

*Translation of the German presentation
for the information of our shareholders*



Annual General Meeting

2015



Die Nr. 1
im Handel mit
hochwertigen
Weinen



Ulrich Zimmermann – Finance Director



Die **Nr. 1**
im Handel mit
hochwertigen
Weinen

2014: Hawesko grew again more than the market

- | | | |
|---------------------------|--------------------|----------------|
| ▪ Group sales Germany: | € 421 mill. | + 2.9 % |
| ▪ <u>outside Germany:</u> | <u>€ 52 mill.</u> | <u>– 7.7 %</u> |
| Total Group sales: | € 473 mill. | + 1.6 % |
- Headwind
 - Less demand for Bordeaux *en primeur* vintage 2011
 - Closed French subsidiary *Château Classic* i.L.
 - Positive factors
 - Anniversaries of *Jacques' Wein-Depot*, *Hanseatisches Wein- und Sekt-Kontor*
 - Continued upgrading of online activities
 - Continued strong new-customer acquisition

Specialty wine shops (Jacques' Wein-Depot)

SALES IN MILL. €



EBIT IN MILL. €



- Sales increase of 4.7 %
like-for-like +3.9 %
- 40 year anniversary
- More active customers
- EBIT increased proportionately greater
because of better coverage of fixed
costs

Wholesale/Distribution

SALES IN MILL. €



EBIT IN MILL. €



- Sales decline by 3.5 %
 - En primeur (subscription) vintage 2011
 - *Château Classic* in Liquidation
 - +1.8 % on adjusted basis
- EBIT doubled because closing charges from *Château Classic* did not recur

Distance selling

SALES IN MILL. €



EBIT IN MILL. €



- Segment sales +5.3 %
- 50 year anniversary of *Hanseatisches Wein- und Sekt-Kontor hawesko.de*
- Repeatedly strong new-customer acquisition
- Online makes up nearly half of sales
- EBIT negatively impacted by lower Bordeaux deliveries

Group EBIT

- Group EBIT € 20.1 mill. (previous year: € 22.6 mill.),

Charges in 2014:

- One-off consultancy and defense fees of € 4,8 Mio.
- Lower gains from the Bordeaux *en primeur* (subscriptions) deliveries
- Further structural investments in the expansion of the group

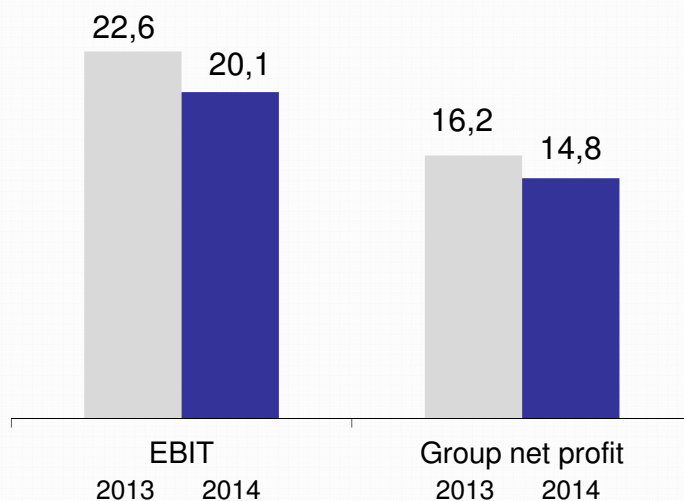
Development of important operating expenses

Expense in % of sales	2013	2014
Personnel expense	11.1 %	11.1 %
Advertising expense	8.5 %	8.8 %
Delivery expense	4.3 %	4.5 %

- Personnel expense ratio held constant
- Advertising expense increased according to plan because of events and promotions for company anniversaries
- Delivery expense ratio increased due to unfavorable structure of orders, fulfillment in Switzerland transferred to new logistics center
- Legal and consultancy fees represent the largest difference to previous year

One-off charges weigh on earnings

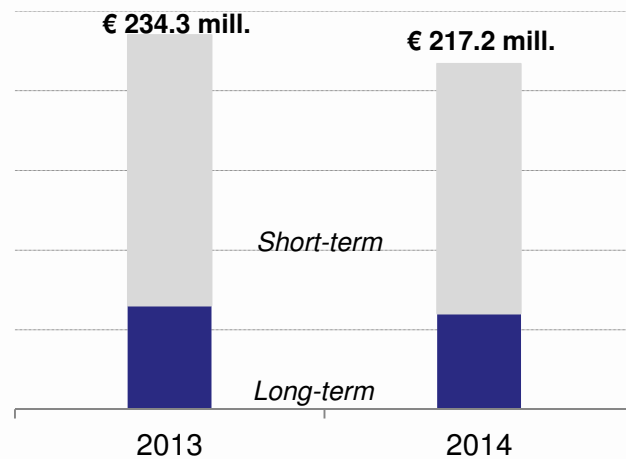
GROUP EBIT and GROUP NET PROFIT
IN MILL. €



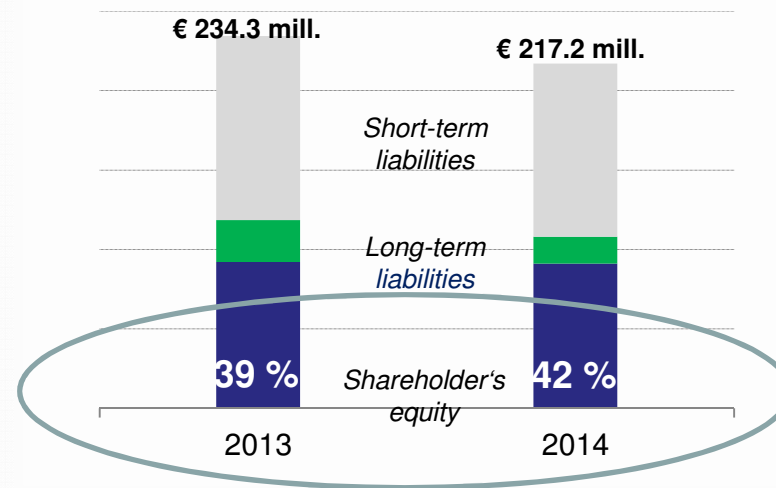
- EBIT decline leaves its mark on net profit
- Financial result was less positive than previous year
- Tax rate declined from 35.4 % to 30.6 %
- Group net profit attributable to shareholders (after minorities):
€ 14.8 mill. (prev. year: € 16.2 mill.)
Per share: € 1.65 (prev. year: € 1.80)

Consolidated balance sheet: equity ratio increased

ASSETS

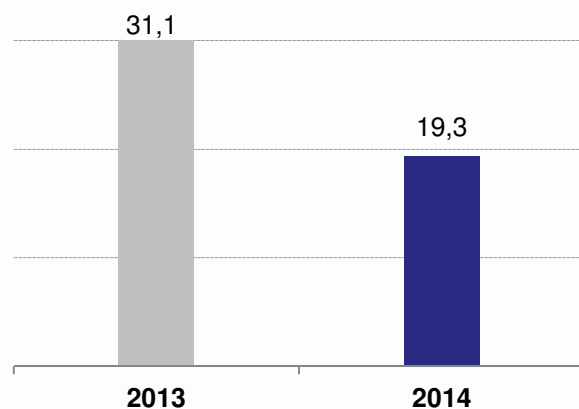


LIABILITIES & SHAREHOLDER'S EQUITY

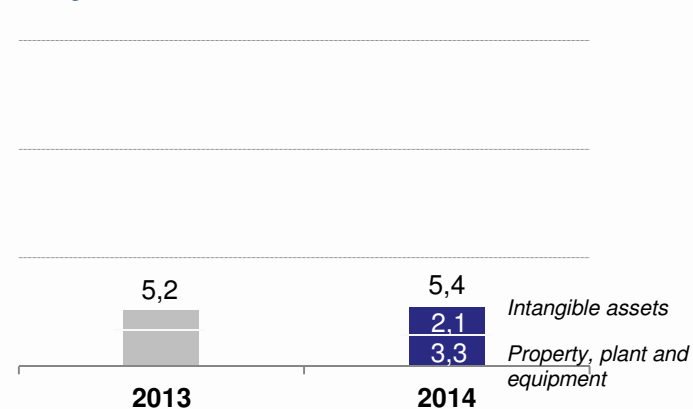


Cashflow and capital spending

CASHFLOW FROM CURRENT OPERATIONS
IN MILL. €



CAPITAL SPENDING
IN MILL. €



Free Cash Flow: € 13.1 mill. (prev. year: € 22.7 mill.)

Dividend

- Hawesko share shall remain a dividend share, even after the change-of-control
- The above-average payout ratio of the past shall be gradually lowered.
- Dividend proposal € 1.30 per share
- Payout ratio to be lowered from 92 % last year to 79 % this year

Financial outlook 2015

- Orientation:
 - Long-term and profitable growth
 - Improvement of profitability is the focus of the next two years
- Expected in 2015:
 - Sales growth of approx. 1 % against previous year
 - EBIT on adjusted basis of € 26–27 mill.
(2014 adjusted: € 24.6 mill.)
 - Extraordinary charges 2015: Mainly personnel provision of € 6 mill.
 - Group net profit (unadjusted) of approx. € 12–13 mill.
(2014: € 14.8 mill.)
 - Free Cash Flow approx. € 17–20 mill. (2014: € 13 mill.)

Quarterly results for Q1 2015

A good basis for the further course of 2015 in normal operations

- Sales declined according to plan because of extraordinary factors
- Operating margin increased from 3.5 % to 3.9 % adjusted for one-off charges
- On budget to date

Blick in die Zukunft

- Steady and systematic further penetration with our existing trade brands
- Strategic acquisitions possible
- Stronger central functions and stronger force for integrating the decentralised operating units
- Even better realisation of synergies
- Clear shareholder structure supports the longer-term outlook for success

We will become an even stronger market leader!



Thank you!



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