

NOT FOR RELEASE, PUBLICATION, CIRCULATION OR DISTRIBUTION IN THE UNITED STATES, CANADA, AUSTRALIA OR JAPAN

Media release regarding the capital increase of HOCHDORF Group

HOCHDORF Holding Ltd. successfully placed 131'529 new shares in the capital increase. The subscription/placement price was fixed at CHF 135 per share.

Hochdorf, 3 November 2014 – **The board of directors of HOCHDORF Holding Ltd. fixed the subscription/placement price for the rights offering and the share placements at CHF 135 per new registered share.**

50'651 new registered shares were subscribed by existing shareholders in the course of the rights issue while 80'878 new registered shares were purchased in the placements.

HOCHDORF Holding Ltd. expects net proceeds of ca. CHF 17.4m from the capital increase, which will be used for the purchase of 60% of Uckermärker Milch GmbH and 26% in each of Ostmilch Handels GmbH, Ostmilch Handels GmbH & Co. Frischdienst Oberlausitz KG and Ostmilch Handels GmbH & Co. Frischdienst Magdeburg KG as well as to increase the financial flexibility of the company.

Due to the capital increase to share capital registered in the commercial register will be increased to CHF 10'315'290, divided into 1'031'529 registered shares with a nominal value of CHF 10.00 each. The new shares are entitled to dividends as of fiscal year 2014. Listing and trading of the newly issued shares on SIX Swiss Exchange is expected to commence on 6 November 2014. Delivery of the new shares against payment of the subscription/placement price is expected to take place on 7 November 2014.

For enquiries and further information:

Marcel Gavillet, CFO, Phone +41 (0)41 914 65 16, marcel.gavillet@hochdorf.com

Dr. Christoph Hug, Head of Corporate Communications, Phone +41 (0)41 914 65 62 / +41 (0)79 859 19 23, christoph.hug@hochdorf.com

This media release is also available electronically: www.hochdorf.com

LEGAL NOTE

This document is not an offer to sell or a solicitation of offers to purchase or subscribe for shares or pre-emptive rights of HOCHDORF Holding AG. This document does not constitute a prospectus within the meaning of article 652a or article 1156, respectively, of the Swiss Code of Obligations or a listing prospectus pursuant to Articles 27 et seq. of the listing rules of the SIX Swiss Exchange. Investors

The HOCHDORF Group, based in Hochdorf, achieved consolidated gross sales revenue of CHF 376.1 million in 2013. It is one of the leading foodstuff companies in Switzerland, employing 362 staff as of 31.12.13 (338 full-time staff). Made from natural ingredients such as milk and wheat germ, HOCHDORF products have been contributing to our health and wellbeing since 1895 – from babies to senior citizens. Its customers include the food industry and the wholesale and retail sectors. Its products are sold in over 70 countries.

HOCHDORF Holding AG
Siedereistrasse 9
Postfach 691
CH-6281 Hochdorf
Tel. +41 41 914 65 65
Fax +41 41 914 66 66
hochdorf@hochdorf.com
www.hochdorf.com

should make their decision to exercise pre-emptive rights or to buy or to subscribe to shares of HOCHDORF Holding AG solely based on the issue prospectus dated 17 October 2014 which will be available to eligible investors free of charge from Neue Helvetische Bank AG, Zurich, Switzerland (email: prospectus@nhbag.ch, telephone: +41 (0)44 204 56 19) and from HOCHDORF Holding AG (email: ir@hochdorf.com, telephone: +41 (0)41 914 65 65).

This document may contain specific forward-looking statements, e.g. statements including terms like "believe", "assume", "expect", "forecast", "project", "may", "could", "might", "will" or similar expressions. Such forward-looking statements are subject to known and unknown risks, uncertainties and other factors which may result in a substantial divergence between the actual results, financial situation, development or performance of the company and those explicitly or implicitly presumed in these statements. Against the background of these uncertainties, you should not rely on forward-looking statements. HOCHDORF Holding AG does not assume any responsibility to prepare or disseminate any supplement, amendment, update or revision to any of the information, opinions or forward-looking statements contained in this document or to adapt them to any change in events, conditions or circumstances.

This communication is not for distribution in the United States, Canada, Australia or Japan and it does not constitute an offer or invitation to subscribe for or to purchase any securities in such countries or in any other jurisdiction. In particular, this document and the information contained herein is not for publication or distribution into the United States of America and should not be distributed or otherwise transmitted into the United States or to U.S. persons (as defined in the U.S. Securities Act of 1933, as amended (the "**Securities Act**")) or publications with a general circulation in the United States. The securities referred to herein have not been and will not be registered under the Securities Act, or the laws of any state and may not be offered or sold in the United States of America absent registration or an exemption from registration under Securities Act. There will be no public offering of the securities in the United States of America.

This communication does not constitute an offer of securities to the public in the United Kingdom. No prospectus offering securities to the public will be published in the United Kingdom. This document is only being distributed to and is only directed at (i) persons who are outside the United Kingdom or (ii) to investment professionals falling within article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "**Order**") or (iii) high net worth entities, and other persons to whom it may lawfully be communicated, falling within article 49(2)(a) to (d) of the Order (all such persons together being referred to as "**relevant persons**").

This communication does not constitute an "offer of securities to the public" within the meaning of Directive 2003/71/EC of the European Union (the "**Prospectus Directive**") of the securities referred to in it (the "**Securities**") in any member state of the European Economic Area (the "**EEA**"). Any offers of the Securities to persons in the EEA will be made pursuant to an exemption under the Prospectus Directive, as implemented in member states of the EEA, from the requirement to produce a prospectus for offers of the Securities.