



## Hostess Brands, Inc.

Hostess Brands, Inc. (NASDAQ: TWNK) is a leading sweet snacks company with 2021 annual net sales exceeding \$1.14 billion and a portfolio of iconic brands, some of which are more than 100 years young, as well as new on-trend snack innovations.

Over the last five years through 2021, the company has increased market share by 430 basis points while delivering top-tier net revenue and peer-leading margin growth. With a new mission — to inspire moments of joy by putting our hearts into everything we do — and a strong foundation, we believe that Hostess Brands is well positioned to capitalize on consumer snacking trends and deliver on the following long-term financial targets:

- Mid-single digit organic revenue growth
- 5-7% EBITDA growth
- 7-9% earnings per share growth

### ***Iconic Brands***

The Hostess® brand has high awareness and its products are beloved by people of all ages. Hostess® cupcakes are the No. 1 cupcake brand in the U.S. Its Donettes® brand is America's No. 1 mini donut, a half-billion-dollar brand. The Voortman® brand, which was acquired by Hostess Brands in January 2020, ranks No. 1 in sugar-free cookies and No. 1 in crème wafers in the U.S.

The Hostess Brands' lineup includes:

- Hostess® Twinkies®
- Hostess® CupCakes — America's No. 1 cupcake brand\*
- Hostess® Donettes® — America's No. 1 mini donut\* brand
- Hostess® Jumbo Donettes®
- Hostess® Ding Dongs®
- Hostess® Zingers®
- Hostess® HoHos®
- Voortman® cookies — the No. 1 sugar-free cookie brand and the No. 1 crème wafer brand in the U.S.\*

\* Based on independent national retail sales data 52 weeks ending April 30, 2022

### ***Growth through Innovation***

As a pure-play snacking-focused growth company, we believe that Hostess Brands is well-positioned to capitalize on increased consumer interest in snacking and drive growth through innovations around five key snacking occasions that represent an addressable market that we estimate totals more than \$50 billion in annual retail sales. Sales of new products launched in 2019 through 2021 accounted for 16% of total sales in 2021.

Among its new products and formats are:

- Hostess® Bouncers™
- Hostess Cr!spy Minis®
- Hostess Boost® Jumbo Donettes®, which contain slightly less caffeine (50-70 milligrams) than one cup of coffee
- Hostess® Baby Bundts
- Hostess® Devil's Food Jumbo Honey Bun
- Hostess® Muff'n Stix
- Voortman® Sugar Free Mini Cookies
- On-the-go sharable packs of favorite Hostess brands and larger single-serve varieties for impulse buyers

### ***Available Everywhere***

Hostess Brands has enjoyed sustained point-of-sale and market share growth, thanks in part to its extensive availability in North America. Hostess® products are sold in grocery stores, mass retailers, dollar stores, club stores, drug stores and convenience stores across the United States. Voortman® products are sold in grocery stores, mass retailers, dollar stores, club stores, drug stores and convenience stores across the United States and Canada.

### ***Employees***

As of December 2021, Hostess Brands employs approximately 2,600 people. In keeping with its “people-first” approach, in January 2022 the company rewarded its nearly 2,000 bakery and distribution center employees with bonuses of up to \$750 each to show its gratitude for their hard work, tenure and passion toward achieving the Hostess Brands mission every day. The company was recently recognized by Forbes on its list of “America’s Best Midsize Employers 2022,” ranking in the top 10 among the 19 food and beverage companies that made the list.

### ***Corporate Social Responsibility***

In 2021, Hostess established an Environmental, Social and Governance Committee overseen by the Nominating and Governance Committee of the company’s board of directors. The committee and senior management adopted a program to report the company’s performance on environmental, social and governance criteria pursuant to Sustainability Accounting Standards Board standards. The company published its second Corporate Responsibility Report in May 2022.

### ***Forward-Looking Statements***

This document contains statements reflecting our views about the future performance of the company that constitute “forward-looking statements” that involve substantial risks and uncertainties. Forward-looking statements are generally identified through the inclusion of words such as “believes,” “expects,” “intends,” “estimates,” “projects,” “anticipates,” “will,” “plan,” “may,” “should” or similar language. Statements addressing our future operating performance and statements addressing events and developments that we expect or anticipate will occur are also considered forward-looking statements. All forward-looking statements included herein are made only as of the date hereof. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

As a result of a number of known and unknown risks and uncertainties, the company's actual results or performance may be materially different from those expressed or implied by these forward-looking statements. Risks and uncertainties are identified and discussed in Item 1A-

Risk Factors in the company's annual report on Form 10-K for 2021 filed on March 1, 2022. All subsequent written or oral forward-looking statements attributable to us or persons acting on the company's behalf are expressly qualified in their entirety by these risk factors.

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