



coffee



greens



fish



sweets

Your Partner for Successful Business
in Romania since 1994

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What makes us Vertis



This is the brand's core, what makes us truly unique on the Romanian market: the things we believe in, our Vision and our Mission.

The Vertis way

Building a business is more about people than products. It is about envisioning, believing and having the courage and the patience of seeing your dreams through. Here, at Vertis, we have patient, courageous people. And our dreams are glorious...

Dan Lutu
General Manager



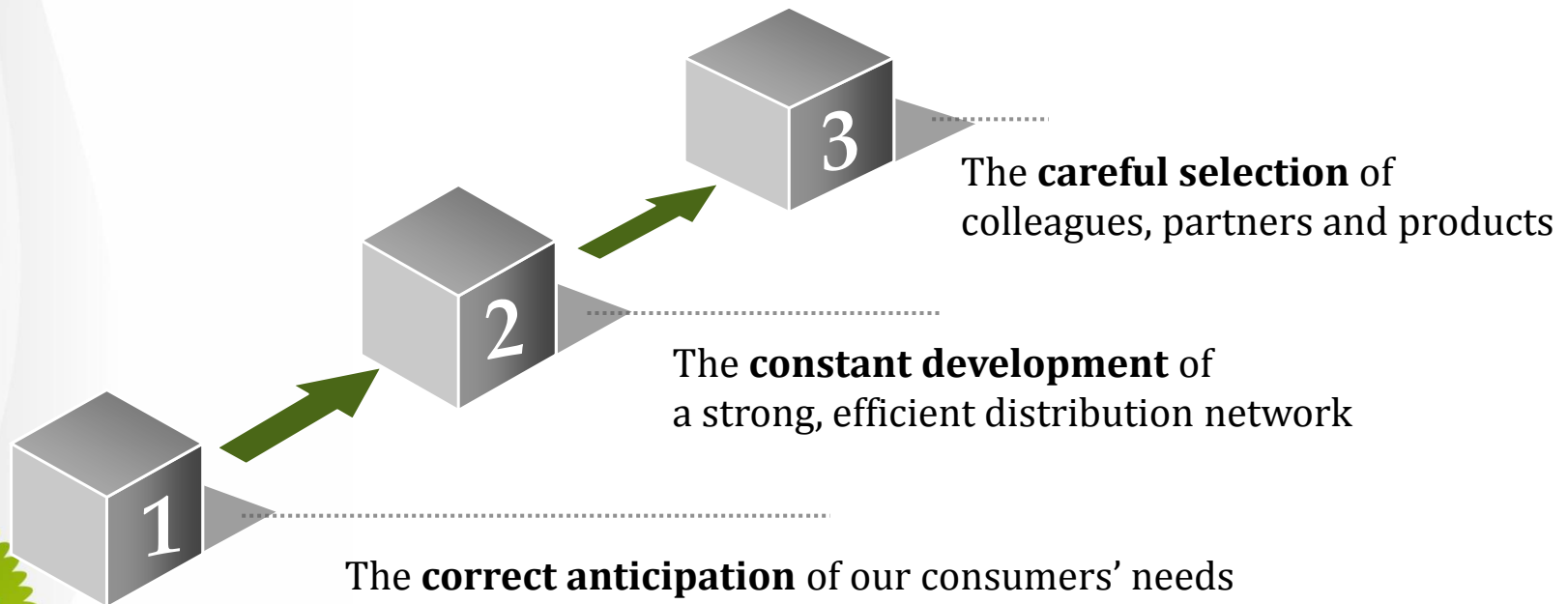
Our Vision

To be the Romanian company which, through **commitment, flexibility and passion**, finds the optimal solutions to reach every household in the country.



Our Mission

Our mission is to identify **the right mix of products** which can **guarantee the satisfaction** of each and everyone of our consumers.



Vertis in a nutshell



Our Strategy

- A dedicated approach for each market segment

We are currently expanding our product portfolio, by importing or producing the right products for every target audience

We are also constantly expanding our brand architecture to ensure a dedicated communication strategy for each category

- New business sectors

For the immediate future we have already identified a new division with high potential on the Romanian market: sweets and beverages. We are confident in reaching final agreements with at least two new international suppliers for each category before the end of 2015.



Our Strategy

- **Focus on imports**

We strive to find better ways to respond to our customers' needs, which translates in our committed search for new business partners who can provide us with a variety of FMCG products, covering different categories. In this way we ensure that we supply the domestic market with a wider range of products in the shortest possible time.

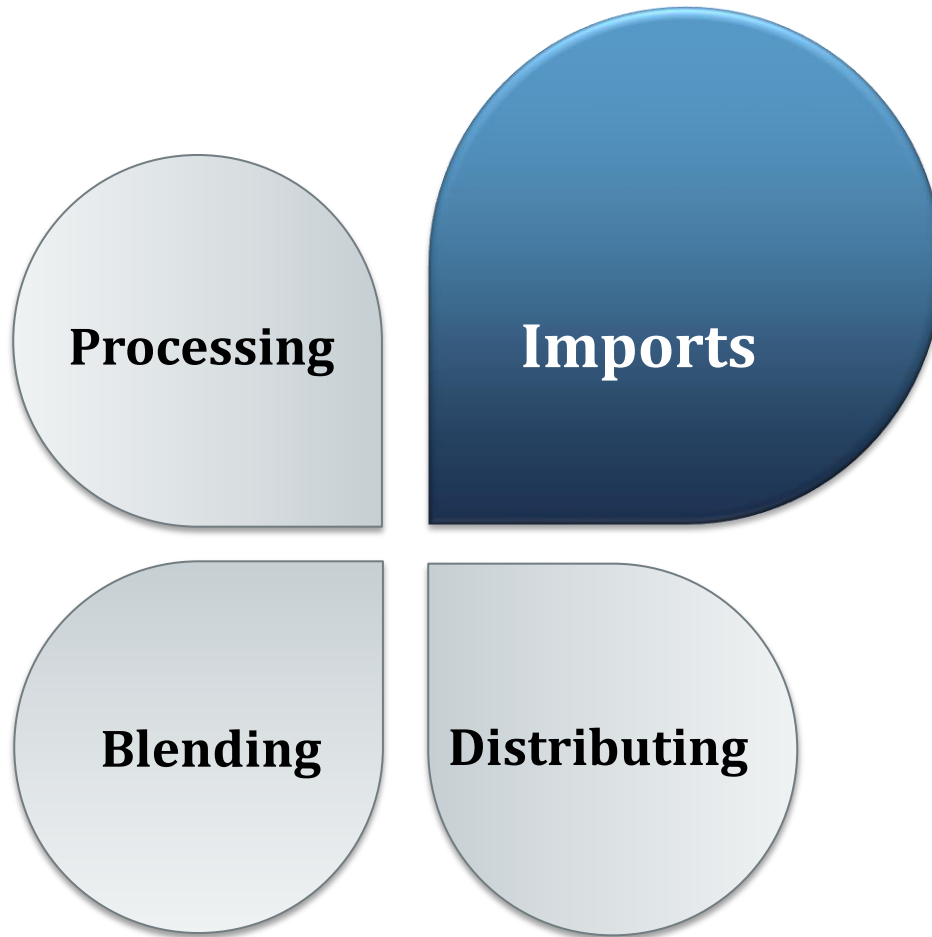
- **Focus on modern trade**

As a result of both the national trends on the retail market and the constant growth of our company, we strive to make modern trade our priority. This way, we ensure improved solutions to reach a higher number of consumers and a higher market share.

- **A stronger position in the distributors' portfolio**

We aim to be among the top 5 suppliers of our sales partners, by accessing together new business sectors which would automatically increase the volume of sales.

Our Business



The milestones

1994 – Our company has been established in Bucharest in 1994 as a family-owned business. The small shop, located in one of the biggest marketplaces, accommodated the coffee roasting activity and the dispatch of the coffee blend to our customers

1997 – The growing demand determines a leap in development: more selling points in the markets of Bucharest, an investment in a new processing line.

1999 - The company consolidates its position on the market, changing the local approach for a regional one, thus establishing a network of sales partners.

The milestones

2004 - The company decides to go national, which makes the management focus on opportunities in expanding and strengthening the initial distribution network.

2006 – Taking into account the national coverage and the recent results, Strengthening the market position on bulk coffee segment becomes a priority.

2007 – We open the first Morena Café production plant, a modern coffee factory and a spacious warehouse, located in the southern part of Bucharest. Next to it we also develop a new office building, which has remained our headquarters until present day.

The milestones

2010 – Being the second largest independent roaster of coffee in Romania, we invest in a new production line in order to assure the development of the business.

2012 – With a stable position on the coffee market and with confidence that the company possesses the know-how, a strong and experienced team as well as the necessary resources to move forward, we undergo a process of reorganizing and rebranding. **Morena Café becomes Vertis Foods.**

2013 – We implemented a diversified portfolio, following the development of new business sectors. Besides coffee, our core business, two more divisions of canned food – **Vertis greens** and **Vertis fish** – have been added to our portfolio. This year we registered growth in various areas: business locations, business and sales partners and we welcomed new members in our team.



The milestones

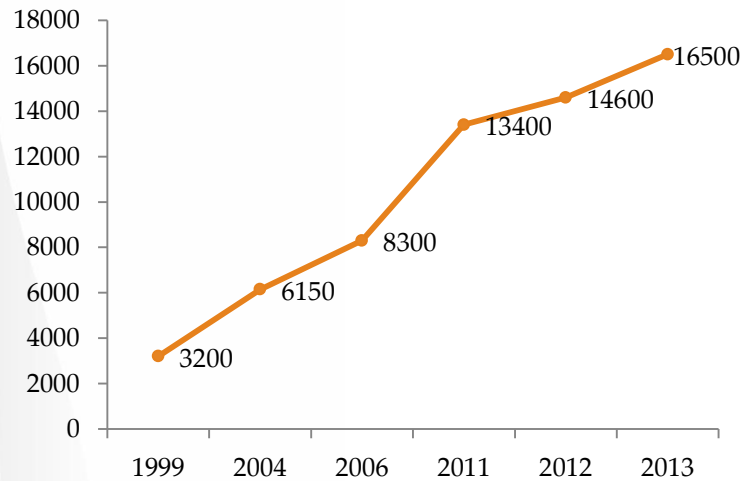
2014 – Our company became the exclusive distributor on Romanian market of a polish confectionary producer. Moreover, we became supplier for two international retail chains: Billa (Rewe Group) and Supeco (Groupe Carrefour)



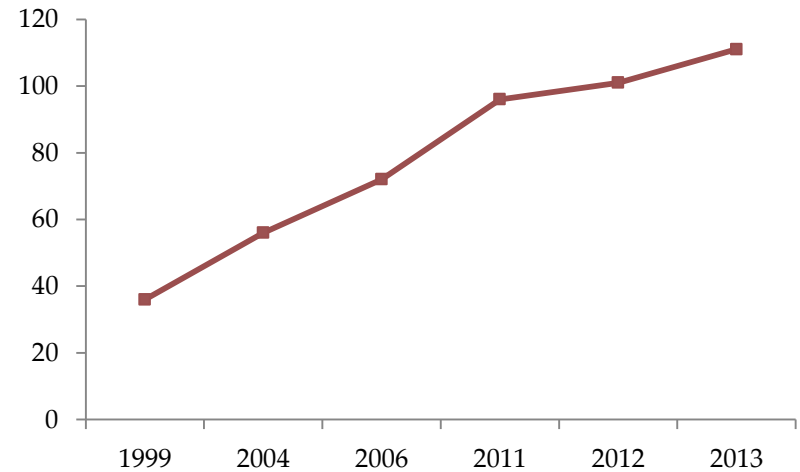
2015 – We finalized negotiations with three more international retail chains: Cora HYPERMARCHE, Profi and Selgros.



Trends and Evolution



Points of sales



Sales Partners

Giving back to the community

Given that our core values are **responsibility, loyalty** and the **commitment to development** as well as our strong connection to the local community, we believed we could put our passion for food in to good use.

Therefore, on a yearly basis, we get ourselves involved in different **philanthropic activities** with a special focus on improving the lives of children and supporting young adults.

We have also supported NGOs such as Zonta International, Mereu Aproape Foundation and Si eu pot - Mangalia.

Branding Romania

Our National Reach

Some detailed facts about our national coverage.

We aim to be

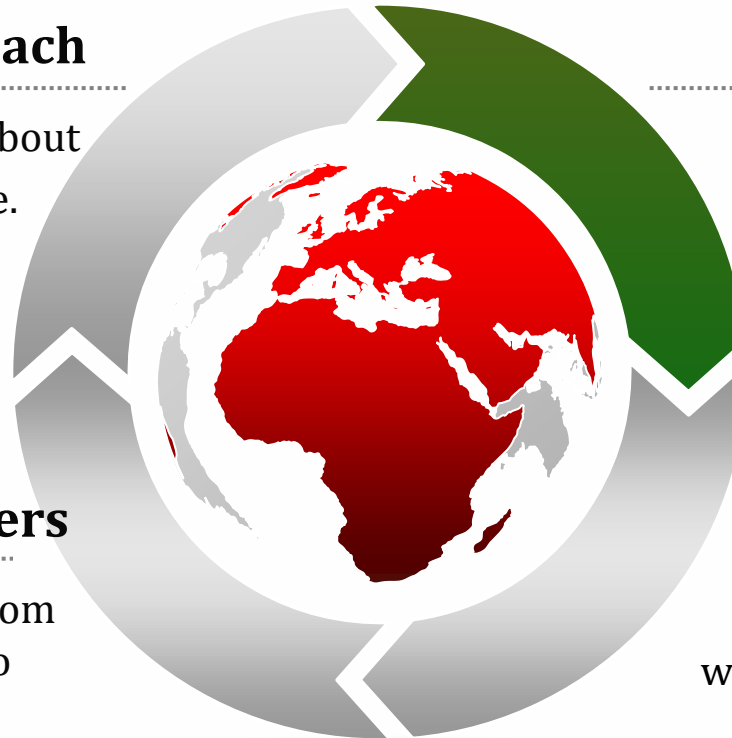
in every household in the country!

Our Sales Partners

The people with whom we work along side to achieve our goals.

Our Sales Team

The people who make Vertis matter.



Our Sales Team

- **A dynamic team of 7 Area Sales Managers**, covering the entire country
- **1 International Key Accounts Manager**, presently collaborating with Metro, Selgros, Kaufland, Cora, Carrefour, Mega Image, Auchan, Billa, Rewe
- **1 National Sales Manager**, with an extensive experience in the FMCG field for both national and international brands

Our Sales Partners

We choose **our distributors to become reliable partners** in assuring that our products reach safely and efficiently our intended audience.

Our **win-win mind-set** has ensured the partnership to be mutually beneficial and fulfilling from the very beginning, which translates in **long term business** relations (in some cases over 12 years) and a **constant growth** of the network.

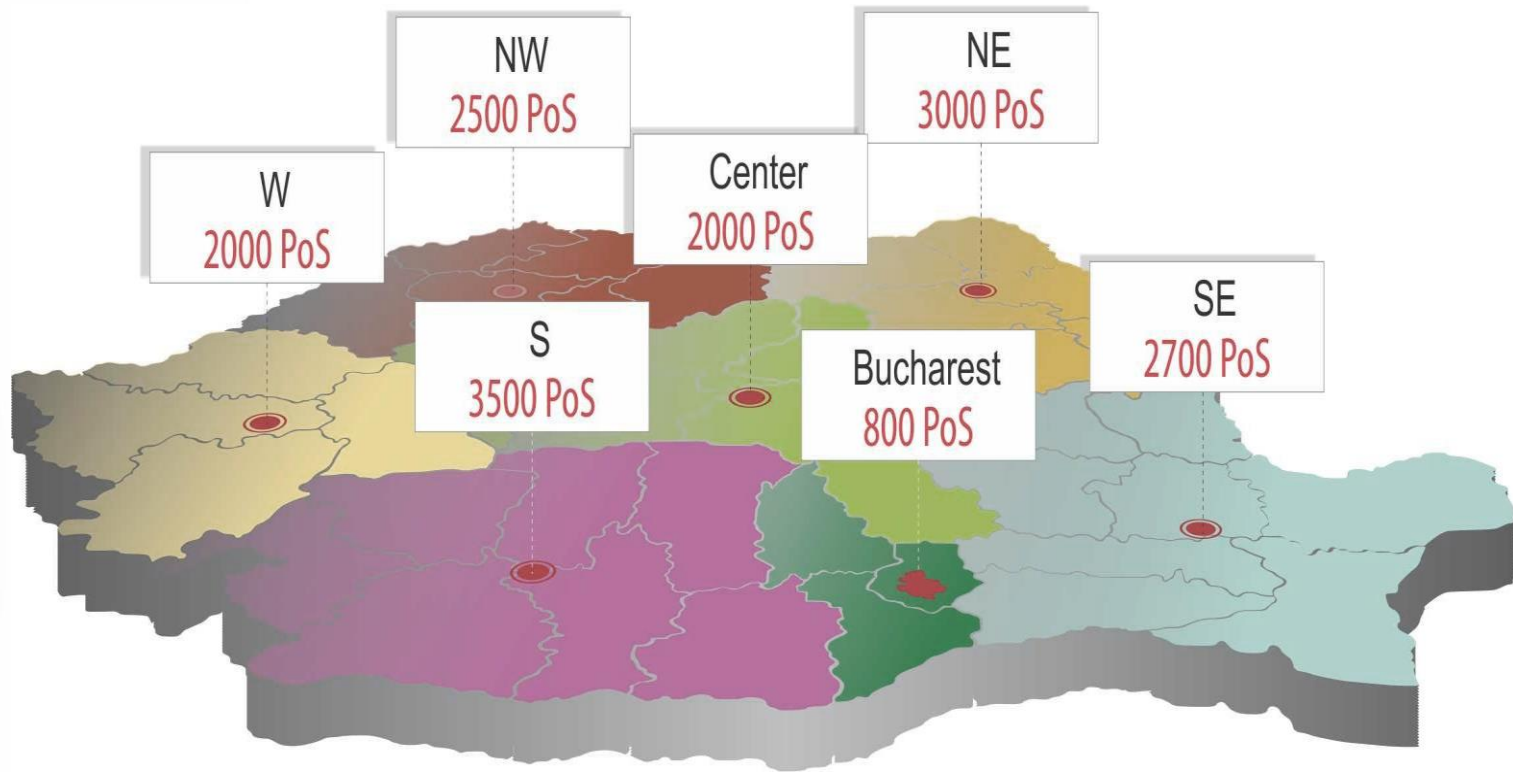
Our Sales Partners

- **111** distributing companies covering all the 42 counties
- Over **500** salesmen
- Present potential of **40.000** points of sales

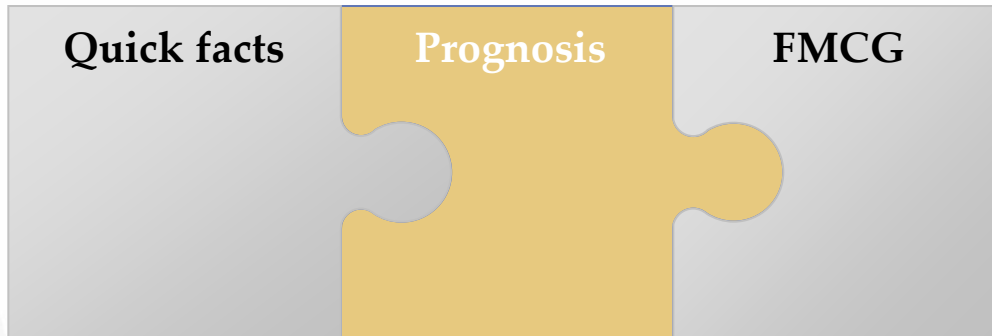


Our national Reach

We are happy to be present in more than **400.000 households** every month!



Romania's Country Profile



- Facts and figures about Romania.

- The economic prognosis for 2013.

- Main characteristics of the Romanian FMCG market.

Knowing Romania

- This is a short summary of what we consider to be the most important facts and figures about our country.

Quick facts

Surface: 238.391 km²

Population: 21.121.641 inhabitants (2011 census)

Division: 41 counties and Bucharest, the Capital City

Romania is the **9th largest territory** in the EU,

has the **7th largest population** in the EU and

Bucharest is the **6th largest city** in the EU.

Economic Prognosis for 2015

- Main driver of the economy: investment and private consumption
- GDP: 215 billion USD (growth rate of +2,8%)
- GDP/capita of 10.850 Euro USD



Source: www.imf.org

Romanian FMCG Market

Sales points: Modern Trade already owns over 60% of the market and registers an average annual trend of +16%

International retail chains operating in Romania:

Metro, Selgros, Carrefour, Cora, Kaufland, Real, Penny, Lidl, Auchan, Billa, Mega Image, Profi

Romanian owned retail chains:

Unicarm
Nic
Annabela
Darina
& others



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