

Media Release:

Selecta announces new partnership with the Swiss coffee machine manufacturer Thermoplan

Cham, Switzerland, 28th February 2022: Selecta is pleased to announce a new partnership with Thermoplan, a global market leader in the development and production of fully automatic coffee machines. Selecta is best known for its broad range of vending and self-serve machines, offering innovative 24/7 vendor solutions. With its Coffee Corners, the company sells 700 million cups of coffee in 16 European countries every year. The new collaboration with Swiss coffee machine manufacturer Thermoplan is a step into a future in which coffee will be an even tastier experience.

Selecta's new partner Thermoplan Inc. was founded in 1974 as a family-run firm by Esther and Domenic Steiner. In 1995, the company ventured into the coffee machine business and has since evolved into one of the global market leaders in this sector. Thermoplan has also made a name for itself in milk processing and was the first company to develop a milk frother, which can prepare cold milk foam at the touch of a button. For Selecta, the unique quality of milk foam and milk drinks, which Thermoplan has developed in recent years, is a strong advantage of the new cooperation.

For its Swiss Quality Coffee Equipment, Thermoplan combines the values "Agility", "Enthusiasm" and "Simplicity" and thus fits perfectly with Selecta's corporate philosophy: Joy to Go! "The one and only purpose of our business is making people feel great. Every day! And this means, if you want a really good cup of coffee, you will get it because we have everything it takes – high-quality beans, hand-selected roasts, best machines, served to perfection," says Tjerry Sanders, Category Manager at Selecta and adds: "Our goal is that in the future there will be no more morning grouches because our coffee is simply too good."

Thermoplan has been equipping the largest coffee house chain since 1999. Thermoplan's advanced technologies offers Selecta the outstanding opportunity to further optimize their range, particularly as part of their *We Proudly Serve - Starbucks®* Coffee Program where Selecta brings together the world's favorite coffee brand with its unique strengths: providing unequalled quality of service as Europe's leading food and drinks solutions provider. With the largest network of service engineers and operators in Europe, Selecta distributes the new Starbucks self-serve concept, so consumers can enjoy Starbucks® beverages on the go, in their workplace, and more. Thermoplan coffee machines will be launched exclusively for Selecta's Starbucks solutions and introduced step by step in the individual regions.

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About Selecta Group

Headquartered in Switzerland since 1957, Selecta Group is Europe's leading route-based, self-service provider offering great quality coffee and innovative convenience food solutions in the workplace and public spaces. Every day we serve premium coffee and beverages, snacks, and fresh meals to more than 10 million people in 16 countries across Europe through vending services and solutions companies in all business segments. With an annual turnover of €1.0 billion, we owe our success to our ca. 7,100 highly skilled, dedicated, and passionate Selecta employees who are committed to creating millions of moments of joy for our clients and their consumers every day. Sustainability is an integral part of the way we do business, focused on the key areas in which we can make a positive difference. For more information, please visit www.selecta.com.