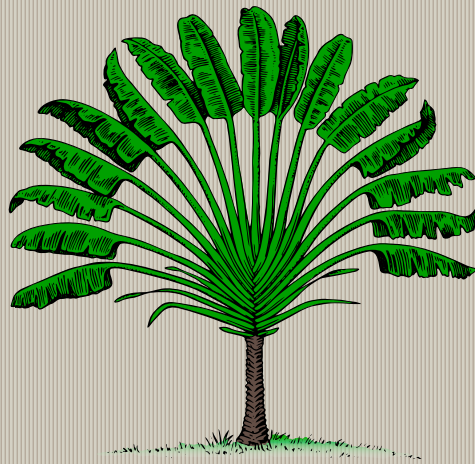


Diethelm Keller Group



Front page: The Fan Tree (*ravenala madagascariensis*), also known as the traveller's palm, is the symbol of the Diethelm Keller Group. The Fan Tree is strong, sturdy, and enjoys a long life. The branches and leaves form a circle, thus embracing the variety of activities at Diethelm Keller Group.






Diethelm Keller Group is a family-owned Swiss company that develops businesses with a long-term perspective across consumer, industrial, and service sectors worldwide. Founded by the Diethelm and Keller families in the late 1860s through trade between Europe and Asia, the Group has grown over generations into a company with a diversified portfolio and international reach.

Today, Diethelm Keller Group comprises five operating units with B2C and B2B brands, alongside Diethelm Keller Real Estate and strategic investments in DKSH Holding Ltd. and Bergos. All brands operate with a high degree of entrepreneurial autonomy and hold strong positions in their respective markets.

At the end of 2025, Diethelm Keller Group employed more than 2,000 people in 17 countries.

The Diethelm Keller Group remains family-owned, with members of the fifth generation already actively involved in governance and operations, ensuring continuity and long-term stewardship.



*Dear Partners, Colleagues,
and Friends,*

2025 was a year of accelerating change. Markets moved faster than planning cycles, and public debate moved faster than facts. In such conditions, the typical temptation is to simply react. Our instinct at Diethelm Keller Group, however, is different: we stay clear-headed, focus on fundamentals, and act responsibly even when the environment rewards shortcuts.

From a business perspective, 2025 tested resilience intensely across industries: uneven demand, selective financing, and rapid technological adoption. Yet, the defining feature was not volatility, but the increasing fragmentation of rules and relationships. As a group operating across regions and business areas, we experience these divergences first-hand – and respond by strengthening local execution, upholding consistent standards, and building relationships that last.

Politically, the gap between governments and the business community widened. Greater polarisation has made long-term continuity harder to achieve. In that climate, businesses are increasingly asked to provide stability: reliable jobs, fair opportunities, credible long-term commitments, and, perhaps most importantly, a sense of direction when public discourse feels exhausted. This is a responsibility we cannot ignore.

Trade, too, became more complex. Asia continues to be a centre of industrial capacity, innovation, and ambition: dynamic, competitive, and increasingly self-confident. Meanwhile, the United States remains an engine of entrepreneurship, and policy is increasingly shaped by industrial priorities, such as greater domestic-content requirements, and more support for strategically important sectors. Europe, in turn, is defining itself through regulation, sustainability, and social cohesion – often slower in decision-making, yet deeply anchored in principles and quality. For companies like ours that operate internationally, the challenge lies in maintaining a constructive approach everywhere, while also leveraging our strengths, such as our presence in Asia.

In society, I sense a deep concern as well: morale. Many people are tired of permanent crises, of outrage as entertainment, of uncertainty presented as normal. When morale declines, productivity follows,

but more importantly, communities weaken. While we cannot legislate meaning, we can create it locally: through strong values, respectful leadership, and our commitment to customers, quality, and innovation. This is where we as a diversified family business have an advantage. Across five generations, we have learned that heritage is not nostalgia; it is a long memory that helps us act calmly when others overreact. Diversification gives us balance; values give us limits; our track record gives us leverage; and patient capital gives us time. That allows us to focus on long-term value creation.

As we onboard the next generation, we are also careful not to rush it. The transition is built through work: listening, assuming responsibility step by step, and proving oneself in practice. Members of the next generation form our Advisory Board, offering fresh perspective and constructive challenge. Several are already actively involved in our operational businesses, contributing to investment decisions and gradually taking on entrepreneurial responsibility. In this context, we propose the appointment of Joy Keller as a new member of our Board. Joy has demonstrated strong commitment, sound judgement, and a deep understanding of our business values. I believe that her appointment will strengthen the Board and support a smooth and sustainable generational transition.

I enter 2026 concerned, yes, but also optimistic. I am certain that sound judgement will prevail. Companies that choose seriousness over noise will remain indispensable. In this spirit, I thank our colleagues around the world for their dedication; our customers, business partners, and friends for their loyalty. And our shareholders for their confidence in our long-term course.

Yours sincerely,



Andreas W. Keller
Chairman



Andreas W. Keller

Sharpening Focus and Accountability for Long-Term Value

2025 has reminded us relentlessly that uncertainty is the norm, not the exception. Inflation, currency swings, commodity price volatility, and supply chain disruption did not disappear but merely changed form. Consumer confidence shifted unevenly, and financing costs remained high. In this climate, we emphasised balance sheet discipline and liquidity, careful capital allocation, stronger risk management, and maintaining a sober view of what we can control – and what we cannot.

Since joining Diethelm Keller Group in March 2025, I have come to appreciate the resilience of our diversified model. It reduces dependency and creates optionality, giving us the ability to invest when others may retreat. As a holding company we have four strategic pillars: 1) we hold substantial stakes in select corporations such as DKSH and Bergos; 2) we own strong brands in appealing consumer sectors; 3) we invest in promising start-up ventures that challenge established models; 4) we grow our real estate asset class in a disciplined manner. While diversification does not eliminate risk, it allows us to think in generations rather than quarters.

However, that resilience was tested in 2025. Overall, it was a challenging year for our operating units, shaped by geopolitical turmoil and renewed trade friction. Tariffs presented a problem, given our exposure to sourcing from Asia. This was not only due to direct cost effects, but also because tariffs create uncertainty, which quickly impacts consumer sentiment.

Against this backdrop, each operating unit remained focused on strengthening performance and positioning: Premium Brands navigated a weak outdoor furniture market by focusing on quality and consolidating inventory and warehousing, supported by digitisation. Household Brands invested throughout the cycle, making major investment in Zyliss innovation and continuing to streamline supply chain and operations. Meanwhile, BBQ Brands stayed innovation-led, with around one-third of 2025 revenues originating from products launched since 2023. The unit also pruned its product range, reducing obsolete inventories and

further improving cost efficiency. Wetrok built momentum following the BeFree launches, strengthened its leadership team, and launched pilots in dishwashing and laundry chemicals at Zurich Airport. In the Investments unit, Angela Bruderer paired creativity (“SchLove” campaign in Switzerland) with productivity gains, while Travellers Autobarn expanded its fleet in Australia and New Zealand, ramped up US capacity, and maintained a lean, well-capitalised structure.

Across the Group, we have strengthened our ways of working – with more systematic processes, clear responsibilities, and greater accountability. We aim to execute effectively, make decisions faster and more consistently in a volatile environment. Especially in times like these, I am convinced that leadership makes a real difference as well as choosing clarity and remaining deliberate about integrity. In this context, being family-owned is both a privilege and a responsibility: We cannot outsource accountability when facing tariffs, political fragmentation, regulatory burdens, and shifting consumer behaviour. That’s why we all act as entrepreneurs and stay disciplined, also in 2026, while we continue to invest in innovation and customer relevance, and refine the portfolio where it matters most.

Despite all obstacles, I am personally excited about what we can build from here: a focused Group, strong innovation, and teams that keep raising the bar. In this spirit, let me thank all our employees across Diethelm Keller Group for their commitment, professionalism, and stamina throughout a demanding year. It is your personal drive that earns us the trust of our business partners, giving me good reason to look ahead with confidence.



Thomas Aebischer
Chief Executive Officer



Thomas Aebischer

Diethelm Keller Group

Operating Units and Strategic Investments

DIETHELM KELLER PREMIUM BRANDS

Diethelm Keller Premium Brands is a global market leader in high-end outdoor furniture. It manages its brands Dedon, Gloster, and Garpa independently, each preserving its distinct identity, heritage, and design philosophy. Thanks to its own manufacturing facilities and close collaboration with leading designers, Diethelm Keller Premium Brands covers the entire value chain and ensures the highest standards in craftsmanship, materials, and quality. Dedon, Gloster, and Garpa employ more than 1,600 people worldwide and are active in over 80 countries.







DIETHELM KELLER HOUSEHOLD BRANDS

Diethelm Keller Household Brands is a market leader in the design, manufacturing, and marketing of innovative household, kitchen, and interior-design products. The company employs around 160 people and operates renowned brands such as Zyliss, Cole & Mason, AdHoc, Swissmar, and Culinare, which are sold in over 50 countries. The Group also holds the brand rights for Koenig and Turmix under a licence agreement with a Swiss distributor.















DIETHELM KELLER BBQ BRANDS

Diethelm Keller BBQ Brands brings together the Group's portfolio in the BBQ industry, covering the design, manufacturing, and marketing of barbecues, outdoor kitchens, and accessories. Outdoorchef is particularly well positioned in Switzerland and is recognised for its strong innovation capability. Grillfürst is a leading barbecue retailer in Europe. Burn Outdoor Kitchen designs and manufactures high-end outdoor kitchens *Made in Germany*, while BBQ King produces natural, additive-free seasoning blends. Diethelm Keller BBQ Brands operates with over 120 employees across the DACH region.









DIETHELM KELLER
INDUSTRIAL

Diethelm Keller Industrial is represented by Wetrok, a Swiss B2B brand, focused on innovative, sustainable, and professional cleaning systems and solutions, serving a broad range of professional applications. With over 75 years of expertise, Wetrok has built long-standing customer relationships across more than 40 countries. As the engineering pillar of the Group, Diethelm Keller Industrial stands for stability and technical competence. With over 230 employees, Wetrok continues to develop innovation and reliable solutions for professional use worldwide.



DIETHELM KELLER
INVESTMENTS

Diethelm Keller Investments holds equity stakes in innovative small and medium-sized companies, as well as selected start-ups, focusing on businesses with the potential to become leaders in their respective fields. The portfolio includes Travellers Autobarn, a provider of campervan rentals for independent travellers; Angela Bruderer, a Swiss multichannel retailer for home and living; Chimpy, Europe's leading power bank rental service; and Flummox, a platform that scales consumer brands on online marketplaces.



DIETHELM KELLER
STRATEGIC HOLDINGS

Diethelm Keller Holding is a long-term strategic investor with substantial stakes in selected corporations. It serves as the anchor shareholder of DKSH Holding Ltd., a global leader in market expansion services, with a strong presence in Asia. In addition, it holds a significant minority stake in Bergos, an independent Swiss private bank whose heritage traces back to 1590. Through these investments, the Group supports businesses with strong identities, long-term perspectives, and sustainable growth ambitions.





Diethelm Keller Premium Brands

Diethelm Keller Premium Brands is a global market leader in high-end outdoor furniture. It manages its brands Dedon, Gloster, and Garpa independently, each preserving its distinct identity, heritage, and design philosophy. Thanks to its own manufacturing facilities and close collaboration with leading designers, Diethelm Keller Premium Brands covers the entire value chain and ensures the highest standards in craftsmanship, materials, and quality.

Board of Directors
Angelo C. van Tol, Chairman
Arnd Küchel
Julie von Wedel-Keller
Chief Executive Officer
Angelo C. van Tol

SUSTAINABLE LUXURY IN OUTDOOR LIVING

Since 1990, Dedon has transformed outdoor living by inventing the first durable synthetic fibre for outdoor use: the original Dedon Fiber. Combining weather resistance, longevity, and timeless aesthetics, the company has set new standards for luxury in outdoor furniture. What began as a pioneering idea has evolved into a highly relevant global brand.

Dedon combines industrial precision with traditional handcraft. From the development of its proprietary fibre in Germany to hand-weaving in its fully integrated manufacturing facilities in Cebu, Philippines, the brand maintains control across its entire value chain. Close collaboration with internationally renowned designers ensures that each collection strikes a balance between technical performance, timeless design, and long-term relevance.

Today, Dedon is present in more than 80 countries and continues to set standards for sustainable luxury in outdoor living.

Since joining Diethelm Keller Group in 2014, Dedon has strengthened its global presence while staying true to its vision of creating outdoor spaces that bring people, nature, and design together – sustainably.

DEDON



A HERITAGE OF CRAFTSMANSHIP

Gloster has built a strong market position through its commitment to thoughtful design and carefully selected materials. The company's roots reach back to West Africa in 1960, where a group of passionate entrepreneurs and furniture makers took the first steps on what would become a successful journey in furniture craftsmanship. In the 1980s, growing demand and reliable access to Gloster's signature material – plantation-grown teak – had led to moving manufacturing to Indonesia. The Gloster factory has flourished there ever since and remains central to the brand today.

Craftsmanship has always been at the heart of Gloster. Its furniture is not the result of anonymous mass production. Every rounded corner and every joint is shaped by hand. The quality of each piece reflects the experience, care, and skill of the people who make it.

Today, the same passion and conviction that defined the brand from the outset continue to guide its work. Therefore, Gloster remains true to its identity as a furniture maker with a clear focus: designing and building exceptional outdoor furniture.

Diethelm Keller has been involved with Gloster since its founding and acquired full ownership of the brand in 2011.

TEAK DESIGN IN GARDEN FURNITURE

Sustainable ideas for enduring values – this philosophy has guided Garpa since its founding in 1979. Today, as in the past, the core of this long-established company is classic garden furniture made from FSC-certified teak wood. From the very beginning, Garpa has combined craftsmanship, material quality, and a deep respect for nature to create furniture designed to last.

Over the years, Garpa has expanded beyond teak, working with materials such as stainless steel, aluminium or textiles, developing expertise in modern furniture design. As a result, each collection is designed holistically: every piece can stand confidently on its own, while also inviting creative combinations of materials and styles. Garpa furniture is comfortable, functional, and aesthetically pleasing.

A distinctive feature of the brand is its commitment to providing an exclusive service in German-speaking markets, characterised by personal advice, continuity, and long-term customer relationships.

Garpa has been part of Diethelm Keller Group since 2014.

GLOSTER



Diethelm Keller Household Brands

Board of Directors

Thomas Aebischer, Chairman

Flora A. Keller

Max-Gustav A. Keller

Chief Executive Officer

Jacob Østerhaab

Diethelm Keller Household Brands is a market leader in the design, manufacturing, and marketing of innovative household, kitchen, and interior-design products.

The company operates renowned brands such as Zyliss, Cole & Mason, AdHoc, Swissmar, and Culinare.

The Group also holds the brand rights for Koenig and Turmix under a licence agreement with a Swiss distributor.



THE CLEVER SWISS BRAND

Founded in 1951 by Swiss inventor Karl Zysset, Zyliss has transformed the way we prepare food. Thanks to its cleverly engineered kitchen tools, everyday cooking was made easier and more enjoyable. Shaped by a Swiss tradition of precision and practicality, the company became known for breakthrough inventions such as the iconic garlic press, onion chopper, and salad spinner.

Building on this pioneering spirit, Zyliss continues to evolve its portfolio while staying true to its focus on precision, quality, functional design and solving real kitchen challenges.

Today, Zyliss is entering a new era defined by timeless aesthetics, multi-functionality, and responsible innovation. With a growing emphasis on sustainability, the brand incorporates eco-friendly materials such as wheat straw to reduce the use of virgin plastic and relies on recycled or recyclable packaging. Product guarantees of up to ten years underline its commitment to durability.

Sold in over 50 countries, Zyliss continues to strengthen its global presence by combining Swiss heritage, functional innovation, and environmental responsibility. Looking ahead, the brand plans to expand further into Swiss food culture with tools for fondue, raclette, and other traditional culinary experiences.

Zyliss was acquired by Diethelm Keller Group in 1984.



COLE & MASON
ENGLAND

EXPERTS IN SEASONING SINCE 1919

Founded as a London giftware business in 1919, Cole & Mason soon evolved beyond its original focus. It expanded into home essentials and introduced its first wooden seasoning mill in 1946. This early innovation marked the beginning of the brand's long-standing commitment to flavour and performance. By combining traditional craftsmanship with advanced technology and carefully selected materials, Cole & Mason creates devices that enhance everyday cooking, including pepper and salt mills, spice grinders, and seasoning accessories.

Each product reflects a balance of function and design, with close attention to detail, durability, and usability. Today, Cole & Mason is a trusted partner for cooks of all skill levels. United by the purpose of bringing out the fullest flavour in every meal, the brand continues to stand for quality, innovation, and a passion for seasoning.

Diethelm Keller Group acquired full ownership of Cole & Mason in 2006.

AdHoc

DESIGN FOR KITCHEN AND TABLE

AdHoc emerged in Germany in 1995 with the ambition to design kitchen and home accessories that combine functionality with contemporary design. The portfolio includes products such as spice and pepper mills, tea infusers, oil and vinegar dispensers, and selected tabletop accessories. From the outset, strong technical expertise and a wide range of European design influences shaped the brand's development. The consistent interplay of form, function, and durable quality has since defined what makes AdHoc distinctive.

Over the years, AdHoc has evolved from a primarily function-driven brand into a design-led lifestyle brand. Today, its collections stand for refined simplicity, intuitive everyday use, and a timeless aesthetic. Numerous international design awards reflect this development and underline AdHoc's positioning in the premium home and kitchen segment.

AdHoc has been part of Diethelm Keller Group since 2019. The Group's involvement has supported the brand's international expansion and its focus on innovation and design.

KITCHENWARE FOR SOCIAL DINING

Since 1983, Swissmar has evolved from a small importer of European kitchenware – primarily active in North America – into a globally recognised brand. Known for quality, innovation, and culinary traditions, Swissmar focuses on products that bring people together and celebrate shared dining.

Guided by its motto “Bringing life to the table”, the brand offers raclette and fondue sets, cheese accessories, and tabletop products designed for togetherness and enjoyment.

Diethelm Keller Group became a significant shareholder in 2020 and has since acquired full ownership of the brand.



PRACTICAL TOOLS FOR THE KITCHEN

Culinare began in 1983 with a clear goal: to transform everyday food preparation through purposeful design and reliable performance. Its *MagiCan* opener became a household essential, setting a benchmark for simple, user-focused innovation. Building on this success, the brand expanded its range to include more intuitive, time-saving kitchen tools. Guided by practicality and thoughtful engineering, Culinare continues to evolve while staying true to its clear purpose of making cooking simpler, smarter, and more enjoyable for everyone.

Diethelm Keller Group acquired full ownership of Culinare in 2006.



SWISS BRANDS FOR EVERYDAY USE

With decades of Swiss heritage, Koenig and Turmix are well-established brands with a long tradition in kitchen and household appliances. Over time, they have combined experience with practical innovation, developing small appliances that meet everyday needs at home. Their portfolios include products for food preparation, breakfast, coffee, and general household use, such as blenders and mixers under the Turmix brand, as well as coffee machines and toasters under the Koenig brand – all designed for intuitive handling, dependable performance, and durability.

Diethelm Keller Group owns the Koenig and Turmix brands, while product development, distribution, and market activities are managed by a Swiss licence partner.



Diethelm Keller BBQ Brands

Board of Directors

Thomas Aebischer, Chairman

Daniel Beksa

Ralf Geishauser

Joachim Weber

Diethelm Keller BBQ Brands brings together the Group's portfolio in the BBQ industry, covering the design, manufacturing, and marketing of barbecues, outdoor kitchens, and accessories. Outdoorchef is particularly well positioned in Switzerland and is recognised for its strong innovation capability. Grillfürst is a leading barbecue retailer in Europe. Burn Outdoor Kitchen designs and manufactures high-end outdoor kitchens *Made in Germany*, while BBQ King produces natural, additive-free seasoning blends.

outdoorchef

Chairman

Joachim Weber

EASY BBQ, MADE IN SWITZERLAND

Founded in Zurich in 1996, Outdoorchef started out with a simple yet effective innovation: a gas kettle with a patented funnel system that channels heat and grease to enable safe, clean, and reliable grilling. This idea laid the basis for the brand's commitment to an easy BBQ experience, combining Swiss design pragmatism, intuitive operation, and straightforward, customer-friendly guidance.

Today, Outdoorchef's portfolio ranges from its heritage kettle grills to *Heat* gas stations – a modular outdoor kitchen system, and an upcoming electric grill. A distinctive feature of the *Heat* platform is its open system architecture. A universal module allows third-party built-in grills to be integrated, enabling flexible and expandable outdoor kitchen set-ups tailored to individual needs.

Commercially, Outdoorchef has evolved from broad market coverage to a focused distributor model with strong local partners, strengthening pricing, retail execution, and coordinated European roll-outs.

Diethelm Keller Group has been a long-standing shareholder of Outdoorchef and has actively supported the brand, facilitating partnerships with leading retailers and collaboration with sister companies such as Burn Outdoor Kitchen.



outdoorchef

EASY
BBQ



MULTI-CHANNEL RETAILER FOR BBQ

Starting out as an online-only seller in 2010, Grillfürst has grown to become one of the leading multi-channel BBQ retailers in the DACH region. The company combines the distribution of leading third-party brands with the development of its own BBQ products and private-label ranges, covering grilling and outdoor cooking.

Grillfürst operates across digital and physical channels, offering a broad assortment supported by expert advice, events, and comprehensive service. With a growing retail presence in Germany and Switzerland, Grillfürst is pursuing its expansion strategy in the region.

Grillfürst joined Diethelm Keller Group in 2023 and is a key part of the Group's BBQ and outdoor cooking activities.

MODULAR OUTDOOR KITCHENS

Since 2017, Burn Outdoor Kitchen specialises in modular outdoor kitchen systems, designed and manufactured in Germany. Each kitchen reflects "industrial craftsmanship", combining artisanal skill with precision engineering and a strong focus on durability.

What sets Burn apart is its system-based approach, which allows kitchens to be individually planned, expanded over time, and integrated with leading barbecue brands. Distinct design lines suit different architectural and lifestyle settings and are built to withstand all weather conditions.

Burn Outdoor Kitchen has been part of Diethelm Keller Group since 2024.

NATURAL SEASONINGS FOR BARBECUE

Established in 2011, the BBQ King Company was founded to make high-quality dry rubs accessible to consumers in Europe. Drawing on extensive expertise in gastronomy and food production, the company has developed a range of natural, additive-free seasoning blends, produced in small batches in Germany. Operating under the brand Don Marco's Barbecue, the company is influenced by international grilling traditions and a strong connection to competition barbecue. Today, BBQ King Company is recognised as a leading producer of premium seasoning for both retail and professional users.

In 2025, Diethelm Keller Group became involved to support further growth and international expansion.



Managing Director & Partner
Ralf Geishauser
Joachim Weber



Managing Director & Partner
Daniel Joachimmeyer
Thomas Pabst



Managing Director & Partner
Jörg Krafzik

Diethelm Keller Industrial

Board of Directors

Thomas Aebischer, Chairman
George A. Keller
Joy A. Keller

Diethelm Keller Industrial is represented by Wetrok, a Swiss B2B brand, focused on innovative, sustainable, and professional cleaning systems and solutions, serving a broad range of professional applications. With over 75 years of expertise, Wetrok has built long-standing customer relationships. As the engineering pillar of the Group, Diethelm Keller Industrial stands for stability and technical competence. Wetrok continues to develop innovation and reliable solutions for professional use worldwide.



Managing Director
Benjamin Merz

SWISS EXCELLENCE IN PROFESSIONAL CLEANING

Founded in 1948, Wetrok is a Swiss manufacturer of professional cleaning systems. From its early years, the company has combined engineering expertise, responsible chemistry, and practical know-how to create an integrated approach to cleaning. This concept supports safe, efficient, and ergonomic cleaning processes and has shaped Wetrok's role today as a provider of machines, cleaning agents, and system solutions. The portfolio includes floor cleaning machines, cleaning and disinfection agents, tools and digital-supported system concepts designed for professional environments.

Research, development, and production are based in Switzerland to ensure consistent quality standards and a strong focus on durability and the responsible use of resources. Wetrok solutions are used in over 40 countries and are recognised for their reliability and proven performance in sectors such as healthcare, industry, logistics, and public facilities.

Since 1955, Wetrok has been part of Diethelm Keller Group, reflecting a long-standing commitment to stability, quality, and responsible growth.

Diethelm Keller Investments

Diethelm Keller Investments holds equity stakes in innovative small and medium-sized companies, as well as selected start-ups, focusing on businesses with the potential to become leaders in their respective fields. The portfolio includes Travellers Autobarn, a provider of campervan rentals for independent travellers; Angela Bruderer, a Swiss multichannel retailer for home and living; Chimpy, Europe's leading power bank rental service; and Flummox, a platform that scales consumer brands on online marketplaces.

Board of Directors
Thomas Aebischer, Chairman
Daniel Beksa
Alexandra S.A. Keller
Julie von Wedel-Keller

AFFORDABLE FREEDOM ON THE ROAD

Travellers Autobarn is a global campervan rental and sales company, founded in Australia in 1993. From the outset, the company has aimed to make road trips accessible, flexible, and affordable for young, adventure-seeking travellers. Travellers Autobarn's initial innovation was its traveller-to-traveller model, which pioneered long-term rentals and buy-back options for campervans – offering transparency and freedom at a time when such services were still uncommon.

Travellers Autobarn operates fleets of budget-friendly campervans for rental and resale, tailored to the needs of independent travellers who value flexibility, reliability, and simple solutions. Today, the brand stands for uncomplicated road travel and the ability to explore at one's own pace, supported by practical vehicles and straightforward services. Over more than three decades, Travellers Autobarn has expanded its operations across Australia, New Zealand, the United States, and Japan.

Diethelm Keller Group first invested in Travellers Autobarn in 2018. The Group's involvement has strengthened the company's international foundations, while allowing it to remain true to its original spirit of exploration and its commitment to making road travel accessible to a new generation of global travellers.



Managing Director & Partner
Peter Burke



HOME TEXTILES AND EVERYDAY LIVING

For more than 45 years, Angela Bruderer has been a trusted Swiss trading company, helping customers create comfortable homes. Founded in Switzerland, the brand has built its reputation on high-quality bedding and home textiles that contribute to everyday comfort. Carefully selected products for the home and garden complement the range, all guided by a clear focus on functionality, reliability, and lasting quality.

At the heart of Angela Bruderer's success is a strong omnichannel model that combines an established online shop with print media and physical stores. Over time, the company has evolved into a modern, digitally-driven organisation that continuously develops new ideas and future-oriented processes. Guided by the principle "best in quality, best in service, and best in process", Angela Bruderer places great emphasis on customer trust, dependable service, and smooth experiences across all touchpoints.

Angela Bruderer has been part of Diethelm Keller Group since 2012.

POWER WHEN YOU NEED IT

Chimpy was founded in Zurich in 2013 with a simple yet practical innovation: renting a power bank. The idea addressed a common everyday problem – running out of battery while on the go – and offered consumers immediate peace of mind. What made Chimpy distinctive from the start was the combination of a circular product model, the use of renewable energy, and instant accessibility directly at the point of sale. The service requires neither an app nor registration, making it a straightforward solution embedded in everyday retail environments.

Early support from Diethelm Keller Group, which became involved in 2014, enabled Chimpy to scale from a pilot project in a few Zurich bars to a broad retail roll-out by 2016. Since then, Chimpy has developed into an established convenience product, effectively creating a new category. Today, the service is available in stores, vending machines, restaurants, and event locations.

Chimpy now operates over 4,000 points of sale across Europe and serves thousands of users every day.



Managing Director
Ulrich Dreher



Managing Director
Edwin Winkler



Managing Director & Partner
Olmo Tancredi Cassano
Marc Marshing

GROWING BRANDS ON GLOBAL MARKETPLACES

Established in 2021, Flummox helps modern consumer brands succeed on global online marketplaces such as Amazon. As cross-border marketplace selling has become more complex, Flummox has introduced an integrated operating model designed to deliver consistent visibility, control, and sustainable profitability for brand owners. To achieve this, Flummox takes responsibility as the authorised operating partner for end-to-end marketplace execution.

Flummox collaborates with well-established consumer brands and also acquires and develops online-native microbrands, scaling them up using its centralised marketplace platform. Its services span key marketplace functions, including listing management, content optimisation, pricing, performance marketing, marketplace logistics, and local compliance, enabling brands to operate efficiently at scale. What began as a small operations-focused team has developed into a specialised distribution partner active across six countries. Flummox combines technology, data-driven insights, and local market expertise to ensure reliable product availability, consistent quality standards, and a positive consumer experience across international marketplaces.

Diethelm Keller Group became a shareholder in 2024, supporting Flummox's long-term development as a modern, consumer-oriented platform for brand growth in global e-commerce.

Diethelm Keller Real Estate

Diethelm Keller Real Estate manages the Group's real estate activities as an independent asset class. Built over several decades, the portfolio provides a stable foundation for the Group and supports long-term value creation. The focus lies on properties that combine sustainable use with reliable income, primarily in Switzerland and selected international markets. Through active asset management and a long-term investment horizon, Diethelm Keller Real Estate contributes to the resilience and continuity of the Group's overall portfolio.

Daniel R. Jagmetti
Joy A. Keller

LONG-TERM VALUE CREATION

Over the past decades, Diethelm Keller Group has built a sizable real estate portfolio, primarily in Switzerland and Asia. These properties are leased to the Group's operating units and third-party tenants. Diethelm Keller Real Estate is managed as an independent asset class with a clear focus on long-term value preservation and stability.

In recent years, the portfolio strategy has increasingly shifted from commercial properties toward residential buildings, creating a more balanced and resilient income structure. A key milestone was the completion of 135 rental apartments at Eggbuehlstrasse in Zurich in 2021, transforming a formerly purely commercial site into residential use. The industrial park Edak in Dachsen near Schaffhausen is operational now and its further development under consideration.

In parallel, sustainability has become an integral part of the real estate strategy. Photovoltaic (PV) systems are installed on existing buildings wherever feasible, with the second major PV project successfully completed in 2025.

Diethelm Keller Real Estate continues to seek attractive investment opportunities, primarily in the residential sector. In 2024, the Group established its own in-house property management company, Eggbühl Immobilien. Its team manages most of the Group's properties as well as selected third-party assets, offering comprehensive real estate management services.



Diethelm Keller Strategic Holdings

Diethelm Keller Holding is a long-term strategic investor with substantial stakes in selected corporations. It serves as the anchor shareholder of DKSH Holding Ltd., a global leader in market expansion services, with a strong presence in Asia. In addition, it holds a significant minority stake in Bergos, an independent Swiss private bank whose heritage traces back to 1590. Through these investments, the Group supports businesses with strong identities, long-term perspectives, and sustainable growth ambitions.



Board of Directors

Marco Gadola, Chairman

Gabriel Baertschi

Wolfgang Baier²

Jack Clemons

Valerie Diele-Braun¹

Adrian T. Keller

Andreas W. Keller²

Annette G. Köhler

Suwannee Ratthayabandith²

Corine Tap¹

Julie von Wedel-Keller¹

Eunice Zehnder-Lai

Chief Executive Officer

Stefan P. Butz

DELIVERING GROWTH IN ASIA AND BEYOND

With origins in 1865, DKSH (Diethelm, Keller, Siber and Hegner) has a long-standing heritage as one of the first Swiss trading houses to establish a presence in Asia. For 160 years, DKSH has evolved into a leading provider of market expansion services, supporting companies to grow their business in Asia Pacific, Europe, and North America.

Today, DKSH operates across four Business Units: Healthcare, Consumer Goods, Performance Materials, and Technology. Its integrated services range from sourcing and market insights to marketing and sales, e-commerce, distribution, and logistics, as well as after-sales services. Guided by its purpose of enriching people's lives, DKSH helps its partners navigate complex markets and build sustainable, long-term growth. The company is a participant of the United Nations Global Compact and follows a principles-based approach to responsible business.

DKSH is listed on the SIX Swiss Exchange. Diethelm Keller Holding is a long-standing anchor shareholder with a 45% stake, reflecting its historic role in shaping DKSH's development and long-term strategic direction.

¹ as of March 2026

² until March 2026

HUMAN PRIVATE BANKING

Bergos is an independent Swiss private bank with an international presence and a heritage dating back more than four centuries to the founding of Joh. Berenberg, Gossler & Co. KG in 1590. Since gaining independence in 2018, Bergos has been owned by entrepreneurial families supporting Swiss and international clients in growing and protecting their wealth. The company combines long-established banking expertise with an independent, modern private banking model.

At the core of the bank is a clear conviction: people are at the centre, both clients and employees alike. Guided by the principles of respect, empathy, and curiosity, Bergos' Human Private Banking philosophy places people at the heart of every solution. By understanding clients in the full context of their lives, ambitions, and responsibilities, the bank is able to deliver relevant, long-term guidance.

With more than 120 employees, Bergos advises on liquid and illiquid asset classes, including private markets and alternative investments. The bank also offers expertise in art advisory and philanthropy. Entrepreneurial clients benefit from access to M&A and corporate finance services.

Diethelm Keller Holding has held a significant minority stake in Bergos since 2018.



Board of Directors

Peter Schmid, Chairman
Adrian T. Keller, Vice Chairman
Bruno Chiomento
Patricia Guerra
Andreas Jacobs
Hans-Wilhelm Jenckel
Michael Pieper

Executive Committee

Till C. Budelmann
Danting Liu
Simon Wanzenried

Our Values

Diethelm Keller Group is an enterprise in the tradition of European family companies. We have a long-term commitment to the business and are proud of our company's long-standing position, which is based on its principal values.

RESPECT

We conduct our business with responsibility and respect towards people, cultures, countries, and the environment. We respect local customs, regulations, and laws.

FAIRNESS

We nurture the positive reputation that the names Diethelm and Keller have enjoyed for generations, embodying credibility, stability, and fairness.

INTEGRITY

We are committed to the highest standards of ethics and integrity throughout our company. This is a key requirement for employees to succeed within our organisation.

LEARNING CULTURE

We foster an active, professional exchange of knowledge and expertise among our employees by providing an open environment for our multicultural, multilingual, and geographically diverse staff.

Our Success Factors

The long-term strategy of Diethelm Keller Group and the balance of risk exposure are determined by the shareholders to safeguard the long-term viability of our company. The responsibility and the authority to operate our various businesses are delegated to the operating units, which enjoy a high degree of entrepreneurial freedom. Our success is based on key business principles to which we strictly adhere.

LONG-TERM FINANCIAL ORIENTATION

We are strategic investors in our various businesses. Sustainable profitability combined with a conservative dividend policy allow our companies to grow on a long-term basis.

OPERATING AUTONOMY

Our operating units can rely on a high degree of entrepreneurial and financial autonomy in the implementation of their long-term strategies. Each entity is responsible for its financial performance and is allowed to retain sufficient profits to enable a long-term growth strategy.

COMMITMENT TO CUSTOMERS

We are fully committed to the products and services we provide and distribute. With our know-how, reliability, and efficiency, we make sure that our customers' interests are optimally served.

SUSTAINABILITY

We pursue a long-term strategy of sustainable growth. We integrate economic, environmental, and social considerations into our decision-making processes.

Selected Milestones

1950s

Diethelm & Co. Ltd. began to offer travel services in Southeast Asia.

In 1955, Diethelm & Co. Ltd. acquired Wetrok developing cleaning, care, and sealing products.

1970s

The Group took over STA Travel, a global leader in student and young adult travel, established in Australia.

1980s

The Group expanded its portfolio by acquiring Zyliss, a Swiss manufacturer of kitchen appliances founded in 1951.

2000

Diethelm & Co. and Ed. Keller Ltd. joined forces to found Diethelm Keller Holding Ltd. (DKH). The companies' Asian trading activities were then consolidated under Diethelm Keller Services Asia Ltd.

2002

Diethelm Keller Services Asia Ltd. and SiberHegner Holding Ltd. merged to form DKSH Holding Ltd. (DKSH).

2006

Diethelm Keller Group extended its portfolio of household brands by adding Cole & Mason and Culinare.

2012

DKSH initiated a public listing. Diethelm Keller Holding reduced its ownership to below 50% and returned to being a predominantly family-owned holding company.

The Group acquired Angela Bruderer, a Switzerland-based multichannel distributor of consumer goods.

2013

Diethelm Keller Travel entered into a partnership with Globetrotter, a leading outbound tour operator in Switzerland.

2014

With Gloster and Dedon as well as a significant stake in Garpa, the Group strengthened its position in the premium outdoor furniture sector.

The Diethelm Keller Group invested in Chimpy, a power bank rental service company.

2015

Diethelm Keller Group established Diethelm Keller Real Estate to manage the Group's real estate portfolio.

2018

DKH invested in Bergos, an independent Swiss private bank.

Diethelm Keller Group entered into a joint venture with Travellers Autobarn, an Australian campervan rental company.

2019

The Group partnered with AdHoc, a German brand specialising in kitchen and dining accessories.

2020

Diethelm Keller Group streamlined its portfolio by exiting the travel sector.

The Group invested in Swissmar, a distributor of household and cookware in North America.

2023

Grillfürst, Europe's largest barbecue retailer, joined Diethelm Keller Group.

2024

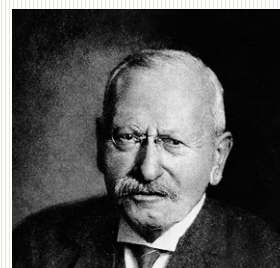
Diethelm Keller Group invested in Flummox, a Swiss-based e-commerce platform for consumer brands.

Diethelm Keller BBQ Brands invested in Burn Outdoor Kitchen, a German manufacturer of premium outdoor kitchens.

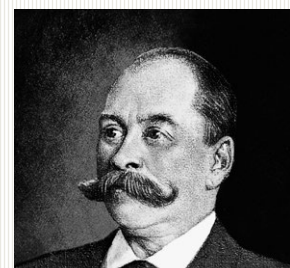
The Group established Eggbühl Immobilien, an in-house property management company.

2025

Diethelm Keller Group entered into a partnership with BBQ King, a producer of seasoning blends in Germany.



Wilhelm Heinrich
Diethelm
(1848–1932)



Eduard Anton
Keller
(1848–1908)

In the late 1860s, Wilhelm Heinrich Diethelm and Eduard Anton Keller ventured to the Far East, with Diethelm settling in Singapore and Keller in the Philippines. In 1887, Wilhelm Heinrich Diethelm purchased a majority shareholding in Singapore-based Hooglandt & Co., while Eduard Anton Keller acquired Lutz & Co. in the Philippines.

Professional Standards: Governance Structure

Diethelm Keller Holding Ltd. (DKH), owned by Diethelm Keller Group Ltd., is a privately held organisation whose principal shareholders are the descendants of the founders.

DKH is fully committed to the principles of good corporate governance, maintains a professionally structured Board of Directors and applies uniform reporting standards.

DIETHELM KELLER HOLDING LTD.

BOARD OF DIRECTORS

Andreas W. Keller, Chairman
Adrian T. Keller, Vice Chairman
Rudolf Ehrbar
Peter Fankhauser
Joy A. Keller¹

ADVISORY BOARD

Peter Fankhauser, Chairman
Alexandra S. A. Keller
Flora A. Keller
George A. Keller
Joy A. Keller
Max-Gustav A. Keller
Julie von Wedel-Keller

AUDIT COMMITTEE

Rudolf Ehrbar, Chairman
Adrian T. Keller

INVESTMENT COMMITTEE

Thomas Aebischer, Chairman
Daniel Beksa
Adrian T. Keller
Andreas W. Keller
George A. Keller
Max-Gustav A. Keller

EXECUTIVE MANAGEMENT

Thomas Aebischer, Chief Executive Officer
Daniel Beksa, Chief Financial Officer
Daniel Jagmetti, Corporate Secretary

AUDITOR

BDO Ltd., Zurich

¹ as of April 2026

Organisational Structure

DIETHELM KELLER GROUP LTD.

DIETHELM KELLER HOLDING LTD.

OPERATING UNITS

DIETHELM KELLER
PREMIUM BRANDS
Ownership 93%

DIETHELM KELLER
HOUSEHOLD BRANDS
Ownership 100%

DIETHELM KELLER
BBQ BRANDS
Ownership 50%

DIETHELM KELLER
INDUSTRIAL
Ownership 100%

DIETHELM KELLER
INVESTMENTS
Ownership 100%

REAL ESTATE

EGGBÜHL IMMOBILIEN
Ownership 100%

EDAK GEWERBEZENTRUM
Ownership 100%

STRATEGIC HOLDINGS

DKSH HOLDING LTD.
Ownership 45%

BERGOS
Ownership 24%

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