



kofola 

KOFOLA GROUP RESULTS IN 2013

Investor's Presentation

21 March 2014

- **KOFOLA Group in 2013**
 - Summary of results and market conditions in 2013
 - Markets, trends and strategy
 - Profile and history of KOFOLA Group
 - Shares and shares' price
 - Contact



KOFOLA GROUP IN 2013

Due to the focus of Kofola Group on the Central Europe countries and expiration of the shareholder's agreement at the end of 2012, starting from 2013 Kofola Group discloses Megapack group an associate and consolidates it using the equity method. Therefore in the comparatives Megapack group is presented as *Discontinued consolidation*. **Continuing operations** are represented by Polish, Czech and Slovak entities.

For better readability, where possible and appropriate, as comparative data are presented the activities related to continuing operations.

Segment revenues (Continuing operations)		2013*	%
Carbonated beverages	[mIn PLN]	575.5	57%
Waters	[mIn PLN]	204.9	20%
Syrups	[mIn PLN]	165.3	16%
Non-carbonated beverages	[mIn PLN]	45.8	5%
Other	[mIn PLN]	24.5	2%
Total revenues	[mIn PLN]	1 016.0	100%

EBITDA (Continuing operations) [mIn PLN] 129.3

Total assets [mIn PLN] 894.4

Equity [mIn PLN] 387.6

Net debt (Continuing operations) [mIn PLN] 200.5

Net debt/EBITDA (Continuing operations) 1.55

Net debt/Equity (Continuing operations) 0.52

EPS attributable to shareholders of parent company [PLN/share] 1.3206

*Data adjustej for one off transactions



OUR MAIN BRANDS



- CZ + SK
- PL
- RU

NEW PRODUCTS IN 2013 - 1/5

100% mrkev a jablko 100% řepa a jablko 100% celer a jablko 100% červené zeli a jablko 100% jablko



UGO

Entering new category of fresh fruit- vegetable juices of highest quality. The juices are produced using high pressure and thanks to that retain all nutritional values of fruit and vegetables. The consumption period is 4 weeks. Products are available in PET bottles of 0.25l in five flavors: apple, celery with apple, beetroot with apple, red cabbage with apple, carrots with apple.



In our bar UGO fresh bars located in large shopping centers we are offering a wide range of fresh juices produced on place just before consumption, and sorbets based on pure fruit juice.

Markets



Jupi syrups – apple and pear

New tastes of popular Jupi syrups should support strong position of this brand on the Czech and Slovak market. Syrups are produced on the hot bottling line without using preservatives. Products are available in PET bottles of 0.7l in the Czech and Slovak market.



Rajec – forest raspberry and red currant

The family of popular flavored waters Rajec has increased by two new refreshing tastes – forest raspberry and red currant. Products are available in PET bottles of 0.75l and 1.5l in the Czech and Slovak market.



NEW PRODUCTS IN 2013 - 2/5



Evian and Badoit

Since February 2013 Kofola group became distributor of luxury French waters Evian and Badoit in the Czech and Slovak region. The offer is aimed at consumers in higher HoReCa segment demanding luxury goods and foreigners visiting the Czech Republic and Slovakia. Products are available in the following formats – Evian: PET 0.33l; 0.5l; 0.75l; 1.5l; glass 0.33l- Badoit: glass 0.33l; 0.75l.

Markets



Jupik Aqua sport kiwi

New taste of popular kids drink. The drink is produced without using preservatives on the hot bottling line. Product will be available in 0.5 PET bottles in the Czech and Slovak market.



Kofola cherry in 0.25l cans

Popular taste of Kofola in 0.25l cans focused on the impulse segment. Ideal for those for whom previous capacity of 0.5l was too large for immediate consumption. Product available in the Czech and Slovak market.



Hoop cola light and Hoop cola lemon 0.5l

New format of Hoop cola light and lemon for the impulse segment. Product available in the 0.5l PET bottles in the Polish market.



NEW PRODUCTS IN 2013 - 3/5



Semtex taste of Champagne

New limited edition of popular energy drink. Now of the taste of Champagne. Product available in cans (0.25l and 0.5l) in the Czech and Slovak market.

Markets



Post mix

Kofola entered new segment – in 2Q2013 production of drinks for post-mix machines started. Available tastes are: RC Cola, Pickwick ice tea – black tea and peach, Orangina and Vinea.



Chito Ginger beer in 0.33l cans

New format of refreshing drink for the impuls segment. Product will be available in cans 0.33l in the Czech and Slovak market.



Hoop Cola cherry 2l and Hoop Cola with guarana 1l

New tastes of Hoop Cola that will be available only in the Polish market in PET bottles of 2l (cherry) and 1l (guarana).



NEW PRODUCTS IN 2013 - 4/5

Markets



New tastes of Jupik kid's drink

Popular kid's drink in new tastes that will be available only on the Polish market: Jupik fruit garden in PET bottles of 0.33l and Jupik Aqua blueberry in PET bottles of 0.5l.



Mr Max

New energy drink under known brand for traditional market. Product available only in the Polish market.



Chito tonic in PET bottles of 1.5l

New format of tonic produced by Kofola. Product available in PET bottles of 1.5l on the Czech and Slovak market.



NEW PRODUCTS IN 2013 - 5/5



BUBLIMO

New brand of syrups for home made production of carbonated soft drinks. This is answer of Kofola to Sodastream. Product will be available in five tastes – Tonic, orange, raspberry, Citra cola, Top tonic, on the Czech and Slovak market in PET bottles of 0.5l.

Markets



Jupi mix Apple mint

New refreshing taste of popular fruit drink. Product is available on the Polish market in PET bottles of 0.5l and 0.75l.



Paola pear

Well known Paola sirup has new taste - pear. Product will be available on the Polish market in glass bottles of 0.43l.



Vincentka

In 4Q 2013 Kofola became distributor of the well known mineral water Vincentka in the Czech republic



SUCCESSES AND AWARDS IN 2013



- **Czech TOP 100** – Kofola a.s. the fifth most admired company in the Czech Republic in 2012. Continuously in top 5 since 2007
- **Czech TOP 100** – Kofola a.s. chosen the most innovative company in the Czech republic in 2013.

- Kofola a.s. (CZ) obtained awards Superbrands for brands **Kofola** and **Jupík** for 2013. Kofola a.s. (SK) obtained awards Superbrands for brands **Kofola**, **Rajec** and **Vinea** for 2013.



- Kofola a.s. (CZ) and Kofola a.s. (SK) obtained award **Customer's choice 2013** – Best new product in 2013 for **Rajec with fruit juice**, **Vinea** and **Pickwick Ice Tea**.

- Hoop Polska Sp. z o.o. obtained award **Best product in Biedronka retail chain - Polaris Vital** and **Favorite drink of Biedronka's customers - Cola Original 2 l.**



reddot design award
winner 2013



- Kofola a.s. (CZ) and Kofola a.s. (SK) obtained: **Red Dot Award: Communication Design 2013** and **Pentawards** for new design of **Jupík** bottle.

- Kofola a.s. (CZ) and Kofola a.s. (SK) were awarded a **Superbrands 2013** title „Special Award“ in social-media brand / community.



- KOFOLA S.A. was awarded the title "**Pearl of the Polish Economy**" in the Great Pearls category of 11th edition of the ranking organized by the editors of the English-language economic magazine POLISH MARKET in cooperation with the Institute of PAN (Economic Sciences Academy).

KEY SUCCESSES AND REALIZED EVENTS IN 2013

Event	Effects
Dividend	General Meeting of shareholders (GM) of KOFOLA S.A. adopted dividend payment of 0,89 PLN/share (in total amount of 23.3 mln PLN). The Dividend Day was set up on September 24 th , 2013 and the dividend was paid on December 6 th , 2013.
Emission of bonds on Czech capital markets	On 4 October 2013 KOFOLA S.A. issued 110 pcs. of bonds denominated in CZK in total amount of CZK 330 million (PLN 54 million). The bonds were placed on the regulated market of the Prague Stock Exchange, and the first trading took place on 7 October 2013.
Buyback of bonds	On 21 December 2013 KOFOLA S.A. redeemed of bonds (series A1 and A2). Bonds were traded on Catalyst and BondSpot S.A.
Rebranding of Ugo bars	In 2013 we have preformed rebranding of all Ugo fresh bars into new design.
Acquisition of Mangaloo Group	On 21 January 2014 Kofola ČeskoSlovensko a.s. acquired 100% share in the Mangaloo group. The Mangaloo group is owner of chain of fresh bars in several large shopping centres in the Czech republic. Thanks to this aquisition Kofola Group became the biggest fresh bar operator in the area of middle Europa.



ZELINKOVÁ
ČERSTVÁ
ŠŤAVA

OVOČNÁ
ČERSTVÁ
ŠŤAVA

KAPUČÍNO
ČERSTVÁ
ŠŤAVA

SMUTNÝ
ČERSTVÁ
ŠŤAVA

ROZSAH
KAPUČÍNO
ČERSTVÁ
ŠŤAVA

SMUTNÝ
ČERSTVÁ
ŠŤAVA

SMUTNÝ
ČERSTVÁ
ŠŤAVA

UGO
ČERSTVÁ
ŠŤAVA

UGO
ČERSTVÁ
ŠŤAVA

UGO

- KOFOLA Group in 2013
- **Summary of results and market conditions in 2013**
- Markets, trends and strategy
- Profile and history of KOFOLA Group
- Shares and shares' price
- Contact



MARKET CONDITIONS IN 2013

Macro-economics

- Still high prices of sugar
- High unemployment rate is limiting the consumer's baskets in the countries where Kofola Group is active
- Consumers are still cost sensitive
- Continuing trend when the home consumption of consumers increasing and substituting the consumption in the restaurants resulting in decreasing number of restaurants in the Czech republic and Slovakia
- Weakening of CZK against EUR resulting in higher effective prices of purchased raw materials in the Czech Republic

Market /competition

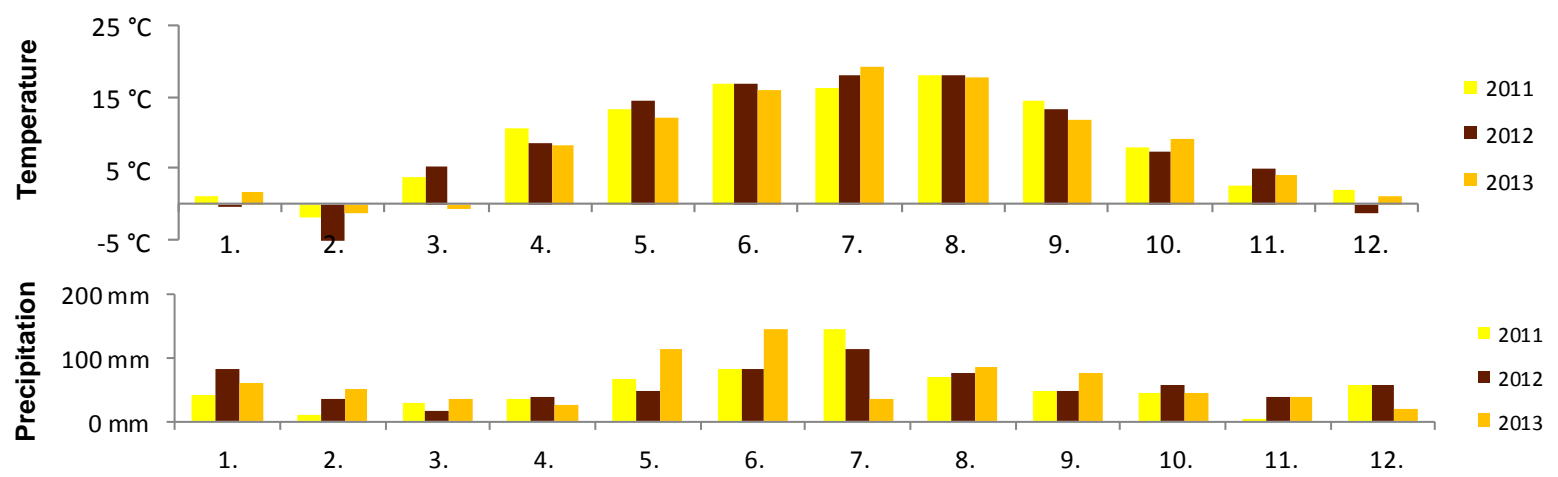
- Due to a decrease of consumers demand, the beverage producers started price war to defense their market shares (mainly in the segment of cola drinks , sirups and waters)
- Aggressive pricing campaigns of competitors in the segment of cola and syrups
- Decrease of consumption in the most profitable gastro segment
- Faster increase of turnover in discount chains

Regulation

- Increase of VAT in Czech republic by 1 p.p. since January 2013 (from 14 % to 15% and from 20% to 21%)
- Increase of corporate income tax in Slovakia by 4 p.p. since January 2013 (from 19% to 23%)
- Increase in excise duty on alcoholic beverages in Russia
- Extraordinary large and snowy winter and rainy spring

Weather

Comparison of temperature and precipitation in the Central Europe



FINANCIAL RESULTS OF KOFOLA GROUP IN 2013 AND 2012 ADJUSTED BY ONE OFF TRANSACTIONS [TPLN]

2013	2013 IFRS	One-off transactions	2013 Adjusted
Continuing operations			
Revenue	1 015 979	-	1 015 979
Cost of sales	(694 905)	-	(694 905)
Gross profit	321 074	-	321 074
Selling, marketing and distribution costs	(224 390)	-	(224 390)
Administrative costs	(44 206)	-	(44 206)
Other operating income/(expense), net	(135 010)	138 845	3 835
Operating result	(82 532)	138 845	56 313
EBITDA	(9 519)	138 845	129 326
Financial expense, net	(7 460)	(2 067)	(9 527)
Income tax	(32 858)	21 441	(11 417)
Net profit on continuing operations	(122 850)	158 219	35 369
Discontinued consolidation			
Net loss for the period on discontinued consolidation	(849)	-	(849)
Net profit for the period	(123 699)	158 219	34 520
- attributable to shareholders of the parent company	(123 660)	158 219	34 559

2012	2012 IFRS	2012 IFRS – adjusted by one-off transactions	2012 Adjusted recalculated
Continuing operations			
Revenue	1 022 663	1 022 663	1 013 485
Cost of sales	(675 766)	(675 766)	(670 809)
Gross profit	346 897	346 897	342 676
Selling, marketing and distribution costs	(241 709)	(241 709)	(239 178)
Administrative costs	(52 364)	(52 364)	(51 323)
Other operating income/(expenses), net	1 575	3 245	3 264
Operating result	54 399	56 069	55 439
EBITDA	128 267	129 937	128 736
Financial expenses, net	(18 841)	(18 841)	(18 950)
Income tax	(8 896)	(8 896)	(8 825)
Net profit on continuing operations	26 662	28 332	27 664
Discontinued consolidation			
Net profit for the period on discontinued consolidation	2 276	2 276	2 158
Net profit for the period	28 938	30 608	29 822
- attributable to shareholders of the parent company	28 943	30 613	29 827

In the consolidated income statement Megapack group is presented only in one position as net profit/(loss) for the period from discontinued consolidation.

ONE-OFF TRANSACTIONS IN 2013:

- Impairment related to Poland geographical segment of 141 948 TPLN **(No cash impact)**
- Gain on sale of fixed assets of 3 103 TPLN (related tax impact 106 TPLN)
- Gain on sale of Santa Trans.SK, s.r.o. of 2 067 TPLN (no tax impact)
- Release of deferred tax asset of 21 335 TPLN

ONE-OFF TRANSACTIONS IN 2012:

- Impairment of fixed assets of 1 670 TPLN (no tax impact).

To obtain better comparability of data, the financial statements of the foreign companies of the Group for 2012 have been translated into the Polish zloty using the exchange rates from 2013.

Please note that in the whole presentation only adjusted results are commneted.

FINANCIAL RESULTS OF KOFOLA GROUP IN 2013 AND 2012 [TPLN]

Adjusted financial results	2013	2012*	Change	%
Continued operations				
Revenue	1 015 979	1 013 485	2 494	0.2%
Cost of sales	(694 905)	(670 809)	(24 096)	3.6%
Gross profit	321 074	342 676	(21 602)	(6.3%)
Selling, marketing and distribution costs	(224 390)	(239 178)	14 788	(6.2%)
Administrative costs	(44 206)	(51 323)	7 117	(13.9%)
Adjusted other operating income / (expenses), net	3 835	3 264	571	17.5%
Adjusted operating result	56 313	55 439	874	1.6%
Adjusted EBITDA	129 326	128 736	590	0.5%
Adjusted financial expense, net	(9 527)	(18 950)	9 423	(49.7%)
Adjusted income tax	(11 417)	(8 825)	(2 592)	29.4%
Adjusted net profit from continuing operations	35 369	27 664	7 705	27.9%
Discontinued consolidation				
Net profit / (loss) for the period from discontinued consolidation	(849)	2 158	(3 007)	(139.3%)
Adjusted net profit for the period	34 520	29 822	4 698	15.8%
- attributable to shareholders of the parent company	34 559	29 827	4 732	15.9%

*Data for 2012 were translated into the Polish zloty using the exchange rates from 2013

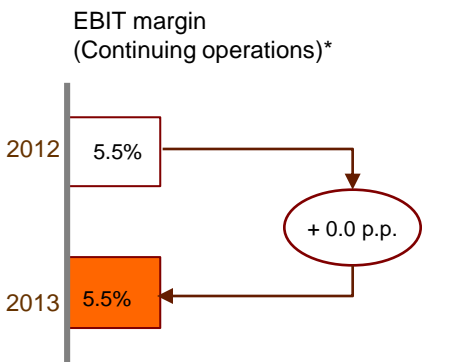
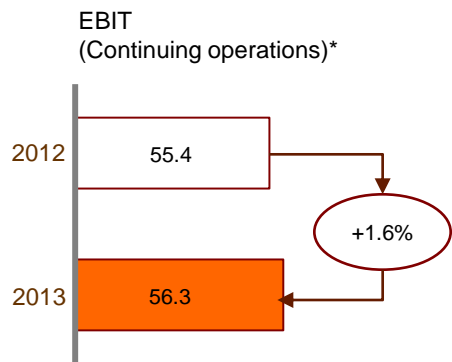
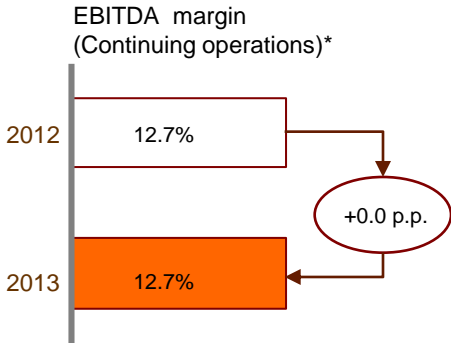
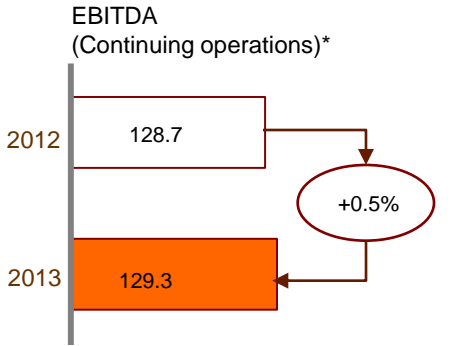
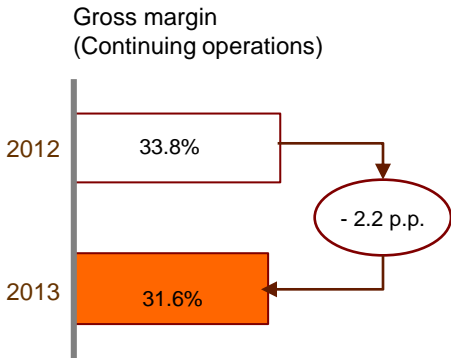
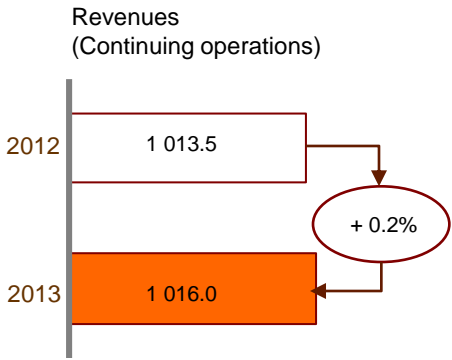
Comment:

- Maintaining revenues despite drop of the market by approximately 3%.
- Impact of the sales structure and realised prices on the profitability of sales (drop in consumption in HoReCa and necessity to respond to competitors' pricing campaigns)
- Significant savings in selling marketing and distribution costs and administrative costs
- Lower indebtedness resulted in drop of financial expenses.
- Despite difficult situation on the market increase of net profit attributable to the shareholders of the parent by 15.9%



FINANCIAL RESULTS OF KOFOLA GROUP IN 2013 [MPLN]

Legend: 2012
 2013



*Data adjustej for one off transactions

Comments on 2013 results

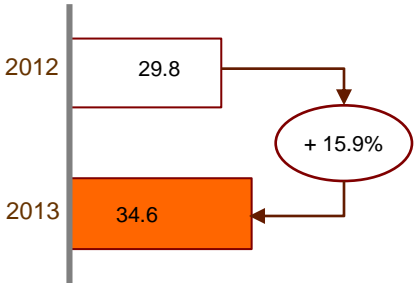
- Slight increase of revenues thanks to strong 4Q2013 that compensated drop in revenues realized in 1H2013
- Gross profit margin has decreased by 2.2 p.p. due to decrease in the HoReCa segment (long winter), increased share of retail chains on total sales, price competition and high prices of white sugar.
- EBIT and EBITDA – slight increase despite the drop in the gross profit margin due to optimization of logistic processes and savings in the administrative and selling costs.
- EBIT and EBITDA margin maintained at the level of 2012. despite the drop of gross margin by 2.2 p.p.

EBITDA 129.3 MPLN, EBIT 56.3 MPLN

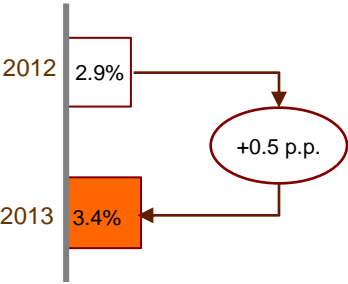
FINANCIAL RESULTS OF KOFOLA GROUP IN 2013 [MPLN]

Legend: 2012
 2013

Net profit attributable to shareholders of parent company*



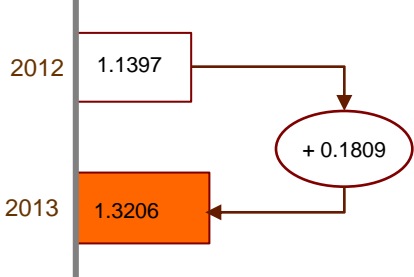
Net profit margin*



Comments on net profit for 2013

- Net profit attributable to shareholders of parent company increased by 15.9% due to strong 4Q2013 and savings in financial costs
- Increase of net profit margin by 0.5 p.p.
- EPS 1.3206 PLN/share

EPS attributable to shareholders of parent company [in PLN per share]*

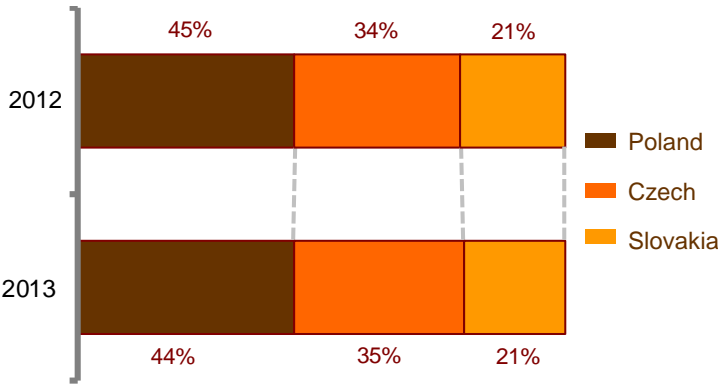
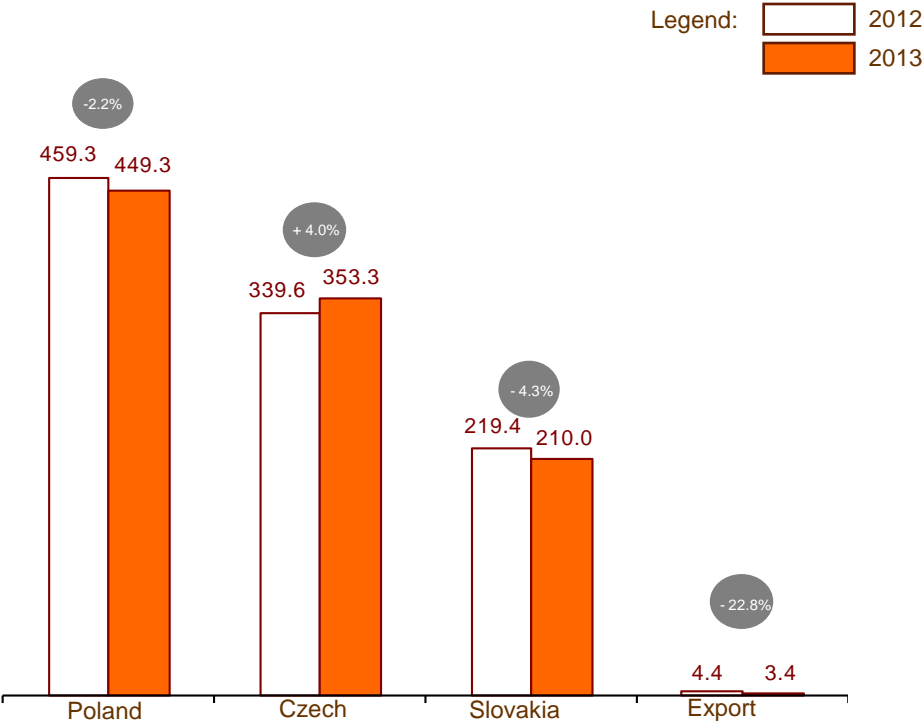


Net profit attributable to shareholders of parent company of 34.6 MPLN

*Data adjustej for one off transactions



SALES IN INDIVIDUAL GEOGRAPHICAL SEGMENTS (CONTINUING OPERATIONS)* FOR 2013 [MPLN]



Geographical segments (Continuing operations)

- Poland**
 Revenues have decreased by 2.2% due to lower by PLN 11.4 million sales of HOOP Polska. This decrease relates to modern channel.

 Taking into account private labels HOOP Polska belongs into TOP5 producers in Poland.
- Czech**
 Revenues increased by 4.0% compared 2012 in PLN (increase by 5.7% in local currency).
 The decrease in the gastro segment was more than compensated by the increase of sales in the impuls and retail segment.

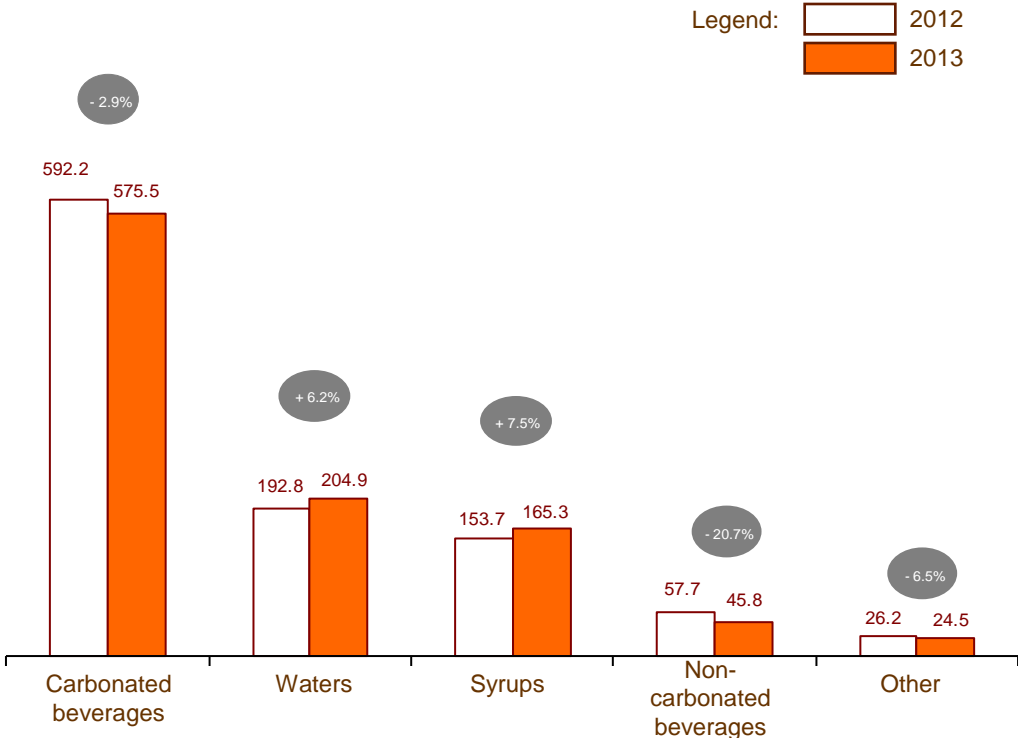
 In 4Q Kofola CZ achieved second place in the retail and gastro segment according to the market share.
- Slovakia**
 Revenues have decreased by 4.3% in PLN (5.0% in local currency) due to lower consumption of drinks in restaurants.

 In 3Q and 4Q 2013 Kofola SK achieved first place in the retail segment according to the market share.

 In 4Q 2013 Kofola SK achieved first place in the HoReCa segment according to the market share.

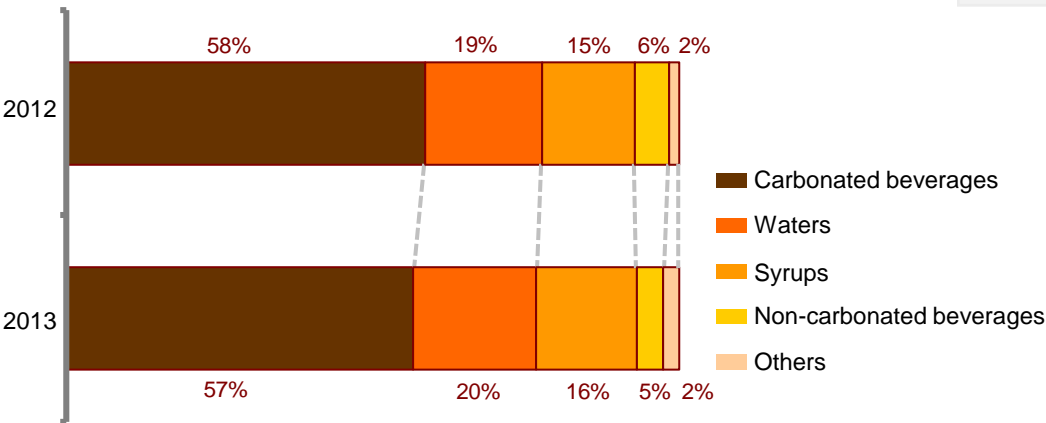
*Data for 2012 were translated into the Polish zloty using historical exchange rates

SALES IN INDIVIDUAL PRODUCT SEGMENTS (CONTINUING OPERATIONS)* FOR 2013 [MPLN]



Segment reporting by product groups (Continuing operations)

- The main factor influencing the decrease of revenues in the segment of carbonated beverages were lower sales of Kofola and Hoop Cola due to aggressive promotional campaigns of our competitors in the cola drinks segment.
- Increase in the water segment thanks to new products (flavored waters) and start of the distribution of luxury branded waters Evian and Badoit.
- Increase in the syrups segment despite aggressive marketing campaigns of our competitors thanks to new line of Jupi syrups introduced in 2012. Jupi syrups have strengthened its leading position on the Czech market and second position on the Slovak market. Syrup Paola has reduced the gap to the Polish market leader Herbapol.
- Decrease in revenues observed in non carbonated drinks segment resulting from a long time fall in this category.
- Segment other represented mainly by Semtex energy drink maintained revenues on similar level to 2012



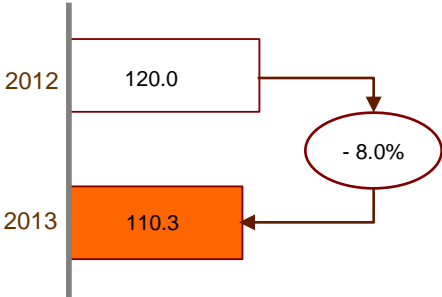
*Data for 2012 were translated into the Polish zloty using historical exchange rates



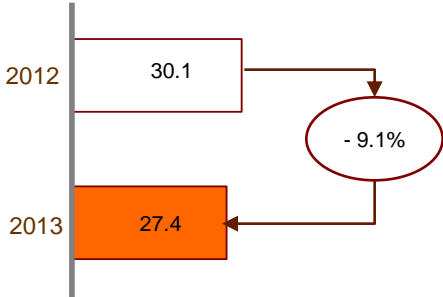
FINANCIAL RESULTS OF KOFOLA GROUP IN 2013 [MPLN]

Legend: 2012
 2013

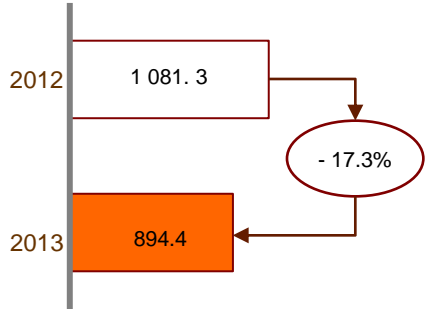
Cash Flow from operations
(Continuing operations)*



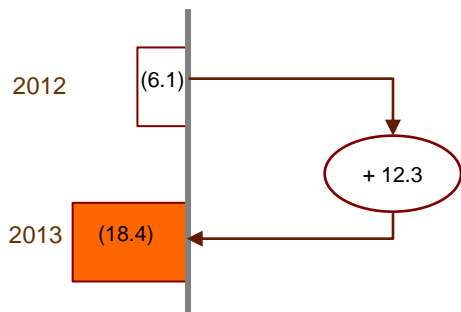
CapEx
(Continuing operations)*



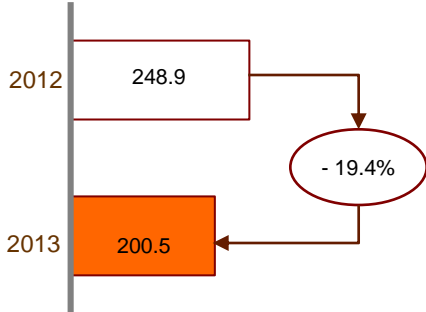
Total assets
(Continuing operations)



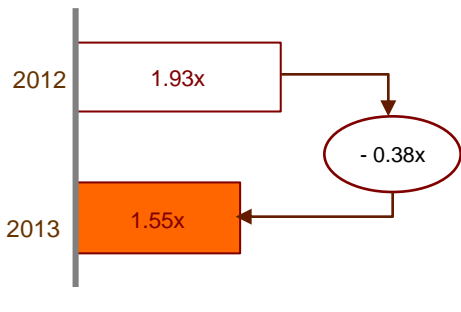
Working capital
(Continuing operations)



Net debt
(Continuing operations)



Net debt/EBITDA
(Continuing operations)**



* Data for 2012 were translated into the Polish zloty using historical exchange rates

**Data adjustej for one off transactions

Cash flow and net debt

- Cash flow from operations decreased by 8% due to unfavourable movement of working capital changes
- Decrease of CapEx by 9.1%.
- Drop of net debt from continuing operations by 19.4%
- Net debt/EBITDA from continuing operations decreased to 1.55x compared to 1.93x as at 31 December 2012.

Net debt/EBITDA 1.55x

- KOFOLA Group in 2013
- Summary of results and market conditions in 2013
- **Markets, trends and strategy**
- Profile and history of KOFOLA Group
- Shares and shares' price
- Contact



POSITION OF THE GROUP IN THE MAIN SEGMENTS

Legend:



	PL	CZ	SK	RU
Cola beverages	3	2	1	-
Carbonated beverages	7	2	2	-
Waters	10	5	2	-
Sirups and concentrates	2	1	2	-
Beverages for children	5	2	2	-
Energy drinks	-	4	7	-
Soft alcohol beverages (alcopops)	-	-	-	3*

* Volume share in the Moscow region

- Leader in Slovakia. Stable second position on the Czech market.
- Strong position in the segment for carbonated beverages in Slovakia was achieved due to acquisition of Vinea brand in 2008.
- Strong second position in the natural spring waters in Slovakia. Position achieved due to changes in segment strategy and 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.
- Pioneer activities in the segment of beverages for children on Czech and Slovak markets (Jupík, Jupík Aqua). On the Czech and Slovak market second position behind Kubik.
- Energy drink Semtex since acquisition in 2011 strengthens its position in the Czech Republic and Slovakia.
- Alco-pops products have a strong position in Russia – especially in Moscow area (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

- More healthy beverages (waters, children beverages) with lower sugar content compared to other competitors and beverages with herbs and trees extracts
- First drinks with stevia (natural sweetener - without calories) - Kofola bez cukru (Sugar free), Jupík with stevia
- Introducing in 2011 hot filling line allowed us to introduce many new products without preservatives (syrups, aloe vera drinks, ice teas, beverages for children)
- Promotion of healthy life style (www.hravezizdrave.cz, www.hravozizdravo.sk, www.trzymajforme.pl)

INCREASING SHARE OF OUTDOOR ACTIVITIES

- Entrance to „on-the-go” market (kiosks, vending machines, gyms, schools, work places etc.)
- Increasing share of small formats in the product portfolio (most of the news up to 0.5l)
- Increasing number of restaurants supplied by Kofola Group (direct distribution in Slovakia since 2009)
- Dedicated sales team for gastronomy clients in Czech

CUSTOMERS LOOKS FOR THE VALUE

- Systematical decreasing of production and logistics costs
- Dedicated team to handle the food discount stores and products "Private label"
- Focus on value added for customers

PRICES OF RAW MATERIALS

- Search for alternative suppliers
- Bottle weight reduction
- Healthy drinks with lower sugar content
- Increasing the share of recycled granules

GLOBALIZATION AND GROWING INDIVIDUALISM

- Using production/distribution licenses, introduction of global brands in CEE markets (e.g. Orangina, Pickwick Ice Tea, RC Cola, Evian, Badoit)
- Innovations acceptable for the majority of customers
- Engaging the customers in the promotion of positive emotions related to Kofola Group's brands

- KOFOLA Group in 2013
- Summary of results and market conditions in 2013
- Markets, trends and strategy
- **Profile and history of KOFOLA Group**
- Shares and shares' price
- Contact



MISSION AND VISION

Mission:

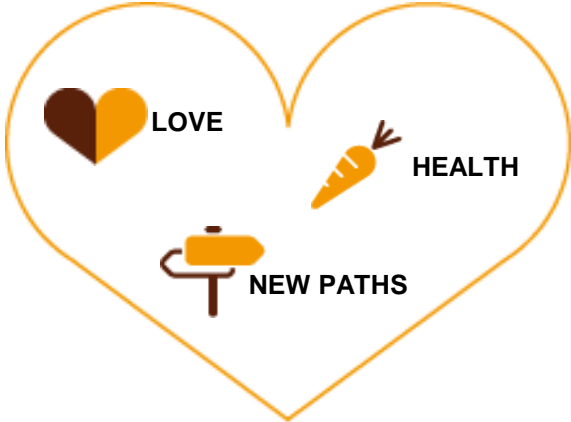
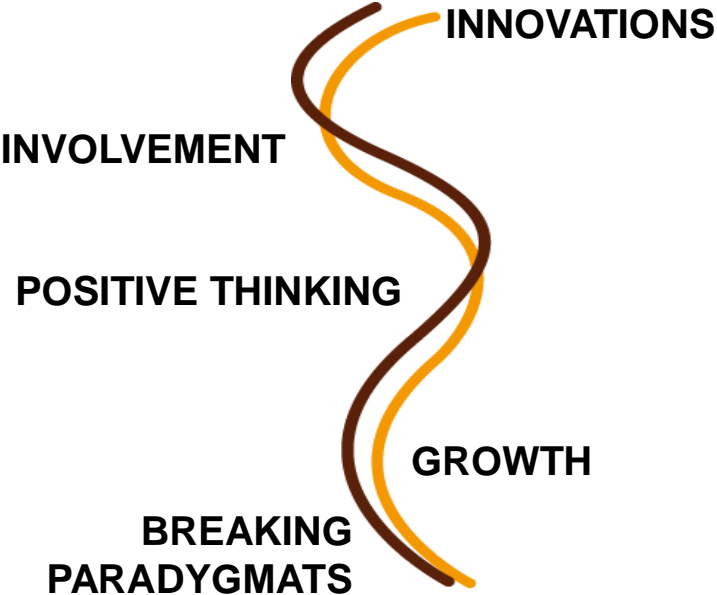
We are Kofola. With enthusiasm we strive for what is truly important in life: to love, to live healthy and always look for new ways.

Vision:

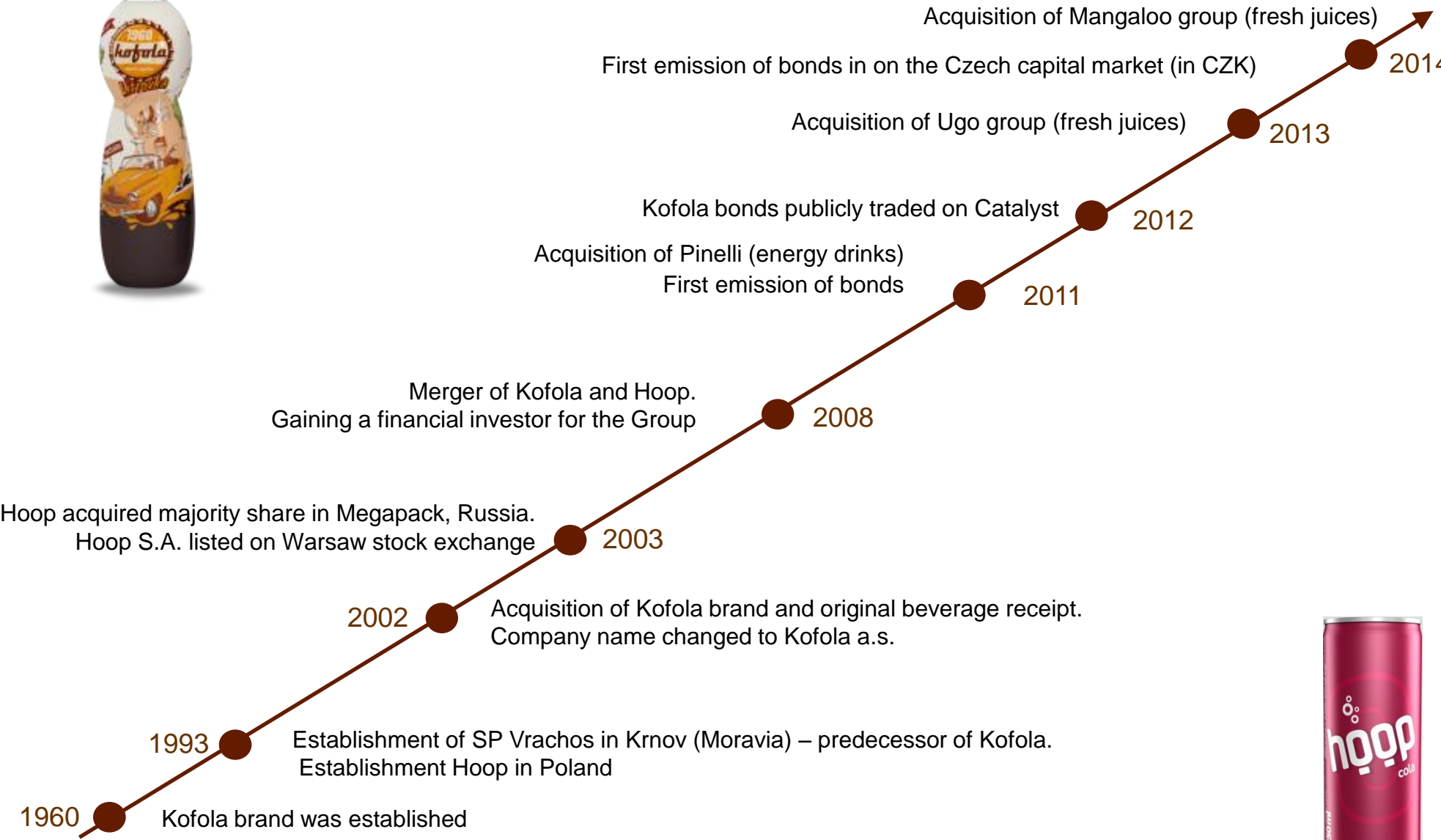
By 2017 we want to be Czechoslovak leader in gastro and impulse, stabilize retail and offer our beverages in a healthier form and as till now we will produce our products with the greatest care and love.

Our core competences are our DNA:

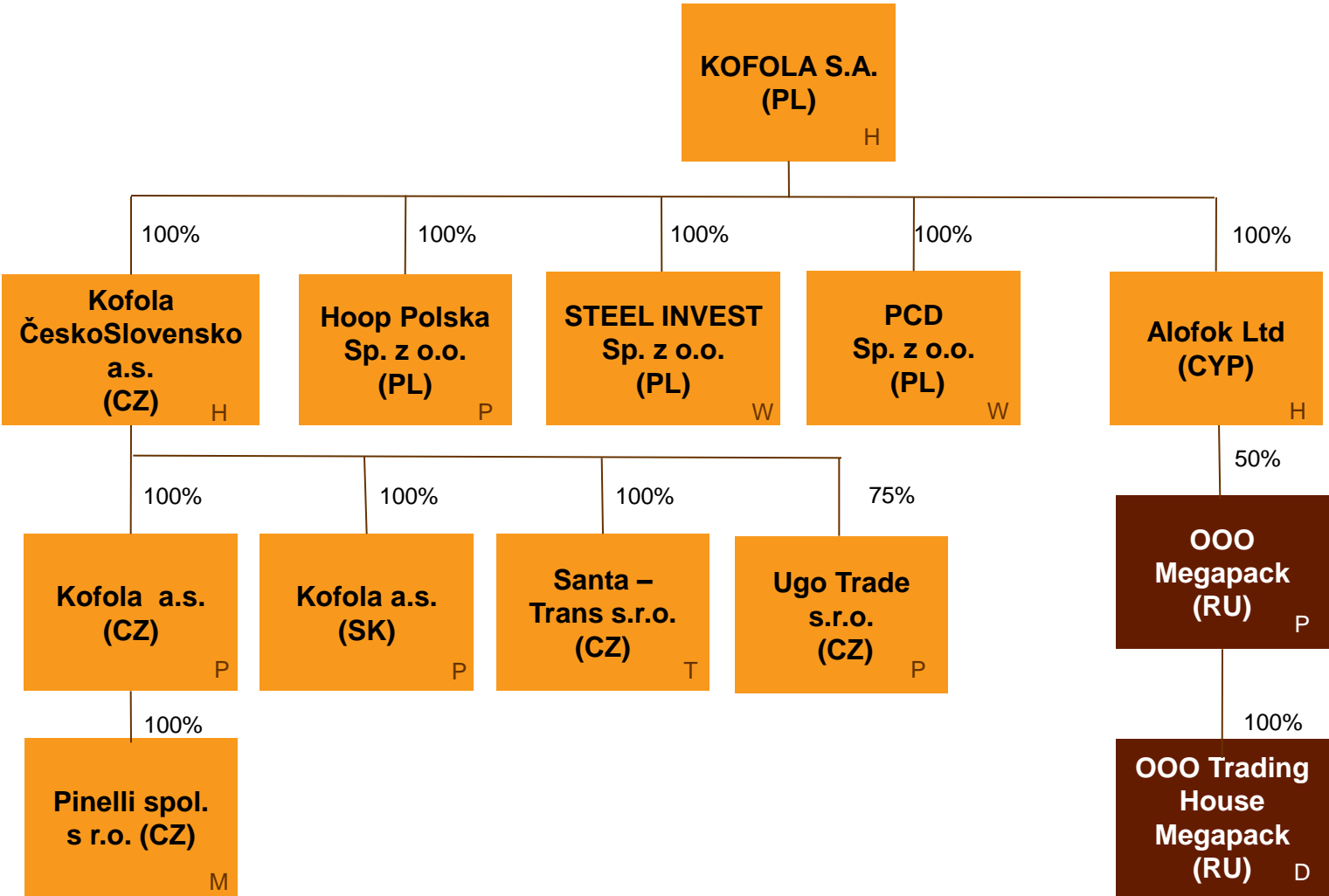
- We aim to be one step ahead
- We are constantly looking for new opportunities to grow
- Our business is created by our consumers, customers, suppliers and employees
- We bring emotion
- We work where we are at home and we know the local culture



HISTORY OF KOFOLA GROUP



LEGAL STRUCTURE OF KOFOLA GROUP AS AT 31.12.2013



Legend:

- Fully consolidated entity
- Entity consolidated using equity method

- P – sales and production
- T – transportation
- D – distribution
- H – holding company
- W – terminating operations
- M – owner of brand

NUMBER OF EMPLOYEES IN INDIVIDUAL COUNTRIES SINCE 2001



CZ
 SK
 PL
 RU
 = 100 people

* Merger of the KOFOLA Group and HOOP Group in 2008

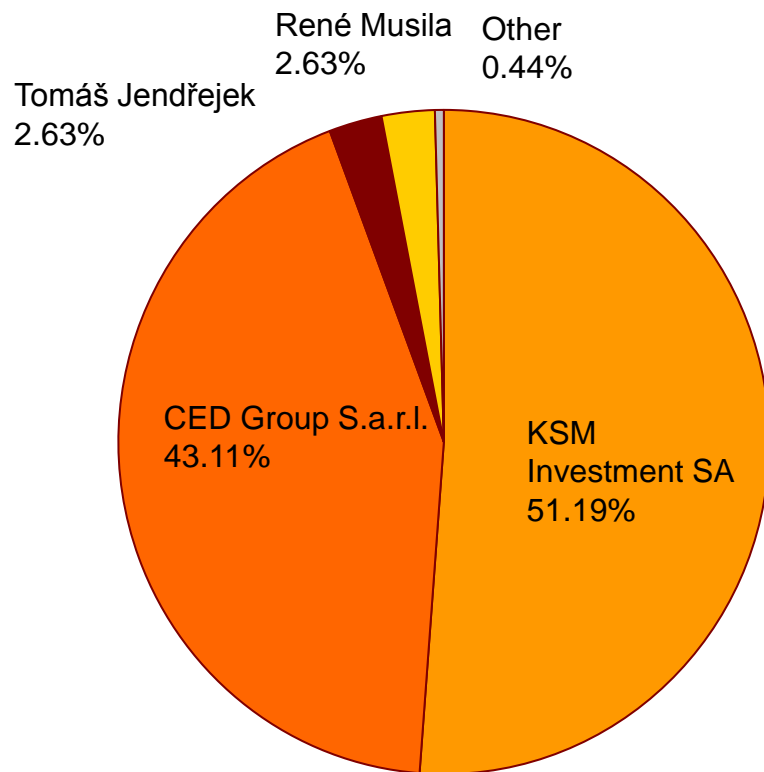
DISTRIBUTION CHANNELS

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

- Kofola Group has a strong position in modern channels (in both supermarkets and discount stores in all countries).
- 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 kegs.
- Segment B2B requires unique knowledge. We produce and sell private labels for our strategic partners as well as products of global beverages producers. Toll-manufacturing contract with the worldwide Top beverages manufacturer.
- Direct distribution (DD) was fully launched in Slovakia since 4Q 2009. DD allowed to increased gross profit and improved cash flows, but caused higher logistic costs on the other side. Transition to the Cross Dock model from Q4 2011.
- At the end of 2012 Kofola group acquired first operator of fresh bars – UGO group. At the beginnging of 2014 the expansion continues by the acquisition of Mangaloo group..

- KOFOLA Group in 2013
- Summary of results and market conditions in 2013
- Markets, trends and strategy
- Profile and history of KOFOLA Group
- **Shares and shares' price**
- Contact





Share capital comprises 26 170 003 shares in following structure:

13 085 977 shares in series A-E approved for trading

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

Equity

Amortization of own shares

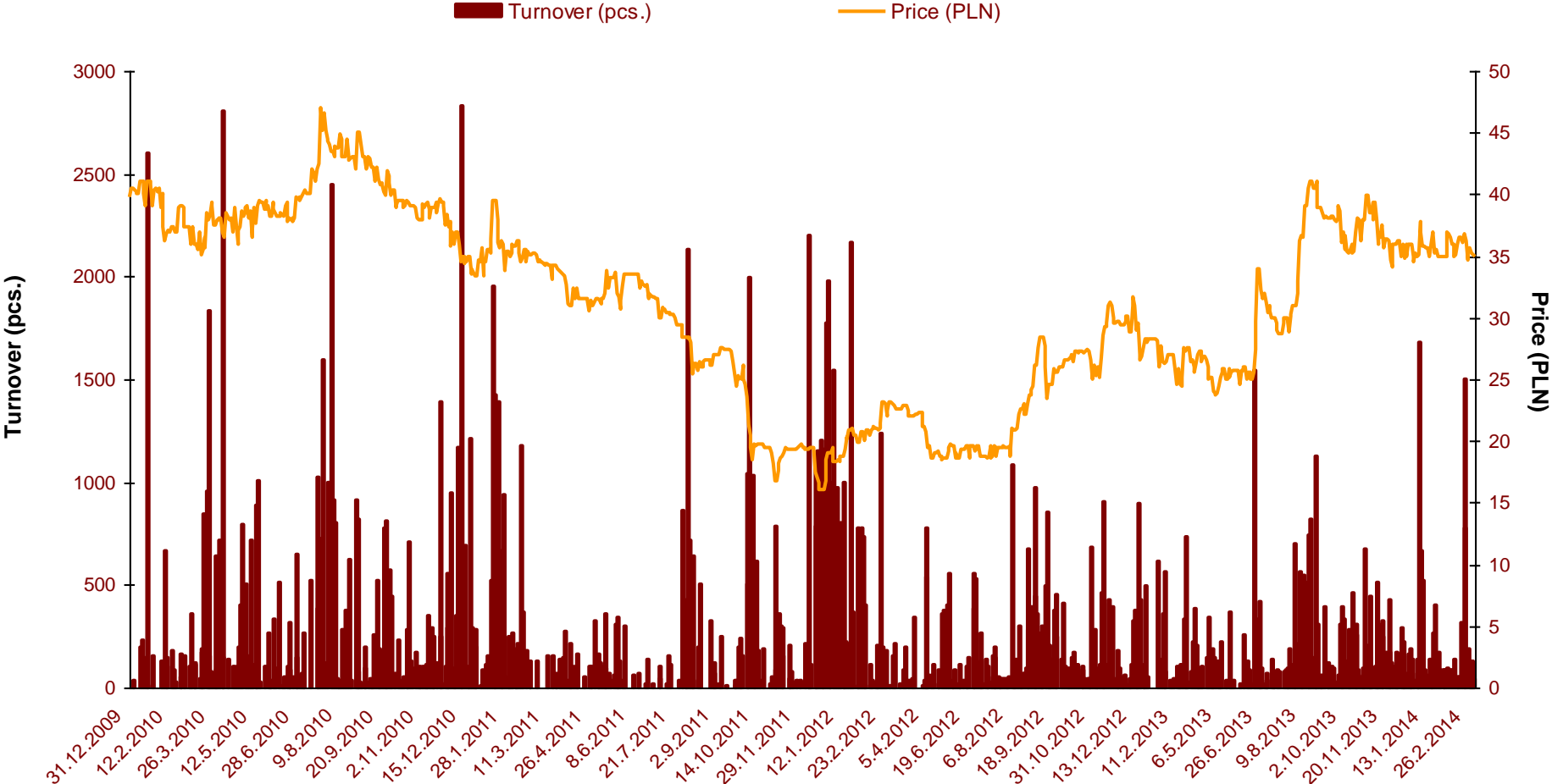
- The GM of Shareholders on 24 June 2013 has decided to amortize 2599 shares acquired under the shares buyback program completed at the end of 2012 and decided to reduce the share capital by 2 599 PLN to 26 170 003 PLN. The decrease of share capital was registered on 15 October 2013.

Shares buy back

- The GM of Shareholders had authorized the Management Board to acquire company's own shares for their redemption and reduction of share capital. The total number of shares covered by the Buy Back Program will be not more than 116 108 shares (0.44% of the share capital). The financial resources allocated to the implementation of the program may not exceed 930 TPLN and the price of purchased shares may not be higher than 40 PLN per share.
The Program is in progress.

SHARE PRICE AND TURNOVER

Avg. share price in 2012	21.5 PLN	Avg. share price in 2013	31.4 PLN
Average daily transaction activity in 2012	188.0 pcs.	Average daily transaction activity in 2013	148.6 pcs.



- KOFOLA Group in 2013
- Summary of results and market conditions in 2013
- Markets, trends and strategy
- Profile and history of KOFOLA Group
- Shares and shares' price
- **Contact**



KOFOLA S.A.

Should you have any question related to KOFOLA S.A. do not hesitate to contact our investor relations office:

František Beneš



e-mail: rikofola@kofola.pl

tel.: +420 606 668 980

www.kofola.pl

KOFOLA S.A.

ul. Wschodnia 5

99-300 Kutno

DISCLAIMER

- This presentation was prepared by KOFOLA S.A. (the „Company”) only for information purposes.
- The only official source of the information related to financial results of KOFOLA S.A., forecasts, successes or ratios related to KOFOLA S.A. are current and periodical reports published by KOFOLA S.A. under the information rules defined by law from 29 August 2005 (public offering and conditions of financial instruments listing in the organized system).
- KOFOLA S.A. is not responsible for the results of decisions made based on information included in this presentation.