



# KOFOLA ČESKOSLOVENSKO IH16 RESULTS

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1 August 2016





## CONTENT

- Kofola Group
- Results
- Markets, trends and strategy
- Profile and history
- Shares and shares price
- Contact



# KOFOLA GROUP KEY HIGHLIGHTS



- no. 2 player on the soft drinks market
- 2nd most recognised brand in 2014 survey
- 3rd most recognised company in 2016 survey



- no. 1 player in the soft drinks market in both Retail & HoReCa



- no. 2 syrup brand
- no. 3 cola brand
- one of leading private label soft drinks producers

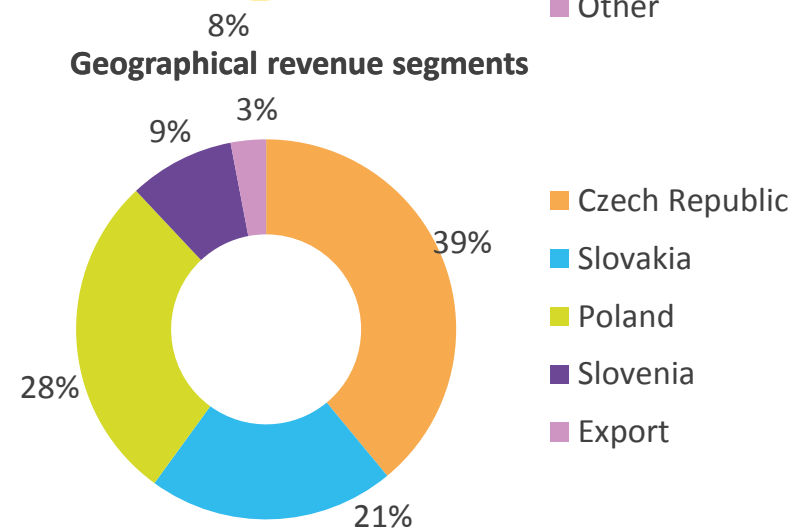
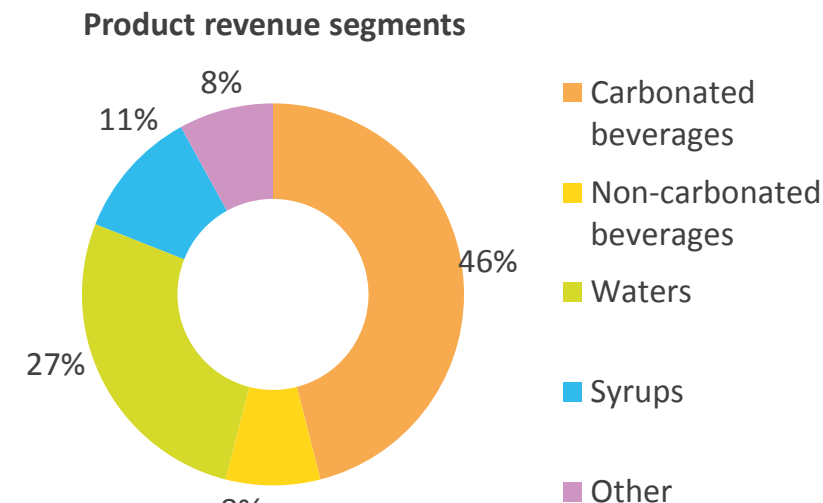
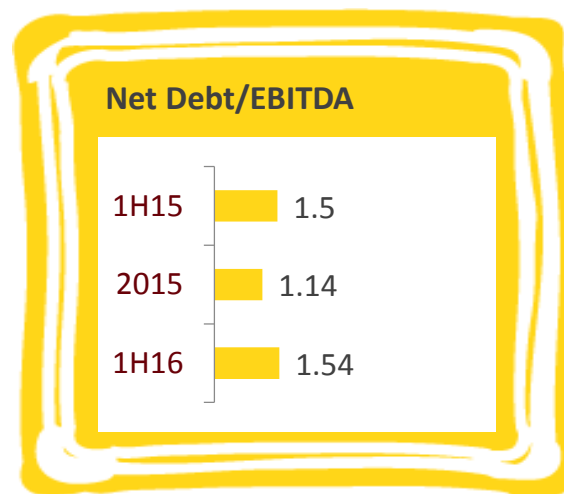
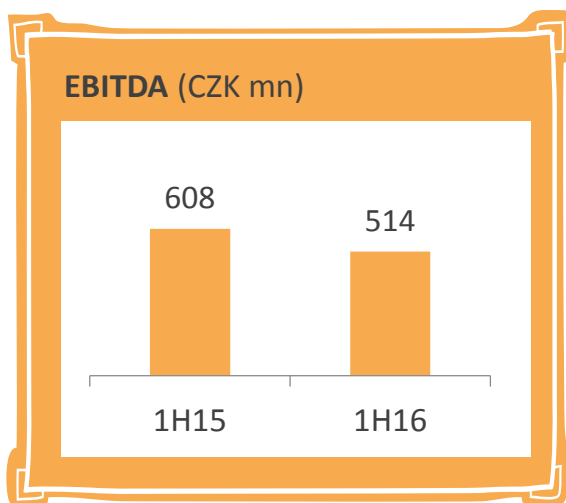
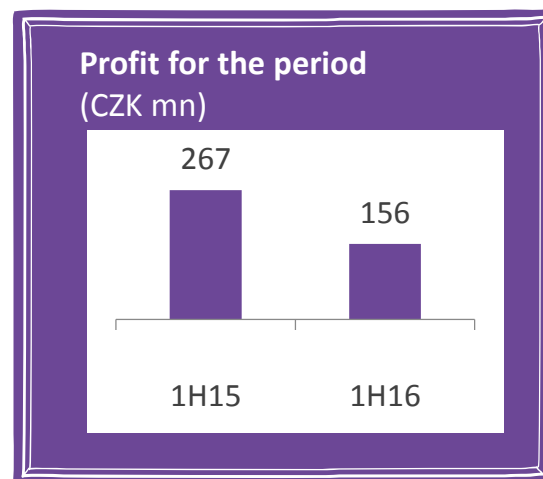
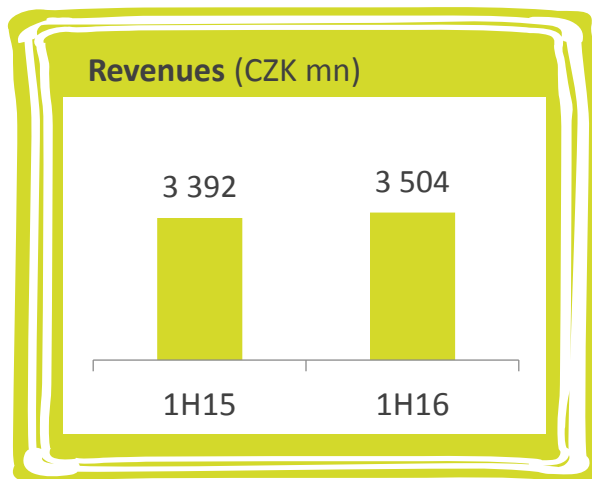


- no. 1 player on the soft drinks market in Slovenia
- no. 1 water brand in both Retail & HoReCa





# KOFOLA GROUP KEY HIGHLIGHTS\*



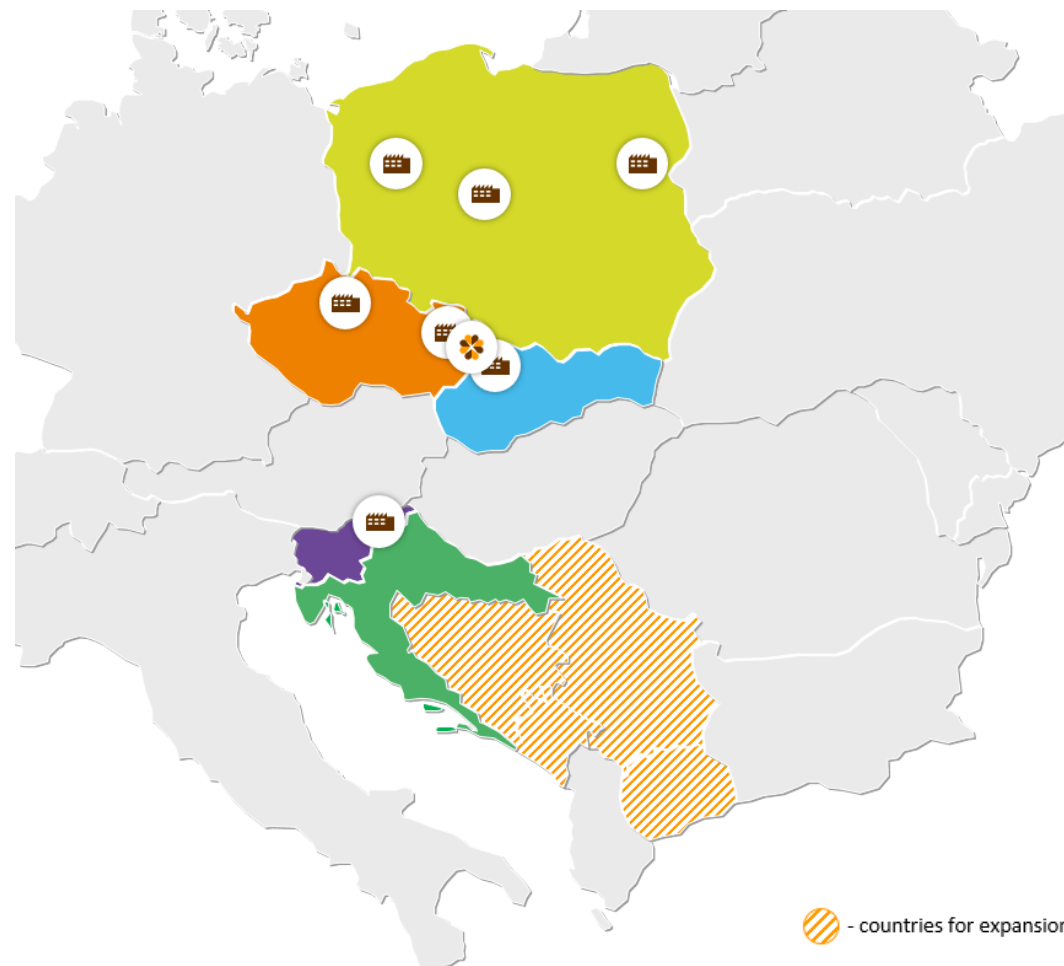
# KOFOLA GROUP KEY HIGHLIGHTS

## KEY FINANCIAL DATA [MCZK]

Segment revenues	1H16	%
Carbonated beverages	1 598.6	46%
Waters	948.4	27%
Syrups	375.0	11%
Non-carbonated beverages	289.1	8%
Other	293.3	8%
Total	3 504.4	100%

EBITDA*	514.0
Total assets	8 451.9
Equity	2 983.4
Net debt	1 550.2
Net debt/12mEBITDA**	1.51
Net debt/Equity	0.52

EPS attributable to shareholders of Kofola ČeskoSlovensko *[CZK/share]	7.0
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\* adjusted for one-offs

\*\* EBITDA adjusted for one-offs and annualised for Radenska

# OUR MAIN BRANDS



# NEW PRODUCTS IN 2016



## Kofola Apricot 1.5l – new format



Apricot Kofola is now available in 1.5l PET bottles.



## Top Topic Lemon 1.5l, 0.5l



Popular Top Topic has new refreshing taste – lemon. The product is available in PET bottles of 1.5l and 0.5l.



## Kofola Melon 0.5l



Kofola family has new member. The melon joins the original, apricot, citrus, cherry, extra herbs, vanilla and guarana flavours. The product is available in PET bottles of 0.5l.



## Semtex pomegranate



New taste of energy drink Semtex – pomegranate will support strong growth on the Czech and Slovak market.



## Radenska 1.5l, 0.5l, 0.25l – new market



Radenska Original is now available on Slovak market in 1.5l PET, 0.5l PET and 0.25l glass bottles.



## Arctic flavoured waters



Arctic low sparkling flavoured waters – orange, lime & mint, grapefruit - are available on the Polish market.

# NEW PRODUCTS IN 2016



## **Paola Super Barman – Blue Curacao, Mojito, Grenadine 0.97l**



Paola Super Barman, syrups dedicated for gastro segment, are now available in flavours Blue Curacao, Mojito and Grenadine in 0.97l bottles on the Polish market.



## **Radenska Orange, Mint&Lemon, Raspberry**



Radenska has now new flavours – Orange, Mint&Lemon and Raspberry – available in 1.5l PET, 0.5l PET and 0.25l glass formats on the Slovenian market.



## **Jupík Orange 0.33l**



Jupík Orange, new taste of children drink, is now available in 0.33l PET bottles on the Polish market.



## **Oaza Thyme, Linden**



New tastes of Oaza waters are available in 1.5l PET and 0.5l PET bottles on the Slovenian market.



## **Nara, Inka, Vočko – new brands**



Nara (orange lemonade), Inka (tonic water) and Vočko (syrups) are now part of the Group's portfolio for Croatian market.



## **Jupí, Melon Mojito**



New taste of Jupí syrup in 0.75l PET bottles on Czech and Slovak market.

*The Group also produces and distributes PepsiCo products on the Croatian market since the beginning of 2016.*



# MAIN EVENTS 2016

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Since January 2016, the Group became an exclusive producer and distributor of PepsiCo portfolio products in the Croatian market. The cooperation with PepsiCo in the Slovenian market has functioned for more than 20 years.

## **Expansion in the Adriatic region**

In the first quarter of 2016, the Group acquired the brands Voćko, Nara and Inka from the Croatian non-alcoholic drinks producer Badel 1862. The Group also became a distributor of Badel's drinks in HoReCa segment.

These opportunities represent an extension of the Group's portfolio in the Croatian market and a further expansion of the Group's presence in the region.

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On 28 July 2016, the Group announced the conclusion of the squeeze-out procedure of Radenska d.d.'s minority shareholders, who held 2.38% of shares. Kofola holdinška družba d.o.o. became a sole shareholder of Radenska d.d.

## **Changes in the structure**

On 1 August 2016, the court registered the cross-border merger of Kofola ČeskoSlovensko a.s., Kofola CS a.s., Kofola S.A., Kofola holdinška družba d.o.o. and PINELLI spol. s r.o. The Group's structure will be very efficient and will enable a fast dividend stream from business entities directly to the top holding company.

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## **Consolidation of production in Poland**

On 27 July 2016, the Hoop Polska management announced its plan to restructure the company, concerning concentration of production in two plantss and end of activity in the plant in Bielsk Podlaski. The decision to consolidate capacity will help to maintain high quality and strengthen the competitiveness of the company in the coming years.





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# MARKET CONDITIONS IN 2016

## MACROECONOMICS

- increasing household consumption
- decreasing household unemployment and increasing real wages
- slight increase of sugar price

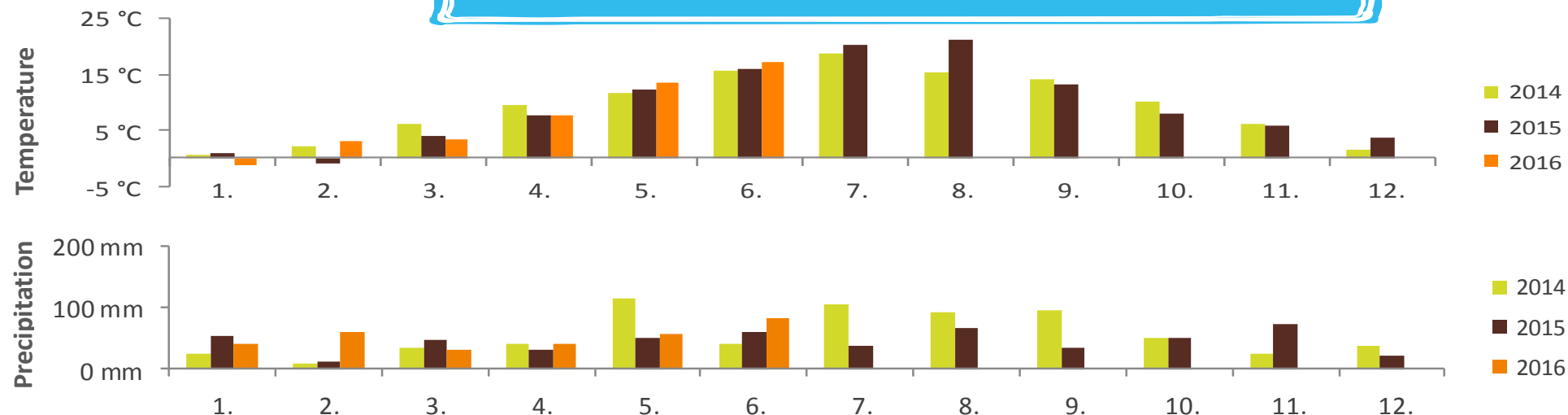
## MARKET / COMPETITION

- stabilisation of consumption in the most profitable gastro segment
- faster increase of turnover in discount chains

## REGULATION

- stable environment

## WEATHER IN THE CENTRAL EUROPE



# RESULTS OF KOFOLA GROUP

Reconciliation of reported and adjusted results	Reported CZK mn	One-offs CZK mn	Adjusted CZK mn
Revenue	3 504.3	-	3 504.3
Cost of sales	(2 139.0)	-	(2 139.0)
<b>Gross profit</b>	<b>1 365.3</b>	-	<b>1 365.3</b>
Selling, marketing and distribution costs	(942.4)	18.0 *	(924.4)
Administrative costs	(226.3)	11.8 **	(214.5)
Other operating income/(expense), net	30.7	-	30.7
<b>Operating result</b>	<b>227.3</b>	<b>29.8</b>	<b>257.1</b>
<b>EBITDA</b>	<b>484.2</b>	<b>29.8</b>	<b>514.0</b>
Finance costs, net	(56.3)	-	(56.3)
Income tax	(41.6)	(3.4)	(45.0)
<b>Profit for the period</b>	<b>129.4</b>	<b>26.4</b>	<b>155.8</b>
- attributable to shareholders of the parent	129.3	26.4	155.7



## ONE-OFF TRANSACTIONS

- \* Provision for impairment of financial receivable – a Czech operation incurred net costs of CZK 18 000 thousand relating to the provision for impairment of financial receivable from an eshop project. Tax applies at 19%.
- \*\* Merger costs and acquisition costs – a Czech operation incurred costs of CZK 6 582 thousand relating to the cross-border merger advisory, plus a Slovenian operation incurred cost of CZK 5 191 thousand relating to the acquisition advisory.

Please note that only adjusted results are commented in the whole presentation, unless stated otherwise.



# RESULTS OF KOFOLA GROUP\*

Results comparison	1H16	1H15	Change	Change
	CZK mn	CZK mn	CZK mn	%
Revenue	3 504.3	3 392.1	112.2	3.3%
Cost of sales	(2 139.0)	(2 002.0)	(137.0)	6.8%
<b>Gross profit</b>	<b>1 365.3</b>	<b>1 390.1</b>	<b>(24.8)</b>	<b>(1.8%)</b>
Selling, marketing and distribution costs	(924.4)	(864.8)	(59.6)	6.9%
Administrative costs	(214.5)	(184.9)	(29.6)	16.0%
Other operating income, net	30.7	22.8	7.9	33.8%
<b>Operating result</b>	<b>257.1</b>	<b>363.2</b>	<b>(106.1)</b>	<b>(29.2%)</b>
<b>EBITDA</b>	<b>514.0</b>	<b>608.1</b>	<b>(94.1)</b>	<b>(15.5%)</b>
Finance costs, net	(56.3)	(37.8)	(18.5)	48.9%
Income tax	(45.0)	(58.5)	13.5	(23.1%)
<b>Profit for the period</b>	<b>155.8</b>	<b>266.9</b>	<b>(111.1)</b>	<b>(41.6%)</b>
- attributable to shareholders of the parent	155.7	265.1	(109.4)	(41.3%)

\*adjusted for one-offs

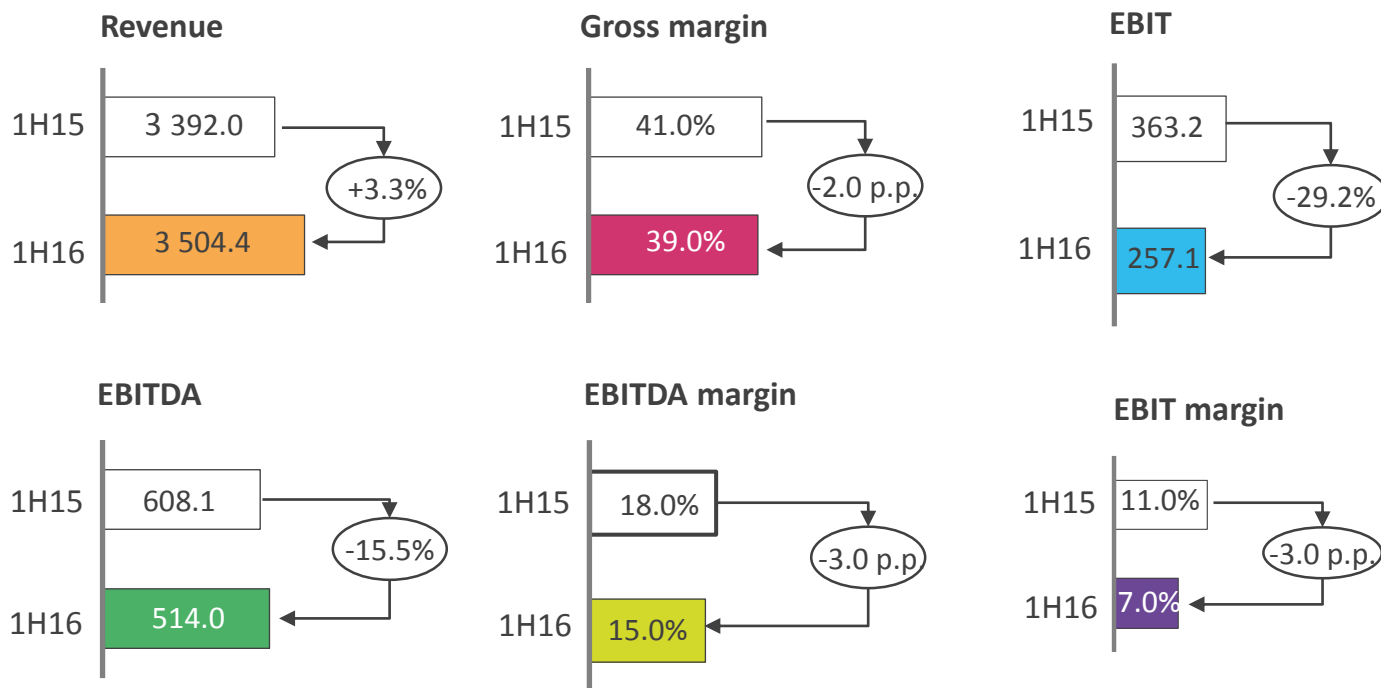
## HIGHLIGHTS

- Revenue increase attributable mainly to Radenska, Rauch and UGO.
- EBIT decreased by CZK 106 mn, driven mainly by decreased sale in Poland, plus Radenska still spends expansion costs that will translate in revenue in coming periods.
- EBITDA decreased by 15.5 %.
- Net finance costs increased mainly due to less favourable exchange differences, revaluation of derivatives and interest costs from Radenska acquisition loan.



# RESULTS OF KOFOLA GROUP\* [MCZK]

## COMMENTS ON 1H16 RESULTS



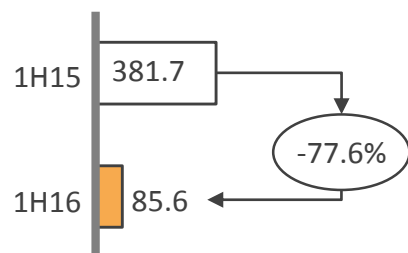
- Revenue positively influenced mainly by Radenska acquired in March 2015 and Rauch products.
- Revenue grew significantly at the core CzechoSlovak market by 10%, Adriatic region grew like-to-like and thanks to PepsiCo distribution in Croatia by 7.1%, Poland still finding balance between sales volume and sales profitability with revenue decreased by 20%.
- EBIT decreased by CZK 106 mn mainly due to decreased sale in Poland, plus Radenska still spends expansion costs.
- Improving efficiency of direct distribution in the Czech Republic and an extending sales support in Adriatic region are base for further improvement of profit ratios.
- UGO fresh and salad bars increased revenue by 68% growing like-to-like and through new fresh and salad bars.



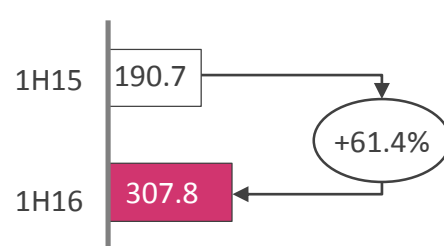
# RESULTS OF KOFOLA GROUP\* [MCZK]

## CASH FLOW AND NET DEBT

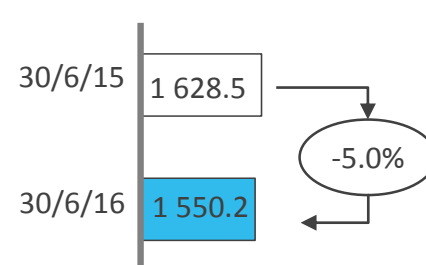
### Cash flows from operations



### CapEx

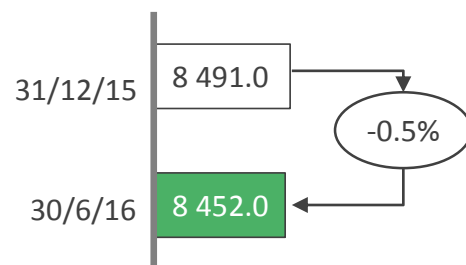


### Net debt

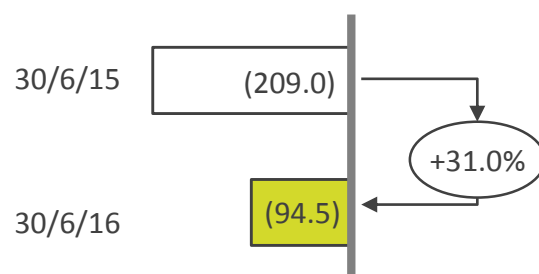


- Operating cashflow decreased mainly due to increased working capital and worsened performance in Poland.
- With CapEx increased by 61.4% the Group shows consistent approach to invest and innovate.

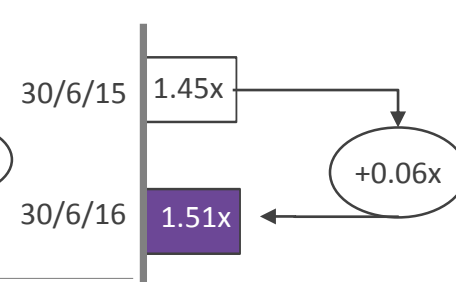
### Total assets



### Working capital



### Net debt/EBITDA \*\*

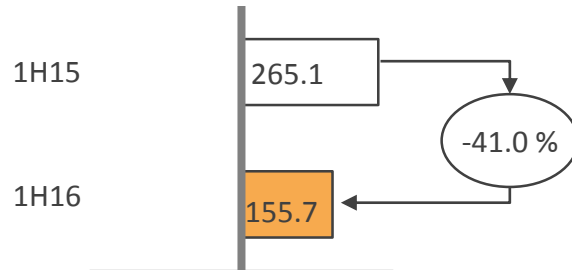


NET DEBT/EBITDA 1.54x

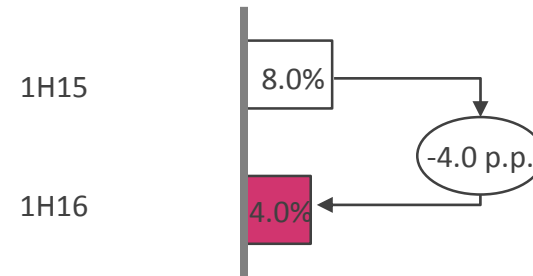


# RESULTS OF KOFOLA GROUP\*[MCZK]

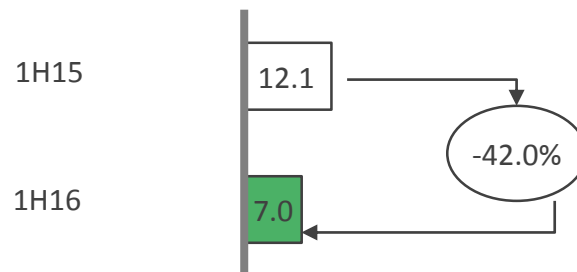
## Net profit attributable to shareholders of Kofola ČeskoSlovensko



## Net margin



## EPS attributable to shareholders of Kofola ČeskoSlovensko [CZK/share]



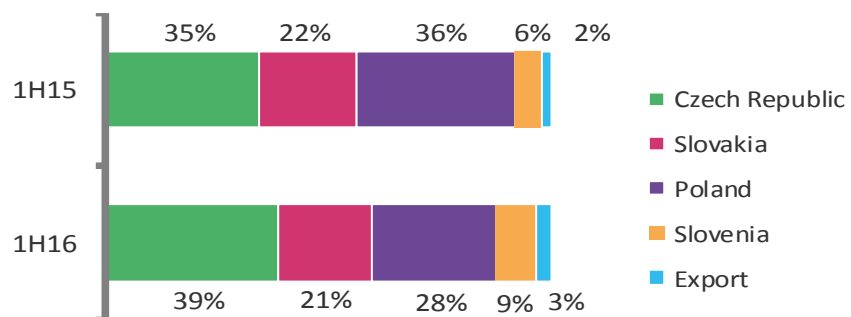
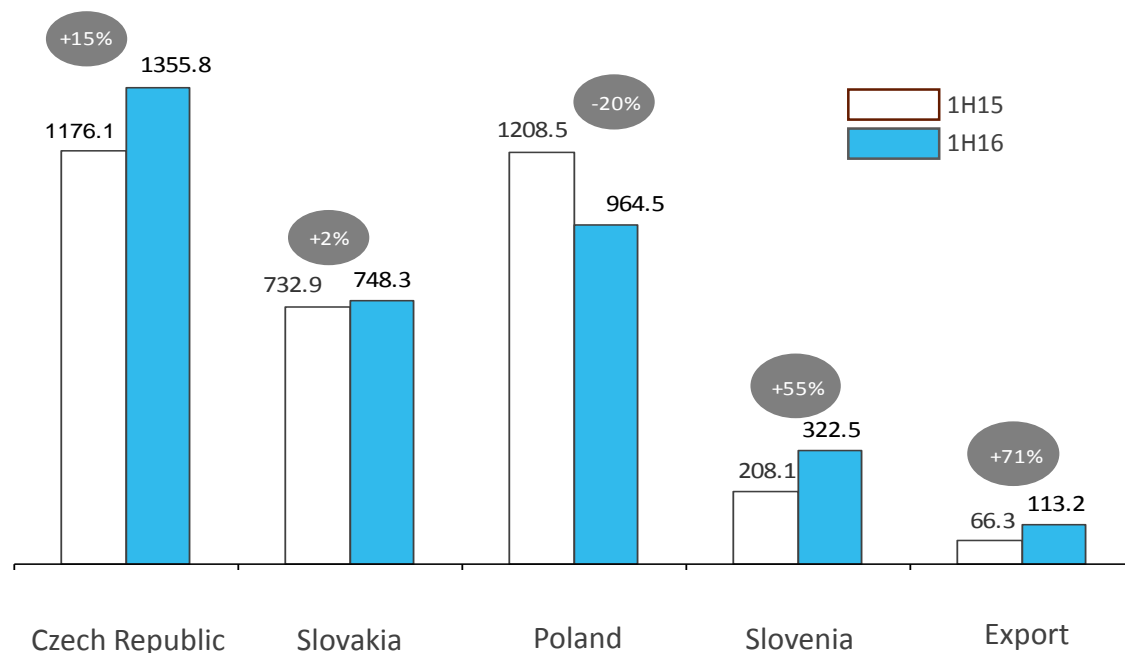
## PROFIT FOR THE PERIOD

- Net profit ratios affected by decreased result in Poland, increased costs from building the sales team and increased marketing costs in Radenska and increased net finance costs mainly due to less favourable exchange differences, revaluation of derivatives and interest costs from Radenska acquisition loan.
- EPS 7.0 CZK/share.



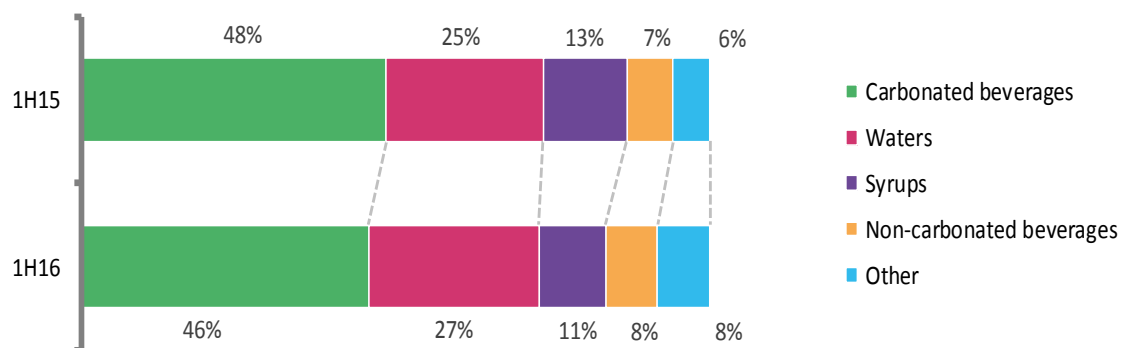
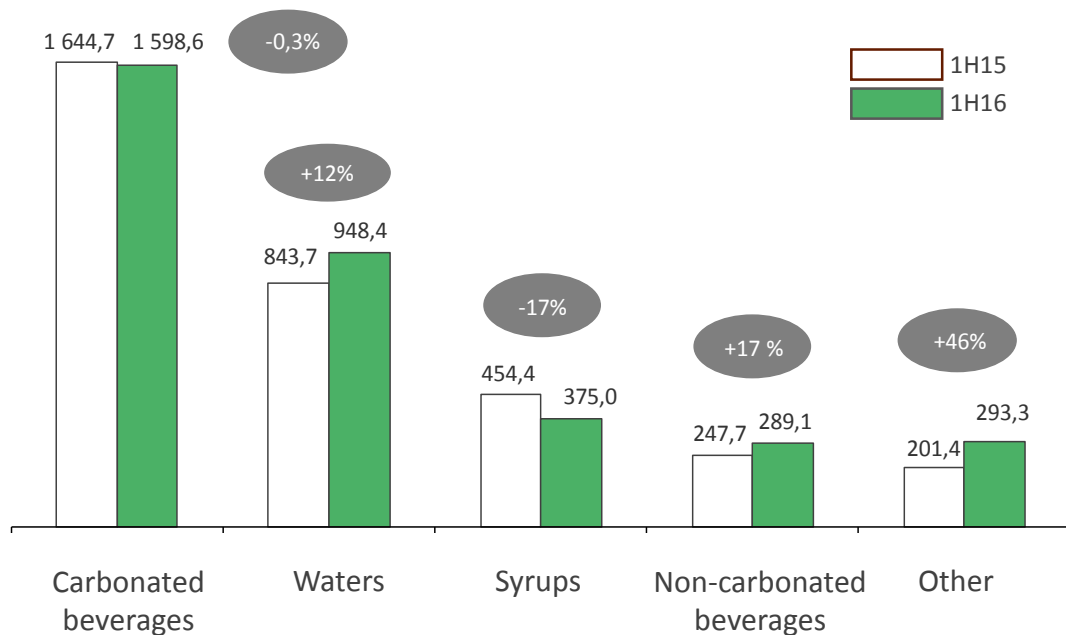


# GEOGRAPHICAL SEGMENT SALES [MCZK]



- Czech Republic**  
 Revenues increased by 15%. Increase driven mainly by production and distribution of Rauch products, increased sales of brands Kofola and Semtex. Sales in all segments (Retail, Gastro, Impulse) grew by double digits. Fresh bars UGO generated increased revenue by 68%.
- Slovakia**  
 Revenues increased by 2%, driven mainly by Rauch products and Vinea, and improved sales in Gastro segment.  
 In 1H16, Kofola SK continued to have a clear leading position in the retail segment as well as HoReCa segment in terms of market share.
- Poland**  
 Revenue decreased by 20% caused mainly by lower sales of private labels. Focus on improving the margins on our products in Poland despite the possibility of losing some part of the volume sold persists.
- Slovenia**  
 Radenska acquired in March 2015 shown increased revenue by 55%, 7.1% like-to-like increase, also thanks to PepsiCo distribution in Croatia. Radenska holds its clear leading position in Waters segment.

# PRODUCT SEGMENT SALES [MCZK]



- **Carbonated beverages**

Increased Carbonated beverages segment in the Czech Republic, Slovakia, Slovenia, decreased in Poland.

- **Waters**

Growing Water segment driven mainly by Slovenian Radenska. The Group is a leader of this segment in Slovakia and Slovenia.

- **Syrups**

Strong position in the Syrups segment – first position in the Czech Republic, second in Slovakia and Poland. Higher competition in syrups segment following the increased marketing activities of competitors mainly in the Czech Republic.

- **Non-carbonated beverages**

Strengthening position in the non-carbonated beverages segment driven mainly by distribution of Rauch products and UGO fresh bottles.

- **Other**

Significant increase in the Other segment mainly from growing revenues of both UGO fresh and salad bars and energy drink Semtex.
















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# SEGMENT POSITIONS\*

Legend:  Leader  Viceleader					
	PL	CZ	SK	SI	
<b>Cola beverages</b>	3			3	
<b>Carbonated beverages</b>	-	3			
<b>Waters</b>	-	4			
<b>Syrups and concentrates</b>				-	
<b>Beverages for children</b>	6			-	
<b>Energy drinks</b>	-	4	5	-	

## COMMENT

- Strong second position on Czech market and leading position on Slovak market.
- Strong position in carbonated beverages segment in Slovakia was achieved due to acquisition and further development of Vinea brand.
- No. 1 in the natural spring waters in Slovakia and Slovenia. Position achieved due to innovations.
- Jupi is clear leader in the syrup segment in the Czech Republic and viceleader in Slovakia thanks to introduced innovations. Second place of Paola syrup in Poland.
- Inovative activities in the segment of beverages for children on Czech and Slovak markets (Jupík, Jupík Aqua).
- Energy drink Semtex since acquisition in 2011 strengthens its position in the Czech Republic and Slovakia.



# APPROACH TO MARKET TRENDS AND DEVELOPMENT

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## Healthy food and beverages

- Gradual conversion of products to preservative-free, healthy innovations
- Promotion of healthy life style ([www.hravezijzdrave.cz](http://www.hravezijzdrave.cz), [www.hravozizdravo.sk](http://www.hravozizdravo.sk), [www.trzymajforme.pl](http://www.trzymajforme.pl))
- More healthy beverages (water, children's beverages) with lower sugar content compared to other competitors and beverages with herbs and tree extracts (Mr. UGO juices, fresh drinks)
- First drinks with stevia (natural sweetener - without calories) - Kofola bez cukru (Sugar free), Jupik with stevia.
- Hot filling and aseptic lines allowing the new products without preservatives (syrops, ice tea, beverages for children)

## Increasing amount of outdoor activities

- Focus on impulse products (portfolio enhancement)
- Development of cooperation with hotels, restaurants and catering (HoReCa)
- Increasing share of small formats in the product portfolio (most of the new formats are up to 0.5 litre)
- Increasing number of supplied restaurants (direct distribution in Slovakia since 2009, in the Czech Republic since 2014)
- Dedicated sales team for HoReCa clients in the Czech Republic

## Consolidation of retail and drift of volume to retail channel

- Strengthening brands to be more important for retailers
- Focus on terms and conditions with retailers
- Proper pack/channel tactics

# APPROACH TO MARKET TRENDS AND DEVELOPMENT

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## Consolidation of food and beverage producers

- Constant search for leads of unexplored brands (companies)
- Acquisition of Vinea, Citro Cola, Semtex, Mr. UGO, Mangaloo and Radenska in the last 7 years
- Long-term track record of successful development of acquired brands

## Globalisation and growing individualism

- Rollout of successful brands to other markets where the Group Companies operate
- Building and/or creation of brands with functional/emotional features
- Using production/distribution licenses, introduction of global brands (Rauch, Orangina, Pickwick Ice Tea, RC Cola, Evian, Badoit)
- Engaging the customers in the promotion of positive emotions related to the Group's brands
- Very successful own development and strong innovations
- Original approach to global marketing
- Our success comes from locally focused advertising



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# MISSION AND VISION

## MISSION

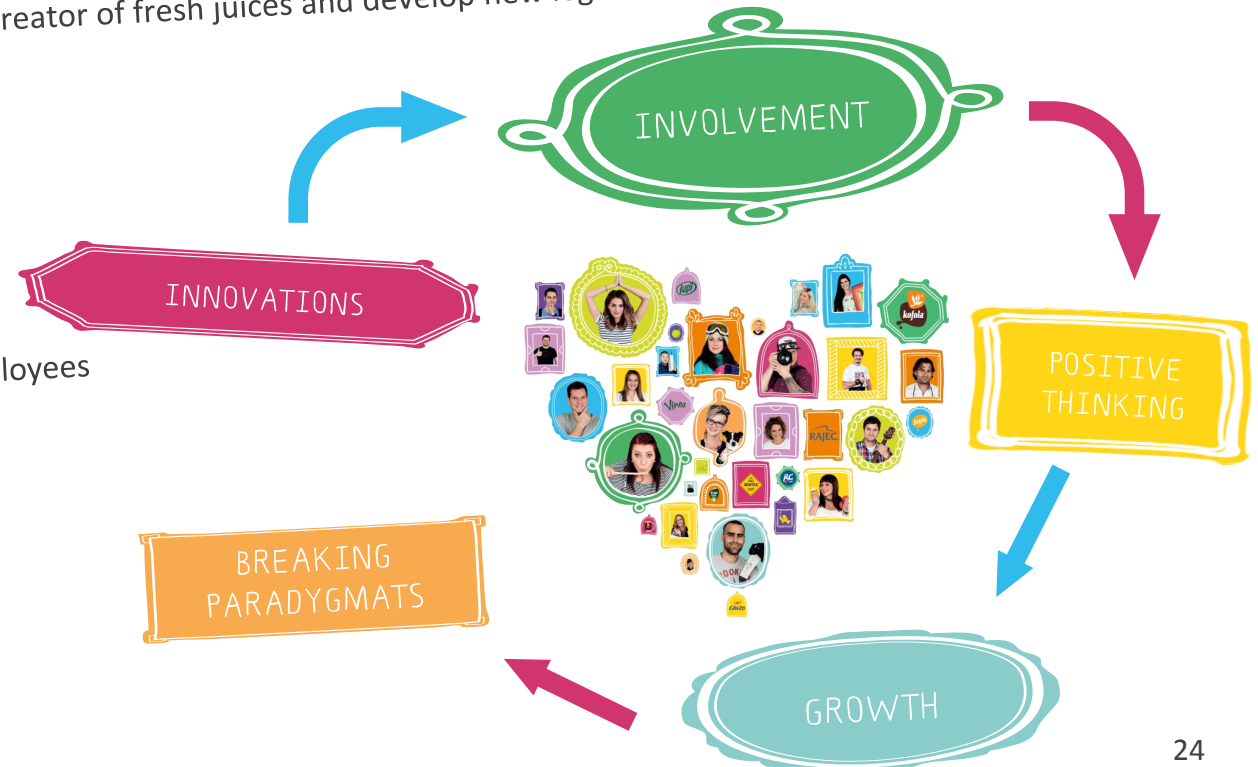
We are Kofola. With enthusiasm we strive for what is truly important in life: to love, to live healthy and always look for new ways.

## OUR CORE COMPETENCES ARE OUR DNA

- We aim to be one step ahead
- We are constantly looking for new opportunities to grow
- Our business is created by our consumers, customers, suppliers and employees
- We are bringing emotions
- We work where we are at home and we know the local culture

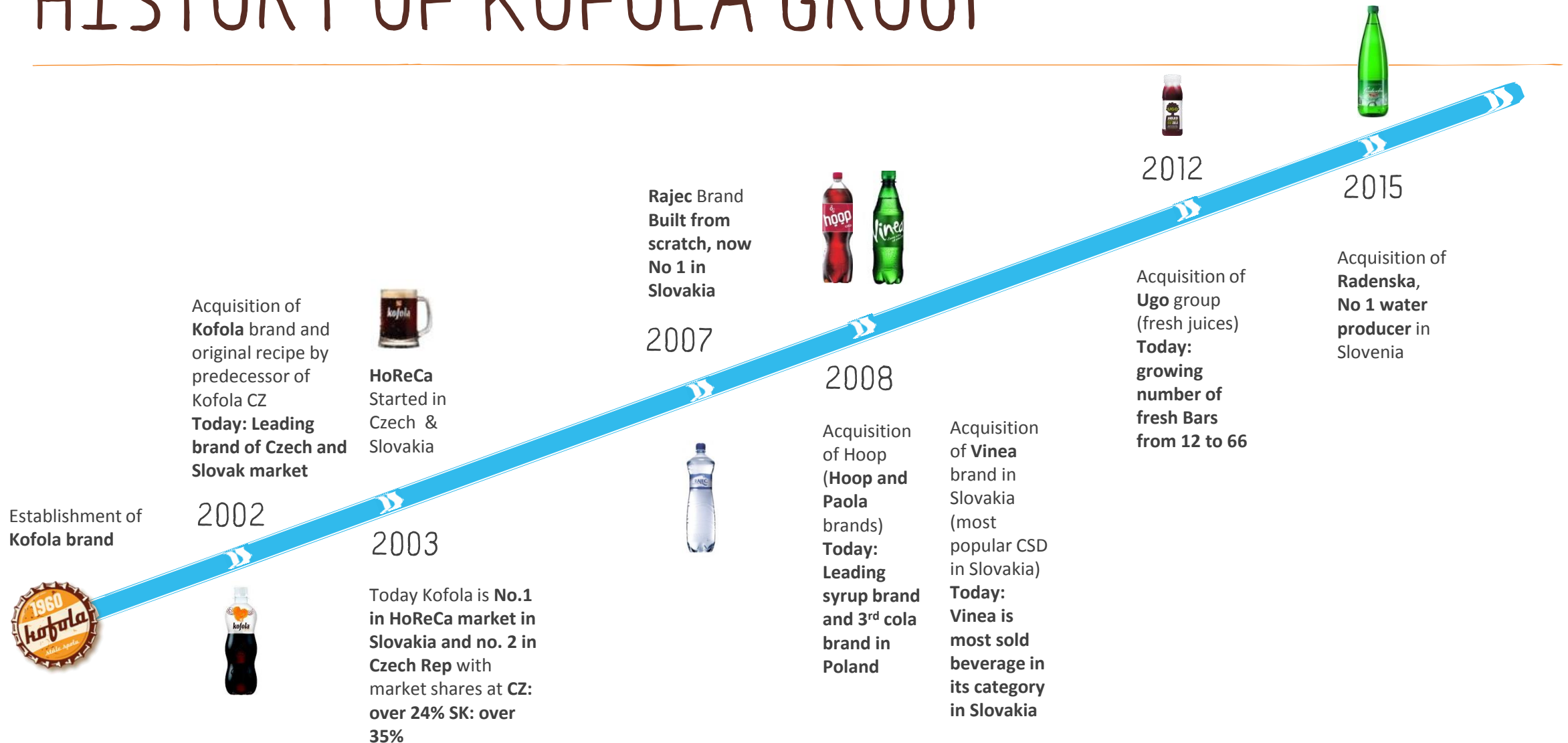
## VISION

By 2018 we want to become the soft drinks market leader in CzechoSlovakia, the fastest growing soft drink company in Poland, the market leader in Slovenia and successfully enter other Adriatic countries. We want to anchor UGO as the leader and creator of fresh juices and develop new leg of fresh food business.



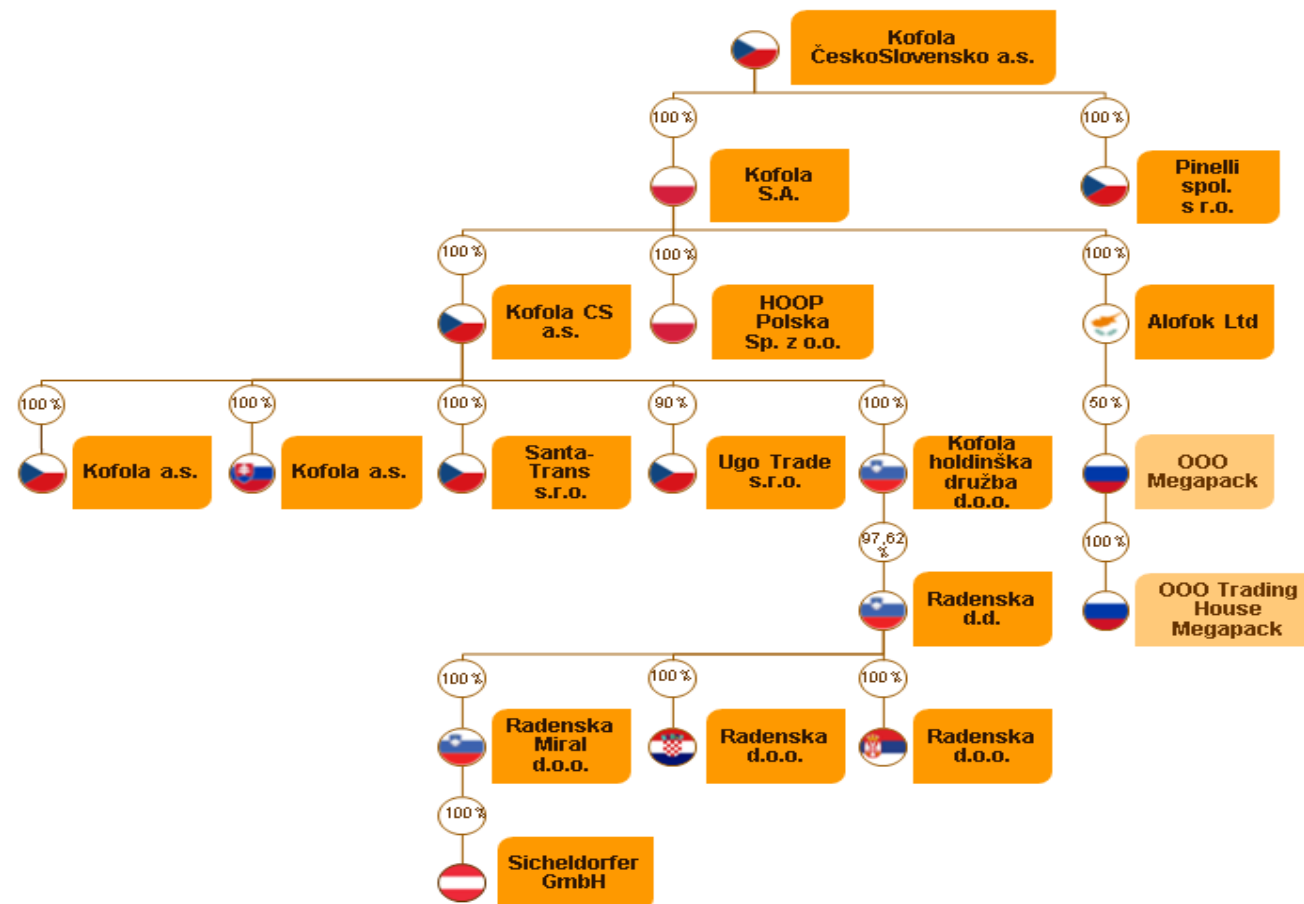


# HISTORY OF KOFOLA GROUP



# GROUP STRUCTURE

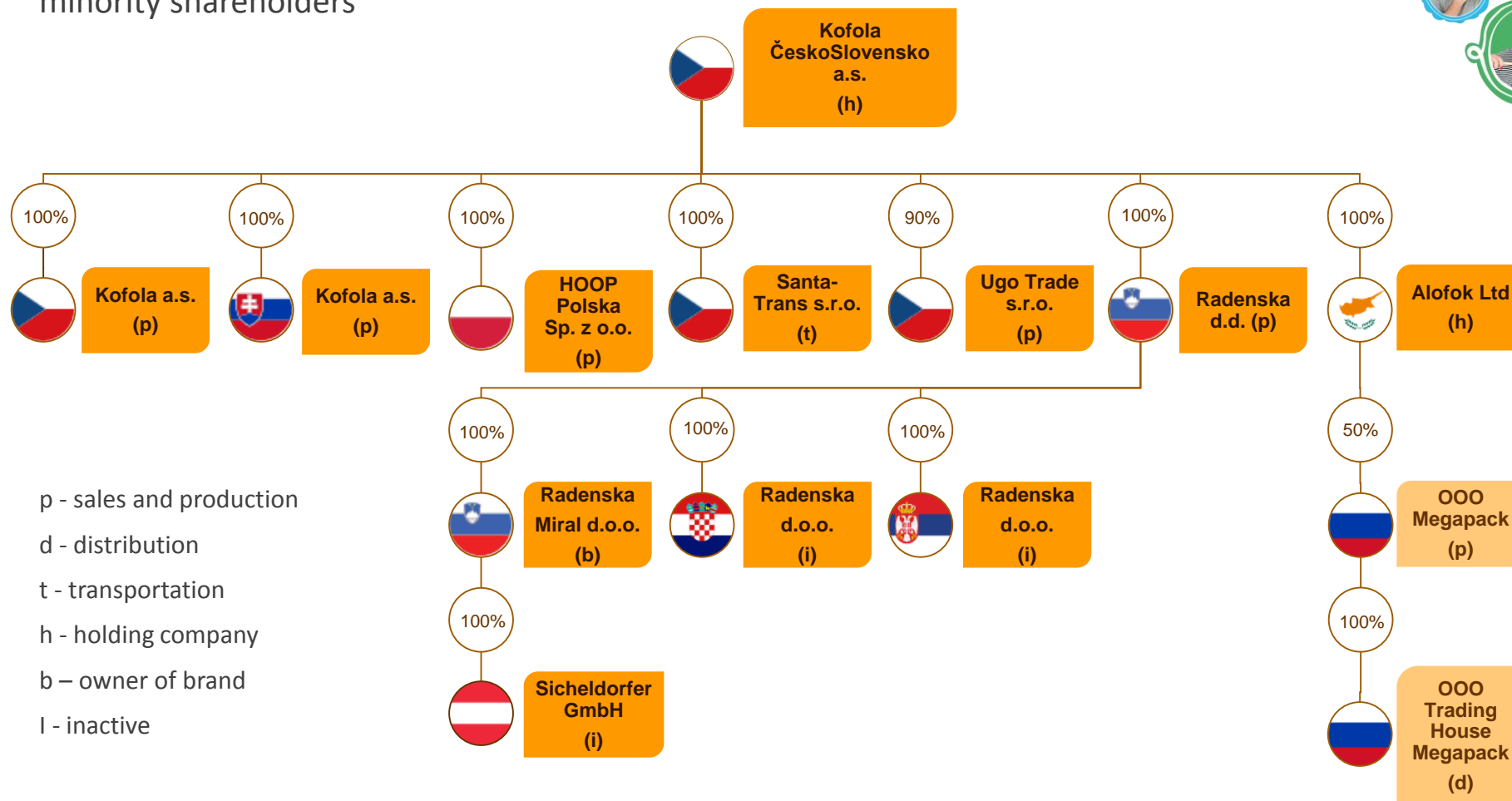
as at 30 June 2016



On 4 April 2016, Pinelli spol. s r.o. was sold from Kofola a.s. to Kofola ČeskoSlovensko a.s.

# GROUP STRUCTURE

after the merger and squeeze-out of Radenska d.d.'s minority shareholders





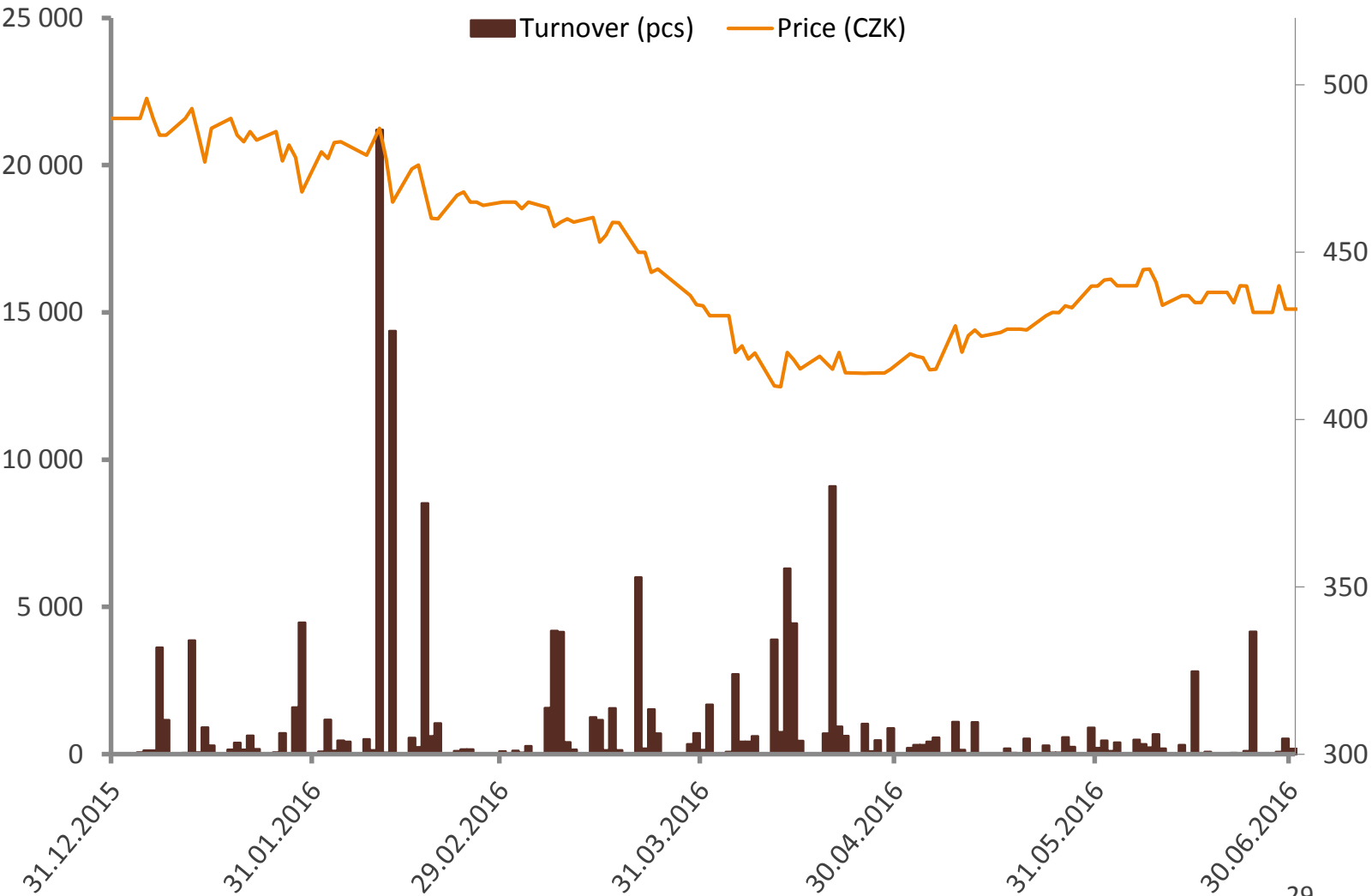
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# SHARE PRICE AND TURNOVER AT PSE

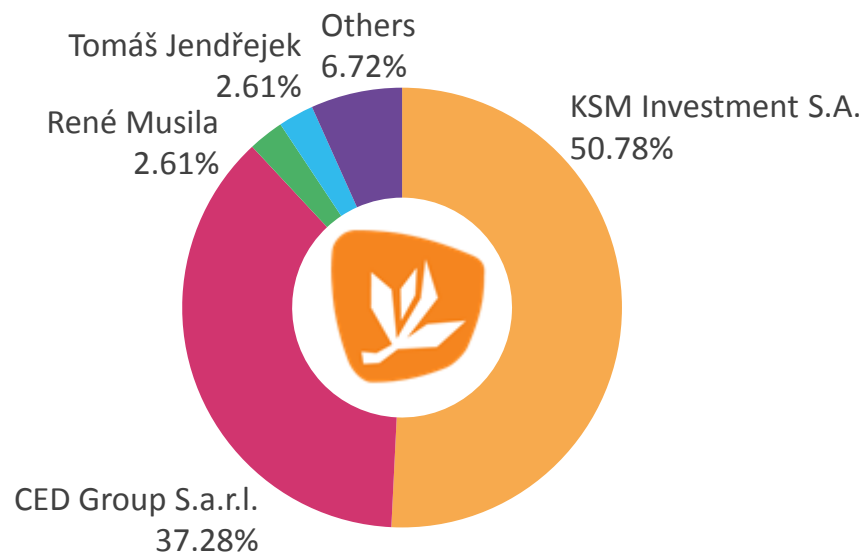
Share price information 1H16	
Average share price	448.5 CZK
Average daily transaction activity	1163 pcs





# SHAREHOLDERS STRUCTURE

As at 30 June 2016



- Share capital of Kofola ČeskoSlovensko a.s. comprises 22 295 thousand ordinary shares

## SHARE CAPITAL

- On 15 October 2015 Kofola ČeskoSlovensko a.s. replaced Kofola S.A. as the parent company of the Kofola Group.
- Following the initial public offering of Kofola ČeskoSlovensko a.s. at the Prague Stock Exchange the share capital was increased on 1 December 2015 by CZK 27.5 million, which corresponds to 275 000 new shares with nominal value of CZK 100 each.
- The IPO issue price for one share was set at CZK 510, corresponding to gross proceeds of CZK 140.25 million.





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# CONTACT

Should you have any question related to Kofola Group  
do not hesitate to contact our investor relations office:

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