

Kofola Group results in 1-3Q 2011

Investor's Presentation



10 November 2011





Kofola Group in 1-3 Q2011

- Summary of financial results and market conditions in 1-3Q 2011
- Markets, trends and strategy
- Profile and history of Kofola Group
- Shares and shares' price
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Event	Effects
Acquisition of PINELLI spol. s r.o.	On 22 April 2011, Kofola a.s. (Czech), the subsidiary of KOFOLA S.A., acquired 100% share in Czech company Pinelli spol. s r.o. – energy drinks Semtex and Erectus producer.
Group savings program	Group has implemented saving program by limiting fixed costs, including redundancies in administration and saving program in the cost of raw materials by seeking more favorable terms of purchase and changes to lighter packaging.
Merger of boards Kofola Holding, Kofola CZ and Kofola SK	From 1 September 2011 there has been made a connection of the management team of three companies (Kofola Holding as, Kofola as (CZ) and Kofola as (SK). Flattening of the structure will accelerate decision-making process and standardize the management process in the Czech Republic and Slovakia. A side effect of these actions are also savings associated with a reduction in employment.
Restructuring in the Czech Republic and Slovakia	In July and August 2011 Managements of Kofola as (CZ) and Kofola a.s. (SK) companies, set up resolutions of restructuring sales and production departments to improve the efficiency of their operation. Resulting from above mentioned resolutions employment reduction costs were estimated and for this purpose the reserves were made in the total amount of 2 497 thousand PLN.
Launches of new products	During the first nine months of 2011 we have introduced a number of innovations in all markets: in Czech Republic and Slovakia - new flavored Rajec ("Flower" and "Birch"), cherry flavored Kofola, in the Czech Republic appeared Aloe Vera drink and drink for children Jupik smoothie and in Slovakia Vinea Rose. In Poland Hoop Cola without sugar was introduced. Most of the innovations were introduced in higher margin, impulse formats.
Facua an kay branda	Elimination of economical downturn effects by the strong brands.
Focus on key brands	Side effect: drop in sales of non perspective brands without marketing promotion.
Changes of Hoop's sales team organization	Increase of revenues achieved by much better efficiency of sales team and consistent focus on key brands and customers
Annex to club financing received by Hoop Polska	In February 2011, Hoop Polska signed the annexes to contract for bank club financing lead by BZ WBK where Kofola S.A. acts as a guarantor. These annexes changed definition of selected covenants and some credit parameters.
Transfer of registered office of the Issuer	With effect from 25 October 2011, ie from the date of receipt of a court order to amend the statute, there was a formal transfer of KOFOLA SA to Kutno, allowing the cost savings.



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MARKET CONDITIONS IN 1-3Q 2011

Macro-economics

Market / compet<u>ition</u>

Regulation

Weather

- o Consumers are still cost sensitive
- High unemployment rate is limiting the consumer's baskets in the countries where Kofola Group is active
- Continuing trend when the home consumption of consumers increasing and substituting the consumption in the restaurants
- Sudden increase of EUR/PLN FX rate in September 2011 had significant impact on prices of raw materials
- Due to a decrease of consumers demand, the beverage producers started price war to defense their market shares
- o Increasing power of retail chains due to a market consolidation
- o Faster increase of turnover in discount chains
- Increase of VAT in Poland and Slovakia in 2011 by 1 p.p.
- o Increase of excise duties from alcoholic beverages in
- In summer 2010, sale of alcoholic beverages after 10 p.m. became prohibited

o Comparison of temperatures and precipitation in the Central Europe





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FINANCIAL RESULTS OF KOFOLA GROUP IN 1-3Q 2011 [TPLN]

Selected financial highlights for the period 1.1.2011 - 30.9.2011	Consolidated financial statements according to IFRS	Elimination of one-off costs	Adjusted consolidated financial statements
Revenues	996,993	-	996,993
Cost of sales	(644,913)	442	(644,471)
Gross profit	352,080	442	352,522
Selling, marketing and distribution costs	(252,456)	1,613	(250,843)
Administrative costs	(53,947)	442	(53,505)
Other operating revenues/(costs) – net	3,174	692	3,866
Operating result (EBIT)	48,851	3,189	52,040
EBITDA	105,879	3,189	109,068
Financial result – net	(16,166)	-	(16,166)
Income tax	(7,830)	(496)	(8,326)
Net profit for the period	24,855	2,693	27,548

Operating result for 1-3Q 2011 influenced by one-off costs

- Decision of the Board of Directors of Kofola a.s. (CZ) about restructuring of the sales and production department.
- Decision of the Board of Directors of Kofola a.s. (SK) about restructuring of the sales and production department.
- Provision of PLN 2,497k for restructuring
- Write off of fixed assets amounting to PLN 692k.
- Total impact of one-off costs on EBIT of PLN 3,189k and on net profit of PLN 2,693k.



Financial results of the Group for 1-3Q 2011 and 1-3Q 2010:

Selected financial highlights	Adjusted 1.1.2011 - 30.9.2011	Translated 1.1.2010 30.9.2010	
Revenues	996,993	955,802	
Cost of sales	(644,471)	(564,032)	
Gross profit	352,522	391,770	
Selling, marketing and distribution costs	(250,843)	(284,091)	
Administrative costs	(53,505)	(58,982)	
Other operating revenues/(costs) - net	3,866	(1,021)	
Operating result (EBIT)	52,040	47,676	
EBITDA	109,068	108,775	
Financial result – net	(16,166)	(10,422)	
Income tax	(8,326)	(9,346)	
Net profit for the period	27,548	27,908	
 Attributable to the shareholders of the parent company 	27,099	26,400	

Explanation of 1-3Q 2011 results

• To obtain better comparability of data, the financial statements of the Czech, Slovak and Russian companies for the first nine months of 2010 have been translated into the Polish zloty using the exchange rates from the first nine months of 2011.

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FINANCIAL RESULTS OF KOFOLA GROUP IN 1-3Q 2011 [MPLN]

1-3Q 2010 Legend: 1-3Q 2011 Revenues Gross margin 1-3Q 2010 955.8 1-3Q 2010 41.0% 4.3% (5.6 p.p.) 1-3Q 2011 997.0 1-3Q 2011 35.4% EBITDA **EBITDA** margin 108.8 11.4% 1-3Q 2010 1-3Q 2010 (0.5 p.p.) 0.3 % 1-3Q 2011 10.9% 1-3Q 2011 109.1 EBIT margin EBIT 1-3Q 2010 47.7 1-3Q 2010 5.0%

9.2%

1-3Q 2011

0.2 p.p.

5.2%

Comments on 1-3Q 2011 results

- Higher by PLN 50,616k revenues of the Megapack Group
- Higher by PLN 21,200k revenues of Hoop Polska Sp. z o.o.

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- Increase of revenues despite of the end of consolidation of Bobmark International Sp .z o.o. that was sold in 2010
- More expensive raw materials compared to prior year resulted in the decrease of gross margin by 5.6 p.p.
- Increase of the operating result by 9.2% in despite of the decrease of gross profit due to savings in operating costs.



Despite of expensive raw materials due to cost discipline and increase of selling prices EBITDA was maintained at the similar level as for the first nine months of 2010



1-3Q 2011

52.0

FINANCIAL RESULTS OF KOFOLA GROUP IN 1-3Q 2011 [MPLN]



Comments on net profit for 1- 3Q 2011

• Increase of the net profit attributable to the shareholders of the parent company from PLN 26,400k to PLN 27,099k (by 2,6%).

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- Increase of net financial costs by PLN 5,744k mainly due to FX losses. This increase was consumed by the increase of EBIT compared to the first nine months of 2010.
- Maintaining of net profit margin attributable to the shareholders of the parent company at similar level compared to the first nine months of 2010.



Despite of expensive raw material, high EUR FX rate at the end of 3Q 2011 and bad weather conditions in July and the first half of August net profit was maintained at the level of 1-3Q 2010



FINANCIAL RESULTS OF KOFOLA GROUP IN 3Q 2011 [TPLN]

Selected financial highlights for the period 1.7.2011 - 30.9.2011	Consolidated financial statements according to IFRS	Elimination of one-off costs	Adjusted consolidated financial statements
Revenues	304,770	-	304,770
Cost of sales	(184,474)	442	(184,032)
Gross profit	120,296	442	120,738
Selling, marketing and distribution costs	(79,322)	1,613	(77,709)
Administrative costs	(17,088)	442	(16,646)
Other operating revenues/(costs) - net	137	692	829
Operating result (EBIT)	24,023	3,189	27,212
EBITDA	43,984	3,189	47,173
Financial result – net	(6,051)	-	(6,051)
Income tax	(3,891)	(496)	(4,387)
Net profit for the period	14,081	2,693	16,774

Operating result for 3Q 2011 influenced by oneoff costs

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- Decision of the Board of Directors of Kofola a.s. (CZ) about restructuring of the sales and production department.
- Decision of the Board of Directors of Kofola a.s. (SK) about restructuring of the sales and production department.
- Provision of PLN 2,497k for restructuring
- Write off of fixed assets amounting to PLN 692k.
- Total impact of one-off costs on EBIT of PLN 3,189k and on net profit of PLN 2,693k.



Selected financial highlights	Adjusted 1.7.2011 - 30.9.2011	Translated 1.7.2010 - 30.9.2010
Revenues	304,770	391,142
Cost of sales	(184,032)	(240,080)
Gross profit	120,738	151,062
Selling, marketing and distribution costs	(77,709)	(103,244)
Administrative costs	(16,646)	(20,203)
Other operating revenues/(costs) – net	829	(296)
Operating result (EBIT)	27,212	27,319
EBITDA	47,173	47,871
Financial result – net	(6,051)	(3,712)
Income tax	(4,387)	(5,542)
Net profit for the period	16,774	18,065
 Attributable to the shareholders of the parent company 	18,606	16,364

Explanation of 3Q 2011 results

• To obtain better comparability of data, the financial statements of the Czech, Slovak and Russian companies for the 3rd quarter of 2010 have been translated into the Polish zloty using the exchange rates from the 3rd quarter of 2011.

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FINANCIAL RESULTS OF KOFOLA GROUP IN 3Q 2011 [MPLN]



Comments on 3Q 2011 results

 Decrese of revenues of OOO Megapack was caused by lengthy administrative procedures to extend the 5-year license for the manufacture of low alcohol beverages.

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- Decrease of revenues of Kofola CZ, Kofola SK and Hoop Polska because of unfavorable weather conditions.
- Very high commodity prices (pre-forms for PET bottles, sugar, packaging materials, isoglucose and fruit concentrates).
- Decrease of selling, marketing and distribution costs by PLN 25.5 million thanks to significantly improved cost discipline, reduction of fixed costs and increased efficiency of sales and logistic processes.
- · Gradual successes in raising the prices of our products
- Increase of EBITDA margin by 3.3 p.p.
- Despite of the drop of gross profit by PLN 34 million EBIT was maintained at the level of 3Q 2010.
- Increase of EBIT margin by 1.9 p.p.

Despite of drop in revenues EBIT was maintained at the level of 3Q 2010. Increase of EBITDA margin and EBIT margin



FINANCIAL RESULTS OF KOFOLA GROUP IN 3Q 2011 [MPLN]



Comments on Net profit for 3Q 2011

• Increase of net profit attributable to the shareholders of the parent company from PLN 16.4 million to 18.6 million (by 13.7%)

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Increase of net profit attributable to the shareholders of the parent company by nearly 14%



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FINANCIAL RESULTS OF OPERATING SEGMENTS FOR

1-3Q 2011 [MPLN]



1-3Q 2010 1-3Q 2011



Segment reporting by product groups

 The highest increase of sales was reported in the segment of low alcohol beverages (by 50.3%). This was the result of the new co packing contracts in the Russia (some competitors in Russia lost licenses for the production of alcohol beverages).

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- Increase in the segment of carbonated beverages (by 4,1%), supported mainly by Hoop Cola especially in the modern distribution channel.
- Products of the Group under the Rajec brand have strenghened their leading position on the Slovak market for bottled waters also thanks to the new flavored waters (birch and daisy).
- Decrease in revenues (by 14.4%) observed in non carbonated drinks segment resulting from a long time fall in this category.
- Increase in the segment of syrups thanks to focusing on this category in the reporting period.
- Decline in the segment of other beverages as a result of the withdrawal from the distribution of ice coffe Xpress Cafe.



FINANCIAL RESULTS OF GEOGRAPHICAL SEGMENTS FOR 1-3Q 2011

[MPLN]











Geographical segments

Poland

Hoop Polska achieved increase of revenues by 5.7% (by PLN 19,702k) despite the drop of the beverages market by 3.0 %.

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Czech republic

Stable position in all segments and distribution channels.

Russia

Increase in revenue by 34.6% resulting from the low base in the comparative period.

Obtaining a large number of orders for co-packing services for both low-alcohol beverages and soft drinks in the first half of 2011.

Had the protracted process of license renewal not taken place the results would had been even better.

Slovakia

Kofola a.s. (Slovakia) has increased it's revenues (by 9.4%) in the most profitable gastronomy segment despite the overall drop of this market. Thanks to that Kofola a.s. (Slovakia) has strenghened it's possition in the gastronomy segment.



FINANCIAL RESULTS OF KOFOLA GROUP IN 1-3Q 2011



Cash flow and net debt

 Drop in the cash flow from operations by 33.2% was mainly influenced by the decrease of the change of accounts payable by PLN 61.9 million and the decrease of the change of accounts receivable by PLN 29.3 million.

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- Increase of working capital was caused by the stockpiling of sugar purchased for advantageous prices.
- Decrease of net debt by PLN 15.6 million despite of the increase of capital expenditure including purchase of subsidiary Pinelli and the production line for hot filling.
- The level of net debt based on the annualized adjusted EBITDA remained unchanged and amounted to 2.6 at end of December 2010 as well as at the end of September 2011.



Decrease in net debt despite an increase in capital expenditure



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GROUP MARKET SHARE IN THE MAIN SEGMENTS

	PL	CZ	SK	RU
Cola beverages	3	2	2	-
Carbonated beverages	7	2	2	-
Non-carbonated beverages	6	2	5	-
Natural spring waters	11	5	1	-
Sirups and concentrates	2	1	2	-
100% fruit juices and nectars	-	9	9	-
Beverages for children	3	2	1	3
Energy drinks	5	2	-	-
Soft alcohol beverages (alkopops)	-	-	-	2

Comment

 Due to a brands like Kofola, Hoop Cola or RC Cola, Kofola Group achieves very strong position in the segment for Cola beverages. (nr. 2 in Czech and Slovakia, nr. 3 in Poland).

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- Strong position in the segment for carbonated beverages in Slovakia was achieved due to an acquisition of Vinea brand in 2008.
- Since 2008, Kofola Group is a leader in the natural spring waters in Slovakia. Position achieved thanks to changes in segment strategy and innovations (new flavours herbs, trees and oxygen). Position achieved within 4 years since brand launch in 2004.
- Leading position of Jupi syrup brand in Czech and second position of Paola syrup brand in Poland behind Herbapol.
- Pioneer activities in the segment of beverages for children on Czech and Slovak markets (Jupík, Jupík Aqua). On the Czech market second position behind Kubik.
- Jump on the second place of the Czech market thanks to acquisition of 100% share in Pinelli spol. s r.o. in Q2 2011 the oldest Czech producer of energy drinks (Semtex, Erektus).
- Alco-pops products have a strong position in Russia (unfortunately, in a declining market - due to restrictions on sales and marketing of alcoholic beverages).



Kofola Group's approach to market trends and development

HEALTHY FOOD AND BEVERAGES

INCREASING SHARE OF OUTDOOR ACTIVITIES

CUSTOMERS LOOKS FOR THE VALUE

PRICES OF RAW MATERIALS

GLOBALIZATION AND GROWING INDIVIDUALISM

- Launch of new technologies to produce healthy products without preservatives (smoothies, Ice Teas, Syrups)
- More healthy beverages (waters, children beverages) with lower sugar content compared to other competitors and beverages with herbs and trees extracts
- Promotion of healthy life style (www.hravezijzdrave.cz)
- Entrance to "on-the-go" market (kiosks, vending machines, gyms, schools, work places etc.)
- Increasing share of small formats in the product portfolio, new products for the segment
- Increasing number of restaurants supplied by Kofola Group (direct distribution in Slovakia since 2009)
- New dedicated sales team for gastronomy clients in Czech
- Systematical decreasing production and logistics costs
- Dedicated team to handle the food discount stores and products "Private label".
- Focus on brands dedicated to Czech and Poland markets
- Focus on value added for customers
- New suppliers
- Bottle weight reduction
- Healthy drinks with lower sugar content
- Using production/distribution licenses, introduction of global brands in CEE markets (e.g Orangina, Pickwick Just Tea, RC Cola)
- Innovations acceptable for the majority of customers
- Engaging the customers in the promotion of positive emotions related to Kofola Group's brands



MARKET TRENDS AND DEVELOPMENT EXPECTED IN 4Q 2011



REVENUES

- Good weather conditions in October and at the beginning of November compared to 2010
- Implementation of announced price increases of products



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Group Mission

To create attractive drinks brands with passion and enthusiasm, providing consumers with unique functional and emotional values, thus becoming an important part of their lives.

To become the second largest player in the soft drinks market in Central Europe (Czech, Slovakia, Poland).

Group Vision

In each country, the goal is to create a strong **cola**, **syrup** and **water** brands which would be number one or two in the individual segments of beverages. Other brands should be at least number three on the market.

To start with the construction of a basis for a similar position in Russia.



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Kofola brand was established.



1960

LEGAL STRUCTURE OF KOFOLA GROUP









DISTRIBUTION CHANNELS

	PL	CZ	SK	RU
Modern channels (retail chains)				
Traditional channels (wholesalers and distributors)				
HoReCa				
B2B (private labels, co-packing, toll-manufacturing)				
Van selling				
Direct distribution				
Vending machines				

Comments

• Kofola Group has a strong position in modern channels (in both supermarkets and discount stores in all countries).

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- Although, the sales activity slowly moving to modern distribution channels, traditional channels remains the second strongest channel.
- Very strong position of HoReCa channel in Czech and Slovakia where Kofola is sold from 50 liters kegs.
- Segment B2B requires unique knowledge. We produce a private labels for our strategic partners as well as products of global beverages producers. Toll-manufacturing contract with the worldwide Top beverages manufacturer.
- Van selling was used in Slovakia before going to direct distribution model. In 2010 van selling was launched in Czech Republic.
- Direct distribution was fully launched in Slovakia since 4Q 2009. Direct distribution allowed to increase gross profit and improved cash flows, but caused higher logistic costs on the other side.
- First 2,000 vending machines were introduced in Czech in 2010. Operation of the vending machines is outsourced to external company.



NAGRODY I WYRÓŻNIENIA 2009-2011

- Czech TOP 100 (Kofola a.s.)
- Hit FMCG (Jupik Aqua)
- The most popular TV advertisement (Rajec)
- The best TV spot (Kofola)
- Marketer of the year (2009) Martin Mateáš, Group Commercial Director
- Czech TOP 100 Kofola a.s. 3rd the most admired firm in the Czech Republic
- Best TV Spot TV campaign of Kofola 1960 (Kofola, CZ)
- Zlatý klinec 2010 silver prize for campaigns of Kofola and Vinea (Kofola, CZ)
- Hit FMCG campaign OOkulary OOtwartości (Hoop, PL)
- MAGELLAN AWARD "Dzień przytulania, (HOOP, PL)
- PROTON Award Best PR Manager Edyta Bach, PR Manager (HOOP, PL)
- Czech TOP 100 (Kofola a.s.)
- "Zlatý Louskáček" for the best creative add for Kofola brand (Kofola a.s.)
- Rajec Spring water the first water in the Czech Market certified by the Czech Wine Institute as the Rajec certified as watter suitable to drink with wine
- Ambient pearl from "Media i Marketing Polska" for the event: "Hooptymistyczne OOkno na Świat".
- Brand of the year distinction for Hoop Cola from Media i Marketing Polska
- Third place for Rajec campaign during the second international add festival PIAF (Prague International Advertising Festival).
- Rajec brand won a gold medal in european ADC*E Awards in Film&Radio category

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SHAREHOLDER STRUCTURE



13,084,026 shares in series F-G not in trading

Management motivation program

 As at 18 December 2009, Kofola Group approved rules for management motivation program. Program includes 45 key managers from the Group companies.

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- On 18 August 2010, Kofola S.A. issued 26,843 inscribed Aseries subscription warrants, entitling members of the Company's and subsidiaries' management staff to take up a total of 26,843 ordinary H-series bearer's shares at an issue price of 43.20 PLN per share.
- Program's goal is systematical growth of Group financial results and shares price.
- Share option program covers the period from 2009 to 2012 and guarantees the possibility to purchase the shares in case the Group financial targets (net profit, EBITDA) are met.
- In case of meeting the highest target goals in the period of share option program, maximum amount of 1,090,526 share warrants will be issued – until 4.0% of share capital.



Support of share price growth



SHARE PRICE AND TURNOVER





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CONTACT

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