WHO ARE WE
ABOUT US

WHO ARE WE

We are an INTERNATIONAL distribution company that offers a wide variety of SERVICES for FMCG BRANDS.

WE OFFER

We offer PAN-BALTIC SALES SOLUTIONS through ONE COMPANY.
WE STRIVE

MISSION

We represent & develop FMCG BRANDS to bring them closer to CONSUMER.

✓ We help brand owners to connect with consumers.
✓ Positive emotions in all touchpoints between brand and consumer.
✓ Best global practices and local know-how.

VISION

First choice for Pan-Baltic representation of FMCG BRANDS.

✓ We want to be seen by our partners as the best option to take care about brands in Baltic region.
OUR VALUES

EXCELLENCE:
✓ We seek to be the best in everything we do.
✓ Clear KPIs to measure progress.
✓ Continuous improvement & learning.

COOPERATION:
✓ “Open-cards” approach.
✓ Pro-activeness and flexibility.
✓ We seek to create „win-win“ situation between our company, partners and customers.

SOCIAL RESPONSIBILITY:
✓ Sustainability is a part of our daily routine.
✓ We educate our employees.
✓ We engage in real projects.
✓ We care about socially sensitive groups.
STRENGTHS OF EUGESTA

✓ Distribution in 3 MARKETS: Lithuania, Latvia and Estonia.

✓ Synergy via 360° SERVICE in the hands of one company: sales, marketing, merchandising, promo events, logistics.

✓ 1 CONTACT. 1 CONTRACT. 1 STANDARD.

✓ Successful long-term experience of distributing for GLOBAL BRANDS.

✓ A TEAM to take care of your products.

✓ TAILOR-MADE SOLUTIONS for our clients and customers.

360° service

SALES, MARKETING, MERCHANDISING, PROMO EVENTS, LOGISTICS.
STRUCTURE

Management

<table>
<thead>
<tr>
<th>LT</th>
<th>LV</th>
<th>EE</th>
</tr>
</thead>
<tbody>
<tr>
<td>102</td>
<td>105</td>
<td>30</td>
</tr>
<tr>
<td>32</td>
<td>36</td>
<td>17</td>
</tr>
<tr>
<td>269</td>
<td>128</td>
<td>36</td>
</tr>
<tr>
<td>25</td>
<td>23</td>
<td>7</td>
</tr>
</tbody>
</table>

Sales department
Team of 237 experts

TT sales division
LT – 26 | LV – 52 | EE – 13

Merchandising division
LT – 59 | LV – 33 | EE – 17

Out-of-home division
LT – 14 | LV – 19 | EE – 0

Promo division
LT – 2 | LV – 1 | EE – 0

Commerce department
Team of 85 experts

Brand-building
LT – 11 | LV – 7 | EE – 10

Market Management
LT – 15 | LV – 20 | EE – 3

Channel Management
LT – 2 | LV – 7 | EE – 3

Supply
LT – 4 | LV – 2 | EE – 1

Logistics department
Team of 433 experts

Warehouse
LT – 140 | LV – 89 | EE – 28

Transport
LT – 94 | LV – 39 | EE – 8

International transport
LT – 35 | LV – 0 | EE – 0

Finance and administration department
Team of 55 experts

LT | LV | EE
428 | 301 | 91

820 employees
## MAIN FIGURES

<table>
<thead>
<tr>
<th></th>
<th>LITHUANIA</th>
<th>LATVIA</th>
<th>ESTONIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year established</td>
<td>1992</td>
<td>1996</td>
<td>2008</td>
</tr>
<tr>
<td>Annual turnover</td>
<td>€92 mil</td>
<td>€66 mil</td>
<td>€27 mil</td>
</tr>
<tr>
<td># of partners</td>
<td>94</td>
<td>64</td>
<td>65</td>
</tr>
<tr>
<td># of orders*</td>
<td>350,000</td>
<td>269,000</td>
<td>80,000</td>
</tr>
<tr>
<td># of kgs collected*</td>
<td>34,4 mil</td>
<td>18,7 mil</td>
<td>7,4 mil</td>
</tr>
</tbody>
</table>

*per 2018 year
DISTRIBUTION NETWORK

<table>
<thead>
<tr>
<th>Category</th>
<th>LT</th>
<th>LV</th>
<th>EE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypermarkets</td>
<td>30</td>
<td>33</td>
<td>34</td>
<td>97</td>
</tr>
<tr>
<td>Large supermarkets</td>
<td>209</td>
<td>73</td>
<td>68</td>
<td>350</td>
</tr>
<tr>
<td>Small supermarkets</td>
<td>335</td>
<td>265</td>
<td>278</td>
<td>878</td>
</tr>
<tr>
<td>Superettes</td>
<td>289</td>
<td>555</td>
<td>182</td>
<td>1.026</td>
</tr>
<tr>
<td>Groceries</td>
<td>1.291</td>
<td>1.448</td>
<td>473</td>
<td>3.212</td>
</tr>
<tr>
<td>Convenience &amp; kiosks</td>
<td>1.920</td>
<td>330</td>
<td>128</td>
<td>2.378</td>
</tr>
<tr>
<td>Petrol stations</td>
<td>575</td>
<td>360</td>
<td>250</td>
<td>1.185</td>
</tr>
<tr>
<td>Wholesalers</td>
<td>136</td>
<td>76</td>
<td>52</td>
<td>264</td>
</tr>
<tr>
<td>Household / perfume / DIY stores</td>
<td>421</td>
<td>303</td>
<td>9</td>
<td>733</td>
</tr>
<tr>
<td>Pharmacies / hospitals</td>
<td>273</td>
<td>80</td>
<td>6</td>
<td>359</td>
</tr>
<tr>
<td>Offices</td>
<td>221</td>
<td>374</td>
<td>2</td>
<td>597</td>
</tr>
<tr>
<td>HoReCa</td>
<td>651</td>
<td>906</td>
<td>127</td>
<td>1.684</td>
</tr>
<tr>
<td>Other specialised</td>
<td>63</td>
<td>474</td>
<td>259</td>
<td>796</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>6.414</strong></td>
<td><strong>5.277</strong></td>
<td><strong>1.868</strong></td>
<td><strong>13.559</strong></td>
</tr>
</tbody>
</table>

The network covers the whole territory of the countries.
## Logistics

<table>
<thead>
<tr>
<th></th>
<th>LT</th>
<th>LV</th>
<th>EE</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warehouse terminals, pcs.</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Warehouse area, m²</td>
<td>26.082</td>
<td>12.400</td>
<td>8.700</td>
<td>47.182</td>
</tr>
<tr>
<td>Refrigerated warehouse area, m²</td>
<td>1.900</td>
<td>600</td>
<td>820</td>
<td>3.320</td>
</tr>
<tr>
<td>Excise warehouse area, m²</td>
<td>0</td>
<td>300</td>
<td>250</td>
<td>550</td>
</tr>
<tr>
<td>Cargo vehicles, pcs.</td>
<td>56</td>
<td>39</td>
<td>7</td>
<td>102</td>
</tr>
<tr>
<td>Implemented WMS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Implemented TMS</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>International cargo vehicles, pcs.</td>
<td></td>
<td></td>
<td></td>
<td>Total: 26</td>
</tr>
</tbody>
</table>
02/ WHAT WE DO
SALES

**BRAND-BUILDING**
We are ready to take full care of your brand!
- Long term strategies and plans.
- Development and support.

**CHANNEL MANAGEMENT**
A service covering particular sales channels.

**MARKET MANAGEMENT**
The process of managing the sales cycle covering a whole market.
- Estimation of market potential.
- Key account negotiations in Baltic countries.
- Marketing plans and implementation.
- Forecasting and supply management.
- Efficiency evaluations.
WE OFFER

✔ Hosting services for office employees and guests.
✔ Coffee solutions: equipment, maintenance.
✔ Solutions for alcohol drinks: beer equipment, as well as maintenance and quality control.
✔ Sommelier service for HoReCa customers.

OUR BENEFITS

✔ Our own coffee and alcohol experts: baristas and sommeliers.
✔ Our own team of equipment engineers.
WE CREATE EMOTIONS

MARKETING

WE OFFER

- Pan-Baltic brand-marketing strategies.
- ATL and BTL projects.
- Social media communication.
- Design and production of advertising materials.
- Efficiency evaluations.
- Media purchasing.
- Tailor-made solutions.

OUR BENEFITS

- Brand-building experience through cooperation with different brands.
- Opportunity to quickly transfer best practices from market to market.
Events organizing

Full brand strategy, visuals, creative idea, media

Retail activation, consumer games, lotteries

Category management projects
MERCHANDISING

WE OFFER

- Pan-Baltic merchandising services.
- Implementation of large-scale campaigns.
- Fast implementation.
- Reports from stores.
- Extra visibility through POS material and secondary placements.

OUR BENEFITS

- Experienced and well-trained team.
- Dedicated team for individual projects.
- Regular visits (top shops are visited every day).
- Strict quality control according to agreed KPIs (stock, price, product, place).

Creativity

OUR STRENGTH
PROMO EVENTS

WE OFFER

✔ Pan-Baltic sales-promotion ideas and implementation.

✔ Project-based educated people.

✔ Solutions for trade and public places.

✔ Reports from events.

OUR BENEFITS

✔ Promo events are small celebrations with story behind, emotions and a positive atmosphere.

✔ Strict quality control: coordinators, merchandisers and mystery shoppers.

Effective

PROMO CAN BOOST YOUR SALES
Effective
Every event is a festival

Presentations, tastings and events
Creative solutions
LOGISTICS

WE OFFER

✓ Pan-Baltic logistics services.
✓ Third-party logistics services (3PL).
✓ Value-added services: labelling, promo packaging.

OUR BENEFITS

✓ Warehouses and vehicles with ambient and chilled storage.
✓ Supply-accuracy management.
✓ Transport-management system.
✓ Activity-based cost structure.
Well-developed structure for ambient and chilled logistic solutions
INTERNATIONAL LOGISTICS. JSC ARMAVISTA

ARMAVISTA is international transportation company owned by EUGESTA since 2019. This reinforced and enriched EUGESTA services package to ensure full supply chain expertise.

ARMAVISTA OFFERS

✔️ International cargo transportation and forwarding services.

✔️ Vehicles between Europe and CIS countries.

✔️ Clearance of documents and cargo insurance services.

ARMAVISTA BENEFIT

✔️ Ambient and chilled transportation solutions.

✔️ 98% on time loading and unloading

✔️ 100 % accuracy in document administration.

✔️ 24 hour transport surveillance program.
We understand one size does not fit all and develop a number of tailor made solutions for our partners:

- Solutions customized for your business model.
- Solutions for particular channels / part of market.
- Solutions for products that require specific approach.
KEY PERFORMANCE INDICATORS

We follow set KPI system to measure what we do and how we do as well as conclude with key learnings for your business sustainable development.

KPI EVALUATES

<table>
<thead>
<tr>
<th>BUSINESS PERFORMANCE</th>
<th>PRODUCT POSITIONING</th>
<th>PROMO EXECUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales development YTD</td>
<td>Brand shelf space</td>
<td>Promo strike</td>
</tr>
<tr>
<td>Stock level</td>
<td>SKU shelf space</td>
<td>Promo budget % of sales</td>
</tr>
<tr>
<td>Distribution</td>
<td>SKU facings</td>
<td>ROI evaluation</td>
</tr>
<tr>
<td>Supply accuracy level</td>
<td></td>
<td>Promo sales share</td>
</tr>
</tbody>
</table>
PAN-BALTIC PARTNER

We have a proven model to work with Pan-Baltic projects:

- Full business development in 3 markets through 1 standard and 1 solution.
- 1 contract approach.
- Unified brand development strategies.
- Unified reporting and KPI evaluation systems.
- Inter countries know-how and experience sharing.
- Quick and efficient markets comparison.
- 1 delivery point and stock cross sharing.

We are ONE SOLUTION FOR YOUR BUSINESS DEVELOPMENT IN BALTICS
03/ WE CARE
SUSTAINABILITY

Social responsibility
Comfortable work place, motivation system, staff training, open communication, care for socially sensitive groups.

Environmental responsibility
Environmental education of employees, nature-conservation and cleaning programmes, compensation programmes for damage to nature.

Resource management
Paper, electricity, fuel, waste management.

Together with our partners, we can create a sustainable environment.
04/ OUR PARTNERS
PARTNERS

HOUSEHOLD & COSMETICS:

- Sodalis
- Beiersdorf
- GSK
- Himalaya
- Henkel
- Johnson
- Kimberly-Clark
- L'Oréal
- Reckitt Benckiser
- TZMO SA
- Unilever
- Wilkinson Sword
PARTNERS

CHILLED PRODUCTS:
PARTNERS

ALCOHOL:
PARTNERS

LOGISTICS:
TOGETHER WE CREATE UNIQUE STORY OF SUCCESS