

Acting pursuant to the provisions of Art. 56.1.1) of the Act dated July 29th 2005 on Public Offering, Conditions Governing the Introduction of Financial Instruments to Organised Trading and Public Companies, the Management Board of KOFOLA-HOOP S.A., a public company based in Warsaw (“**Kofola-Hoop**” or the “**Company**”), hereby presents the Strategy for the Kofola-Hoop Group for 2009–2012, adopted by virtue of the Management Board’s resolution dated September 26th 2008.

**Concurrently, the Management Board of Kofola-Hoop S.A. wishes to make an express reservation that the Kofola-Hoop Group’s strategy for the years 2009-2012 presented in this current report does not constitute a forecast of financial results of the issuer within the meaning of Par. 5.1.25) of the Minister of Finance’s Regulation on Current and Periodic Information to Be Published by Issuers of Securities, dated October 19th 2005.**

The key strategic objectives of the Kofola-Hoop Group for the years 2009-2012 were adopted following the legal merger between HOOP S.A. of Warsaw and Kofola SPV. Sp. z o.o. of Warsaw, which was formally registered by the District Court for the Capital City of Warsaw, XII Commercial Division of the National Court Register, on May 30th 2008.

The foremost objective set down in the above strategy is to enhance the Company’s value. That objective will be pursued by developing the existing portfolio of non-alcoholic brands, while increasing – where viable – the size of the brand portfolio through acquisitions. Kofola-Hoop will look for opportunities to acquire new brands that are complementary to its existing portfolio. An increase in sales will translate into improved financial performance, including the Kofola-Hoop Group’s earnings at the level of both EBITDA and net profit.

From the viewpoint of the geographical reach, the Group’s strategy focuses on business development on those markets where the Group is already present, i.e. the Czech Republic, Slovakia and Poland. It is Kofola-Hoop’s intention to have management teams on all three major markets which will be responsible for development and implementation of various marketing, sales and production activities.

In addition, Kofola-Hoop will strive to reinforce its presence in selected segments of

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The Management Board of Kofola-Hoop S.A. also reports that it is currently engaged in developing a strategy for OOO Megapack, a company operating on the Russian market, in which Kofola-Hoop S.A. holds a 50% equity interest. The strategy will have been completed by the end of this year.

In parallel to its efforts aimed at improving sales revenue and other financial results, the Management Board of Kofola-Hoop S.A. will focus on the following key goals:

- to follow through the organisational integration between Kofola and Hoop, which will enable the Group to benefit from significant merger synergies – 2009 (details to be decided on September 26th 2008);
- to reorganise the management of the Group's holding companies: Kofola-Hoop S.A. and Kofola Holding A.S. – by the end of this year;
- to reorganise the Group and focus its business on core areas – 2009;
- to deploy standardised IT systems across all the key companies of the Group – by the end of 2010.

Another objective of the Group's is to continually enhance the quality of its information policy with a view to ensuring that all its shareholders and other stakeholders have adequate access to reliable information about the Group companies.

The Management Board of Kofola-Hoop S.A. declares that – in pursuing the key strategic objectives of the Kofola-Hoop Group for the years 2009-2012 – its aim will be to deliver by the year 2012 the following financial results (net of OOO Megapack's results):

- average annual growth in sales revenue – 5%-10%,
- rise of EBITDA margin from 10.6% in 2007 to 15.9% in 2012,
- increase of net profit to revenue ratio from 2.3% to 7.2% in 2012.

<i>PLN '000</i>	<b>2007*</b>	<b>2012</b>
Sales revenue	1,161,405	1,562,000
EBITDA	122,925	249,000
<i>% Ebitda / revenue</i>	<i>10.6%</i>	<i>15.9%</i>
Net profit	26,570	112,000
<i>% Net profit / revenue</i>	<i>2.3%</i>	<i>7.2%</i>

\*based on the *pro forma* consolidated accounts of the Kofola-Hoop Group, excluding the Megapack Group's accounts.

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