



June 8, 2023

Plzeňský Prazdroj CZSKDEAT

Business overview





PRAZDROJ CLUSTER IN NUMBERS

4 Breweries

3 Malthouses

10mio Hl of beer produced in 2022

13% Share of export

44 Countries where we export




























2 823 People

5,9 Consumers every month



We have a strong #1 position on Czech market and growing









Company	Volume MS	Super/Premium Brands	Mainstream Brands
 Pilsener Urquell	#1 Growing in 2022 	    	 
 MOLSON COORS beverage company	#2 Falling in 2022 	   	   
 HEINEKEN	#3 Roughly stable in 2022 	  	   



We are aspiring to the #1 position on Slovak market



Company	Volume MS	Super/Premium Brands	Mainstream Brands
 Pilsener Prázdňoj	#2 Growing in 2022 	    	  
 HEINEKEN	#1 Falling in 2022 	   	  
 MOLSON COORS beverage company	#3 Growing in 2022 	  	



Our strategy



PEOPLE



PLANETA



PROFIT



PORTFOLIO



Purpose



People



Planet



Portfolio



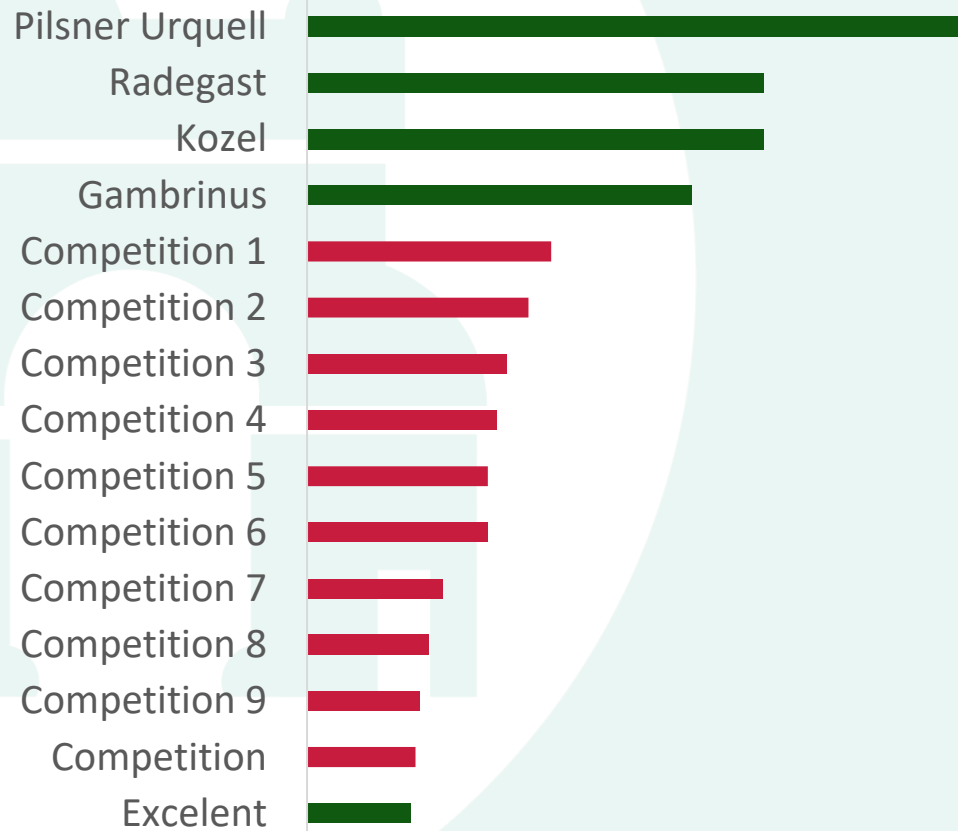
Profit



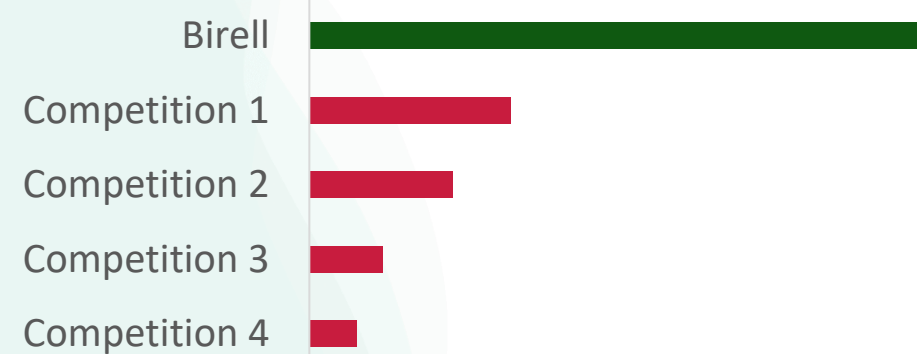
CZE: Build on the growing strength of our brands in beer, non-alco and flavored alco



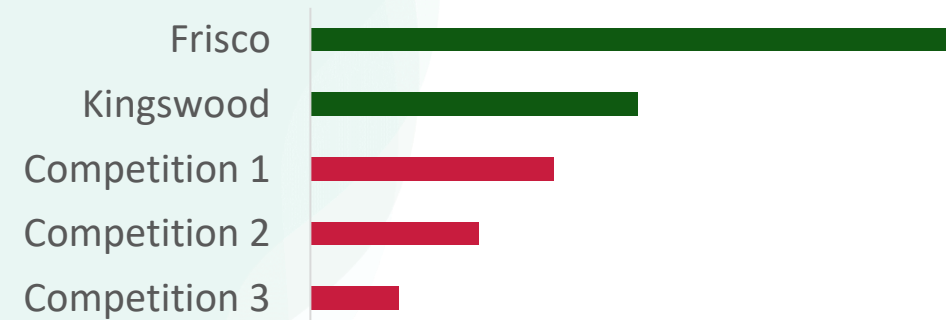
Brand Power 2022



NAB: Brand Power 2022



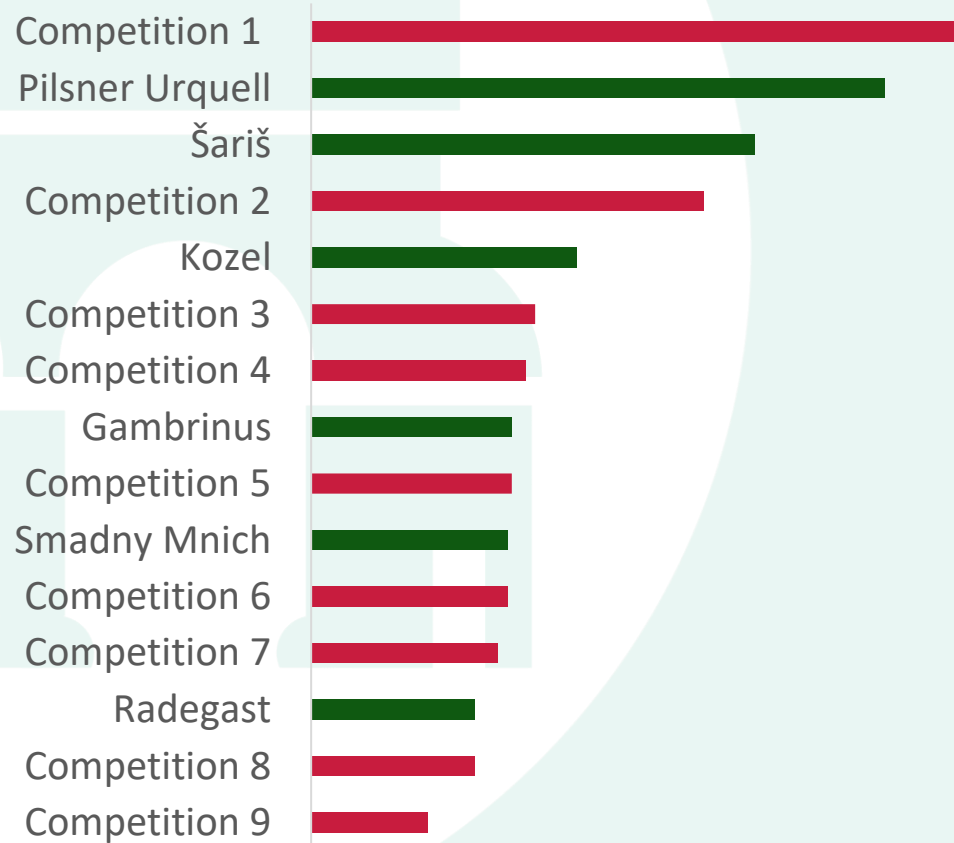
Flavoured Alco: Brand Power 2022



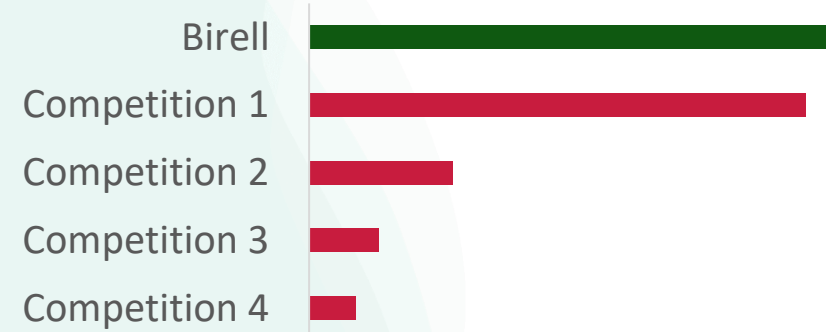
SK: Fighting historically strong brands of our competition, in total we already have strongest portfolio



Beer: Brand Power 2022



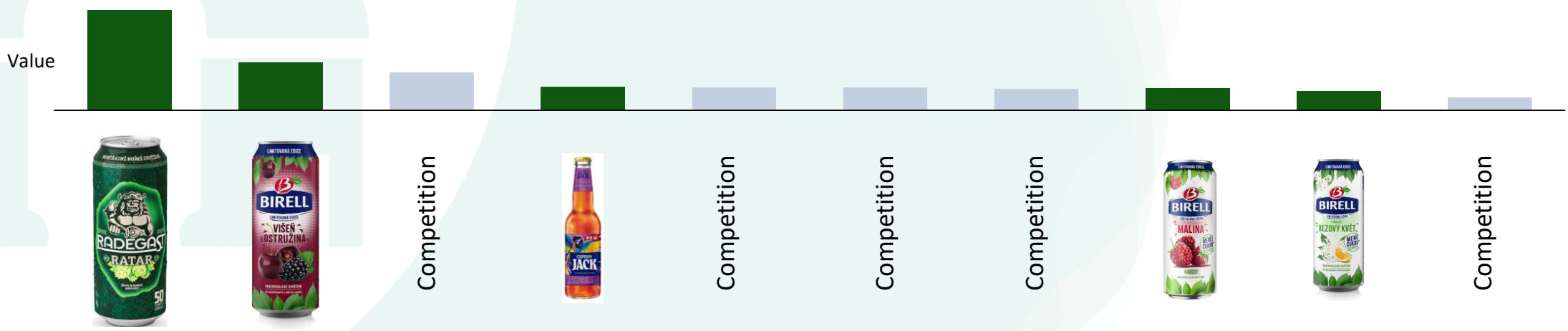
NAB: Brand Power 2022



Flavoured Alco: Brand Power 2022



Leading innovations in both CZ&SK

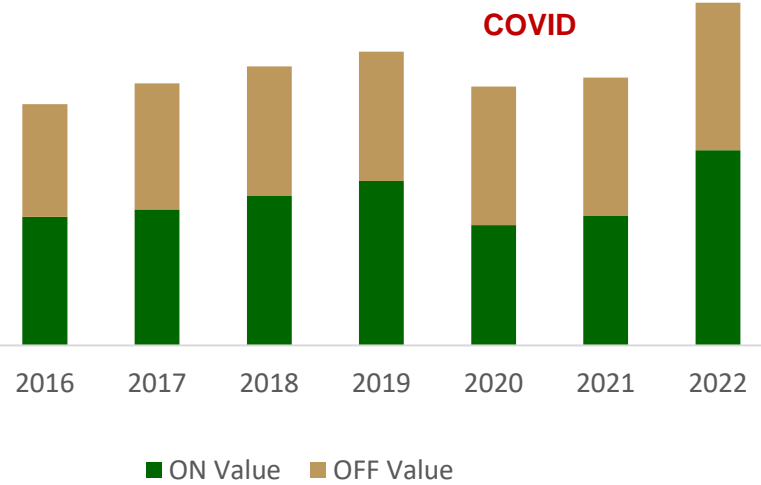




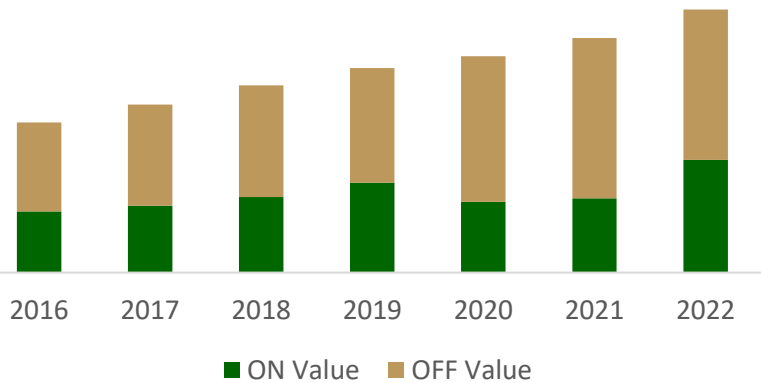
Pilsner Urquell –
our crown jewel
growing value in
both CZ&SK -



OFF WAMP
180



OFF WAMP
170



PU strenghtening its presence in the most valuable occassions



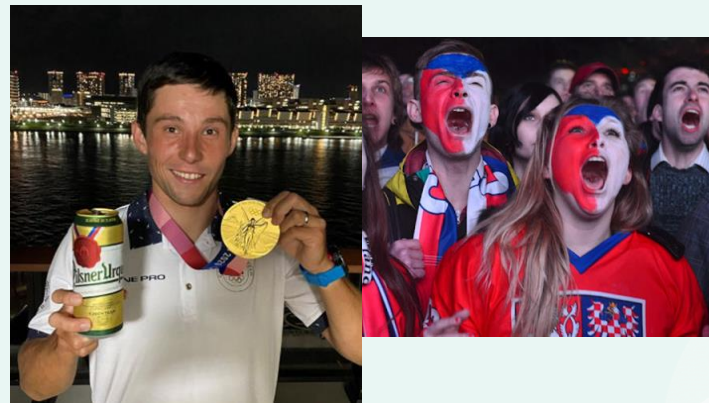
CHRISTMAS

The biggest in-store activation including super-premium 1L bottle



CZECH NATIONAL

OLYMPIC TEAM since 2001
& ICE-HOCKEY TEAM since 2012
Generating dozens of millions authentic impressions



Karlovy Vary International Film Festival

Presence at the TOP event in CZ with estimated number of festival visitors



Bringing innovations and experience to consumers



QUALITY PROGRAM

Hladinka/šny/mlíko
unique tapping styles
bringing excitement and
experience to consumers

Over 13.000 outlets
trained since 2014



TANK OUTLETS

Another point of
driving uniqueness and
the top quality

Around 800 tank
outlets valued by
consumers



MASTER BARTENDER

3.500 well skilled
tapsters across CZ&SK
since 2006 when the
competition started

over 400 trained
tapsters all over the
world



SUSTAINABILITY

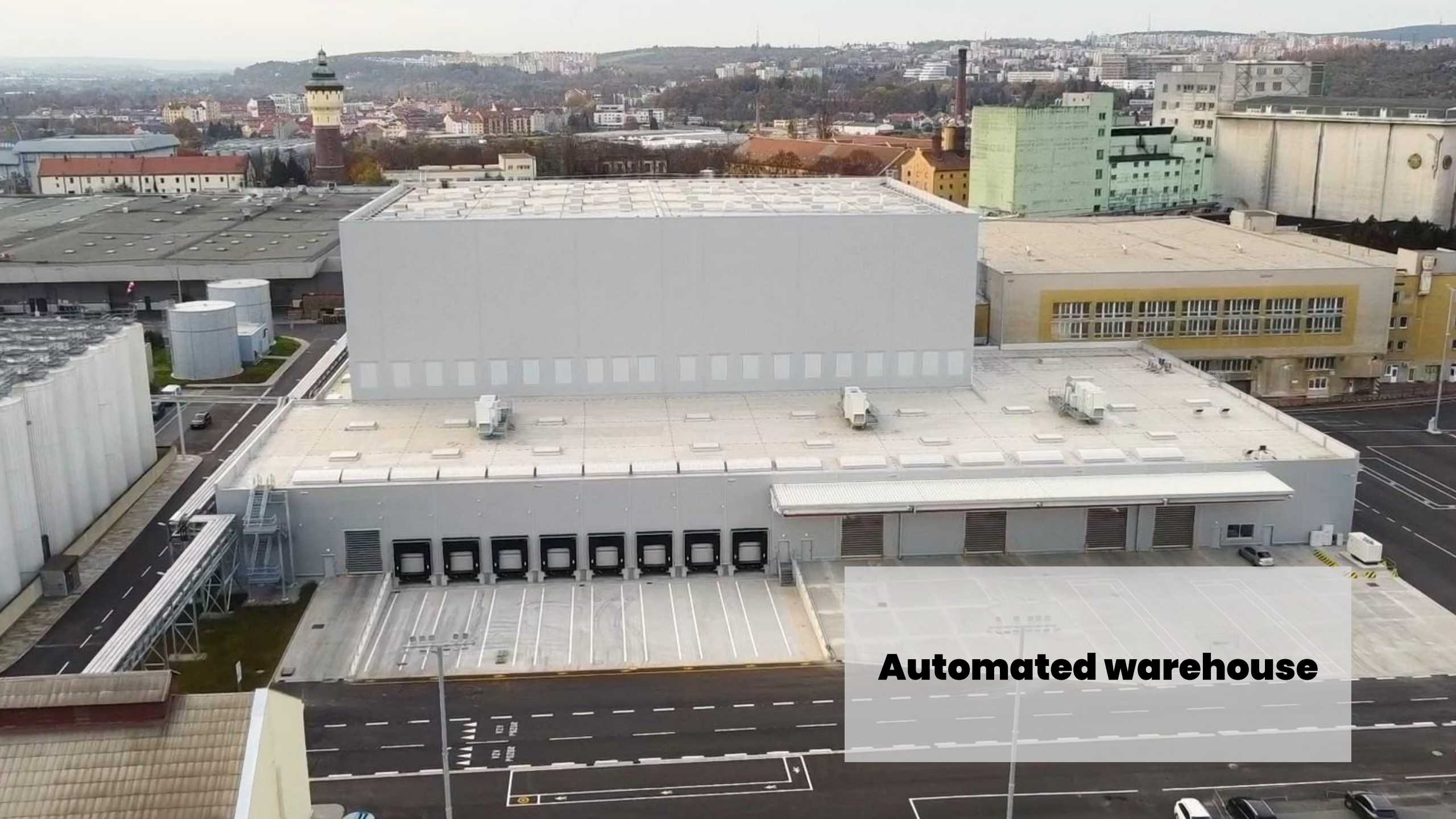
Bold move to get rid of
plastic sticker = saving 55
tons of plastic and
aluminium foil = saving 45
tons of aluminium
resulting in extremely
positive sentiment and
consumer engagement





Modern breweries and efficient supply chain





Automated warehouse



Purpose



People



Planet



Portfolio



Profit





PLANET approach from grain to glass



FOR HOPS

Germination, drying and further processing of malt in malthouses



agriculture and raw materials

Hop and barley growing, all related works on fields and other activities necessary to manage the soil.

FOR BARLEY



Brewing beer, fermentation, maturing process and filling into packaging in the brewery.

Carbon neutrality & water efficiency



packaging

Bottles, cans, kegs and other packaging, including secondary packaging used during transport on pallets.

Full packaging circularity



Logistics and transport



cooling

Cooling our products at pubs and in retail.

Our brands and consumers



Smart Taproom



PLANET priorities

**Be a beverage pioneer
in planet positivity
starting with CO2, water
and packaging circularity.**

**Champion
sustainability in
the category
through our
brands.**





Key Highlights



Scope 1,2 CO₂ emissions

**3.56 kg
CO₂e/hl**

decrease by 35% vs. 2021



Water consumption

2.86 hl/hl

decrease by 5% vs. 2021