

Purcari Wineries

Public Company Limited

BVB: WINE

Institutional Investors
Conference

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- 1 Purcari Wineries Group Key Info
- 2 Vision and Strategy
- 3 Q4 2022 Operational Results
- 4 Guidance
- 5 Purcari Wineries Stock



Negru de Purcari 2019
Nominated by Caroline
Gilby, Master of Wine,
for the Decanter
Magazine, **Wines of the
Year 2021**: The Top
Classic Wines, with a
score of 93 pts.
4.4 score on Vivino,
ranked among the top 1%
wines globally. **Gold at
Vinarium International
Wine Contest 2021**



1 Purcari Wineries Group at a glance

Leading wine player in Central and Eastern Europe...

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

- #1 World's most awarded winery in 2021.
- #1 Most awarded CEE winery of the year in 2015-2022 at Decanter London, "Wine Olympics".
- #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, Paval Holding and Norges Bank etc.

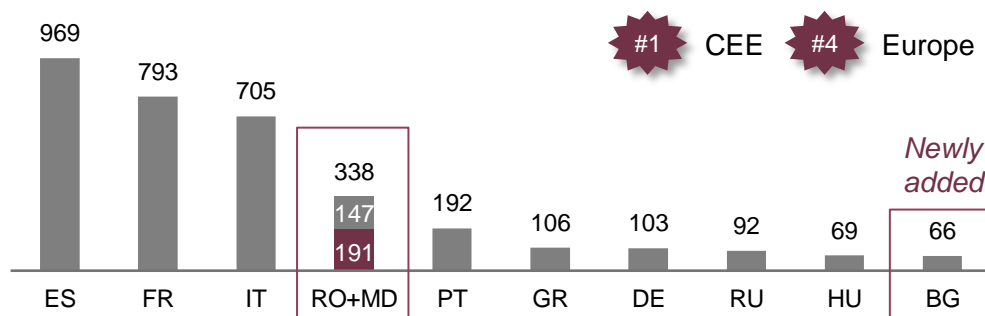
... with a strong & expanding regional footprint

Geographical breakdown of sales in value terms for 2022, %



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...



Source: Company Information, FAOSTAT, OIV, Decanter, the Ministry of Finance of Romania, Nielsen

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)	(171.1)
Gross profit	67.7	82.6	98.9	97.8	115.8	131.4
Gross profit margin, %	48%	49%	50%	48%	47%	43%
SG&A	(31.7)	(36.0)	(44.2)	(49.2)	(53.8)	(54.0)
EBITDA	42.4	54.4	65.4	60.5	75.2	95.5 ⁴
EBITDA margin, %	30%	32%	33%	30%	30%	32%
Depreciation	(5.9)	(6.8)	(9.6)	(12.1)	(13.8)	(18.1)
Net finance cost	(1.6)	1.0	(6.9)	21.7	0.1	(10.1)
Income tax	(5.9)	(7.0)	(8.5)	(10.8)	(10.4)	(10.2)
Net profit	29.0	41.7	40.5	59.2 ²	51.2 ³	57.2 ⁴
Net profit margin, %	20%	25%	20%	29%	21%	19%
Earnings per share ¹ , RON	na	0.96	0.91	1.42	1.19	1.32

(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

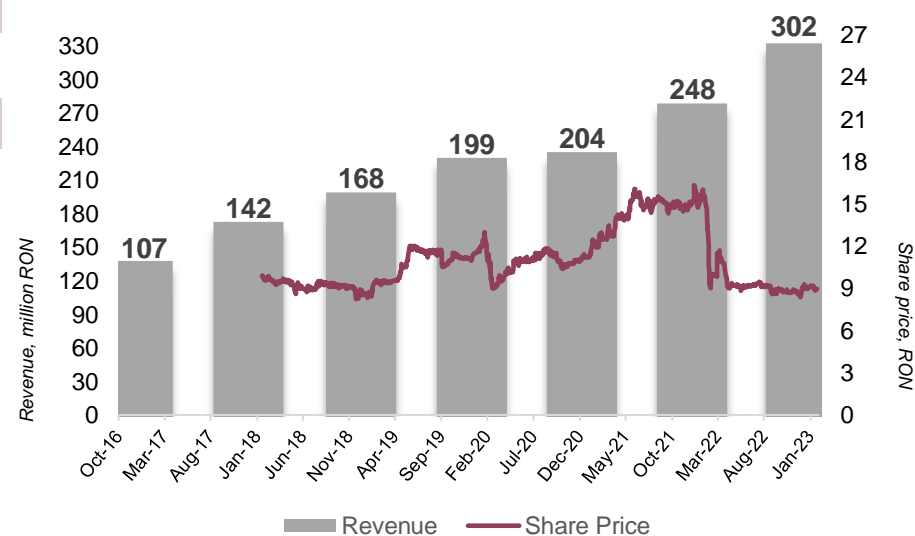
(3) Includes RON 5.6 million gain from sale of the stake in Glass Container Company

(4) Includes RON 14 million one-off gain from bargain purchase of Angel's Estate

Comments

- IPO'd on Bucharest Stock Exchange in February 2018
- 75% increase in revenues 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) and 2021 (RON 0.51 per share)

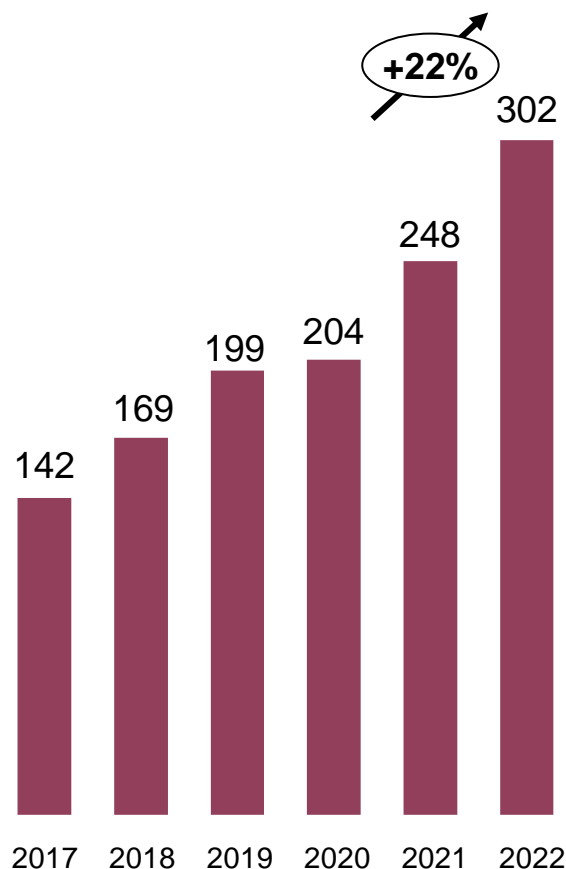
Revenue vs. share price evolution



1 Continuous growth in 2022

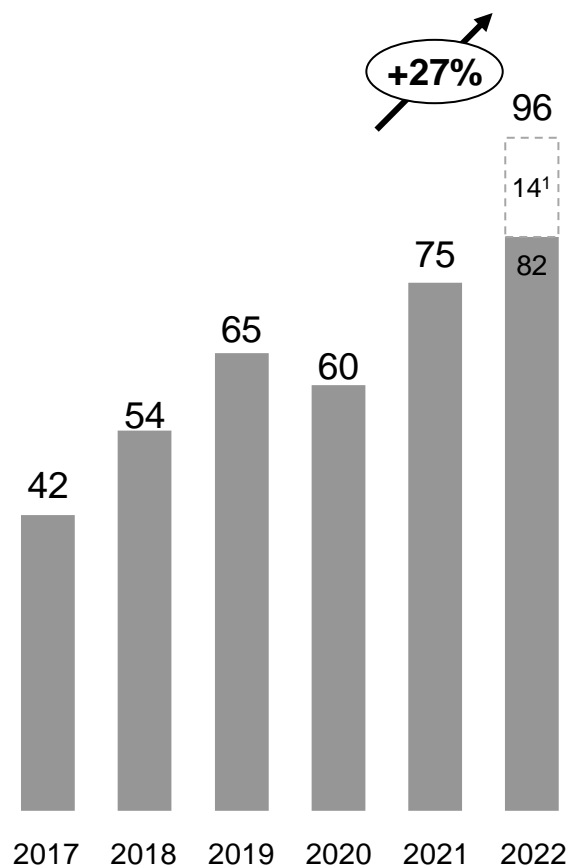
Revenues

RON m



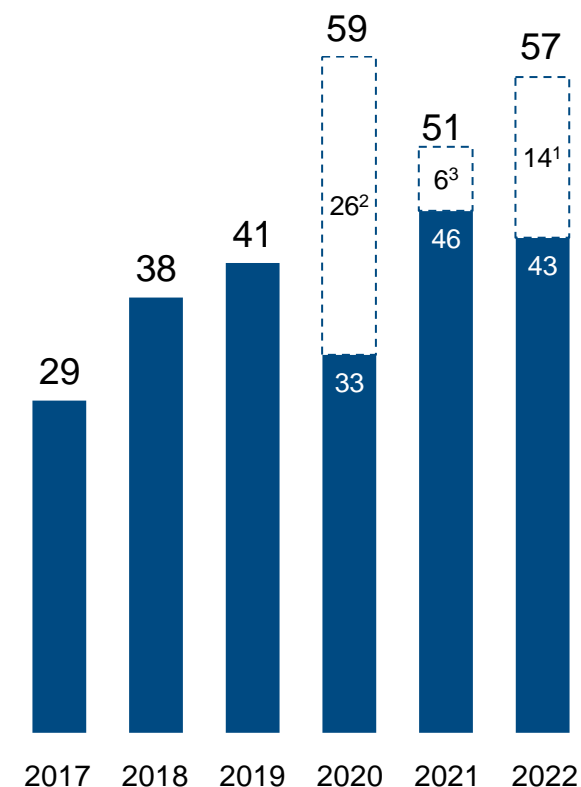
EBITDA

RON m



Net Income

RON m



(1) RON 14 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

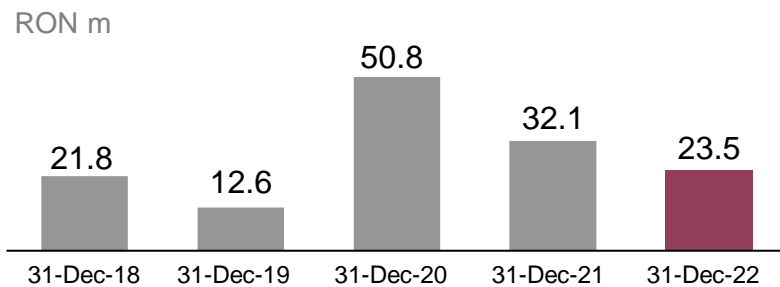
(3) RON 5.6 million gain from sale of the stake in Glass Container Company

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

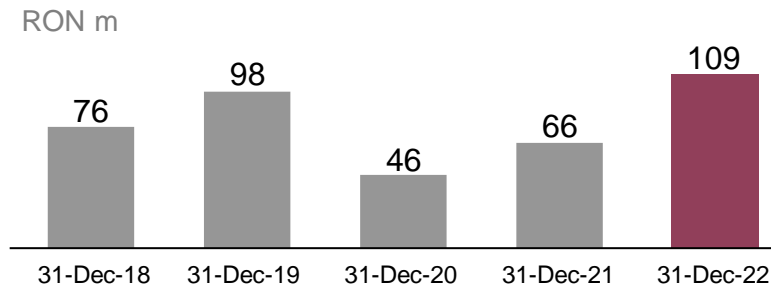


Cash and Receivables

Cash Position

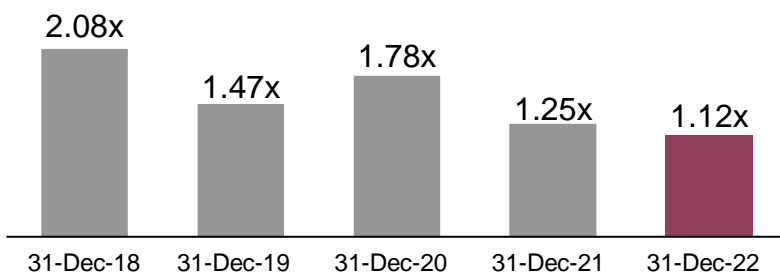


Net Debt

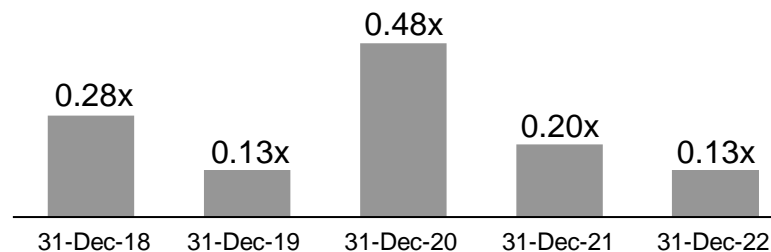


Liquidity

Current Ratio

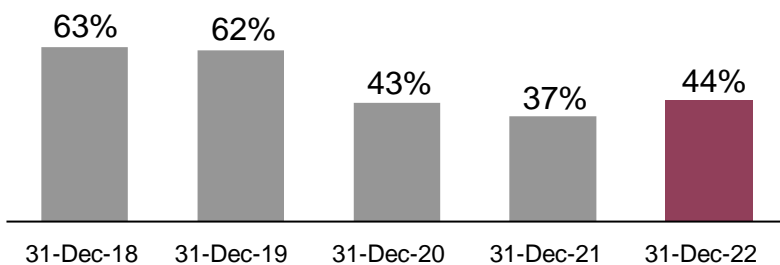


Cash Ratio

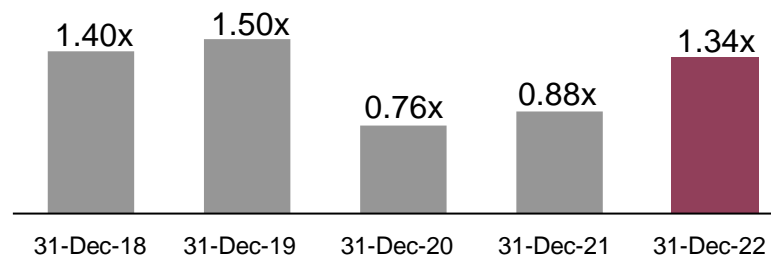


Solvency

Debt-to-Equity



Net Debt-to-LTM EBITDA



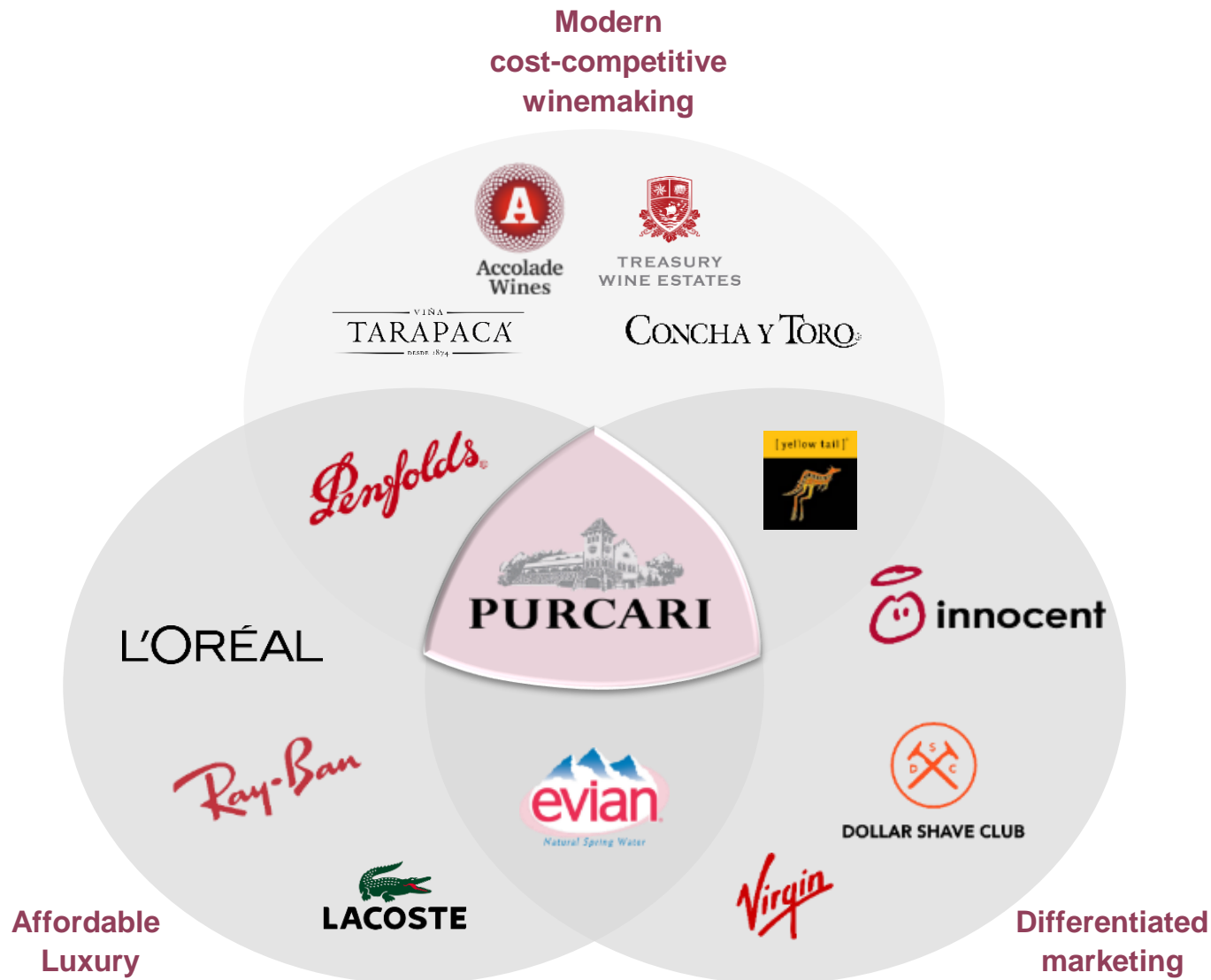
- 1 Purcari Wineries Group Key Info
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Viorica de Purcari 2020
A velvety wine with a fresh, memorable aroma of acacia and basil flowers.
Gold at Decanter World Wine Awards 2022, Gold at International Wine & Spirit Competition 2022



2 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.

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.

2 Purcari formula: operational excellence meets sound marketing

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

Lower costs

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

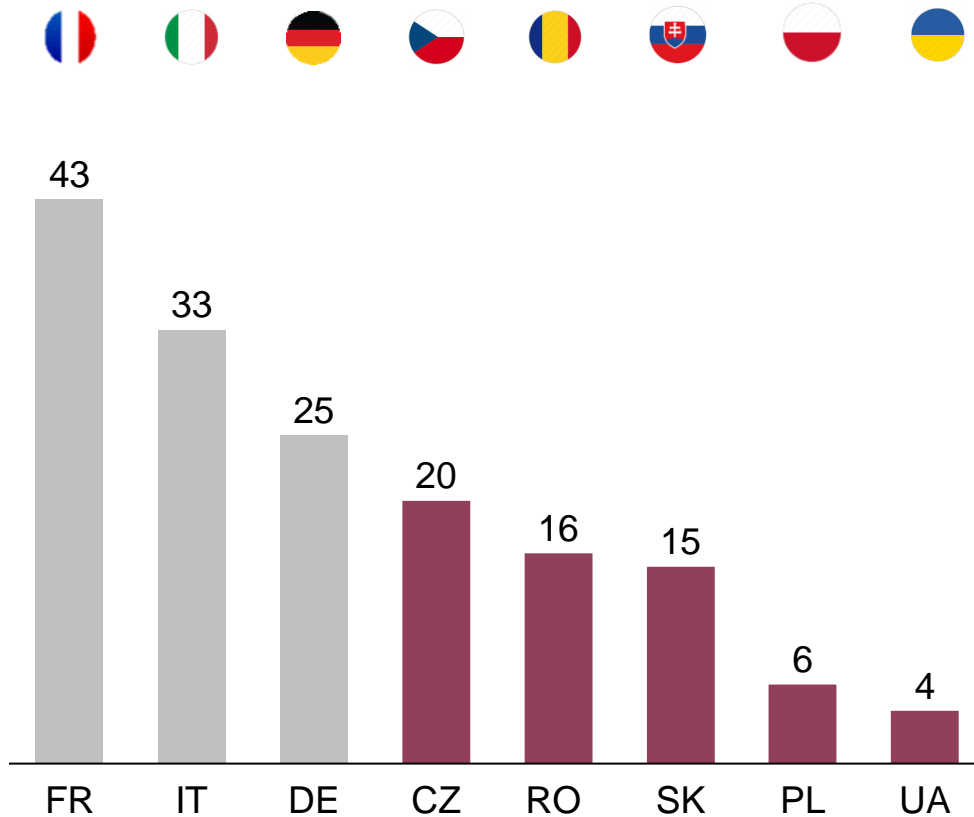
Brand premium

Strong sales and margins

2 CEE consumption especially strong, on shifting drinking patterns

Plenty of catch up for CEE countries

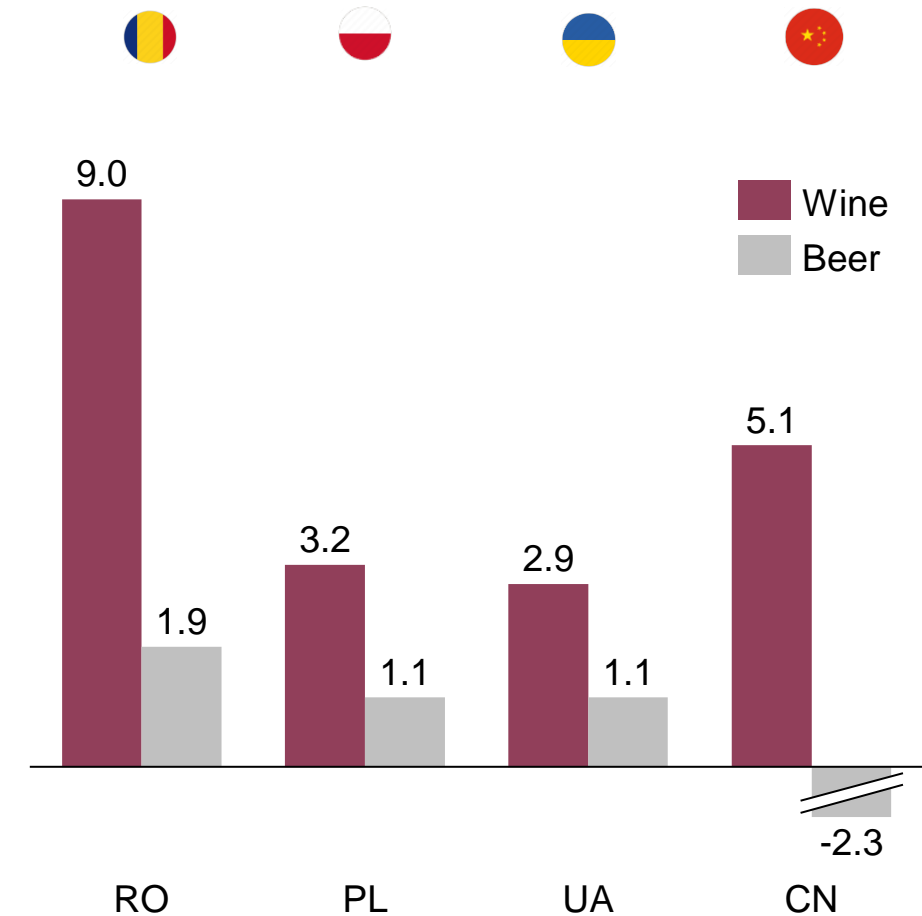
Wine consumption, litres per capita, selected countries



- Per capita wine consumption in CEE lags significantly WE levels, but catches up on growing share vs. beer

Wine steals share from beer

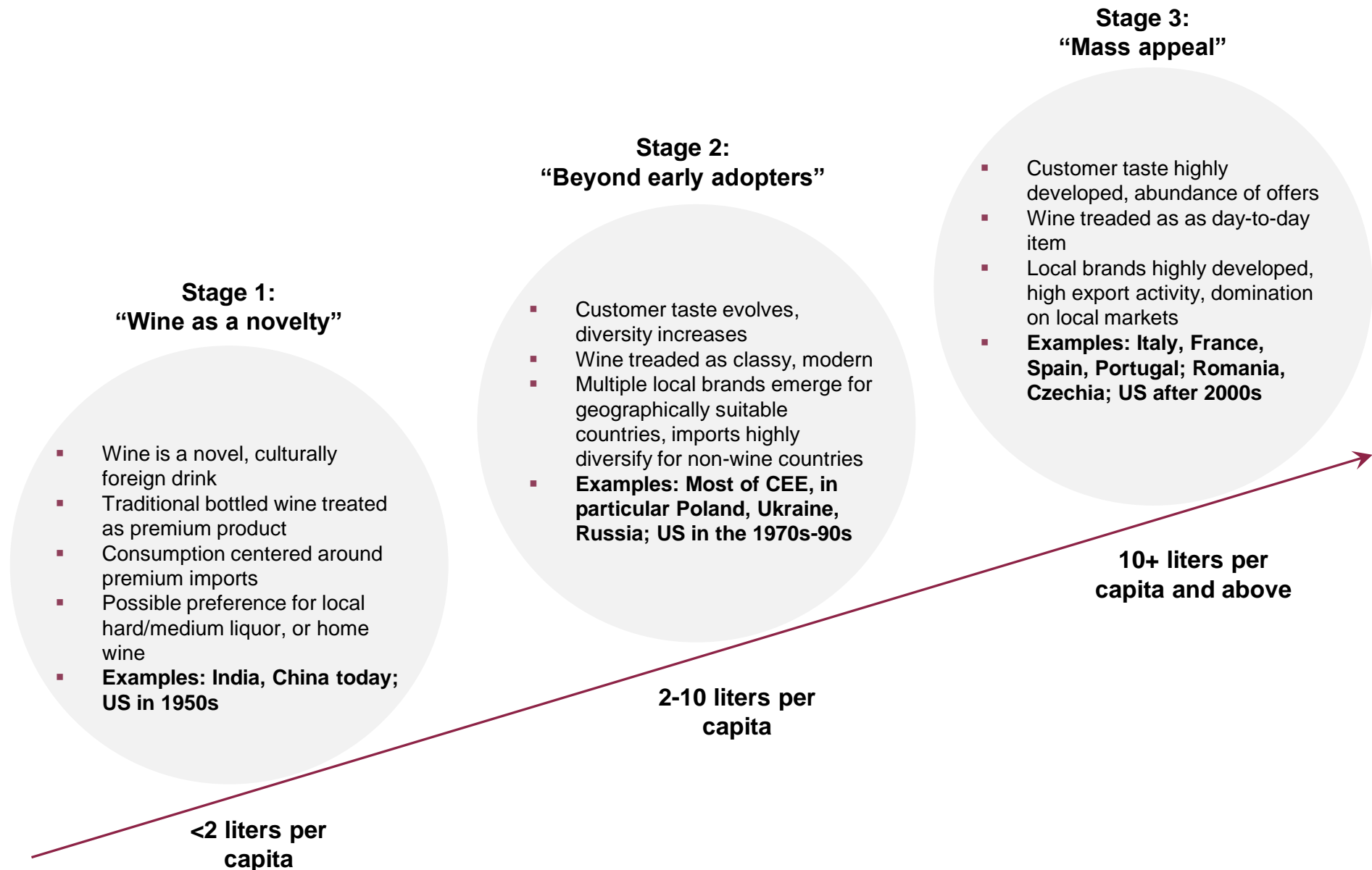
Forecast growth by category, by country 2016-2020F, %



- Romania, Group's largest market, show fastest growth forecast in CEE

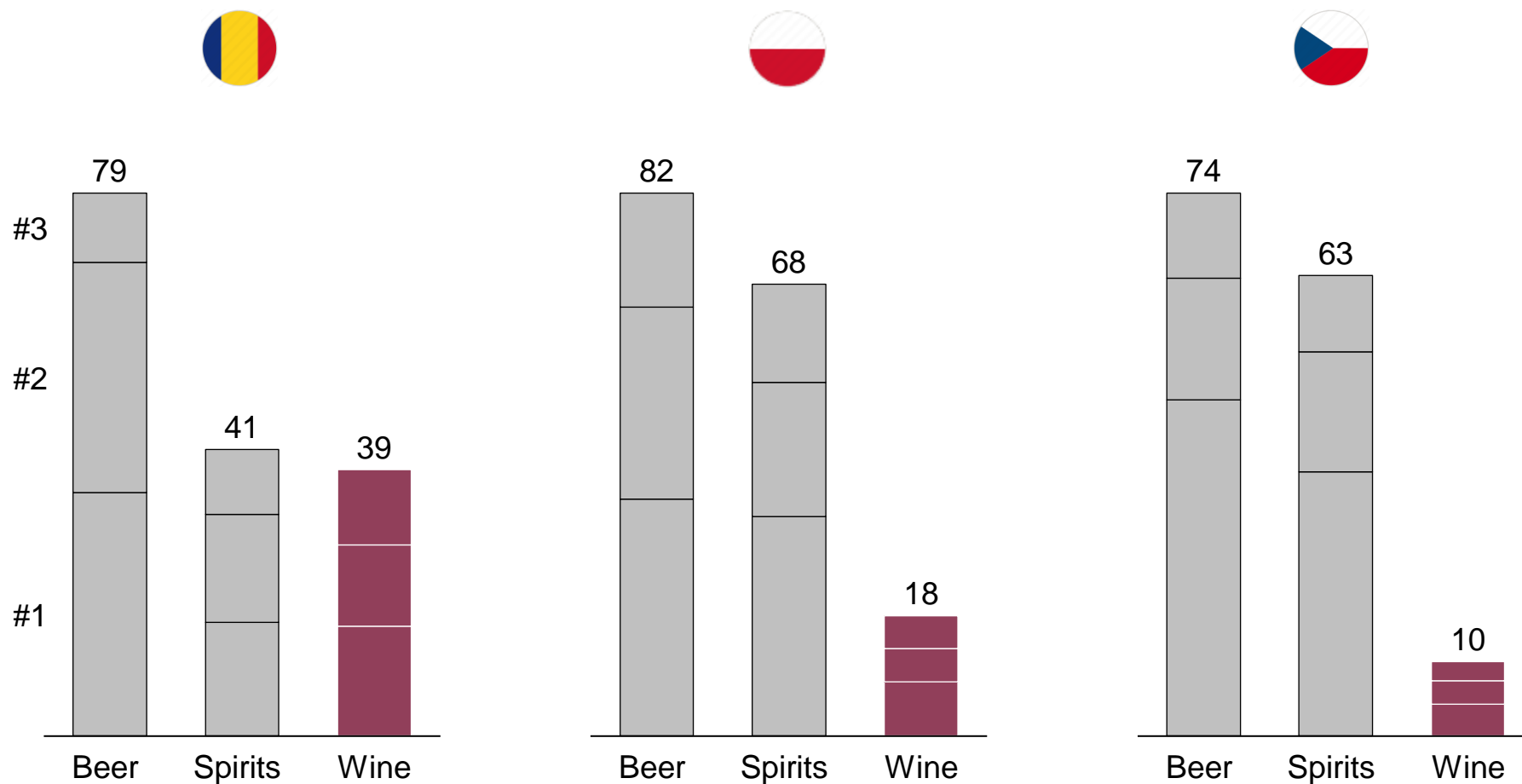
Source: Statista, Euromonitor, Nielsen

2 Wine markets evolve, as wine moves from novelty to masses



2 Vision: be the consolidator of a fragmented market

Volume share top-3 players by country, %



Unlike beer or spirits, **wine market remains very fragmented**; players who have the scale and sophistication needed – are in a **great position to consolidate it**

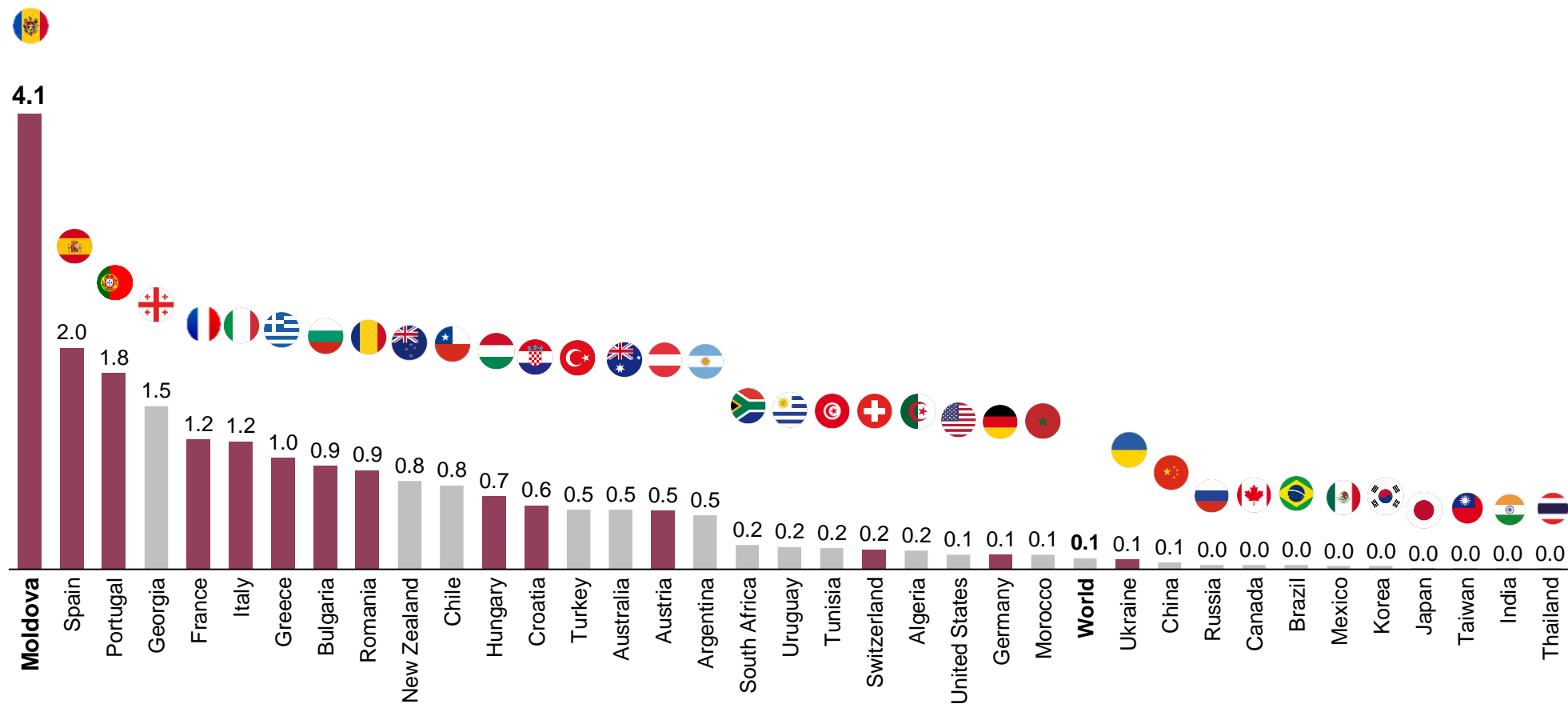
Source: Euromonitor 2016, market share for top-3 players in the still wine category; *excludes Murfatlar, in insolvency

2 Moldova has the largest vineyard area per capita globally

Per Capita vineyard area worldwide, 2018

Hectares per capita

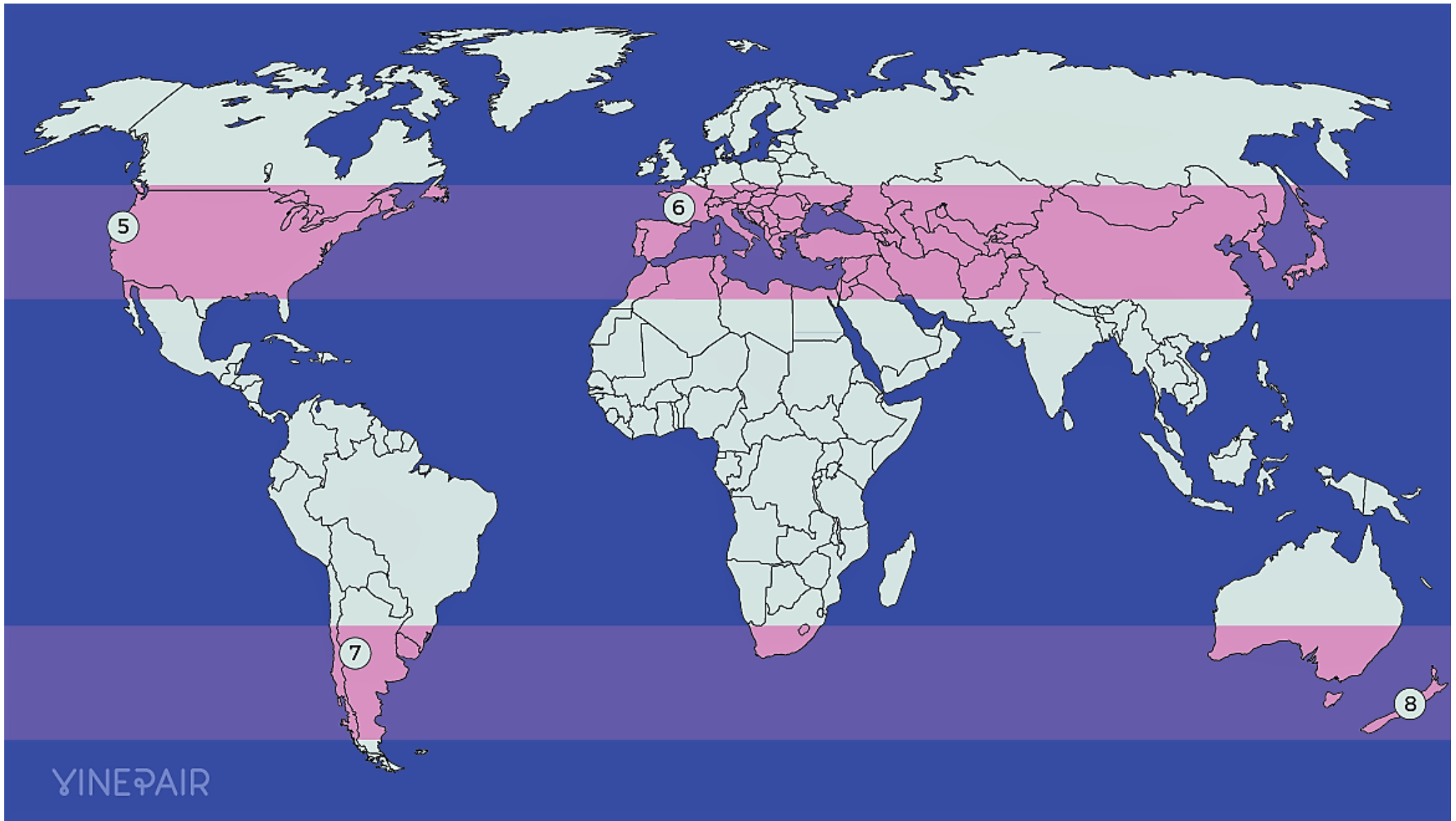
Europe Rest of the World



In Moldova, the Group benefits from a very competitive exports platform to all of CEE

Source: Anderson, K. and V. Pinilla (2020) Annual Database of Global Wine Markets , 1835 to 2018

2 Global wine belt does leave ample space for pushing New Frontier ahead

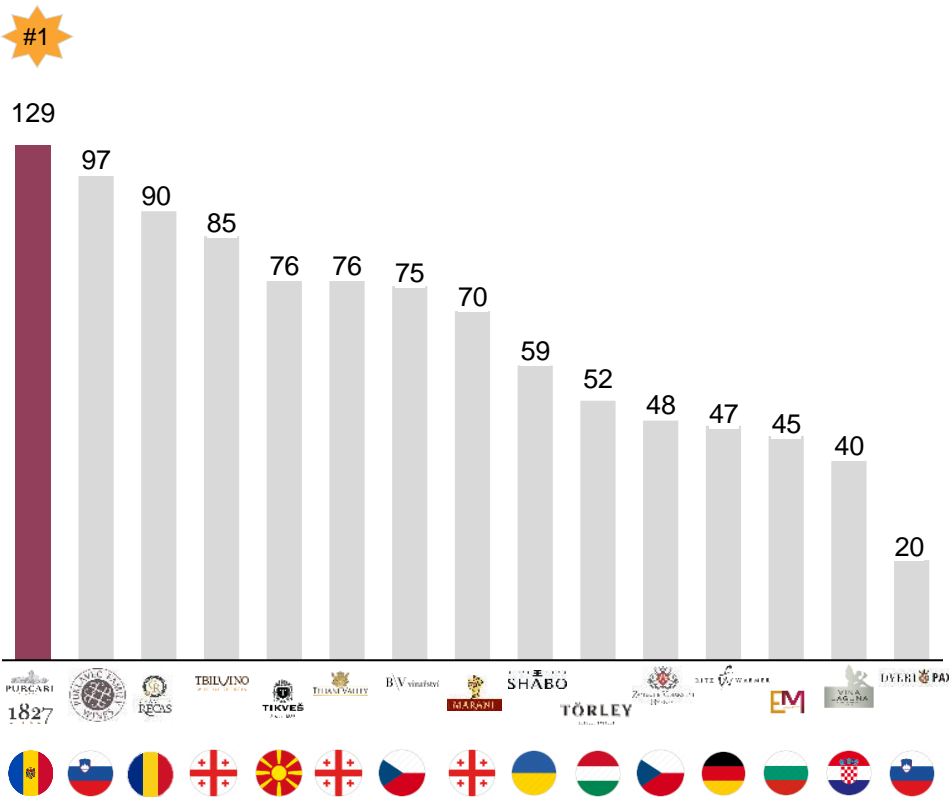


(5) Napa (US); (6) Bordeaux (FR); (7) Mendoza (AR); Marlborough (NZ).
Source: Vinepair – The World's Coffee & Wine Belts

2 Quality highly commended; most awarded winery in the World in 2021

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

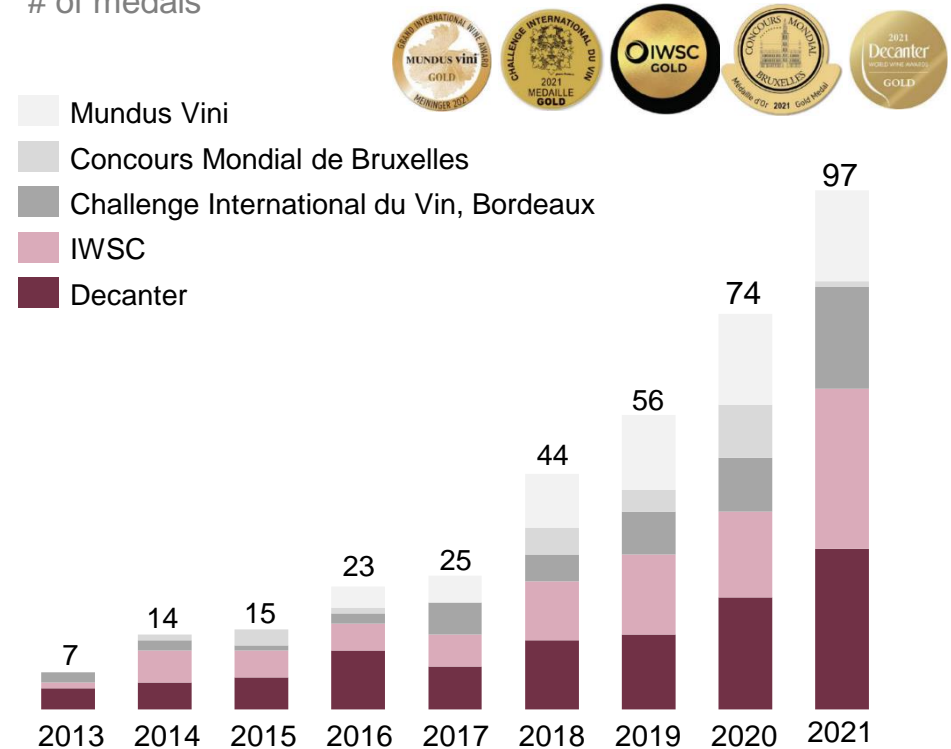
of Decanter medals in 2015 – 2022



- 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

of medals

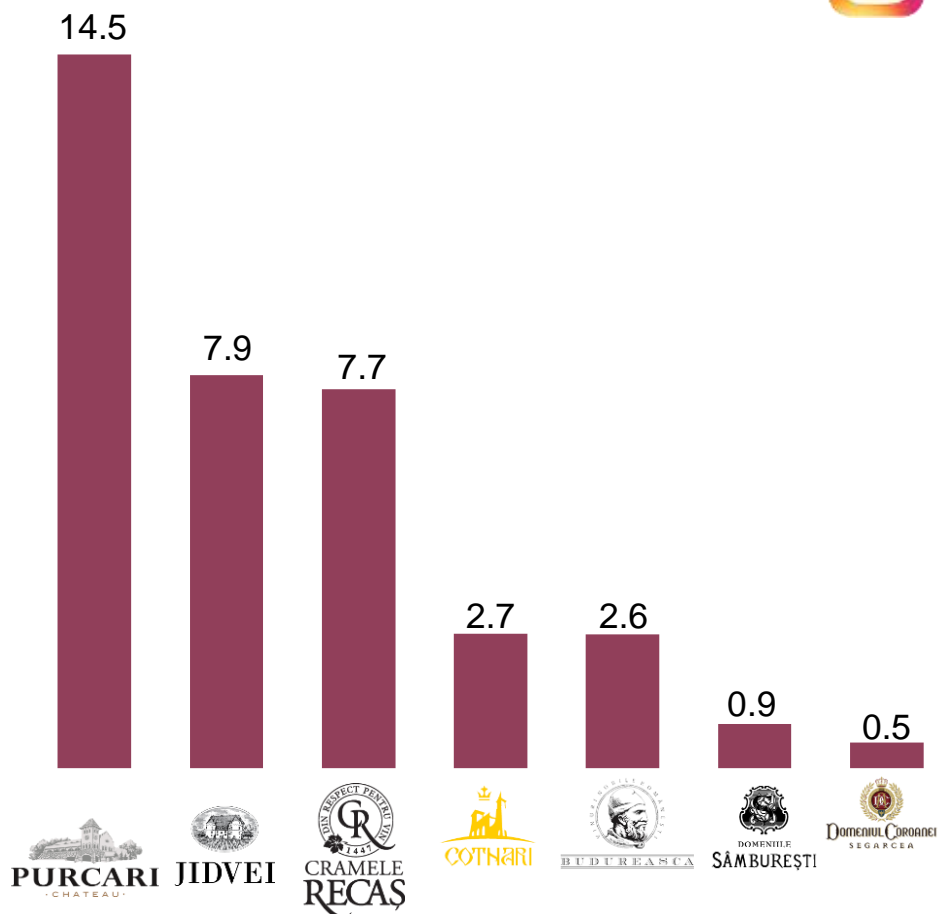


- Unlike beer or spirits, wine production is more prone to quality fluctuations. The Group has demonstrated the ability to consistently raise its quality bar, as illustrated by the mounting number of medals - won at top global competitions.

2 Topping competition at engagement and quality

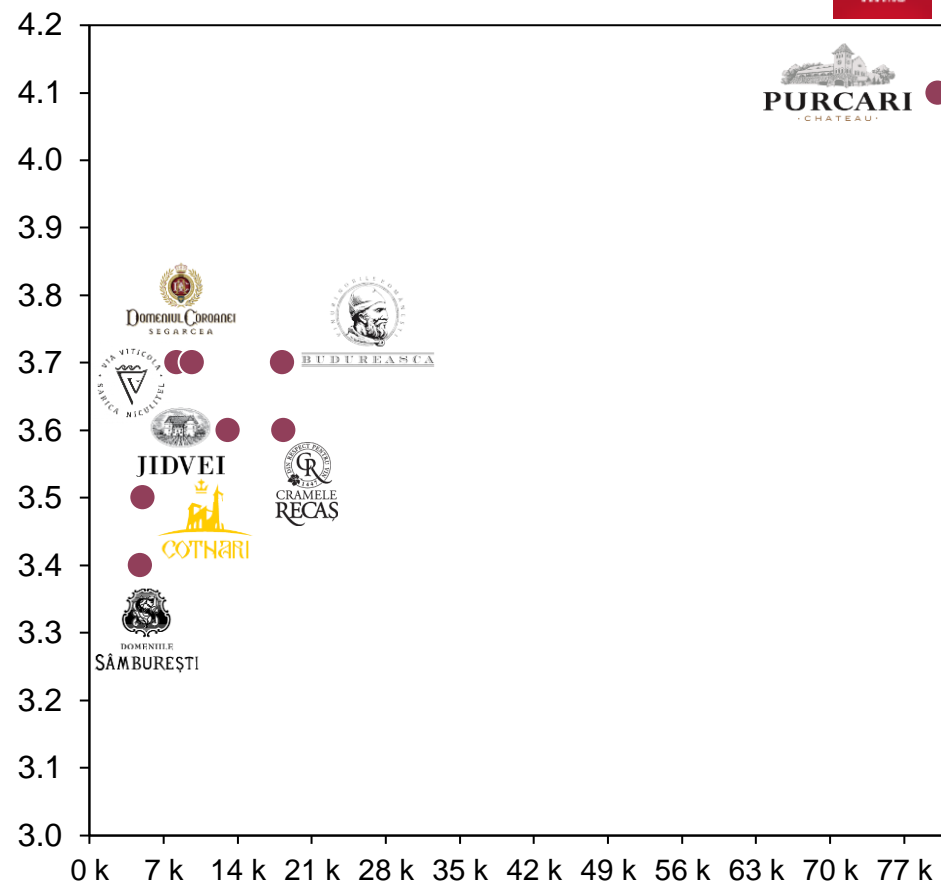
Aspirational brand which consumers like sharing about

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



Highest number of ratings and highest scores on Vivino

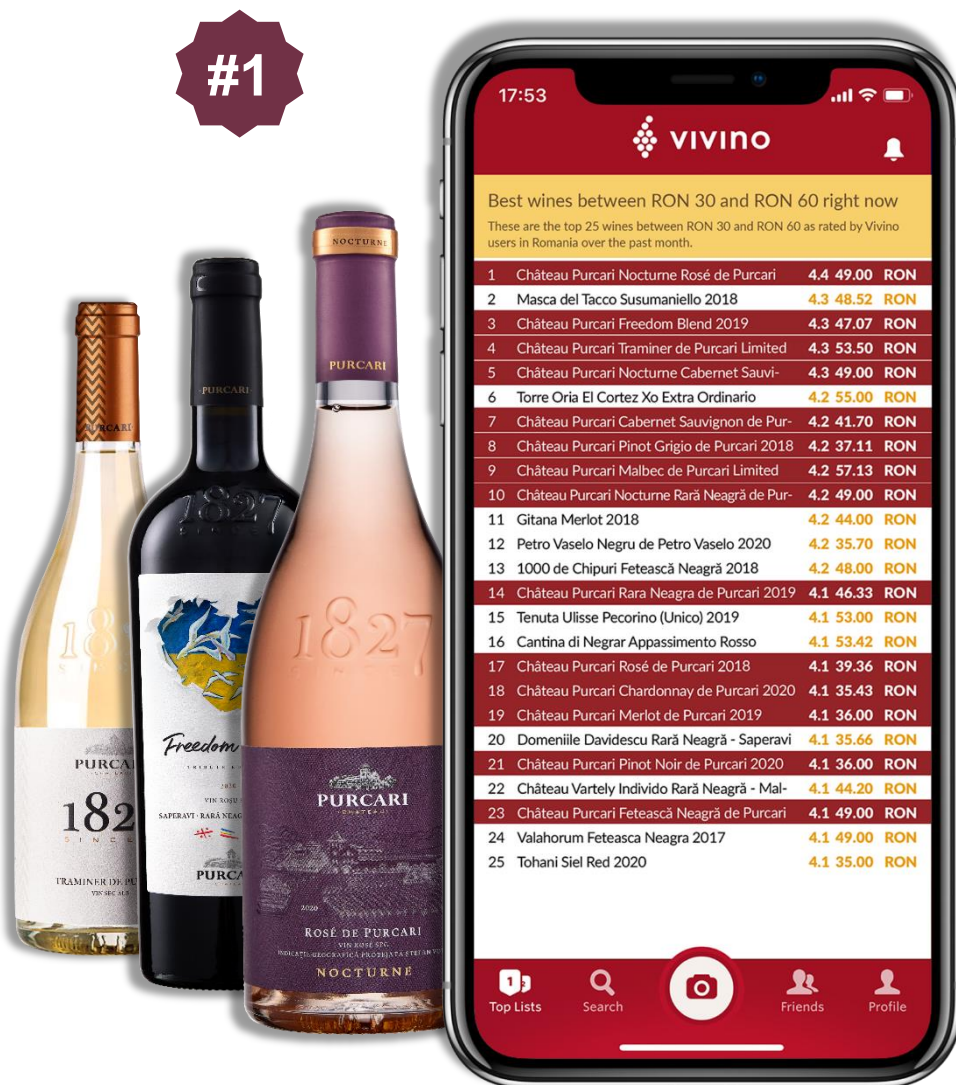
X axis – number of Vivino ratings; Y axis – average Vivino score



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

2 Vivino feedback remains very strong, essential for online sales

#1 presence in the crucial RON 30-60 segment, holding 14 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 **14 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 February 2023

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



4.22

Average score out of 5.0 in 12M 2022

80%

Scores equal or above 4.0

Top 1%

Global ranking based on avg. score received

132,053

Vivino scans in 12M 2022

+10%

12M 2022 YoY scans

122

of countries where Purcari has been scanned

1 Purcari Wineries Group Key Info

2 Vision and Strategy

3 **Q4 2022 Operational Results**

4 Guidance

5 Purcari Wineries Stock



Alb de Purcari 2020
A sensual, slightly velvety
experience that seduces
your senses like a first
love.

**Gold at Mundus Vini
Summer Tasting 2022,
Best in show Moldova
Red**

3 Key operational highlights for 2022

Ongoing organic revenue growth, despite regional challenges

- Revenue up 22% YoY to RON 302.5m exceeding the guidance, with Core Wine revenues +18% YoY and Ecosmart contributing additionally with 4% YoY.
- Concluding the year on a high note, with a robust +26% in revenues in 4Q22 YoY. Incorporating effects of price increases pushed through in 1H22, better mix and the revenues of the newly added Angel's Estate.
- Romania, Moldova and Asia strong growth, with high premium brands Purcari and Bardar gaining momentum.
- Poland, Czech and Slovakia, Baltics flat or single digit decline in sales as focus continues to be on improving mix and prioritizing margins over volumes.

Resilient margins, amid inflationary pressures

- Normalized EBITDA (adjusted for the one-off gain of consolidating Angels Estate acquisition) at RON 81.5m, a margin of 27%, exceeding the 20-25% guidance provided at year start. Adjusted Net Profit at RON 43.2m, with a 14.3% margin, close to the upper level of guidance of 10-15%.
- Coping well with increased pressure on cost base; main cost drivers from rising packaging prices as well as the use of wine stock from the smaller 2020 harvest.

M&A engine of growth

- Acquired 76% stake in Angel's Estate, a full cycle winery located near Stara Zagora, Bulgaria, with an annual production capacity exceeding one million bottles.
- Added 100ha of vineyards located in one of most prominent wine regions, Thracian Lowlands.
- Geographic diversification of both sales and production platforms.
- Expanding the existing family of brands with best-known Bulgarian wine brands, such as Angel and Stallion.

Active IR agenda

- Dividend of 0.51 RON/share paid on September 8th, 2022, 5.51% yield on payment date.
- High liquidity of WINE share, maintained in FTSE Global Micro Cap Index as of February 2023 review.
- Adopting shareholder friendly tools, partnership with eVOTE for online Shareholders meetings.
- VEKTOR: 10 out of 10 score in Investor Communication, third year in the row.

3 PL: Strong performance, despite inflationary pressures, geopolitics

RON m	4Q			12M		
	2022	2021	Δ 4Q	2022	2021	Δ 12M
Revenue	102.7	81.7	26%	302.5	248.1	22%
Cost of Sales	(61.8)	(50.8)	22%	(171.1)	(132.3)	29%
Gross Profit	40.9	30.9	32%	131.4	115.8	13%
Gross Profit margin	40%	38%	2 pp	43%	47%	(3 pp)
SG&A:	(27.5)	(21.4)	29%	(69.2)	(58.4)	18%
Marketing and selling	(18.8)	(11.6)	63%	(38.8)	(30.9)	25%
General and Administrative	(8.7)	(9.8)	-11%	(30.4)	(27.5)	10%
Other income/ (expenses):	16.4	4.8	240%	15.2	4.6	229%
EBITDA	34.8	17.1	104%	95.5	75.2	27%
EBITDA margin	34%	21%	13 pp	32%	30%	1 pp
Net Profit	21.8	11.4	92%	57.2	51.2	12%
Net Profit margin	21%	14%	7 pp	19%	21%	(2 pp)
One-off income ¹	14.0	-	na	14.0	5.6	na
Adj. EBITDA	20.8	17.1	22%	81.5	75.2	8%
Adj. EBITDA margin	20%	21%	-	27%	30%	(3 pp)
Adj. Net Profit	7.8	11.4	-31%	43.2	45.5	-5%
Adj. Net Profit margin	8%	14%	(6 pp)	14%	18%	(4 pp)

Note: (1) One-off gain from bargain purchase of Angel's Estate in 2022; One-off proceeds from Glass Container Company exit transaction in 2021

Comments

- Gross margin at 43% in 2022, with 4Q22 margins up 2pp vs. same period last year. Inflation, more expensive wine stock of 2020 vintage, along with higher depreciation fueled up the COGS. Cost discipline, premiumization strategy and better mix minimizing the adverse effects.
- Marketing and selling expenses at 13% of revenue; marginally above the budget and increasing slightly above revenue growth on ongoing investments in future expansion.
- G&A expenses at 10% of revenue, growing slower than inflation in the countries of operation and below revenues. Zero-cost budgeting and strict cost discipline limited the expense growth to +5% YoY, additional +5% YoY coming from depreciation increase. Including expenses related to newly incorporated subsidiaries: Angel's Estate, Ecosmart, Vinoteca Gherasim Constantinescu.
- Average FTE increased by 15% YoY to 814 employees. Group salary cost +3%, on provision reverse for the Stock option plan amounting RON 6.73 million, as options ended the year below relevant strike prices.
- EBITDA and Net profit reaching RON 95.5 million and RON 57.2 million in 2022, including a one-off gain of RON 14 million from bargain purchase of Angel's Estate.

3 Segment reporting: growing strong in WINE, turning around Ecosmart

RON m	Purcari Group			Ecosmart		WINE Business		
	2022	2021	Δ 12M	2022	2021	2022	2021	Δ 12M
Revenue	302.5	248.1	22%	21.4	10.8	281.1	237.3	18%
Cost of Sales	(171.1)	(132.3)	29%	(16.2)	(10.1)	(154.9)	(122.2)	27%
Gross Profit	131.4	115.8	13%	5.2	0.7	126.2	115.1	10%
Gross Profit margin	43%	47%	(3 pp)	24%	6%	45%	49%	(4 pp)
SG&A:	(69.1)	(58.4)	18%	(4.6)	(1.5)	(64.6)	(56.9)	14%
Marketing and selling	(38.8)	(30.9)	25%	(0.0)	(0.0)	(38.8)	(30.9)	25%
General and Administrative	(30.4)	(27.5)	10%	(4.5)	(1.5)	(25.8)	(26.0)	-1%
Other income/(expenses):	15.2	4.6	229%	(1.7)	0.0	15.2	4.6	229%
EBITDA	95.5	75.2	27%	0.3	(0.4)	95.2	75.6	26%
EBITDA margin	32%	30%	1 pp	2%	-3%	34%	32%	2 pp
Net Profit	57.2	51.2	12%	(1.3)	(0.8)	58.5	52.0	13%
Net Profit margin	19%	21%	(2 pp)	-6%	-8%	21%	22%	(1 pp)
One-off income ¹	14.0	5.6	150%	-	-	14.0	5.6	150%
Adj. EBITDA	81.5	75.2	8%	-	-	81.2	75.6	7%
Adj. EBITDA margin	27%	30%	(3 pp)	-	-	29%	32%	(3 pp)
Adj. Net Profit	43.2	45.5	-5%	-	-	44.5	46.4	-4%
Adj. Net Profit margin	14%	18%	(4 pp)	-	-	16%	20%	(4 pp)

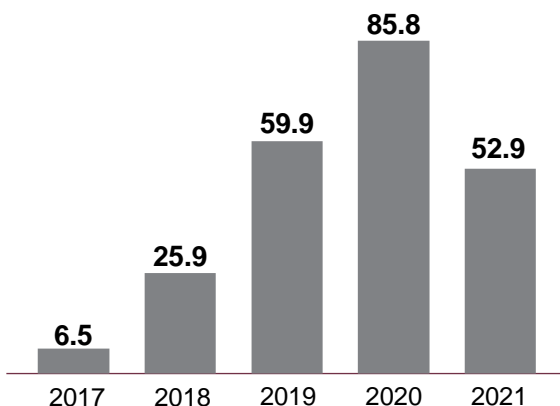
- Overall strong performance of core WINE business
- Waste Recycling segment contributing to 7% of total 2022 revenue and translating into overall lower margins for the Group.
- Turning around Ecosmart, the cost of restructuring already included in the P&L of Purcari Group, -2 pp to EBITDA margin and -2 pp to Net Profit margin.
- Expected back-to-normal operations going forward, with Ecosmart being a net contributor to Group's profitability.

Note: (1) One-off gain from bargain purchase of Angel's Estate in 2022; One-off proceeds from Glass Container Company exit transaction in 2021.

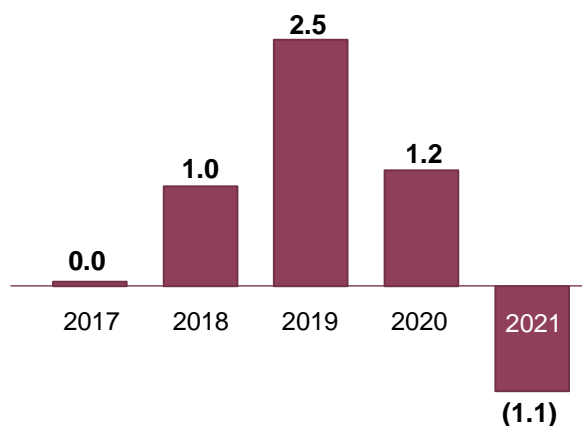
3 Waste recycling segment – turnaround on track, expect profitability in 2023

Financials

Revenues, RON m



Net profit (loss), RON m



History and actions taken

- In 2017 Crama Ceptura contributed to the foundation of Ecosmart Union SA with 108k RON for a 27% share, to ensure transparent recycling of packaging put in circulation and comply with environmental legislation.
- Net positive profit contribution in years 2017-2020.
- 2020 first signs of Ecosmart's mismanagement (50% drop in Net Profit, while sales up +43%).
- 2021 fraudulent behavior identified by the Board of Directors. Forensic audit carried out. Civil and Criminal cases opened against previous Administrator.
- Crama Ceptura increases the stake from 27% to 55% in Sep'21, and to 65.75% in Oct'21 to protect the investment and save the company from insolvency.
- Total investment for 65.75%: RON 0.45m.
- 4Q2021: New Administrator and team appointed to turnaround the business.
- 2021: Consolidation of Ecosmart (negative impact on Purcari's profitability).
- 9M2022: Final clean-up: all negative effects provisioned, cost with lawyers incurred. Revenue RON 13.1m, Net loss (RON 0.9m).
- Expected back-to-normal, profitable operations going forward.








Short-term plan

- Recover the misappropriated funds (ongoing court cases).
- Regain large customers (ongoing).
- Reach the post-crisis figures: RON 80m in turnover and estimated Net Profit margin in the 10%-20% range.
- Set independent management team.





Long-term options

- Reduce participation under 50% to avoid consolidation and focus on core WINE business.
- Divest the business and use the proceeds to either finance growth or award shareholders with an extraordinary dividend.
- Maintain majority stake in the business (while actively ensure investors' visibility into the non-core category).

3 Upward trajectory in Q4, robust annual figures, amid global turmoil

Market	Share of sales, 2022	Δ '22/'21 YoY	Comments
RO 	53%	+20%	<ul style="list-style-type: none"> ▪ RO: Sales surged by 45% in Q4, accounting for 34% of total annual sales. Strong double-digit growth for Purcari and Bardar. Nocturne series being a tremendous success in the HoReCa segment. SAPIENS introduced to the overall market with focus on premium wine shops. Domeniile Cuza growing by 7x YoY, albeit from a smaller base. Continuous growth among weak market dynamic and overall inflationary pressure.
MD 	21%	+27%	<ul style="list-style-type: none"> ▪ MD: Sales maintain consistent growth in all channels, outperforming +27% YoY. HoReCa recovers, revealing strong results after pandemic restrictions removal. Partial increase in consumer base due to presence of Ukrainian refugees.
PL 	7%	-2%	<ul style="list-style-type: none"> ▪ PL: Overall decrease due to pressures in the mainstream wines market. Prioritizing margin over volumes with Bostavan. Targeting premium segments with Purcari and Bardar.
ASIA 	3%	+42%	<ul style="list-style-type: none"> ▪ ASIA: Strong performance, amid slow economic growth, 2022 lockdowns and December anti “zero covid” policy protests. Challenging trading and logistic environment persist.
CZ SK 	3%	-6%	<ul style="list-style-type: none"> ▪ CZ&SK: Prioritizing margin over volumes. Betting on premiumization with Purcari growing +90% YoY, albeit from a smaller base.
UA 	2%	-42%	<ul style="list-style-type: none"> ▪ UA: Maintaining the local team and increased distribution in IKA channels. Export only with 100% prepayment.
RoW 	11%	+33%	

3 Premium brands: Purcari and Bardar, lead the growth

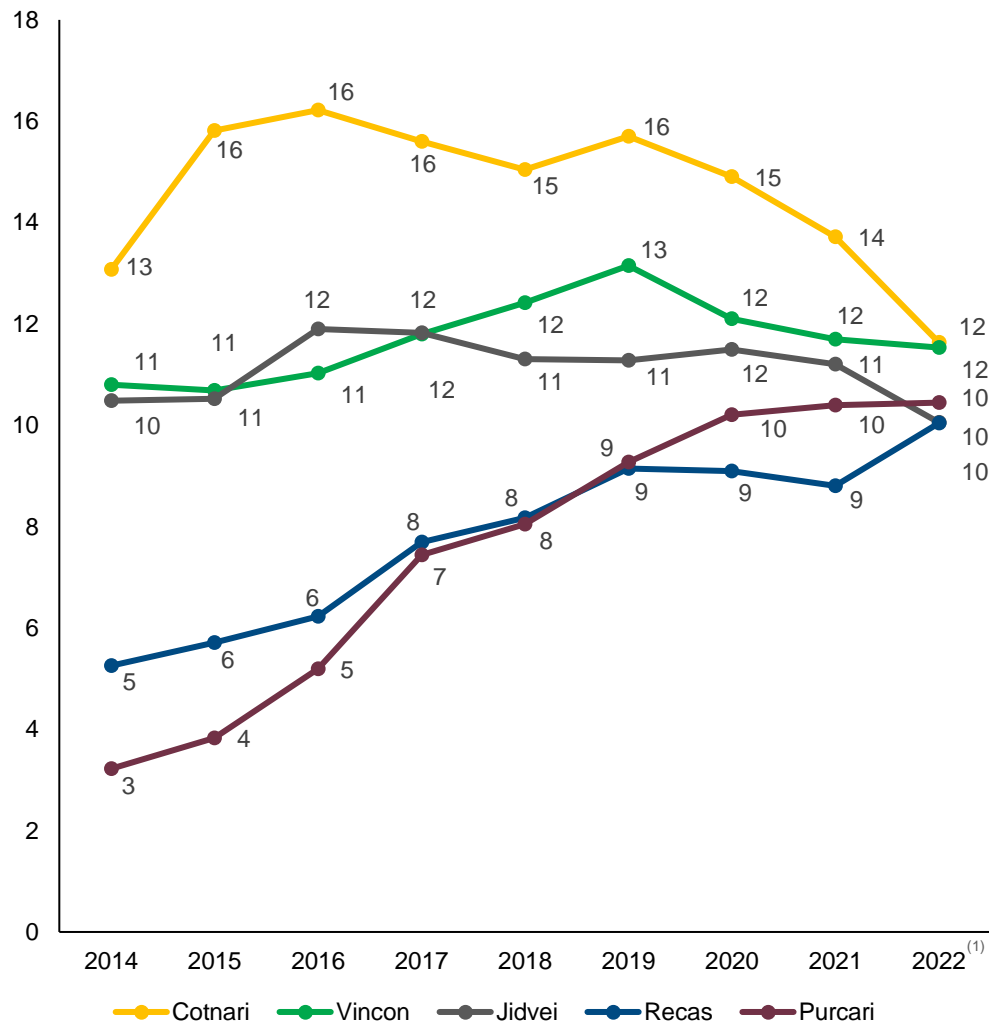
Brand	Share of sales, 2022	Δ '22/21 YoY	Comments
	53%	+25%	<ul style="list-style-type: none"> ▪ PURCARI: +25% YoY, with Q4 sales representing 36% of annual sales. Doubling sales YoY in Asia, Czech and Slovakia, albeit from a smaller base. Moldova upward trend +29%, closely followed by Romania +24% YoY. Capitalizing on brand value by expanding to new markets and investment in new partnerships.
BOSTAVAN	20%	+4%	<ul style="list-style-type: none"> ▪ BOSTAVAN: Prioritizing margins over volumes. Facing higher pressure on price and volumes for the mainstream brands. Strong performance in Moldova +31% YoY, offset by lower sales in other markets. Low single digits contraction in sales YoY in Asia, Poland, Czech and Slovakia and Baltics.
 CRAMA CEPTURA	14%	+5%	<ul style="list-style-type: none"> ▪ CRAMA CEPTURA: +23% Q4 YoY sales growth in Romania, continuing the upward trend in sales, after weaker 2022 start. Continuation of portfolio development and premiumization with focus on margins. Gradually passing price increases in current inflationary context.
	12%	+21%	<ul style="list-style-type: none"> ▪ BARDAR: Romania maintains high demand with a +42% increase in Q4 YoY. Moldova continues growing with a +31% Q4 YoY, the Baltics also exhibiting good results, albeit from a smaller base. Promising performance YoY in new markets.
 ANGEL'S ESTATE SA	1%	n/a	<ul style="list-style-type: none"> ▪ ANGEL'S ESTATE: Consolidated Q4 results, contributed with 1% to the total Group's sales. Integration of Operational and commercial activity in process.

3 Continuous increase in market share in Romania



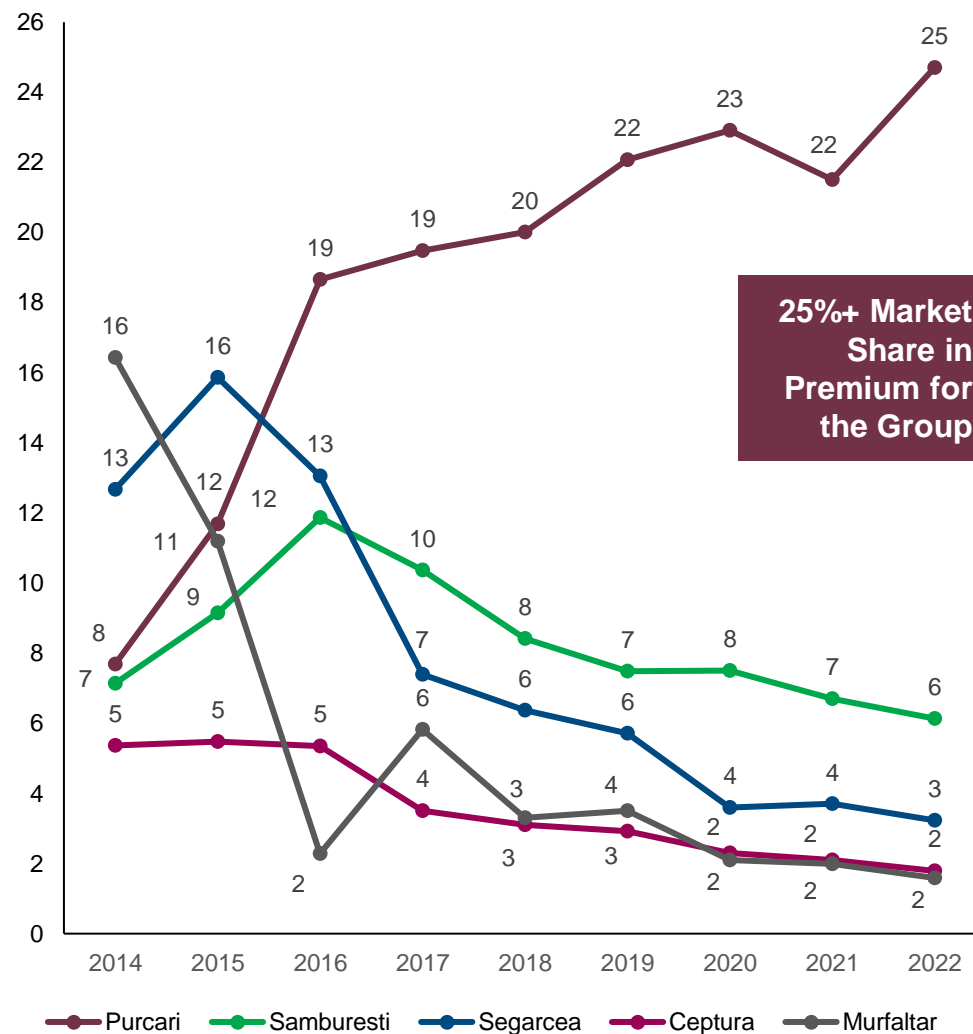
Jumped to #3 in overall market, reaching 10%+ share...

Value share of TOTAL retail market, Romania, %



...while distancing by 20+ percentage points vs #2 in premium

Value share of Premium (RON 30+/liter) retail market, Romania, %



25%+ Market Share in Premium for the Group

Notes: (1) YTD December 2022

Sources: Nielsen report; Purcari Group = Purcari, Crama Ceptura, Domeniile Cuza and Bostavan brands;

3 Implementing irrigation systems to secure yield and quality

- Pioneering in irrigation of technical grapes vineyards in Moldova.
- Deployed an irrigation system for 300ha of vineyards at Chateau Purcari.
- Opted for an intelligent, fully automated sub-surface drip irrigation system.
- Two storage pools of 11,000 m³ and 24,000 m³ suffice for an additional 200ha extension.
- Investments of EUR 0.9m in irrigation system in the vineyards and EUR 0.8m in the 6 km water supply infrastructure from water source.
- Securing stable yields in the long-run and extending the life of the vine plants to over 50 years.
- Estimated investment break-even: 3-4 years, as irrigation secures an additional 3-5 average tones of grapes per ha per year.
- Next steps: deploy the irrigation system for additional 600ha in Alexandru Ioan Cuza village.

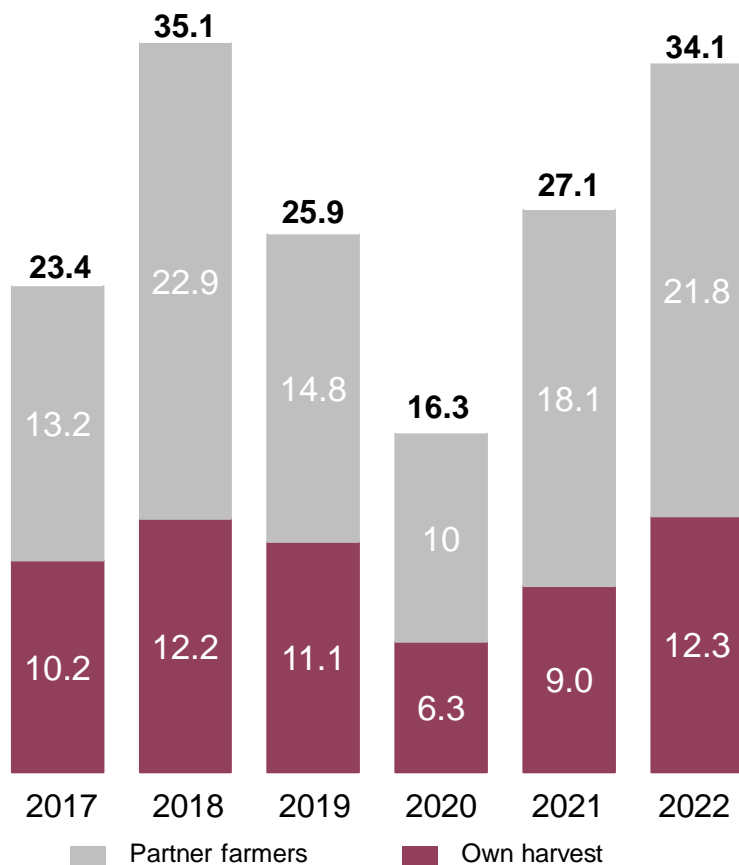


3 Exceptional 2022 agricultural season: high quality vintage and good yield



Good 2022 harvest

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



Source: (1) International Wine Organization

Comments

- Own vineyards fully recovered after an unprecedented draught in 2020.
- High attention in maintaining the vineyards has paid off, ensuring good health of the plants in the long term.
- Own harvest exceeded the record high 2018 results. Timely rains in pre-harvest period resulted in higher yields than initially anticipated.
- Fulfilling required stocks from 3rd party purchases; favorable price environment to positively influence margins starting from 2H 2023.
- Irrigation system functional at Purcari Winery vineyards as of July 1st, 2022. Irrigation system roll out at Cuza Vineyards (Bostavan) planned for 2023.
- World wine production volume expected to be slightly below its 20-year average. Harvest in France recovered +17% YoY after disastrous 2021, while Italy being flat and Spain -6% YoY.¹

3 Continuing investing in both: growth and sustainability

Solar panels and dedicated warehouse

- Solar Panels installed on the roof of the Purcari Winery, to provide 15% of annual electricity consumption for the winery.
 - 1,025 m² area covered by solar panels.
 - Annual production 240 000 kw.
 - Aiming to reach up to 80% coverage of energy demand from photovoltaic power stations in coming years.
-
- New warehouse built at Crama Ceptura winery with one million bottles storage capacity.
 - Supports regional growth and streamlines the logistics.
 - Purcari group is still only player #3-4 in the market, with circa 11% market share, so ample room for growth, hence focus on long term expansion.



3 Portfolio development: continue creating inspired products

PURCARI NOCTURNE

HoReCa – focused edition



- Launched in 2021, a bet on HoReCa in the mid of lockdown.
- Increased demand from HoReCa.
- Fastest growing series in Purcari portfolio.
- Nocturne Sauvignon Blanc 2021 awarded with GOLD at Mundus Vini 2022.

ACADEMIA

ambitious oeno-project



- Launched in 2022, vinification and aging in clay amphoras.
- Limited edition, less than 20k bottles.
- First Orange wine in Moldova from indigenous grapes – Viorica.
- Academia Saperavi 2019 awarded with GOLD at Mundus Vini 2022.

PROCIANO, NATIVE

adapting to wine trends



- NATIVE – wine from vineyards in organic conversion.
- NATIVE Rose 2021 awarded with GOLD at Mundus Vini 2022.
- PROCIANO – Alcohol free, low calorie per intake, rich in Procyanidins.
- Targeting new segments and new markets.

WINE CRIME, BARDAR

expanding the growth pillars in RO



- 2021 focused on listing, new partnerships.
- 1H 2022 increasing brand awareness, BTL and TTL activities.
- 2H 2022 brand building, ATL activities.
- Expanding Bardar and Bostavan to Romania.

3 Outstanding results at most reputable wine competitions

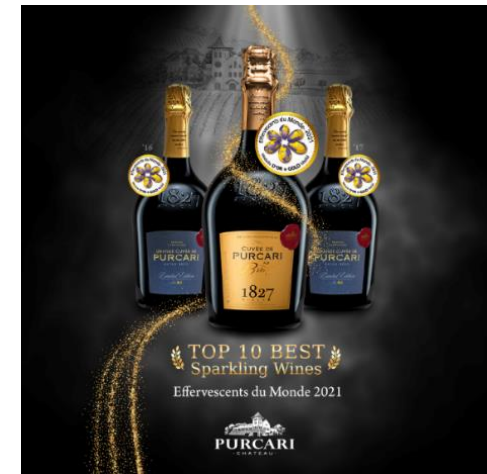
Best Producer from Moldova 2022
Mundus Vini



Decanter Top Classic Wines 2021
among 50 much pricier wines



TOP 10 BEST Sparkling Wines
Effervescents du Monde 2021



Grand Gold: Rosé de Purcari
Concours Mondial de Bruxelles



Wine of the week in UK: Freedom Blend
Declared by Master of Wine – Jancis Robinson



#1 Worldwide:
Title Brandy Taste Master 2021



3 Continue creating, engaging, inspiring

The Secret of Bardar

Promotional campaign for Bardar Platinum 25 years that emphasized the importance of time and patience in creating the perfect Divin



Cuvée de Purcari White Brut

A New Year campaign with one of the Top 10 Sparkling Wines of the World



Union of the Romanian Principalities

A Domeniile Cuza campaign with Horia Brenciu that marks 164 years from the Union of the Romanian Principalities under Alexandru Ioan Cuza



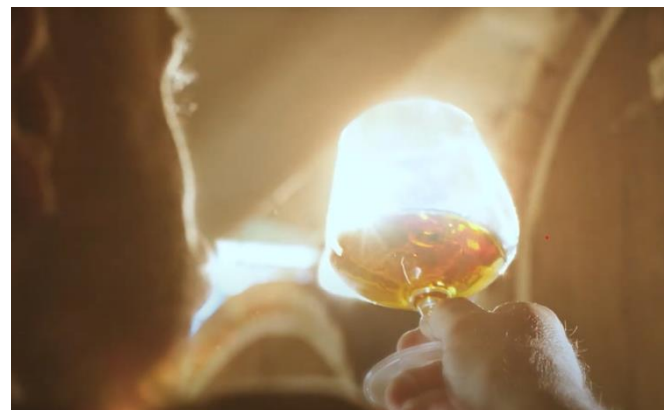
We do not! Never!

A manifesto for what Purcari Wineries Group will NEVER do ... lose faith!



Bardar in Colors

Promotional campaign for Bardar Silver 7 years. A tale of the colors that create the perfect blend of a golden amber



Decanter Christmas Tasting

A range of Purcari wines – highly appreciated in the Christmas 2022 Edition of the Decanter Magazine

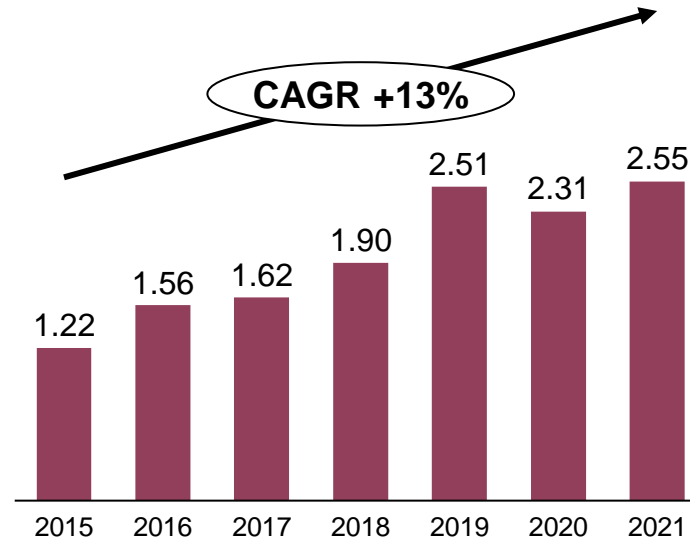


3 Acquisition of Angel's Estate in Bulgaria

Key info on Angel's Estate

- 26/09/2022 – Signed SPA for 76% stake in Angel's Estate.
- Full cycle winery
- Located near Stara Zagora, Thracian Lowlands Wine region.
- 14,000 m² – production facilities in 2 levels, gravity-flow process.
- 1,275 tones annual grapes process capacity.
- 1-million-bottle capacity.
- 88 fermentation tanks.
- 2 wine cellars with a capacity of ~2,000 barriques.
- 100 ha of vineyards, 5,000 plants/ha.
- Brands: Angel, Stallion, Deneb, Cattleya.
- 13% CAGR 2015-2022 (20% CAGR 2015-2019 prior to Covid pandemic).
- Negative profitability: resulted in motivated sellers and facilitated ticket price negotiations.

Revenues, EUR m



Key Development Plans

- Quick wins on already-identified cost efficiency opportunities.
- Quick wins through synergies (Angel's Estate wines in Group's distribution network, and Purcari wine penetration into Bulgaria under "Crama Ceptura" model).
- Application of "Purcari" formula and know-how onto Angel's Estate wine production, sales and marketing.
- Ultimately: create a local and regional champion.



3 Becoming the undisputable Wine Champion in CEE

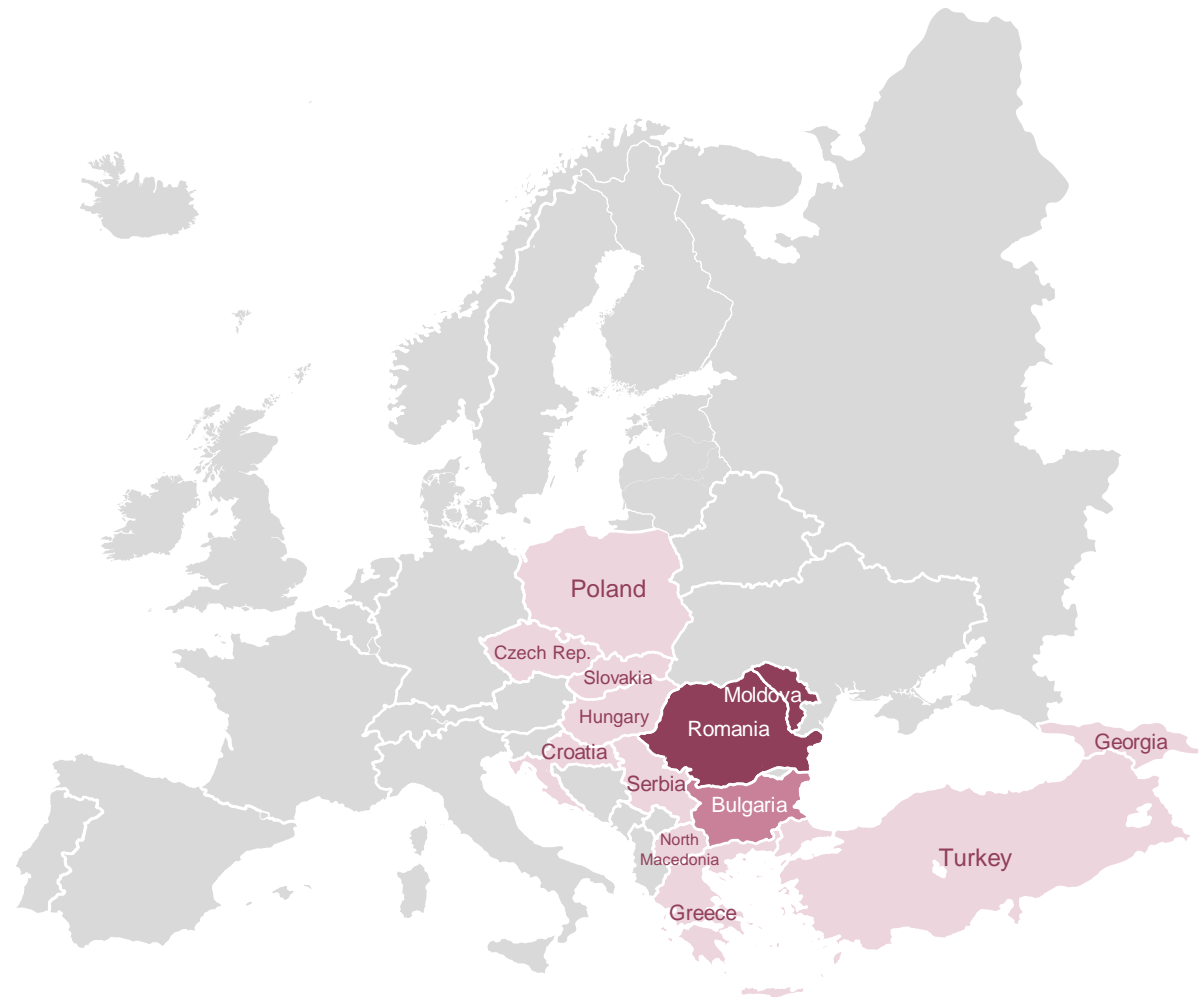
Formula of becoming wine champion in CEE

- Growth components both organic and through M&A.
- Focus on fundamentals: top- and bottom-line line growth while delivering affordable luxury.
- Create local champions in the markets we operate.
- Aggressively expand in export markets with our existing portfolio of brands.
- Innovative product portfolio development and premiumization.
- Synergies in production, purchasing and commercial management.
- Become the leader of the so-called “New Frontier” wine world (versus the “Old” and “New” worlds).
- Ultimately become the undisputable wine champion in CEE.

M&A focus map

Purcari footprint and M&A directions

Existing Newly added Directions for M&A opportunities



Purcari Wineries is building up its foundation in sustainability and ESG management, by aligning its business and model to the UN Sustainable Development Goals (SDGs).

ENVIRONMENT

- Launched the irrigation system at Purcari Winery, securing the sustainable development for 300ha of vineyards
- To expand environmentally friendlier sub-surface irrigation system for another 600ha in 2023.
- Solar Panels installed on the roof of the Purcari Winery, to provide 15% of annual electricity consumption for the winery.
- 25 ha of vines in conversion (C3) towards ecological and biodynamic viticulture.
- 73,811 tons of waste recycled for customers by Ecosmart Union, waste recycling management company in Romania.
- 3,566to of CO2 sequestered in 2021¹. Corporate Carbon Footprint planned to be calculated in 2023.
- 1 FTE to be certified in GSTC², as part of our engagement to sustainable tourism.

SOCIAL

- Launched Purcari Foundation in July 2022 to consolidate our efforts towards social projects.
- The Purcari Help Center opened on 24th of February, 2022. 13,000 refugees aided, 2,600 refugees transported to a safer place, 3,540 refugees sheltered.
- Supporting CCF/HHC Moldova (a team of people working to give every child the opportunity to grow up in a loving family).
- Contributing to Hospice Angelus, a home palliative care service.
- General Sponsor of the Moldovan National Olympic Committee and main partner for volleyball club USM-Bostavan.
- Fully equipped 3 classrooms in the school of the Purcari village.
- Providing hot meal for tens of vulnerable people in our communities.

GOVERNANCE

- Having a five-member board composed of both women and men with diverse skills, experience, backgrounds, and perspectives represents a competitive advantage.
- Awarded Best Board of Directors in 2021 by the Romanian Investor Association.
- The Group holds itself accountable for its activities in the field of environmental protection, safety, and health, having following certificates: ISO 9001:2015, ISO 22000:2005, ISO:9001:2015 HU 06/1763, ISO22000:2018, HU 11/6104 and ISO 22000:2018, on Quality Management Systems and Food Safety Management Systems

(1) Based on the CO2-balance studies carried out by PwC, available at Amorim Cork, in 2021; (2) GSTC – Global Sustainable Tourism Council

- 1 Purcari Wineries Group Key Info
- 2 Vision and Strategy
- 3 Q4 2022 Operational Results
- 4 **Guidance**
- 5 Purcari Wineries Stock



Native Rosé de Purcari 2021
A delicate wine, created with care for the environment, applying friendly techniques to the biodiversity and fertility of the soil in the vineyards.
Gold at Mundus Vini Summer Tasting 2022

5 Guidance 2022 – maintaining our guidance for the year

Target	2022 guidance	2022 actual	Status	Comments
Revenue growth	+15-20%	+22%	>	<ul style="list-style-type: none"> Revenue at RON 302.5 million in 2022, with last 3 quarters exceeding or being within the guidance. Growth accelerated in 3Q and 4Q with +27% and +26% YoY.
Revenue growth, WINE ¹	+10-15%	+18%	>	<ul style="list-style-type: none"> Consumer demand for premium brands remains healthy, amid inflationary pressures. Affordable luxury positioning coping well also in current environment.
EBITDA margin	20-25%	32% ----- 27% ²	>	<ul style="list-style-type: none"> RON 14 million contribution to EBITDA and Net profit as one-off gain from accounting treatment of bargain purchase of Angel's Estate. Inflation has reached its peak, price-rises taking more time to be passed-through to retail.
Net Income margin	10-15%	19% ----- 14% ²	>	<ul style="list-style-type: none"> COGS included significant portion of more expensive wine stocks of 2020 and 2021 vintage. Pressure on Net Income due to higher financing costs, strengthening of MDL vs RON, higher depreciation from Capex executed in prior periods.

(1) Core wine segment, except Ecosmart revenues

(2) Organic performance, excluding accounting effect of the One-off gain from bargain purchase of Angel's Estate;

5 Guidance 2022 – maintaining our guidance for the year

Target	2023 guidance	Comments
Revenue growth	+18-22%	<ul style="list-style-type: none"> Consumer demand for premium brands remains healthy, amid inflationary pressures. Consumer sentiment for low and medium market brands is weakening along with disposable income. Undertaking initiatives to elevate newly added Angel's Estate to the top position in Bulgaria. Continue investing in developing new markets and product to broaden revenue base.
Revenue growth, WINE ¹	+14-18%	
EBITDA margin	22-26%	<ul style="list-style-type: none"> Inflation moderates but expected to remain elevated. Conditions to remain tight, COGS still to include significant portion of more expensive wine stocks of 2020 and 2021 vintage. The mix of sales for Whites and Rose gradually to change in favor of less expensive 2022 vintage towards second half of 2023.
Net Income margin	12-16%	<ul style="list-style-type: none"> Pressure on Net Income due to higher financing costs and higher depreciation from Capex executed in prior periods.

1 – core wine segment, except Ecosmart revenues

1 Purcari Wineries Group Key Info

2 Vision and Strategy

3 Q4 2022 Operational Results

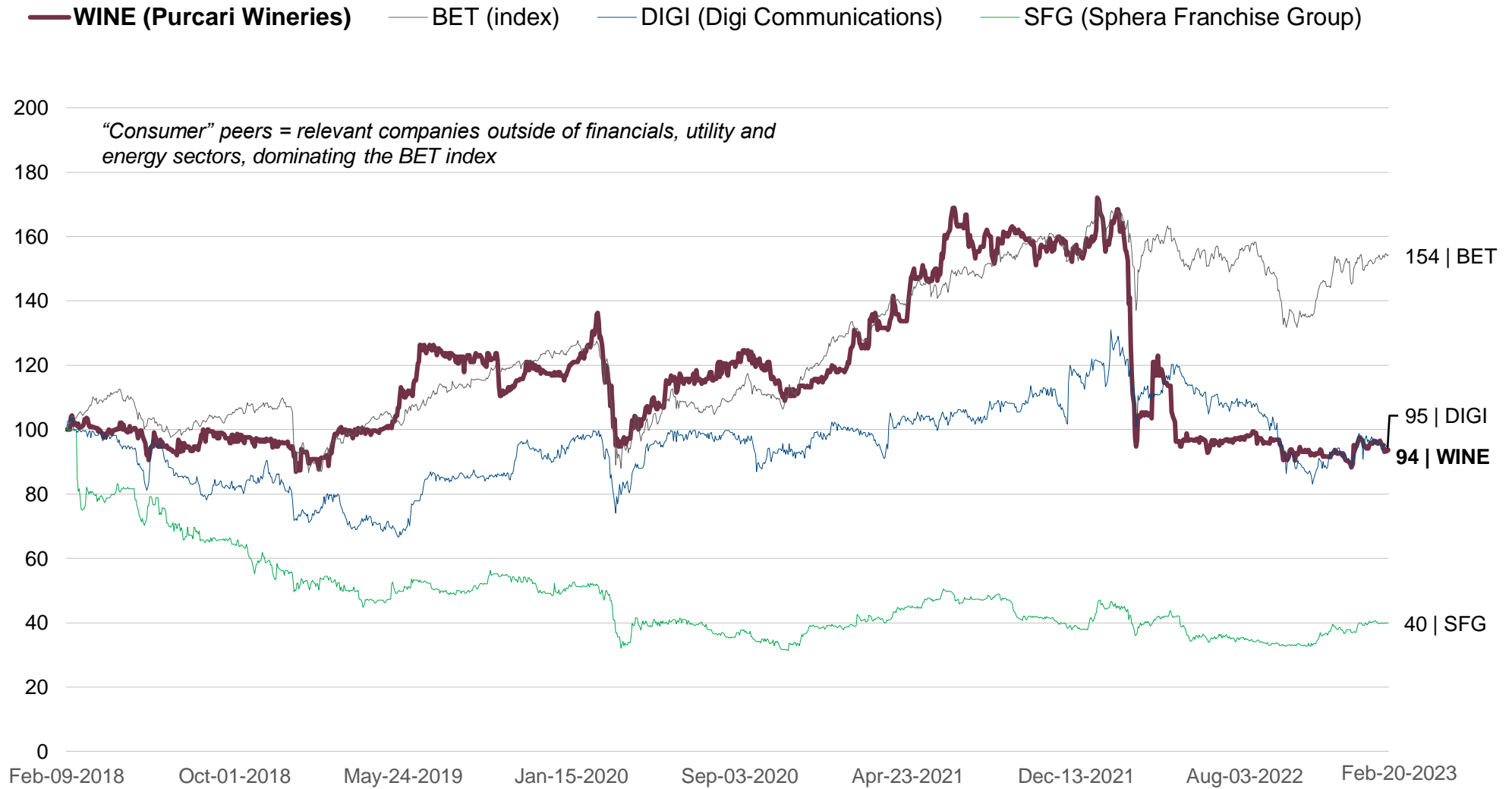
4 Guidance

5 **Purcari Wineries Stock**



**Academia Purcari
Saperavi 2019**
Produced in a limited
number – 6,000 bottles
**Gold at Mundus Vini
Summer Tasting 2022,
Best in show Moldova
Red**

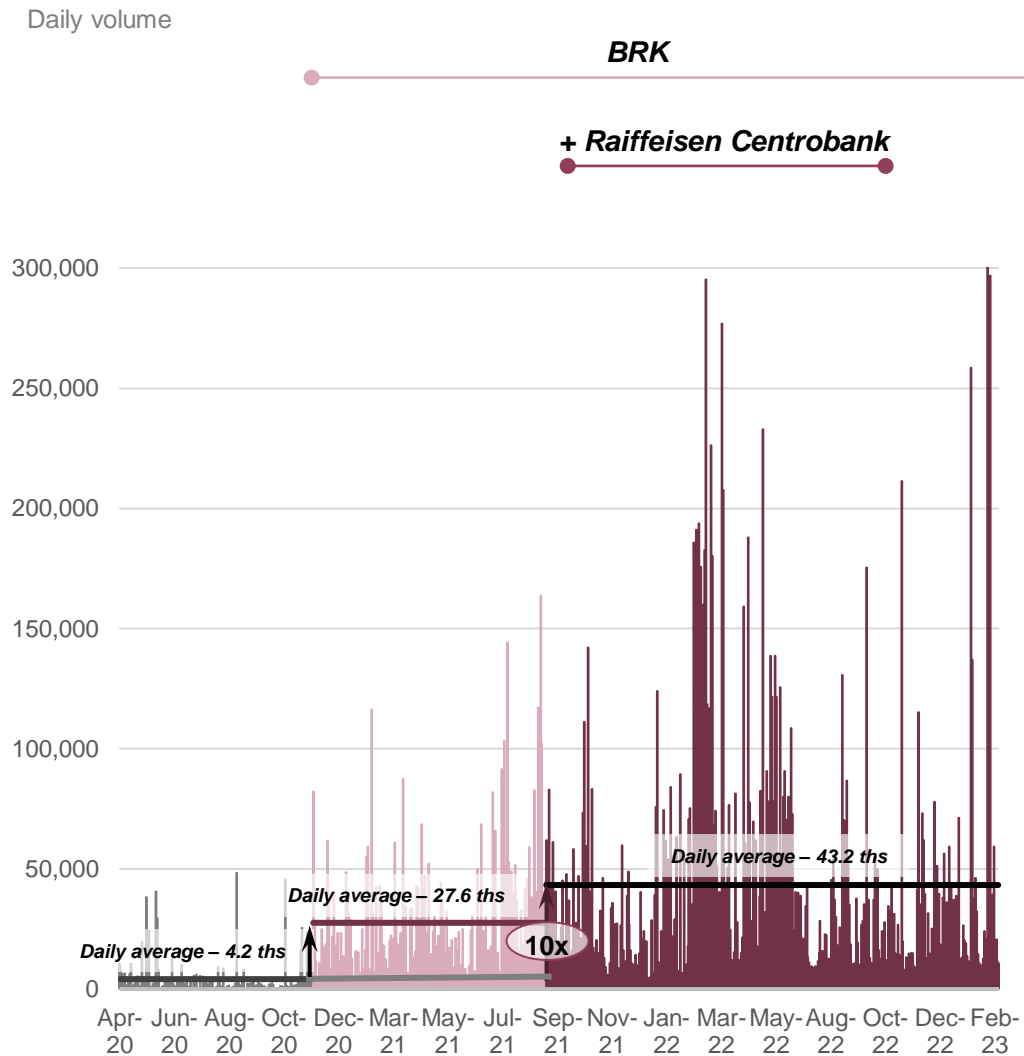
4 Stock performance



Source: Bucharest Stock Exchange

4 Purcari shares liquidity

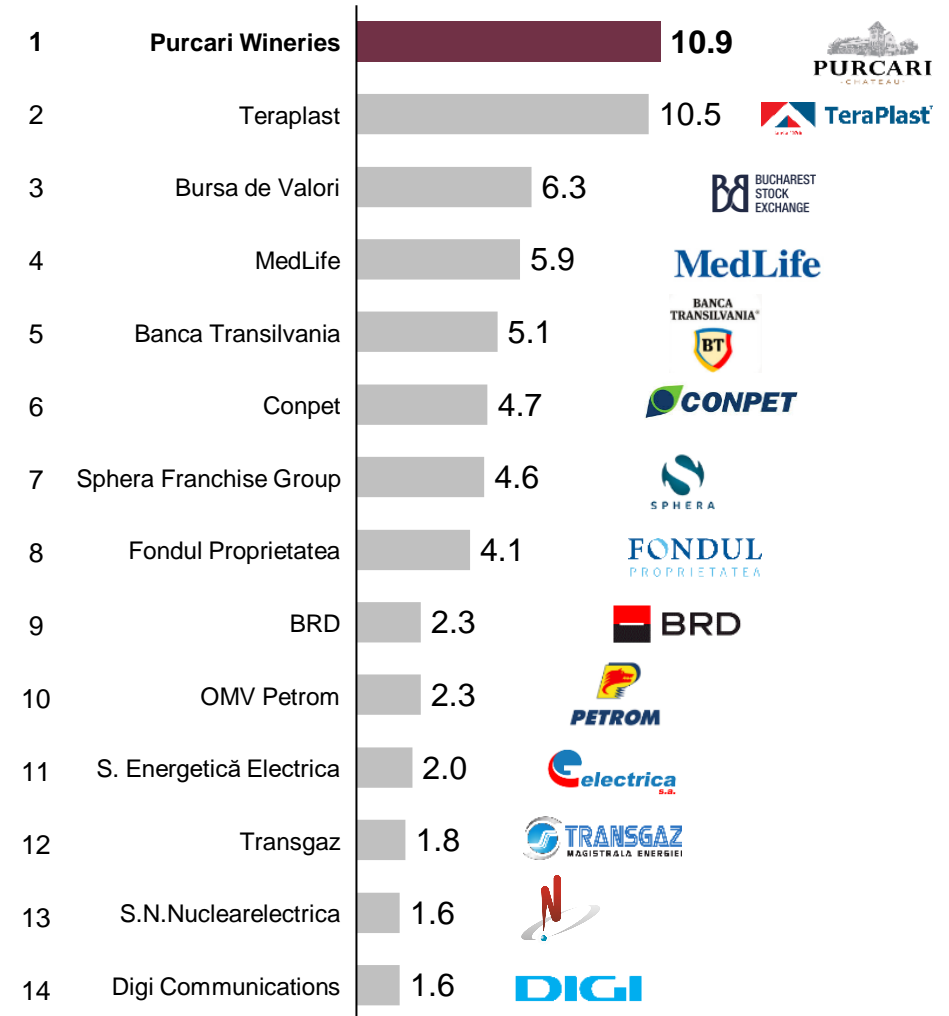
Rapid rise of stock's liquidity after starting working with Market Makers for Purcari shares



Source: Bucharest Stock Exchange, Capital IQ

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

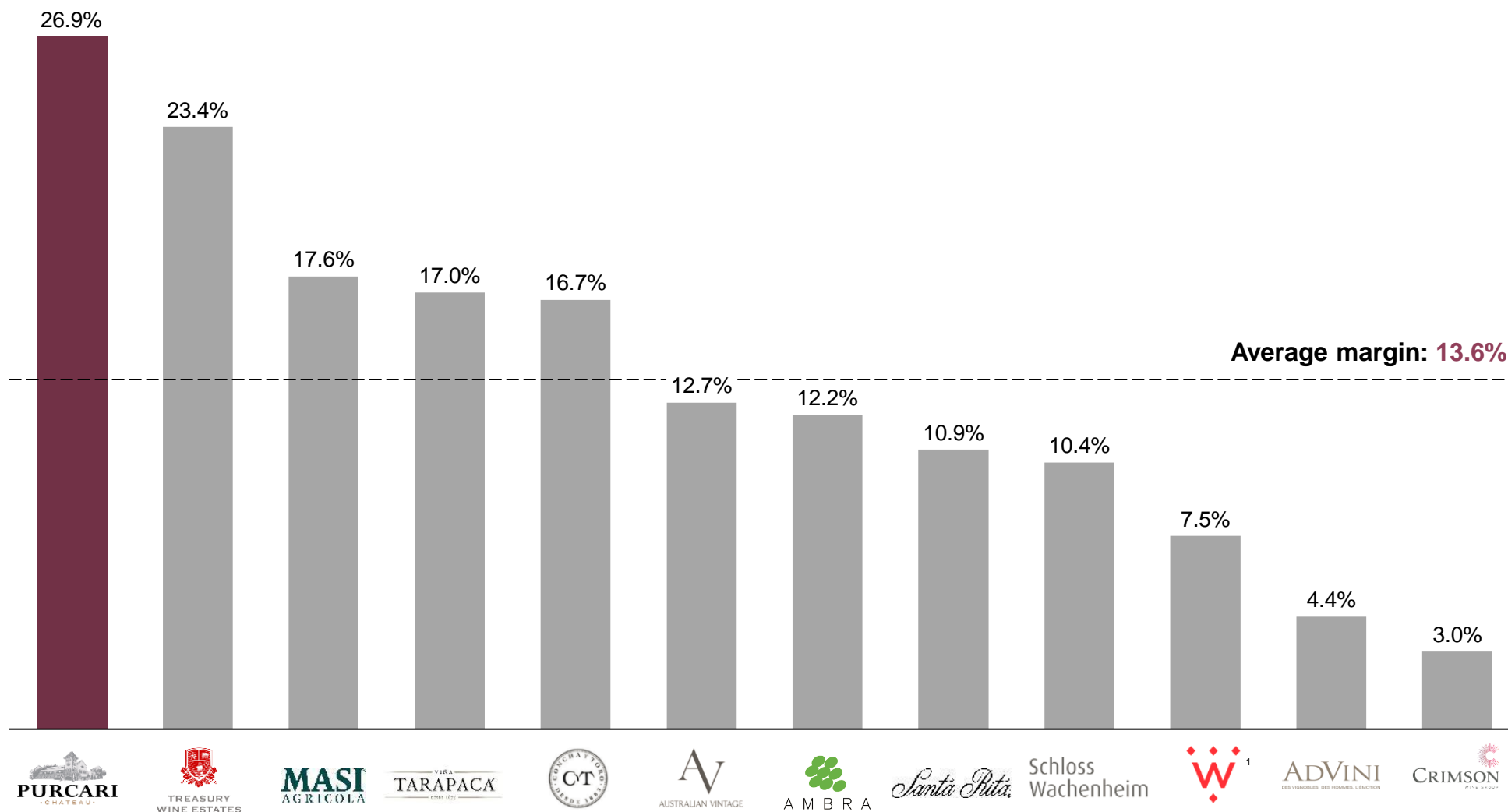
Ratio of daily trade value to Market Capitalisation, 2021-2023 YTD average, bps



4 EBITDA profitability relative to WINE listed peers

Purcari vs selected Wine public companies

EBITDA LTM Margin, %

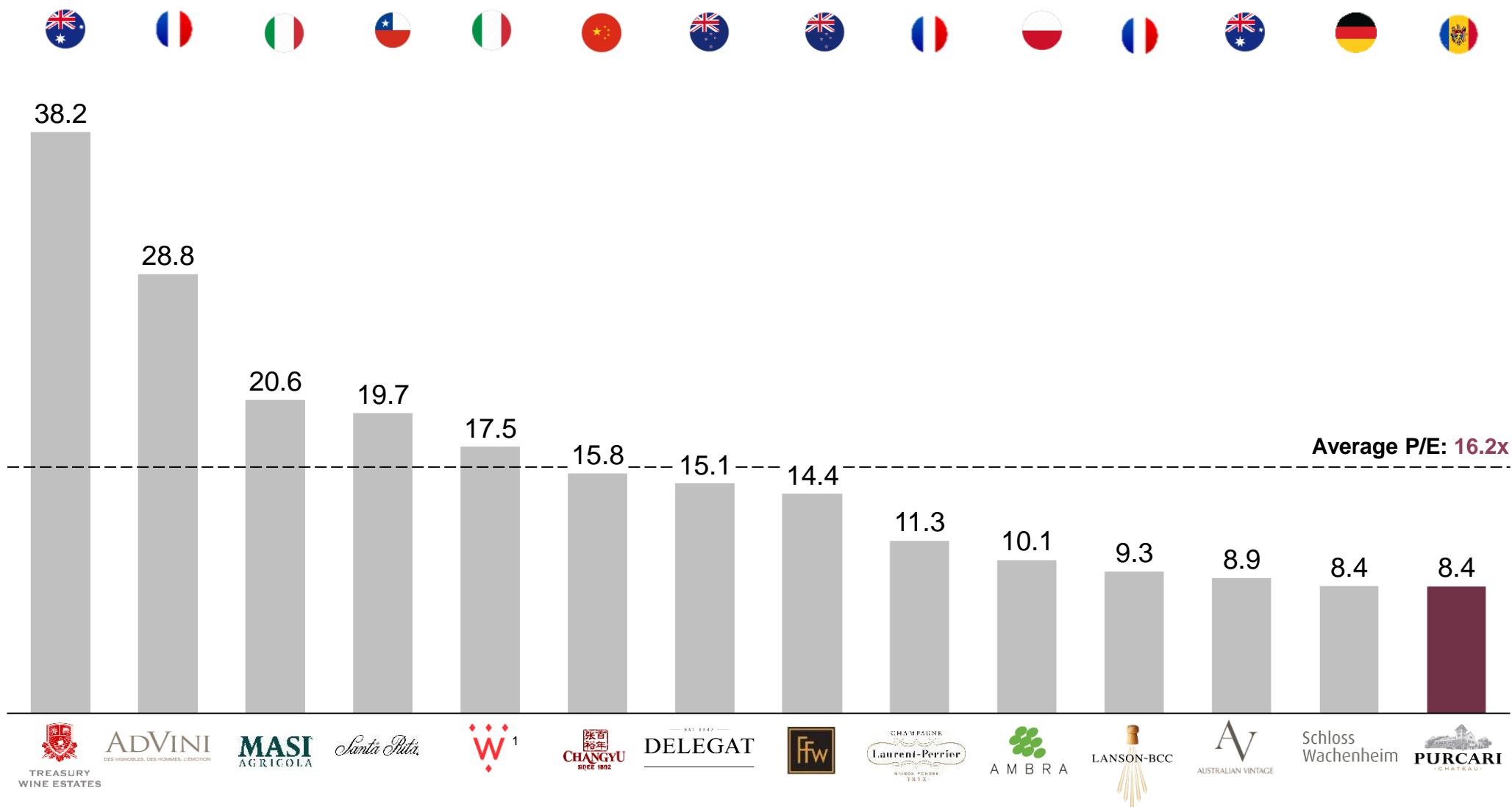


Source: Capital IQ, Company Data as per Capital IQ as of February 9th, 2023
 (1) Italian Wine Brands

4 Low valuation relative to wine peers

Purcari vs Selected wine public companies

P/E LTM Multiples

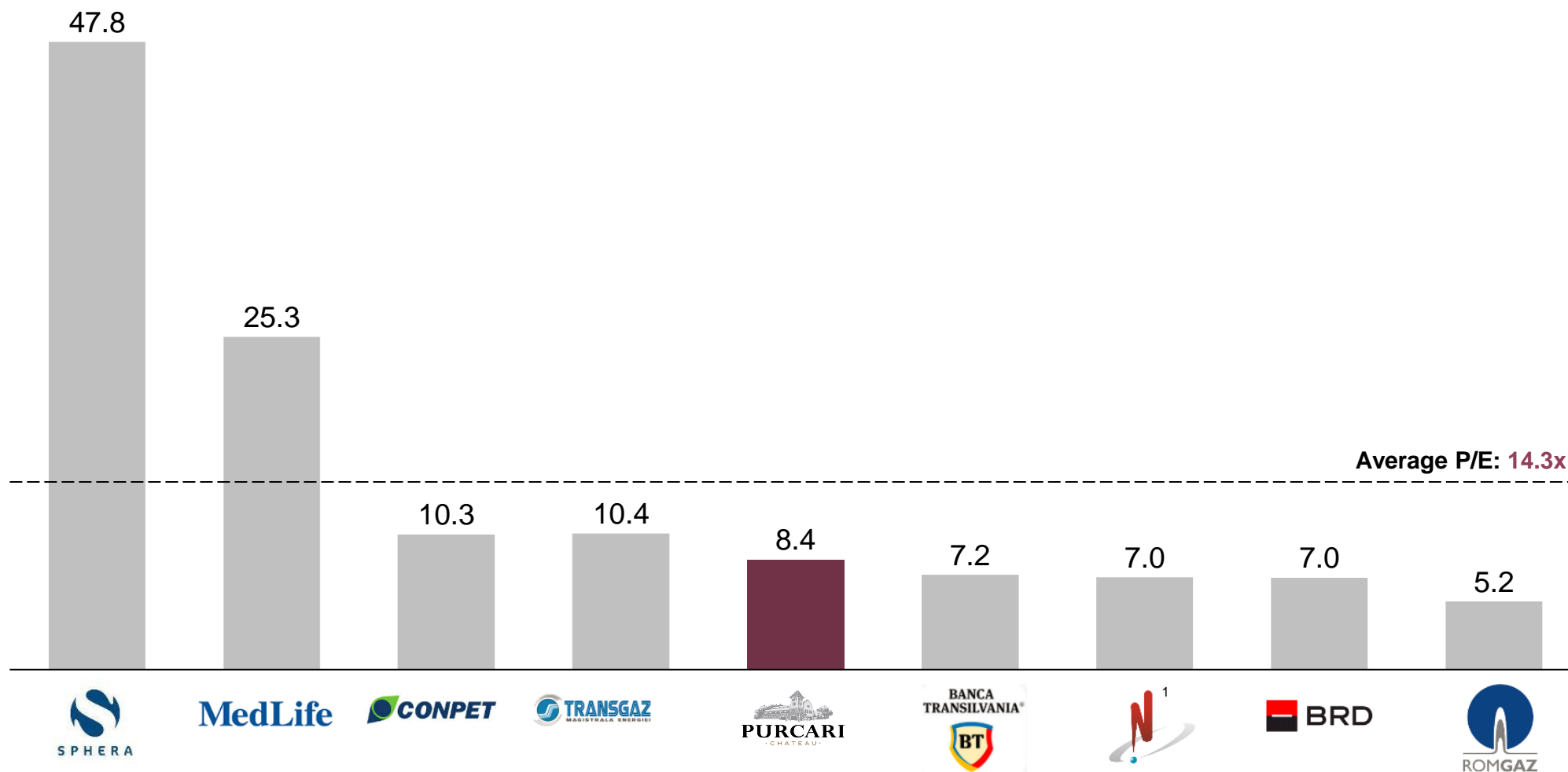


Source: Net Income and Market Cap as per Capital IQ as of February 20th, 2023
 Note: Diluted EPS excluding extra items used for P/E multiple; (1) Italian Wine Brands

4 Average valuation relative to Romanian listed peers

Purcari vs selected Romanian public companies

P/E LTM Multiples



Source: Capital IQ, Company Data as per Capital IQ as of February 20th, 2023
 Note: Diluted EPS excluding extra items used for P/E multiple; (1) Nuclearelectrica

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