

## JDE COMPLETES THE ACQUISITION OF SUPER GROUP LTD

6 June 2017, Singapore: **JACOBS DOUWE EGBERTS (JDE)** is pleased to announce the completion of the [Super Group Ltd](#) acquisition and formally welcomes them to its world of coffee & tea.

This marks a significant milestone for the coffee and tea industry, as JDE and Super Group embark on a collective journey to, serve high quality products to customers and consumers in Asia.

From 1st July 2017 - Jiri Kulik, President, Latin America Asia Pacific, JDE, will be leading the enlarged Asia-Pacific-Latam JDE team from its newly established regional HQ in Singapore.

*"As the pioneers of the 3-in-1 coffee concept, Super Group has a long and well-established coffee history in Asia, serving consumers in the region for over 30 years. Together with more than 3000 new colleagues and equipped with household consumer names like Super, Maxwell House, Moccona, Tassimo and Jacobs, we have a strong position from which to deliver on our promise to customers and consumers in Asia."* – Jiri Kulik, President LAAPAC.

Both Super Group and JDE share the same mission of serving high-quality, iconic brands to customers and consumers around the world, and are committed to delivering existing and potentially new services and products to consumers in Asia and beyond.

