



АГРАНА В РОССИИ

AGRANA Beteiligungs-AG
CAPITAL MARKETS DAY
Moscow-Serpuchov | Russia
February 21 – 22, 2011

Day 2 | "Production site presentation"

(Presenters: CEO Johann Marihart, Fruit Regional Director EE Alfred Marchler)

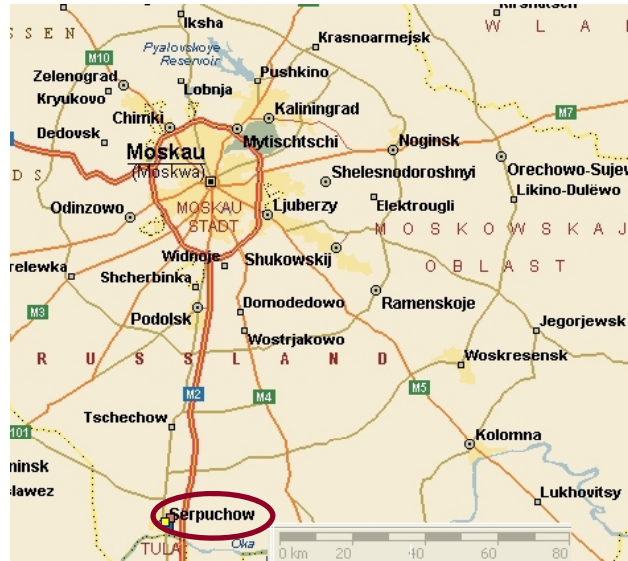


SUGAR. STARCH. FRUIT.

Content



- Production site in Serpuchov
 - History
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 - Advantages for customers
 - Outlook & Plant extension
- Production process, R&D
- Factory Tour & Product Tasting



Production site
in Serpuchov



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History of AGRANA Fruit Moscow region



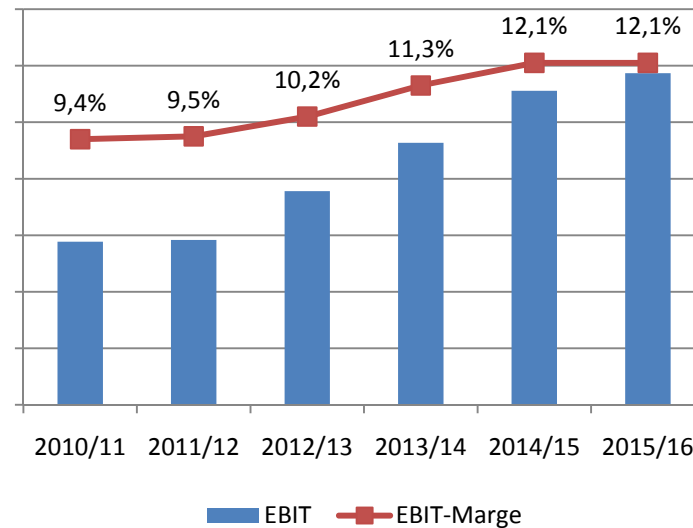
- 1992 start of sales in Russia – import from Austria
- 2002 establishing office in Moscow
- 2004 start of construction of the plant
- 2005 production start in July with 2 lines
- 2006 start of 3rd line
- 2008 start of 4th line
- 2010 start of 5th line



Financials overview (Serpuchov)



€m	Q1-Q3 10 11	FY 09 10
Revenue	46.1	55.5
Investment	0.8	2.4
Employees	256	238



Fruit Moscow: advantages for our clients



- **Certificates**
 - Baby food certificate
 - ISO 9001/2008 and 22 000 certificate
- **Packaging**
 - 800 lt. container
 - 400 lt. container (starting 2011)
 - BID and BIB was just installed to extend our service
 - Bucket
- Regular meetings on sales, quality, R&D, ... according requirements
- Readiness to follow our customer's needs and requirements

Fruit Moscow: further advantages...



for our clients:

- international dairy experiences for fruit applications
- high quality products with a competitive price
- clear processes and international technology
- no customs clearance
- local NPD* with "GLOCAL" approach – fast in new product launches and awareness about the local tastes
- well trained international team (3 languages)
- traceability within our production (from the field to the pot)
- fast service and reaction

Outlook



Market environment

- Continued political stability expected
- Further (above average) market growth in Russia
- Further market consolidation on customer side

AGRANA's strategy

- Important investment into Serpuchov plant extension
 - Laboratories (R&D and QC)
 - Production (building and lines)
 - Warehouse (RM and Finished goods)
- Strengthening of product development and marketing
- Staff development program

Customized solutions

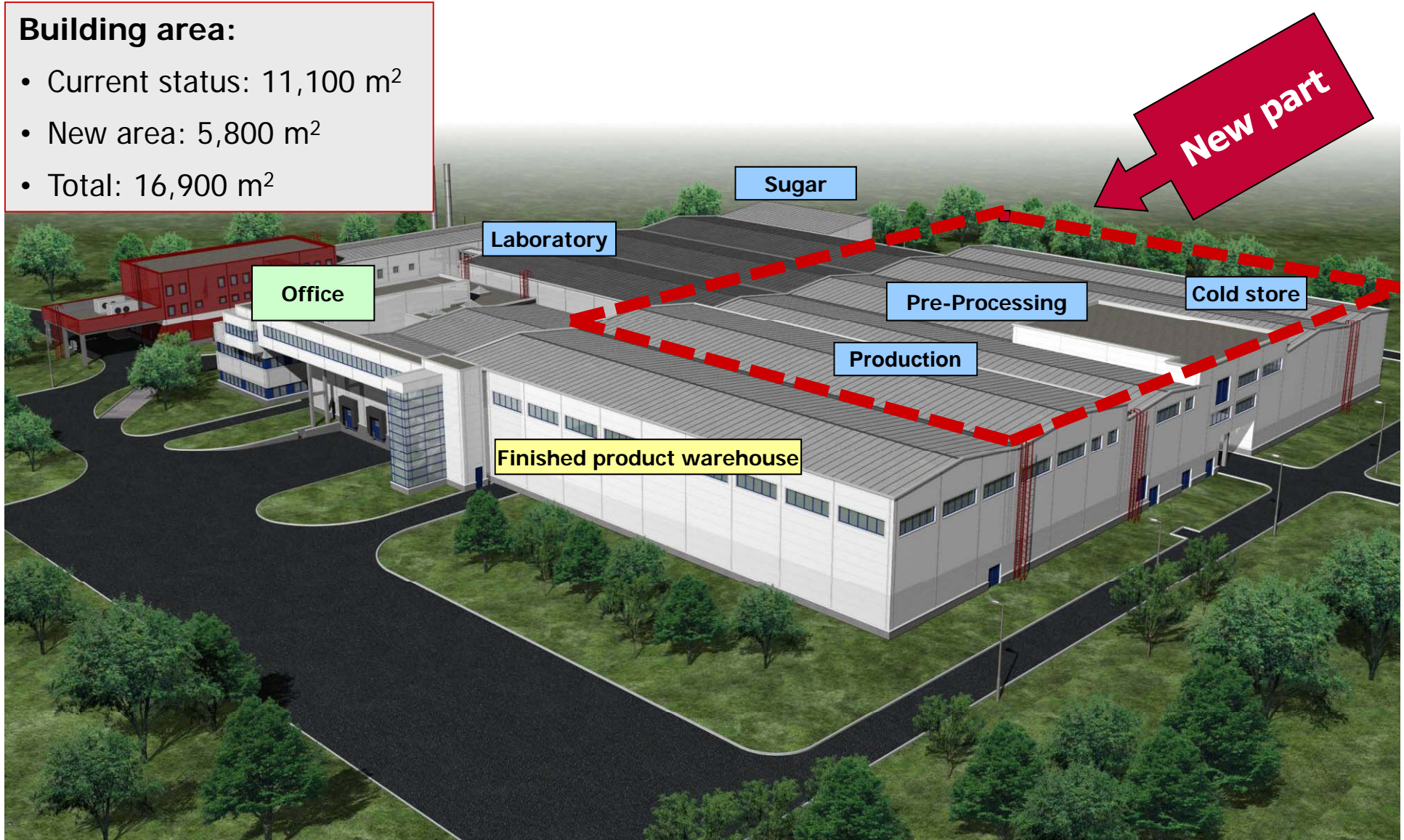
High Quality, Superior Service, Innovative Products, Competitive Price

Factory premises Serpuchov



Building area:

- Current status: 11,100 m²
- New area: 5,800 m²
- Total: 16,900 m²



AGRANA Fruit Moscow region – factory extension



- Russia has a great potential that we need to capture
- Major goal is continuing to support customer/market growth by being innovation and service leader
- AGRANA Fruit will invest within the **next 5 years € 27.6m**
- Construction will start in summer 2011 and will be finished in autumn 2012
- Major investments in extension of
 - Laboratories – R&D and QC
 - Production- and warehouse area
 - New production equipment and technology to meet future product concepts
 - Infrastructure and offices

Our objectives



- Market growth Fruit preparation in Russia
82.000 tons in 2010 -> 124.000 tons in 2012 -> + **51 %**
- Sales volume growth
2010|11: 40.000 tons; 2015|16: 62.000 tons -> + **55 %**
- AGRANA market share 2014|15: 48 %
- Serpuchov will become the 3rd largest Fruit preparation plant within AGRANA group (beside Gleisdorf|Austria and Botkins|USA)

Financing our Russian expansion...



As of 31 December 2010

€ 9.5 million

investment (€ 20 million):

€ 10 million -> AGRANA loan

RUB 400 million (approx. € 10 million) -> WEST LB, Russia (3y credit line)

**AGRANA Group's CEE exposure as of
30 November 2010: € 100m**
(thereof approx. 95% in EUR, not in national currency
of the CEE countries)

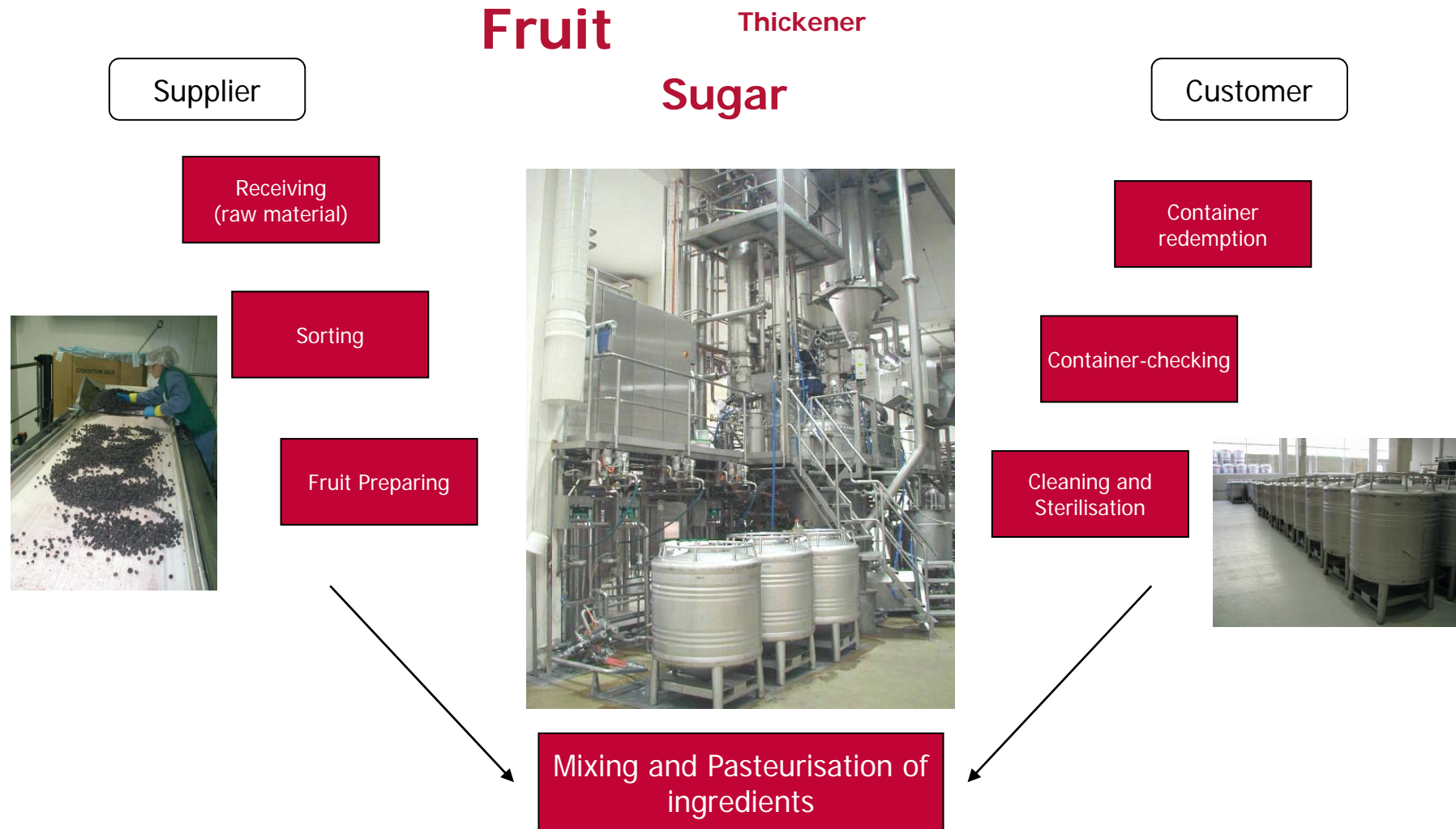


Before we start the factory tour,
some information regarding the
production process



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Production process of Fruit preparation (1)



Production process of Fruit preparation (2)



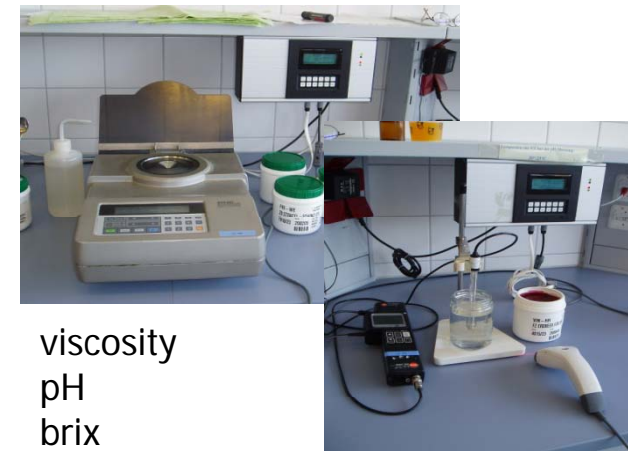
Filling & Cooling of FP

Quality control

Microbiological passing

Delivery

Customer



viscosity
pH
brix
sensory evaluation



AGRANA R&D Power Service to the market



- R&D department in Russia
 - 15 Food Technologists are working in the R&D department
 - 2,350 samples are sent to clients per year
- Two variants of new product development
 - client solicited and tailor made (briefing) or
 - pro-active suggestion from AGRANA Marketing/R&D (Innovation Days)
- R&D people are specialists in customer and country taste preferences by long-term relationships and sharing of market knowledge ("Glocal approach")
- Short delivery time and response time for sampling

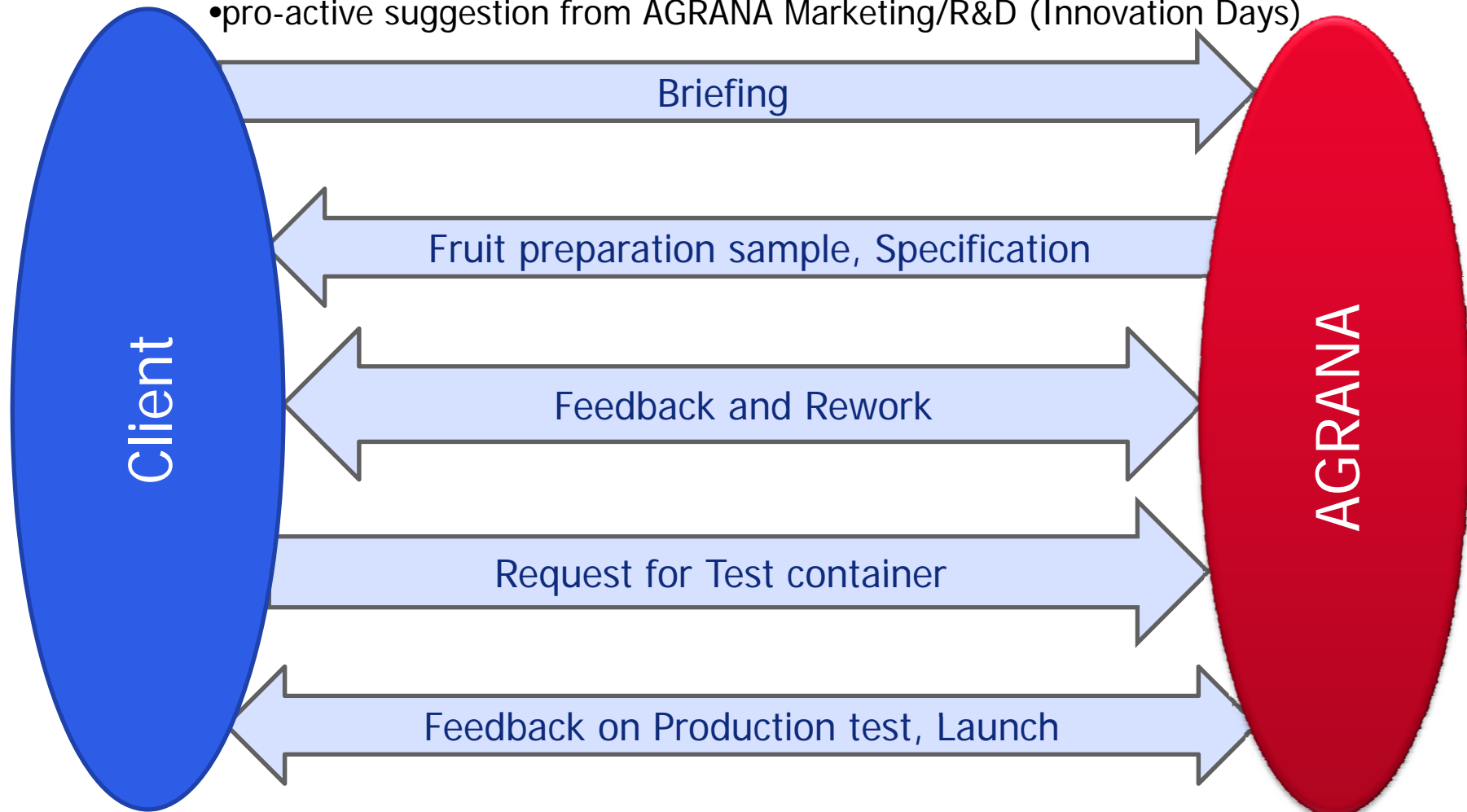


R&D Best Practice: AGRANA Local & Client



Two variants of new product development

- client solicited and tailor made (briefing) or
- pro-active suggestion from AGRANA Marketing/R&D (Innovation Days)





Thank you for your attention.



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