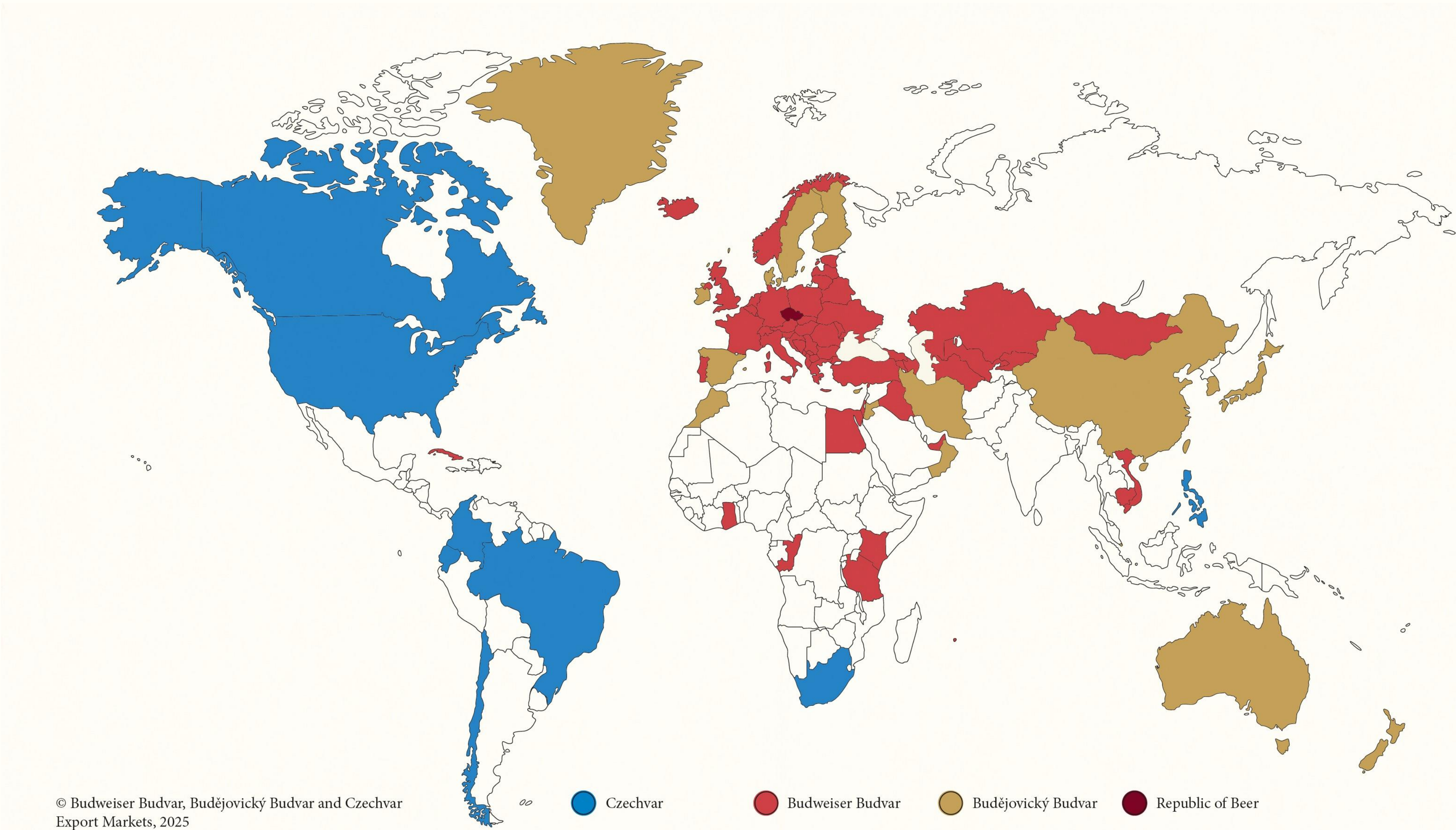




BUDVAR MEET-UP 2025

PRAGUE 13TH MAY 2025

WE HAVE PARTNERS AROUND THE WHOLE WORLD (70 + COUNTRIES)

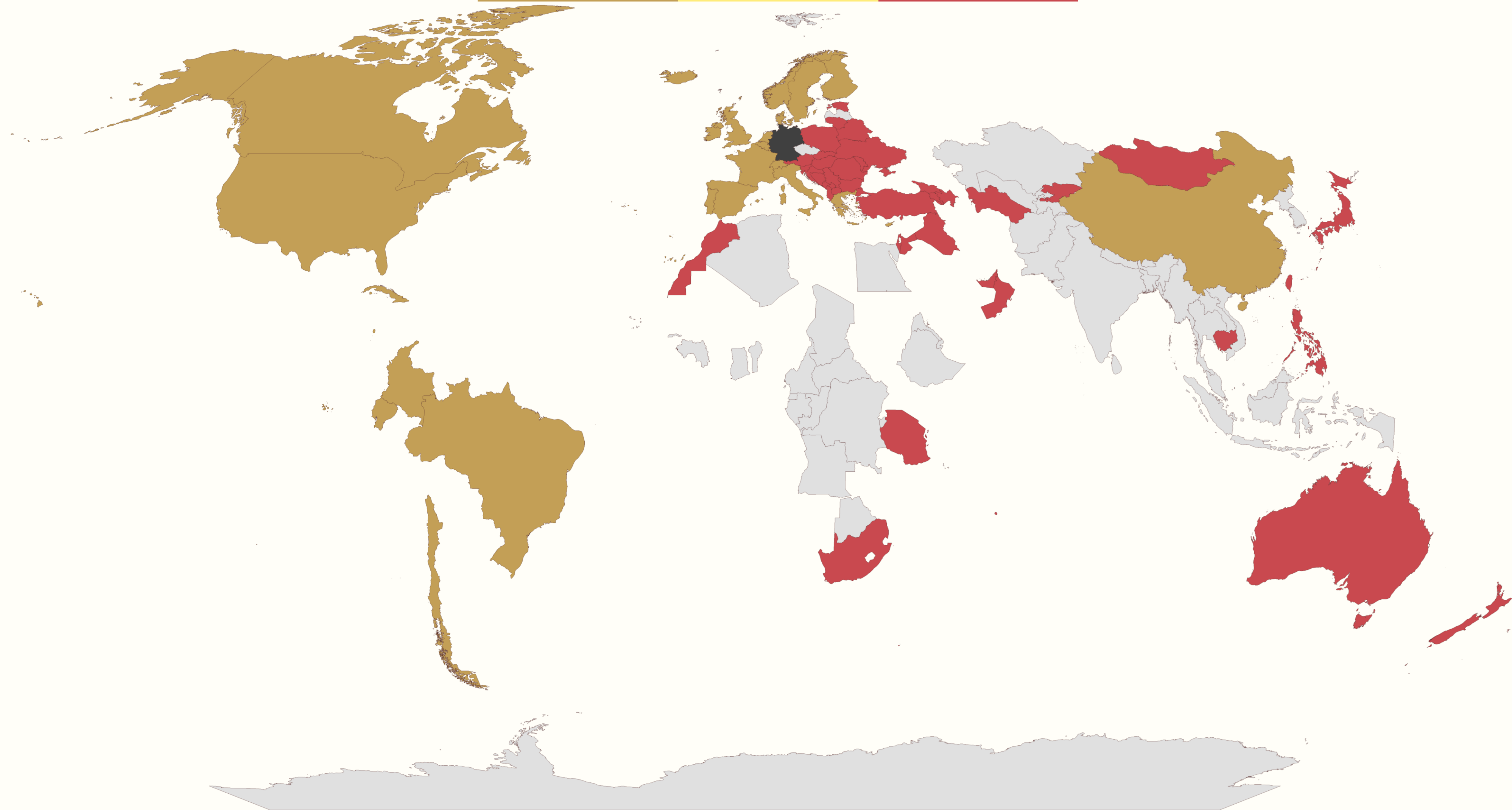


OUR EXPORT TEAM IS SPLIT TO 3 REGIONS

WEST

CENTRAL

EAST



EXPORT TEAM

CUSTOMER
SERVICE

MARTINA
KUBARTOVÁ



WEST

JITKA
VLČKOVÁ



CENTRAL
GERMANY

CASPAR SCHWARZ



EAST

IVAN
SCHWARZ



REVENUE
MANAGEMENT
AND TRADE
MARKETING

KAREL
LEDVINKA



TEAM

WEST

BDM

ONDŘEJ HABRMAN

SCANDINAVIA, BENELUX,
SWITZERLAND



BDM

MARTIN HAVLÍN

SOUTH EUROPE, FRANCE,
LATIN AMERICA



BDM

COLIN MATHESON

CANADA, USA, IRELAND,
KOREA, CHINA



BB UK

JITKA VLČKOVÁ

BB UK



TEAM EAST

BDM

JAROSLAV
BROM

AUSTRIA, BALKAN
STATES, ROMANIA,
BULGARIA



BDM

JARKA KŘENKOVÁ

AFRICA, MIDLE EAST



BDM

ANETA
LEŠKOVÁ

AUSTRALIA, JAPAN,
APAC REGION



BDM

MARCEL
COTOVICH

POLAND, UKRAINE,
EAST COUNTRIES



BB SK

IVAN
SCHWARZ

SLOVAKIA



CUSTOMER SERVICE EXPORT TEAM

CS SPECIALIST

MARTINA
NĚMCOVÁ

POLAND, APAC



CS SPECIALIST

MICHAELA
RŮŽIČKOVÁ

USA, CANADA,
MEXICO, ITALY, SPAIN,
PORTUGAL, HUNGARY,
CROATIA, BIH, MONTE
NEGRO, BULGARIA,
SERBIA



CS SPECIALIST

XENIE
RADA

POST SOVIET UNION
COUNTRIES, TURKEY,
CYPRUS, GREECE,
ALBANIA, KOSOVO,
SLOVENIA, RUMANIA,
MACEDONIA



CS SPECIALIST

KSENIIA
POCHERNIAIEVA

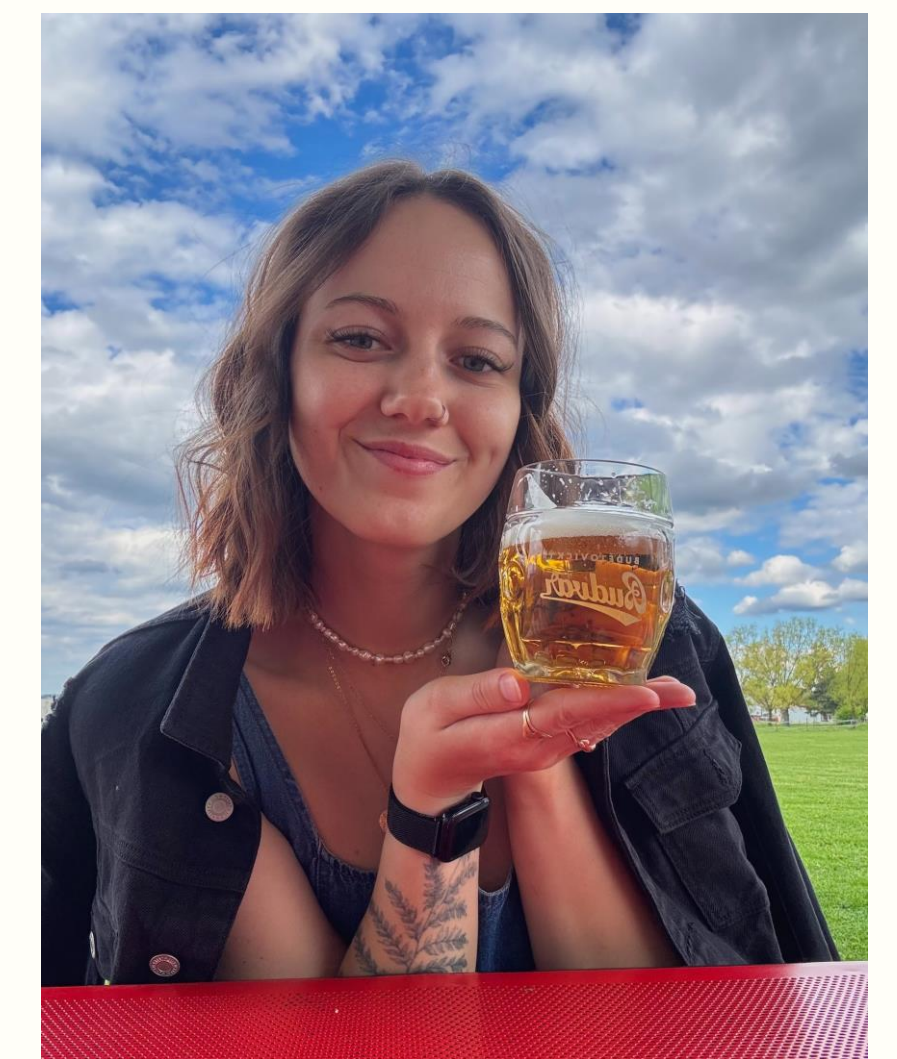
AFRICA, MIDDLE
EAST, LATAM



CS SPECIALIST

DIANA
PÍSKOVÁ

AUSTRIA,
FRANCE, BENELUX,
SCANDINAVIAN
COUNTRIES, IRELAND,
SWITZERLAND,
GERMANY



CUSTOMER SERVIS EXPORT TEAM

CS SPECIALIST

KLÁRA
GINZELOVÁ

BBDE



CS SPECIALIST

DIANA
LECHNER

BBSK



CS SPECIALIST

MICHAELA
CUPI

BBUK



COUPLE OF MESSAGES

- ✓ Despite of worldwide beer market stagnation we still see a lot opportunities for growth
- ✓ Total beer market is 1,9 billion hl but premium segment we want to play is approx 10%
- ✓ We focus on sustainable long term growth and we will not take any shortcuts
- ✓ Keeping premium positioning is the most important priority for our brand
- ✓ Growth will depend on you and our cooperation (be successful on the market place) in both channels

PRINCIPLES OF PARTNERSHIP

- ✓ Transparency of our cooperation
 - Margin transparency (win-win approach, both sides need to make money)
 - Sales transparency (sell in and sell out)
- ✓ Acceptance of our strategy, brand and price positioning
- ✓ Ability to excel in the market place – commercial capabilities of your team in both channels
- ✓ Focus on long term success – building brand step by step
- ✓ Trust and relationship

THANK YOU