

NEW PRODUCTS GROUP

Company presentation



2023

NEW PRODUCTS GROUP



One of the biggest producers of beverages and snacks in Ukraine. Absolute leader on Ukrainian market of energy and low-alcohol

- volume share of over 50% and over 65%, respectively
- production of more than 230 million units of products per year
- assortment of more than 220 items under 17 brands
- 1500 employs
- more than 25 000 customers Every day
- over 100 000 active outlets worldwide

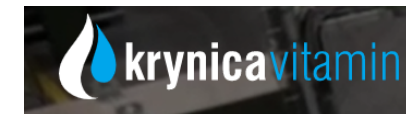
Modern equipment installed at the Company's production facility allows us to produce the widest range of packaging and beverages that meet all world quality standards.

Quality control takes place at all stages of production and is carried out in a special certified laboratory.

The Company has implemented and certified food quality and safety management system in accordance with ISO 9001, ISO 22000 and FSSC 22000 standards.

Production facilities are located in the ecologically clean area of Central Ukraine, which provides optimal conditions in terms of logistics, as the products are being transported to Europe and Central Asia. And favorable ecological area allows us to access groundwater of the highest quality

Our partner production in Poland:



01 In 2020 we entered 7 new markets — the Netherlands, Belgium, France, Macedonia, Cameroon, Kazakhstan, Uzbekistan (test sales). The Company's products are actively being exported to 19 countries.

02 In the same year, the production of the non-alcohol energy drink PIT BULL™ was started at the plant of a partner company in Azerbaijan.

03 In 2020 New Products Group had official representatives in Moldova and Azerbaijan

04 Non-alcohol cocktails SHAKE™ appeared on European markets. For our clients and partners, we launched the international version of the website shake.eu

EXPORT DEVELOPMENT

 CZECH REPUBLIC
ISRAEL GERMANY
AZERBAIJAN ITALY
ARMENIA MOLDOVA
GEORGIA HUNGARY
BULGARIA ROMANIA
POLAND INDIA
NETHERLANDS

For the last few years Company is actively developing its export sales and implements its strategy for expansion on external markets.

05 New Products Group was the first company in the world that entered the market of alco-energy cocktails in Kazakhstan.

06 In 2021 offices in Kazakhstan and Azerbaijan were opened. In 2021 the Company sold more than 12 mln. pcs. or 4,8 mln. liters to Export markets. We work with all types of outlets at each market . We started cooperation with Edeka Sud chain-store in Germany and Kaufland – in Moldova.

07 In 2022 offices in Moldova, India, Poland were opened.

In the same year we started the production in Poland and UAE.

In 2022, sales in Moldova increased by 57%.

In 2022 stable development in Poland, Czech Republic, Romania, Italy, Bulgaria

PORTFOLIO

ENERGY
DRINKS

NON[®]
STOP

 **PIT
BULL**
energy drink

LOW-ALCOHOL
DRINKS

 **REVÓ**

 **SHAKE**
COCKTAILS

 **Kings
Bridge**

 **BOLOGNA
LANDINI**

BEER

ЖАШКІВСЬКИЙ
КАБАН

 **Кашківське**

 **BIRZHA**

Haisenberg
БІРТЕЙЛЬ

SNACK

 **eat[™]
me**

CIDER

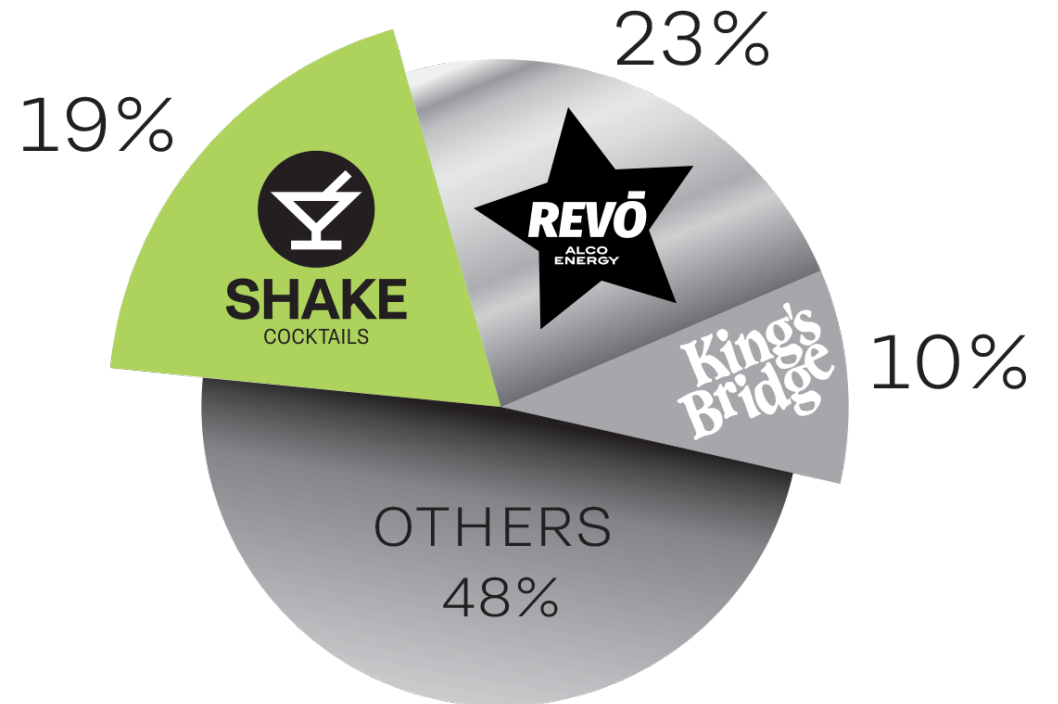
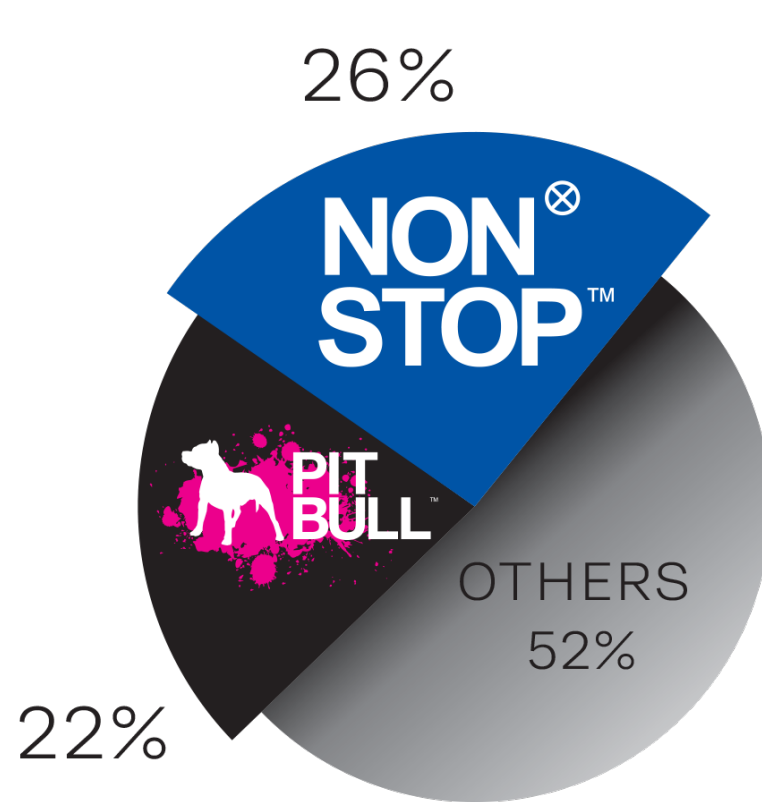
APPLE CIDER
APPS
NATURALLY BREWED

NON-ALCOHOL
DRINKS

 **ПРИРОДНЕ
ДЖЕРЕЛО**

 **SHAKE**
COCKTAILS

GREAT SUCCESS IN UKRAINE
NEW PRODUCTS GROUP IS A LEADER
IN ENERGY AND LOW-ALCOHOL DRINKS CATEGORY



Nielsen (Modern Trade), YTD Dec 2021, vol. in pcs, Ukraine





CHOOSE THE TASTE



Our flavors:

- Bora-Bora
- Sex on the beach
- Mojito
- Daiquiri
- Whiskey Sour



- kaleidoscope of shades, aromas, flavors and sensual features
- SKU line is based on the recipes of world's most popular cocktails
- for modern, energetic people, who strive to live their lives to the fullest

PACKAGING:

Bottle – 330 ml.
Alcohol content 5% vol.
(24 bottle/case. 1080/45 bottle/pallet)
Can – 250 ml.
Alcohol content 5% vol.
(24 cans/case. 2592/108 cans/pallet)
Customs tariff code: **2208906900**
Shelf life: 12 m.

CHOOSE THE TASTE



Our flavors:

- Hugo
- Sparkling rose strawberry
- Indian tonic water



- ☒ **HUGO**
multifruit juice + elderberry flowers + black currant+mint taste
- ☒ **SPARKLING ROSE STRAWBERRY**
multifruit juice + black carrot juice + strawberry taste
- ☒ **INDIAN TONIC WATER** is a variant of the classic tonic with its popular bitter-sweet taste.

PACKAGING:

Can – 330 ml.
Alcohol content 0% vol.
(24 cans/case. 1848/77 cans/pallet)
Customs tariff code **2202100000**
Shelf life: 12 m.



CHOOSE THE TASTE



- economy price in comparison with vodka and energy drink separately
- non-standard & modern style
- helps to relax without losing energy

Our flavors :

- Original
- Cherry



PACKAGING:

Can – 330 ml.
Alcohol content 8,5% vol.
(24 cans/case. 1848/77 cans/pallet)
Customs tariff code: **2208906900**
Shelf life:18 m

ENERGY

CHOOSE THE TASTE

NON
STOP[®]

- high content of caffeine and taurine
- contains powerful vitamin complex
- increases physical stamina, mental focus, decreases the feeling of tiredness, and cheers up

Our flavors :

- Original
- Jungle



PACKAGING:

Can – 500 ml.

(24 cans/case. 1512/63 cans/pallet)

Can – 250 ml.

(24 cans/case. 2592/108 cans/pallet)

Customs tariff code: **2202100000**

Shelf life: 18 m.

CHOOSE THE TASTE



**KING'S BRIDGE™ –
cocktails based on natural
juices and tonic. It's a noble
taste with royal roots.**

- ready for drink cocktail with the taste of Gin + juice, or Gin + tonic
- light and easy-going alcohol drink
- modern and stylish design

Our flavors:

- Gin&Tonic
- Gin&Grapefruit



PACKAGING:

Can – 500 ml.
Alcohol content 7% vol
(24 cans/case. 1512/63 cans/pallet)
Can – 330 ml.
Alcohol content 7% vol
(24 cans/case. 1848/77 cans/pallet)
Customs tariff code **2208906900**
Shelf life: 12 m.



THANK
YOU!

