

Purcari Wineries
Public Company Limited
BVB: WINE

Corporate Presentation
3Q 2023



Board of Directors



Vasile Tofan

Chairman of the Board of Directors

- Senior Partner at Horizon Capital, with over 15 years of experience in investments in Consumer Goods and Technology sectors.
- MBA from Harvard Business School, MSc in Public Management from Erasmus University Rotterdam
- Speaks EN, RO, RU, FR, NL, UA



Victor Bostan

CEO, Founder, Executive Director

- Founder of the Group, since 2002.
- Over 35 years of experience in the wine industry.
- Degree in Wine Technology from the Technical University of Moldova.
- Speaks RO, RU, FR.



Raluca Ioana Man

Non-executive, Independent Director

- Over 15 years experience in branding, reputation management, marketing, business and talent development; founder of RSEVEN and Business Development Director of ServPRO.
- BSc in International Business, BSc in Finance and Economics, and MBA.
- Speaks RO, EN, GR.



Paula Cătălina Banu

Non-executive, Independent Director

- Member of the Cyprus Bar, experienced legal counsel, currently with Pavlos S. Papasavvas & Associates, advising on commercial, corporate and business development matters; founder of PharmAlex.
- LLB in International Law from Coventry University, Double masters in International Law, LLM from Maastricht University, LLM from University of Zurich.
- Speaks RO, EN, GR, DE.



Monica Cadogan

Non-executive, Independent Director

- Over 20 years of experience in management consultancy, construction companies, retail and logistics in CEE.
- BA in Banking, Corporate Finance and Securities Law from Bucharest University of Economic Studies.



Neil McGregor

Non-executive, Independent Director

- Over 20 years of legal experience; Founder and managing partner of McGregor & Partners SCA, law firm associated with Stephenson Harwood.
- Vice-Chair of the British Romanian Chamber of Commerce for Corporate Governance and relations with the British Chamber of Commerce.
- Bachelor of Laws (LLB) from the University of Aberdeen.



Eugen Comendant

Non-executive Director

- Over 15 years of experience in management in Western Europe and Middle East.
- BBA degree from HES Amsterdam University of Applied Sciences
- Speaks EN, RO, RU, NL, FR.

Following the Annual General Meeting of Shareholders dated on the 26th of May, the Board of Directors of Purcari Wineries Public Company Limited is comprised of 7 members.

- 1 Purcari Wineries Group**
- 2 3Q 2023 Operational Results
- 3 Guidance

Freedom Blend

Our manifesto. A courageous blend that has the heart of Georgia, the terroir of Moldova, and the free spirit of Ukraine.

65% Saperavi
20% Rară Neagră
15% Bastardo

Matured for 1 year in new, french Barrique Seguin Moreaus.



1 Purcari Wineries at a glance

Leading wine player in Central and Eastern Europe...

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

- #1 The most successful winery from CEE at Decanter World Wine Awards 2023.
- #1 Most awarded CEE winery of the year in 2015-2023 at Decanter London, "Wine Olympics".
- #1 World's most awarded winery in 2021.
- #1 Best premium wine brand in Romania, Moldova.
- #1 Fastest growing large winery in CEE.
- #1 Largest exporter of bottled wine from Moldova.
- top 1,450+ hectares of prime vineyards, top production assets.
- top Listed on Bucharest Stock Exchange, with reputable shareholders alongside founder, Victor Bostan: Horizon Capital, Fiera Capital, Conseq, East Capital, Firebird, Pavai Holding and Norges Bank etc.

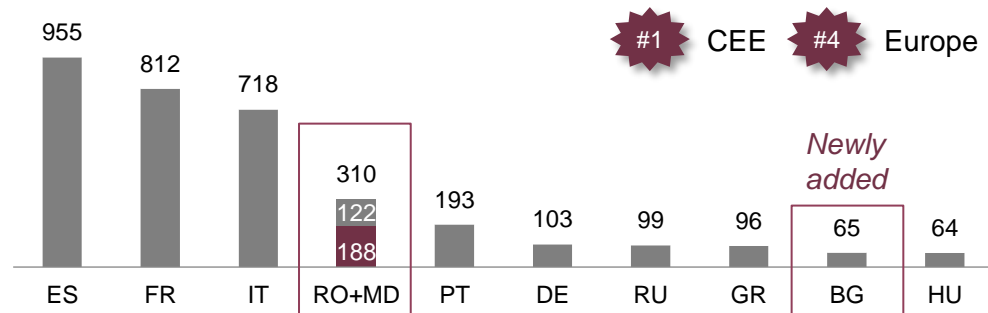
... with a strong & expanding regional footprint

Geographical breakdown of sales in value terms for 3Q 2023, %



Located in a region with one of the richest wine heritages

Top 10 European countries by area under vines, kha



7 production sites and 6 brands, covering a broad spectrum of segments...



1 Strong track record of growth year to year

Sustainable profitability accompanying strong growth

	2017	2018	2019	2020	2021	2022
Revenue	142.3	168.1	199.1	203.7	248.1	302.5
CoS	(74.5)	(85.5)	(100.2)	(105.9)	(132.3)	(170.2)
Gross profit	67.7	82.6	98.9	97.8	115.8	132.3
Gross profit margin, %	48%	49%	50%	48%	47%	44%
SG&A	(31.7)	(36.0)	(44.2)	(49.2)	(53.8)	(68.9)
EBITDA	42.4	54.4	65.4	60.5	75.2	110.8
EBITDA margin, %	30%	32%	33%	30%	30%	37%
Depreciation	(5.9)	(6.8)	(9.6)	(12.1)	(13.8)	(19.1)
Net finance cost	(1.6)	1.0	(6.9)	21.7	0.1	(10.2)
Income tax	(5.9)	(7.0)	(8.5)	(10.8)	(10.4)	(12.0)
Net profit	29.0	41.7	40.5	59.2 ²	51.2 ³	69.4 ⁴
Net profit margin, %	20%	25%	20%	29%	21%	23%
Earnings per share ¹ , RON	na	0.96	0.91	1.42	1.19	1.64

(1) Common denominator being the number of shares on 31st December 2021, following doubling of issued share capital.

(2) Includes RON 21.6m income from sale of the stake in Glass Container Company and RON 4.3 million of income on settlement of assigned receivable from Speed SRL

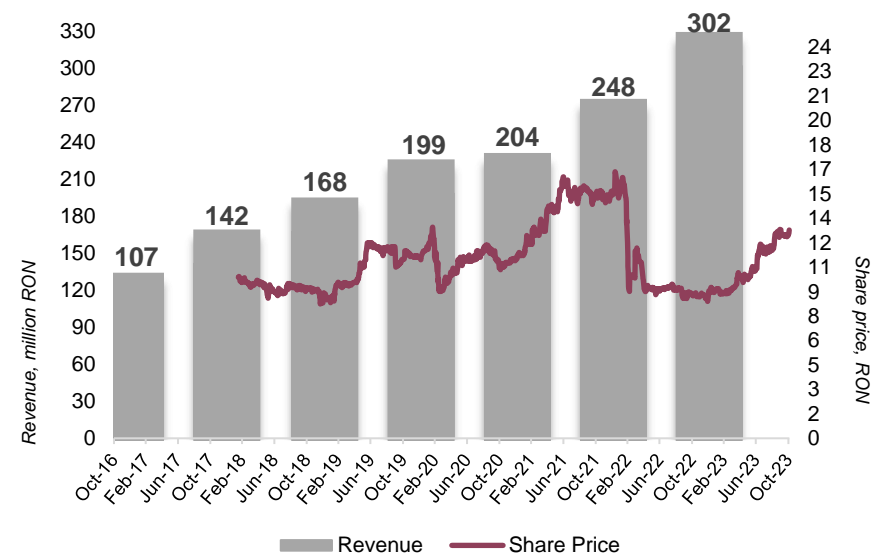
(3) Includes RON 5.6 million gain from sale of the stake in Glass Container Company

(4) Includes RON 28.2 million one-off gain from bargain purchase of Angel's Estate

Comments

- IPO'd on Bucharest Stock Exchange in February 2018
- Doubled sales since pre-IPO
- Strong operating results and cost-efficient production
- SG&A stable over time at 22% of revenue
- Maintained strong EBITDA margin at 30%+ and Net Income margin at 20%+
- Steady dividend stream: 2018 (RON 0.475 per share*), 2020 (RON 0.65 per share), 2021 (RON 0.51 per share), 2022 (RON 0.55 per share)

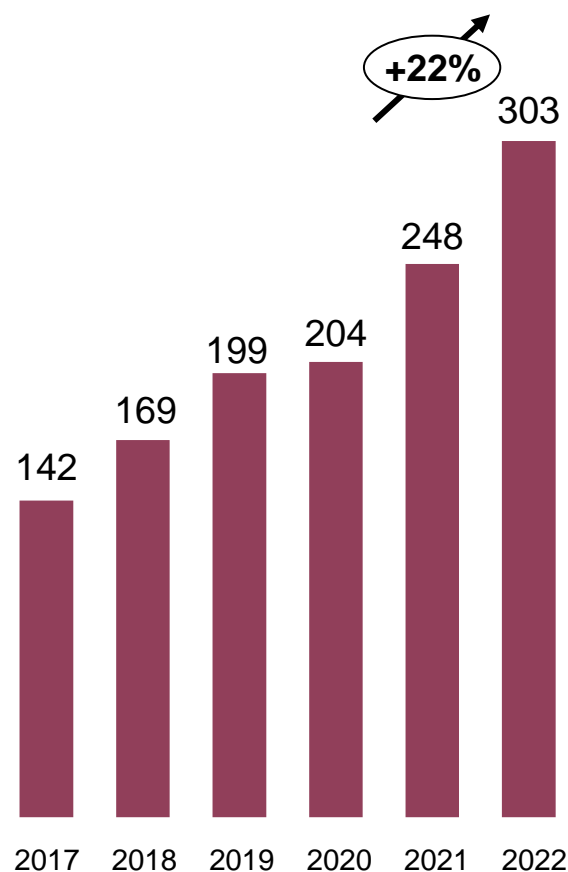
Revenue vs. share price evolution



1 Sound fundamentals and strong profitability

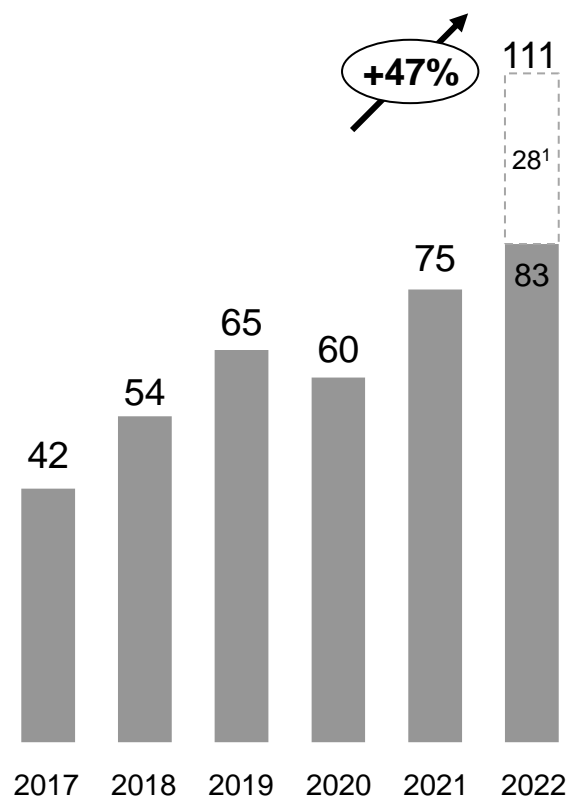
Revenues

RON m



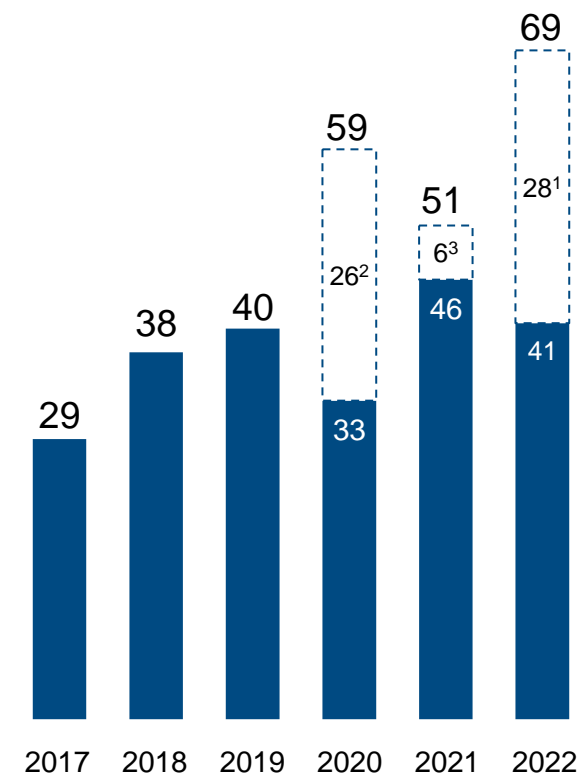
EBITDA

RON m



Net Income

RON m



(1) RON 28 million one-off gain from bargain purchase of Angel's Estate

(2) RON 21.6m income from sale of the stake in Glass Container Company and RON 4.3 million of income on settlement of assigned receivable from Speed SRL

(3) RON 5.6 million gain from sale of the stake in Glass Container Company

1 Our business model: Affordable Luxury



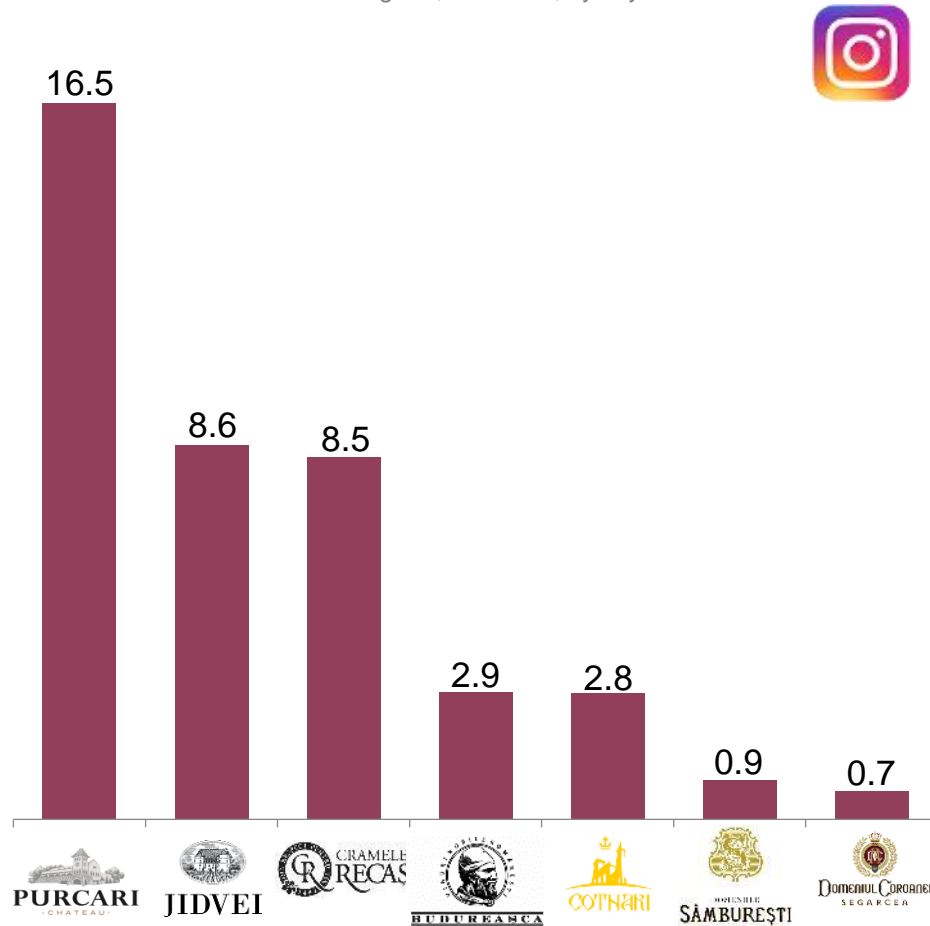
Purcari is positioned at the intersections of three themes:

- **Modern winemaking:** the company is a 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 the 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.

1 Topping competition at engagement and quality

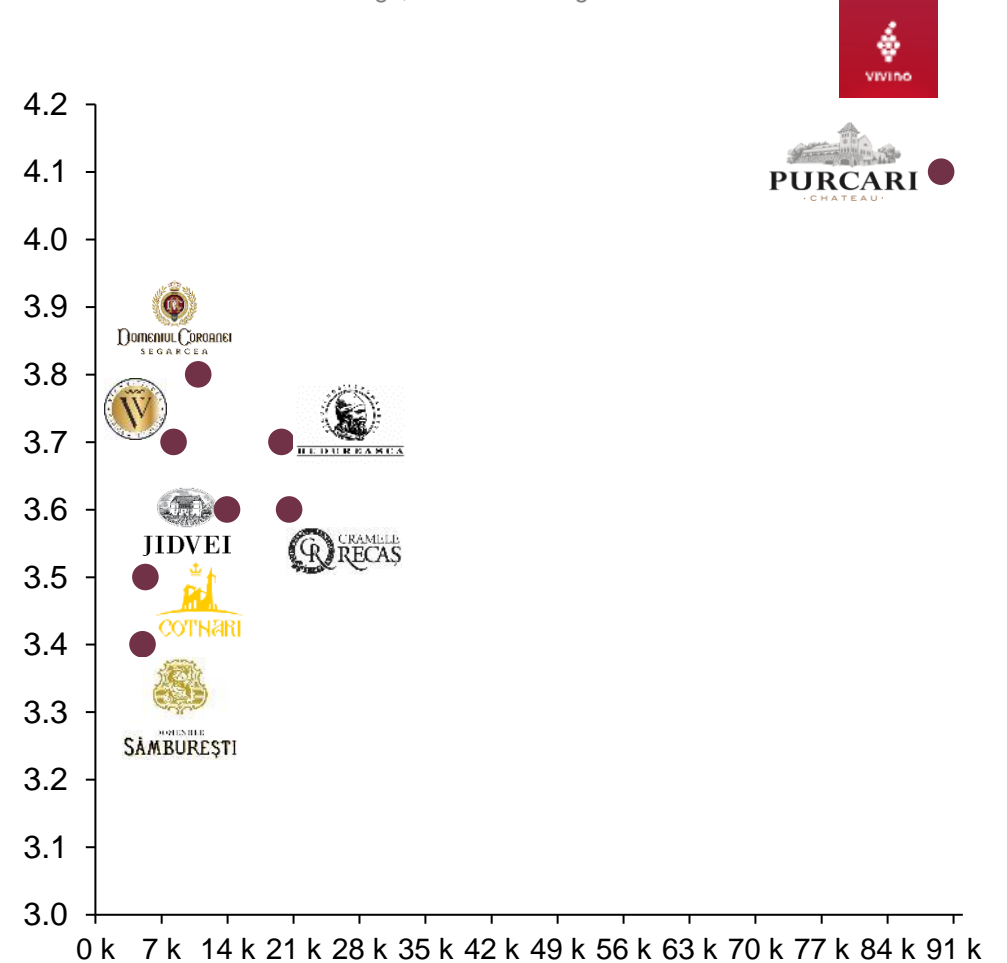
Aspirational brand which consumers like sharing about

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



Highest number of ratings and highest scores on Vivino

X axis – number of Vivino ratings; Y axis – average Vivino score



Note: Purcari - #purcari, Cramele Recas - #recas, Jidvei - #jidvei, Cotnari - #cotnari, Budureasca - #budureasca, Samburesti - #samburesti, Segarcea - #segarcea
Sources: Instagram, Vivino as of November 2023

1 Vivino feedback remains very strong, essential for online sales

#1 presence in the crucial RON 30-60 segment, holding 13 out of TOP-25 positions



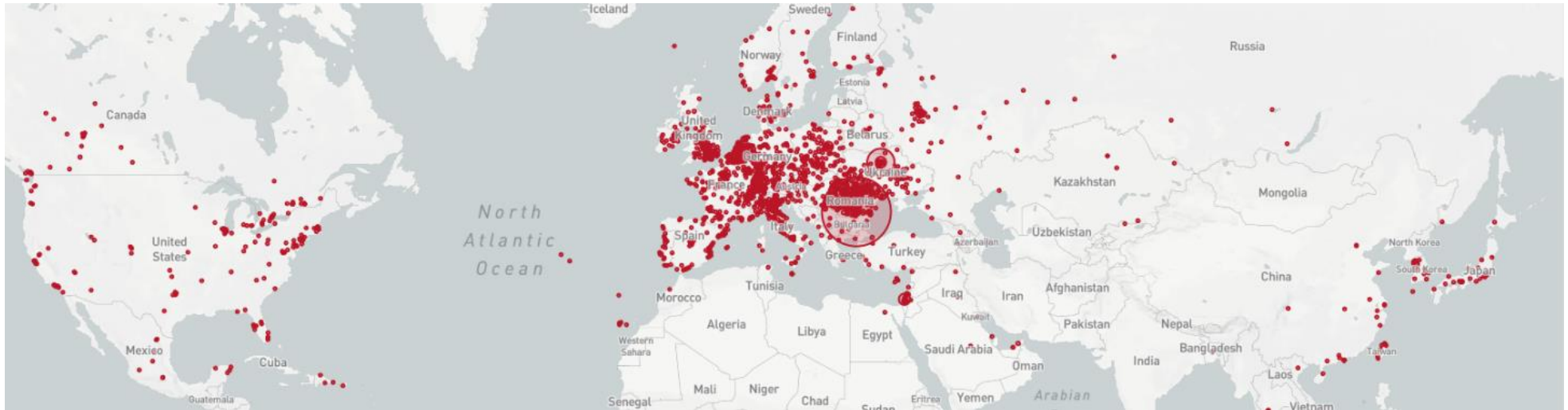
#1



- 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 **13 best-rated 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.

Note: as per Vivino breakdown as of November 2023

1 Growth in Vivino usage, key for consumer engagement, ecommerce



4.16

Average score out of 5.0 in Q3 2023

12,347

Rara Neagra 1827, most ratings among Purcari wines

Top 1%

Global ranking based on avg. score received

8,501

Vivino scans in Q3 2023

71%

Scoring conversion rate out of total scans

97

of countries where Purcari has been scanned

- 1 Purcari Wineries Group
- 2 3Q 2023 Operational Results
- 3 Guidance



Maluri de Prut

A rich wine with a strong, yet tender character, that combines the best from both sides of the Prut river.

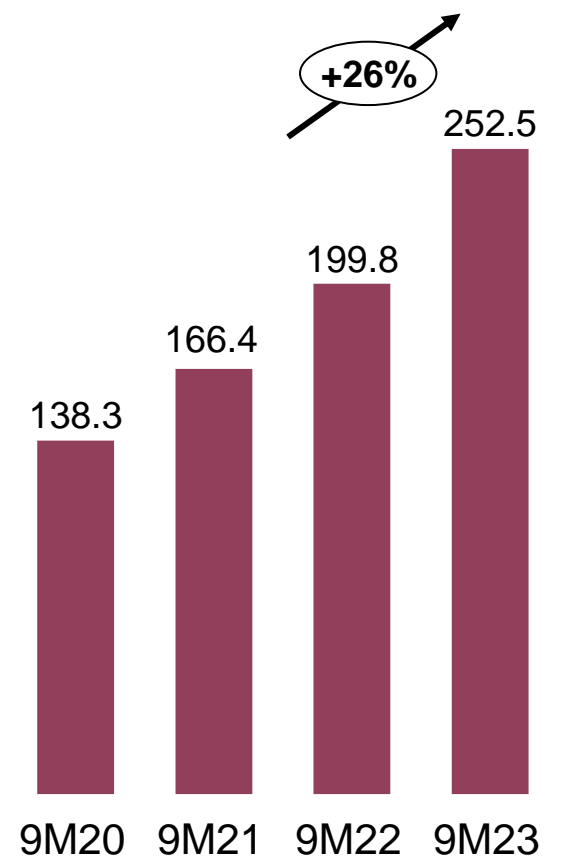
65% Fetească Neagră
35% Rară Neagră

Matured for 6 months
in french Barrique
Seguin Moreau.

2 Continue delivering double digit growth and strong margins

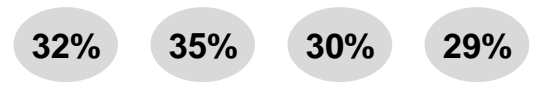
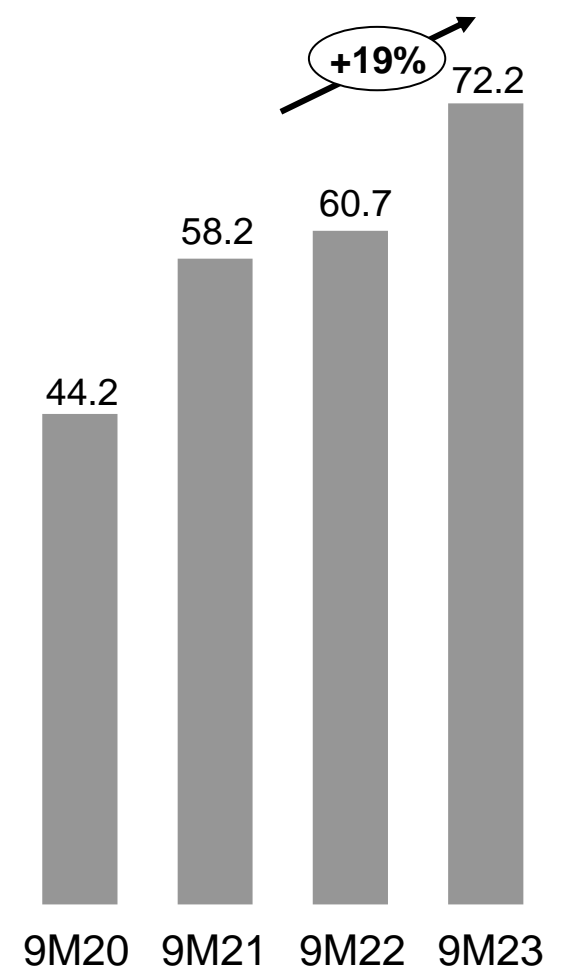
Revenues

RON m



EBITDA

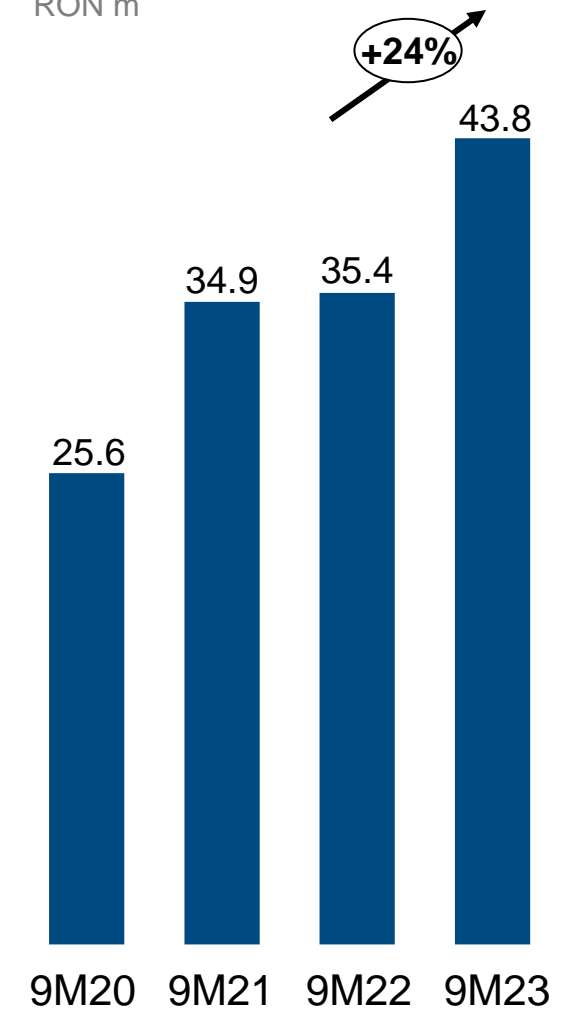
RON m



EBITDA margin

Net Income

RON m



Net Income margin

2 Key operational highlights for 3Q 2023

Ongoing revenue growth

- Revenues up 26% to RON 252.2m on higher volumes, better mix and select price increases, exceeding guidance. Core Wine revenues +23% YoY, Ecosmart contributing additionally with RON 22.4m.
- Purcari and Crama Ceptura performing strong, with Purcari leading the growth by 31% YoY.
- Sales of newly added Angel's Estate incorporated in the 9M accounts, representing 3% of total sales.
- Solid consumption in Romania, growing 37% 9M'23 YoY.
- Ongoing soft demand in China, reflecting broader market weakness

Sustaining strong margins, despite challenging environment

- EBITDA at RON 72.2m and Net Profit at RON 43.8m, delivering a 19% and 24% growth in 9M YoY.
- EBITDA margin at 29% and Net Profit margin at 17%, above guidance.
- Expect further easing of COGS pressure in 4Q23, on lower packaging costs and decrease share of expensive 2020-2021 bulk wine in total volumes.
- Pressure on margins due to higher financing costs, higher depreciation from Capex executed in prior periods.

Active IR agenda

- #4 best performing among companies in BET index, with +56% increase YTD¹.
- High liquidity of WINE share relative to market cap; maintained in FTSE Global Micro Cap Index as of August 2023 review.
- Paid dividend of 0.55 RON/share, with a 6% yield on announcement date. Ex-date on July 28th, 2023.

Developments at the latest added businesses

- Ongoing improvements for Ecosmart, contributing at the Group level with RON 22.4 m in revenue, RON 2.2m in EBITDA and RON 0.9m in Net profit, still having plenty room for profitability improvements
- Angel's Estate contributing with 3% to the total Group sales, still negative net income though. Successfully implemented the first phase of the turning around plan: doubled the harvest yields, restructuring brand portfolio, re-negotiating commercial terms, introduced new Purcari SKUs to the Bulgarian market.

1) Source BVB, as of 14 November 2023

2 PL: Strong performance, despite macroeconomic volatility

RON m	Purcari Group			Purcari Group		
	3Q23	3Q22	Δ 3Q	9M'23	9M'22	Δ 9M
Revenue	91.1	75.9	20%	252.5	199.8	26%
Cost of Sales	(54.2)	(44.0)	23%	(148.7)	(109.2)	36%
Gross Profit	36.9	31.9	16%	103.8	90.6	15%
Gross Profit margin	40%	42%	(2 pp)	41%	45%	(4 pp)

SG&A:	(19.3)	(14.3)	35%	(56.0)	(41.7)	34%
Marketing and selling	(10.0)	(7.3)	37%	(29.2)	(20.0)	46%
General and Administrative	(9.3)	(7.0)	34%	(26.8)	(21.7)	24%
Other income/ (expenses):	4.0	0.3	nm	4.8	(1.2)	nm

EBITDA	27.7	22.1	25%	72.2	60.7	19%
EBITDA margin	30%	29%	1 pp	29%	30%	(2 pp)

Net Profit	18.2	14.5	26%	43.8	35.4	24%
Net Profit margin	20%	19%	1 pp	17%	18%	-

Comments

- Gross margin at 41%, on higher packaging prices YoY and still meaningful share of expensive bulk from 2020-2021 vintages. Gross margin for 3Q23 improved by 1.6pp vs. 2Q23 and the trend expected to continue, on lower packaging costs and lower share of expensive bulk passing through the P&L.
- Marketing and selling expenses at 12% of revenue; +46% in 9M YoY, as 2022 marketing and selling activities were disproportionately shifted to Q4, due to uncertainties of the war in Ukraine. Active marketing agenda to support ambitious sales plan.
- Maintained G&A expenses at 11% of revenue. G&A +24% 9M YoY on expenses related to newly incorporated entities, i.e. additional Amortization of Intangible Assets related to the valuation of Angel's Estate and Ecosmart, depreciation from new CAPEX, salary cost increases, including new FTEs, travelling expenses and higher local taxes.
- 9M'23 EBITDA up by 19% to RON 72.2 million with a 29% margin, above the guidance. 3Q EBITDA margin at 30%, highest among other quarters in 2023.
- Net profit at RON 43.8 million, +24% above last year's results, with 17% margin – exceeding the top end of the guidance.

2 Segment reporting: positive contribution from Ecosmart

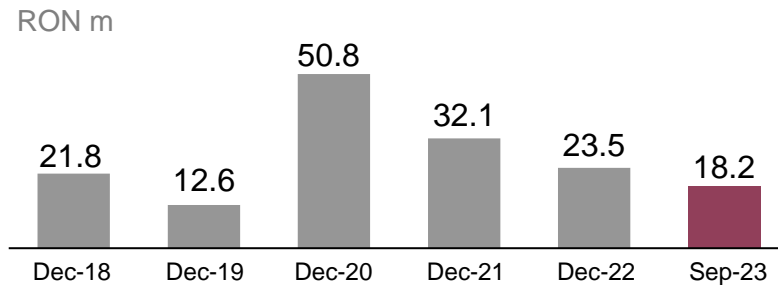
	Purcari Group			Ecosmart			WINE Business		
RON m	9M'23	9M'22	Δ 9M	9M'23	9M'22	Δ 9M	9M'23	9M'22	Δ 9M
Revenue	252.5	199.8	26%	22.4	13.1	71%	230.1	186.6	23%
Cost of Sales	(148.7)	(109.2)	36%	(18.6)	(9.8)	89%	(130.1)	(99.4)	31%
Gross Profit	103.8	90.6	15%	3.9	3.3	18%	100.0	87.3	15%
Gross Profit margin	41%	45%	(4 pp)	17%	25%	(8 pp)	43%	47%	(3 pp)
SG&A:	(56.0)	(41.7)	34%	(2.7)	(2.4)	16%	(53.2)	(39.3)	35%
Marketing and selling	(29.2)	(20.0)	46%	0.0	0.0	26%	(29.2)	(20.0)	46%
General and Administrative	(26.8)	(21.7)	24%	(2.7)	(2.4)	16%	(24.0)	(19.3)	24%
Other income/ (expenses):	4.8	(1.2)	nm	0.0	(2.8)	nm	4.8	1.6	nm
EBITDA	72.2	60.7	19%	2.2	(1.5)	nm	70.0	62.2	12%
EBITDA margin	29%	30%	(2 pp)	10%	-11%	21 pp	30%	33%	(3 pp)
Net Profit	43.8	35.4	24%	0.9	(2.3)	nm	42.8	37.7	14%
Net Profit margin	17%	18%	-	4%	-18%	22 pp	19%	20%	(2 pp)

- Overall strong performance of core WINE business, while incorporating negative effects from turnaround of newly added Angel's Estate.
- Ongoing improvements for the Waste Recycling segment with 3Q'23 contribution of RON 9.3m in revenue, RON 2m in EBITDA and RON 0.8m in Net profit.
- Ecosmart's 9M'23 EBITDA and Net profit margins at 10% and 4% respectively, still behind Core business profitability levels.
- Margins still modest, having plenty room for growth.

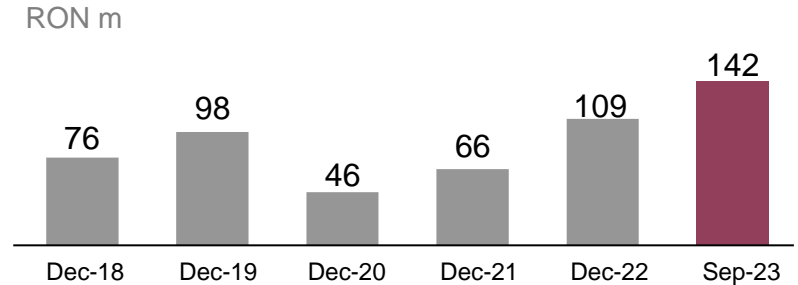
2 Strong balance sheet, providing a solid footing for current macro environment

Cash and Receivables

Cash Position

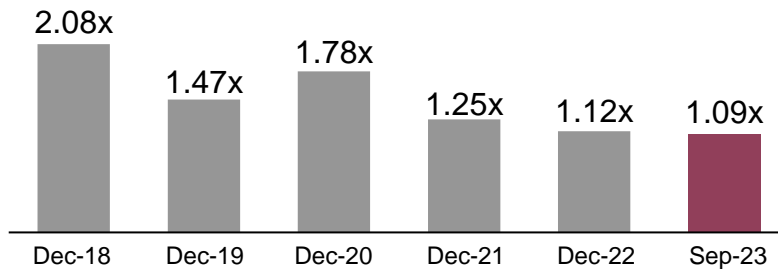


Net Debt

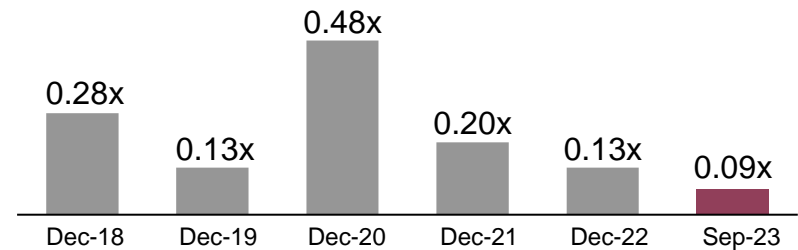


Liquidity

Current Ratio

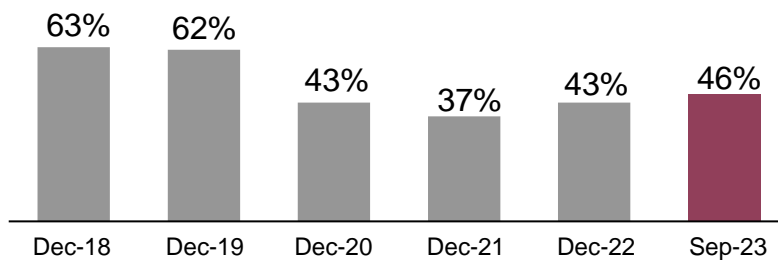


Cash Ratio

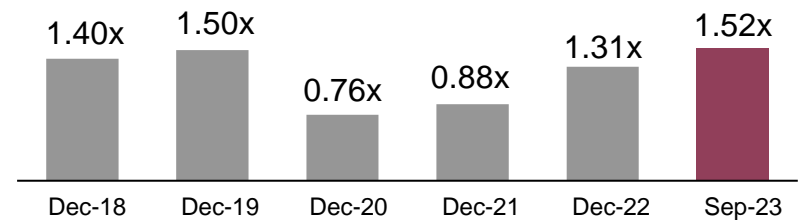


Solvency

Debt-to-Equity










Net Debt-to-LTM EBITDA¹







1) Excluding RON 28 million one-off gain from bargain purchase of Angel's Estate from the LTM EBITDA in Dec'22 and Sep'23

2 Ongoing growth, driven by excellent performance in Romania

Market	Share of sales 9M23	Δ 9M23 YoY	Comments
RO 	59%	+37%	<ul style="list-style-type: none"> ▪ RO: Strong growth for all brands, with Purcari being an outstanding performer. Nocturne series continues its tremendous success in a good HoReCa environment, strong dynamics for Cuvee and limited collections. Our national Crama Ceptura brand maintains rapid growth +31% in 3Q23 yoy. Bardar maintains strong momentum. Domeniile Cuza accelerating by 3x YoY, albeit from a smaller base.
MD 	18%	+3%	<ul style="list-style-type: none"> ▪ MD: Purcari showing resilience and continues growth. Lower sales for Bostavan and Bardar on a moderate consumer confidence, changes in Duty Free channel, as tax facilities being cancelled. Prioritizing margin over volumes.
PL 	6%	-6%	<ul style="list-style-type: none"> ▪ PL: Pressures in the mainstream wines market continues, including entire Moldovan wine segment. Double digit growth for Purcari whilst expanding in HoReCa and building presence in the premium segment. Prioritizing margins over volumes with Bostavan.
ASIA 	2%	-53%	<ul style="list-style-type: none"> ▪ ASIA: First signs of economic recovery in China in Q3, still not reflected in the economic trade. Overall weak Chinese wine market. Continue active marketing and promoting activity with our local team. Investing in building brand awareness and local presence.
CZ SK 	2%	1%	<ul style="list-style-type: none"> ▪ CZ&SK: Good performance with Bostavan brands in Tesco channel. Overall weak wine market, as consumers adopting savings – oriented behavior. Prioritizing margins over volumes with Bostavan. Betting on premiumization, with Purcari showing double-digit growth at 9M YoY, albeit from a smaller base.
UA 	2%	+99%	<ul style="list-style-type: none"> ▪ UA: Strong 9M23 for both Purcari and Bostavan brands, marginally behind pre-war 9M21 figures. Maintaining the local team and increased distribution in IKA channels. Continue expanding Bardar's sales geography in partnership with Coca-Cola Beverages Ukraine.
RoW 	11%	+43%	

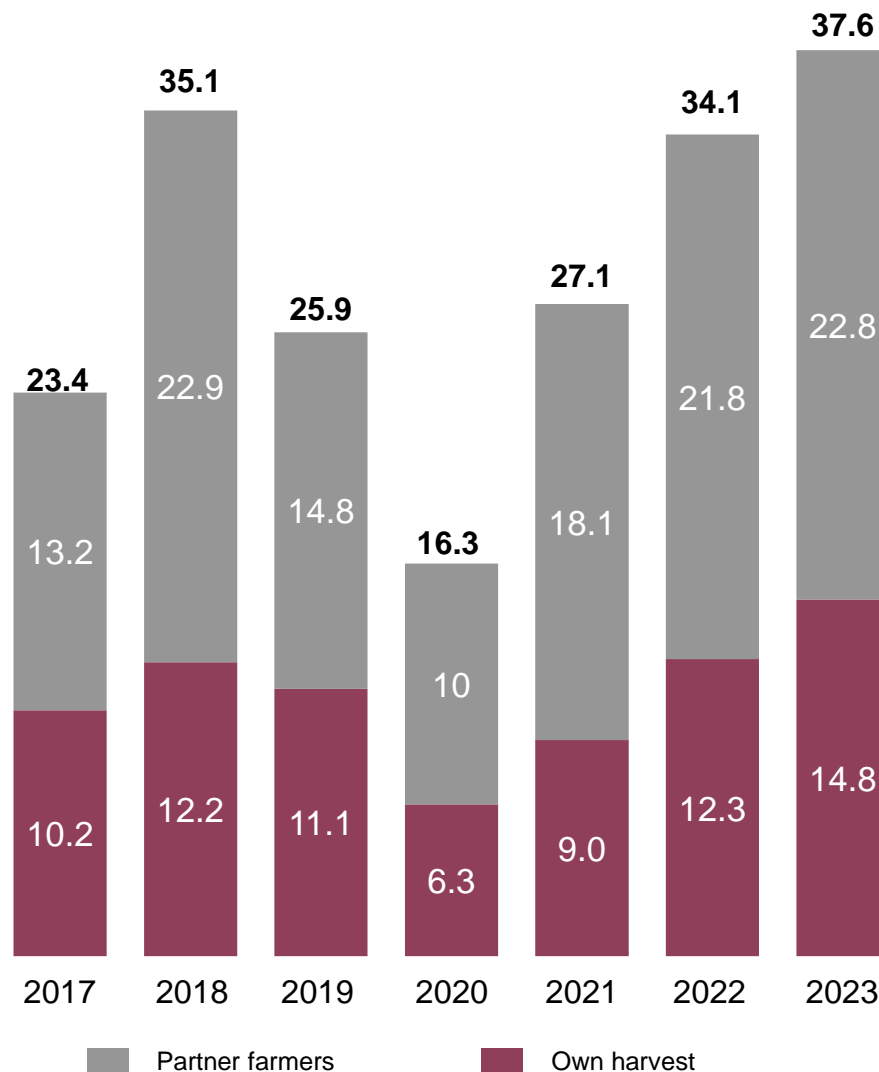
2 Premium wine segments proving resilient

Brand	Share of sales, 9M23	Δ 9M23 YoY	Comments
 <p>PURCARI CHATEAU 1827 SINCE</p>	55%	+31%	<ul style="list-style-type: none"> ▪ PURCARI: Significant volume growth coupled with price increases. Consumer demand proved resilient and premiumization strategy continues to deliver excellent results. Romania leads the growth, with strong performance across all channels. ▪ BOSTAVAN: Challenging conditions to the mainstream brands, as consumer demand is cooling down. Prioritizing margin over volumes. Good performance in Czechia & Slovakia, Romania and Ukraine. ▪ CRAMA CEPTURA: Continuing strong growth, reaching 89% of total 2022 sales in 9M23. Focus on portfolio development and premiumization. ▪ BARDAR: Moldovan consumer behavior is cooling down on high local competition, increase in excise duties in force from January 1st for brandy products. Changes in Duty Free channel, as tax facilities being cancelled. One gas station network suspended its operations, reducing points of sales in the fragmented trade channel. Double-digit growth in Romania, the second market by size, expanding through channels. ▪ Angel's Estate: Sales contributed with 3% to the total Group's sales. Focus on restructuring the inherited portfolio, with a focus on high marginal segments. Introducing new Purcari SKUs to the market and expanding into new channels. Integration of Operational and commercial activity in process. Enforcing local Marketing and Commercial team.
BOSTAVAN	17%	-5%	
 <p>CRAMA CEPTURA</p>	15%	+23%	
 <p>FONDAT 1929 DIVIN BARDAR</p>	10%	-3%	
 <p>ANGEL'S ESTATE SA</p>	3%	n/a	

2 Strong 2023 results, amid low harvest worldwide

Good 2023 harvest¹

Own harvest and 3rd party purchases of grapes, million kg



Comments

- Strong own harvest in unfavorable weather conditions of moderate rains and heat waves just before harvesting.
- Fulfilling required stocks from 3rd party purchases; favorable price environment to positively influence future margins.
- Irrigation system functional at Purcari Winery vineyards as of July 1st 2022, proved its efficiency. Delivering high quality grapes and volumes amid difficult weather conditions. Irrigation system roll out at Cuza Vineyards (Bostavan) planned for 2024.
- World wine production² volume expected to be the smallest in the last 60 years. Sharp decrease in 2023 vs. weak 2022 harvest in Spain -14%, Italy -12%, Greece -45%. Romania and Bulgaria leading the growth by 15% and +7%.
- Smaller global harvest, may create a better pricing environment for producers like Purcari.

2 Outstanding results at most reputable wine competitions

Best Producer from Moldova 2023

As well as 24 distinctions granted by Mundus Vini Spring Tasting



Gold at Concours Mondial de Bruxelles - Rosé Selection

The only Rosé from MD awarded with Gold



10 Gold Medals Collected

Berliner Wein Trophy 2023



17 Gold Medals Collected

Challenge International du Vin 2023



Best Wine from Moldova in the Competition

And 7 Gold Medals from Concours International de Lyon



The most successful winery from CEE at Decanter World Wine Awards 2023

3 Gold Medals for Château Purcari



2 Active marketing agenda, exploring worldwide opportunities

Japan's Food Export Fair 2023

Visited by a great number of wine enthusiasts and esteemed guests



Crama Ceptura at Chefi la Cutite

Product placement within the prime time of the cooking show, TV, online, SoMe etc.



Academia Purcari - Podcast Partnership with Fain si Simplu

Product placement by Mihai Morar, influencer and journalist



Purcari Wine Tasting - Lithuania

A wine tasting event held at the Hotel & Restaurant Vila Komoda and Zelve Village & Spa



Black Doktor Culinary Workshop

Workshop organized in Poland for clients from traditional trade



Purcari at Brazil Wine Day

Purcari Representatives participated at the Brazil Wine Day. Wine highly valued by countless visitors.



2 Continue supporting, engaging, inspiring

Donation through Purcari Foundation

More than 400 tablets sent to Ukrainian children from 9 regions within Kherson - donation made through the Freedom Blend Campaign



Nocturne Night Run at Château Purcari

Relaunch of the first nocturne running competition in Moldova



2nd European Political Community Summit

Purcari received an honorary diploma for its involvement in the organization of the Summit



The Kolon Golf World Championship

One of the main sponsors during the Kolon Golf Championship in Korea



Highly appreciated at Seoul International Wines & Spirits Expo 2023

On the first day, the exposition being visited solely by dignitaries



Domeniile Cuza image campaign – TVC, online

Awareness campaign with brand ambassador Horia Brenciu



1 Purcari Wineries Group

2 3Q 2023 Operational Results

3 **Guidance**

Vinohora Rară Neagră & Malbec

A perfect harmony between the Moldovan and Argentinian red varieties. A wine of unique character, with emotional accents of cherry and chocolate.

51% Rară Neagră
49% Malbec

Matured for 6 months in french Barrique Seguin Moreau.



3 Guidance 2023: comfortably above as of 3Q milestone

Target	2023 guidance	9M 2023	Status	Comments
Revenue growth	+18-22%	+26%	>	<ul style="list-style-type: none"> Growth in 9M above guidance, amid a challenging macro backdrop and geopolitical volatility. Affordable luxury positioning coping well also in current environment. Challenging conditions to lower-tier brands, price increases pushed through being the main factor of growth.
Revenue growth, WINE ¹	+14-18%	+23%	>	
EBITDA margin	22-26%	29%	>	<ul style="list-style-type: none"> Inflation continue to ease, with supply chains returning slowly to smoother-functioning. Packaging materials acquired at higher prices in 2H22 - 1H23 amid supply shortages being pushed to end products and gradually diminishing. COGS still includes a portion of more expensive wine stocks of 2020 and 2021 vintage. Pressure on Net Income due to higher financing costs, higher depreciation from Capex executed in prior periods.
Net Income margin	12-16%	17%	>	

(1) Core wine segment, except Ecosmart revenues

Expect 2023F at top of announced guidance or slightly above it

