

Kofola Group results in 1H2012

Investor's Presentation





31 August 2012



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KOFOLA GROUP IN 1H2012

Segment revenues	min PLN	%
Carbonated beverages	310.0	45%
Non-carbonated beverages	56.3	8%
Waters	107.3	16%
Syrups	75.9	11%
Low alcohol beverages	127.2	18%
Other	13.2	2%
Total revenues	689.9	100%
EBITDA	78.0	
Total assets	1 353.2	
Equity	583.7	
Net debt	263.5	





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OUR BRANDS IN 1H2012





KEY SUCCESSES AND REALIZED EVENTS IN 1H2012

Event	Effects					
	Czech Republic and Slovakia:					
	 Chito "Ginger Beer" (ginger beer without alcohol) 	 New herbal flavors of Jupi syrups – Chamomile & hip, Plantain & Yarrow, Thyme & Dandelion 				
	Chito "Cloudy lemon"	Rajec water for infants				
	 Kofola "bez cukru" with stevia 	 New tastes of Rajec water – gooseberry and cranberry Vinea in 0,25l cans 				
	Kofola with foam					
	Kofola "festiwalowa" with guave					
Launches of new products	Kofola "outdoor" with guarana	Pickwick Ice Tea in 0,25l cans				
	Jupik Aqua sport					
	Jupik sweetened with stevia					
	Poland:					
	Hoop Cola in 0,25l cans	Jupik Aqua sport				
	New brand of syrups - Jarmark Polski	Pickwick Ice Tea				
	New brand of water - Białowieski Zdrój	• Vinea				
Increase of the presence in the retail segment in Russia	In the first quarter Megapack has signed agreements to sell its own products under the brands Hoop, Hooper's Hooch, Arctic and Jumper with several leading retail chains in Russia. This movement aims to increase the share of own product's revenue of the Megapack Group.					
Issue of bonds by KOFOLA S.A.	On 20 February 2012 KOFOLA S.A. has issu million.	red bonds (series A ³) in total value of PLN16.85				
Bonds KOFOLA S.A. traded on Catalyst and BondSpot S.A.	On 30 March 2012, KOFOLA SA bonds (ie, s Alternative Trading System (Catalyst) and the					



Effects
On 29 June 2012 Management Board of KDPW adopted a resolution about assimilation of A^2 and A^3 bonds series. Since 3 July 2012 both series are presented as A^2 .
On 28 March 2012 agreement amending and consolidating Term Loan Agreement (due on 22 March 2014) in the amount of PLN 57 million and the contract agreement amending and consolidating the overdraft in the amount of PLN 57 million (due on 28 March 2013) was signed between Hoop Polska Sp. z o.o. and a bank consortium.
GM of KOFOLA S.A. adopted a resolution about dividend payment in total amount of 23.3 mln PLN. The day of dividend is 25 September 2012 and the dividend payment is going to be on 6 December 2012.
The GM of Shareholders on 25th June 2012 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 118 707 shares (0.45% of the share capital). The financial resources allocated to the implementation of the program may not exceed 1 mln PLN and the price of purchased shares may not be higher than 40 PLN per share.
The Program is in progress.
On 30 March 2012 Kofola Holding a.s. was renamed to Kofola ČeskoSlovensko a.s.
On 9 August 2012 the Management Board of KOFOLA S.A. has obtained from Hungarian court registry official information about finalizing the process of liquidation of our Hungarian subsidiary - Kofola Zrt.in liquidation.



NEW PRODUCTS IN 1H2012 – 1/3

Kofola Bez Cukru (Sugar free)

The new version Kofola bez Cukru with altered sugar-free recipe that tastes better to customers. The product has lower volume of calories thanks to usage of a new natural sweetener that does not contain calories - Stevia. This is the first product with Stevia in the portfolio of the Group. The product is sold in bottles with a capacity of 0.5I, 1.0I and 2.0I on the Czech and Slovak market.

Rajec Infant water

Water for the youngest (can be drunk without boiling) thanks to very stable composition and very low content of nitrogen ions (<10mg/l). Water comes from a special borehole located in Rajecka Dolina. With this water Kofola Group has entered for the first time the category of infant waters. Water is available on Czech and Slovak market in 0.75l and 1.5l bottles.

Ice tea Pickwick and Vinea in cans

We have extended our portfolio of Ice teas and Vinea by the can version (0.25I). This size is ideal for those who are on the move and they want a small, tasty drink. Cans available on Czech and Slovak market.

Chito Ginger beer and Chito Cloudy lemon

We have extended family of Chito drinks: non-alcoholic Ginger beer and lemonade Cloudy Lemon. Both products are available in glass bottles (0.33I) and are distributed in the gastronomic channel. Products available on the Czech and Slovak market.













NEW PRODUCTS IN 1H2012 - 2/3



Jupik Aqua Sport

New product in the portfolio of tasted waters for children. New Jupik Aqua Sport contains vitamin B.

Product is available in bottles of 0.5I, with sport closure protecting our little ones from flooding.

Available on the Polish market. Since 2Q2012 available also on the Czech and Slovak market.



Hoop Cola in can

For the first time Hoop Cola is offered in cans in the modern capacity of 0.25l. Ideal for those for whom previous capacity of 0.5l was too large.

Product available only in Poland.

Jarmark Polski – new brand in portfolio

New family of syrups offered by Hoop in the economy segment. Jarmark Polski should compete with lower-cost syrups offered by our competitors.

Syrup available in glass bottles with a capacity of 0.43I and offered only in Poland.



New tastes of Pickwick Ice Tea – Green tea and strawbery, White tea and lemon

New refreshing tastes of Ice teas will help us strengthen our position in the "ice tea" segment. Product produced without using preservatives which promotes healthy lifestyle. Product available in 0,5l boittles and offered on Polish, Czech and Slovak market.



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Markets







NEW PRODUCTS IN 1H2012 – 3/3

Markets



Kofola "festivalova" with guava and Kofola "outdoor" with quarana.

New refreshing tastes of Kofola in small packaging. These products should help us to strengthen our position in the "on the go" segment. Product available in 0,5l bottles on Czech and Slovak market.



Jupik sweetened with stevia

First product of the Group for children sweetened with stevia (no sugar added) which promotes healthy lifestyle. Product is available in bottles of 0.5l, with sport closure protecting our little ones from flooding. Product offered on Polish, Czech and Slovak market.



New herbal flavors of Jupi syrups – Chamomile & hip, Plantain & Yarrow, Thyme & Dandelion

New special flavors of Jupi syrups based on traditional recipes of our grannies. Our competitors do not have such a flavors in their portfolio. The syrups are produced without using preservatives which promotes healthy lifestyle. Product offered 0,43l glass bottles on Czech and Slovak market.







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MARKET CONDITIONS IN 1H2012

Macro-economics

Market / competition

Regulation

Weather

- Still high commodity prices (e.g. petrol, paper, sugar, bottle tops, foils, packaging materials, fruit concentrates)
- 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
- 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
- o Increase of VAT in Czech Republic by 4 p.p. from January 2012
- Increase of excise duties from alcoholic beverages in Russia from Jauary 2012.
- Change in the size of the packing of alcopops (decrease from 0,5l to 0,33l)
- o Since January 2012 obligation to put excise tax stamps on each low alcohol drink in Russia







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FINANCIAL RESULTS OF KOFOLA GROUP IN 1H2012 ADJUSTED BY ONE OFF TRANSACTIONS [TPLN]

	1H2012 IFRS	One-off transactions	1H2012 Adjusted
Revenues	689,884		689,884
Cost of sales	(483,663)		(483,663)
Gross profit	206,221	-	206,221
Selling, marketing and distribution costs	(139,040)		(139,040)
Administrative costs	(31,775)		(31,775)
Other operating revenues/(costs) - net	16	1,670	1,686
Operating result (EBIT)	35,422	1,670	37,092
EBITDA	76,326	1,670	77,996
Financial result – net	(9,413)		(9,413)
Income tax	(10,262)		(10,262)
Net profit for the period	15,747	1,670	17,417
Attribulable to shaleholders of the parent	14,828	1,670	16,498

• In 1H 2012 EBIT, EBITDA and Net profit were influenced by one off costs - impairment of fixed assets of 1 670 TPLN.

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	1H 2012	1H 2011*
Revenues	689,884	691,294
Cost of sales	(483,663)	(479,152)
Gross profit	206,221	212,142
Selling, marketing and distribution costs	(139,040)	(150,807)
Administrative costs	(31,775)	(38,680)
Adjusted other operating revenues/(costs) – net	1,686	3,062
Adjusted operating result (EBIT)	37,092	25,717
Adjusted EBITDA	77,996	64,059
Financial result – net	(9,413)	(9,639)
Income tax	(10,262)	(4,066)
Adjusted net profit for the period	17,417	12,012
Attribulable to shaleholders of the parent	16,498	9,552

* Data for 1H2011 were translated into the Polish zloty using the exchange rates from 1H2012

 To obtain better comparability of data, the financial statements of the foreign companies of the Group for 1H2011 have been translated into the Polish zloty using the exchange rates from 1H2012.

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FINANCIAL RESULTS OF KOFOLA GROUP IN 1H2012 [MPLN]



1H2012

5.4%

Comments on 1H2012 results

- Higher by PLN 17.0 million revenues of Kofola CZ.
- Higher by PLN 8.2 million revenues of Kofola CZ.
- Higher by PLN 0.3 million revenues of Hoop.
- Lower by PLN 13.7 million revenues of Megapack group.
- Decrease of revenues at PCD by PLN 11.9 million due to termination of the operations of the company.
- Keeping gross margin on the same level despite higher prices of raw materials and unfavorable FX rate movement.

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- Increase of EBITDA and EBIT thanks to implemented in 2011 cost saving program and optimization of logistics costs within the Group that resulted by PLN 17.3 million lower operating costs compared to 1H2012.
- Increase of EBITDA by PLN 14.0 million, i.e. by 21.8%.
- Increase of EBIT by PLN 11.4 million, i.e. by 44.2%.
- Increase of EBITDA margin by 2.0 p.p.
- Increase of EBIT margin by 1.7 p.p.



Increase of EBIT by 44 %



1H2012

37.1

FINANCIAL RESULTS OF KOFOLA GROUP IN 1H2012 [MPLN]



+ 0.2654

Comments on net profit for 1H2012

• Increase of Net profit attributable to shareholders of parent company by PLN 6.9 million due to increase of EBIT.

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• Increase of Net profit margin attributable to shareholders of parent company by 1.0 p.p.



Net profit attributable to shareholders of parent company have increased by 73%



1H2012

0.6304

FINANCIAL RESULTS OF PRODUCT SEGMENTS FOR 1H2012 [MPLN] Legend: 1H





Segment reporting by product groups

- Increase in the segment of Carbonated beverages thanks to higher sales of Kofola, Hoop Cola and Vinea.
- Decrease in the segment of Natural spring waters is caused by drop of the segment in Poland and Czech Republic that was compensated by increases in Russia and Slovakia.

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- Decrease in revenues observed in non carbonated drinks segment resulting from a long time fall in this category. The speed of the fall has been slowed down by introducing Ice teas and redefinition of Jupi drinks.
- The increase in the category of syrups thanks to concentration of activities in the category, introduced innovations, customers were looking for value and promotion of products.
- The Alcopops segment maintained similar revenues compared to 1H2011.
- Drop in Other segment is caused by canceling the distribution of ice coffee Nescafe Xpress and canceling the production of energy drink R20 in 2011.



FINANCIAL RESULTS OF GEOGRAPHICAL SEGMENTS FOR 1H2012

[MPLN]







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Geographical segments

Poland

Hoop maintained revenues on similar level compared to 1H2011.

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Decrease of revenues at PCD by PLN 11.9 million thanks to termination of the operations of the company.

Czech

Increase of sales by 14.4% in PLN.

Increase of revenues in the traditional and modern channel by 10.9% (in CZK) while the segment has dropped by 0.9%

Revenues in the most profitable gastronomy channel increased by 4.0% (in CZK) while the segment has dropped by 3.0%.

• Russia

Maintaining revenues at similar level compared to 1H2011 (in PLN).

Slovakia

Increase of sales by 21.0% in PLN.

Increase of revenues in the traditional and modern channel by 15% (in EUR) while the segment has increased by o 4.0%.

Revenues in the most profitable gastronomy channel increased by 4.0% (in CZK) while the segment has dropped by 4.0%.



FINANCIAL RESULTS OF KOFOLA GROUP IN 1H2012 [MPLN]



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Cash flow and net debt

• Stable operating Cash Flow despite the increase of working capital.

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- Decrease of CapEx by PLN 4.0 million.
- Increase of Working capital by 22.9% caused by two factors. The first one is drop of liabilities that is mainly caused by changes in the accounting for excise duty on alcohol in Russia (previous liabilities became receivables). The second factor is increase of inventories in production entities of the Group in order to ensure better service level for our customers.
- Decrease of Net Debt /12m EBITDA from 2.2 at the end of 1H2011 to 1.8 at the end of 1H2012.



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RAJI

Legend:	PL	cz	SK	RU
Cola beverages	3	2	2	-
Carbonated beverages	7	2	2	-
Non-carbonated beverages	7	8	10	-
Natural spring waters	14	4	1	-
Sirups and concentrates	2	1	2	-
Beverages for children	5	2	2	3
Energy drinks	-	4	9	-
Soft alcohol beverages (alcopops)	-	-	-	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).Increase of revenues in 1H has strengthened our market positions.
- 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 due to changes in segment strategy and innovations.
- Leading position of Jupi syrup brand in Czech, second position in Slovakia 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 and Slovak market second position behind Kubik.
- Alco-pops products have a strong position in Russia (unfortunately, in a declining market due to restrictions on sales and marketing of alcoholic beverages).



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

Kofola Group's approach to market trends and development

- More healthy beverages (waters, children beverages) with lower sugar content compared to other competitors and beverages with herbs and trees extracts
- First drink with stevia (natural sweetener without calories) Kofola bez cukru (Sugar free)
- Introducing in 2011 hot filling line allowed us to introduce many new products without preservatives (syrups, aloe vera drinks, smoothies, ice teas)
- 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 (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
- Systematical decreasing of 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
- Search for alternative suppliers
- Bottle weight reduction
- Healthy drinks with lower sugar content
- Increasing the share of recycled granules
- Extension of the agreements with suppliers
- Using production/distribution licenses, introduction of global brands in CEE markets (e.g Orangina, Pickwick Ice 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



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MARKET TRENDS AND DEVELOPMENT EXPECTED IN 2H2012

RAW MATERIALS/ ENVIRONMENT

- Sustained high commodity prices.
- Expected response of competition to high commodity prices price increases.

NEW PRODUCTS

- Limitted edition of Kofola with vanilla taste.
- Fruit drinks Snipp 0,5I PET bottles (raspberry, mango, aloe vera).
- New category of drinks under new brand on Czech and Slovak market.

AUSTERITY MEASURES

- Further optimization of logistic processes to further reduce costs.
- Further bottle weight reduction.
- Tunning of fixed costs.

REVENUES

- Continuing the positive trend of sales started in Q4 2011
- Extending the distribution of new products
- Controlling price promotions in order to rebuild the gross margin on sales



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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.

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





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LEGAL STRUCTURE OF KOFOLA GROUP





Kofola Group results in 1H2012

NUMBER OF EMPLOYEES IN INDIVIDUAL COUNTRIES IN 1H2012

316	451	580	727	872	1231	1307	3299	4264	2629	2376	2188		
• 316	• 367 • 84	• 436 • 137 • 7	• 489 • 213 • 25	492255125	• 768 • 283 • 180	• 807 • 315 • 185	 905 402 1362 630 	 827 434 1092 550 	 874 424 885 446 	• 772 • 413 • 750 • 441	 723 407 620 438 		
2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012		
	*	* * *	- - - - - - - - - - - - - - - - - - -			* * * * * * * *							
🛉 cz	🛉 s	к	PL	🛉 RU		• = 100	people		* Merger of the KOFOLA Group and HOOP Group in 2008				



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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				

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Comments

- 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.
- First 2,000 vending machines were introduced in Czech in 2010. Operation of the vending machines is outsourced to external company.



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SUCCESSES AND AWARDS IN 2012

- Jannis Samaras, CEO of Kofola SA became Entrepreneur of year 2011 in the Czech Republic
 - Czech TOP 100 Kofola a.s. the fifth most admired company in the Czech Republic in 2011.
- Paola syrups were selected as Product of the year 2012 by customers and received the title "Consumer Choice". Product of the Year Innovation 2012.
 - Marek Kmiecik, marketing director of Hoop Polska Sp. z o.o. won the competition Marketing director of 2011.
- Hoop Polska Sp. z o. o, was awarded the title Responsible Employer in 2012, taking the prestigious position among the leaders of HR.
 - New line of syrups Jupi Superhusty (super dense) was chosen by customers as Product of 2012 and obtained title Customer's choice. Product of the year. Inovation of 2012.
- Jupik Aqua Sport chosen as hit of 2012 in FMCG segment.









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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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Malin

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