



BUDVAR MEET-UP 2025

PRAGUE 13TH MAY 2025

WELCOME TO THE CZECH REPUBLIC



HOME OF CZECH LAGER

THANKS FOR JOINING US FOR BUDVAR MEET-UP

- ✓ Last time we have met was in
Český Krumlov in May 2019
- ✓ Today we are hosting **125**
participants
- ✓ From **54** countries



An aerial photograph of a massive stack of red Budvar beer crates, arranged in a large rectangular block. Two men are standing in front of the stack on a green lawn. One man is holding a red and white striped umbrella. The crates are stacked high, reaching up into the frame. The men are smiling and looking towards the camera. The background shows a green lawn and some trees on the left side.

THANKS FOR JOINING US FOR BUDVAR MEET-UP

- ✓ **Together you represent
96% of our export volume**
- ✓ **It means we are complete 😊**

THANKS FOR JOINING US FOR BUDVAR MEET-UP

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- ✓ You traveled a total of more than **274 th.km**
 - ✓ Special welcome to our guests from Brazil flying the longest distance 😊





OUR COOPERATION

- ✓ **We value our partnership, and we are here for the long term**
- ✓ **If we sum up the length of our cooperation, we end up with **721 years** in total**

OUR COOPERATION

✓ **A special appreciation of
our partners who are with
us the longest:**

**34 years - Gebrüder Heinemann
Sebastian Bredahl, Julia Schubert**

**30 years – Noreast
David McElherron, Gareth Loughran,
Conor McCoy**



BUT THERE IS ONE HUGE ANNIVERSARY

- ✓ **Special welcome to Mr. Karl Kolarik – our partnership with the legendary Schweizerhaus started 100 years ago**



AND THAT'S NOT ALL



**BUDVAR
WILL CELEBRATE
130 YEARS
SINCE ITS FIRST BREW
THIS AUTUMN**

WHY WE ARE HERE

- ✓ To update you regarding our plans and strategy
- ✓ To announce some exciting news (?)
- ✓ To celebrate our success and have a great party together



SINCE THE TIME WE HAVE MET in 2019...

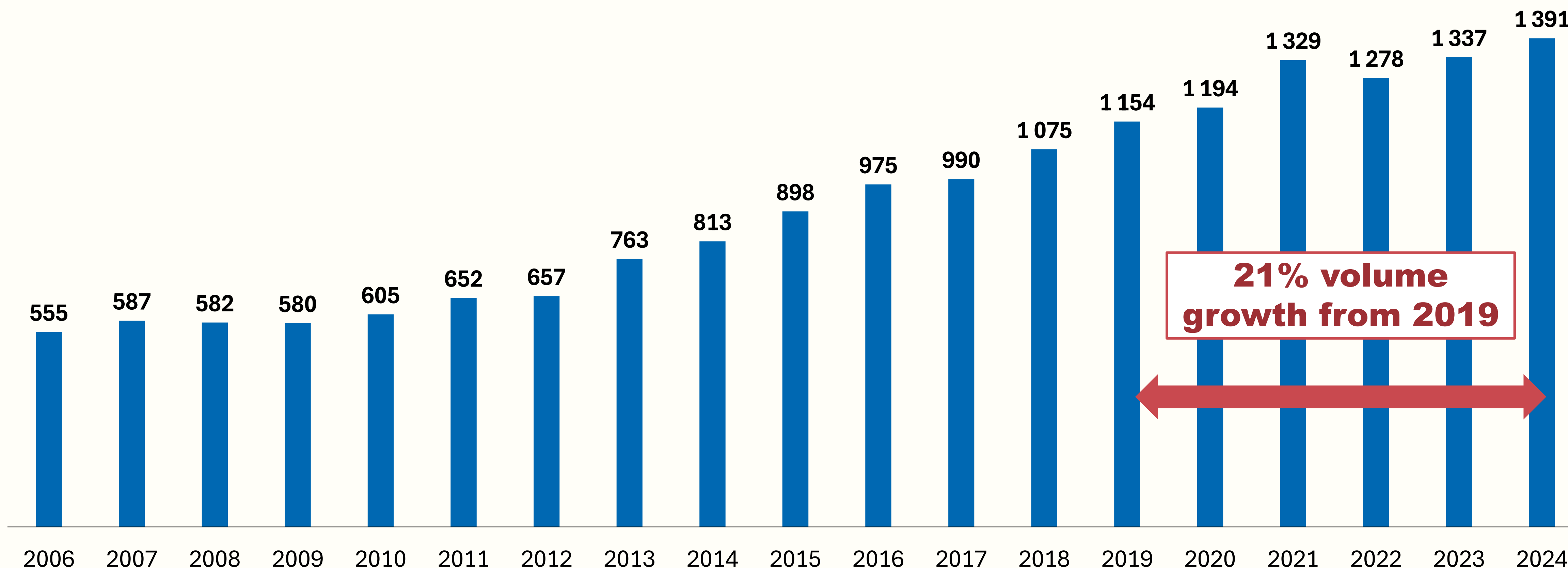
... we exported 7.6m hectoliters of our great lager

... which is 1.5bn beers



OUR EXPORT SALES ARE GROWING DESPITE THE BEER MARKET DECLINE IN SOME COUNTRIES

ths. hl



THREE EXCITING UPDATES IN EXPORT SALES

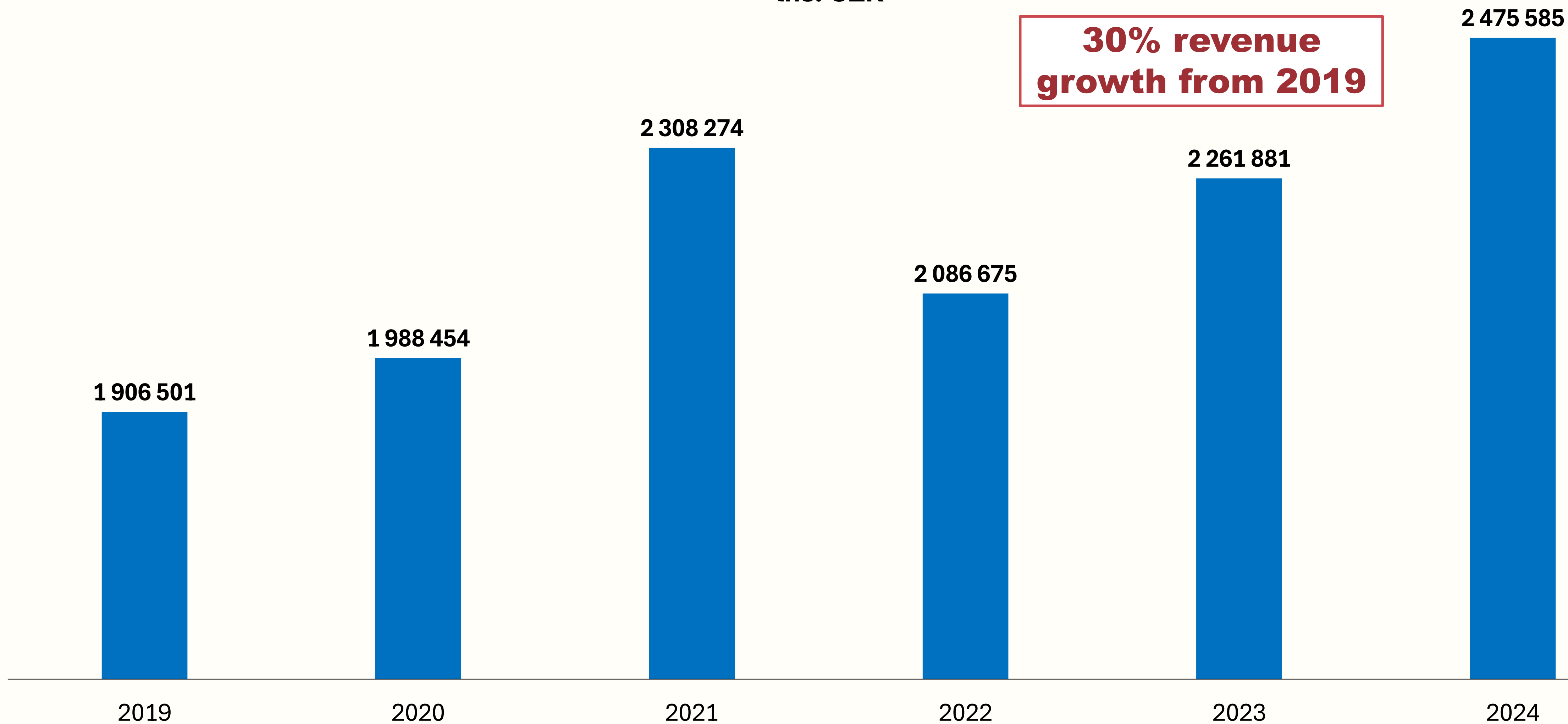
- ✓ **Our flagship lager Budvar Original represents almost 90% of the sales**
- ✓ **We were able to grow practically everywhere**
- ✓ **We are clearly the most successful Czech lager exported from our country**



EVOLUTION OF TOTAL REVENUE

ths. CZK

**30% revenue
growth from 2019**



THE BIGGEST GROWTH CONTRIBUTORS



BB GERMANY



BB UNITED KINGDOM



BB SLOVAKIA



MARTIN POLAND



DE PILSNER UKRAINE



CARLSBERG HUNGARY



UAB VIENAS PASAULIS



GALATEA SPIRITIS



VEGA VET



BRUCE ASHLEY GROUP

WE HAVE MORE REASONS TO BE PROUD

- **MARKETING STRATEGY AND ASSETS**
- **GREAT PEOPLE**
- **QUALITY MANAGEMENT SYSTEMS**
- **THE BREWERY CAPACITY AND EFFICIENCY**
- **SAP AND DIGITALIZATION PLANS**

..AND WE HAVE EXCITING PLANS AHEAD



our mission

**WE ARE THE NATIONAL BREWERY, THE RESPONSIBLE KEEPERS OF THE BREWING
CRAFT AND WISDOM. SPREADING WIDE THE FAME AND THE JOY OF THE TRUE
CZECH BEER.**

...

just cause

HELPING TO CREATE FAMOUS AND VALUABLE FUTURE OF THE CZECH BEER.

5 STRATEGIC PILLARS 2030



INVESTMENTS 2026-2030

CAPACITY AND EFFICIENCY

Filling line bottles
replacement
Seller capacity
Kegs warehousing

SUS TAINABILITY & VISITORS

Photovoltaics
Biogas station
Energy recuperation
Battery solutions
Lean and green

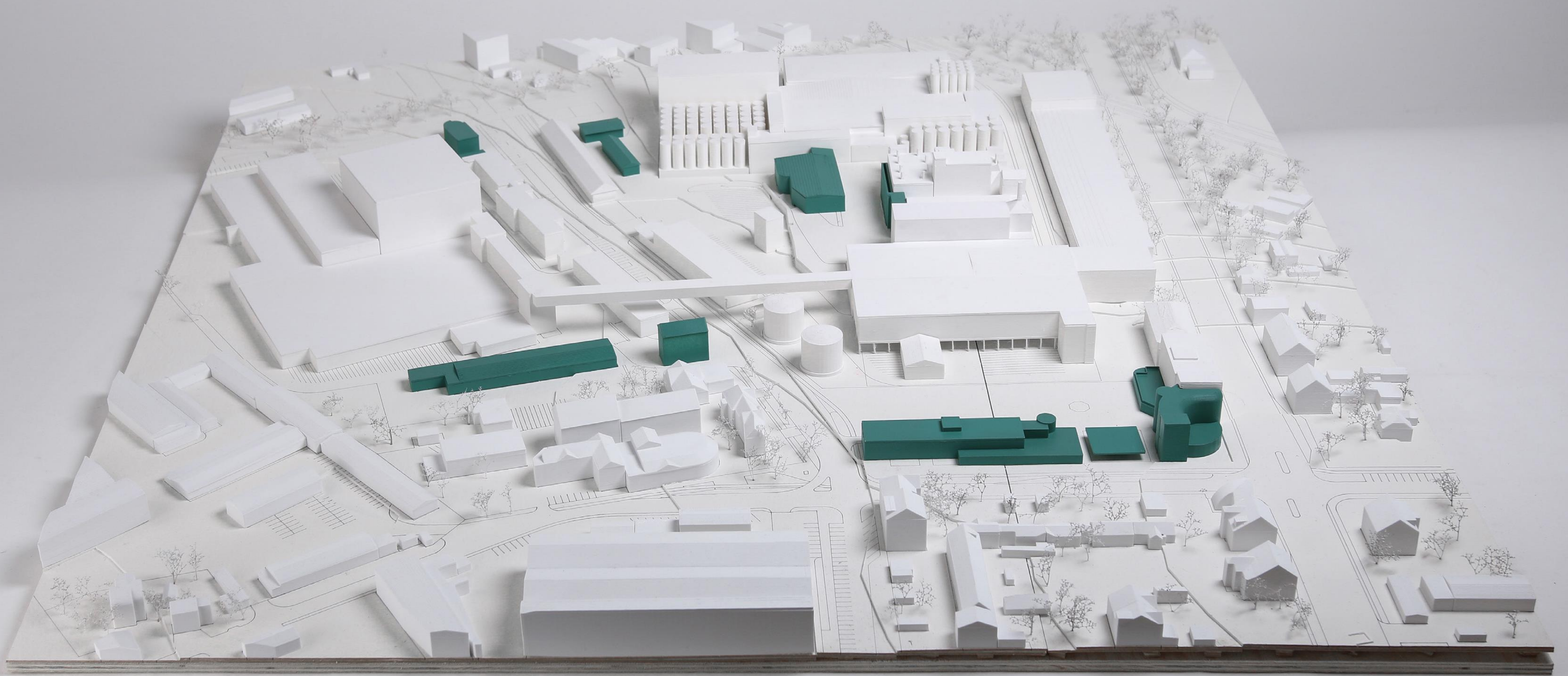
**Brewery: Open and
Green**

MARKET DEVELOPMENT

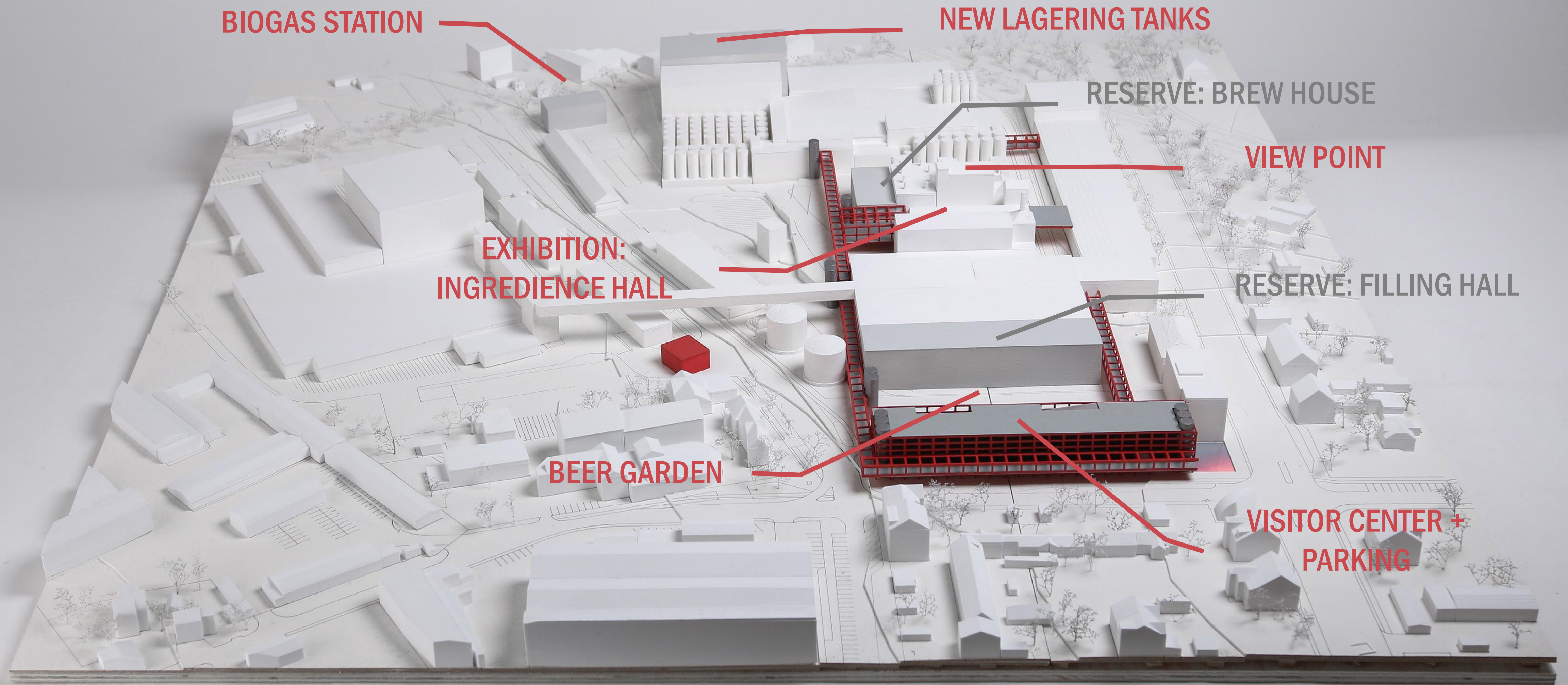
Increasing the marketing
investments
Product innovations

**Masne kramy
Knajpa**

THE BREWERY: 2025



THE BREWERY: 2028+





Karl Mahr: Disparten an einem Sommerabend



