

Obolon Corporation



Development of Obolon Corporation



Mission of the corporation

To create the useful and safe drinks which are caring about the people and responsible for the environment



Values of the corporation

- Quality: to focus on the beverages production with high standards of quality and safety
- Professionalism: coordinated and professional labor
- Safety: responsibility for life and health of employees, customers
- Efficiency: significant results of compliance with environmental and industrial safety
- Team spirit: the team like a family, like-minded people who share common values

History of the corporation

Key events



2015

Obolon Corporation is:
 -The largest national producer of beer and soft drinks in Ukraine
 -The largest employer

2003



Brand Obolon: is recognized as a "Golden Trademark"

1998



Obolon is the first in the industry got quality certificate

1992



Obolon is the first private enterprise in the independent Ukraine

1980



The official opening of the plant Obolon. The first poured beer and soft drinks

1974



1974 – Czech experts have calculated the place of construction site - thanks to large reserves of pure soft water. Depth - 290 m.

2015 Production



Beer
53842 tys dal
thousand decalitres



Softdrinks
16803 tys dal
thousand decalitres

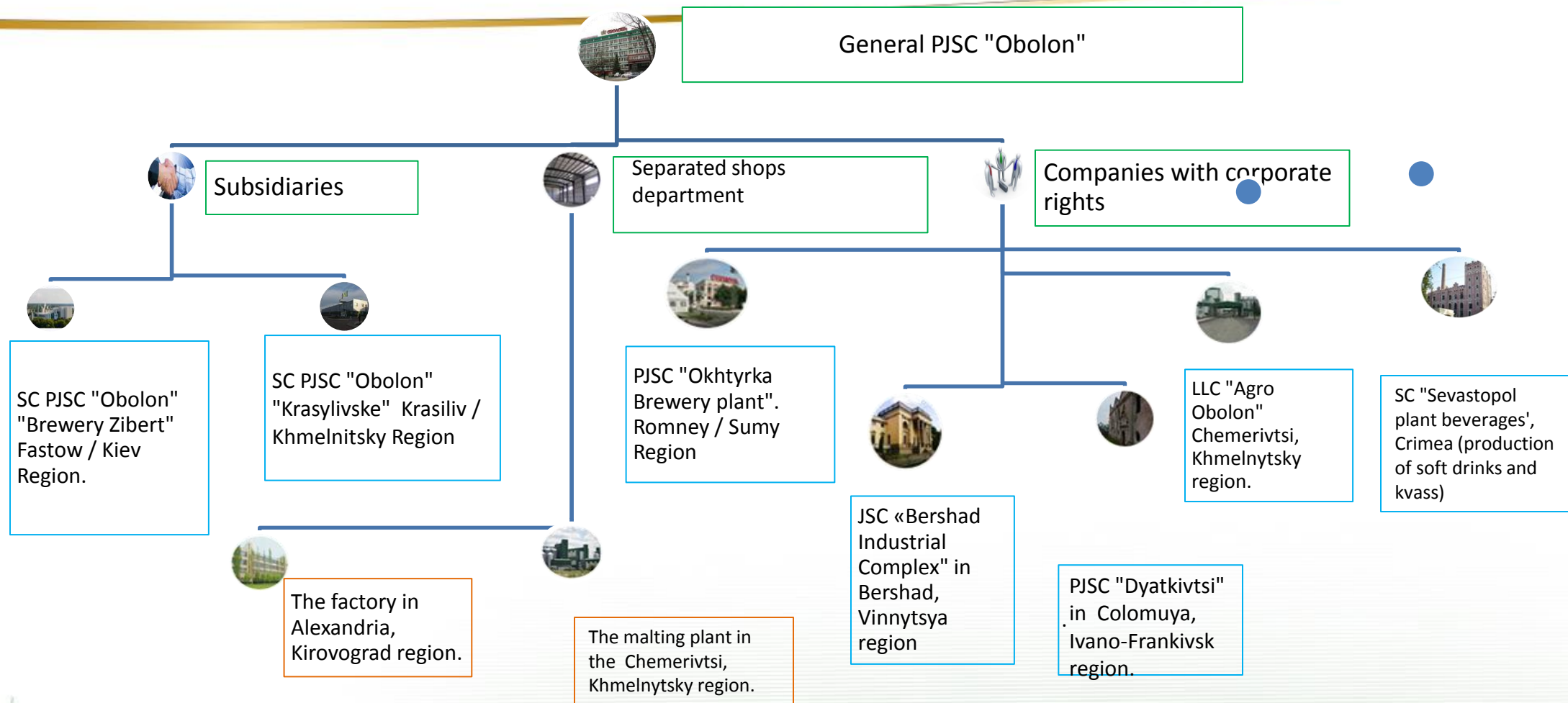


Mineral water
5133 tys dal
thousand decalitres

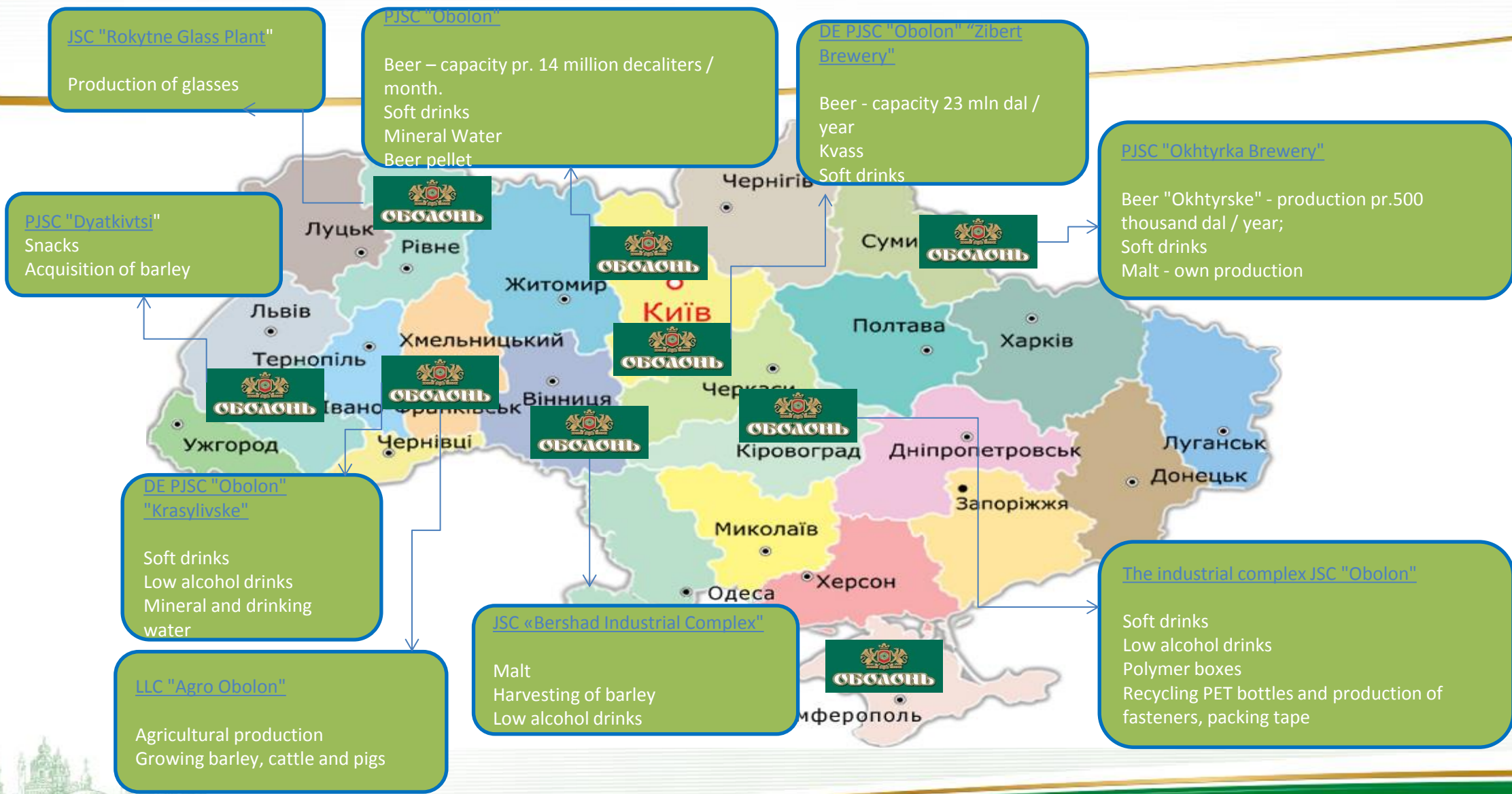


Low alcohol drinks
2324 r tys dal
thousand decalitres

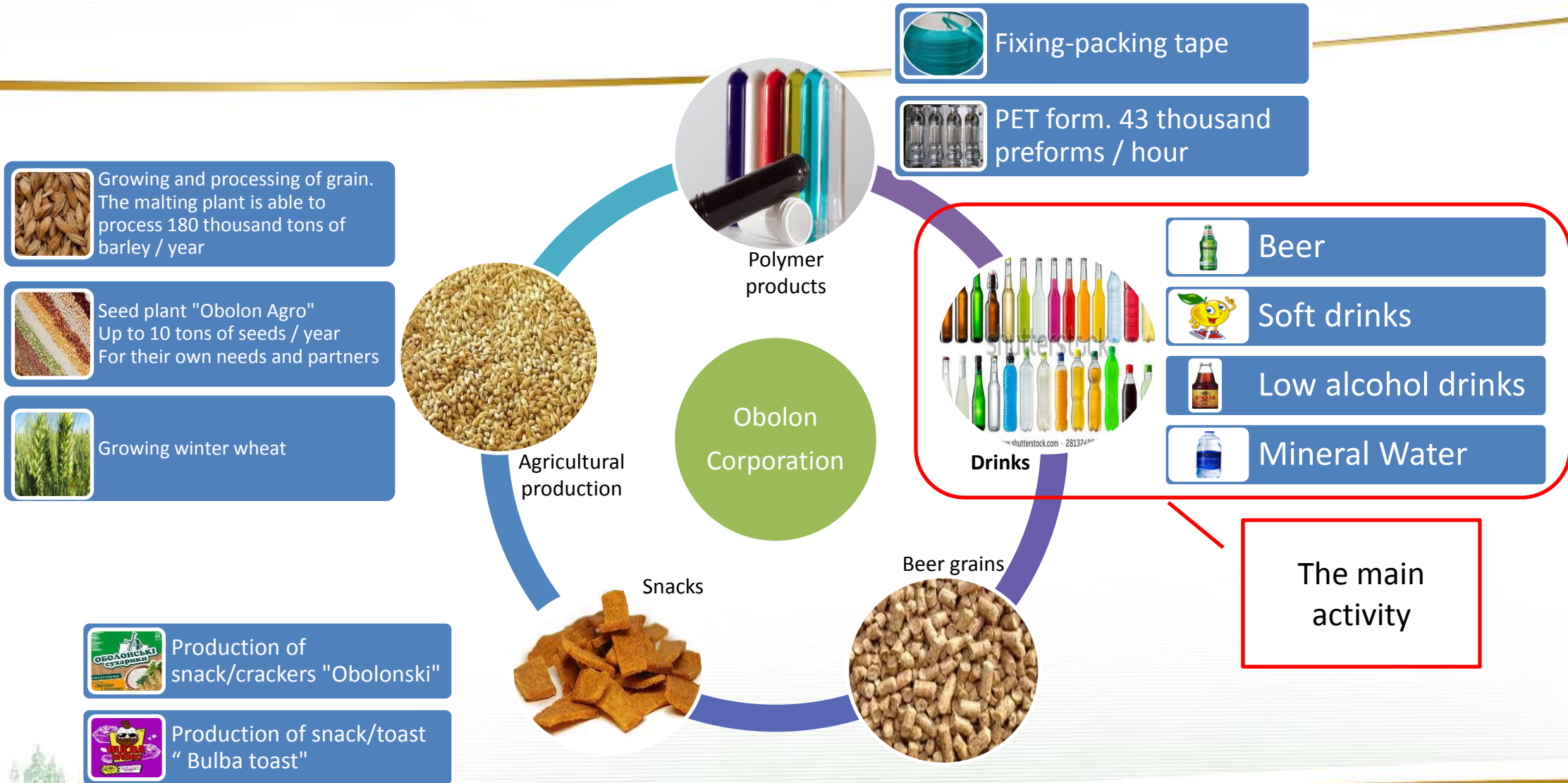
Subdivisions



Obolon Corporation in Ukraine



Activities

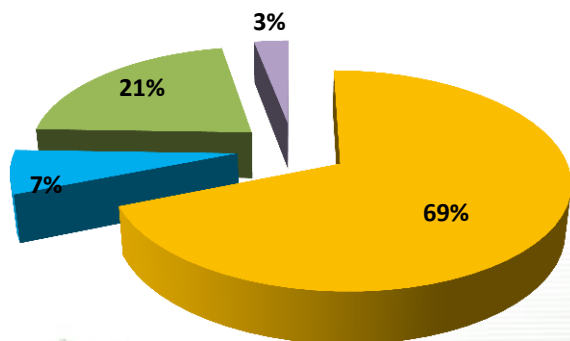


Drinks

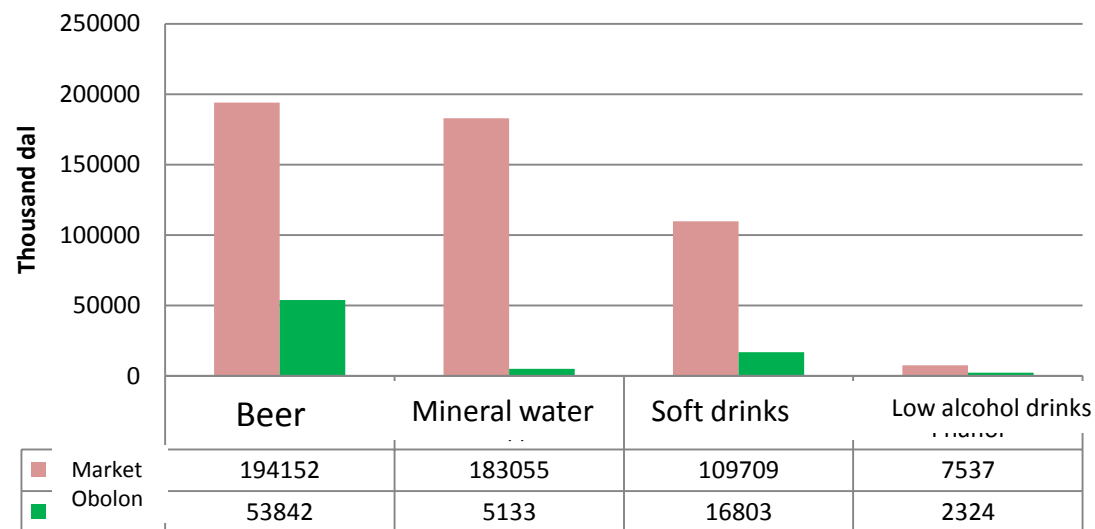


Portfolio structure of Obolon company, 2015

- Beer
- Softdrinks
- Mineral water
- Low alcohol drinks



Production of drinks, thousand dal 2015

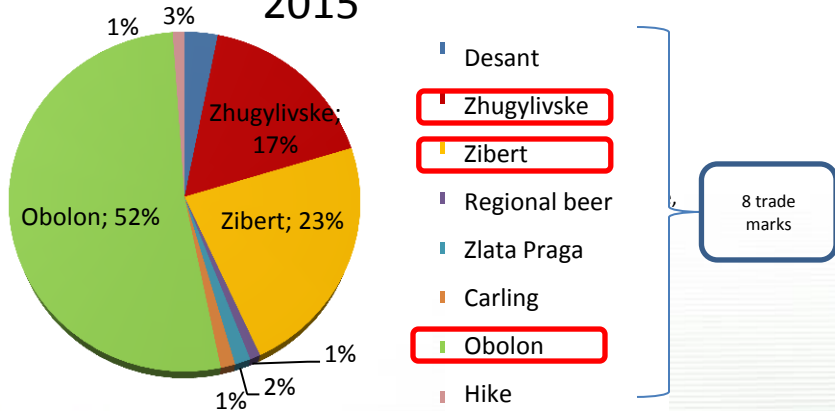


Beer is a priority activity among drinks

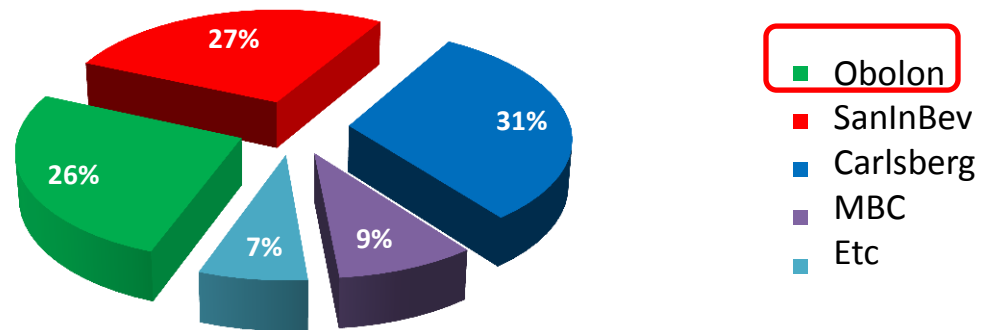
Drinks. Beer



Beer portfolio structure of Obolon company, 2015



Shares of beer- companies on the beer market, 10 months 2015



Obolon company is the biggest national producer of beer



Drinks. Beer

TM Obolon characteristics

- TM Obolon is the first beer of the independent Ukraine since 1992 on the market
- TM Obolon is Ukrainian beer №1 in the world
- Belongs to the top 3 favorite brands in Ukrainian
- Artesian water from 105 to 297 m
- Own malt
- Beer production is at one plant in the main PJSC "Obolon", which has the most powerful line in Europe - 14 million hectoliters / year



TM Zibert characteristics

- Is made on "Zibert brewery" which has unique equipment in Ukraine. There are special tanks that meet the requirements for the production of wheat beer
- Local spring water



Price pyramid

Premium:

Hike,,
Zlata Praga, Carling,
Beermix



Mainstream:
Zibert, Obolon



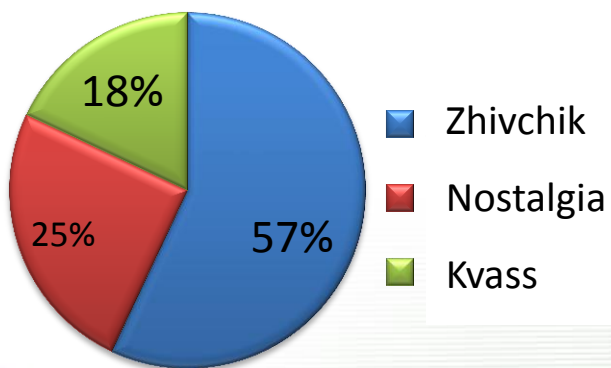
Discount:
Desant, Zhuglyivske



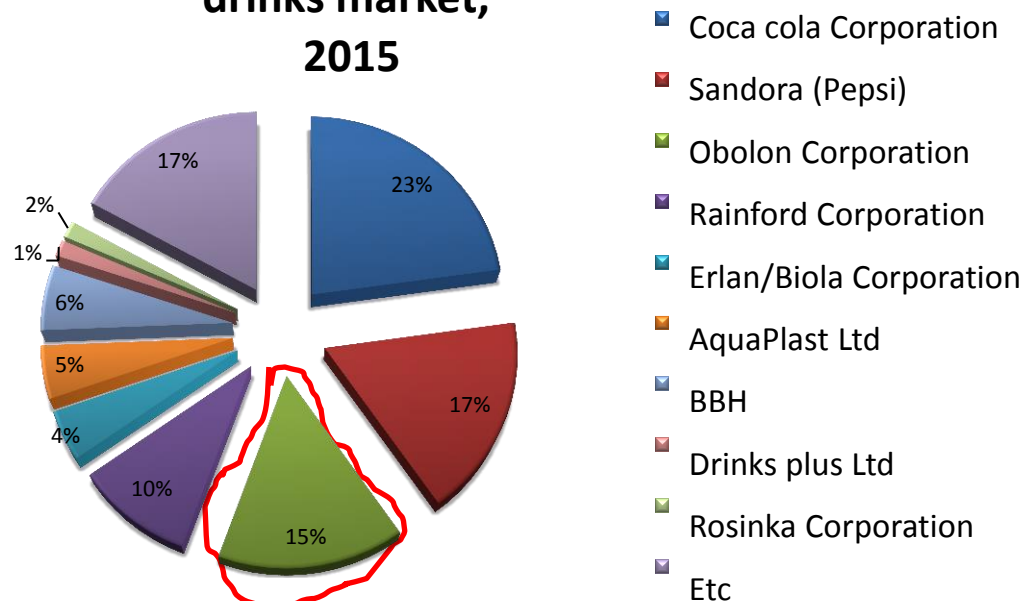
Drinks. Soft drinks



Soft drinks portfolio structure of Obolon company, 2015



Shares of the companies on the soft drinks market, 2015



Obolon company is the biggest national producer of soft drinks

Drinks. Soft drinks

TM Zhivchik characteristics

- Each sold tenth bottle of soft drinks in Ukraine is Zhivchik
- TM Zhivchik is the first and only brand in Ukraine which combines drink with useful properties. Juices with Echinacea extract, rosehip and sea buckthorn influence on the human body better, strengthen immunity, improve metabolism, tone, relieve tension and increase resistance to stress and useful in terms of prevention of accumulation of radionuclides.
- TM Zhivchik contains vitamins E and C, provitamin A, minerals, antioxidants, beta carotene.
- TM Zhivchik is issued on four corporate enterprises, each of them has its own artesian wells.

TM Starokuevskiy kvass characteristics

- Live fermentation product
- It is made by classical technology according to the kvass production process. It begins with the germination of barley and rye for malt. The kvass 's components are only natural products. They are crystal clear water, barley and rye malt, yeast and sugar

Price Pyramid

Mainstream plus:
Zhuvchik, Kvass

Mainstream:
Sitro, Limonad, Lime,
Cola Nova

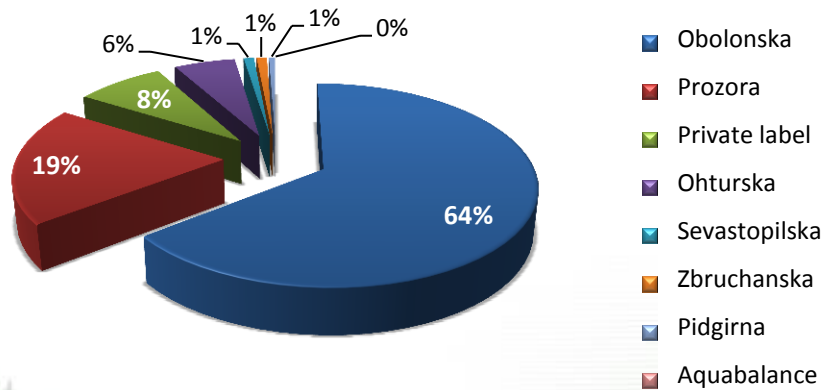
Discount



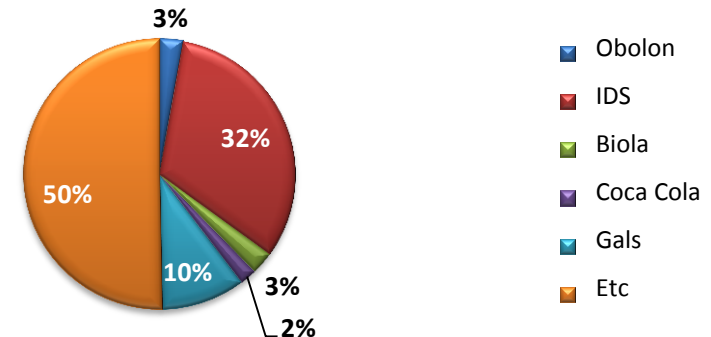
Drinks. Mineral water



Mineral water portfolio structure of Obolon company, 2015



Shares of the companies on the mineral water market, 2015



Obolon company proposes a wide range of the mineral water

Drinks. Mineral water

Mineral water Characteristics

- The mineral water portfolio includes drinking water and medical-drinking water, which are extracted from deep water deposits and bottled with modern equipment in compliance with health standards.
- TM Obolonska is the mineral water with the highest quality, suitable both for consumption and cooking. The line of the TM Obolonska includes mineral water "Obolonska", "Obolonska-2", "Obolonska plus a lemon", "non-carbonated Obolon-2", and "Obolon plus orange and lemon."
- TM Prozora is an artesian drinking water with the highest quality, environmentally friendly. It is extracted from the well deeper than 100 meters, which is located in a green corner of Podillya. Prozora has balanced components, combines taste and freshness and purity of spring water and melt water structure. The line of the TM Prozora consists of mineral water "Prozora", "non-carbonated Prozora", "Prozora with green tea and peach".

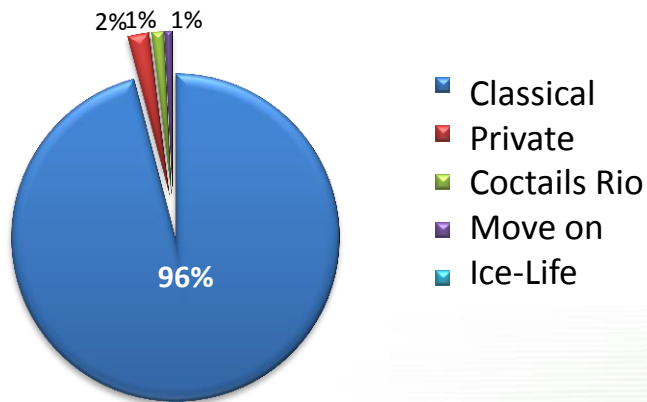
Price pyramid



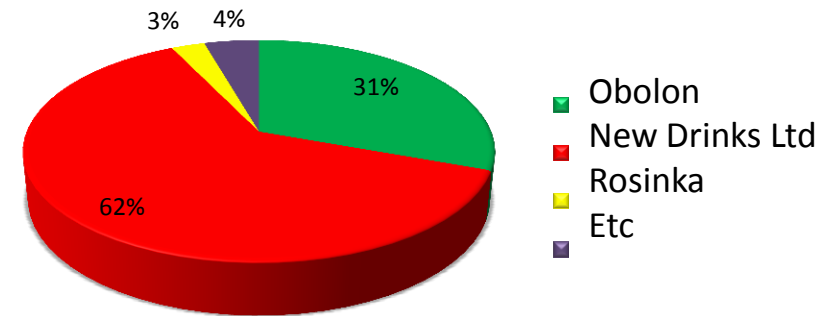
Drinks. Low alcohol drinks



Structure of Obolon's low alcoholic drinks portfolio, 2015



Shares of the companies on the low alcoholic market, 2015



Obolon company has created the market of low alcohol drinks due to the producing of the classical drinks – Gin-Tonic, Rom-Cola, Brendy-Cola. The additional popular drinks are Vodka-Lime, Visky-Cola

Drinks. Low alcoholic drinks

Alcoholic drinks Characteristics

- Drinks are based on gin, brendy, rum, vodka, visky. They are world classical drinks. Our drinks are very popular among the consumers

- The new liquors Villa Bianka of 20% alcohol content and cocktail taste were launched recently



Price pyramid



Beer grains/sparging



The majority of brewing waste (grains, pellet, malt sprouts and yeast) is traditionally used in agriculture.

Beer grains are natural, environmentally friendly product with high protein content, alternative of the different types of animal feed and food additives. Formed after the filtering of beer wort during the brewing. Most grains are used as animal feed quality, as is natural, environmentally friendly and biologically active products without chemical additives

For reducing the impact on the environment in 2008 Obolon company the first in Ukraine has applied a dryer beer sparging technology. Expiration date of dry (granular) form is about 6 months, allowing for the delivery of the product without territorial restrictions.

Index

Wetness
crude protein
crude fiber
crude ash
crude oil

Unit

%

Norm

10,0

24,0-27,0

16,0

5,0-6,0

4,0-8,0

Polymer products

Fixing-packing tape



Obolon company treats responsibly to their existing manufacturing waste from its production.
By 2014 the company has processed 10 tons of PET bottles (waste);
produced 755 tons banding

Since 2008, the company has been developing the plant of the polymer products processing - especially PET bottles. The company was the first in Ukraine began recycling PET bottles. Long-term program "Eco Obolon" was launched.

Production of PET tapes for:

- Strapping products pallets
- In woodworking, metallurgy, building, etc.
- The largest buyers are Company "KEN-PAK" PE "Elektrospetstorhmontazh", JSC "Tripolye Packaging", JSC "Rokytno Glass Plant", LLC "Alpi-cue" and others

The processing plant in Olexandria

- Capacity of 60 thousand tons / month
- German equipment of the company REIMOTEC

The properties of tape

- High tensile strength (1000 kg)
- High flexibility (technological memory)
- No rust
- Price is 20-30% less than the belt
- Resistant to temperatures from -40 to +90 g
- Safety

Obolon company is the largest and only producer of the tape in Ukraine.
Obolon is the leader among Ukrainian brewing companies who uses the technology of recycling waste.

Polymer products

Fixing-packing tape



In Ukraine PET bottle has appeared in 1995 due to Obolon corporation who first started the production of beer in this convenient packaging. PET-bottle quickly gained popularity among producers and consumers through affordable price, durability, light weight and convenience during the transportation and using. Today PET is a leader in the beverage consumption in that type of packaging.

With the launch of own preforms production Obolon was the only company in Ukraine who created full cycle production - from the production of billet to the processing of PET bottles and making banding recycled.

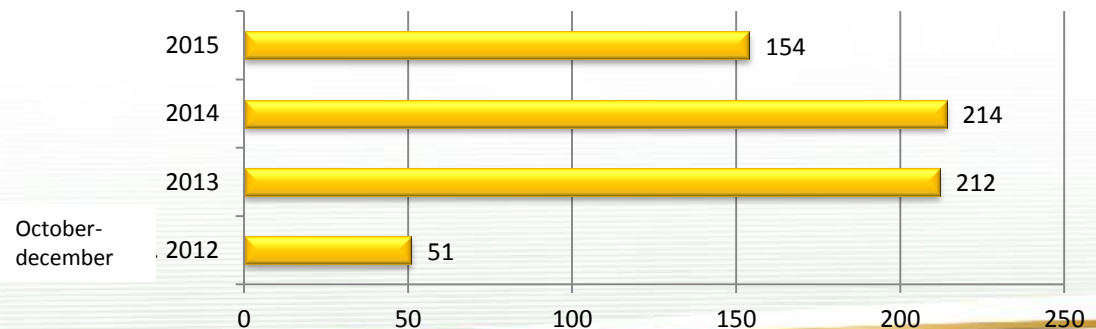
The processing plant in Olexandria

- Capacity of 43 thousand bottles/hour
- Equipment of the company Husky (is a world leader in industrial equipment)

The properties of preform

- Ecological PET Preform PCO 1881 standard
- Weight 31,7 gr
- Preforms capacity of 1 liter is available in the following colors: dark green, light green, blue, brown and transparent

Production of preforms, mln



Agricultural production. Malt

Obolon company is the only brewery in Ukraine which has its own malt plant. The construction of the malt plant was completed in 2008. The volume of investments amounted to \$ 100 million.

Obolon corporation has additional part in the structure. It is the malting plant "Obolon Agro". This plant is engaged in growing and breeding of the seed of brewery barley (is processed 11,121 hectares of land in Chemerovetsky and Horodok Districts of Khmelnytsky region and in Novoselytsia district of Chernivtsi region).

The unique technology is used on the Obolon production. In particular, the only in Ukraine round-type beds for growing malt is installed in Chemerivtsi. Also plant demonstrates the best performance in the industry for saving resources. Experts of European companies developed and introduced many technological innovations. For example, the system uses dry barley transportation instead of water, significantly reducing water consumption. In the drying compartment recovery of hot air is made, which saves heat and therefore gas.

The most advanced wastewater treatment system is unique in Europe. In the bioreactor closed type water is cleaned of dirt by using microorganisms, and then passes through the membrane and UV filters. Thus, clean water output obtained that meets all indicators GOST drinking water. In the future the plant plans to introduce re-use of treated wastewater in industrial processes to 75%.

Agricultural production. Malt



The malting plant in Chemerivtsi

- Capacity 120 thousand tons of malt /year
- Processing capacity 180 thousand tons of barley /year
- The most modern equipped company
- The export programme on malt

The characteristics of malt

- malt of Pilsner type
- European high-quality barley
- GOST 4282:2004

Index	Unit	Lower limit	Normal	Upper limit
• Wetness	• %	• 4,0	• 4,5	• 5,0
• Extractness	• %	• 79,0	• 80,5	• -
• Time of the sugarness	• Min	• 10	• 15	• 20
• General protein	• %	• 9,5		• 12,5

The high quality of malt attracts not only local manufacturers but also European companies. We export our malt to Georgia, Moldova, Vietnam, Azerbaijan, Poland, Armenia.

Snacks



The plant in Kolomuya, PJSC "Dyatkiivtsi"

- Investments were directed to reconstruction of the technology base and to industrial buildings

Crackers "Obolonskie" (rye-wheat)

- Taste: Barbecue, red caviar, jelly with horseradish, bacon
- Packing: 35 grams, 90 grams.

Toast «Bulba toast»

- Taste: Barbecue, smoked sausages, jelly with horseradish.
- Packaging: : 35grams, 80 grams

Crackers are made with sweet wheat and rye wheat bread, aromatic oils and natural aromas. The original taste and high quality are achieved through the use of selected raw materials. Crackers "Obolonskie" with traditional flavors are perfect complement to beer.

We make toast with fresh rye wheat bread, is chopped by big pieces that are fried with the addition of aromatic spices. Toast with rich flavor is a harmonious addition to beer with this technology.

Obolon Company develops the new markets actively by declaring himself in the snacks market. In future it is planned to active development category - bread snacks.

Export



Obolon company is the only Ukrainian brewery corporation, which belongs to the 30 largest brewing groups in the world. Self paving the way to Western markets Obolon company first began to export the beer abroad in the former Soviet Union. More than 40 countries on 5 continents know the unique taste of Ukrainian traditions prepared by Obolon.

