









ANALYST PRESENTATION
Star Conference 2018
Milan, 27 March 2018











# The Group

## **Our history**

From 1950 to 1990

From 1990 to 2003

From 2003 to 2016

From 2016

1950 - Birth of Centrale del Latte di Torino.

With the aim of supplying,

hygienically

processing and delivering milk to be directly consumed by Turin's people.

During these years, UHT milk and the market liberalization were making their first steps

Innovation in marketing, packaging and product, well as the development of an interregional hub, were to be seen in a world still ruled by the old economy model.

Turin together with Rapallo the and acquisition of Vicenza.

Stock exchange listing and admission to the STAR segment (market segment of Borsa Italiana's equity market dedicated to midsize companies with a capitalization of less than 1 billion euros).

Establishment of new plants in Vicenza and Casteggio. Extension of the product portfolio.

Those were very turbulent years, as we had to face the emergence of the private-label and manufacturing the financial crisis; those were years of consolidation, till the merging with Florence.

Centrale del Latte d'Italia is the third most important hub in Italy: healthy, visionary and forward-looking. It represents the move

to the third generation, with the challenge of new markets, new customers, new products as well as more profitability to lay the groundwork for future growth.









# The Group



**MERCAFIR** 







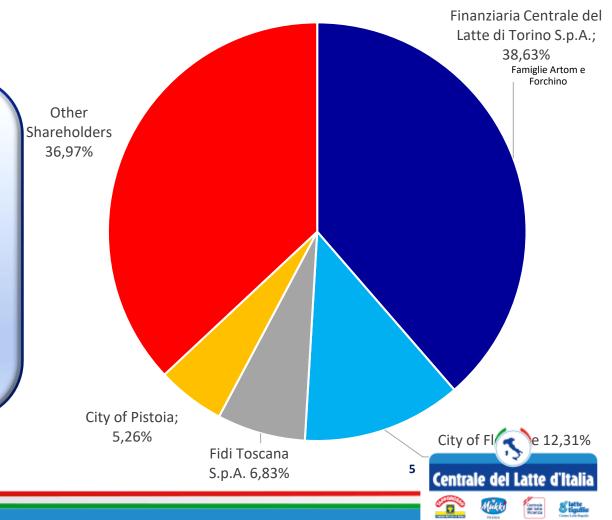






## Shareholders at 22 march 2018

The **Group** is controlled by **private parties** (historical families operating in the field), which are operationally involved in the company's management, as well as by **public bodies** holding a minority interest.



### **Mission**

Enhancing our production with our local brands and distinguishing these latter on the basis of quality, reliability and territorial nature, in order to offer our clients only healthy and authentic products for a proper nutrition, which would improve the well-being of consumers, while promoting the agri-food chain of the Regions where our production sites are.

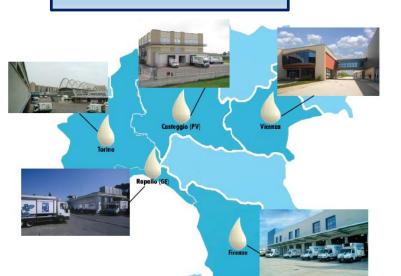






### **Plants and Brands**

### **Location of the Plants**



Brands



























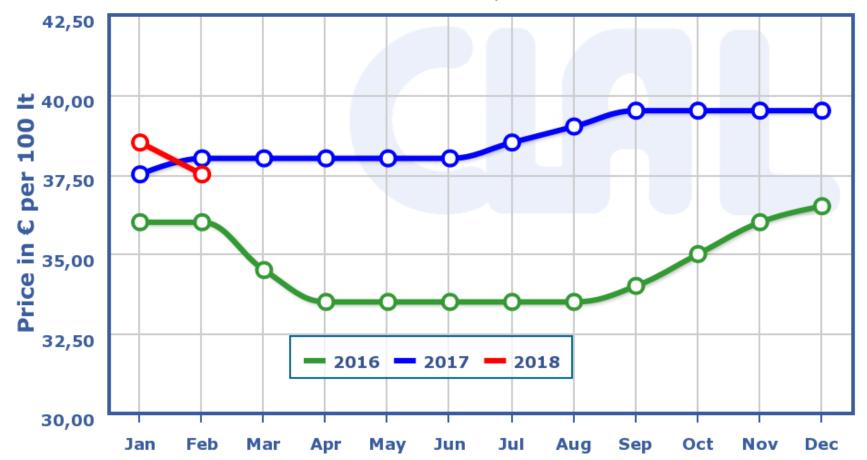




# Raw Material MKT

# Lombardy - Average prices of farm-gate milk

Processed by CLAL

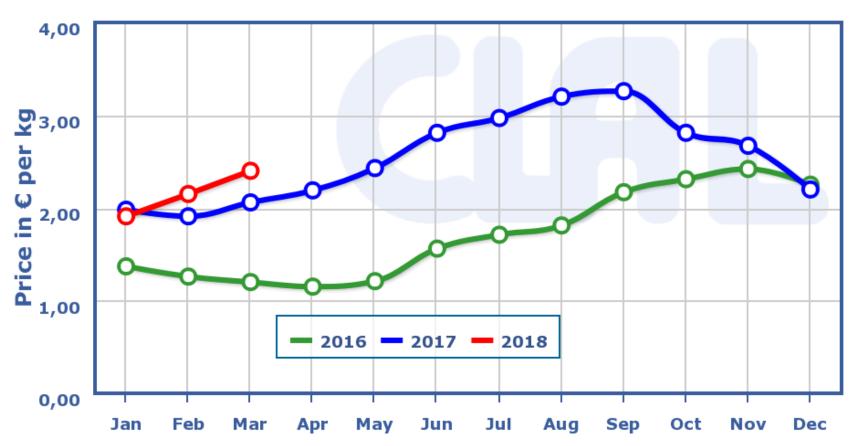






# Italy, Milan - Price of Milk Cream 40% fat content

Source: Milan Chamber of Commerce

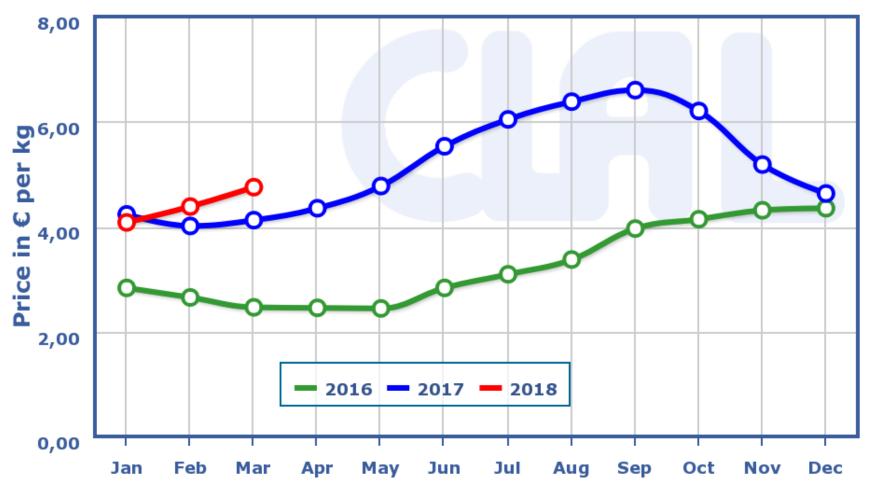






# Italy, Milan - Centrifugal Butter

Source: Milan Chamber of Commerce

















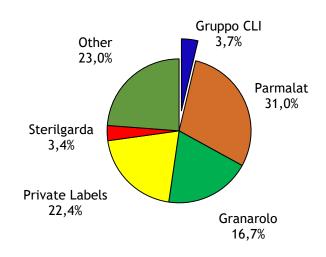
# Italian Market Oeverwiew

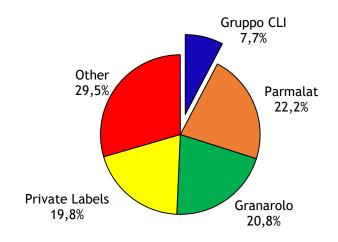
### **Italian Market**

**UHT MILK € 830,5 mln (feb 2018)** 

FRESH MILK € 543 mln (feb 2018)

#### COMPETITOR ANALYSIS - MARKET SHARE VALUE - FEBRUARY 2018





Fonte: IRI Infoscan I+S







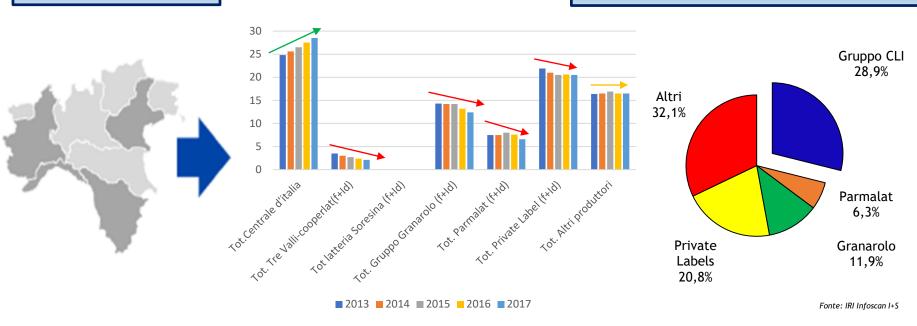


# Market overwiew - Fresh Milk Hyper + Super

#### COMPETITOR ANALYSIS - MARKET SHARE VALUE - FEBRAURY 2018

#### Piem - Lig - Ven - Tosc

#### FRESH MILK € 145,3 mln (feb 2018)









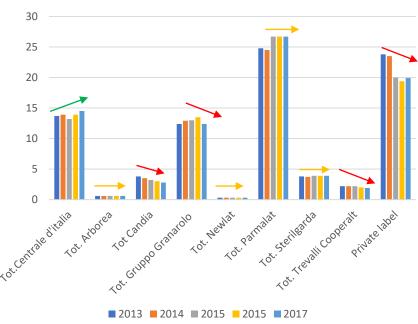
# Market overwiew - UHT Milk Hyper + Super

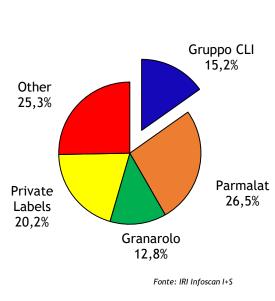
**UHT MILK € 226,7 mln (feb 2018)** 

#### COMPETITOR ANALYSIS - MARKET SHARE VALUE - FEBRAURY 2018

#### Piem - Lig - Ven - Tosc





















# Keeping on growing in a local market by way of a strong leadership

#### Keeping on growing in a local market by way of a strong leadership

#### The current scenario and our vision

- 1. We are now in a traditional and well-established market.
  - A mature market is a guarantee if compared with unstable and uncertain markets.
- 2. Presence in 4 regions: Piedmont, Tuscany, Liguria and Veneto.
  - Being present in 4 different areas is a positive factor, as we have a differentiation both in terms of geographical areas and customers; furthermore, every area has successfull features, such as the proximity of a large city and many excellent tourist destinations.
- 3. Private-label.

Private-label products account for more than 25% in Italy. We consider this as a good element, because they have achieved a balance with the brands and allowed to further consolidate the leading brands, such as ours. They are also looking for partners who have always made the difference in terms of quality and reliability, exactly as we do.



Centrale del Latte

#### Keeping on growing in a local market by way of a strong leadership

#### How to grow?

Co-packing for strategical partner. 1.

> The first productions with the brand of an important multinational company have been started.

2. Export.

> The internationalization experience of our group goes on. Following the crucial agreement with Alibaba, in China, the export activities to several Asian and Middle-Eastern countries move ahead and consolidate.

Online sales. 3.

> A significant commercial boost will be given on the e-commerce sites of our important clients from the large scale distribution sector and, in the course of 2018, new cooperations with already consolidated market players will take place.

Food Service. 4.

> The FS-channel has always played a special role, so we wish to secure it by the means of premium and distinctive products, such as our UHT cream, milk of local origin or organic milk.

Private-label. 5.

> Important cooperations with national clients from the large scale distribution sector and discounters have already been started.





Centrale del Latte d'Italia













# Marketing activities

#### Marketing 2018 - Turin

















#### **NEW PRODUCTS - EXTENSION LINE F&Q**



# NON SPRECARE PIÙ LACRIME.













#### **NEW PRODUCTS - EXTENSION LINE F&Q**











#### **WEB & INFLUENCER CAMPAIGN**

# CAMPAGNA INFLUENCER MARKETING

#### — Influencer Marketing

L'utilizzo di campagne di influencer marketing è di fondamentale importanza per poter incrementare la brand awareness online.

Tramite una gestione centralizzata di Influencer food, è possibile veicolare la comunicazione ben oltre le properties del brand, andando a colpire nuovi target di audience, rimanendo verticali sul settore food.

Chef in camicia, con l'expertise sviluppato negli anni, ha costruito una rete di influencer di comprovata affidabilità con la quale collabora in maniera continuativa.



Milan, Italy



FONDAMENTALI&QUALI

FONDAMENTALI&QUALI









#### 2018 Calendar by Enrico Macchiavello









24





#### New corporate books







Guida Salute













#### 2018 Teachers' courses - Turin





#### 16° SEMINARIO ANNUALE PER INSEGNANTI

di Scuole dell'Infanzia, Primarie, Secondarie di I e II grado, genitori rappresentanti di classe, commissioni mensa

Il seminario è valido per il piano di formazione PTOF -programma a pagina 4-

Obiettivo promuovere la trasversalità dell'Educazione Alimentare, coniugando aspetti scientifici e culturali in linea con il piano didattico di prevenzione e salute a.s. 2017-18

#### SCEGLI LA SALUTE A TAVOLA

Alimentazione, etica, sostenibilità per uno stile di vita sano e consapevole

Favorire la salute e il benessere, imparando fin da bambini ad essere protagonisti e ambasciatori in famiglia di scelte responsabili e corrette abitudini a partire dall'alimentazione.

E il latte, che è la base della dieta dell'uomo dalla nascita, non può mancare nella quotidianità.

La ricerca medico-scientifica accompagnata da una nuova etica sull'allevamento delle bovine da latte offre prodotti sempre più evoluti in ottica salutista.

Ne sono esempio le novità di Centrale del Latte di Torino: Latte Benessere Cuore addizionato di omega-3 e vitamine per prevenire, a ogni età, l'insorgenza di malattie cardiovascolari e Tapporosso Bimbi il latte di crescita da 1 a 3 anni ricco in calcio, fosforo, vitamina D.

#### con il Patrocinio di











Seminario nell'ambito della Convenzione Coldiretti - Miur

2 incontri pomeridiani a partecipazione libera su iscrizione

Torino, martedì 20 e 27 marzo 2018, h 15-18

Centrale del Latte d'Italia SpA - Via Filadelfia 220









### 2017 - 2018 Collecting points - Turin





27



#### Marketing - Turin -100% dairy-farms with certified health compliance!!!!!

# Amiamo gli animali





Perché tutti i nostri allevamenti sono in possesso di un'attestazione che certifica il benessere animale e seguono un programma strutturato di valutazione del Benessere Animale che si ispira alle 5 libertà fondamentali enunciate dal FAWC (Farm Animal Welfare Council).

È proprio grazie a questo programma che assicuriamo alle mucche utela del loro benessere.

















#### Yogurth - New flavors













#### Fresh Eggs - Rapallo













#### Pulcinella bottle by Emanuele Luzzati- Rapallo





# EDIZIONE LIMITATA

? il Peloinella, il cale- fanti Fulcinella na ai bre perconaggio del grande successione sella superfi-acomografo, illestratore, sia trasperente del petro, coronista e autore di film agnoco in une pose dicerce d'azimagione Rescuella lus- come foncere cappeti au un sati, il enggetto coelto polocecomico di un testri-da Centro Latte Bapello - no di merionette, Una rixda Centro Latte Hapollo - 10 di meriodetto, Una ris-latte liquilia per decenvere corce fello esteco perio-ficzente in ona misora meggio das ci moltiplico bettaglio di latte frevo.

In vandito per an more terresenti il a decision collunto, in verocace il communicationi del periode di sello misota e già decinaria a periodell'estecolo ul rei-diverire oggetto di colle- misotio, il a tratizionale viccione, il a more betti mucchare compune serie

#### La bontà del latte Tigullio oggi è impreziosita dai Pulcinella di Emanuele Luzzati

principles, bel decemble ricorreva posses bel fise-della scompara, il grande gni di lucrati, candidato Kasatro con con in gib due volte si Presi Secur grande azisade produtti- per i scoi film d'anica-ce di latte franco in ii- tione realizzati con l'anica-ce di latte franco in ii- tione realizzati con l'anicaguria ha collaborato per Giulio Gianizi: molti anni a attraverso le nel 1945 con "la gazza cui illustrazioni cotti- labra" a nel 1973 proprio

## SOLO PER **UN MESE**

- NEI MIGLIORI NEGOZI -











#### Other Marketing - Rapallo



Video «Tigullio Mon Amour»



















#### Marketing - Vicenza







#### Marketing - Vicenza



LA RACCOLTA PUNTI È VALIDA FINO AL 3 MARZO 2018









realizzazione di lavori e opere creative sul tema "La colazione perfetta: latte e..."

MICHALITÀ DI PARTICO PAZIONE: è necessieria l'astrizione al concorso teleferando al numero 0444 \$12650, TUTTE LE CLASSI CHE IS-INCRIVERANNO RICEVERANNO IN REGALO UN PACCO DI MATERIALS CONTENENTS personal resonation and off or watte colorate baraktolo 70 pc; 12 colle atick; 25 righalii personal stati

Ográ scuola peé lucrivere più classi e le classi pessee e inviare anche più di un elaborato. Per ogni closse iscritta verni invisto un pacce regala. Oi elaborati elacromia pervenire entra il 30 aprile 2018. Por margiori info contro a espolarela poentralelatter/cerca eses.













#### New Product Latte Verona - Vicenza



























# NEW SCREW-CAP TETRA TOP Easy opening, in a single move!

- Easy opening and closing: there won't be any membrane under the cap anymore
- Safe from tampering: the safety ring will provide clear evidence of the first opening.

# **UP TO NOW**

OPENING IN 2 MOVES, WITH SEALING MEMBRANE











Centrale del Latte d'Italia





#### Marketing - Florence













# Marketing - Florence



#### COMUNICATO STAMPA

#### "Abbiamo a cuore": dipendenti aziendali e una fattoria nel Mugello per il nuovo spot di Mukki



E' tutto pronto per il lancio della nuova campagna di comunicazione di <u>Mukki</u>, con un nuovo spot che verrà trasmesso da metà ottobre sulle principali emittenti televisive regionali toscane e veicolato attraverso i canali social.







#### International Exhibitions 2018















#### **Projects for 2018**

# The Supply chain Project goes on:

- The new automated warehouse in Vicenza has been inaugurated
- Pursuing of investments in order to strengthen the production division.







#### **Projects for 2018**

# New development project:

- The construction work for the automated warehouse in Turin has been started
- Revamping of the whole production plant and logistics









#### **Projects for 2018**

# Implementation of SAP in Florence

- Integration of the software system through the SAP business intelligence platform also at Centrale del Latte della Toscana S.p.A.









# **Organisation of Group**

**Strategic Committee** 

**Central Management** 

**Marketing & Sales Committe** 

**Tecnical Committee** 

**Administration & Management Control Committee** 















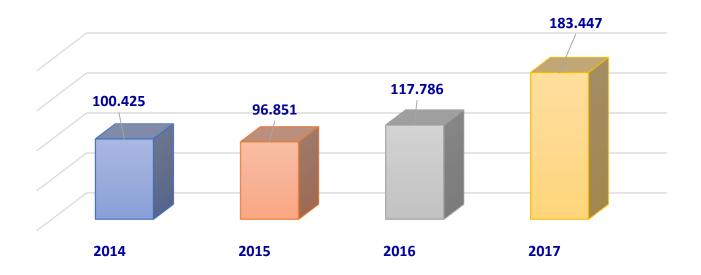




# Sales

Net sales at 31 december 2017 plus 56% vs previous year.

#### **Consolidated sales**









#### **CONSOLIDATED INCOME STATEMENT**

	2017		2016	
Sales	183.447	97.9%	117.786	98,4%
Value of production	187.478	100.0%	119.762	100.0%
Services	(53.396)	-28,5%	(36.393)	-30,4%
Raw materials	(98.684)	-52,6%	(60.927)	-50,9%
Others operating costs	(1.858)	-1,0%	(1.332)	-1,1%
Costs of production	(153.938)	-82,1%	(98.652)	-82,4%
Personnel costs	(26.296)	-14,0%	(18.206)	-15,2%
EBITDA	7.244	3,9%	2.904	2,4%
Depreciatione & Amortization	(6.583)	-3,5%	(4.514)	-3,8%
ЕВІТ	661	0,4%	(1.610)	-1,3%
Interest income	191	0,1%	72	0,1%
Financial expenses	(1.279)	-0,7%	(764)	-0,6%
Adjustments of equity investments	107	0,1%	(143)	-0,1%
Capital gain on equity investment disposal	11	0,0%	-	-
Profit (loss) before tax	(309)	-0,2%	(2.445)	-2,0%
Result from business combinations	-	-	13.903	11,6%
Taxes for the year	48	0,0%	557	0,5%
Group profits (losses)	(261)	-1.2%	12.015	10,0%









#### **CONSOLIDATED BALANCE SHEET**

	31-dic-17	%	31-dic-16	%
Technical fixed assets	110.817		107.335	
Intagibles fixed assets	19.521		19.484	
Equity investments and securities	1.760		1.657	
Financial receivables from affiliates	2		1	
Total fixed assets	132.100	92.5%	128.477	93.7%
Trade receivables	31.449		28.209	
Inventories	9.114		7.698	
Other short terms assets	13.206		15.879	
Trade payables	(41.230)		(37.460)	
Other payables	(5.908)		(6.147)	
Net working capital	6.631	7.2%	8.180	6,0%
Non-current assets held for sale -	<u> </u>	-	446	0.3%
NET ASSETS	138.731	100.0%	137.103	100.0%
Employee severance indemnity & other provisions	13.251	9.6%	13.331	9.7%
Cash & equivalent	(25.475)		(9.521)	
Financial debt	87.858		69.751	
Net Financial debts	62.383	45.0%	73.561	43.9%
Share capital & reserves	63.358		51.527	
Profit (loss) for the period	(261)		12.015	
Shareholder's equity	63.097	44.7%	63.542	46.4%
NET LIABILITIES	138.731	100.0%	137.103	100.0%





#### PARENT COMPANY INCOME STATEMENT

	2017		2016	
Sales	79.152	98,2%	75.022	98,7%
Value of production	80.594	100.0%	75.981	100.0%
Services	(23.559)	-29,2%	(24.288)	-32,0%
Raw materials	(42.103)	-52,2%	(37.766)	-49,7%
Others operating costs	(832)	-1,0%	(737)	-1,0%
Costs of production	(66.494)	-82,5%	(62.791)	-82,6%
Personnel costs	(11.363)	-14,1%	(11.504)	-15,1%
EBITDA	2.737	3,4%	1.686	2,2%
Depreciatione & Amortization	(2.156)	-2,7%	(2.184)	-2,9%
ЕВІТ	581	0,7%	(497)	-0,7%
Interest income	35	0,0%	14	0,0%
Financial expenses	(378)	-0,5%	(279)	-0,4%
Adjustments of equity investments	(1)	0,0%	(282)	-0,4%
Capital gain on equity investment disposal	11	0,0%	-	-
Profit (loss) before tax	248	0,3%	(1.044)	-1,4%
Result from business combinations -		-	13.903	18,3%
Taxes of the year	(44)	-0,1%	(75)	-0,1%
Profits (losses) of the period	204	-1.2%	12.784	16,8%





#### PARENT COMPANY BALANCE SHEET

	31-dic-17	%	31-dic-16	%
Technical fixed assets	18.923		16.531	
Intagibles fixed assets	6.241		6.191	
Equity investments and securities	52.031		52.038	
Financial receivables from affiliates	1		1	
Total fixed assets	77.196	97,2%	74.760	93,1%
Trade receivables	12.208		11.313	
Inventories	2.811		2.199	
Other short terms assets	7.933		11.349	
Trade payables	(17.830)		(16.697)	
Other payables	(2.900)		(3.103)	
Net working capital	2.222	2,8%	5.061	6,3%
Non-current assets held for sale -		-	446	0,6%
NET ASSETS	79.418	100,0%	80.267	100,0%
Employee severance indemnity & other provisions	4.759	6,0%	4.837	6,0%
Cash & equivalent	(23.115)		(6.099)	
Financial debt	29.982		13.861	
Net Financial debts	6.867	8,6%	7.762	9,7%
Share capital & reserves	67.588		54.882	
Profit (loss) for the period	204		12.784	
Shareholder's equity	67.792	85,4%	67.666	84,3%
NET LIABILITIES	79.418	100.0%	80.267	100.0%









#### **2017 Share Price**



Maximum valueEuro 4,342
Minimum value Euro 2,76
Six months Performance +11,60%
One year Performance + 14,10%

Fonte: Websim









# Websites

www.centralelatteitalia.com

Centrale del Latte d'Italia

www.centralelatte.torino.it



www.mukki.it



www.lattetigullio.it



www.centralelatte.vicenza.it



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#### **Contact**

#### Group

Luigi Luzzati Chairman

Riccardo Pozzoli Vice Chairman and CEO

Edoardo Pozzoli Corporate Director and Investor Relator

Vittorio Vaudagnotti Chief Financial Officer

Marco Luzzati Sales & Marketing Director

#### **The Specialist**



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