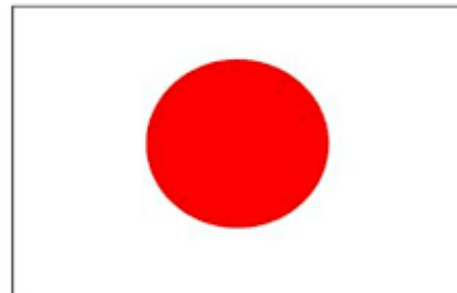


MEVGAL

Exporting to Japan since 1996



George Vanidis
Exports Director

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≡ **170** ≡
PRODUCTS
& COUNTING
Since 1950



≡ **3500** ≡
PEOPLE
COMMITTED TO
PRODUCING
TOP QUALITY
products



WE EXPORT TO
≡ **35** ≡
COUNTRIES
— ALL OVER —
the world



≡ **700** ≡
DAIRY FARMS
in Greece's
RICH & FERTILE
— NORTH —



- MEVGAL is the largest dairy industry in Northern Greece.
- It was founded in Koufalia, N/W of Thessaloniki, in 1950.
- Produces a wide range of products in the following categories: milk, yogurt, cheese.



- **Central Macedonia produces more than 67% of the Greek raw milk**
- **MEVGAL is located in Central Macedonia allowing for sufficiency in milk supply (70 associated cow farms and 600 goat farms).**
- **Proximity to the farms enables daily fresh milk supply, resulting to highest quality products (60.000 tones cow milk and 10.500 tones goat/sheep milk annually)**

Koufalia, 57100,
Thessaloniki, Greece



Basic Figures	2017	Estimation 2018	Difference %
Turnover :	€107m	€112m	+4,1 %
EBITDA :	€8,1m	€ 9,6m	+18,5 %
GR Sales :	€73,8m	€77,2m	+4,6 %
Exports :	€33,6m	€34,6m	+3,0 %

TOTAL BUSINESS TURNAROUND

Three consecutive years with positive growth rates,
after a 5-year negative trend

Capital Increase

Share capital increase of €10m in 2016
during Greek crisis

Facilities CapEx

€ 5m Capital Expenditure In 2018
for yoghurt plant, increasing productivity
by 30%



- An **experienced** and **effective** Leadership Team of 15 employees (43 years old in average)
- **618** employees
- More than **3.000** direct associates
- **523** hours of seminars in 2018, 171 employees participated.

1953:	Production of feta cheese and yellow cheeses.
1971:	Fresh pasteurized milk in plastic bottle
1974:	Traditional yogurt launch
1978:	Set yogurt production
1984:	Bottling of fresh milk in special Tetra Pak paper packaging
1985:	Beginning of export activity
1987:	Pan-Hellenic coverage - distribution
1989:	MEVGAL becomes the 1 st company to commercialize branded pre-packed feta cheese
1992:	The first company to produce the “Duetтино” split-cup yogurt, with cereals or honey-nut and “Fitline” with toasted breads & honey in plastic container
1998:	The first company to produce products without cholesterol from fresh fat free cow's milk, the “Vita” series
2004:	Acquisition and operation of the dairy unit “EVROGAL”
2010:	ESL milk plant
2016:	€10m share capital increase
2018:	investment of €5m in yoghurt production

2018

- **Turnaround Business Award**, Protagonist of Greek economy
- Diamonds of the Greek Economy “**Fast developing company**”
- **Social Responsibility Award**, ROTARI Thessaloniki
- Distinction Creative Greece Awards “**Best Performing**”

2017

- **Anuga Taste Innovation** for MEVGAL's Gourmet yogurt
- **Innovation Award** Wabel for ONLY lactose free yogurt, Paris
- **Food Bank** award for our contribution against hunger
- **Superior Taste Award** for 5 products from iTQi in Brussels
- **Businesswoman of the Year** to Mrs Chatzakou by Super Market Forum

2016

- **Superior Taste Award** for 5 products from iTQi in Brussels

- **ISO 9001:2015**
- **HACCP**
- **IFS (version 6)**
- **BRC (issue 7)**
- **Non GMO (cow products)**
- **Halal (some products)**
- **Cosher (some products)**
- **A-cert (bio feta)**

- 8 distribution centers
(2 in Athens, Thessaloniki, Halkidiki,
Xanthi, Katerini, Chania, Irakleio)
- 49 Associated Distributors all around Greece
- 16.991 Selling points (of which 2.400
modern trade, the rest is retail)
- 205 Routes (10 of them seasonal)

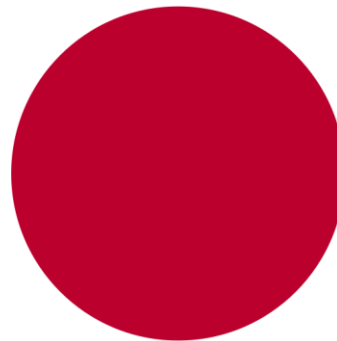


- ITALY
- MALTA
- AUSTRIA
- NORWAY
- GERMANY
- FRANCE
- CYPRUS
- DENMARK
- NETHERLANDS
- BELGIUM
- SWEDEN
- CZECH REPUBLIC
- UNITED KINGDOM
- IRELAND
- SLOVENIA
- SPAIN

- PORTUGAL
- UKRAINE
- LATVIA
- POLAND
- SWITZERLAND
- FINLAND
- SERBIA
- SLOVAKIA
- UNITED STATES
- ISRAEL
- KUWAIT
- KOREA (SOUTH)
- JAPAN
- HONG KONG
- AUSTRALIA

WORLD
18.07%

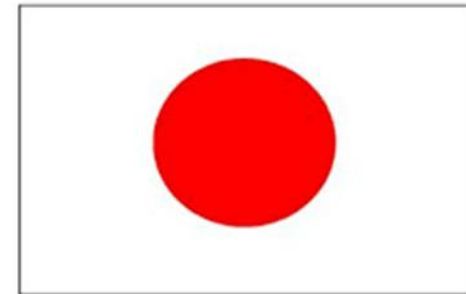
MARKET SHARE
IN AUTHENTIC
GREEK YOGURT



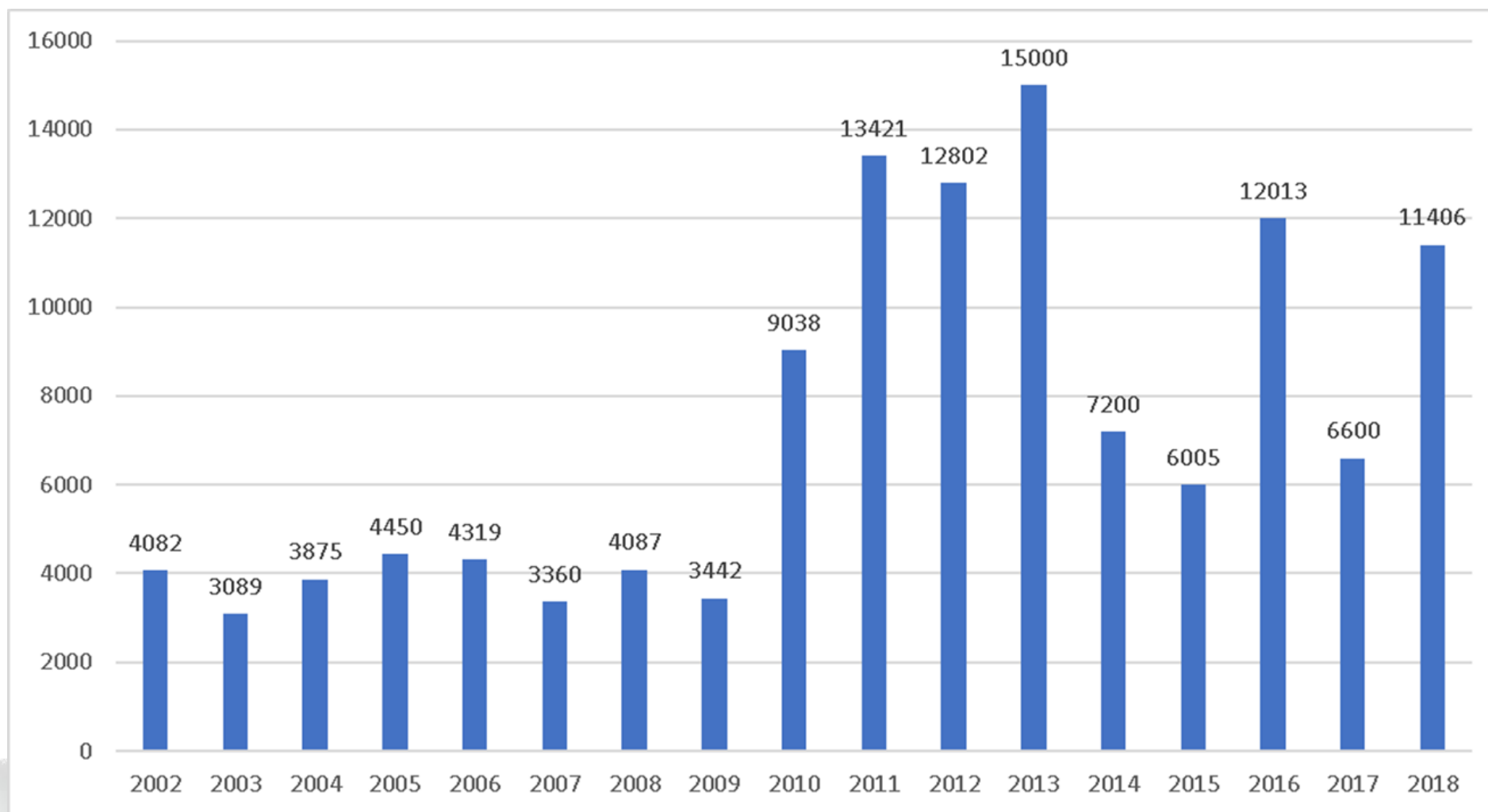


- Japan is one of the **oldest** and **most sophisticated** civilizations.
- Japan is the **third largest national economy in the world** in terms of nominal GDP.
- With 127 million inhabitants, Japan is the **world's tenth largest country** in terms of population
- With annual exports worth over **€5.7 billion**, Japan is the **EU's fourth biggest** export market for agricultural exports

MEVGAL

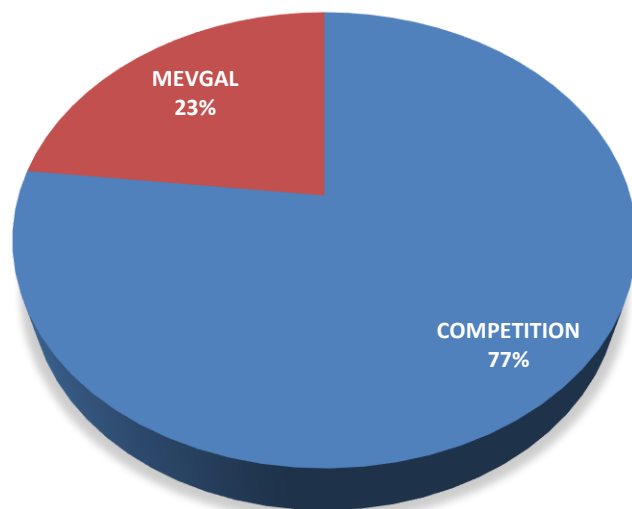


MEVGAL SALES IN JAPAN 2002 – 2017 (VOLUME IN KGS)



FETA cheese exports to Japan Jan – Nov 2018

MEVGAL Market share



COMPETITION MEVGAL



MEVGAL FETA cheese is present in some of the
biggest super market chains in Japan



MEVGAL supported the event of the Greek Embassy in Japan, for the promotion of **PDO Greek FETA cheese**



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The event took place in **Shinjuku, Tokyo** on
29th of September 2018



The 44th International Food and Beverage Exhibition

FOODEX JAPAN 2019



第44回 国際食品・飲料展

Where exhibitors from 95 nations and 85,000 visitors meet



MEVGAL participated in the exhibition **Foodex Japan 2019** which took place between 5 – 8 March 2019 in **Tokyo**

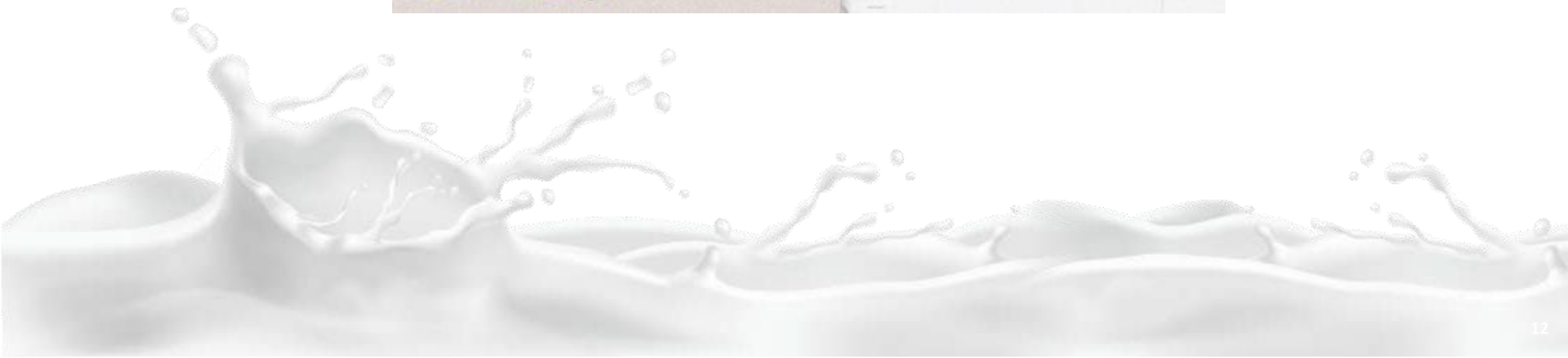


SHOT ON MI 5X
MI DUAL CAMERA

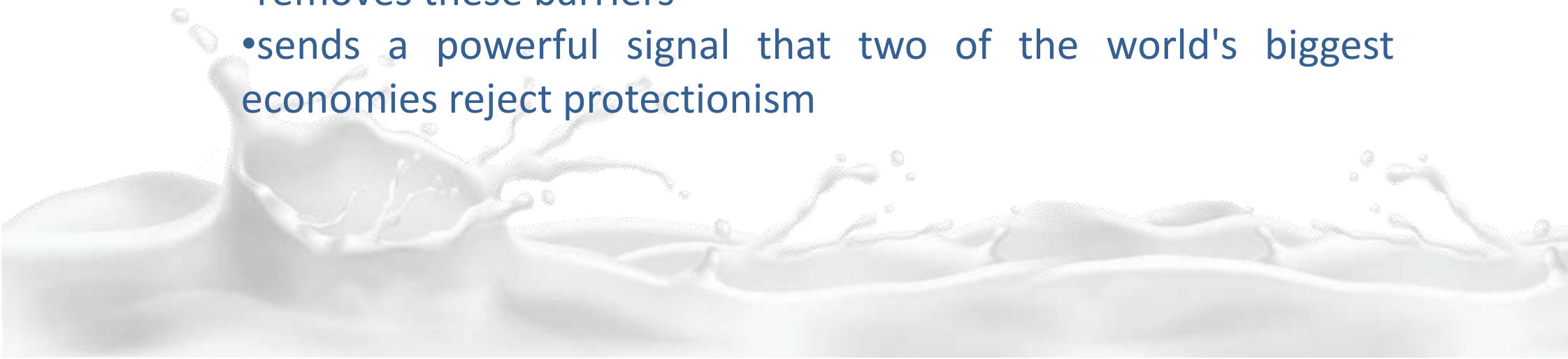
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SHOT ON MI 5X
MI DUAL CAMERA



- The EU and Japan's **Economic Partnership Agreement** entered into force on 1 February 2019.
- In the past European firms **faced trade barriers** when exporting to Japan, which made it hard for them to compete.
- The trade agreement with Japan :
 - removes these barriers
 - sends a powerful signal that two of the world's biggest economies reject protectionism



The key parts of the Economic Partnership Agreement related to the agricultural exports from the EU:

- **Elimination of customs duties:** more than 90% of the EU's exports to Japan will be **duty free** at entry into force of the agreement. Once the agreement is fully implemented, **Japan will have scrapped customs duties on 97% of goods imported from the EU.**
- As regards **cheese exports**, where the EU is already the **main player** on the Japanese market, high duties on many hard cheeses will be eliminated, and a **lower-duty quota** (from 29,8% to 27,9%) will be established for soft cheeses such as **FETA**.

- **Geographical Indications:** the EU-Japan agreement recognizes the special status and offers protection on the Japanese market to **more than 200 European agricultural products** from a specific European geographical origin, known as Geographical Indications (GIs) – **for example PDO FETA cheese**. These products will be given the **same level of protection in Japan as they experience in the EU today**.



- **MEVGAL** has been exporting to Japan **since 1996**, probably the **first Greek dairy company** to exports its products to Japan.
- Due to the totally different dietary habits, **it takes a lot of effort** to introduce and convince consumers to **taste FETA cheese** and make it part of their diet.
- The key to success is persistence, consistency and **dedication to quality**.
- But we believe that the most important factor is to have the **right partner** with whom you share the same values, and the common goal for prosperity and excellence.
- These values have made **MEVGAL** one of the biggest exporters of Greek dairy products, currently present in **35 countries all over the world**.



MEVGAL

ΕΥΧΑΡΙΣΤΟΥΜΕ!

THANK YOU!

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