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Media release

k kiosk, Press & Books and cigo become FlixBus ticket counters

Valora is bringing Europe closer to its customers. Travellers can now buy FlixBus tickets for long-distance bus journeys at sales outlets of k kiosk and Press & Books in Switzerland and of k kiosk and cigo in Germany. Valora is thereby further expanding the range of comfortable services offered by its sales outlets.

The rollout of the offer started on Monday at selected sales outlets in major cities and will be gradually extended over the coming weeks to the approximately 900 sales outlets of k kiosk and Press & Books in Switzerland as well as the approximately 670 sales outlets of k kiosk and cigo in Germany.

Buying a FlixBus ticket couldn't be easier: at the counter, travellers simply have to indicate their points of departure and arrival, the date of their trip and the number of passengers. After selecting the required connection, customers receive a receipt which serves as their ticket for the bus journey. Valora developed the booking system in cooperation with Own.Solutions.

The sale of FlixBus tickets is another new service offered by Valora at its retail outlets. The sales outlets of Valora Retail have increasingly evolved into service centres in the past few years with the constant addition of new services such as the renting out of umbrellas and Chimp power banks loaded with solar electricity as well as new payment and pick-up/drop-off options.

This media release is available online at www.valora.com/newsroom.

If you have any questions, please do not hesitate to contact:

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About Valora

Each and every day, around 15,000 employees in the Valora network work to brighten up their customers' journey with a comprehensive foodvenience offering – nearby, quick, convenient and fresh. The around 2,700 small-scale points of sale of Valora are located at highly frequented locations in Switzerland, Germany, Austria, Luxembourg and the Netherlands. The company includes, among others, k kiosk, Brezelkönig, BackWerk, Ditsch, Press & Books, avec, Caffè Spettacolo and the popular own brand ok.– as well as a continuously growing range of digital services. Valora is also one of the world's leading producers of pretzels and benefits from a well-integrated value chain in the area of baked goods. In 2020, Valora generated annual external sales of CHF 2.2 billion. The Group's registered office is in Muttenz, Switzerland. The registered shares of Valora Holding AG (VALN) are traded on SIX Swiss Exchange AG.

More information is available at www.valora.com.

About FlixBus

FlixBus is a mobility provider, offering new alternatives for convenient, affordable and environmentally-friendly travel via the FlixBus and FlixBus brands. Thanks to a unique business model and innovative technology, the start-up has quickly established Europe's largest long-distance coach network and launched the first green long-distance trains in 2018. Since its start in 2013, FlixBus has changed the way people travel throughout Europe and created thousands of new jobs in the mobility industry.

More information is available at www.flixbus.com.