

BIBENDUM

— *A part of Altia Corporation* —

VALUES

If we were to describe our brand as a character Bibendum would be someone with a great personality and familiar feeling, which breathes of our values: reliability, class and tradition.



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LOOKING BACK

Bibendum has a long history dating back to 1956, when founder Bror-Eric Berntson began his career in the wine and spirits industry. After ten years as a sales rep Bror-Eric acquired the wine and spirits agency Birger Hellberg, founded in 1899. In 1968 he changed the agency's name to Bror-Eric Berntson AB. During the years to come both of his sons, Johan and Eric, became involved in the family business.



In 1990 the company changed its name to Vinhuset Berntson AB and just five years later the name Berntson was replaced by Bibendum. At the turn of the century the company removed the title Vinhuset and was from then on called Bibendum AB.

Since 2004 Bibendum is operating under the ownership of Altia Corporation, the leading Wine and Spirit Company in the Nordic and Baltic region, with roots going back to 1888.



RIGHT HERE, RIGHT NOW

Bibendum is a modern and leading importer of alcoholic beverages in Sweden. Our portfolio offers an impressive assortment of high quality wine, beer and spirits. Our assortment is delivered with consistent and high quality in everything from marketing to sales. Our offer is always based on a high level of social responsibility *(see the CSR section for more information)*.



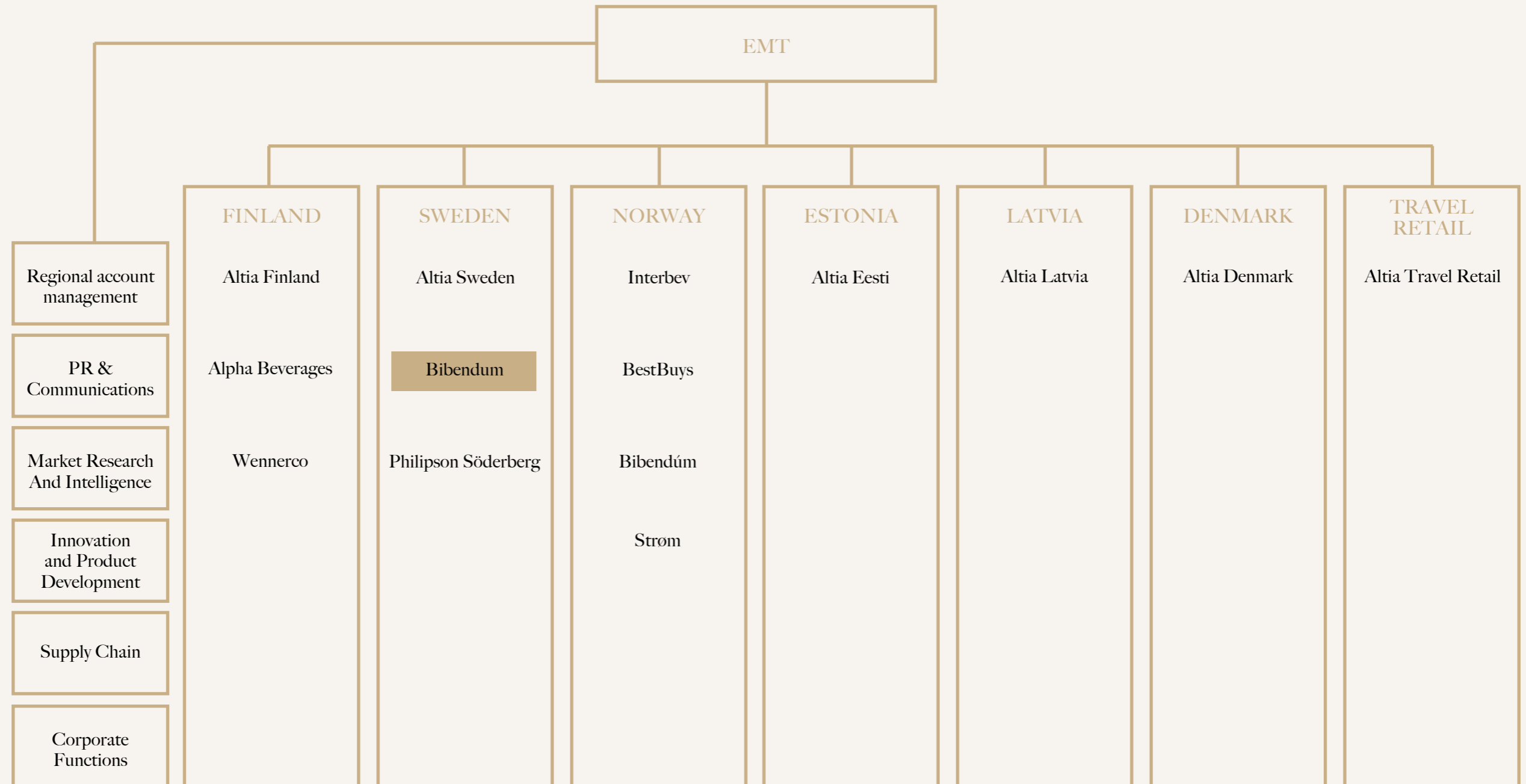
Bibendum has a long history with many of the producers the company is working with today: *André Lurton*, *Distell* and *Faustino* to mention a few. During the last years more producers have chosen to join the company: *Gustave Lorentz*, *Bardinet*, *Asahi*, *Pasqua*, *Laurent-Perrier* and many more.



”Our portfolio offers an impressive assortment of high quality wine, beer and spirits.”

ALTIA REGIONAL SETUP

OUR OPERATING MODEL IS BASED ON EFFECTIVE SHARING OF CORPORATE SYNERGIES COMBINED WITH SOLID EXECUTION ON LOCAL LEVEL



TOP POSITIONS IN ALL MARKETS

Let's drink better

Altia is the leading wine and spirits company in the Nordics and Baltic region, with roots going back to 1888. We serve customers, consumers and partners close to their markets through our sales companies. Our partners and their brands benefit from our dedicated teams and passion for winning.

Altia aims to build the new Nordic drinking culture by turning things to the better, being responsible and doing good. By combining our heritage with Nordic innovation that makes moments better we can achieve our purpose: Let's drink better.

Top positions in all markets

Altia is the market leader in spirits and wines in Sweden and Finland. Runner up in the key Baltic markets of Estonia and Latvia. Number four in Denmark and Norway and top three in the very important Nordic and Baltic Travel Retail market.

Our ambition is to strengthen and grow our partners' business in the area, build brands together and to create added value for our partners.



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TOP POSITIONS IN ALL MARKETS

ALTIA IS THE MARKET LEADER WITHIN THE NORDICS
AND BALTICS REGION

- Market leader in spirits and wine in Sweden and Finland
- Number two position in key Baltic markets of Estonia and Latvia
- Number number four in Denmark and Norway
- Top three in the very important Nordic and Baltic Travel
Retail market

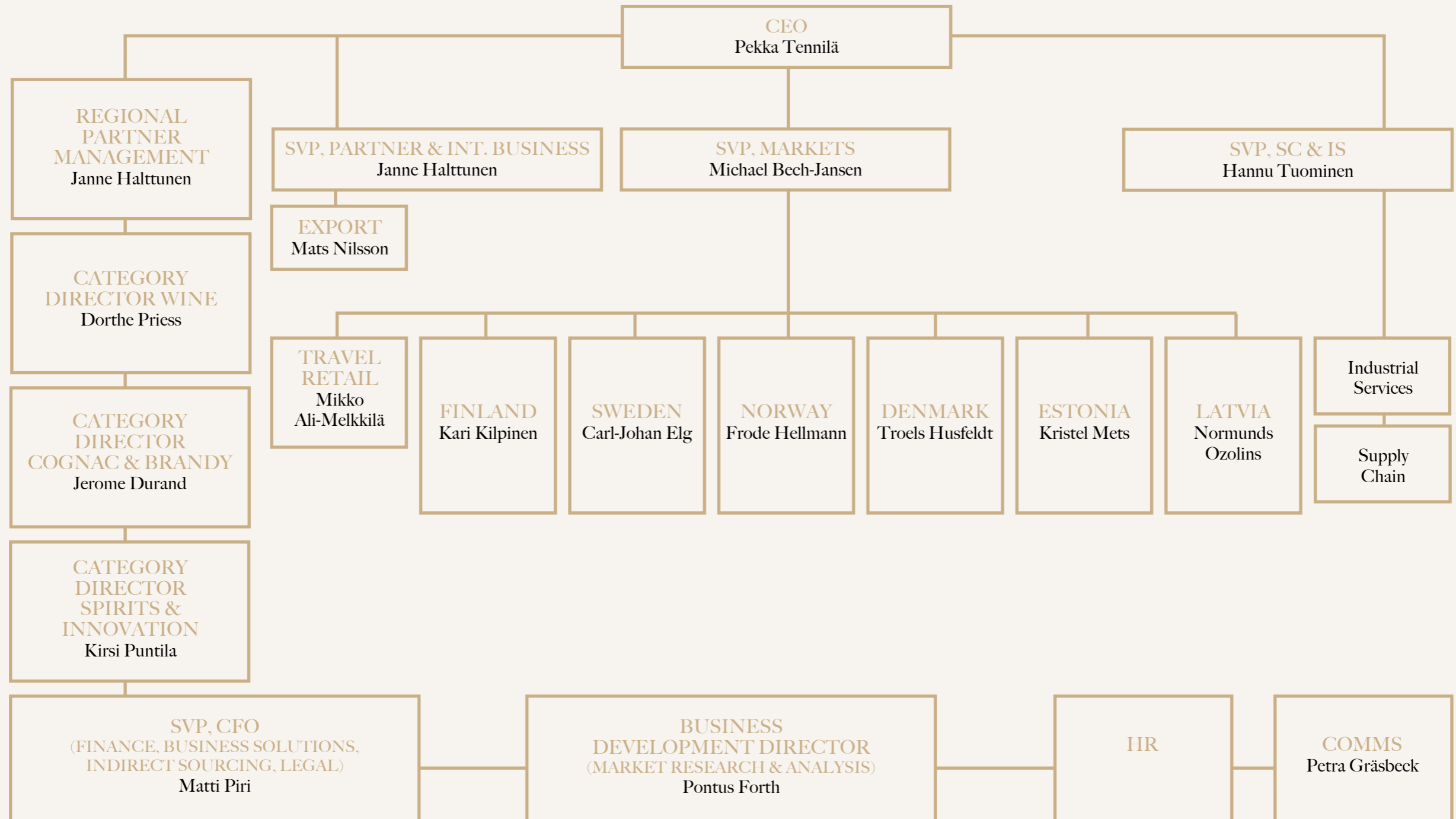


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ALTIA STRUCTURE

WE MAKE IT HAPPEN



FULL SERVICE PARTNER – OF YOUR CHOICE

AS WE ARE A PART OF ALTIA, WE CAN PROVIDE YOU WITH SERVICE IN ALL PARTS OF THE VALUE CHAIN.

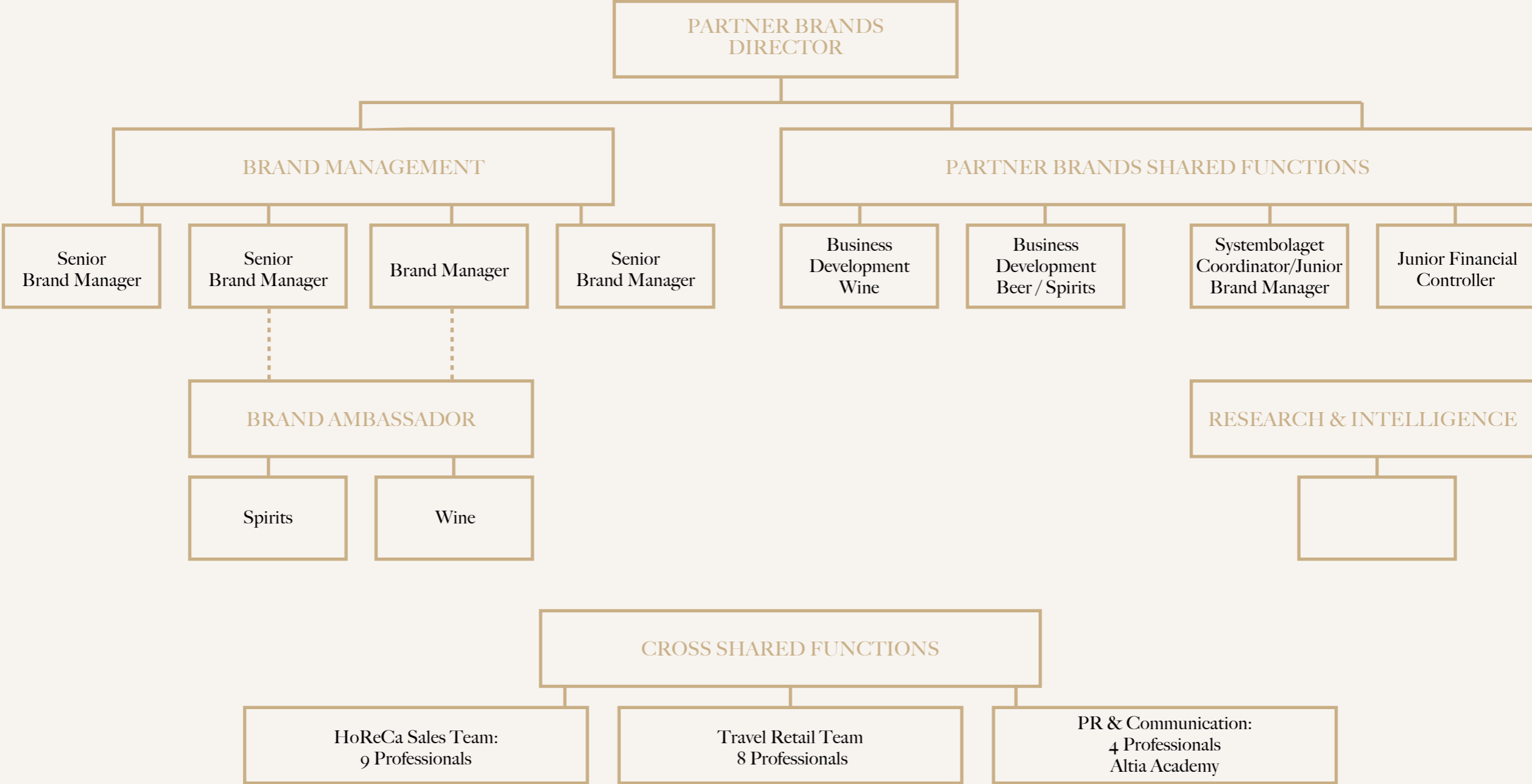
1. Partner
2. Bottling
3. Quality assurance
4. Distribution
5. Market research
6. Education / Altia Academy
7. Sales & Marketing
8. Consumer



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OUR TEAM - BIBENDUM SWEDEN



SUMMARY - BUSINESS SETUP



LOOKING AHEAD

So what does the future hold for Bibendum? Well, we intend to continue developing our partners, continuously working together with business opportunities as well as identifying new opportunities for all parties - including the end consumer and restaurant customer.



”We believe that sustainability investments in people, processes and the environment will generate a better tomorrow and higher long-term return on investments.”

Bibendum is acknowledged as one of the top brand builders within the trade and our producers play a big part in our success. But just as important is the passionate spirit surrounding the company and everybody working here. Our team consists of approximately 25 people divided into two departments, one for sales and one for marketing. To optimize our impact in the market and to ensure healthy brands in a competitive environment the marketing side works close to the sales side.

Bibendum has the biggest sales force on trade in Sweden, except for the national breweries. This gives us a great strength to build brands in everything from restaurants

and nightclubs to large chain accounts. We are acknowledged as one of the top brand builders within the trade and we always search for optimization between sales driven marketing and long-term brand building.

Bibendum always strives to improve and do this working close to our producers, customers and consumers. We actively work with suppliers that take responsibility in their code of conduct according to the Global Compacts Principles. We believe that sustainability investments in people, processes and the environment will generate a better tomorrow and higher long-term return on investments.

MONOPOLY TENDER PROCESS EXCELLENCE

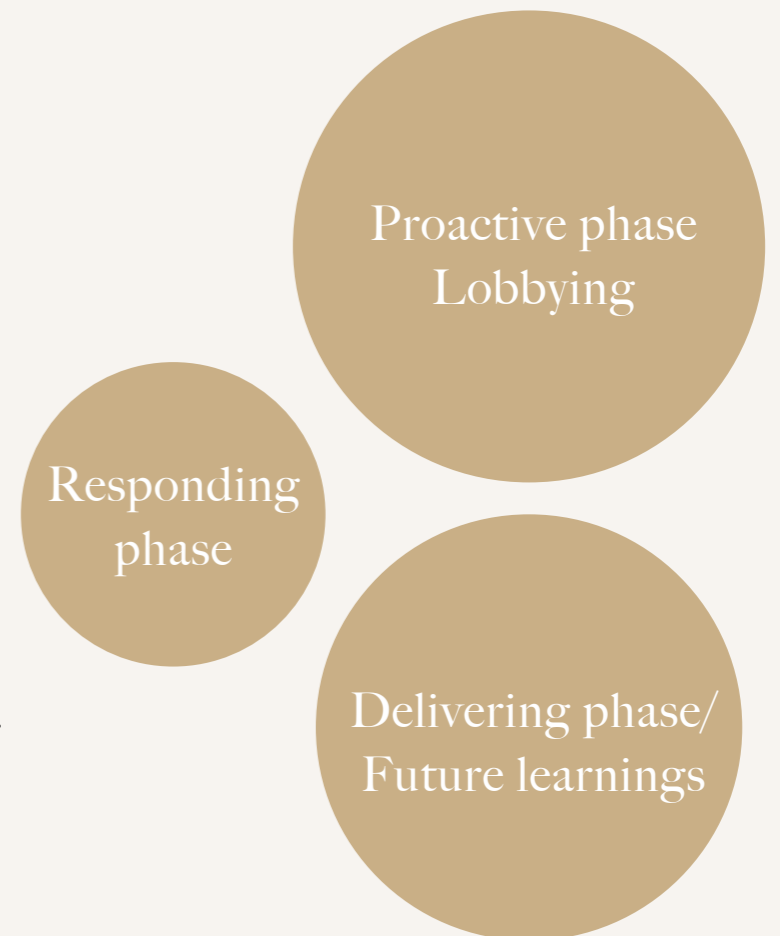
WE HAVE SKILLS TO OPTIMIZE TENDER WINS

TENDER PROCESS EXCELLENCE:

Skilled brand managers to identify and analyze opportunities

On-going lobbying for new tenders in cooperation with our Partners

Skills in blending, Aiming to maximize our chances to win a blind tasting



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MARKETING KNOWLEDGE & FOCUS

- Bibendum is acknowledged as one of the top brand builders within the trade and each of our brands is built according to its communication platform. At Bibendum each main brand has its own brand plan, which is developed together with the brand owner and all activation is performed in line with this plan.
- We always search for optimization between sales driven marketing and long-term brand building. Efficient market tools like Qlikview and the fact that Altia has its own professional market research team & market intelligence team give us a unique access to the latest market data. Brand awareness research on major brands has been conducted since 2004.
- In order to build market knowledge, understand consumers, measure result of activities and sense new trends researches are conducted continuously together with frequent field visits by our employees.



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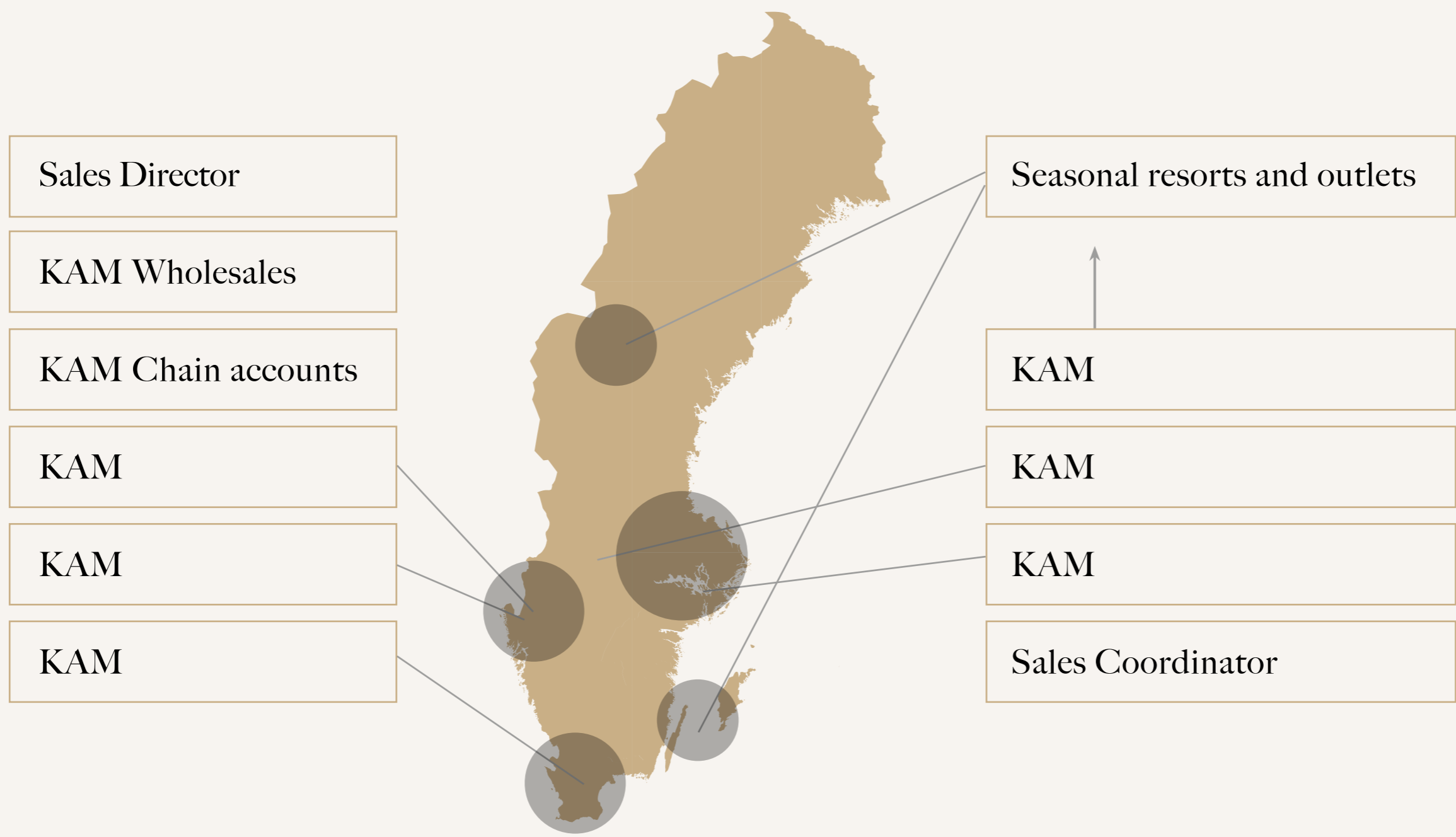
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STRONG PR & COMMUNICATION

FOCUSED INTERNAL PR & COMMUNICATION TEAM



ON-TRADE ORGANISATION



MULTI CONTACT SALES STRATEGY

Field sales
9 employees

In-house sales
2 employees

Wholesalers

Brand
Ambassador
7 employees

Altia
Academy
1 employee



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ON-TRADE BUSINESS

EST 2015: 1,1 M LITERS

SVENSKA
BRASSERIER

6 of Stockholm's
trendiest restaurants

SSP SWEDEN

Several airports and
stations all over SE

GRAND
HOTEL

Sweden's most
exclusive hotel

GRUPP F12

12 Restaurants in
Sthlm & Malmö

SCANDIC

Largest hotel chain
with 85 locations in
Sweden

EAST

Prestigious restaurant
at Stureplan

TURES

Stockolm based Chain of 6
restaurants

ESS HOTELL

Chain of exclusive hotels/
restaurants

O'LEARYS

Largest chain of
sportsbars in SE

AXFOOD
COOP
ICA

All major food retailers



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NORDIC/BALTIC TRAVEL RETAIL TAXATION DRIVES TRADE

CA 100 MILLION PEOPLE TRAVELLING YEARLY IN NORDIC BALTIC AREA

Norwegians buy from Sweden, as the alcohol tax on spirits is much lower than in Norway.

There are very popular cruises between Finland and Sweden, where both nationalities can purchase tax free spirits and wines.

Up to 15% of Finland's consumption is bought by passengers travelling to Estonia.

Norwegian's can purchase wines and spirits on arrival tax free. This sums up to 20% of Norway's total consumption.

Shops on the Border between Germany and Denmark are a popular destination for Danish and Swedes. It is estimated that as much as 35% of Denmark's consumption is bought from these shops.



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BULK BUSINESS

BIBENDUM IS PART OF ALTIA GROUP WHERE WE HAVE
“STATE OF THE ART” PRODUCTION FACILITIES

- Altia Group source wines from a number of different producers to suit their product range and brand family, before importing, bottling and packaging them for our various markets
- Our wine-related processes are designed to preserve the original properties of the products
- Altia has invested in high quality wine production in Rajamäki: we have clean and efficient facilities with modern, up to date equipment and technics
- All our products are the result of a combination of the winemaking expertise of both our suppliers and our own personnel
- Organic certification
- State of the art PET facility
- KRAV Certified



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CSR - SOCIETY FOCUS

- We do not work with products or media channels which communicate towards a younger consumer group (i.e. under 25 years)
- We do not focus on low price/high alc. vol. products or producers with this as a business idea
- We offer a wide assortment both on and off trade of organic and biodynamic products
- Bibendum is certified by KRAV, which standards requires more than the EU-regulation for organic production
- We annually contribute to organizations that work with children, women and families.
For instance: BRIS and Women's shelters



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CSR - SUPPLIER FOCUS

- We actively work with suppliers that take responsibility in their code of conduct according to the Global Compacts Principles (CoC I.O). This includes EU legislation, Human rights and the UN Child Convention.
- We believe that sustainable investments in people, processes and the environment will generate a better tomorrow and higher long-term return on investments.
- We are today in line with the Monopoly's Code of Conduct, which is included in the supplier contract after 2011-12-31.
- We continuously work with our producers to find new environmentally friendly packaging and shipment solutions.



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CORPORATE RESPONSIBILITY

ALTIA JOINED BUSINESS SOCIAL COMPLIANCE INITIATIVE (BSCI) IN 2014

- As a supplier to Alko and Systembolaget, Altia and all Altia's sales and marketing companies are committed to complying with the BSCI's ethical principles.
- Responsibility through the whole value chain
 - BSCI compliance enforced
 - Auditing of wineries in so-called "high-risk countries"
 - Reduction of environmental impacts
 - Effective logistics solutions
 - Recycling
 - Lightweight packaging
 - Preventing underage drinking
 - Strict age control in shops
 - Education about alcohol



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Altia's approach to corporate responsibility

Responsibility and its continuous development are important values for Altia. Our stakeholders are more and more interested in that we work in a responsible and transparent manner. As a major player in the alcoholic beverage business we want to be worthy of these expectations. Above all responsibility is an opportunity for Altia - by acting responsibly we can develop our business long-term rather than pursuing short-term profits.

The Altia approach to corporate responsibility is through a business driven approach with cross functional working groups developing our corporate responsibility priorities and action plans, so that the initiatives are developed by the business for the business.

New BSCI Code of Conduct - what does it mean for Altia?

In line with the Nordic monopolies' purchasing conditions, all Altia companies have since 2012 been committed to the Business Social Compliance Initiative's ethical principles. This year the principles have been renewed, with some important changes that affect Altia and how we work with suppliers, partners and vendors.



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More actions needed from Altia

The revised Code of Conduct and its “terms of implementation” explain in more detail the responsibilities for us as suppliers to the monopolies. For example, we are expected to:

- Have a regular dialogue with our business partners, to increase awareness about the Code and to exchange information about its implementation and any challenges in meeting its obligations.
- Identify, where in our products’ supply chains the risks are in terms of compliance with the Code – and act to mitigate the risks.
- Inform the monopolies if any of our business partners fail to comply with the Code.
- Require that our business partners follow the same principles, to ensure implementation of the Code in their supply chains.



Audits continue and extend

Thus far the audits have focused on risk countries and production facilities such as bottling sites. In the future, audits will be performed also in non-risk countries and on the farms producing the grapes or other ingredients. Re-audits will be done at sites that have already been audited.

What's at stake

The monopolies have the possibility to delist a product if some part of the supply chain is found non-compliant with the Code. However, this is a last-resort option. Instead, the aim is to work together – monopoly, us and the supplier/partner – to correct any non-compliance.

Learn more

During the autumn trainings will be organized internally as well as by Alko and Systembolaget, who will address the issue in supplier meetings. BSCI also organizes trainings in 3rd countries for producers.



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VISION

“Bibendum as a natural and obvious choice of beers, wines & spirits where ever you are.”



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