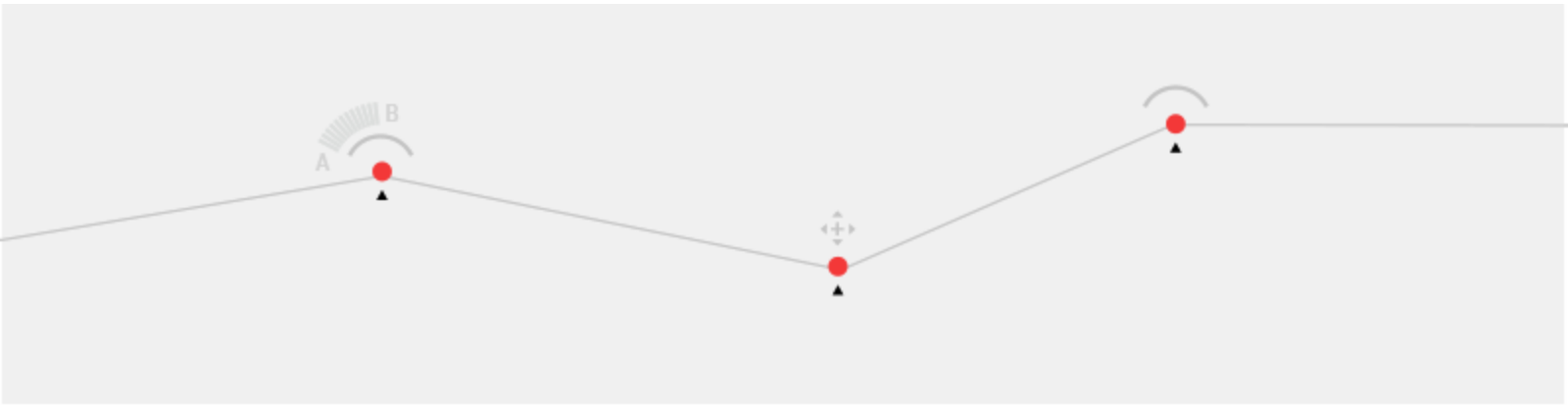




SALES. MARKETING. MERCHANDISING.
PROMO. LOGISTICS.





01/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.



1 contact

DISTRIBUTION THROUGH ONE
COUNTRY

3

MARKETS

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.



Positive

EMOTIONS BETWEEN BRAND
AND CONSUMER

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.



~20 per year

SOCIAL RESPONSIBILITY
PROJECTS IN BALTICS

STRENGTHS OF EUGESTA

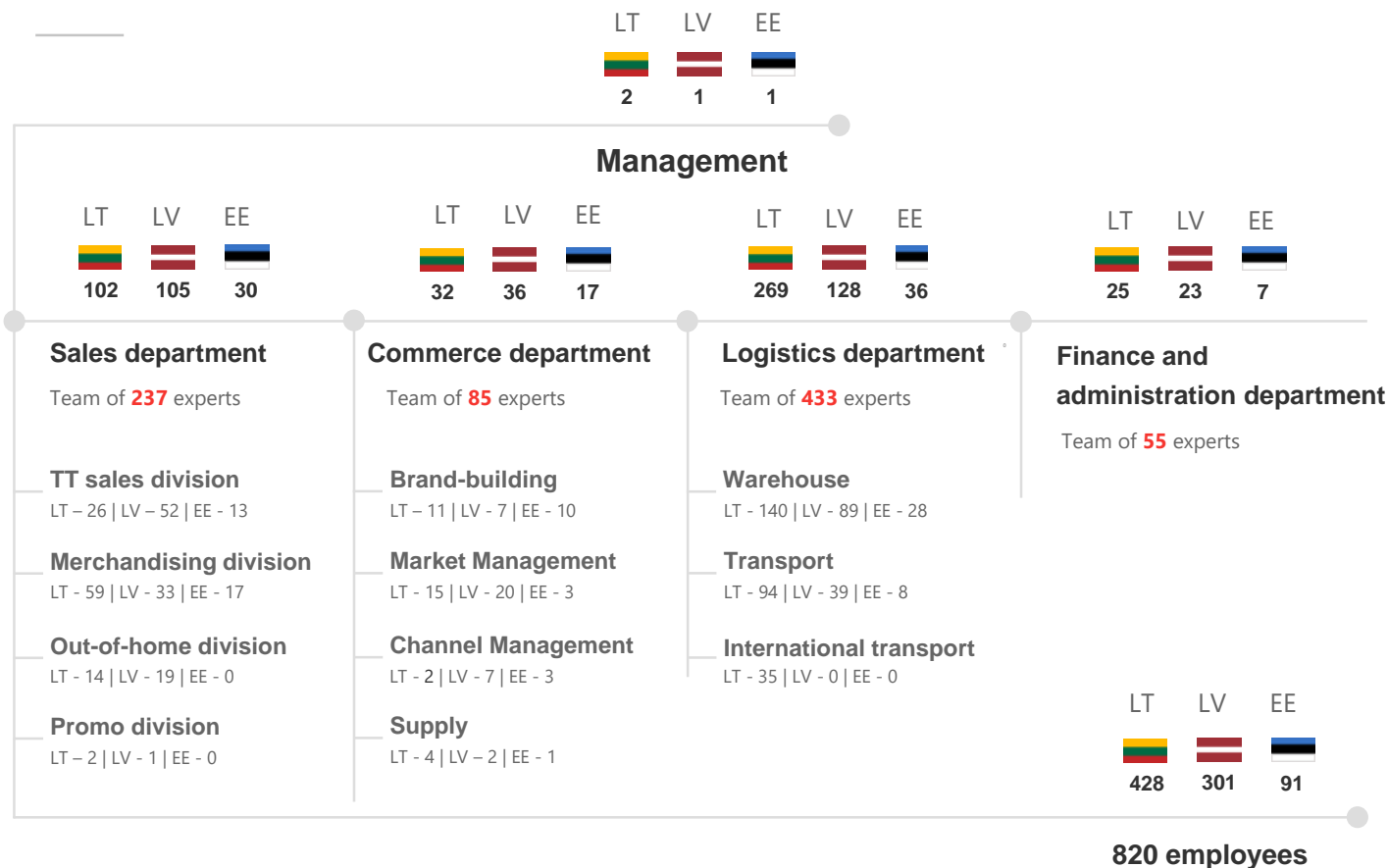
- ✓ Distribution in 3 MARKETS: Lithuania, Latvia and Estonia.
- ✓ Synergy via 360° SERVICE in the hands of one company: sales, marketing, merchandising, promo events, logistics.
- ✓ 1 CONTACT. 1 CONTRACT. 1 STANDARD.
- ✓ Successful long-term experience of distributing for GLOBAL BRANDS.
- ✓ A TEAM to take care of your products.
- ✓ TAILOR-MADE SOLUTIONS for our clients and customers.



360° service

SALES, MARKETING,
MERCHANDISING, PROMO
EVENTS, LOGISTICS.

STRUCTURE




MAIN FIGURES

	LITHUANIA	LATVIA	ESTONIA
Year established	1992	1996	2008
Annual turnover	€92 mil	€66 mil	€27 mil
# of partners	94	64	65
# of orders*	350.000	269.000	80.000
# of kgs collected*	34,4 mil	18,7 mil	7,4 mil




*per 2018 year

DISTRIBUTION NETWORK

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

The network covers the whole territory of the countries.

LOGISTICS

	LT	LV	EE	TOTAL
				
Warehouse terminals, pcs.	2	1	1	4
Warehouse area, m ²	26.082	12.400	8.700	47.182
Refrigerated warehouse area, m ²	1.900	600	820	3.320
Excise warehouse area, m ²	0	300	250	550
Cargo vehicles, pcs.	56	39	7	102
Implemented WMS	✓	✓	✓	
Implemented TMS	✓	✓	✓	
International cargo vehicles, pcs.	Total: 26			





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.

HORECA

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.



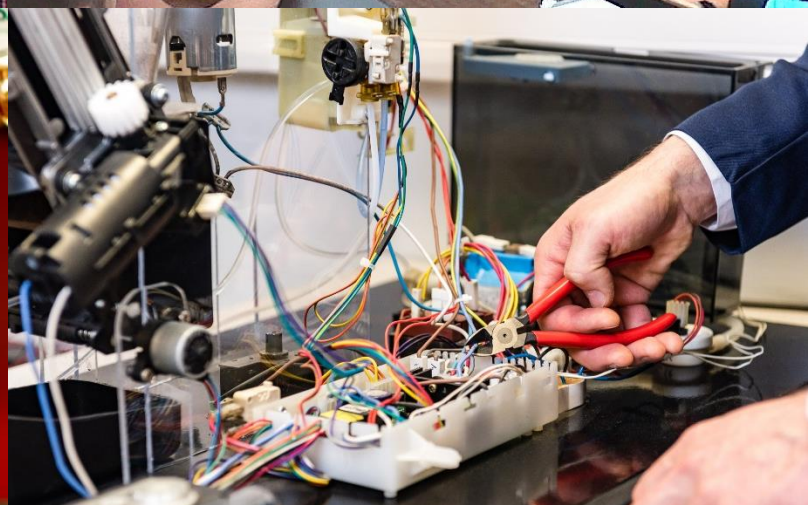
Dedicated events



POS visibility



Consumer activations



Full service

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.



Tailor-made

SOLUTIONS



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



Large scale



Creativity



Emotions



Engagement

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



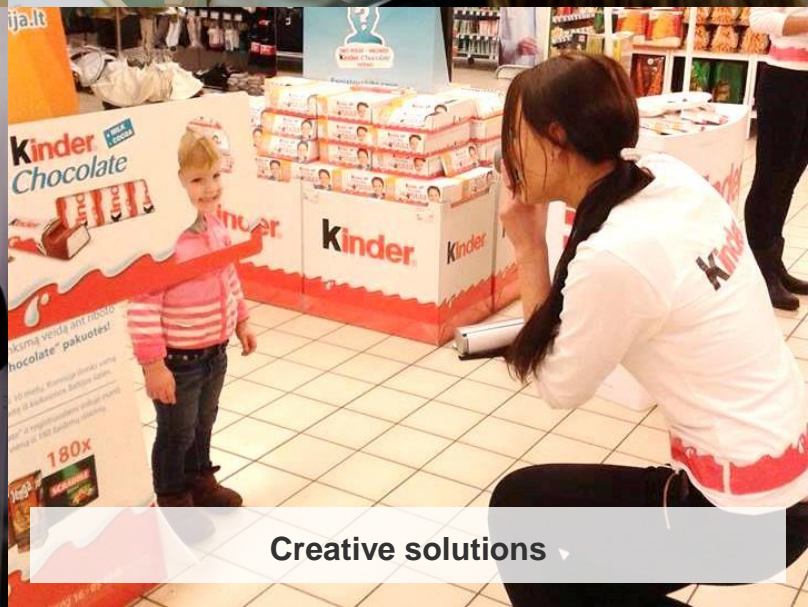
Effective



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



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.

arma**M**ista

MAINTAINING EUGESTA COMPANY
VALUES AND EXPERTISE



TAILOR MADE SOLUTIONS

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.

We are flexible

SPECIFIC PROJECTS 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



BUSINESS PERFORMANCE

Sales development YTD

Stock level

Distribution

Supply accuracy level



PRODUCT POSITIONING

Brand shelf space

SKU shelf space

SKU facings



PROMO EXECUTION

Promo strike

Promo budget % of sales

ROI evaluation

Promo sales share

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:



Beiersdorf



HimalayaTM
SINCE 1930



SC Johnson
A FAMILY COMPANY



L'ORÉAL



PARTNERS

CHILLED PRODUCTS:



Sharing smiles

BÜNGE



FERRERO



SAVENCIA
FROMAGE & DAIRY



Unilever



PARTNERS

GROCERY:



PARTNERS

ALCOHOL:

Allegrini

BITBURGER BRAUGRUPPE
STARKE MARKEN

B
BELLAVISTA
FRANCIACORTA

B
CHAMPAGNE
BILLECART-SALMON
Maître Fondateur en 1888


PAULANER

VIÑA
CASA BLANCA®

E. GUIGAL

Freixenet


GÉRARD BERTRAND
L'ART DE VIVRE, SOUTH OF FRANCE STYLE

González Byass


MONTES
PREMIUM WINES

BODEGAS
Muga
CASA FUNDADA EN 1932


ROCCA DEL FORTI


VALDO
SPUMANTE DAL 1926


CATENA ZAPATA


BOUVET-LADUBAY

PARTNERS

OUT OF HOME:



PARTNERS

LOGISTICS:





**TOGETHER WE
CREATE UNIQUE
STORY OF
SUCCESS**