



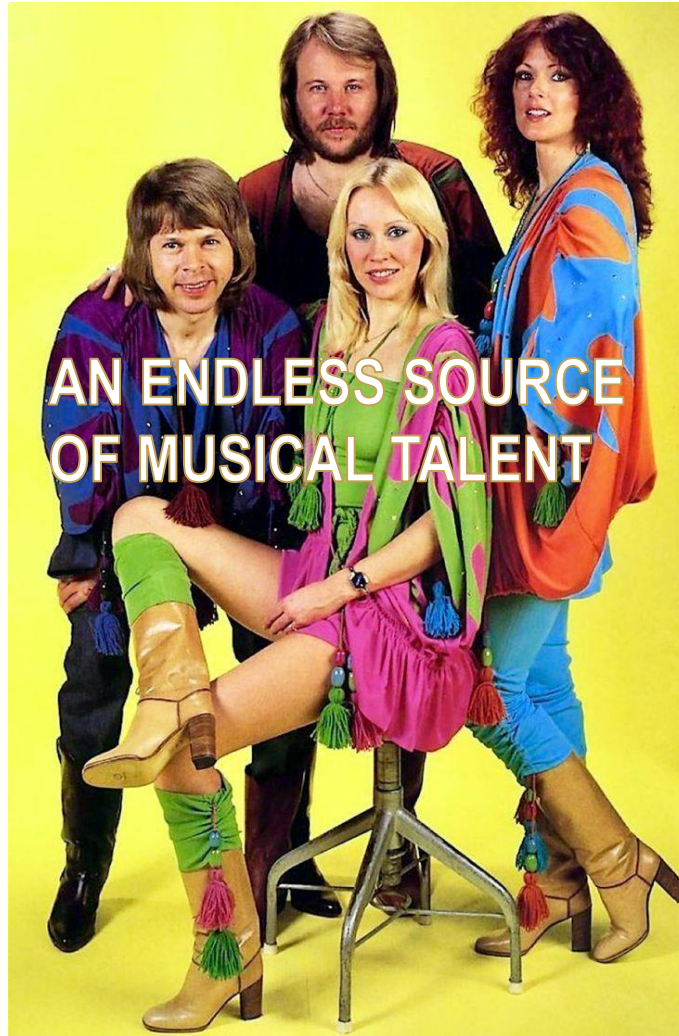
PRICING CASE STUDY

TYPICAL ASSOCIATIONS WITH SWEDEN

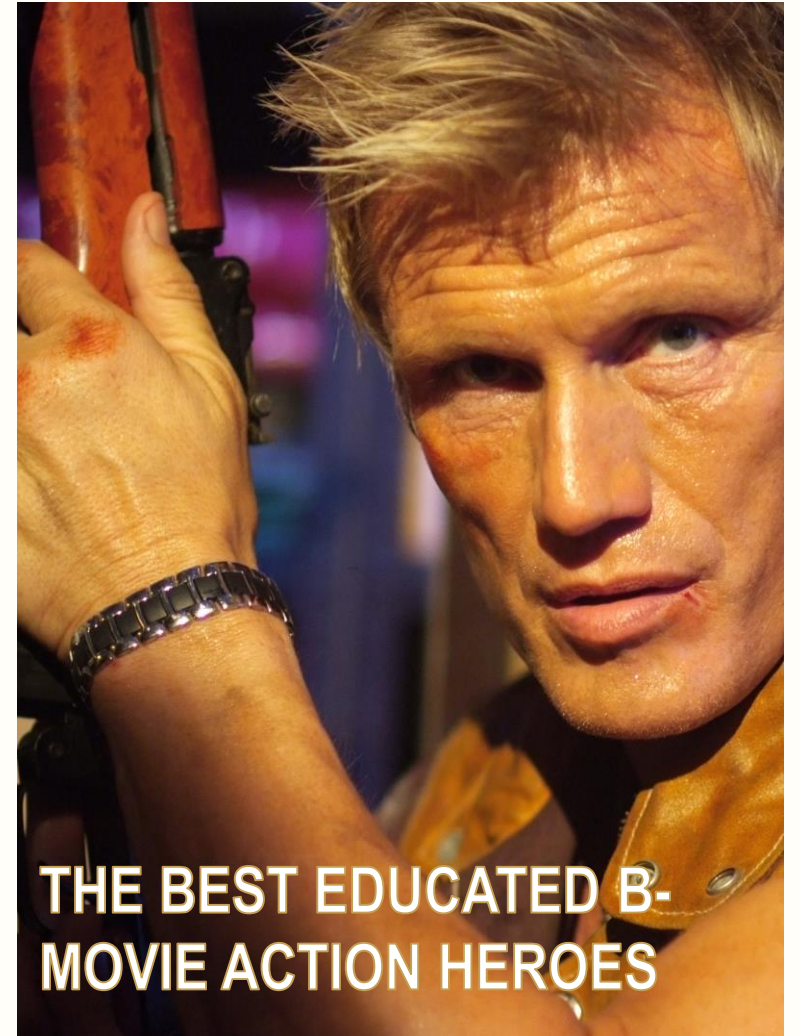
TRUE PIONEERS OF
FUSING FURNITURE
SHOPPING AND FINE
GASTRONOMY



AN ENDLESS SOURCE
OF MUSICAL TALENT



THE BEST EDUCATED B-
MOVIE ACTION HEROES



LESSER KNOWN FACTS ABOUT SWEDEN

THE SWEDES LOVE BEER

IN DIFFERENT SHAPES AND FORMS



LESSER KNOWN FACTS ABOUT SWEDEN

THE SWEDES LOVE BEER AND CZECH LAGER IN PARTICULAR

250k

HECTOLITRES
IMPORTED EACH YEAR

22%

IMPORTED BEER
MARKET SHARE

5%

TOTAL BEER
MARKET SHARE

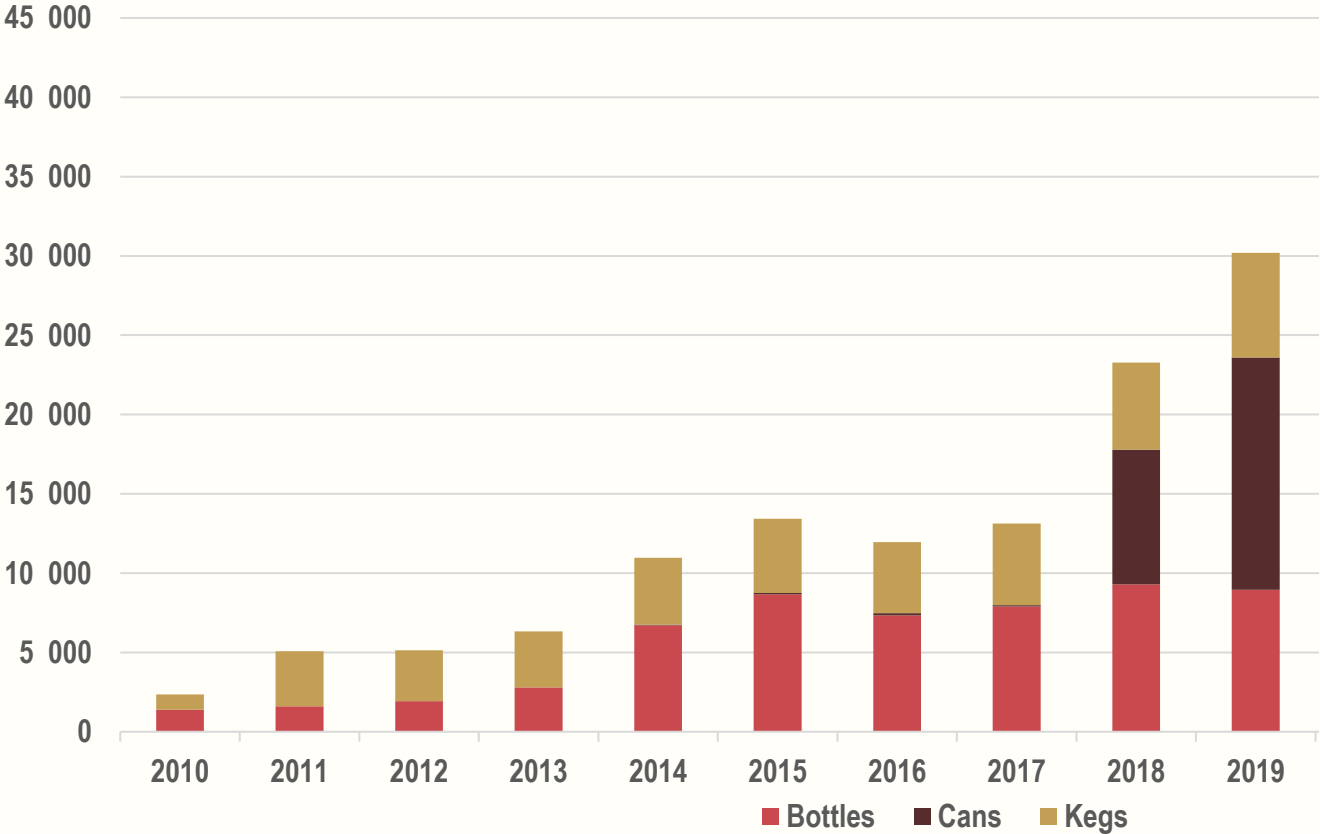
LESSER KNOWN FACTS ABOUT SWEDEN

THE SWEDES LOVE BEER AND CZECH LAGER IN PARTICULAR BUT COMPETITION IS FIERCE



HISTORICAL DEVELOPMENT

BUDVAR ANNUAL SELL-IN VOLUME (HL)

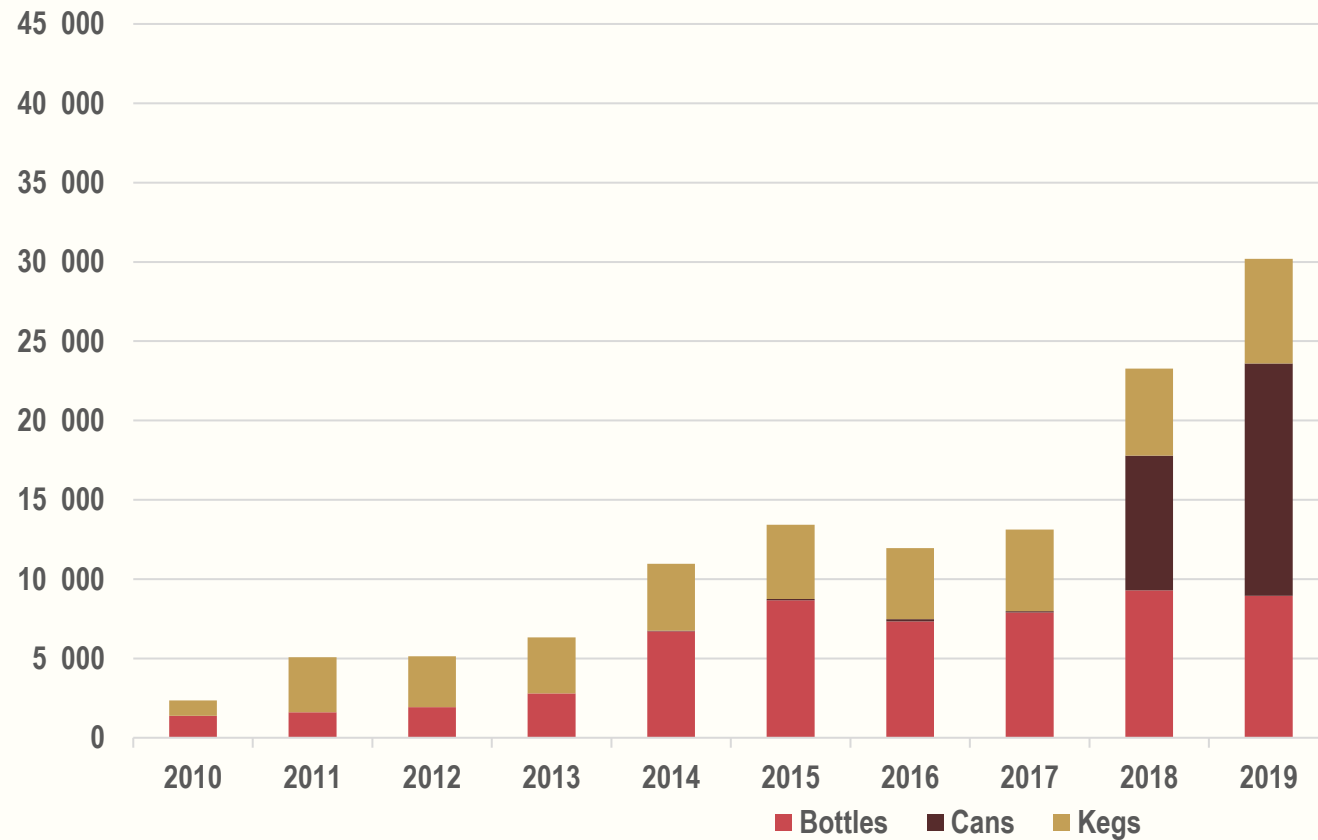


DISTRIBUTION



HISTORICAL DEVELOPMENT

BUDVAR ANNUAL SELL-IN VOLUME (HL)



DISTRIBUTION

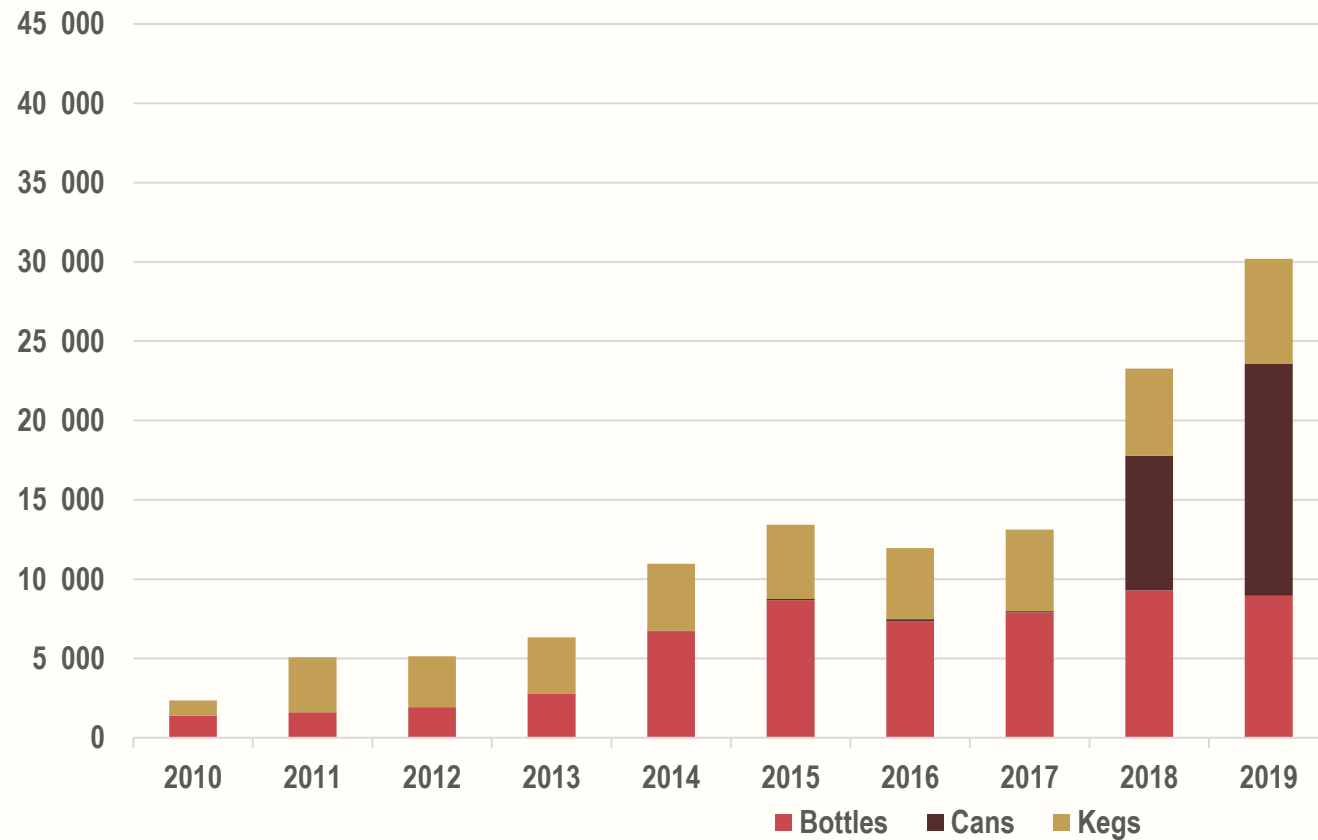


RATE OF SALE



HISTORICAL DEVELOPMENT

BUDVAR ANNUAL SELL-IN VOLUME (HL)



DISTRIBUTION



RATE OF SALE

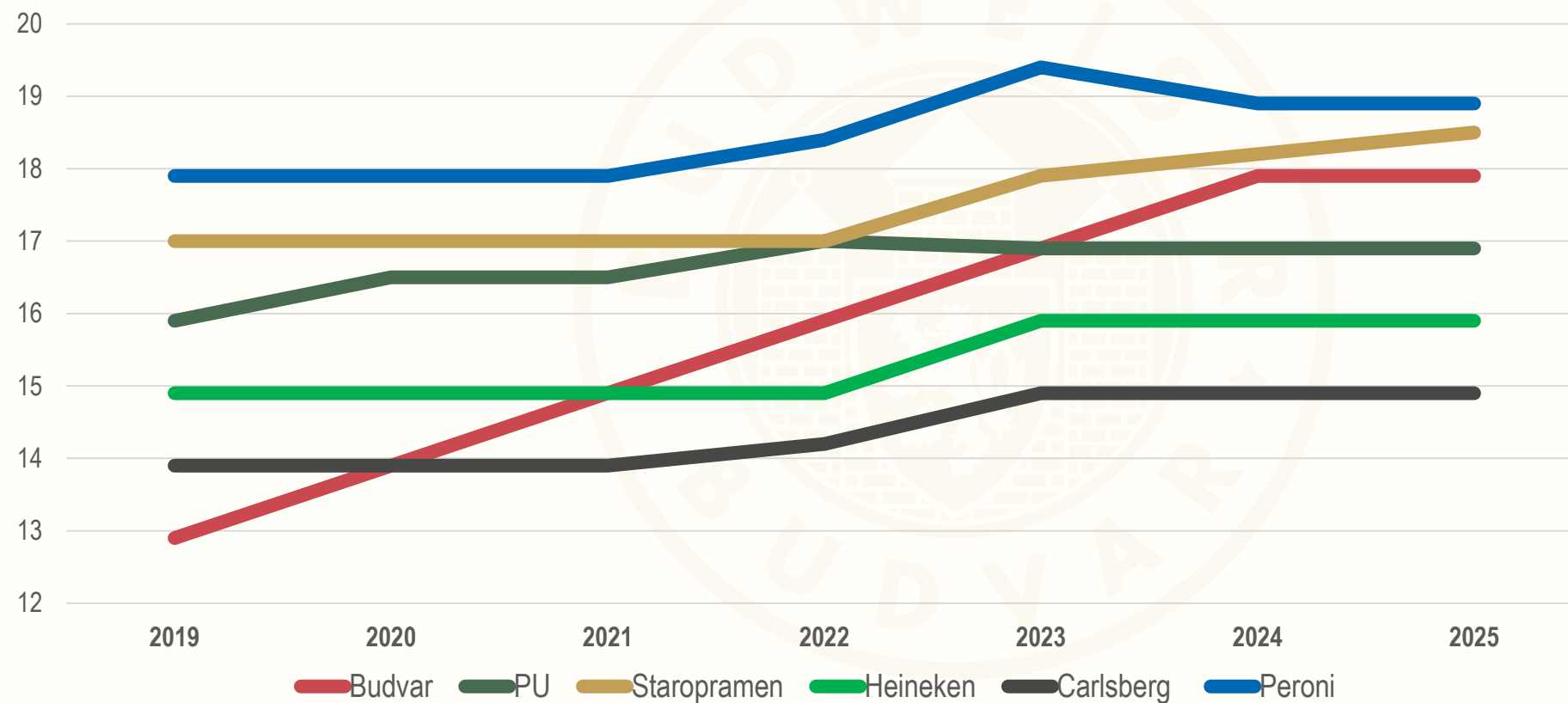


PRICING



SHELF PRICE DEVELOPMENT

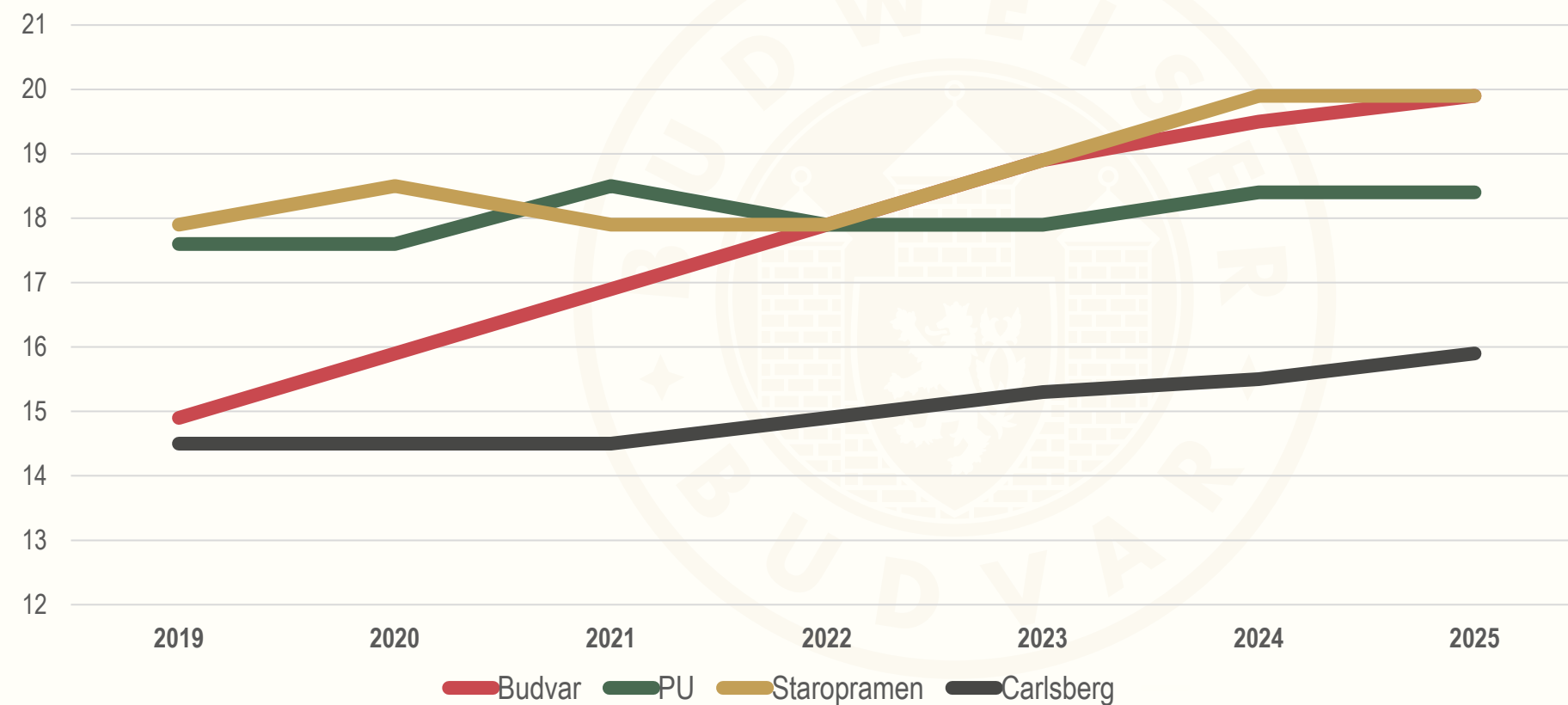
33CL BOTTLES
SEK



+39%
BUDVAR PRICE
INCREASE

SHELF PRICE DEVELOPMENT

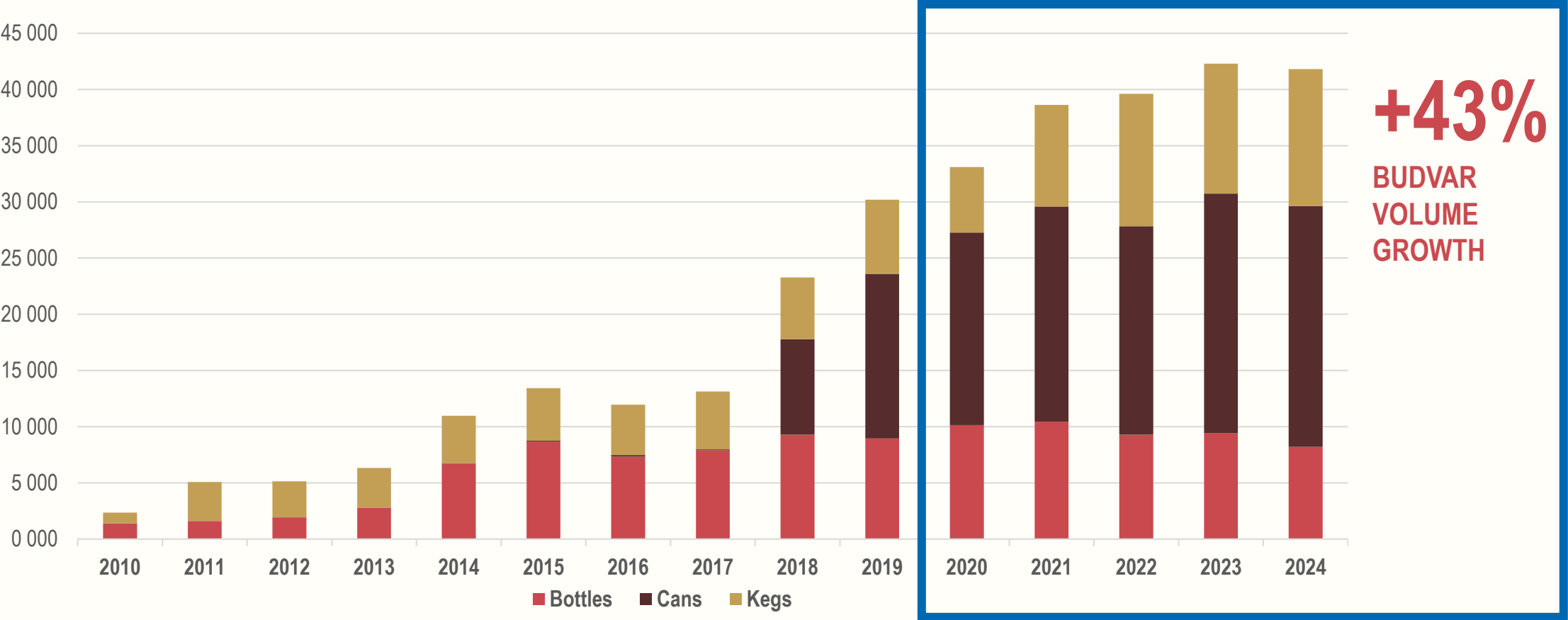
50CL CANS
SEK



+34%
BUDVAR PRICE
INCREASE

THE RESULT

BUDVAR ANNUAL SELL-IN VOLUME (HL)



HOW DID WE DO IT?



HOW DID WE DO IT?



NO
PROBLEM!

HOW DID WE DO IT?



NO
PROBLEM!



WHY SHOULD I
PAY MORE?

HOW DID WE DO IT?



NO
PROBLEM!



WHY SHOULD I
PAY MORE?

BECAUSE IT
IS WORTH IT

SUBSTANTIATING OUR VALUE

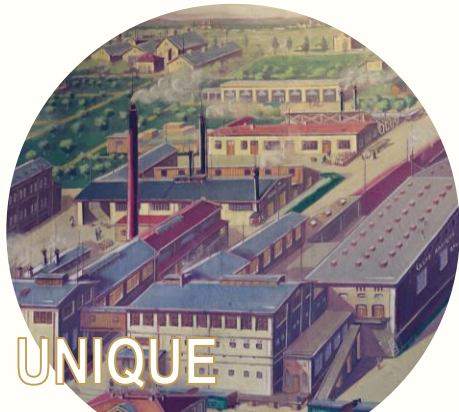
PACKAGING WORTHY
OF THE LIQUID



BREWED WITHOUT
COMPROMISE



BECAUSE IT
IS WORTH IT



UNIQUE
PROVENANCE



THE FINEST
INGREDIENTS

GETTING THE MESSAGE ACROSS

BEER FESTIVALS



PR AND COLLABS



ON-TRADE QUALITY



WHAT'S NEXT?

OMNIPOLLO COLLAB BREW



BROADER COMMUNICATION



LOCAL BRAND AMBASSADOR



SUMMARY

BUDVAR IS WORTH MORE

DON'T BE SHY TO ASK FOR MORE

**WE HAVE THE TOOLS, PROVENANCE AND QUALITY
TO BACK IT UP**

TACK SÅ MYCKET!