Communications, and Trade Marketing teams. “Ultimately, we decide together what might work”, she says.

Melitta® Manufaktur is more than just a roasting plant for Ana: it is a microcosm of the coffee expertise found throughout the Group, as well as a point of differentiation in the market. “We’re the first large-scale roaster to also offer specialty coffees. That’s what makes us unique,” she explains. Melitta® Manufaktur’s recognition as “Roaster of the Year 2026” confirms what Ana and the team are particularly focused on: showcasing the passion and expertise behind their specialty coffees.



Color, design, impact: the packaging tells the story of the idea and character behind the coffee.



Jörg and the coffee bean's journey

Before you can enjoy a cup of coffee, it has already been on a long journey. And Jörg Lehmann knows every step of that journey in detail: for almost 35 years, he has been accompanying each coffee bean for Melitta – from its country of origin to the finished product. He is currently Head of Green Bean Management and Raw Coffee Logistics. His work is international. “Coffee grows within the coffee belt”, he explains. “In my mind, at least, I’m always traveling around the world”.

The coffee bean's journey begins with the farmers. The most important foundations for quality are already laid during cultivation. Jörg and his team select suitable varieties, monitor markets and exchanges, and decide on the right time to place orders. The coffee reaches Europe via cooperatives, exporters, trading companies, and shipping lines.

An important part of his work is tasting: during daily “cupping” sessions in the tasting room, coffees are roasted, tasted, and graded. With his trained palate, Jörg detects subtle differences and checks whether a coffee lives up to its promise. “Every provenance, every harvest, and every blend has its own subtle nuances. That’s what makes coffee so fascinating”, he explains. Understanding this diversity and translating it into a consistent taste experience is what makes his work so rewarding.



Every sample is carefully examined during daily “cupping” sessions – this reveals the subtlest differences.

“Every provenance, every harvest, and every blend has its own subtle nuances. That’s what makes coffee so fascinating.”

Jörg Lehmann, Head of Green Bean Management and Raw Coffee Logistics at Melitta Europa GmbH & Co. KG



“The community projects allow me to directly address the question of how people in the growing regions are doing and how they can earn a good living from coffee farming in the long term – that’s what makes my job so special”.

Svea Behnke, Sustainability Manager at Melitta Europa GmbH

Svea’s passion for responsible coffee

For Svea Behnke, sustainability plays a key role in the coffee business. As Sustainability Manager, she coordinates a range of activities, from reporting and regulatory compliance to community projects in the countries of origin.

“We deal with the realities of coffee farming”, explains Svea. “What’s life like for the communities, and how can we help ensure they make a good and sustainable living from coffee farming?” This not only involves taking responsibility for people and the environment but also compliance with new legal requirements, such as the EU Deforestation Regulation. The latter calls for transparent supply chains and proof that coffee was produced without contributing to deforestation. Through its community projects, the Melitta Group works with people in coffee-growing regions to help them meet these and other requirements.



The Melitta Group has implemented over 30 community projects since 2014 – helping improve livelihoods in the coffee-growing countries.

The Melitta Group has successfully implemented over 30 community projects since 2014. In addition to non-product-related initiatives, the special coffee editions “Selection of the Year” and “Coffee of the Year” support projects in coffee-growing countries. In collaboration with the children’s rights organization Plan International, the Melitta Group is supporting projects to strengthen food security, education, and equal opportunities in Ethiopia and Honduras in 2026.



Single-origin, green coffee beans await their turn in the Manufaktur's roaster.

Alfred and the art of roasting

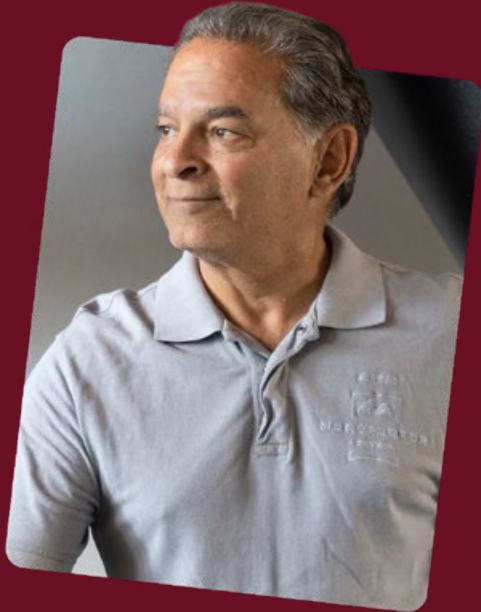
One person who uses his wealth of experience to bring out the character of each bean is Alfred Liere, Master Roaster at Melitta® Manufaktur. His connection to coffee goes way back: ever since his father bought a coffee plantation about 50 years ago, coffee and its rich variety of flavors have been a constant in his life. "I've always been closely involved with coffee. The fact that I'm now able to roast coffee from Guatemala – my birthplace – makes me especially proud", he explains.



In the drum roaster, every detail counts: temperature, airflow, and the movement of the beans.

Before the beans are loaded into the roaster, Alfred carefully inspects each batch of green beans – both visually and sensorially. He then develops a unique roasting profile for each variety. Using the traditional slow drum roasting method, he roasts the beans at 200 to 220 degrees Celsius for up to 20 minutes – constantly adjusting the temperature, airflow, and movement of the beans.

Every coffee variety presents a new challenge. Drawing on his many years of experience and expert intuition, Alfred determines how best to bring out their flavors – true craftsmanship that emphasizes the character of each coffee. "When coffee is carefully prepared – when you hear the beans crack, watch them transform, and finally taste their aroma – that's the precise moment, for me, when good coffee is created", he explains.



“I’ve always been closely involved with coffee. The fact that I’m now able to roast coffee from Guatemala – my birthplace – makes me especially proud.”

Alfred Liere, Master Roaster at Melitta® Manufaktur



Circle

What does a garbage bag in Germany have in common with a milk bag in India? More than it might seem at first glance. After all, both products could be part of the same cycle. To understand this, consider the journey of a piece of plastic – from waste separation through recycling and production to a new life as a garbage bag under the Swirl® and handy bag® brands.

of life

How many of us ever stop to think about where a garbage bag comes from? Most of the time, we simply focus on its function: collecting, transporting, and disposing of trash. However, there is much more to the garbage bags from Swirl® and handy bag® – two brands belonging to the Melitta subsidiary Cofresco – than meets the eye. They are made from 100 percent recycled plastic (excluding the drawstring, colorants, and additives) and demonstrate how waste can be converted into a valuable raw material – and how the circular economy can work in our everyday lives.

Station 1

Waste separation



Plastic products have become an integral part of our daily lives – they are versatile, durable, and hygienic. However, they become a problem if they are not kept in the recycling loop after use.

Packaging that ends up in residual waste is usually incinerated – meaning that only its calorific value is utilized. When collected properly, however, it can be processed and recycled at sorting facilities – including the garbage bag itself. This helps extend the lifespan of the plastic.

Waste separation is the cornerstone of any successful circular economy – even though the myth that everything ends up mixed together anyway is hard to shake. To ensure that plastics can be recycled to a high standard after collection, companies need to design products and packaging from the outset in such a way that they can be efficiently sorted and recovered in different collection and recycling systems. We can only recycle more plastics and keep valuable raw materials in the loop if industry, the waste management sector, and consumers all play their part.



The right way to recycle

- **Do not put plastic in the residual waste bin** – otherwise, valuable raw materials for recycling will be lost
- **Keep residual waste out of the recycling bin** – incorrectly discarded items make it harder to recycle plastics
- **Follow the local rules** – waste disposal systems vary from region to region
- **Use the right garbage bag** – light-colored and transparent bags are generally suitable for packaging waste



Station 2

Recycling in Europe



On collection day, trucks pick up the filled garbage bags and take them to the sorting facility. They are first sorted by material type –either by hand or by machine – and cleaned of any large unwanted objects. Modern facilities also use cameras and infra-red technology to reliably identify different plastic types. The more carefully the materials are sorted and cleaned, the more consistent and high-quality the resulting material will ultimately be.

In the next step, the material is shredded, washed, and dried to remove dirt and residues. It is then fed into extruders – machines in which the plastic is heated, melted, and reshaped under pressure. The molten plastic is then pressed through fine openings and formed into granules, which serve as raw material for new products.



Station 3

Fair Recycled Plastic



Recycling is organized differently around the world and depends on the respective infrastructure and social conditions. This is illustrated by the situation in Bangalore, India, for example. In this metropolis with millions of inhabitants, thousands of tons of waste are generated every day. Much of it ends up on the streets, in illegal landfills, or in the natural environment. This is why so-called “waste pickers” play such an important role. They collect recyclable materials and return raw materials to the cycle.

This is where Fair Recycled Plastic comes in – a social business founded by the Melitta Group together with Yunus Social Business Fund GmbH. The goal is to recycle plastic waste, reduce environmental pollution, and at the same time improve the living conditions of approximately 2,000 waste pickers and their families.

The recycling facility in India primarily recycles used milk bags made from LDPE (low-density polyethylene). These are not the beverage cartons commonly used in Germany, but rather plastic bags like those used for milk in many countries outside Europe. The plastic is tear-resistant and flexible – ideal for the production of garbage bags.



“I’m delighted to have the opportunity to contribute to solving a very serious problem: environmental pollution caused by plastic waste. My education gave me an understanding of the versatility of plastics. That’s why I wanted to be part of a fundamental shift in how we view and handle plastic products. I always say: Plastic itself isn’t the problem – it’s how we handle it.”

As Country Manager, **Ashutosh Singh** is responsible for Vishuddh and Cofresco’s activities in India.



“I’m proud to contribute to the success of Fair Recycled Plastic and I’m convinced that Fair Recycled Plastic is our future. With every granule we incorporate into production, we contribute to protecting the environment and improving living conditions for people in India. This reflects Cofresco’s values and my personal convictions.”

Tomasz Rapicki, from Quality Management in Poland.

Station 4

Production



Eventually, the granules from Europe and India make their way to Cofresco’s plant in Poland. Production has been running primarily on green electricity since 2025 (2025: 18 million kWh of green electricity, 4 million kWh of conventional electricity). A precisely tailored blend of materials is used for each product line – including the classic Swirl® drawstring garbage bag. This bag is made using a combination of recycled materials sourced from India and Europe, whereby the proportions may vary slightly depending on material availability.

The plastic granules are turned into film, and the film is converted into new garbage bags. This process is based on decades of material expertise: while R&D staff at Melitta Group headquarters in Minden work on new formulations and material efficiency improvements, engineering teams in Poland conduct tests on these formulations directly on the production lines.



Station 5



Reuse

In the end, the garbage bag ends up back where its story begins for most people: at home or at work. It gets filled with packaging, waste, and other items no longer needed. In doing so, it becomes part of a cycle that starts over and over again.

Every single garbage bag – with the exception of the drawstring, colorants, and additives – is made from 100 percent recycled plastic. This reduces the need for new plastics derived from fossil fuels. At the same time, the garbage bag is tear-resistant, leak-proof, and reliably functional. This demonstrates that sustainable processes and high quality do not have to be mutually exclusive – a philosophy that the Melitta Group embraces in all areas of its operations.



02

The Melitta Group

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Made for everyday life

Whether it's the first cup of coffee in the morning, during a meeting with colleagues, over a cappuccino at your favorite café, while cooking and baking at home, or the cleaning up afterwards – millions of people come into contact with our products every single day.

Behind all these products lies the same commitment: to make people's everyday lives easier, more convenient, and simply better. And to create truly special moments of enjoyment. That hasn't changed in over 100 years.

When Melitta Bentz invented the coffee filter in 1908, she laid the foundation for a family-owned company that has retained its independence and passion for coffee to this day. What began with a single idea has evolved through numerous groundbreaking innovations into an international group of companies, which has been one of Germany's leading branded goods manufacturers for many decades now.

Coffee is the heart and soul of our product offerings – from bean to cup. But even beyond coffee and coffee preparation, we are constantly exploring sustainable business models and harnessing our entrepreneurial spirit and ingenuity with the aim of consistently delivering value for our customers – day after day.

Our success is based on a clear commitment: the highest quality, an entrepreneurial mindset, the courage to innovate, and a willingness to embrace change as an opportunity. With more than 5,500 employees at 59 locations in 19 countries, we develop products and services trusted by consumers and businesses in more than 100 markets worldwide.

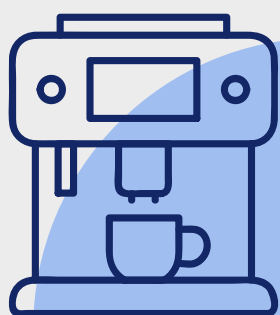
Our brand world

From coffee beans to fully automatic coffee machines. From cling film to garbage bags. From vacuum cleaner bags to packaging materials. Whether at home or at work, our products and services help both consumers and business clients navigate their daily lives.

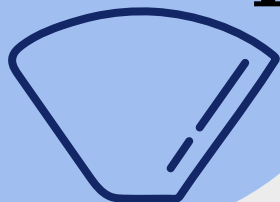
In order to clearly organize this diversity, we have divided our activities into three business fields:

Coffee

For us, coffee is much more than just a beverage. It stands for enjoyment, quality, and special moments. Our product line ranges from classic filter coffee and whole beans to coffee pods and capsules.



Coffee preparation



Perfect coffee needs the right preparation. That's why we develop solutions for coffee enjoyment – from filter coffeemakers and coffee grinders to fully automatic coffee machines and professional water dispensers.

Household products

Simple solutions often make everyday life a lot easier. Our household products help keep food fresh, prepare meals, dispose of waste hygienically, and simplify many routine tasks.



At home around the world

The world is our home – and every market has its own unique characteristics. What Brazilians consider to be the perfect cup of coffee may be very different from what German consumers expect. In China, coffee is prepared differently than in North America. And when it comes to keeping food fresh and preparing meals, habits and requirements also vary from country to country.

It is precisely these differences that make our global footprint so valuable. Our local presence enables us to develop products and solutions that closely meet the needs of our respective customers – while at the same time benefiting from shared experiences, ideas, and innovations, and making successful solutions from one market available to others.

The world is our home –
and every market has its
own unique characteristics.

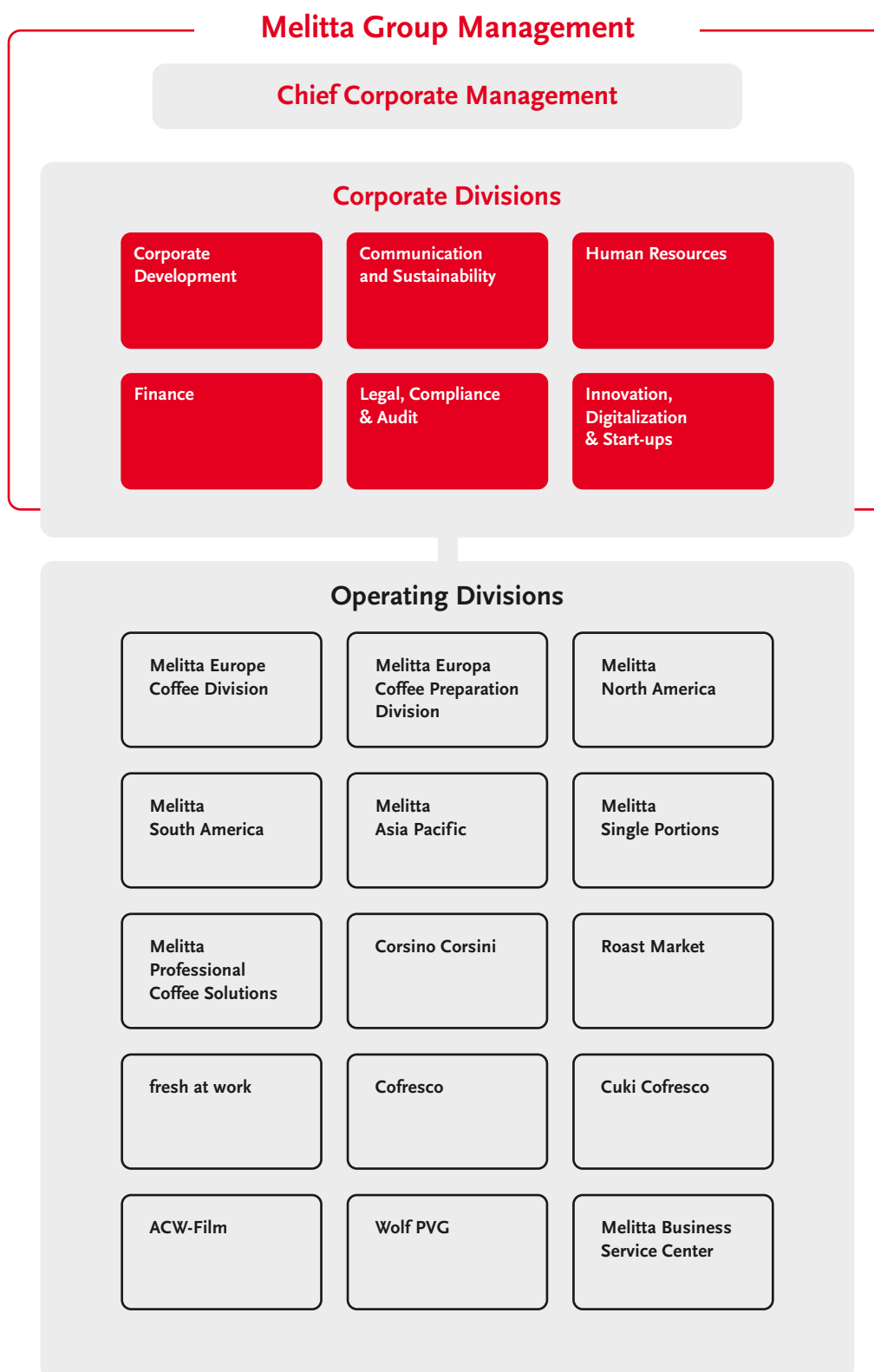


Stronger together

We achieve success together by combining individual responsibility with effective teamwork. Our operating divisions are therefore responsible for running their own businesses and developing their own strategies within the framework of the Group's overall objectives. This allows them to respond flexibly to market needs while benefiting from the expertise and know-how of the entire Melitta Group.

They are supported in these efforts by the corporate divisions, which manage strategic topics at Group level, develop Group-wide standards, pool expertise, and help Chief Corporate Management to steer the Group.

Our most important organizational principles include a decentralized approach with flat hierarchies and structures that foster an entrepreneurial mindset and business approach. We value a high degree of personal responsibility, the courage to try new things, as well as passion and enthusiasm. Shared values, close cooperation based on mutual trust, and the long-term perspective of a family-owned business form the foundation of our organization.



General Partner of Melitta Unternehmensgruppe Bentz KG: Jero Bentz

Limited Partners: Dr. Thomas Bentz, Thomas Dominik Bentz, Claudia Tauß, Johannes Tauß, Maximilian Tauß, Jara Bentz, Dr. Stephan Bentz, Eva Maria Bentz, Alexandra Taufmann, Tilman Bentz, Nora Sophie Bentz

Advisory Council: Joachim Rabe (Chair), Thomas Dominik Bentz, Claudia Tauß, Alastair Bruce, Andreas Ronken, Burkhard Schwenker, Dr. Anna Weber

The operating and corporate divisions

The Melitta Group consists of 15 operating divisions that manage their respective markets independently. This structure enables the operating divisions to maintain close ties with their customers and their respective markets. At the same time, they benefit from close collaboration within the Melitta Group by developing joint solutions and leveraging the strength of an international corporate group.

The operating divisions are supported by six corporate divisions that develop Group-wide standards, pool expertise, and drive cross-divisional projects. They ensure that the strengths of the Melitta Group as a whole are effectively leveraged and that the operating divisions can focus on their respective markets and customers.

Melitta Europe Coffee

Melitta Europe Coffee is responsible for Melitta's coffee business in Europe, Africa, and the Middle East. The range offers perfect coffee enjoyment for every taste: filter coffee, whole beans for fully automatic coffee machines and fresh grinds, pad ranges and capsules for single-cup preparation, specialty coffees from Melitta® Manufaktur, and instant coffee. The Melitta® coffee brand stands for coffee enjoyment in over 60 countries and is one of the best-known, biggest selling, and highest revenue-generating coffee brands.



“We laid important foundations for our continued growth in 2025. With our successful expansion of our market positions in numerous strategic regions, we are upbeat about our prospects in the coming year.”

Matthias Rensch, Melitta Europe Coffee

Melitta Europe Coffee Preparation

Melitta Europe Coffee Preparation develops, produces, and markets top-quality products for coffee preparation in private households under the Melitta® brand. These include coffee filters, pour-over cones, filter coffeemakers, coffee grinders, electric kettles, and fully automatic coffee machines for the preparation of coffee specialties at home. The operating division's high-quality products guarantee the ultimate in coffee enjoyment and have enabled it to establish leading positions in numerous countries around the world.

“2025 was a year full of milestones that provided important momentum for us: we repositioned our filter paper range, celebrated 60 years of filter coffeemakers, and successfully defended our market positions in a challenging market environment.”

Sven Neuhaus, Melitta Europe Coffee Preparation



Melitta North America

Melitta North America offers high-quality roasted coffee, filter papers, and pour-over brewing systems for consumers and the B2B market. The products are primarily marketed in the USA and Canada, where the Melitta® brand is known for its outstanding quality and commitment to sustainability.

“We see numerous growth opportunities for us to exploit, especially in the B2B sector. And we already laid the groundwork for this in 2025 with our M-Lab, new international partnerships, and innovative cold brew and concentrated coffee concepts.”



Martin T. Miller, Melitta North America

Melitta South America

Melitta South America offers a wide range of coffee enjoyment products, including roasted and ground coffee, coffee capsules, instant coffee, and coffee preparation products such as filter papers. The division has three production facilities in Brazil, including two coffee roasting plants and a paper mill. Its coffee range is widely acclaimed for its exceptional flavor and rich variety of blends, while its filter papers combine fast filtration with excellent flavor development.



“South America continues to offer us significant growth opportunities – particularly in Brazil. With the acquisition of Baristo in 2025, we gained access to the out-of-home coffee market in Brazil and will be able to offer even more services from a single source in the future.”

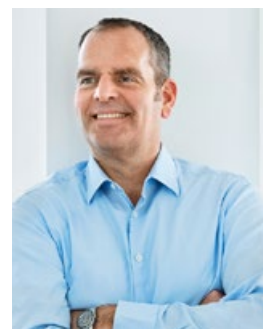
Marcelo Barbieri, Melitta South America

Melitta Asia Pacific

Melitta Asia Pacific is responsible for Melitta's B2C and B2B activities in the Chinese market. In its B2C business, the division offers both locally produced and imported coffee, as well as coffee preparation products. Its B2B activities focus on meeting the professional demand for machines, coffee products, services, and concepts for the out-of-home sector. In China, the Melitta brand enjoys a reputation for high-quality coffee products and coffee preparation equipment.

“Our aim is to be even closer to our customers in the dynamic Chinese market and to address their specific needs. We are therefore systematically expanding our local coffee portfolio – including new products for our B2C and B2B customers in 2025.”

Oliver Heppener, Melitta Asia Pacific

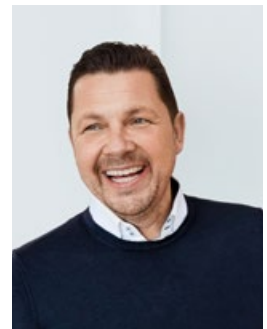


Melitta Single Portions

Within the Melitta Group, Melitta Single Portions is responsible for all products connected with the preparation of hot beverages in the form of single servings. Since 2019, the operating division has been offering a premium range of individually portioned teas under the Avoury® brand. At the heart of the portfolio are the Avoury One® tea machine and over 30 certified premium tea varieties in the sustainable Avoury® TeaCycle Cap® – providing top-quality tea enjoyment at the touch of a button.

“Awareness of the Avoury® brand continued to grow in 2025. With the new Body & Mind range and additional tea varieties, we made significant progress in our efforts to attract new target groups and strengthen our market position in the past fiscal year.”

Holger Feldmann, Melitta Single Portions



Melitta Professional Coffee Solutions

Melitta Professional Coffee Solutions is the global partner for professional hot beverage preparation in the out-of-home market. Its range of products and services includes coffee machines, coffees, technical services, digital solutions, and customized finance for the system and non-system segments. The operating division's expertise ranges from the development and manufacturing of professional coffee machines to the creation and sale of special coffee, cocoa, and tea ranges, the provision of on-site customer service, and the development of digital solutions.



“In 2025, we launched a number of ground-breaking innovations on the market. These include the launch of new fully automatic coffee machines and the introduction of innovative digital solutions for coffee systems in high-traffic locations such as gas stations, convenience stores, and quick-service restaurants.”

Günther Klatt, Melitta Professional Coffee Solutions

Corsino Corsini

Corsino Corsini has been producing high-quality specialty coffees in Tuscany since 1950, using beans from all coffee-growing countries. Under the Caffè Corsini® and Compagnia dell'Arabica® brands, the operating division markets whole beans, ground coffee, and single-serve portions in Italy as well as 60 other countries. In addition, Corsino Corsini offers coffee products for the food service industry, in particular for bars and hotels in Tuscany and the neighboring regions.

“The growing demand for top-quality specialty coffees opens up new opportunities for us. We intend to exploit this potential – with strong brands, Italian coffee expertise, and in close collaboration with other operating divisions of the Melitta Group.”

Patrick Hoffer, Corsino Corsini



Roast Market

Roast Market is a leading online coffee retailer for coffee and barista equipment. Its product range comprises more than 3,000 items from over 100 roasters and more than 50 suppliers of machines and accessories. Roast Market operates its own online stores for the German, Austrian, and Dutch markets and is positioned as an e-commerce platform for lovers of high-quality coffee products. The company also operates a flagship store in Frankfurt am Main.

“International expansion and operational excellence went hand in hand for us in 2025. By entering new markets and investing in digitalization, artificial intelligence, and logistics, we are laying the foundation for profitable growth.”

Matthias Sickinger, Roast Market



fresh at work

fresh at work offers an all-inclusive service for coffee and water provision in the workplace. This includes the delivery and maintenance of the machines, as well as the supply of coffee beans, milk powder, and chocolate powder. With its simple, transparent, and easily terminated contracts, excellent service quality, and comprehensive repair services, fresh at work clearly differentiates itself from the competition.

“The fiscal year 2025 was very successful for us. In 2026, we aim to build on this success by entering the Spanish market, launching an AI-powered microlearning platform, and strengthening our digital footprint.”

Alexander Busse, fresh at work



Cofresco

Cofresco is Europe's leading supplier of branded products in the field of household film and foil for home and professional use. These include solutions for the wrapping, preparing, and freezing of food, for safe storage, and for the disposal of waste. In the B2C segment, the operating division's brands Toppits®, Albal®, BacoFoil®, handy bag®, and Swirl® are at home in almost all European countries. In the B2B segment, Cofresco is mostly known for its Wrapmaster® and Caterwrap® brands.

“Our food service business performed very well in numerous strategic markets in 2025. We intend to maintain this growth trajectory – with further investment in our international footprint and stronger brand awareness of Wrapmaster®.”

Oliver Strelecki, Cofresco



Cuki Cofresco

Cuki Cofresco produces food packaging, disposable containers, and films for food preservation. With over 4,000 products, the operating division serves both consumers and commercial clients. Cuki Cofresco holds market-leading positions in Italy with its Cuki® and Domopak® brands.

“In 2025, we focused our efforts on the targeted expansion of our international B2B business. We achieved considerable success in the French-speaking region and selected European markets, where we continued to strengthen our market presence.”

Corrado Ariaudo, Cuki Cofresco



ACW-Film

ACW-Film develops and produces high-quality, flexible packaging film and paper for the consumer goods industry in Germany and the rest of Europe. The operating division supplies – also just-in-time – films, film laminates, fully recyclable composites or monostructures, papers, and paper composites for the specialized packaging machinery of its clients.

“In 2025, we systematically expanded our portfolio of sustainable packaging solutions with the addition of innovative single-material concepts. This move not only helps our customers achieve greater circularity but will also strengthen our market position in 2026.”

Markus Wielens, ACW-Film



Wolf PVG

Wolf PVG is a highly specialized systems supplier for all aspects of vacuum cleaning and industrial filter technology. Its products include vacuum cleaner bags, vacuum cleaner nozzles, attachment flanges for vacuum cleaner bags, and air filters. These products are developed and produced for both industrial clients and the operating division's own end-user business. Under its core brands Swirl® and Worwo®, Wolf PVG markets vacuum cleaner bags, vacuum cleaner accessories, and cleaning products for private households in Europe. In addition, the company produces high-quality meltblown and composite materials and filters for a wide range of air filtration applications.

“In order to offer our clients an even more comprehensive range of services in the future, we decided in 2025 to merge Wolf PVG and Cofresco. This will allow us to pool our expertise, leverage synergies, and provide our clients with even greater added value.”



Oliver Strelecki, Wolf PVG

Melitta Business Service Center

The Melitta Business Service Center pools tasks and services at Group level. In addition to shaping the operational HR and accounting processes, these tasks include controlling, strategic purchasing, business process management, and IT. The aim is to simplify, standardize, and align the Group's processes and systems in order to enhance flexibility and efficiency while also establishing the prerequisites for Group-wide digitalization with high security standards.

“As a partner of the operating and corporate divisions, the Melitta Business Service Center continued to drive key future initiatives in 2025 – from the ongoing development of the global IT landscape to the expansion of cybersecurity and the increased use of artificial intelligence.”

Stefanie Bohnhorst, Melitta Business Service Center



Corporate Innovation, Digitalization & Start-ups

The corporate division Innovation, Digitalization & Start-ups focuses on identifying and exploiting opportunities arising from changes in the market environment, trends and new technologies. It provides support for the operating divisions in matters of innovation and digital transformation and develops new approaches and business models for the Melitta Group. It draws on the know-how and resources of the corporate division teams and the 10X Innovation incubator. The corporate division is also responsible for investments in start-ups.



“By establishing a group-wide AI hub, expanding our own AI platform ‘Melina,’ and developing new business ideas, we are strengthening the Melitta Group’s future viability. Being recognized as a Top Innovator confirms that we are on the right track.”

René Korte, Corporate Innovation, Digitalization & Start-ups

Corporate Communication and Sustainability

The corporate division Communication and Sustainability supports Chief Corporate Management with all issues relating to communication and sustainability. It develops the Melitta Group's communications strategy and implements it at Group level in both external and internal communications, as well as in the areas of sponsoring and events. Its responsibilities also include strategic alignment, reporting, and coordination of Group-wide sustainability activities, as well as embedding sustainability into the global business strategy. Moreover, the corporate division is responsible for the strategic direction and implementation of the Group's sports sponsorship activities. In collaboration with the relevant departments, the division also manages the Group's corporate real estate.

Corporate Finance

The corporate division Finance is responsible for the Group's financial strategy and financial management. It is part of the global financial organization and also responsible for the Melitta Group's financing and value-based management system. Its main tasks include the planning and managing of cash flows within the Group, the transformation of the financial organization, the Group's financial management, and financial reporting on the basis of uniform standards, processes, data, and systems. The corporate division is responsible for the three areas Corporate Finance, Taxes and FP&A, Accounting, as well as for global insurance management. Various services are offered for the operating and corporate divisions, such as financial support and training. Finally, it is responsible for the operational coordination and management of M&A projects and alliances.

“In 2025, we restructured the Melitta Group's funding and laid the foundation for faster and more efficient financial management. As a result, the Group is now more financially resilient in volatile markets.”

Jochen Emde, Corporate Finance



Corporate Human Resources

The corporate division Human Resources shapes the strategic, structural, and regulatory framework for HR management within the Melitta Group. Its mission is to develop overarching guidelines, standards, and instruments that enable consistent, forward-looking HR management aligned with the corporate objectives across all Group companies. Corporate HR does not regard itself as a replacement for the operational HR units in the individual legal entities, but rather as a steering, coordinating, and inspiring function at Group level. Its responsibilities also include providing impetus for the further development of organizational structures, leadership, collaboration, and corporate culture, as well as enhancing the Melitta Group's attractiveness as an employer.

Corporate Division Legal, Compliance & Audit

The corporate division Legal, Compliance & Audit has the strategic task of enabling the Melitta Group's business activities with regard to their compliance with applicable laws and regulations. Legal supports Chief Corporate Management, the other corporate divisions, and the Group's operating divisions with all legal matters – especially in the fields of competition law, commercial and contract law, corporate law, intellectual property law, and data privacy law. Compliance and Audit are essential elements of the Group's internal control and management system, which ensures compliance with legal and regulatory provisions as well as internal policies.



“In the past fiscal year, we focused on enhancing our compliance systems and assisting with numerous new regulatory requirements. As a result, we are now in a better position to efficiently manage the growing complexity of these requirements.”

Dr. Philipp Giesen, Corporate Legal, Compliance & Audit

Corporate Development

The corporate division Corporate Development deals with the strategic alignment of the Melitta Group and its various operating divisions. It provides support for Chief Corporate Management with the further development of Group strategy and assists the operating divisions with their strategy projects, as well as with the management and implementation of major projects. This involves monitoring market trends and developments, evaluating strategic options, and developing strategy programs. The division is divided into the departments: Corporate Strategy, Investment Management, Planning and Reporting, as well as Brand Coordination.

“We reached some important milestones in the implementation of our Melitta 2033 strategy – including measures to expand our international footprint and grow our D2C business. Our objective is to unlock additional growth opportunities for the Melitta Group.”

Günther Klatt, Corporate Development



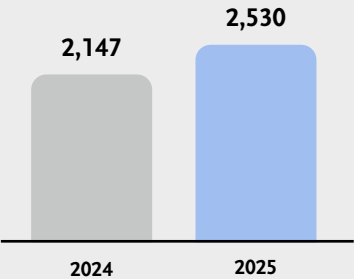
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The fiscal year 2025 at a glance

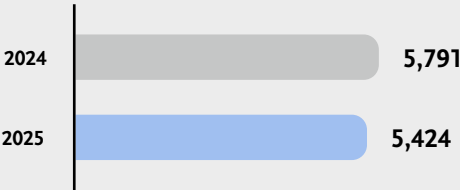
Sales

(in € million)



Employees

(annual average)

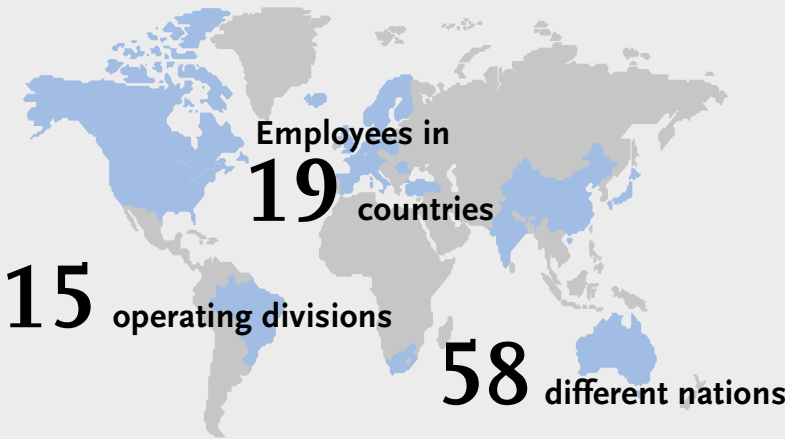


Segment sales*

(in € million)

Segment	2025	2024
Coffee Europe	753	482
South America	671	534
North America	170	159
Professional	260	267
Household Europe	647	673
Others & Services	29	32
Total	2,530	2,147

* Excluding intra-group revenue from other segments



Business development

Strong brands, leading positions

Since its foundation, the Melitta Group has always had a clear mission: to deliver innovative products that make people's everyday lives easier and more enjoyable. Underpinning this mission is a deep understanding of customer needs, as well as a range of strong brands. These brands provide guidance, build trust, and stand for dependable solutions that perform reliably in everyday life – both at home and in commercial environments.

This commitment continues to define the Melitta Group to this day – in its Coffee business as well as its Coffee Preparation and Household Products business fields. In all three business fields, the goal is to achieve leading positions and continuously expand them.



Leading positions in the fiscal year 2025

- Global market leader in the coffee filter paper business
- Market leader in Europe for household films and products – under the Toppits® and Swirl® brands, among others
- Market leader for coffee products in Germany and Brazil, the world's second- and third-largest coffee markets

The Melitta Group's successful positioning in numerous countries and markets is also due to its commitment to understanding regional differences, expectations, and habits – and incorporating them specifically into its product portfolio. Today, Melitta products are used to prepare one in every four cups of roasted coffee worldwide – whether in the form of coffee, filter papers, coffeemakers, or other accessories.

Long-term and independent growth

As a family-owned company, the Melitta Group does not think in terms of financial quarters, but focuses on long-term and sustainable development. Entrepreneurial independence is our top priority. Quality, expertise, integrity, and reliability are therefore the hallmarks of our business practices.

In challenging times like these, the effectiveness of this approach is particularly evident. It strengthens the Melitta Group's adaptability and resilience, provides the necessary space for innovation and new business models, and at the same time ensures that we remain a reliable partner for our customers and business associates – even under difficult circumstances.

Long-term growth strategy

Key drivers:

- Focus on the Coffee and Coffee Preparation business fields as growth drivers
- Profitability and stability in the Household Products business field
- Internationalization of business activities and entry into new markets
- Strengthening of the branded product business
- Investment in new categories within the coffee sector and exploitation of opportunities in the international coffee market
- Expansion of the Professional and Direct-to-Consumer segments
- Continuation of investments in growth businesses

Challenging environment 2025

Geopolitical developments, fluctuating commodity and energy prices, and high living costs: the fiscal year 2025 was another extremely challenging year for most companies in the consumer goods industry.

Economic growth in Germany and other key European markets was no more than modest. In Brazil and China, the economic climate was clouded by numerous uncertainties. Only the US economy achieved comparatively high growth rates.

For coffee-producing companies, the situation was further complicated by sharply fluctuating prices for green coffee beans: a pound of Arabica beans cost US\$3.20 at the beginning of the year and rose to a year-high of US\$4.30 in mid-February. After falling to US\$2.80 in early August, the price climbed to US\$4.20 in mid-September, only to drop back to US\$3.30 by the end of the year.

Continued growth

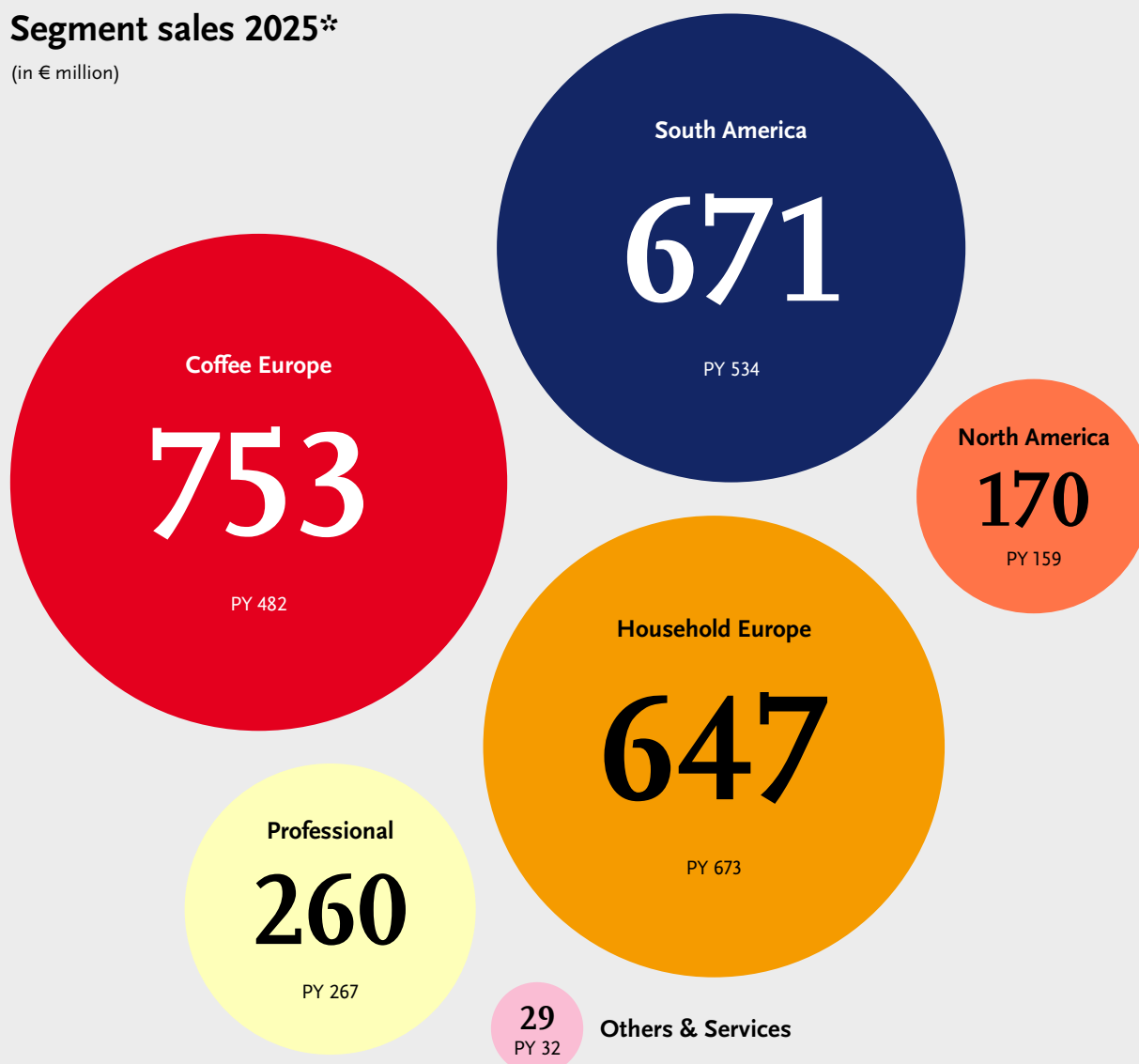
Despite these challenges, the Melitta Group's overall performance in fiscal year 2025 was very satisfactory. This was largely due to the Group's strong positions in numerous markets, its stable business relationships, and its long-term outlook. Measures to strengthen the operating divisions and corporate functions – already initiated in fiscal year 2024 – also played a key role.

Sales rose to €2,530 million – representing a year-on-year increase of 18 percent. Adjusted for currency effects, growth was even stronger at 21 percent. There was also a noticeable improvement in earnings. As a result, the Group exceeded its expectations for the fiscal year.

As of the fiscal year 2025, the Melitta Group's operating divisions have been grouped into six segments. Their contributions to the Group's sales revenue are as follows:

Segment sales 2025*

(in € million)



PY = prior-year figures 2024

* Excluding intra-group revenue from other segments

This overview clearly illustrates that the coffee businesses in particular – and thus the Coffee Europe, South America, and North America segments – were very successful:

- The **Coffee Europe segment** pools our coffee business in the European markets. With its core brands Melitta® and Caffè Corsini®, the product range comprises filter coffee, instant cappuccino, whole beans, and single-serve coffee. This segment also includes roastmarket.de, the largest online marketplace for premium coffee and coffee accessories in the German-speaking region. In 2025, the segment's sales revenue rose by 56 percent. In addition to higher sales volumes, this growth was primarily driven by the successful passing on of increased green bean prices.
- The **South America segment** comprises our coffee and filter paper business in the South American markets. We market coffee products, as well as Melitta filter papers and coffee filters, including under the Melitta®, Café Bom Jesus®, and Café Barão® brands. Despite a decline in sales volumes, revenue rose by 26 percent in 2025. This was driven by a consistent pricing strategy and the strong market position of the brands, particularly in Brazil.
- The **North America segment** comprises our coffee and filter paper business in the USA and Canada. Here, too, the company offers coffee products, Melitta filter papers, and coffee filters tailored to the respective market needs. The segment also achieved revenue growth in 2025. The main driver here was the passing on of increased green bean prices.

Despite the challenging market environment, the Group's other segments remained stable:

- The **Professional segment** pools the Group's international business activities in the field of professional coffee preparation – ranging from coffee machines and coffee products to service and office coffee offerings. In 2025, sales in this segment were slightly below the prior-year level. This was primarily due to the reluctance of many customers to invest in new equipment and a resulting decline in coffee machine sales. By contrast, the coffee and service business remained stable. Due mainly to rising demand for water dispensers and price adjustments, fresh at work achieved revenue growth.

- The **Household Europe segment** comprises products for coffee preparation at home, as well as household products for keeping food fresh, storage, and waste disposal. These include, among others, the Melitta®, Toppits®, Swirl®, Albal®, handy bag® and Cuki® brands. The segment remained under pressure in 2025. Revenue was down 4 percent from the previous year. This was primarily due to lower demand for filter papers and strong price pressure in the Food Management and Professional categories.
- **Others & Services** not only comprises service and holding activities but, above all, products for industrial clients, such as specialty papers, nonwovens, and flexible packaging. In 2025, revenue declined by 9 percent. A key factor was the persistently challenging situation in the European wallpaper industry, which impacted the specialty papers business.

Strongly positioned for 2026

In the fiscal year 2025, significant progress was made in the ongoing development of the operating divisions and corporate functions, with improvements in operating performance and liquidity. In addition to the strong performance of its coffee businesses, the Group was able to consolidate or expand its market positions in many key regions and strengthen its competitive standing. As a result, the Melitta Group enters 2026 in a stronger position overall.

The Group will continue to pursue its current strategy in the fiscal year 2026. The goal is to further strengthen its coffee business, drive international expansion, and systematically adapt its product portfolio to changing customer needs. The Group will continue to optimize its processes and maintain strict cost management in order to become even more efficient and resilient. The Melitta Group is therefore upbeat about its prospects for the fiscal year 2026 and expects to maintain its successful trajectory.

Employees

The Melitta Group's success is powered by 5,572 employees around the world. They work at 58 sites in 19 countries and come from 58 different nations. It is their knowledge, creativity, and dedication that help us transform good ideas into solutions that make people's everyday lives easier and more enjoyable.

A key objective of the Melitta Group's HR activities is to attract and nurture the right talent and secure their long-term commitment to the company. The focus is on creating a work environment in which employees feel empowered to take on responsibility, realize their potential, and continuously develop their capabilities.

In the fiscal year 2025, the main areas of focus were:

Employee development

In 2025, the Group's HR development initiatives were further tailored to individual needs. New impact and feedback formats, as well as additional offerings for managers (individual coaching sessions, "Learning Nuggets", and "People Day"), were developed to provide more targeted support for talent development and to enhance our leadership culture. At the same time, new digital learning offerings were added, a software solution for creating company-specific e-learning courses was launched, and a global language-learning platform was implemented.

Work-life balance

To help employees achieve a healthy work-life balance, the Melitta Group supports its employees with a wide range of offerings – from counseling and coaching, to assistance with childcare and other caregiving needs, to dedicated information and sharing platforms. In 2025, the offerings expanded in the previous year were rolled out internationally and supplemented with additional information channels.

Benefits

The Melitta Group offers its employees numerous benefits in the areas of Finance & Retirement Planning, Health & Wellness, Life & Work, and Well-Being & Community. These offerings were systematically enhanced in 2025 and adapted to current needs.

Further information on the topic of “Our Workforce” can be found in the “Sustainability” chapter.



TOP Employer

The Melitta Group is one of Germany's top employers. In the employer ranking compiled by “Stern” and “Statista”, it ranked 12th in 2025.

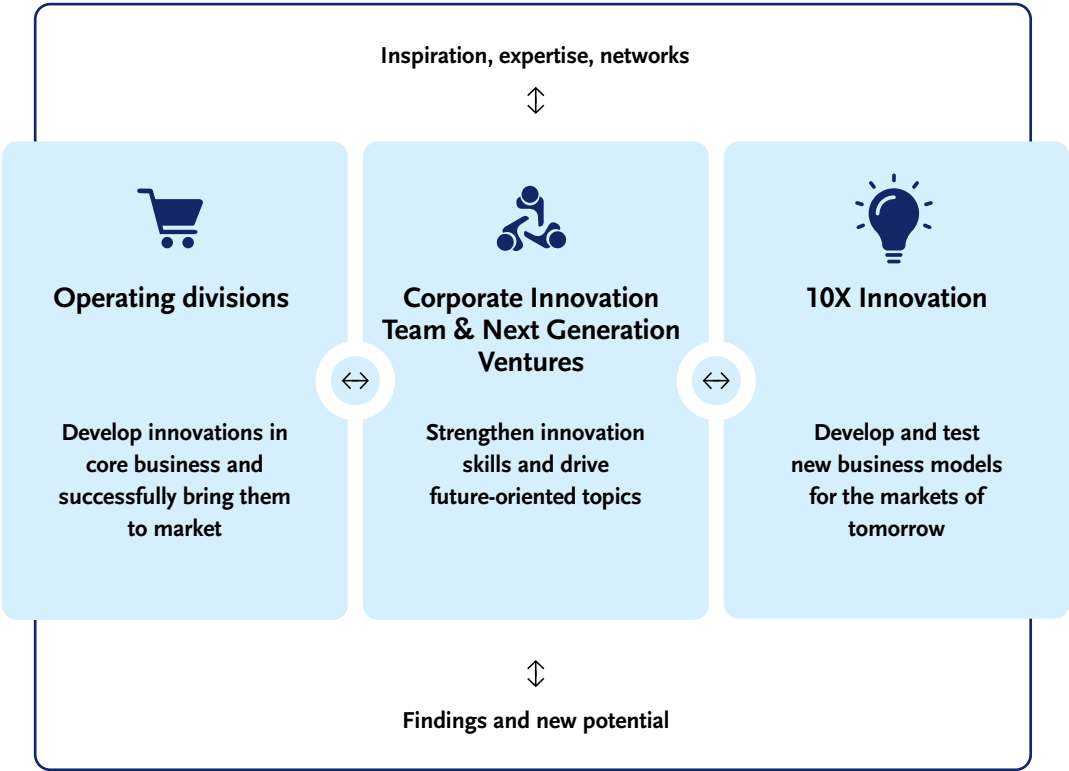
In the industry-specific rankings, it came first in the consumer durables category and third in the food and consumer goods category.

Innovation

New ideas are what made the Melitta Group great. Which is why innovation is still one of the most important prerequisites for its long-term success.

The Group’s various operating divisions are responsible for innovation in their core business fields. They are committed to the perpetual development of their products, product lines, and processes, and actively promote innovation at the operational level. In the fiscal year 2025, these innovations ranged from new cold and concentrated coffee concepts for North America, to the expansion of local coffee portfolios in China, as well as new product lines such as the Avoury® Body & Mind range.

The operating divisions are supported by a corporate-level team that analyzes future trends, shares innovation expertise, advises on the development of new business opportunities, and establishes new business fields. It is also responsible for investments in innovative start-ups. In 2025, highlights included a foresight project to develop new business ideas together with





TOP Innovator

In the “TOP 100” innovation competition, the Melitta Group was recognized as a “Top Innovator” in 2025. This seal of approval, awarded annually by compamedia, honors mid-sized companies with exceptional innovative strength and is based on a scientific selection process involving more than 100 evaluation criteria.

Cofresco, workshops and networking events to strengthen innovation skills, an analysis of future consumer trends in the coffee market, and an increased stake in the start-up Loffee. In addition, the team has been offering bespoke innovation workshops and keynote presentations to other companies under the comorrow by Melitta Group® brand since 2025.

Finally, the Melitta Group’s 10X Innovation incubator develops ideas for products and business models that go beyond its current core business. This portfolio also includes the LIV NATURAL® brand.

Melitta North America

M-LAB idea space

Melitta North America opens innovation center for the American coffee world.

[Learn more](#)



Internationalization

The Melitta Group is committed to long-term, profitable growth. Internationalization plays a key role in this strategy. It opens up new market opportunities, provides access to dynamic growth regions, and ensures broader risk diversification.

As markets, products, and customer groups can vary significantly from region to region, the various operating divisions each pursue their own internationalization strategies. However, they are supported by the Melitta Group's corporate divisions with market analyses, legal advice, and knowledge transfer. Moreover, the operating divisions regularly collaborate when entering new markets or expanding their activities in a country or region, drawing on existing structures and the experience of other Melitta Group companies, where available.

Melitta Europe Coffee

New opportunities in Poland

Melitta continues its international expansion in Europe with entry into the Polish market.

[Learn more](#)



The Melitta Group currently regards South America and Asia as regions with significant growth potential. The acquisition of the South African coffee roaster Caturra in 2024 also laid the foundation for further expansion of operations in Africa.

Internationalization priorities for 2025



Digitalization

Digitalization lays the foundations for the markets of tomorrow. It is therefore a key driver for the Melitta Group with regard to customer focus, sustainability, and competitive strength. Rather than focusing on individual technologies, however, the Group takes a topic-oriented approach which focuses on the tangible contribution of these technologies to its business objectives. Digital solutions are specifically developed and implemented wherever they create a measurable added value for customers, employees, and business processes.

In the fiscal year 2025, the main focus was on the topic of artificial intelligence. For the Melitta Group, artificial intelligence is not merely a technological development, but rather a catalyst for digital transformation across all areas of the Group. The aim is to systematically deploy technology as a tool for solving specific business challenges, thereby creating added value across all divisions. The most significant initiatives in this field included:

- Establishment of an AI Hub aimed at creating a cross-functional organizational structure that enables the responsible and practical use of AI in daily work routines
- Further expansion of the “Melina” AI platform, which is now used by more than one-third of employees to support their daily work
- Implementation of dedicated AI-powered applications in Customer Service and for translation tasks, which are already delivering tangible benefits to the operating divisions

In order to respond even more effectively to the needs of consumers worldwide, further developments were made to the digital communication and sales activities pooled under “Consumer Excellence”. A key milestone in these efforts was the rollout of a global Content Management System. The new system enables content to be delivered more consistently, efficiently, and scalably on an international basis, thus further enhancing the digital customer experience.

In addition to these Group-wide focus areas, the operating divisions continue to drive their own numerous digitalization projects. The primary focus is on the ongoing digitalization of production and administrative processes, the expansion of digital sales and marketing activities, the refinement of e-commerce offerings, and the strengthening of cybersecurity. The guiding principle once again is to develop and deploy digital solutions specifically in those areas where they generate the greatest added value for the respective business.

Melitta Group

AI Hub: strategic use of AI

The new AI Hub pools AI applications that deliver sustainable added value for the business.

[Learn more](#)



Sustain- ability

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Sustainability strategy

Shaping change

Over many decades, the Melitta Group has consistently shaped its markets in the business fields of Coffee, Coffee Preparation, and Household Products, with outstanding innovations, strong brands, and pioneering quality standards. And it sets itself the same high standards when it comes to sustainability: the Group aims to actively drive change and help shape the future in those areas of relevance to its business.

For many years now, sustainability has been firmly anchored as one of the seven core values of the family-owned company. The Melitta Group was therefore an early advocate of international standards and agreements on sustainability and actively promotes their implementation. Sustainability requirements are systematically incorporated into strategies and decisions at both Group level and within the individual operating divisions.

The Melitta Group places great importance on communication and cooperation along the value chain. After all, far-reaching changes can only be achieved when as many stakeholders as possible work hand in hand.

Focus on four areas of value creation

The Melitta Group operates primarily in four areas of value creation. Each of these areas is shaped by its own environmental, social, and economic circumstances.

Coffee

In its coffee business, the Melitta Group sources green beans from virtually every growing region in the world and processes them at its own roasting facilities in Europe, North America, and South America.



Coffee cultivation and harvesting, in particular, present a wide range of sustainability-related challenges:

- Climate change: emissions along the entire value chain; availability of land for coffee growing
- Biodiversity: use of fertilizers, monocultures, deforestation, and the resilience of plants and agricultural systems
- Circular economy: recyclability of packaging
- Social: human rights and working conditions along the supply chain

To effectively address these challenges, the Melitta Group is guided by the following vision for the future and contributes to its implementation with numerous projects and measures: the green beans which the company sources are grown in a way which enables all people involved locally to live comfortably long-term and which preserves or regenerates the ecological systems. The beans are then processed, transported, and roasted in a climate-friendly way which also uses water sparingly. Packaging is recyclable and – whenever possible – reusable or made from recycled materials. The coffee is prepared in an energy-saving fashion and the coffee grounds are put to good use.

The Melitta Group cooperates with other stakeholders to shape industry standards along the entire value chain in order to realize this vision for the future. At the same time, it continues to develop its own targets, structures, and processes to promote and ensure sustainable practices in its coffee business – from sourcing to production, transportation, and packaging, all the way through to marketing and recycling.

Plastics

The Melitta Group uses plastics primarily to manufacture its household products. These include household and food packaging films, garbage bags, and vacuum cleaner bags, as well as other handy freshkeeping, storage, and waste disposal products for domestic and commercial use.



The greatest sustainability-related challenges in this value creation area are:

- Climate change: emissions along the entire value chain
- Resources and circular economy: use of fossil resources, recyclability of plastics
- Social: human rights and working conditions along the supply chain

The Melitta Group strives to achieve the following vision: in future, it will exclusively use and market plastics made from recycled or renewable raw materials in a climate- and resource-friendly manner, and which can be used multiple times. At the end of their useful life, these plastics will be recycled into new materials or, if no disposal structures are available, will biodegrade fully in the natural world.

To help make this vision a reality, the Melitta Group continuously refines its products and packaging and increasingly focuses on recycled and recyclable materials, as well as on improving circularity. At the same time, the Group is actively engaged along the value chain – from material selection to production and disposal – and cooperates with its partners to develop new, suitable materials and to improve existing recycling structures.

Pulp

The Melitta Group uses pulp for products related to coffee preparation and household use – particularly for coffee filters, household paper, and specialty papers. In addition, much of its packaging is made of paper or cardboard.



The main sustainability-related challenges in this value creation area are:

- Climate change: emissions along the entire value chain
- Biodiversity: deforestation, monocultures, biodiversity, and the resilience of trees and forests
- Water: the water needed for paper production

Vision: the pulp comes from recycled or sustainably managed sources and is processed in a way that protects the climate and conserves water. After use, the paper should preferably be recycled into new products or – where this is not possible – biodegrade fully in the natural world.

To help make this vision a reality, the Melitta Group uses certified raw materials. Moreover, it continuously optimizes its production processes with the aim of reducing the energy and water consumed in the manufacture of filters and paper products. At the same time, it is working to improve its packaging by using new materials, adapting its packaging systems, and eliminating unnecessary outer packaging.

Electrical appliances

The Melitta Group develops and markets electrical appliances, primarily for the preparation of coffee at home or in professional environments. In addition to filter coffeemakers and fully automatic coffee machines, the product portfolio also includes single-serve systems, milk frothers, and electric kettles.



The sustainability-related challenges in this value creation area are:

- Climate change: emissions along the entire value chain and during the use phase
- Resources and circular economy: consumption of fossil resources, reparability, and product durability
- Social: human rights and working conditions along the supply chain

Vision: electrical appliances consist of recovered and/or responsibly sourced materials and are produced in compliance with globally recognized human rights and labor standards. They are durable, energy- and resource-efficient, repairable, and recoverable to the greatest extent possible at the end of their life cycle.

To help shape this future, the Melitta Group continuously improves the energy efficiency, material usage, and durability of its appliances. At the same time, it systematically refines its requirements for suppliers and monitors compliance with the relevant standards. The Group is also working to improve opportunities for repairing and recycling its appliances and to make them more sustainable over their entire life cycle.

Further development of our sustainability strategy

In the fiscal year 2025, the Melitta Group significantly enhanced its sustainability strategy in order to comply more fully with the requirements of the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS). As a result, the presentation and content of Melitta's sustainability strategy have changed – in some cases significantly. Moreover, the targets for the topics identified as material are currently being revised.

The materiality analysis based on the principle of double materiality played a central role in this process. To this end, the Melitta Group conducted a two-stage stakeholder survey in 2024 and 2025: a broad-based online survey covering all relevant stakeholders, as well as supplementary in-person interviews with selected stakeholders.

Based on this stakeholder survey, the Group determined which sustainability topics are considered so relevant – from the perspective of both the stakeholders and the company – that they must be managed, reported on, and strategically addressed. The results of this process are presented in the Melitta Sustainability House.

CSRD: opportunity rather than obligation

The Melitta Group regards the introduction of the CSRD as an opportunity to align its sustainability strategy in an even more systematic and effective manner. The aim is not only to meet the new reporting requirements but also to embed sustainability aspects even more comprehensively into corporate management. Numerous departments within the Group are therefore involved in the project, which was launched in 2024.

This commitment will also shape the next project steps: once the double materiality analysis is complete, the targets will be revised in the second half of 2026 in accordance with the new CSRD framework. Based on this, action plans will be developed or further refined. At the same time, governance structures and sustainability data management will be continuously optimized. The aim is to establish clear responsibilities, a robust basis for decision-making, and even more effective management of sustainability performance.

Think long-term.



Act sustainably.

Stakeholder survey: a dialogue on materiality

Which sustainability topics are of particular importance for customers, suppliers, banks, employees, and other stakeholders of the Melitta Group? What expectations do they have of the Group? And what opportunities and risks do these present for the Group's future development?

In order to answer these questions, the Melitta Group conducted a comprehensive stakeholder survey in 2024 and 2025 in accordance with the requirements of the Corporate Sustainability Reporting Directive (CSRD). The stakeholder survey is a central element of the double materiality analysis. It determines which sustainability topics will be the focus of future sustainability reporting and, at the same time, provides important input for the further development of the sustainability strategy.

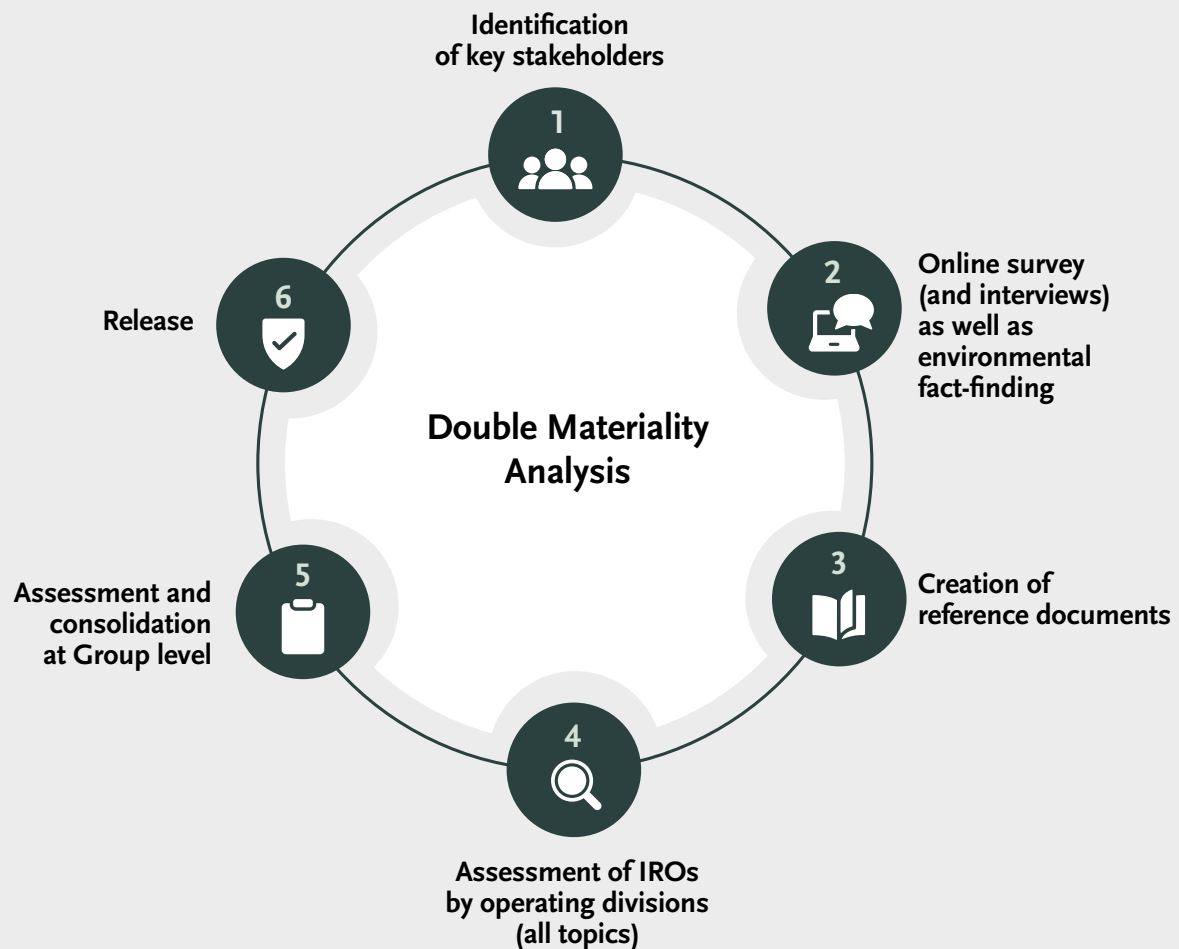
The comprehensive project, which involved numerous operating and corporate divisions, followed a six-step process ranging from the identification of relevant stakeholder groups to the validation of the results. A total of 245 representatives from various stakeholder groups were involved, including employees, owners, business clients, suppliers, banks and insurers, as well as representatives from academia, the media, non-governmental and consumer organizations, and trade associations.

The survey was conducted using online questionnaires and in-depth interviews. The content and structure were based on the requirements of the CSRD and the European Sustainability Reporting Standards (ESRS). At the same time, the operating divisions provided a comprehensive status quo assessment – particularly with regard to environmental issues, as responsibility for these matters is largely decentralized. In order to ensure a common understanding, these regulatory requirements, scientific findings, market and competitive analyses, and existing sustainability data were also compiled in reference documents and made available to all stakeholders.

In the next phase of the project, the operating divisions assessed the impacts, risks, and opportunities (IROs) associated with the relevant topics that had been identified. Finally, the results were compiled, consolidated, validated, and approved to form a Group-wide assessment. In total, more than 150 sustainability topics were reviewed as part of the project.

The results of the stakeholder survey were incorporated into the double materiality analysis. This analysis forms the basis for the Melitta Group's future sustainability reporting in accordance with the ESRS and, at the same time, provides valuable input for the further development of its sustainability management system.

The project clearly demonstrated that the CSRD's requirements can only be successfully implemented by working closely together across different areas of expertise. At the same time, this cross-functional collaboration provides an opportunity to embed sustainable business practices even more firmly in the value creation processes and to adapt business models to future requirements at an early stage.



>150 sustainability topics analyzed

245 stakeholders surveyed

2024/25 project duration

Clearly defined responsibilities

The Corporate Communication and Sustainability Division is responsible for managing and coordinating sustainability activities at Group level. In close collaboration with the other corporate divisions and operating divisions, it develops the overarching objectives, strategies, roadmaps, and key performance indicators. It also pools and analyzes Group-wide sustainability data and is responsible for the Melitta Group's sustainability reporting.

The operating divisions themselves are responsible for implementing the sustainability activities. Each operating division appoints a Sustainability Supervisor with the necessary expertise to address the respective challenges. This person drives, coordinates, and manages the initiatives and ensures the seamless exchange of data and information.

Ongoing dialogue

The Melitta Group engages with a wide range of stakeholders in order to maintain awareness of their expectations and requirements and to inform them about events and developments within the Melitta Group. These include business clients, consumers, employees, suppliers, and capital providers, as well as the media, academia, consumer organizations, labor unions, politicians, non-governmental organizations, and other representatives of civil society.

This dialogue is conducted across a wide range of formats and channels – including in-person meetings, surveys, events, and trade shows, as well as the website, intranet, social media, newsletters, and publications. The Melitta Group also participates in the sustainability committees of various initiatives, cooperations, and associations, such as the Consumer Goods Forum, BAUM e.V., FSC® International, the German Coffee Association, the Central Association of the Electrical Industry, and Markenverband e.V.

Environment

The Melitta Group's business model relies heavily on natural resources – from raw coffee to pulp and plastics, and from energy to the water used in processing. A healthy environment is therefore a key prerequisite for the Group's future viability. At the same time, protecting our natural environment is consistent with the family-owned company's core values and its multi-generational mindset and business practices.

This is why the Melitta Group has long been committed to reducing the environmental impact of its business operations and using resources as sparingly as possible. Its efforts focus in particular on the issues of climate change, water, biodiversity, and the circular economy.

Climate change

To reduce greenhouse gas emissions across all four of its value creation areas – coffee, plastics, pulp, and electrical appliances – the Melitta Group has defined the following targets. These replace the climate targets formulated in 2019 and were validated in 2025 by the Science Based Targets initiative (SBTi) (base year: 2021):

- Scope 1 and 2: 43.15 percent reduction in emissions by 2030 and 90 percent by 2045
- Scope 3 – Energy & Industry: 37.5 percent reduction by 2035 and 90 percent reduction by 2045
- Scope 3 – Forest, Land and Agriculture: 45.5 percent reduction by 2035 and 72 percent reduction by 2045
- Net Zero: achieving net-zero emissions by 2045 at the latest

In addition, the Melitta Group expects that suppliers responsible for 70 percent of the emissions from purchased goods and services in Scope 3.1 – Energy & Industry set their own climate targets in accordance with the criteria of the Science Based Targets initiative by 2030 ("Supplier Engagement").

These targets are to be achieved primarily through the procurement of renewable energy, a continuous reduction in energy consumption, investments in modern machinery and equipment, and by involving suppliers in the decarbonization of value chains.

Validated climate targets

In July 2023, the Melitta Group committed to having its climate targets validated by the Science Based Targets initiative (SBTi). After two years of preparation, the SBTi confirmed in October 2025 that the targets developed by the Melitta Group – taking into account the latest scientific findings – are consistent with the 1.5-degree target of the Paris Agreement.

For the Melitta Group, validation is much more than simply a confirmation of its climate strategy. It strengthens the credibility of its climate protection efforts and provides guidance in an increasingly dynamic market environment. At the same time, science-based climate targets are becoming increasingly important for customers, business partners, financial market participants, and regulatory authorities. For the Melitta Group, validation is therefore also a key component of its long-term competitiveness.

Melitta Group's ambitions in line with

1.5-degree target



“Having our climate targets validated by the SBTi is an important milestone for the Melitta Group. It confirms that our emissions reduction targets are scientifically sound and will help to limit global warming to 1.5°C. This recognition motivates us to continue driving forward decarbonisation across all areas of our Group.”

Wolfgang Wöntig, Director Sustainability, Melitta Group



In 2025, the total energy consumed within the Melitta Group amounted to 324,669,358 kWh. Compared to the previous year, this represents a decrease of 1.6 percent.

In addition to reduced production volumes in certain value creation areas, the main reasons for the decrease are the successful implementation of various energy-saving measures and increased energy efficiency resulting from investments in newer equipment, machinery, and facilities.

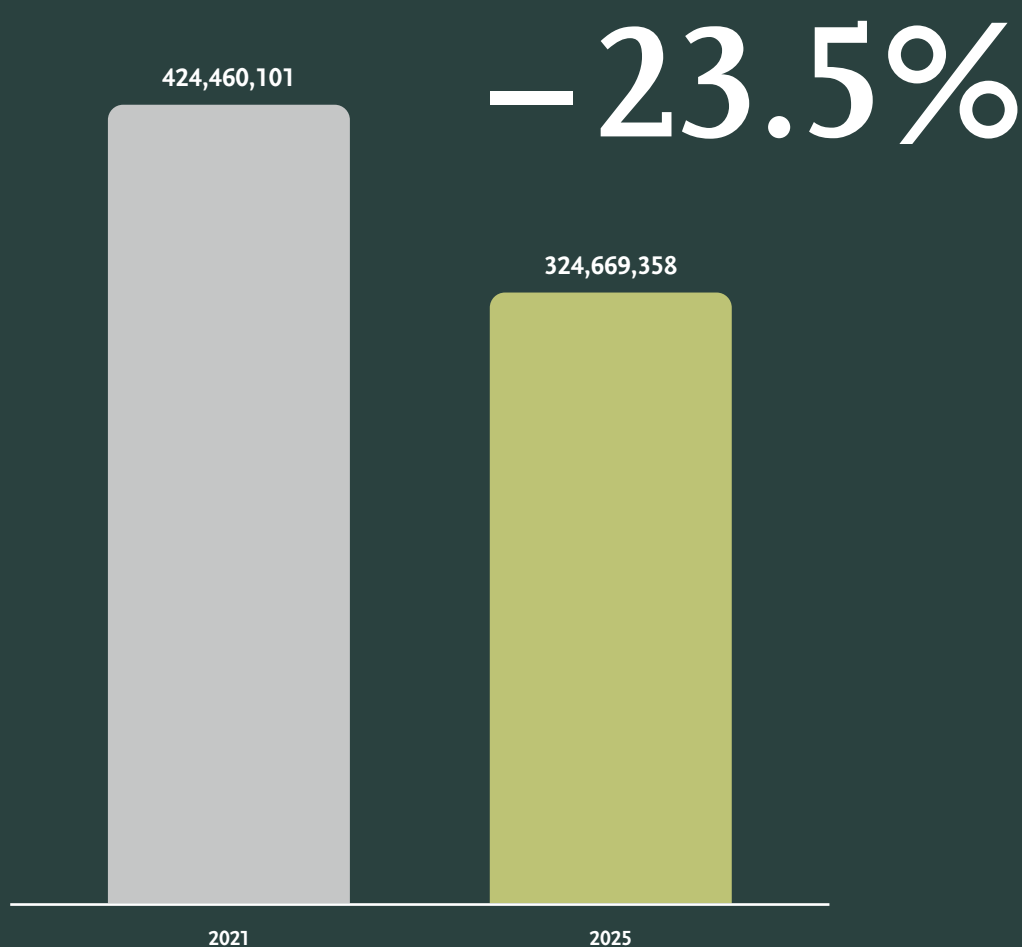
Energy consumption

(in kWh)	2025	2024	Δ (in %)
Fuel consumption within the organization from non-renewable sources	140,562,236	137,252,058	+ 2.4
Fuel consumption within the organization from renewable sources	35,503,847	36,309,855	– 2.2
Electricity consumption (self-generated + third-party)	119,929,885	125,845,670	– 4.7
Heating energy consumption together with cooling energy (district heating)	2,193,245	1,940,903	+ 13.0
Steam consumption	29,620,452	30,310,381	– 2.3
Electricity sold	1,953,799	454,201	+ 330.2
Heating energy sold	1,347,122	1,377,256	– 2.2
Total energy consumption within the organization	324,669,358	329,827,411	– 1.6

Compared to the base year of 2021, energy consumption has thus fallen by 23.5 percent over the past five years.

Development of energy consumption

(in kWh)



Emissions also declined during the fiscal year 2025. In addition to lower energy consumption, this was driven in particular by the following measures:

- Switch to green electricity at the Brodnica production site (Poland)
- Various decarbonization measures across several operating divisions, e.g., improvements in the supply chain and logistics, increased use of renewable energy, and expansion of the electric vehicle fleet

Emissions

(in tCO ₂ e)	2025	2024	Δ (in %)
Scope 1	35,328	34,517	+ 2.3
Scope 2 (location-based)	56,524	58,920	– 4.1
Scope 2 (market-based)	17,290	39,793	– 56.55
Scope 3	1,613,717	1,619,659	– 0.37

Compared to the base year of 2021, emissions have decreased as follows:

Emissions

(in tCO ₂ e)	2025	2021	Δ (in %)
Scope 1	35,328	52,092	– 32.2
Scope 2 (location-based)	56,524	73,812	– 23.4
Scope 2 (market-based)	17,290	54,580	– 68.32
Scope 3	1,613,717	2,888,241	– 44.13

Green electricity for Brodnica

In 2025, Cofresco's Brodnica facility took an important step toward more climate-friendly production: the majority of the electricity it purchases from the grid was switched to green power. As a result, approximately 81 percent of its total electricity consumption (21.4 million kWh) now comes from renewable energy sources. This prevents approximately 15,000 metric tons of CO₂e from being emitted each year.

Brodnica, in northern Poland, is the main production site for Cofresco, Europe's leading manufacturer of branded products for the freshkeeping, preparing, and freezing of food, as well as for waste disposal. With brands such as Toppits®, Albal®, Bacofoil®, Swirl®, handy bag®, Wrapmaster®, and Caterwrap®, Cofresco reaches more than 70 million households in Europe.



81%

Proportion of electricity consumption
from renewable energy sources



Cofresco production site

Circle of Life

What does a garbage bag in Germany have in common with a milk bag in India? The answer leads to the heart of the cycle.

[Learn more](#)

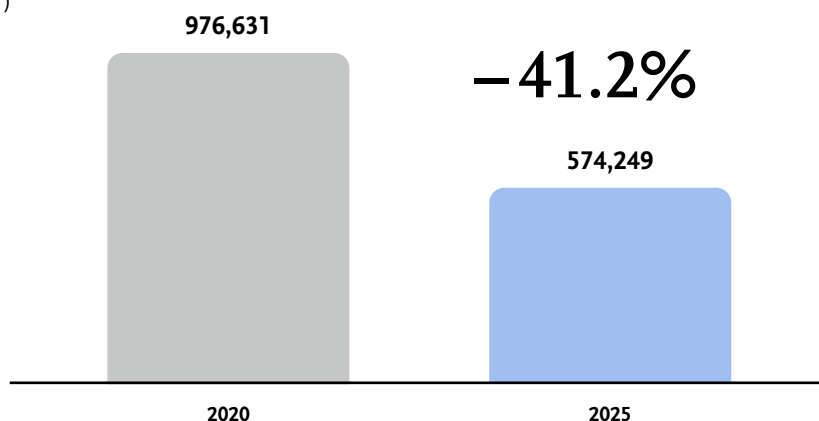
Water

Water is needed in particular at the Melitta Group's paper-producing sites. Only fresh water is used. No water is drawn from water-stressed regions at the paper-producing sites.

In the fiscal year 2020, the target was set to reduce water consumption at the paper-producing sites by 25 percent by 2025. This target was achieved: water consumption was reduced by as much as 41.2 percent during this period.

Development of water consumption

(in m³)



This was achieved in particular through the consistent recycling of process water, investments in modern machinery and equipment, and continuous improvements to the manufacturing processes. From 2024 to 2025, these measures resulted in a further 19.2 percent reduction in water consumption.

Water

(in m ³)	2025	2024	Δ (in %)
Total water withdrawal at the paper-producing sites	574,249	710,595	–19.2
thereof surface water	59,689	143,014	–58.3
thereof groundwater	460,570	508,637	–9.4
thereof water from third parties (municipal water)	53,990	58,944	–8.4

Melitta South America reduces water consumption by 29 percent

Between 2021 and 2025, Melitta South America reduced its water consumption by 29 percent. This was primarily achieved through technical improvements to the paper production process at the Celupa facility in Brazil. A newly installed disc filter treats the process water so that it can be reused multiple times in the production cycle, significantly reducing the need for fresh water.

Last year, the project was accompanied by a campaign that kept employees informed of progress through monthly updates and a traffic-light system, thereby motivating them to play their part in reducing water consumption. Further investments to reduce water consumption are already planned.

**– 29%****Water consumption
between 2021 and 2025**

Biodiversity

The topics of climate change and biodiversity are closely linked. The loss of natural habitats and biodiversity can exacerbate climate change, while rising temperatures, changing precipitation patterns, and extreme weather events, in turn, have significant impacts on ecosystems and biodiversity.

For the Melitta Group, biodiversity plays a particularly important role in the value creation areas of coffee and pulp. This is because both coffee growing and the cultivation of trees for pulp are closely linked to natural ecosystems, the use of agricultural land, and the protection of forests, soils, and water resources:

In the **value creation area of coffee**, the Melitta Group works together with other market players to promote more sustainable coffee cultivation. The focus is on further developing sustainable cultivation methods and standards, as well as on developing and supporting training, innovation, and community projects in the growing regions.

The most important measures in 2025 included:

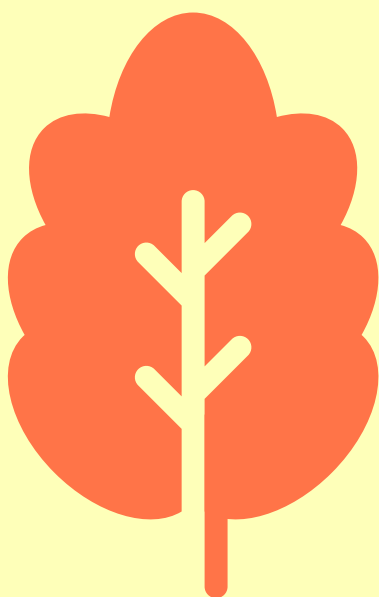
- Participation in the “Sustainable Coffee” committee of the German Coffee Association
- Implementation of an initiative to strengthen future prospects in the coffee sector in Tanzania in collaboration with Plan International
- Expansion of the share of sustainably certified coffees in the portfolio
- Continuation of existing community projects and launch of new ones in coffee-growing regions

The proportion of raw coffee with sustainability certifications procured by the Melitta Group rose from 9.9 to 12.2 percent in 2025. However, as certifications alone can only contribute to a limited extent toward driving structural change in coffee cultivation, the Melitta Group plans to focus more on directly embedding sustainability criteria in the growing regions. This will involve linking climate goals to coffee cultivation and specifically promoting regenerative farming methods. To this end, the Melitta Group is pooling the activities of its coffee units, stepping up the measurement of progress made, and focusing its reporting more strongly on emission reductions, regenerative development, and project progress.

In the **value creation area of pulp**, the main focus is on the responsible management of forests and other natural resources. The Melitta Group is working to further increase the proportion of certified raw materials and recycled materials and to design packaging and paper products in a way that conserves resources. At the same time, alternative, non-wood-based pulps are being evaluated with respect to their environmental impact.

The most important measures in 2025 included:

- Collection and reuse of scrap paper at the Celupa production site in Brazil
- Further increase in the proportion of recycled materials used in packaging: the packaging for filter papers and numerous articles of the “Household Products” business field is already made from 95–100 percent recycled materials, while the ratio for filter coffeemakers and fully automatic coffee machines is around 80 percent
- Development and implementation of further measures for more environmentally friendly packaging



100%

Proportion of procured wood
pulp with FSC® certification

Circular economy

The concept of the circular economy fundamentally applies to all value creation areas within the Melitta Group – for example, with regard to packaging, production waste, and the recycling and disposal of products and materials. The Melitta Group aims to use resources as efficiently as possible, avoid waste, and keep materials in the cycle as much as possible, thus following the principle of “ReDesign – ReDuce – ReUse – ReCycle”.

This topic is of particular relevance in the value creation areas of plastics and electrical appliances. These areas present specific challenges regarding material use, recyclability, reuse, and waste disposal structures:

In the **value creation area of plastics**, the focus is on reducing the use of fossil-based raw materials, increasing the proportion of recycled materials, and further improving the circularity of products and packaging. To this end, the Melitta Group is working on new materials, optimizing packaging systems, and refining products to make them as recyclable as possible or to enable them to be manufactured from recycled or renewable raw materials.

The most important measures in 2025 included:

- Complete recycling of plastic production waste at the Brodnica site (Poland)
- Further expansion of production capacities at Vishuddh Recycle for processed plastic waste

Cofresco

CSR award for fair recycled plastic

Melitta receives the German government's CSR Award 2025 for its social business in India.

[Learn more](#)



- Transition to more sustainable coffee packaging in China
- Switch to 100 percent recycled paper for packaging and display trays in the European coffee business
- Recovery of packaging material for the production of sustainable roof tiles in Brazil

In 2025, the amount of plastic procured by the Melitta Group fell year-on-year by approximately 9 percent. This was driven in particular by innovations in product development and refinement, efforts to reduce the use of plastics, and the shift to alternative materials. At the same time, the proportion of post-consumer or post-industrial recycled materials increased from 34.3 to 34.8 percent of total plastics procured by the Melitta Group.



34.8%

Proportion of post-consumer or post-industrial recyclates of total plastics procured

In the **value creation area of electrical appliances**, the focus is mainly on the resource-efficient use of materials, the durability of products, and their improved reparability and recyclability. To achieve these goals, the Melitta Group continuously enhances its appliances and works with suppliers and other market participants to develop solutions that enable the use of resource-efficient, durable, and recyclable materials and components.

The most important measures in 2025 included:

- Expansion of repair services for filter coffeemakers; in addition to high-end machines and fully automatic coffee machines, repair services are also available for mid-range filter coffeemakers
- Development of an online offering for refurbished appliances (in particular, refurbished demonstration models returned by sales staff or retailers)

– 16.6%

**reduction of waste
between 2021 and 2025**

↘ 15,691 t (2021: 18,812 t)

Across the entire Melitta Group, the goal is to gradually reduce all **waste**, make better use of recyclable materials, and keep materials in circulation for as long as possible. This includes even more comprehensive waste separation and recycling, the return of suitable materials to the company's own production processes, and the transition to reusable systems wherever possible and practical. At the same time, waste disposal structures – and looking ahead also resource management within the supply chains – are being further developed.

In 2025, the total weight of waste decreased from 17,852 metric tons to 15,691 metric tons. Of this amount, 13,478 metric tons were recycled. The recycling rate thus rose from 81.8 percent in the previous year to 85.9 percent.

Waste

(in t)	2025	2024
Total weight of waste	15,691	17,852
Total weight of non-hazardous waste	15,486	17,647
thereof disposed of externally	2,125	3,166
thereof recovered externally	13,361	14,481
Total weight of hazardous waste	205	204
thereof disposed of externally	88	75
thereof recovered externally	117	129
Recycling rate (in %)	81.8	85.9

The most important measures in 2025 included:

- Complete recycling of plastic production waste at the Brodnica site (Poland)
- Conversion of various packaging formats to make them suitable for higher-quality recycling processes



Cofresco

Cooperation with World Cleanup Day

Cofresco forges long-term partnership with World Cleanup Day.

[Learn more](#)

Diversity

(headcount year-end)

♂
65.3%
male
(2024: 64.9%)



♀
34.7%
female
(2024: 35.1%)

♂
69.3%
male
(2024: 69.8%)



♀
30.7%
female
(2024: 30.2%)

Social

The Melitta Group's long-term success depends to a significant extent on the people involved along the value chain – from its own workforce to the employees of its suppliers and partners, and the consumers of its products. Treating their needs, expectations, and rights with respect is therefore an important part of the Group's corporate identity.

The focus is on topics such as employee development, diversity and equal opportunities, occupational health and safety, labor and human rights, as well as on product safety, quality, and transparency. As a family-owned company, the Melitta Group sets high standards in these areas – both for its own operations and for collaboration with partners in its respective markets.

Own workforce

As of December 31, 2025, the Melitta Group employed 5,522 employees worldwide (headcount). Due to its international presence and the varying requirements across its individual business fields, the Group needs people with a variety of skills, experience, and outlooks. Diversity is therefore viewed as a major strength – regardless of age, gender, origin, cultural background, or education. The Group is committed to offering all employees equal opportunities for their professional development.

There is a particular focus on promoting women to leadership positions. The goal of increasing the proportion of women in leadership positions to at least 30 percent by 2025 was already achieved in 2024. In 2025, this proportion had reached 30.7 percent.

Number of employees

(headcount year-end)	2025	2024
Total number of employees*	5,522	6,070
White-collar staff	3,374	3,682
Blue-collar staff	2,148	2,388
Temporary staff	190	73

* The discrepancy with the chapter "Our fiscal year" stems from the fact that the number of employees is reported in the Sustainability Report in accordance with GRI as of December 31, whereas in the chapter "Our fiscal year", in accordance with IFRS, it is reported as the average headcount for the fiscal year.

The Melitta Group attaches great importance to continuous and challenging training and professional development. Group-wide employee development initiatives are supplemented by programs within the individual operating divisions to meet the diverse needs of the various business fields.

A further priority is occupational health and safety. Comprehensive safety measures – often going beyond the statutory requirements – are in place, particularly at the production sites. In 2024, a Germany-wide occupational health and safety system was introduced, and a regular exchange of best practices among occupational health and safety officers was established and further expanded in 2025. At the same time, the operating divisions continuously refine their own occupational health and safety measures with a particular focus on prevention and avoiding behavior-related accidents.

Health management and health promotion are also high priorities. The respective offerings are regularly reviewed and refined. Various surveys show that, overall, employees are highly satisfied with the training and health offerings provided.

Occupational health and safety

	2025	2024
Number of deaths due to work-related injuries	0	0
Number of work-related injuries	69	80
Rate of work-related injuries	1.46	1.65
Most common work-related injuries	Cutting, crushing, hitting, other	Crushing, hitting, cutting, twisting, tripping, slipping

The most important measures in 2025 included:

- Expansion of work-life balance management
- Publication of a magazine for employees who provide care for family members
- Implementation of a corporate influencer program, including content on employer branding and sustainability topics
- Occupational health and safety: quarterly exchange of experiences with safety specialists and standardization of topics such as risk assessments, hazardous substance registers, etc.

Melitta Group

Corporate influencer program

Twelve employees generate over 600,000 impressions on LinkedIn with #MelittaGroupVoices.

[Learn more](#)



Workers in the value chain

The Melitta Group not only takes responsibility for its own employees but also for the people throughout its global supply and value chains. The goal is to ensure respect for human rights in all business activities and value creation areas and to fully comply with the relevant duty of care. In doing so, the Group is guided, among other things, by the OECD Due Diligence Guidance for Responsible Business Conduct, the National Action Plan on Business and Human Rights, the United Nations Universal Declaration of Human Rights, and the ILO Core Labor Standards.

The Melitta Group believes that the greatest risks of potential human rights violations are to be found in complex, internationally organized supply chains – particularly in the value creation area of coffee. For this reason, its measures focus primarily on procurement and management processes along the supply chains. The central framework is the Group-wide Supplier Code of Conduct, which sets out clear requirements for suppliers and business partners. The goal is not only to monitor compliance with standards but, above all, to promote continuous improvement and empower partners along the value chains.

In the fiscal year 2025, the Group-wide risk management system was further expanded to implement the requirements of the German Supply Chain Due Diligence Act (“Lieferkettensorgfaltspflichtengesetz” – LkSG). Key components included the comprehensive cataloging of all direct suppliers, as well as risk analyses at the country, product group, and supplier levels. Suppliers posing an increased risk were subject to in-depth reviews. At the same time, processes for supplier certification, training, and social audits were further developed. All new suppliers undergo a risk assessment and approval process that complies with the LkSG.

In its coffee business, the Melitta Group also works with partners and industry organizations committed to improving social standards in coffee-growing regions. Activities include participation in the German Coffee Association, as well as joint projects and whistleblower systems in the respective countries. The goal is to identify risks early on, increase transparency, and achieve sustainable improvements in working and living conditions along the supply chain.



Melitta Europe Coffee

Support in Tanzania

The “Coffee Power” project empowers women and young people along the coffee value chain.

[Learn more](#)

Consumers and end-users

The Melitta Group aims to be one of the quality leaders in its markets and to differentiate itself from the competition through durable, reliable, safe, and user-friendly products. To this end, it sets high standards throughout the entire value chain – from the raw materials and components it uses, to the production processes, and the finished product. Suppliers are selected and evaluated according to clearly defined quality criteria. Certified quality management systems, international standards, and comprehensive control and assurance mechanisms ensure quality and product safety in the production processes. At the same time, requirements such as repairability, reusability, recyclability, and eco-friendly disposal are becoming increasingly important and are systematically integrated into product development.

The Melitta Group also places great emphasis on information and dialogue. Consumers receive extensive information about products, their use, and their features via packaging, websites, and digital offerings. There are also numerous service and communication options. Feedback from consumer surveys, product tests, and customer interactions is continuously incorporated into the further development of the Group’s products and services.

Governance

The alignment of business activities with sustainability requirements is supported by binding rules, processes, and management instruments. These include, above all, the Group-wide Code of Conduct, the Supplier Code of Conduct, the corporate values, and various Group guidelines and policies (e.g., Policy Statement, UK Modern Slavery Act, Deforestation Policy). They provide the framework for responsible and compliant conduct – both within the Melitta Group and along the value chains.

In its Code of Conduct, the Melitta Group defines clear behavioral principles for its employees. These include, in particular, requirements regarding human rights, integrity, the prevention of corruption, and the respectful treatment of colleagues and business partners. In addition, the Supplier Code of Conduct sets out binding requirements for suppliers and business partners, including compliance with human rights, working conditions, and environmental standards. At the same time, it serves as an important foundation for implementing the requirements of the German Supply Chain Due Diligence Act (LkSG) and the EU Corporate Sustainability Due Diligence Directive (CSDDD).

Moreover, sustainability is enshrined as one of the Group's seven core values. As such, sustainability requirements are systematically integrated into guidelines and policies – for example, in strategic business initiatives, investments, or changes in procurement, production, and marketing. This is complemented by medium- and long-term sustainability targets. The Group regularly reports on its progress toward these targets.

The Melitta Group uses Group-wide non-financial performance indicators to manage its sustainability activities. These are collected and analyzed using standardized ESG software. There are binding definitions and data collection processes for all key performance indicators. Wherever possible, the Group follows established international standards and methods, such as the Greenhouse Gas Protocol or ISO standards. Training sessions and regular coordination efforts help ensure the highest possible degree of comparability and data quality.

In the fiscal year 2025, the Group continued to expand its governance, processes, and data structures – particularly with regard to the requirements of the Corporate Sustainability Reporting Directive (CSRD). As a result, the Corporate Finance division and the Finance departments of the operating divisions were more closely integrated into sustainability reporting. In addition, risk management was expanded to include the analysis and assessment of ESG risks based on the double materiality principle. Targets, key performance indicators, data management, and reporting infrastructures were refined accordingly and more closely linked to the financial management processes.

Several training programs were held in 2025 to effectively implement the new requirements. In addition, various working groups were established, involving more than 50 employees from various operating and corporate divisions. Moreover, employees received training on various sustainability topics (“Sustainability Insights”) aimed at raising awareness of the key drivers and legal requirements while promoting greater dialogue between different functions. Due to the very positive feedback, these training sessions will continue in 2026.

Outlook

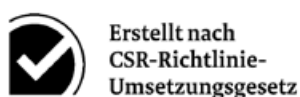
The Melitta Group is currently working hard to implement the requirements of the Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standards (ESRS), while also further developing its sustainability strategy. These efforts include revising existing targets, defining new objectives and milestones, and developing corresponding action plans – both at Group level and within the individual operating divisions.

At the same time, structures, processes, and responsibilities are being further adapted to integrate sustainability requirements more systematically into corporate management. The aim is to establish a sustainability strategy and governance structure that meets regulatory requirements while also creating a practical framework for effective and sustainable change.

About the Sustainability Report

Unless otherwise stated, all facts and figures published in this Sustainability Report refer to the reporting date of December 31, 2025. The editorial deadline was August 30, 2026.

The structure of the Sustainability Report is based on the European Sustainability Reporting Standards (ESRS). The Melitta Group publishes further information on its sustainability activities in its Declaration of Conformity with the German Sustainability Code (DNK), which can be viewed on the DNK website.



Legal notice

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