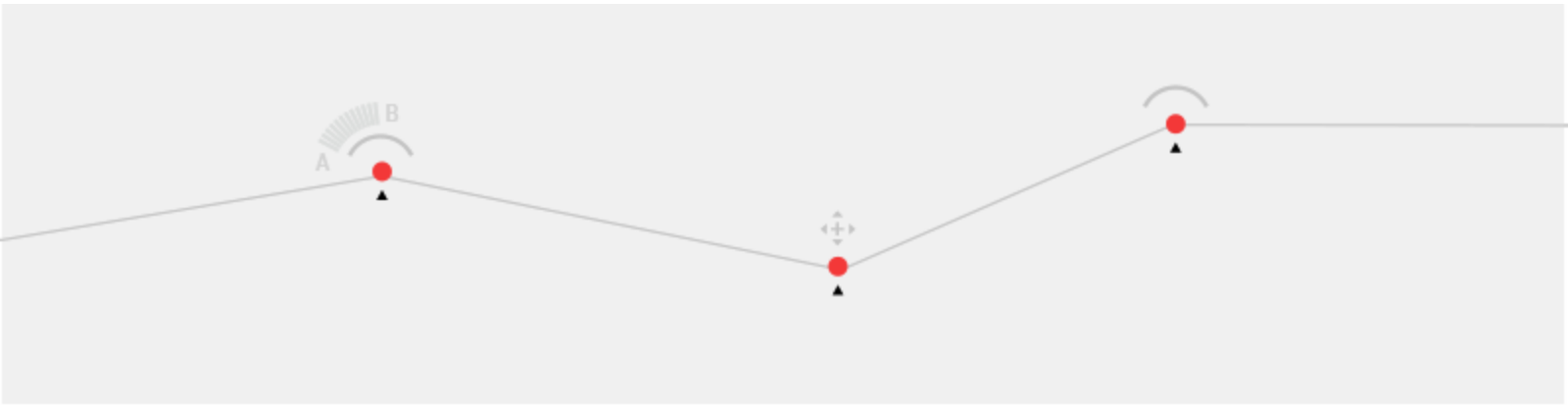




SALES. MARKETING.
MERCHANDISING.LOGISTICS.





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 provide tailor made solutions and 360 services for our partners to bring FMCG BRANDS closer to consumers

- ✓ 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 our Partners in Pan-Baltic scale.

- ✓ We want to be seen by current and potential 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

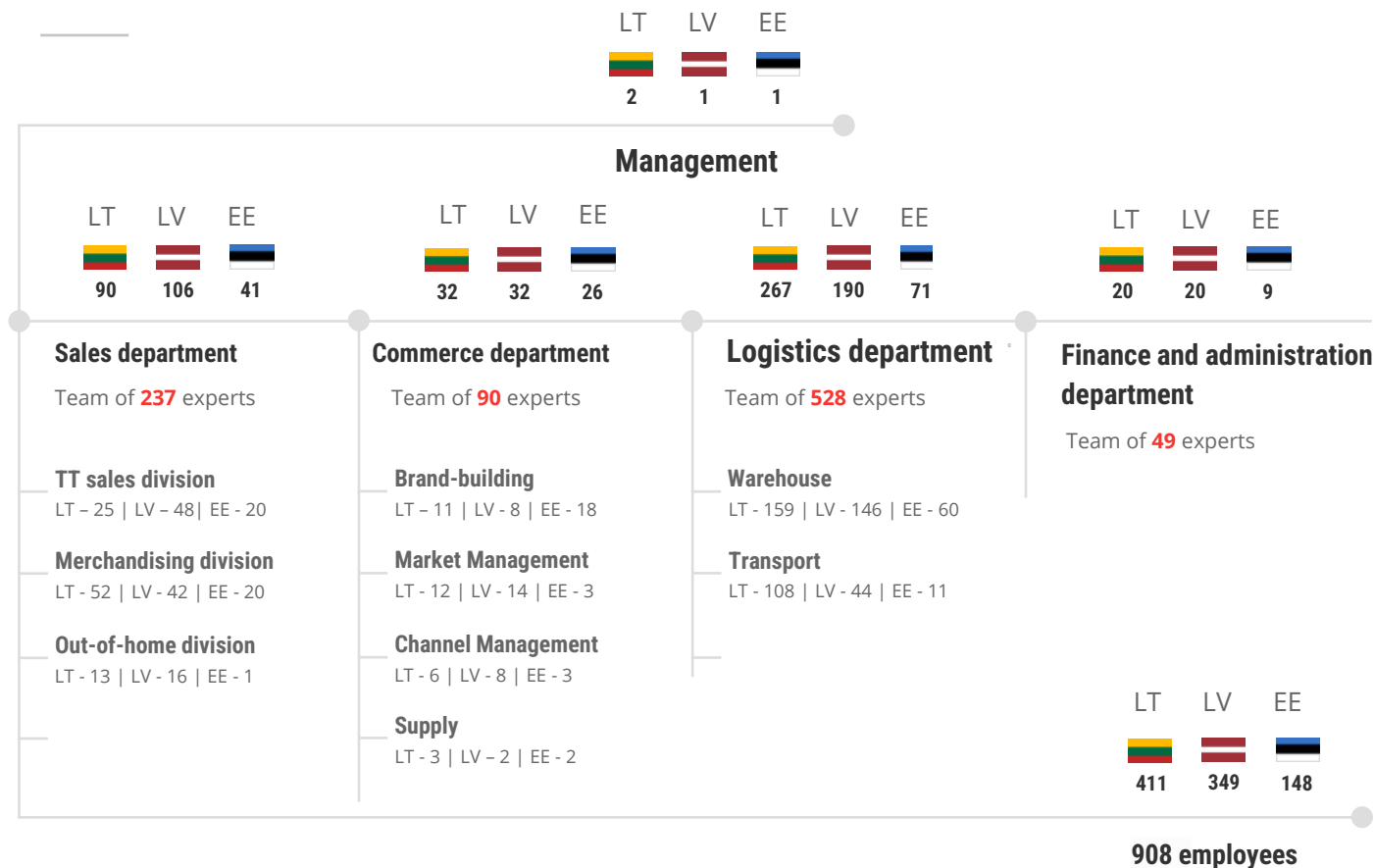
- ✓ Distribution in 3 MARKETS: Lithuania, Latvia and Estonia.
- ✓ Synergy via 360° SERVICE in the hands of one company: sales, marketing, merchandising, promo events, logistics.
- ✓ 1 CONTACT. 1 CONTRACT. 1 STANDARD.
- ✓ Successful long-term experience of distributing for GLOBAL BRANDS.
- ✓ A TEAM to 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	€106 mil	€91 mil	€73 mil
# of partners	94	67	85
# of orders*	398.000	300.000	98.800
# of kgs collected*	39,7 mil	30,2 mil	18,3 mil

*per 2021 year

OFF TRADE MARKETS SHARES

LT -2,8 mil
residents



LV – 1,9 mil
residents



EE – 1,3 mil
residents



BALTICS – 6 mil
residents



Market size, €

5.0 bil. €

2.9 bil. €

1.6 bil. €

9.5 bil. €

MAXIMA

34%

27%

18%

29%

Rimi

7%

28%

13%

14%

iki

13%

7%

NORFA

11%

6%

coop

24%

4%



12%

6%

SELVER

18%

3%

top!

9%

3%

Mego

8%

2%

elvi

6%

2%

PRISMA

6%

1%

Others



23%

22%

21%




22%

DISTRIBUTION NETWORK

	LT 	LV 	EE 	TOTAL
Hypermarkets	26	33	53	112
Large supermarkets	189	75	112	376
Small supermarkets	382	235	261	878
Superettes	259	410	236	905
Groceries	1.231	1.272	251	2.754
Convenience & kiosks	1.783	330	166	2.279
Petrol stations	500	327	247	1.074
Wholesalers	117	86	56	259
Household / perfume / DIY stores	319	242	84	645
Pharmacies / hospitals	28	35	32	95
Offices	216	346	13	575
HoReCa	870	873	231	1.974
Other specialised	191	656	321	1.168
TOTAL	6.111	4.920	2.063	13.094

The network covers the whole territory of the countries.

LOGISTICS

	LT	LV	EE	TOTAL
				
Warehouse terminals, pcs.	2	2	1	4
Warehouse area, m ²	31.346	17.350	8.888	57.584
Refrigerated warehouse area, m ²	2.000	600	820	3.420
Excise warehouse area, m ²	0	200	200	400
Cargo vehicles, pcs.	58	32	7	93
Implemented WMS	✓	✓	✓	
Implemented TMS	✓	✓	✓	





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.

ON TRADE

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.



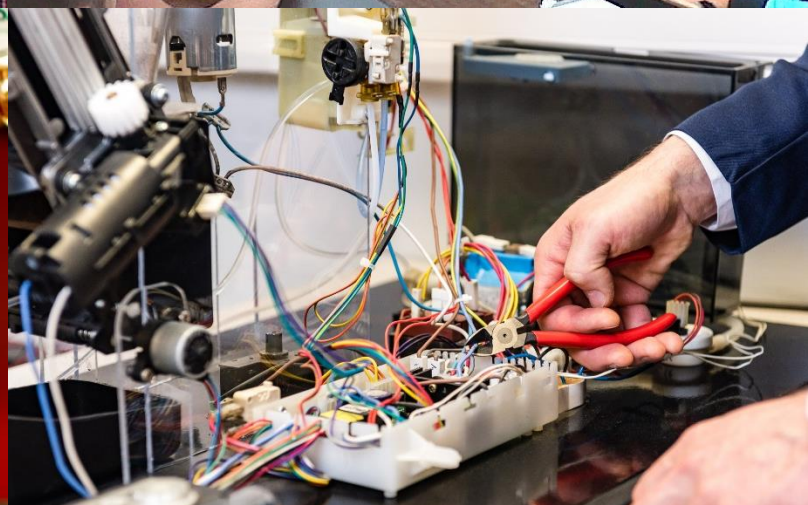
Dedicated events



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



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

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

ARMAVISTA is international transportation company owned by EUGESTA. 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.

armaista

MAINTAINING EUGESTA COMPANY
VALUES AND EXPERTICE



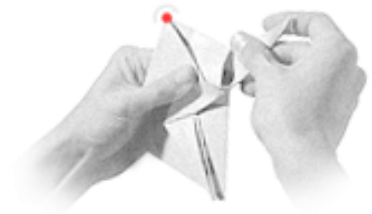
TAILOR MADE SOLUTIONS

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

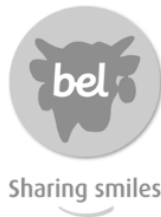


L'ORÉAL



PARTNERS

FRESH & FROZEN:



PARTNERS

GROCERY:



PARTNERS

DRINKS:



JACOBS DOUWE EGBERTS



PARTNERS

SWEET & SNACKS:

FERRERO



BABY FOOD:



PARTNERS

ALCOHOL:

Allegrini

CHAMPAGNE
BILLECART-SALMON
Maître Fondateur en 1888

Asahi

NIK WEIS
ST. URBANS-HOF


CATENA ZAPATA

LOUIS LATOUR
MAISON FONDÉE EN 1797

 **BREWDOG**

E.GUIGAL

 **MONTES**
PREMIUM WINES

BODEGAS
Muga
CASA FUNDADA EN 1932


PAULANER


ROCCA DEI FORTI


CHAMPAGNE
TAITTINGER
Reims


VALDO
SPUMANTI DAL 1926

vspt.wine.group

PARTNERS

OUT OF HOME:



PARTNERS

LOGISTICS:



COSTA COFFEE



LEMBERG



Mi **NORDIJA**
Nordic ingredients



LEIPURIN®



STOLLAR
That's the idea™



NUTRICIA
LIFE-TRANSFORMING NUTRITION

TOPO
CENTRAS

euronics
GROUP





**TOGETHER WE CREATE
UNIQUE STORY OF
SUCCESS**