



Press Release

Oetker Group integrates central digitization projects of Oetker Digital

<Bielefeld, July 10, 2025> Oetker Digital GmbH, which acts as an internal service provider for the acceleration of the digitization of the companies of the Oetker Group, will end its business operations on December 31, 2025, after a successful 9-year operation. Oetker Digital GmbH will integrate central digitization projects into group companies in order to develop a more closely interlinked effect there.

Since its foundation in 2016, Oetker Digital GmbH has actively supported the Oetker Group companies on their journey toward the digital future. As a partner, she strengthened the group's established brands and offered digitization and data skills that have sustainably improved the digital performance of the group companies and enabled them to successfully evolve in the digital age. To this end, Oetker Digital GmbH also introduced projects and products to accelerate data-driven transformation and decision-making in the Oetker Group.

Thanks to the successful activities of Oetker Digital GmbH, digitization has now become daily business in the companies of the entire Oetker Group. Against this backdrop, the Group Management of the Oetker Group has



decided to discontinue Oetker Digital GmbH's business operations by the end of the year. As many employees as possible should be given the opportunity to find new employment in the digital environment within the Group: This is particularly the case with Dr. Oetker Nahrungsmittel, among other things, for the maintenance of the international websites and also for OEDIV Oetker Daten- und Informationsverarbeitung KG, which is expanding its product range for its customers to include data and AI expertise and is also increasingly taking over IT governance functions for the group. The Berlin office of Oetker Digital GmbH will be available to the companies of the Oetker Group as a co-working space in the future.

"In recent years, Oetker Digital GmbH has done excellent work in establishing and accelerating digitization in our group companies. This task has now been successfully completed through the establishment of sector-specific digital strategies and competencies. I would like to thank all employees for their commitment to the many and successful digitization projects within our Group and wish them all the best for the future," says Ute Gerbaulet, Member of the Group Management of the Oetker Group and Chairwoman of the Advisory Board of Oetker Digital GmbH.

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