



# 9M 2014 Financial Results

12 November 2014



*Pivovary*  
**LOBKOWICZ**  
NÁVRAT K TRADICI



# Agenda

- Introduction
- 9M 2014 Key Figures
- Segment Overview
- Summary



## Presentation Team



Zdeněk Radil, CEO and  
Chairman of the Board

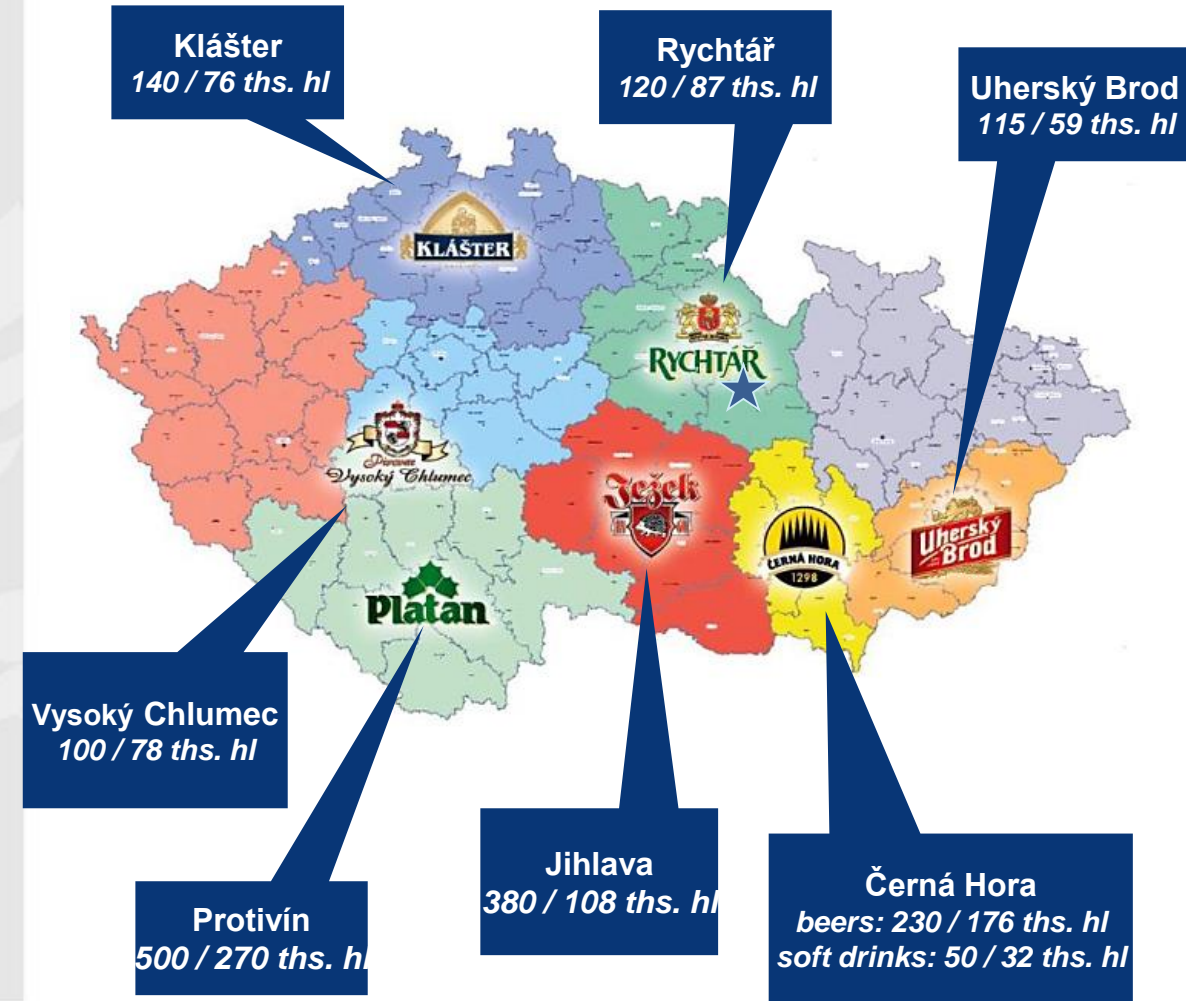


Petr Blažek, CFO



# Introduction

- Craft beer producer
- No. 4 brewing group in the Czech Republic by domestic sales, No. 5 by total sales (2013)
- Centrally managed, optimised group consisting of seven regional medium-sized breweries
- Wide product portfolio of approx. 70 beer brands, unique on the Czech market
- Strong focus on on-trade segment
- IPO in May 2014, 20.6% free float, rest owned by private shareholders and management

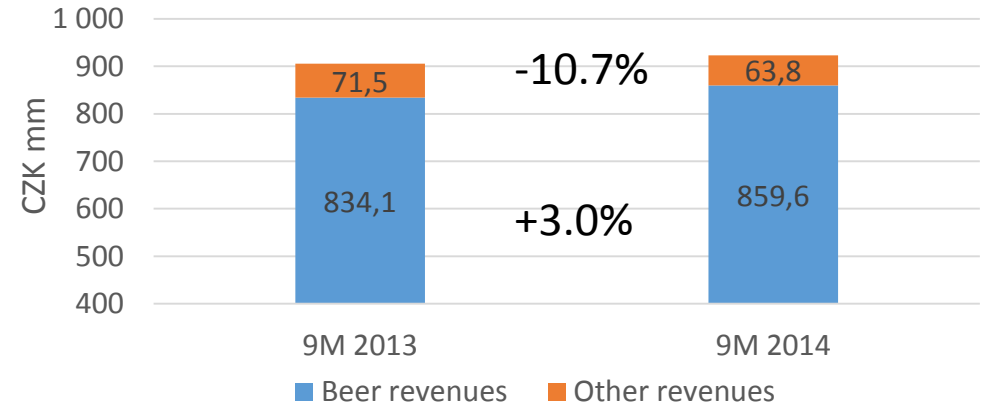


# 9M 2014 Key Figures

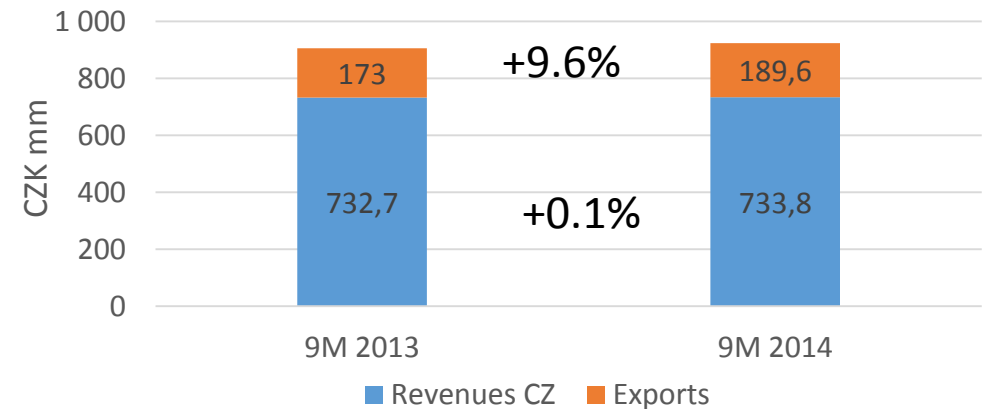
- 9M 2014 total sales of CZK923.4 million up 2% yoy
- Beer revenues 93% of total revenues or CZK 859.8 million up 3% yoy
- Domestic beer sales in July and August negatively impacted by bad weather conditions
- Lower sales in the Czech Republic compensated by strong exports
- Beer volumes 687 thous. hl, up 3.5% yoy



### Total Revenues

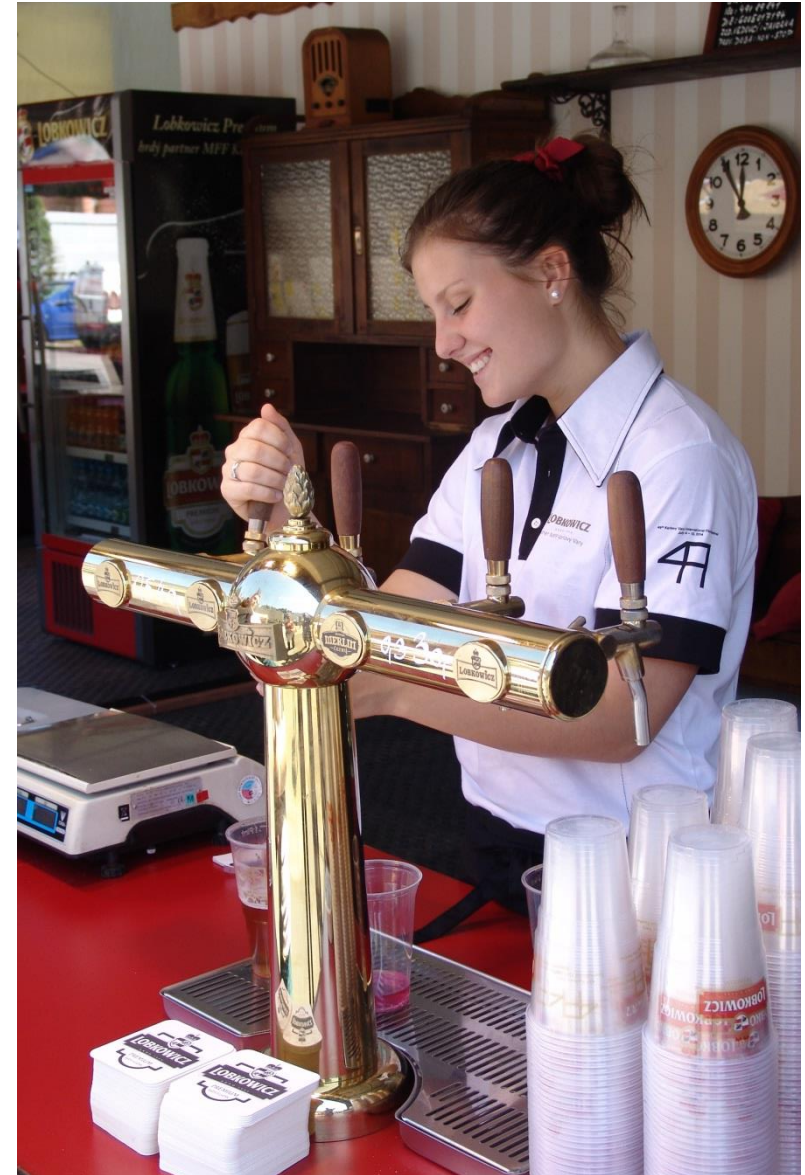


### Revenues by geography



# On trade segment

- Impacted by bad weather conditions in summer
- PLG performed better than market and didn't follow aggressive discount policy by competitors
- Use of IPO proceeds in the on-trade acquisitions, retention and extension of existing contracts
- New brands promoted in number of events and beer festivals



# Off trade segment

- Solid performance thanks to a strong cooperation with key retail chains (Lidl, Kaufland, Billa, Spar, MAKRO, etc.)
- Driven by strong exports, mainly in Slovakia
- Number of promotion events held in foreign countries



# Summary

- Performance in summer affected by bad weather in the Czech Republic, yet better than the market
- Weaker domestic beer sales compensated by strong exports
- Successful cooperation with key retail chains
- Option to acquire the remaining 30% in Pivovar Rychtář by the year end
- On trade acquisitions with IPO proceeds
- Pilot project for a licenced small brewery in China



# Contacts

## Contact for media

Renata Melíšková  
Spokeswoman

+420 731 635 199  
media@pivovary-lobkowicz.cz

Petr Božoň

+420 731 635 188  
petr.bozon@pivovary-lobkowicz.cz

## IR Contact

Klára Klímová  
IR Consultant

+420 724 255 715  
klara.klimova@pivovary-lobkowicz.cz

