

## **Purcari Wineries**

Annual General Meeting April 28, 2022

### **Disclaimer**



THIS PRESENTATION IS MADE AVAILABLE ON THIS WEBSITE BY PURCARI WINERIES PUBLIC COMPANY LIMITED (the Company) AND IS FOR INFORMATION PURPOSES ONLY.

This presentation and its contents do not, and are not intended to, constitute or form part of, and should not be construed as, constituting or forming part of, any actual offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any shares issued by the Company and its subsidiary undertakings (the **Group**) in any jurisdiction, or any inducement to enter into any investment activity whatsoever; nor shall this document or any part of it, or the fact of it being made available, form the basis of an offer to purchase or subscribe for shares issued by the Company, or be relied on in any way whatsoever

No part of this presentation, nor the fact of its distribution, shall form part of or be relied on in connection with any contract for acquisition of or investment in any member of the Group, nor does it constitute a recommendation regarding the securities issued by the Company, nor does it purport to give legal, tax or financial advice. The recipient must make its own independent assessment and such investigations as it deems necessary.

The information herein, which does not purport to be comprehensive, has not been independently verified by or on behalf of the Group, nor does the Company or its directors, officers, employees, affiliates, advisers or agents accepts any responsibility or liability whatsoever for / or make any representation or warranty, either express or implied, in relation to the accuracy, completeness or reliability of such information, which is not intended to be a complete statement or summary of the business operations, financial standing, markets or developments referred to in this presentation. No reliance may be placed for any purpose whatsoever on the information contained in this presentation. Where this presentation quotes any information or statistics from any external source, it should not be interpreted that the Company has adopted or endorsed such information or statistics as being accurate. Neither the Company, nor its directors, officers, employees or agents accepts any liability for any loss or damage arising out of the use of any part of this material.

This presentation may contain statements that are not historical facts and are "forward-looking statements", which include, without limitation, any statements preceded by, followed by or that include the words "may", "will", "would", "should", "expect", "intend", "estimate", "forecast", "anticipate", "project", "believe", "seek", "plan", "predict", "continue", "commit", "undertake" and, in each case, similar expressions or their negatives. These forward-looking statements include all matters that are not historical facts. Such forward-looking statements involve known and unknown risks, uncertainties and other important factors beyond the Company's control, and relate to events and depend on circumstances that may or may not occur in the future, which could cause the Company's actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. The forward-looking statements included herein are based on numerous assumptions and are intended only to illustrate hypothetical results under those assumptions. As a result of these risks, uncertainties and assumptions, you should in particular not place reliance on these forward-looking statements as a prediction of actual results, or a promise or representation as to the past or future, nor as an indication, assurance or guarantee that the assumptions on which such future projections, expectations, estimates or prospects have been prepared or the information or statements herein are accurate or complete. Past performance of the Group cannot be relied on as a guide to future performance. No statement in this presentation is intended to be a profit forecast. This presentation does not purport to contain all information that may be necessary in respect of the Company or its Group and in any event each person receiving this presentation needs to make an independent assessment.

This presentation contains references to certain non-IFRS financial measures and operating measures. These supplemental measures should not be viewed in isolation or as alternatives to measures of the Company's financial condition, results of operations or cash flows as presented in accordance with IFRS in its consolidated financial statements. The non-IFRS financial and operating measures used by the Company may differ from, and not be comparable to, similarly titled measures used by other companies.

The information presented herein is as of this date and the Company undertakes no obligation to update or revise it to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events.

The distribution of this presentation in certain jurisdictions may be restricted by law and persons who come into possession of it are required to inform themselves about and to observe such restrictions and limitations. Neither the Company, nor its directors, officers, employees, affiliates, advisers or agents accepts any liability to any person in relation to the distribution or possession of the presentation in or from any jurisdiction.

Investments in the Company's shares are subject to certain risks. Any person considering an investment in the Company's shares should consult its own legal, accounting and tax advisors in order to make an independent determination of the suitability and consequences of such an investment

## **Our AGM team today**



Victor Bostan CEO, Founder



- Founded the Group in 2002
- Over 35 years of experience in wine industry
- Built and exited one of the largest wine companies in RU
- Technical University, oenology
- Speaks FR, RO, RU

Victor Arapan CFO



- 20+ years of experience in banking, audit, corporate finance
- 10+ years experience in wine-making companies
- Ex-PWC, Acorex Wineries
- International Management Institute, finance
- Speaks EN, RO, RU

Eugeniu Baltag
Investor Relations



- Over 10 years in financial management, internal audit
- Ex Transoil, Orange, PWC
- Academy of Economic Studies
- Speaks EN, RO, RU

**Eugen Comendant** 



- Over 15 years of management experience
- Ex Virgin Mobile, ACN in senior Business
   Development, Sales and Marketing roles
- Amsterdam University of Applied Sciences, ESSEC Business School
- Speaks EN, RO, RU, NL, FR

Vasile Tofan Chairman



- Over 10 years experience in FMCG
- Partner at Horizon Capital, \$850m+ AUM
- Ex- Monitor Group, Philips
- MBA Harvard Business School
- Speaks EN, RO, RU, UA. FR. NL



Victor Bostan
Executive Director



- Founded the Group in 2002
- Over 35 years of experience in wine industry
- Built and exited one of the largest wine companies in RU
- Technical University, oenology
- Speaks FR, RO, RU

Eugen Comendant
Executive Director



- Over 15 years of management experience
- Ex Virgin Mobile, ACN in senior Business
   Development, Sales and Marketing roles
- Amsterdam University of Applied Sciences, ESSEC Business School
- Speaks EN, RO, RU, NL, FR

Monica Cadogan
Non-executive Director



- Over 10 years of management experience
- CEO of Vivre Deco, leading CEE ecommerce home products company 2012-2021
- Bucharest University of Economic Studies
- Speaks EN, RO

Neil McGregor
Non-executive Director



- Over 20 years of legal experience
- Managing partner of McGregor & Partners
- President of the British Romanian Chamber of Commerce
- University of Aberdeen
- Speaks EN, RO

Vasile Tofan
Chairman,
Non-executive Director



- Over 10 years experience in FMCG
- Partner at Horizon Capital, \$850m+ AUM
- Ex- Monitor Group, Philips
- MBA Harvard Business School
- Speaks EN, RO, RU, UA, FR, NL



- 1 Our Group and Strategy
- 2 Operational Performance 2021
- 3 Situation in Ukraine
- 4 Our view on Purcari stock
- 5 Resolutions subject to AGM voting



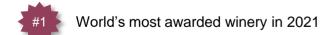


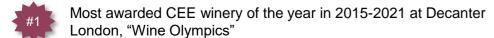
## **Purcari Wineries Group at a glance**

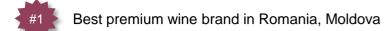


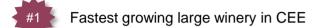
#### Leading wine player in Central and Eastern Europe...

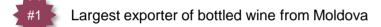
Founded in 1827 by French colonists, Purcari group is now...

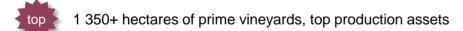


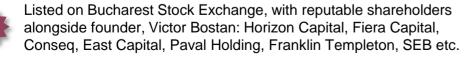






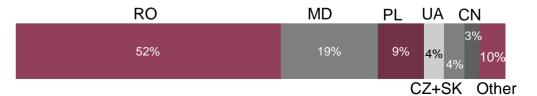






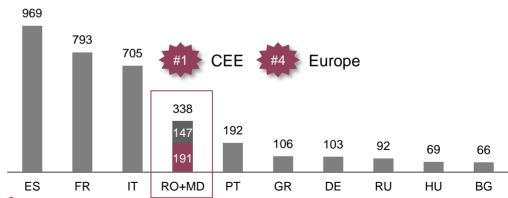
#### ... with a strong & expanding regional footprint

Geographical breakdown of sales in value terms, 2021, %



#### Located in a region with one of the richest wine heritages

Top 10 European countries by area under vines, kha



#### 6 production sites and 5 brands, covering a broad spectrum of segments













## Strong track record of growth



### Sustainable profitability accompanying strong growth

	2017	2018	2019	2020	2021
Revenue	142.3	168.1	199.1	203.7	248.1
CoS	(74.5)	(85.5)	(100.2)	(105.9)	(132.3)
	,			,	,
Gross profit	67.7	82.6	98.9	97.8	115.8
Gross profit margin, %	47.6%	49.2%	49.7%	48.0%	46.7%
SG&A	(31.7)	(36.0)	(44.2)	(49.2)	(53.5)
EBITDA	42.4	54.4	65.4	60.5	75.2
EBITDA margin, %	30%	32%	33%	30%	30%
Depreciation	(5.9)	(6.8)	(9.6)	(12.1)	(13.5)
Net finance cost	(1.6)	1.0	(6.9)	21.7	0.1
Income tax	(5.9)	(7.0)	(8.5)	(10.8)	(10.5)
Net Profit	29.0	41.7	40.5	59.2	51.4
Net profit margin, %	20%	25%	20%	29%	21%
Earnings per share*, RON	na	0.96	0.91	1.42**	1.19

#### **Comments**

- IPOed on Bucharest Stock Exchange in February 2018.
- 75% increase in revenues since IPO.
- Strong operating results and costefficient production.
- SG&A stable over time at 22% of revenue.
- Maintained strong EBITDA margin at 30%.
- Positioned both as a growth and a value company, with dividends paid for 2018 (RON 0.475 per share\*), 2020 (RON 0.65 per share) and proposed dividends for 2021 (RON 0.51 per share).

<sup>\*</sup> Common denominator being the number of shares at 31st December 2021, following doubling of issued share capital.

<sup>\*\*</sup> Including 0.62 RON per share proceeds from one-off transaction, sale of the Stake in Glass Container Transaction.

## **Our business model: Affordable Luxury**









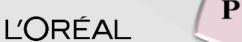




CONCHA Y TORO





















**Differentiated** marketing

Purcari is positioned at the intersections of three themes:

- Modern winemaking: the company is brand-, as opposed to appellation-centric and runs a cost-efficient business
- Affordable luxury: as an aspirational brand. Purcari wines are an example of affordable luxury, building on a heritage dating back to 1827 and ranking among most awarded wineries in Europe
- Differentiated marketing: the company is not afraid to be quirky about the way it approaches marketing, prioritizing digital channels and focusing on engaging content as opposed to traditional advertising



### **Our mission**

To bring joy in people's lives, by offering them high quality, inspiring, ethical wines and excellent value for money.

### **Our vision**

To become the undisputable wine champion in CEE, acting as a consolidator of a fragmented industry

### **Our values**

## Hungry

We win in the marketplace because we want it more

### Ethical

Always do the right thing and the money will follow

## **Thrifty**

The only way we can offer better value for money

### Different

We proud ourselves on taking a fresh look on things

#### Better

We keep improving – both our wines and our people



### **Operational excellence**

- Location: low cost production platform in Romania, Moldova, very competitive vs. other EU. New world
- Scale: large and growing scale in a fragmented market where scale matters
- Processes: solid processes in place, minimizing the guesswork and human factor in operations
- Culture: past crises following 2006, 2013 embargos cultivated hard learned cost-discipline
- Balance sheet: strong balance sheet to trade payment terms for margin
- Quality: offer superior quality at a given price point

### **Clever marketing**

- Philosophy: be genuine, talk to the consumer, don't sell to them
- On a shoestring: focus on creative, viral marketing, on small budgets
- **Digital first:** focus on new media, with Facebook, Instagram and YouTube as main platforms
- "Lean Startup": fast prototyping, encourage experimentation, tolerate failure, react fast to flops
- **Product innovation:** constantly innovate line-up and packaging, to keep up with the changing tastes
- Influencer marketing: work along key opinion leaders, including bloggers and fashion divas

#### Lower costs

## **Brand premium**

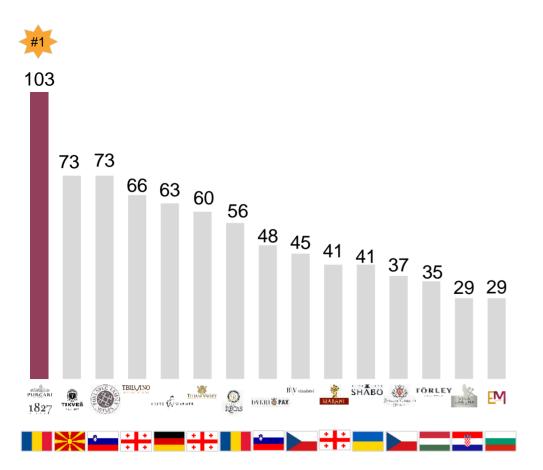
## **Strong sales and margins**



## Quality highly commended, remain the most awarded winery in CEEPURCARI

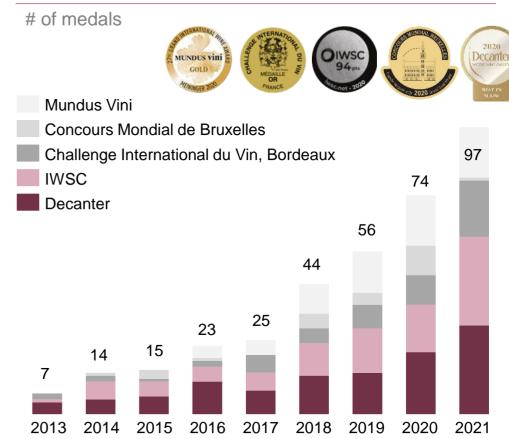
## Leading medal-winning winery in CEE at Decanter, the Wine "Olympics"

# of Decanter medals in 2015 - 21



 Most awarded winery to the east of Rhine, ahead of reputable (and much pricier) German, Hungarian or Austrian wineries

## Increasing number of medals won from year to year, In 2021 the most awarded winery in the World



Unlike beer or spirits, wine production is more prone to quality fluctuations. The Group has demonstrated the ability to keep raising the bar quality wisely, as illustrated by the mounting number of medals won at top global competitions



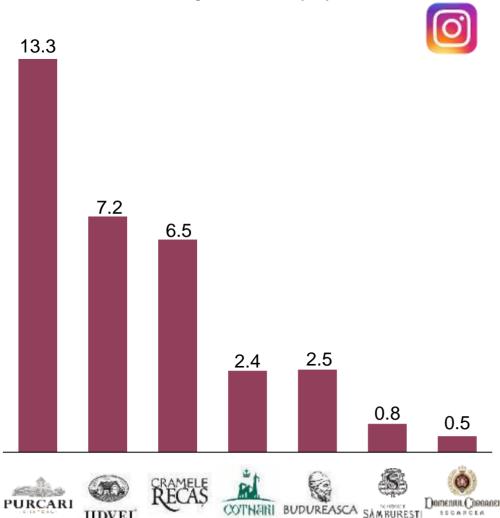
## Topping competition at engagement and quality



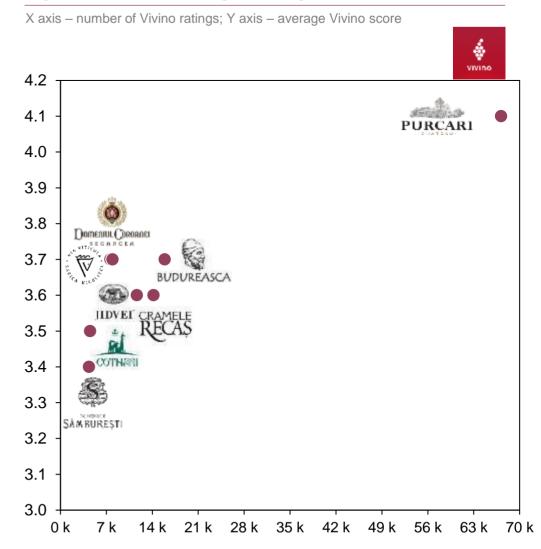
Page 12

#### Aspirational brand which consumers like sharing about

Number of #brand uses on Instagram, thousand, by key Romanian brands



#### Highest number of ratings and highest scores on Vivino



Note: Purcari - #purcari, Cramele Recas - #recas, Jidvei - #jidvei, Cotnari - #cotnari, Budureasca - #budureasca, Samburesti - #samburesti, Segarcea - #segarcea

Sources: Instagram, Vivino as of April 2022



## Vivino feedback remains very strong, essential for online sales



#1 presence in the crucial RON 30-60 segment, holding 11 out of TOP-25 positions





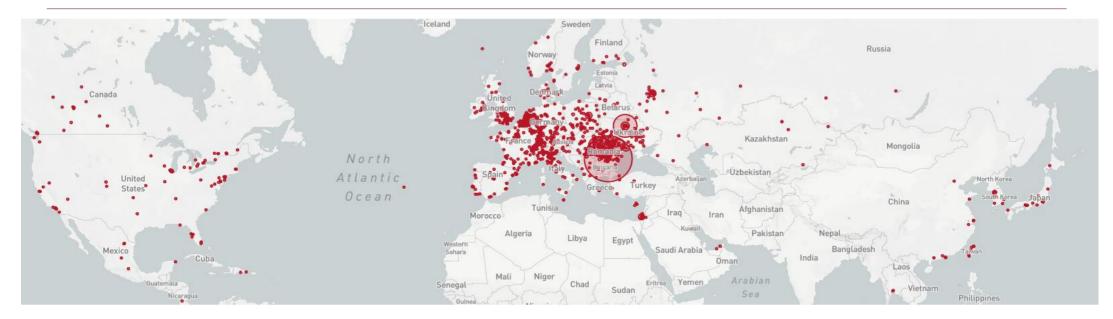


- We remain obsessed with the quality of our wines, which pays off in excellent consumer feedback.
- In our core premium segment, 30-60 RON per bottle shelf price, we dominate the category with 11 bestrated wines in Vivino's top-25.
- Negru de Purcari 2015 among the top
   1% of all wines in the world.
- We remain convinced, it is the product that will make the difference in the mid and long term with consumers, so we are focusing on making exciting wines that capture people's imagination.



## Growth in Vivino usage, key for consumer engagement





4.23

Average score out of 5.0

120,248

Total Vivino scans

84%

Scores equal or above 4.0

+38%

YoY scans growth

**Top 1%** 

Global ranking based on avg. score received

1,547

# of cities where Purcari has been scanned

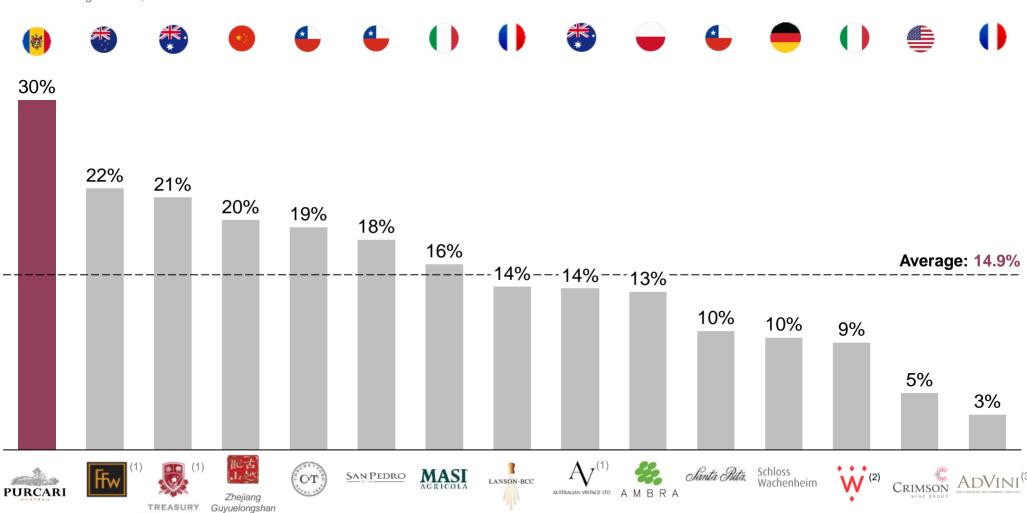


## Top of peer group margins; still room to grow



#### EBITDA margin – global peer group

EBITDA margin 2021\*, %



Source: IFRS Consolidated Financial Statements of the Group, Capital IQ;

WINE ESTATES Shaoxing Wine

- (1) Financial year ends as of 06/30; e.g. for 2021, financial statements as of 06/30/2021 were taken into account
- (2) Italian Wine Brands
- (3) Financial year ends as of 12/20



- 1 Our Group and Strategy
- 2 Operational Performance 2021
- 3 Situation in Ukraine
- 4 Our view on Purcari stock
- 5 Resolutions subject to AGM voting

#### Divin Bardar 25 years.

Was given the title of Brandy Master, the highest award at the international Taste Masters 2021 brandy competition.



## **Key operational highlights for 2021**



## Ongoing revenue growth

- Group revenues up 22% YoY to RON 248.1m, with Purcari and Bardar leading the growth.
- Moldova (+61% YoY) recovered to pre-Covid level. Romania continuing double-digit growth, +18% YoY.
- Bostavan mainstream brands down in Poland, as prioritizing margin over volumes.
- Bardar strong performance +22% YoY, proceeding with shift from bulk to bottled to support increasing demand for premium aged brandy.

# Strong margins on efficient cost controls

- Group EBITDA up by 24% to RON 75.2m, 30% margin. Core Wine EBITDA at RON 76.1m, 32% margin, above the guidance range. Group EBITDA affected by RON 0.9m provisions relating to Ecosmart.
- Additional ~EUR 1m in cash proceeds received from Glass Container Company exit transaction.
- Healthy leverage level, Net Debt to EBITDA at 0.88x.

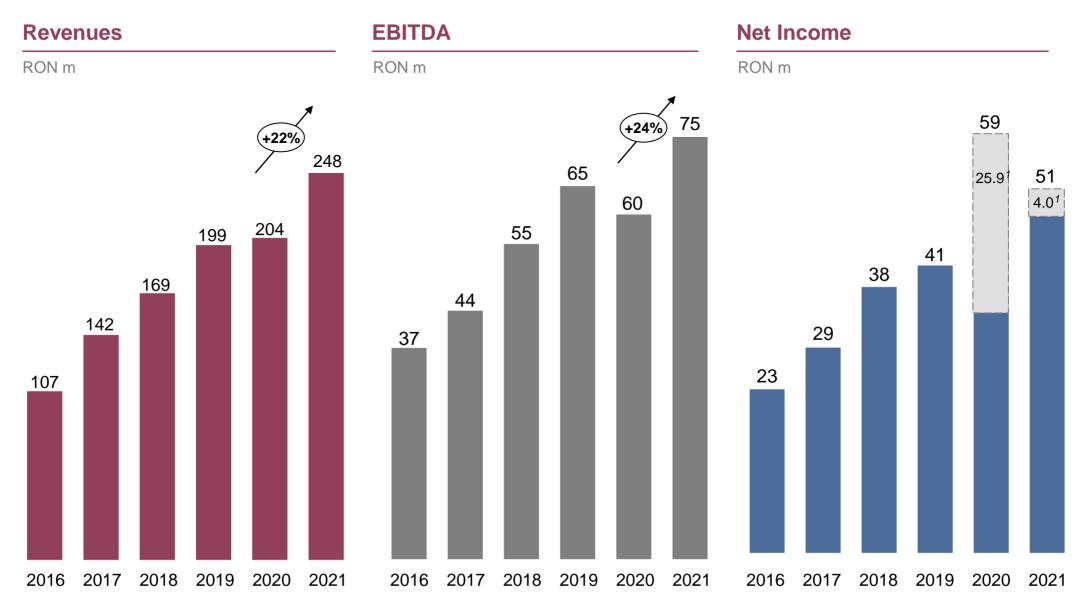
## Expanding inorganically

- 8Wines 10% stake in fast growing online wine retail platform to build up ecommerce capabilities.
- Ecosmart Union increased Group's stake to 65.75%, taking control over the business (waste recycling management), putting further emphasis on sustainability.
- Vinoteca Gherasim Constantinescu acquired 50ha of high-quality vineyards and another 22ha of prime land for future expansion in Dealu Mare, the top Romanian wine region.

## Active capital markets agenda

- Included in FTSE Global Micro-Cap Index as of March 2022.
- Dividend of 0.51 RON/share proposed for 2021, 4.7% yield on announcement.
- Highest score in investor communication, VEKTOR score 10 out of 10.
- Best Board of Directors Award at ARIR Gala, celebrating performance on Romanian Capital Market.





(1): Includes the following one-off effects

- Income on settlement of assigned receivable from Speed SRL, RON 4.3m in 2020
- Income from sale of the stake in Glass Container Company, RON 21.6m in 2020 and RON 5.1m in 2021
- Loss from effect of consolidation of EcoSmart Union, RON 1.1m



## Romania sustained growth; Moldova at pre-pandemic levels



Market	Share of sales FY2021	YoY Variance		
		FY2020	FY2019	Comments
RO RO	52%	+18%	+46%	<ul> <li>RO: Growth of +18% vs. FY20 and +46% vs FY19. Purcari leads with +22% YoY supported by Nocturne and Limited-Edition performance. Bardar +51% due to numeric distribution growth in IKA. HoReCa showing strong return, despite pandemic restrictions, with Nocturne proving to be a success.</li> </ul>
MD M	19%	+61%	0%	<ul> <li>MD: Strong rebound, reaching pre-pandemic sales level. Purcari performing best +76%, followed by Bardar and Bostavan with +54% and +37%, respectively. All channels performing well, while HoReCa and Duty Free still recovering to 2019 levels due to periodic restrictions.</li> </ul>
PL	9%	-15%	-3%	• PL: Prioritizing margin over volumes, with price increases that led to tough negotiations with certain key accounts. Targeting premium segment by listing the Nocturne collection from Purcari in HoReCa.
ASIA	3%	-5%	-46%	Tailored action plans for each partner, new SKUs – Wine Crime, DAOS 0% Alcohol, product promotion campaigns focused on brand awareness. Moldawska Dolina #1 brand in Moldovan wines according to Nielsen.
CZ SK	4%	-3%	-5%	<ul> <li>ASIA: -3% YoY in highly restrictive pandemic and economic environment, as total wine imports to China were down 17% YoY. Closely working with local partners, participation in Wine Fairs and rolling out digital communication strategy.</li> </ul>
UA	4%	+20%	+34%	<ul> <li>CZ&amp;SK: Further adverse effects from TESCO restructuring, promotion of private brands and continuous restrictions for HoReCa, aggressive discounts.</li> </ul>
RoW	10%	+2%	+15%	<ul> <li>UA: Sales grew +20% vs FY20 and +34% vs FY19. Increased activity through opening a local office: expanding presence in Fragmented Trade, growing numeric distribution in IKA, focus on increasing average sales per SKU and POS.</li> </ul>



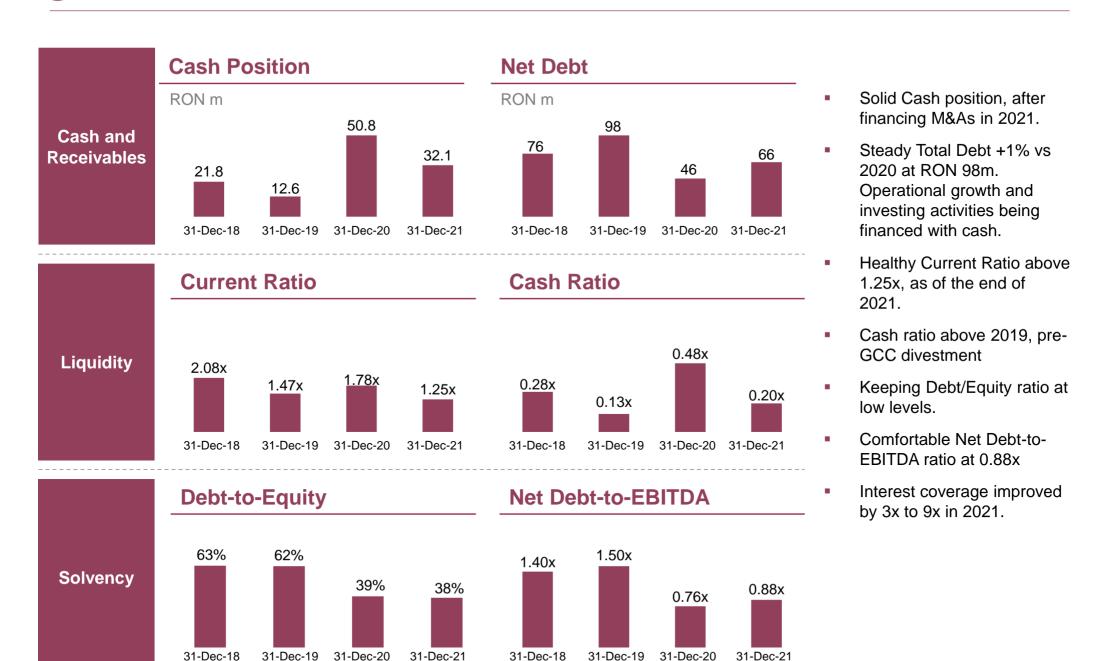
## **Premium Purcari and Bardar brands lead the growth**



Brand	Share of sales	YoY Variance			
	FY2021	FY2020	FY2019	Comments	
PURCARI	50%	+29%	+41%	<ul> <li>PURCARI: Strong performance on higher volumes and better mix. Sales in Moldova exceeding pre-pandemic levels. Ongoing strong traction in Romania, Nocturne series very popular with HoReCa. Promising performance in newer markets, forging partnerships to expand geographically.</li> </ul>	
BOSTAVAN	23%	-2%	-3%	• BOSTAVAN: Facing adverse effects on mainstream segment in Poland, Czechia and Slovakia on strong price competition, TESCO restructuring, pandemic effects. Baltics and Ukraine continue good performance in 2021, Moldova slightly behind pre-pandemic sales -3%. Focus on rebranding with launch and promotion of new SKUs. Recovery plans agreed, negotiations in process with distributors and retail chains in key markets.	
CRAMA CEPTURA	16%	+9%	+25%	<ul> <li>CRAMA CEPTURA: +9% increase YoY, continuing the growth of core brands in Romania. Acquired 70ha of vineyards with DOC Dealu Mare to support premiumization. Focus on brand awareness and portfolio reassessment. +79% YoY on export markets, albeit from smaller base.</li> </ul>	
BARDAR	12%	+22%	-6%	• BARDAR: Strong performance +22% YoY. Moldova slightly behind pre-pandemic results -6%, with HoReCa and DutyFree operating in restrictive environment. Continue the shift from bulk to bottled to support increasing demand for premium aged brandy. Successful launch of Bardar XXO 25 Years, already gaining popularity in China with repeated orders.	

## **Balance sheet remains strong**





## Investing in quality and performance



### Purcari

- · CAPEX investment in improving quality
  - · Chilling systems
  - Vacuum press
  - Microoxygenation
- Improving efficiency and operational performance
  - Transformation station 1,000 kVA to support increased production levels
  - New highly performant laboratory equipment

## Crama Ceptura

- Launched 1,000 sqm warehouse for finished goods to support increased sales in Romania and export to EU
- Vacuum press to preserve the quality and aromas for Whites and Rosés
- New equipment for automatization of bottling and packaging processes









#### Bostavan

- Upgraded and modernized the bottling line (+30% increase in bottling capacity and a significant increase in quality)
- Newly built warehouse of 1,000 sqm for finished goods to handle higher volumes
- Upgraded and extended production chilling systems
- Wine blending inox tank with a capacity of 500,000 litres

#### Bardar

- Extended the number of oak barrels to sustain increased demand for premium aged distillates
- Increased stainless steel storing capacities for distillates





**4632 bottles**The identity card of the local grape variety



6000 bottles
Georgian variety with pure expression of the terroir of Purcari



3250 bottles
The new expression of the indigenous grape Viorica,
Orange Wine



6123 bottles
Passion, dedication,
experience and love for
creation





## PURCARI – THE WORLD'S MOST AWARDED WINERY



<sup>\*</sup> Awards won at the most important international contests in 2021: Decanter World Wine Awards, Concours Mondial de Bruxelles, Mundus Vini Spring Tasting, Citadelles du Vin, Eurasia Wine & Spirits, Concours International de Lyon, Berliner Wine Trophy, London Wine and Spirits Competition, IWSC, Challenge International du Vin, Vinarium, Women's International Trophy, Vinalies Internationales.



- 1 Our Group and Strategy
- 2 Operational Performance 2021
- 3 Situation in Ukraine
- 4 Our view on Purcari stock
- 5 Resolutions subject to AGM voting

Freedom Blend is made of indigenous Ukrainian, Moldovan and Georgian grapes. It celebrates the free spirit.

Launched in 2014, today it is more actual than ever.



## Refugees fleeing Ukraine since war outburst



#### Humanitarian effort by country, per 100 000 inhabitants



Source: data2.unhcr.org/en/situations/Ukraine as of 18 April 2022

#### **Efforts of Moldovans**

425,227

# of refugees crossed the border of Moldova

91,743

# of refugees remained in Moldova

+3.7%

Increase in population in Moldova since war outburst

3,712.8

# of refugees per 100 000 inhabitants in Moldova

12,000+
# of refugees stopped at the help center of Purcari

4,000+

# of refugees provided with accommodation by Purcari

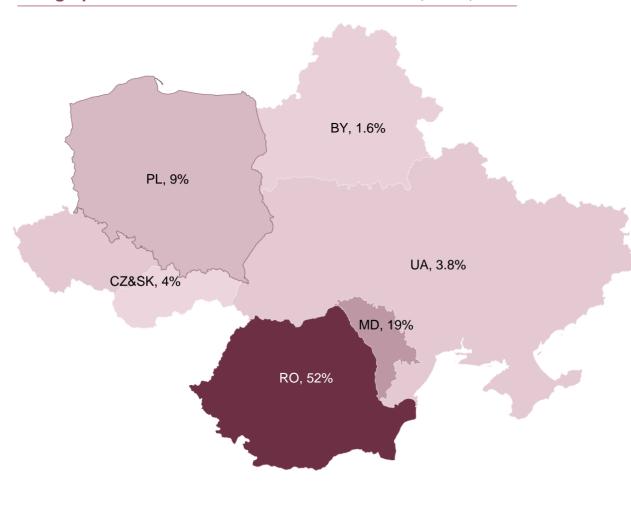
# of refugees employed by Purcari

• 3% - ASIA

## Risk and uncertainties on Ukrainian war



#### Geographical breakdown of sales in value terms, 2021, %



7% - Other countries

#### **Operational update**

- The current risk of the war in Ukraine to spill over to Moldova is remote
- Moldova has its neutrality fixed in the constitution.
- The country doesn't fit anyhow Russia's narrative on so called "demilitarization" and "denazification" used as pretext to invade Ukraine.
- No material disruptions to production operations in Romania and Moldova.
- No material disruptions to the supply chain.
- Group sales to Ukraine, Belarus and Russia as of 2021 is less than 6% of total sales.
- Account receivables relating to clients located in Ukraine, Belarus, Russia amount USD 988k.
   The management is considering making provisions for USD 709k.
- No vineyards located in, or grapes sourced from Transnistria region.



## In the front lines helping Ukrainian refugees



The Purcari Help Center opened on 24th of February, 11 600 refugees aided. 108 volunteers 27/7



1971 refugees transported to a safer place

#### **NEW YORK POST**

Mihaela Lavrov, an office manager at Purcari, Moldova's oldest winery, said Moldovans "can't ignore" Ukrainians' "hard times."



Refugees fleeing war in Ukraine board a bus as they arrive at Palanca, Moldova AP Photo/Aurel Obreja

The winery has allowed refugees to stay at its château and another hotel it rented for free. Only two other countries - Poland and Hungary - have taken in more Ukrainian refugees so far,



TOP STORIES BUSINESS For a Moldovan winemaker. hosting Ukrainian refugees is political

31.03.2022

Orlando Bloom, UNICEF

visiting refugees at Purcari

Goodwill Ambassador

and Palanca border

crossing point



The opulent rooms of Chateau Purcari in Moldova are now hosting Ukrainians fleeing the war in their country. For the owner of the hotel, accommodating

> First refugees arriving at Chateau Purcari

Samantha Power, the 19th Administrator of the USAID embracing the Purcari Freedom Blend manifesto



THEBUYER



tanks invaded Ukraine the world looks on appalled and wonders what next? In the former Soviet republics

0

"Humanity must prevail" Purcari in the THE **BUYER** article by Caroline Gilby, Master of Wine



#### Eastern European wineries in turmoil as war rages in Ukraine

By Rebecca Holland

April 21, 2022 at 1:00 p.m. EDT



When the war started in Ukraine, Purcari Winery set up a shelter and provided blankets, meals and other aid to refugees crossing into Moldova in February 2022. (Aleksandu Kiriak/Purcari Winery)

Because of this past, Purcari Winery makes a wine called Freedom Blend, made with saperavi grapes from Georgia, bastardo from Ukraine, and rara neagra from Moldova. "All these states have suffered Russian aggression," Comendant said. "It is symbolic to take the grapes of these three countries that are still fighting for their freedom in the real sense. They may have independence, but that doesn't mean they have their freedom."

Meeting room at Chateau Purcari temporary transformed in a logistic center for distributing first aid goods



Purcari Freedom Blend iconic wine on Japanese TV Page 28



Three weeks after Putin's

## **AGENDA**



- 1 Our Group and Strategy
- 2 Operational Performance 2021
- 3 Situation in Ukraine
- 4 Our view on Purcari stock
- 5 Resolutions subject to AGM voting



CUVÉE DE PURCARI

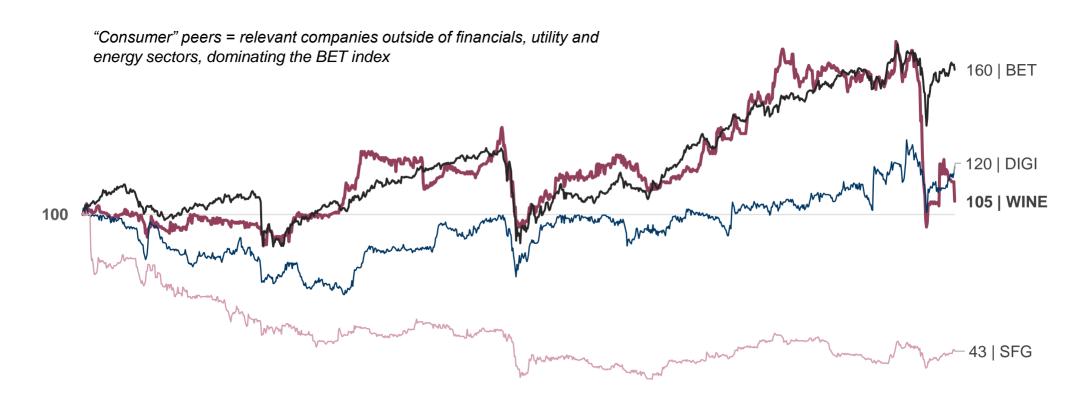
1827



## Stock performance worsened end of February, marginal recovering since



—WINE (Purcari Wineries) — DIGI (Digi Communications N.V.) — BET (index) — SFG (Sphera Franchise Group)



Feb-09- May-09- Aug-03- Oct-29-Apr-08-Dec-29- Mar-25- Jun-23- Sep-15- Dec-10- Mar-09-Oct-15- Jan-14-Apr-25-

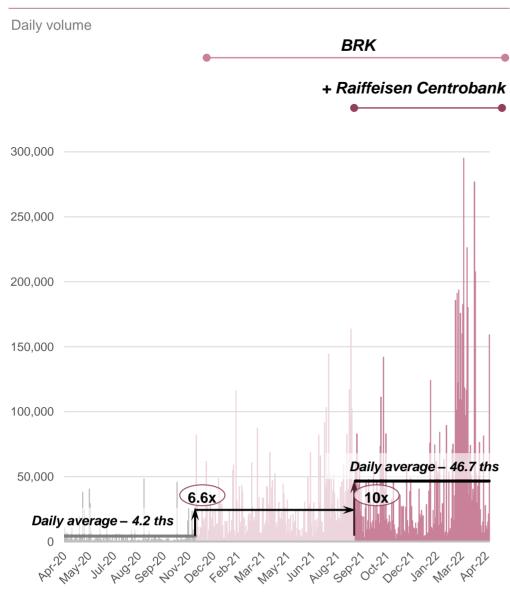
Source: Bucharest Stock Exchange



## **Purcari's stock liquidity – among the strongest on the Romanian market**

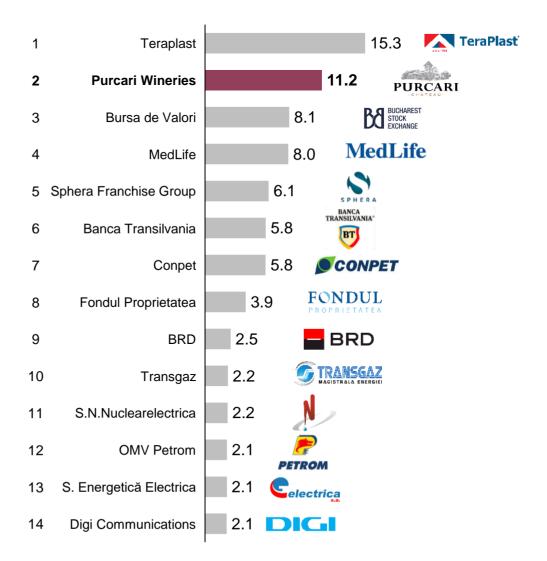


## Rapid rose of stock's liquidity after starting working with Market Makers for Purcari shares



## Relative to Market Cap, our stock is top-ranked among BET components

Ratio of daily trade value to Market Capitalisation, 2021 YTD average, bps



Source: Bucharest Stock Exchange, Capital IQ



## Low valuation relative to wine peers



### **Purcari vs Selected wine public companies**

P/E LTM Multiples





















AUSTRALIAN VINTAGE

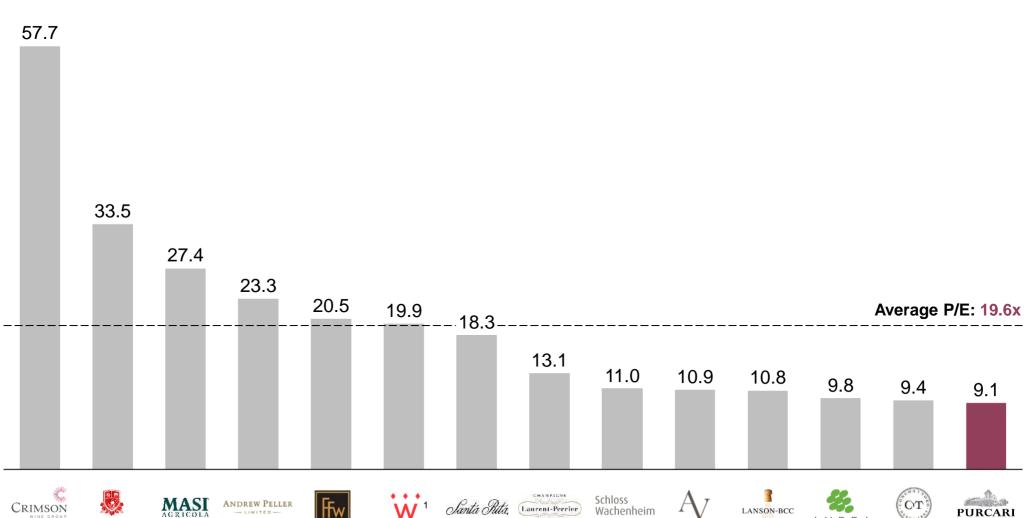




AMBRA









TREASURY

WINE ESTATES

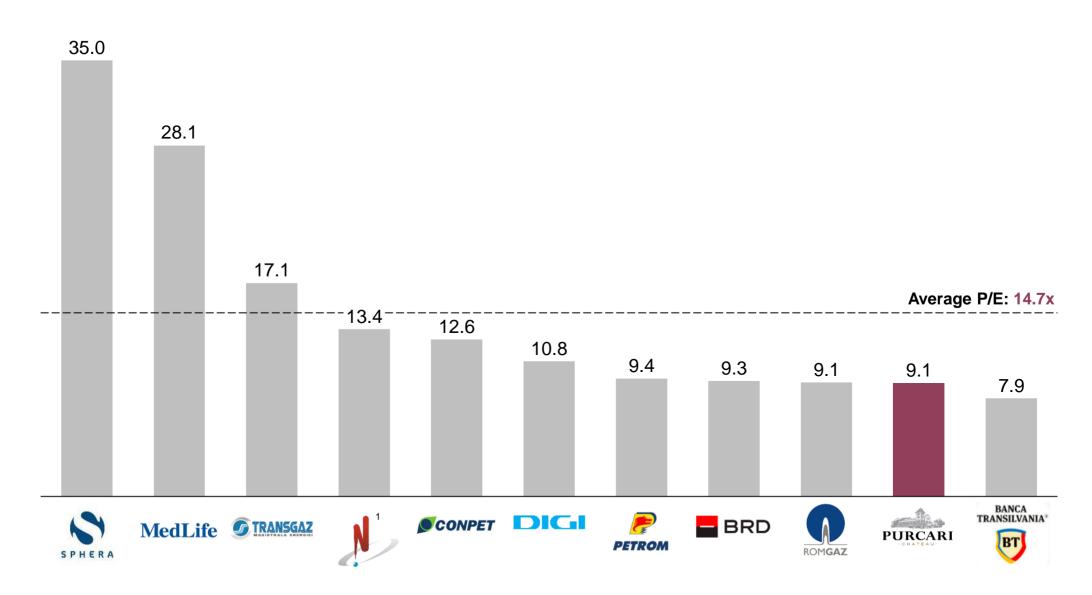


## **Average valuation relative to Romanian listed peers**



### **Purcari vs selected Romanian public companies**

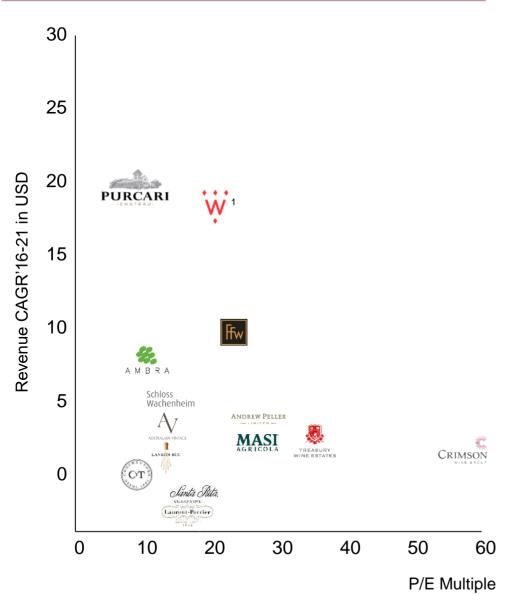
P/E LTM Multiples



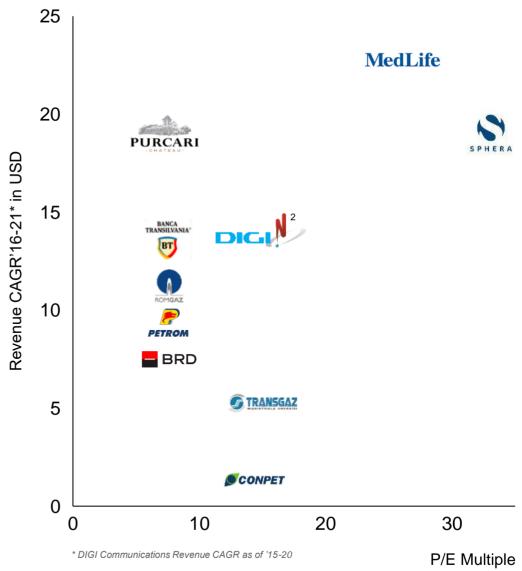
## High growth not incorporated in valuations yet



#### Purcari vs selected wine public companies



#### Purcari vs selected Romanian public companies



## **AGENDA**



- 1 Our Group and Strategy
- 2 Operational Performance 2021
- 3 Situation in Ukraine
- 4 Our view on Purcari stock
- 5 Resolutions subject to AGM voting



## **Resolutions subject to AGM voting**



#### Item 2 on AGM Notice

Approval of the re-appointment of non-executive director Mr. Neil McGregor as independent, non-executive Director of the Company.



#### Item 3 on AGM Notice

Re-appointment of the independent auditors KPMG Limited, Nicosia, Cyprus as the auditors of the Group and of the Company for the Financial Year 2022 and authorization to the Board of Directors to fix their remuneration for the year 2022.



## Item 4 on AGM Notice (withdrawn from this meeting)

Approval of a Special Resolution to acquire existing shares of the Company under a buy-back programme, in a maximum number of 30,844 shares at prices not exceeding by more than five per cent (5%) the average market price of the shares during the last five stock exchange sessions, prior to carrying out the relevant acquisition (the "Programme no. 1") and authorization to the Company's Board of Directors to proceed with all the necessary actions.

The purpose of Programme no. 1 is to meet obligations arising from the Management Incentive Programme for 2022-2024.



#### Item 5 on AGM Notice

Approval of a Special Resolution to acquire existing shares of the Company under a buy-back programme, in a maximum number of 1,000,000 shares at prices not exceeding by more than five per cent (5%) the average market price of the shares during the last five stock exchange sessions, prior to carrying out the relevant acquisition (the "Programme no. 2") and authorisation to the Company's Board of Directors to proceed with all the necessary actions.

The purpose of Programme no. 2 is to reduce the share capital of the Company, in compliance with the applicable laws and subject to the subsequent approval of the shareholders. The implementation of the Programme no. 2 will be subject to an opportunity assessment conducted by the Company's Board of Directors and the availability of the necessary financing sources.



#### Item 6 on AGM Notice

Approval of the Remuneration Policy prepared pursuant to the relevant provisions of the Cypriot Law 111(I)/2021, which transposed, on 12 May 2021, into national law the Directive (EU) 2017/828 of the European Parliament and of the Council of 17 May 2017 amending Directive 2007/36/EC as regards the encouragement of long-term shareholder engagement.



#### Item 7 on AGM Notice

Approval of payment of dividends in the amount of RON 0.51 per ordinary share to be paid to all members of the Company and approval of the following dates:

- ex-date: 22.08.2022
- record date is set at 23.08.2022;
- payment date: on or about 08.09.2022;

## **Resolutions subject to AGM voting**



#### Item 8 on AGM Notice

Approval of the increase of the authorised share capital of the Company from EUR 410,000.00 divided into 41,000,000 shares of nominal value EUR 0.01 each to EUR 430,000.00 divided into 43,000,000 shares of nominal value EUR 0.01 each.



#### Item 9 on AGM Notice

Special Resolution providing authorization to the Company's Board of Directors to increase the issued share capital of the Company up to the authorized share capital by issuing a maximum number of 2,882,500 new shares by way of one or several share issuances. The authorization is given for a maximum period of 12 months from the date of the shareholders' approval for authorization. The shareholders approve to waive the pre-emption rights of the shareholders in respect of any share capital increase decided by the Company's Board of Directors within the authorized capital.

## **Resolutions subject to AGM voting**



### Quorum 56.95% representing 22,846,897 shares out of 40 117 500 issued shares

1. Re-appointment of Neil McGregor as Director

100%

2. Reappointment of KPMG as Auditors

100%

3. Approval of share buy back in a maximum number of 30,844 shares for Management Incentive Program

Withdrawn from this meeting

4. Approval of share buy-back in a maximum number of 1,000,000 shares for the purpose of capital reduction (the right, but not the obligation)

100%

5. Approval of the Remuneration Policy

72.03%

6. Approval of dividends payment

100%

 Approval of the increase of the authorised share capital of the Company from EUR 410,000.00 to EUR 430,000.00

100%

8. Approval of capital increase option (but not the obligation), up to 2,882,500 shares

97.37%

### For the full AGM notice and letter to shareholders click here



Thank you.

