

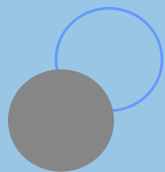
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# BUSINESS PLAN

## BEST WINE LP

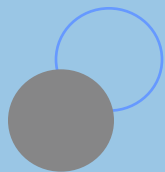
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2021 - 2025



## Making sense of money

**Best Wine LP** (UK) is a division of Best Wine Group, which is one of the biggest distributors of alcoholic beverages possessing a vast logistics network. Brand portfolio of **Best Wine LP** includes more than 1500 beverages. Among them brands of wine and champagne from more than 28 countries as well as strong alcohol drinks from Russia and CIS countries.

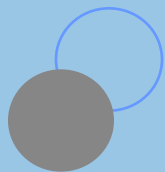


# Never stop introducing innovations

- ✓ The quality of the products we represent. We carefully check the quality of all the drinks we offer to avoid fakes and low-quality products.
- ✓ We offer a wide range of beverages which includes famous brands as well as unique drinks known only to a few.
- ✓ Professionalism. All members of our team are professionals in the alcohol industry. They possess a lot of experience and love what they do.
- ✓ Traditions and innovations. We appreciate the traditions of the alcohol industry but we also stay open to new drinks and flavors.
- ✓ Reliability. We consider our partners our friends and we work hard to help and support them in achieving our mutual goals.

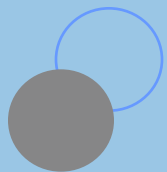
## Our Services

The main goal of **Best Wine LP** as a distributor is to expand the representation of our partners' products on the national markets. We create comfortable environment for cooperation and promotion of high-quality alcoholic beverages.



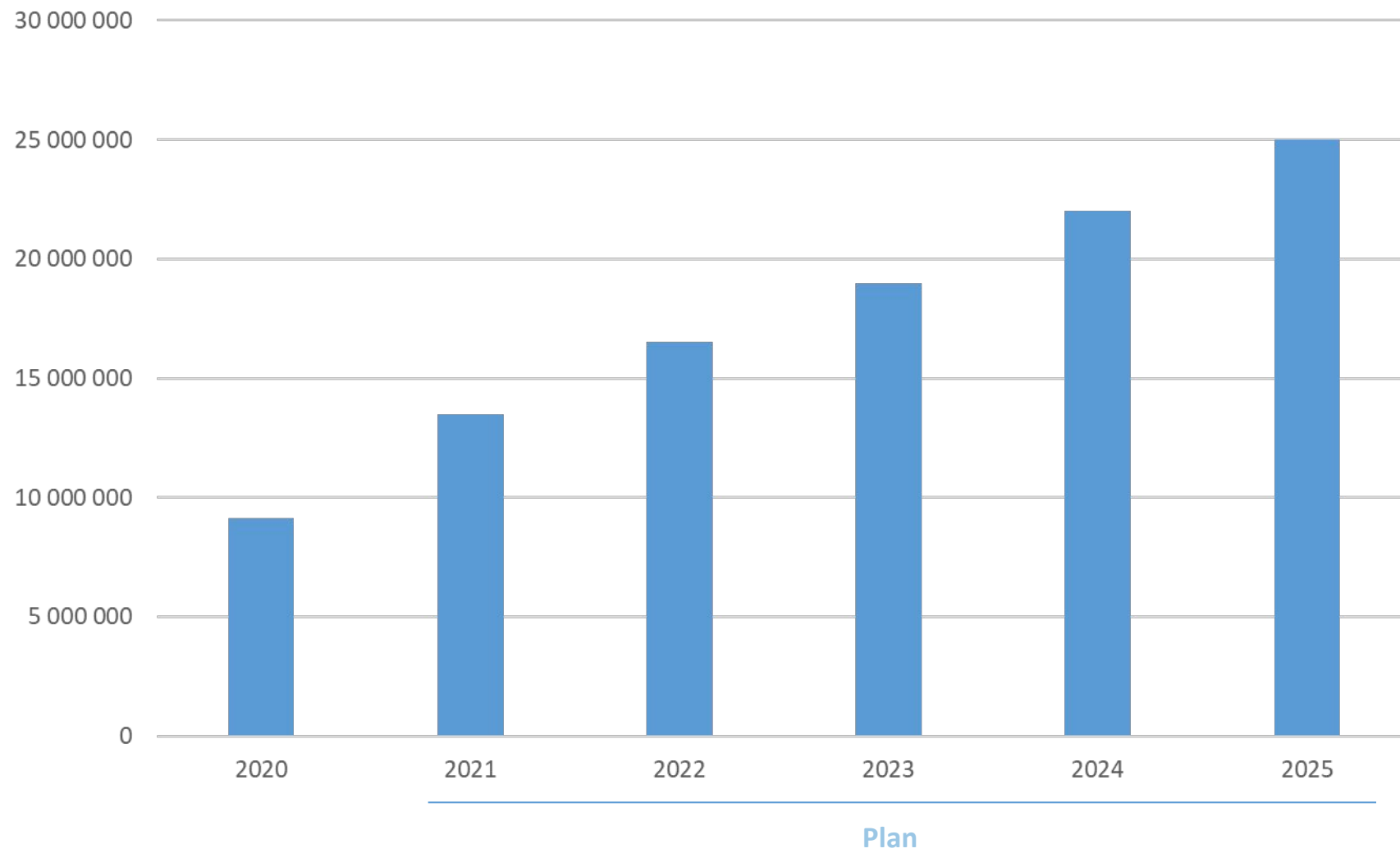
## Strategic priorities

- ✓ Attracting world brands to the assortment portfolio
- ✓ Increase in quantitative and qualitative distribution of Up-Middle and Premium categories
- ✓ Decrease transportation and storage costs
- ✓ Conclusion of new exclusive contracts on favorable terms
- ✓ Capture new sales markets
- ✓ Strengthening the status of a major distributor of alcoholic beverages



# Revenue dynamics

Revenue (GBP)



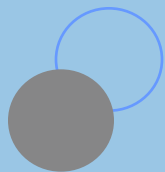


# International exhibitions

Alcohol brands of **Best Wine LP** portfolio take part in the largest international exhibitions of the alcohol industry.

Among them are: the World Economic Forum in Davos, VinExpo New York, ProWein Germany, VinItaly, VinExpo Bordeaux, TFWA Singapore, Bar Show Berlin, TFWA Cannes, Bar Show New York and others.





# Distribution and logistics of alcohol beverages

We organize storage and logistics of the products and their promotion on the market. An important part of our team's work is monitoring of the market, developing, and implementing new marketing strategies to help the promotion of our partners' products.

The company stores spirits at warehouses in Riga and Vilnius which have modern equipment designed especially for keeping alcoholic beverages. They are the company's biggest distribution centers: Wine is shipped from the warehouses to Russia and CIS countries.

Distribution centers provide services of excise warehouses:

- ✓ Careful product sorting
- ✓ Compiling and preparing for shipment
- ✓ Sorting of alcoholic beverages
- ✓ Palletizing
- ✓ Labeling
- ✓ Excise stamps accounting
- ✓ Transportation of cargo
- ✓ Elimination of defects



Alcohol products are prepared for sale in accordance with national restrictions and requirements. Our warehouses are especially designed to store premium class beverages to preserve their initial qualities.

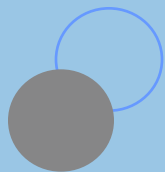
# Brands



BAGLIO DI PIANETTO







# Contacts

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