

BG BAYADERA
GROUP

VODKA

PORTFOLIO

WHY UKRAINIAN VODKA IS SO POPULAR WORLDWIDE



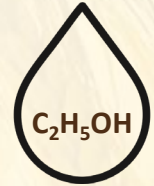
grain

Ukraine №1
grain
exporter in
the world



water

rich for mineral
water springs



spirit

highest quality
assured by the
state



soil

44% of the
country is
fertile black
soil



**NATIONAL
ALCOHOL
COMPANY**

NATIONAL ALCOHOL COMPANY

One of the largest vodka producers
in Eastern Europe



Ukraine,
Cherkasy region



40+
ingredients to
create unique
vodkas



18 unique patents



25 M EUR
investments



100 signature
recipes



150 M
bottles a
year



35 export
countries

OWNER OF #5* BEST SELLING VODKA BRAND GLOBALLY



*The Millionaires' Club by Drinks International 2022



certification
of kosher
products
30 SKUs



200+ awards
of worldwide
tasting
contests



ISO 9001:2015
&
ISO 22000:2018



European
cutting edge
equipment



4 CONSUMER ARCHETYPES



THE RULER

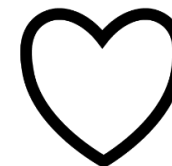
- driven by tradition and assurance
- guided by trust

-
- driven by purpose and redemption
 - finding epiphanies



THE RAGE

THE LOVER

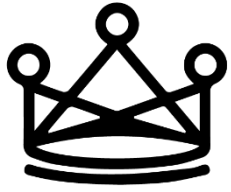


driven by sensuality and knowledge
falling in love

driven by discovery and involvement
priming the senses

THE EXPLORER





**THE
RULER**



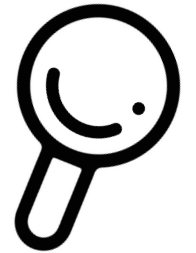
**THE
LOVER**



**THE
RAGE**



**THE
EXPLORER**





HLIBNY DAR

#5 BESTSELLING VODKA IN THE WORLD*



**vodka brand
in Ukraine**



**distributed
to 35
countries**



**100+ tasting
contests
awards**



**100% grain
spirit**



**Artesian wells
water**



**8M+ 9l cases
sold, 2019**

GRAIN SERIES EUROPEAN RANGE

HLIBNY DAR

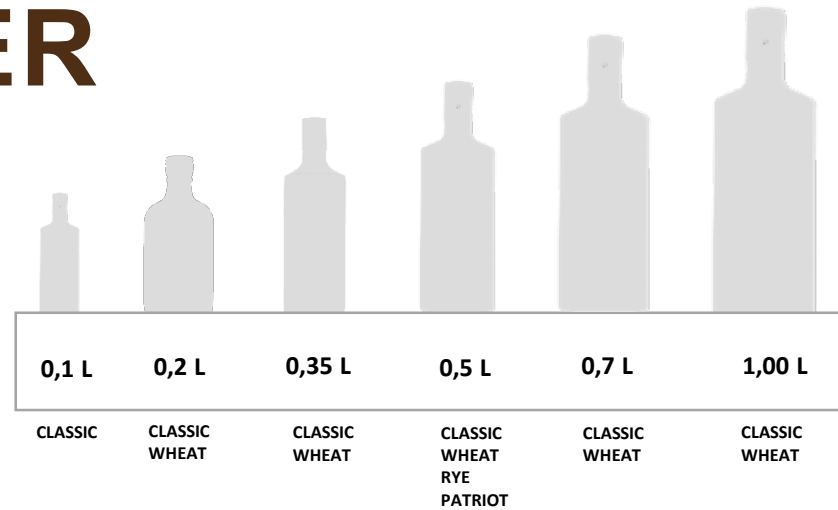


UKRAINIAN BESTSELLER

HLIBNY DAR



40%



UKRAINIAN BESTSELLER

HLIBNY DAR



40%

1,75 L

CLASSIC



CRAFTED SERIES RANGE

HARVEST DAY



GIFTBOX

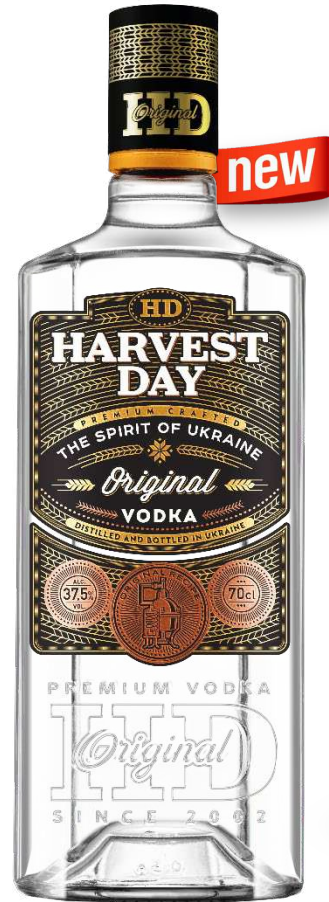
HARVEST DAY

CRAFTED SERIES



UKRAINIAN BESTSELLER

HARVEST DAY



37,5%

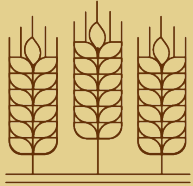


0,7 L

ORIGINAL
SPICED VANILLA
WILD BERRSES

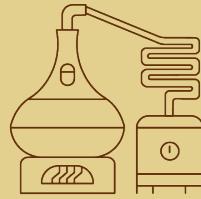


TECHNOLOGY



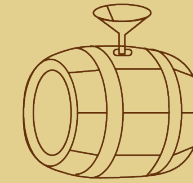
GRAIN SPIRIT

Supply from best quality state distilleries



ARTESIAN WELLS

Water treatment using filters, osmosis, UV & softened with spring water



MARRIAGE

Vodka rests for 24h for better spirit & water dissolution



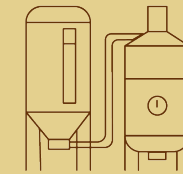
GREEN FIELD PLANT

Brand new & biggest in CEE plant



LOWERING TEMPERATURE

provides better mixture filtration



FILTERED

with multi-stage filters

KEY ACHIVEMENTS



Warsaw Spirits Competition, Warsaw

2022

Double Gold



Warsaw Spirits Competition, Warsaw

2021

Gold



Rynki Alkoholowe, Warsaw

2021

Gold



The SIP Awards, Irvine, CA

2020

Double Gold



Warsaw Spirits Competition, Warsaw

2020

Double Gold, Gold



New York International Spirits Competition, New York

2020

Silver



International Spirits Challenge, London

2020

Silver, Bronze



Warsaw Spirits Competition, Warsaw

2019

Double Gold



Ultimate Spirits Challenge, New York

2016

Excellent, Highly Recommended



Baltic International Spirits Navigator Competition, Riga

2016

Double Gold



International Spirits Challenge, London

2013

VODKA #5 IN THE WORLD



BRAND	OWNER	2018	2019	2020	2021	2022	GROWTH
Smirnoff	Diageo	26.0	25.6	23.0	26.5	28.1	6.0%
Absolut	Pernod Ricard	11.3	11.2	9.6	11.7	13.0	11.1%
Tito's Handmade	Tito's	7.4	8.8	10.4	11.0	11.6	5.5%
Khortytza	Global Spirits	8.9	9.8	10.4	10.9	9.4	-13.8%
Hlibny Dar	Bayadera Group	7.5	8.0	8.5	9.2	8.6	-6.5%
Morosha	Global Spirits	3.6	6.2	7.0	7.9	6.2	-21.5%
Magic Moments	Radico Khaitan	4.0	4.2	3.5	3.7	4.8	29.7%
Grey Goose	Bacardi	3.6	3.6	2.9	3.9	4.2	7.7%
Pyat Ozer	Alcohol Siberian Group	4.3	4.3	4.1	4.1	4.2	1.3%
Arkhangelskaya	Beluga Group	0.8	1.6	3.0	3.4	4.0	17.6%
Derevenka	Saranskiy Distillery	1.8	2.3	3.3	3.5	3.9	11.4%
Belenkaya	Beluga Group	3.0	3.5	3.9	3.4	3.4	0.0%
Skyy	Gruppo Campari	3.7	3.6	3.2	3.3	3.4	3.0%
Ketel One	Diageo/Nolet Spirits	2.8	2.8	2.7	3.4	3.2	-5.9%
Finlandia	Brown-Forman	3.0	2.9	2.4	2.6	2.6	0.0%
Kozatska Rada	Bayadera Group	1.5	1.7	2.2	2.5	2.6	4.0%
Nemiroff	Nemiroff	4.7	4.3	5.0	5.6	2.4	-57.1%
Burnett's	Heaven Hill	2.8	2.8	2.5	2.2	2.0	-9.1%
Ciroc	Diageo	2.1	1.8	1.7	2.2	2.0	-9.1%
Deep Eddy	Heaven Hill	1.3	1.4	1.5	1.8	2.0	11.1%
Pervak	Global Spirits	1.2	1.4	1.5	1.6	2.0	25.0%
Wodka Gorbatschow	Henkell Freixenet	1.6	1.7	1.8	1.9	2.0	5.3%
Wyborowa	Pernod Ricard	1.7	1.8	1.5	1.8	1.9	5.6%

*The Millionaires' Club by Drinks
International 2023

USP



- HLIBNY DAR has the whole range of classic vodkas made of different grain spirits
- And exclusive crafted series created by unique recipes;
- Unique protective bottle cap - once it's opened warning red line appears;
- Vodka for those who turn the Earth



HUNGER
FOR FREEDOM

#2 IN BAYADERA GROUP PORTFOLIO



#25* best
selling

vodka brand

globally

**#1 Fastest
growing**

vodka brand in

Ukraine

Brand with deep
**historical
heritage**

**# 3 fastest
growing**

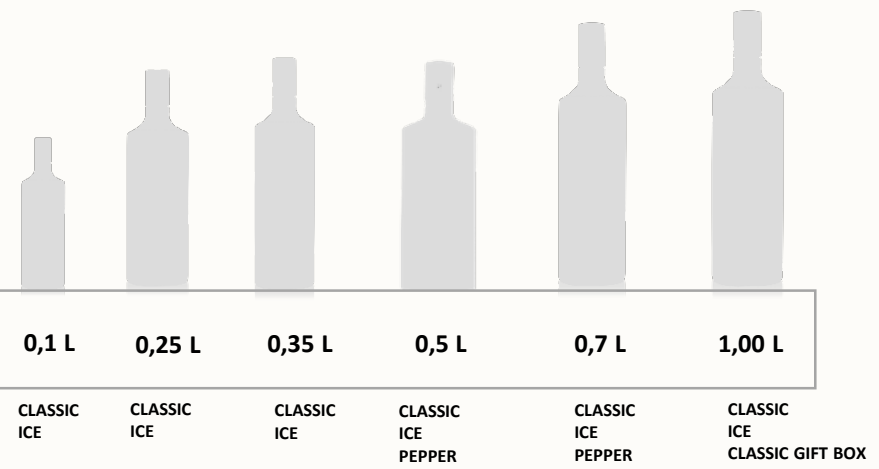
globally

KOZAK RANGE

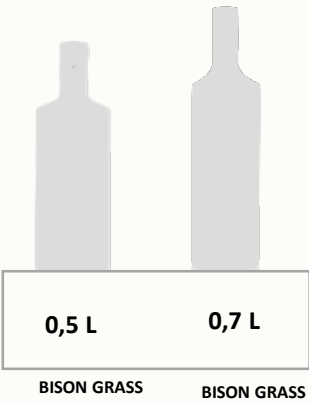




40%



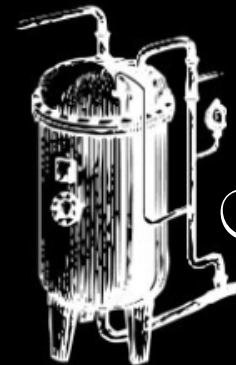
37,5%



*Adding crystal
clear wells water
To lux spirit*



Cooling



Filtration



*Adding
wheat crisps
infusion*

Resting



Bottling



*Lux
grain
spirit*



**KOZAK
TECHNOLOGY**

KEY AWARDS



Warsaw Spirits Competition, 2022

Kozak Classic – Gold

Kozak Bison Grass - Gold

Kozak Pepper - Gold



Warsaw Spirits Competition, 2021

Kozak Classic – Gold

Kozak Bison Grass - Gold



SIP awards 2020, California

Kozak Classic – Platinum



New York International Spirits Competition, New York

– Bronze, 90



Ultimate Spirits Challenge 2016, NY

Taste description:

“Immediate earthy pungency quickly gives way to cool refinement. The understated flavor profile of this vodka is dominated by melon, cucumber, and aloe. Stylish and without excessive sweetness.

This is an eminently refreshing grain vodka.”



USP



Charismatic bottle with 4 equal sides as balanced man's character

Noticeable push-up and coated with metal label emphasize premiumness;

Unique soft touch cap made of imitating leather material

KOZAK is created in accordance with the authentic Ukrainian recipe:

adding wheat bread infusion

local oaks charcoal filtration

we dry out those wheat rusks by ourselves on the low heat to guaranty the quality and freshness

The background features a close-up of several avocados with their characteristic bumpy, green skin. The image is framed by a dark, almost black, diamond-shaped area that is divided into four quadrants by white diagonal lines. The text is centered within this diamond shape.

AVOKADO VODKA

UNIQUE DEVELOPMENT OF OUR TECHNOLOGIES

Already familiar to us:

Aromatic alcohol
on rye breadcrumbs

The purest
Ukrainian water

Latest development:

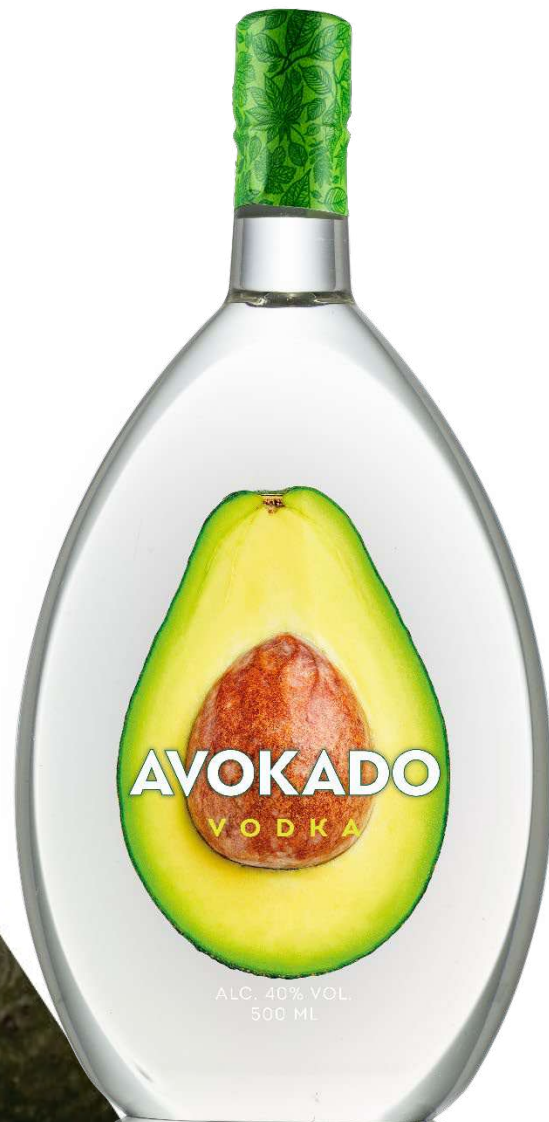
The light taste and aroma
of avocado and cucumber

Aromatic alcohol
on avocado fruits



AVOKADO RANGE





40%



0,2 L

0,5 L

0,7 L

AVOKADO

AVOKADO

AVOKADO





USP

AVOKADO VODKA WITH A SNACK

An original vodka inspired by the delicate taste of toasted rye bread with avocado slices

The finest spirits, infused with dry rye bread and avocado fruit

Unique flavour of avokado and cucumber





#C°CELSIUS

TRINITY TECHNOLOGY



**TRIPLE
BLENDING**

- 3 DIFFERENT BLEND OF SPIRITS WITH DIFFERENT AGING & DIFFERENT TYPES OF TREATED WATER



**TRIPLE
SOFTENING**

- WATER-SPIRIT BLEND COOLING WITH PLATINUM FILTRATION
- SOFTENING WITH INFUSION OF NATIONAL EXTRACTS
- PATENTED VODKA RESTING



**TRIPLE
FILTRATION**

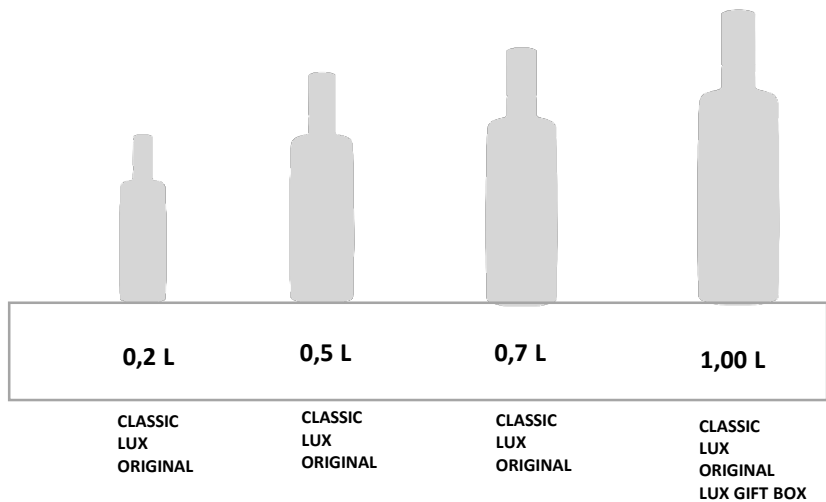
- VODKA FILTERED COHERENTLY VIA 3 SIZE CELLS
 - 3 MICRON
 - 1 MICRON
 - 0.5MICRON

STANDARD RANGE





40%



FLAVOURED RANGE



FLAVOURED RANGE



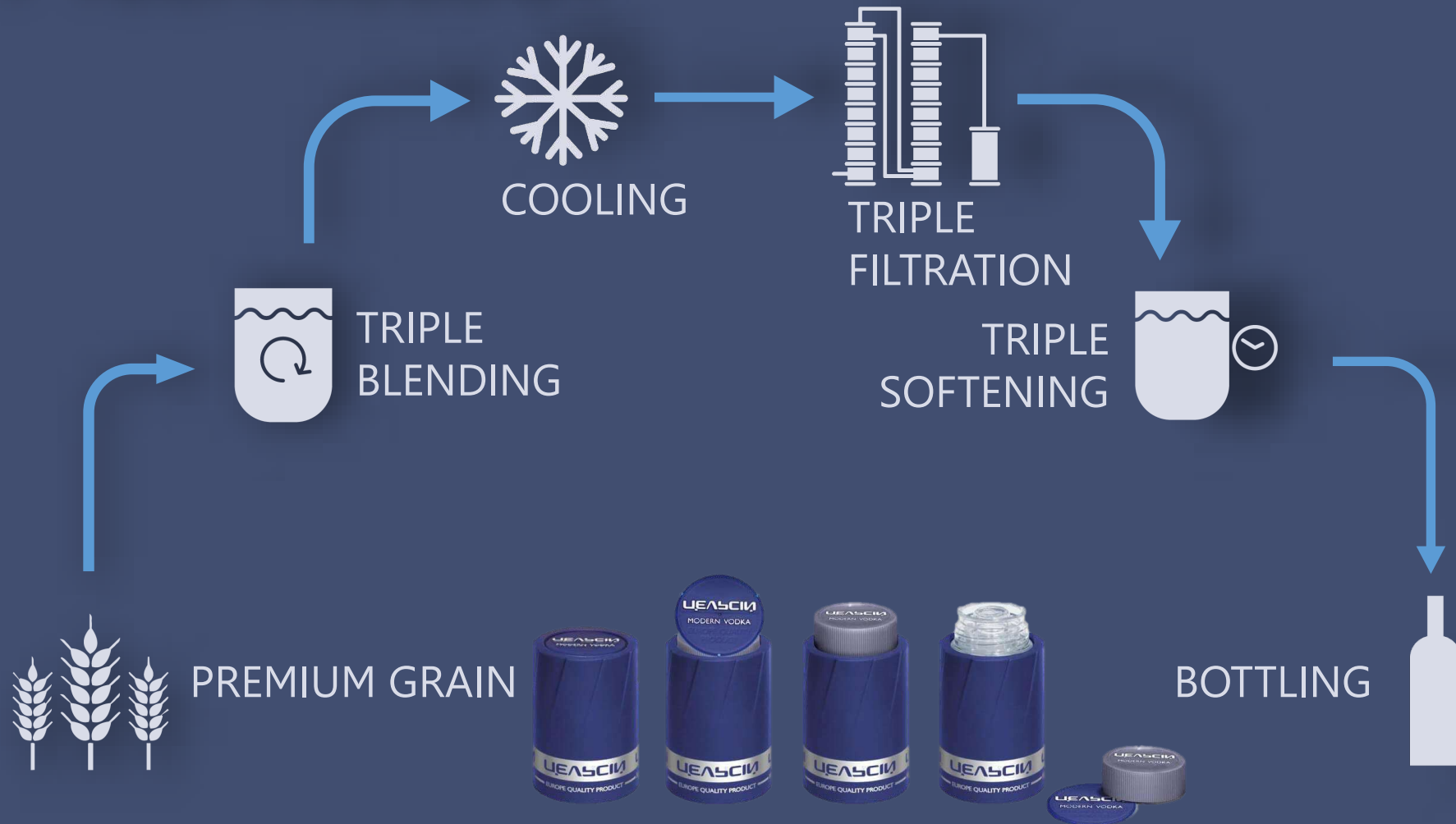
40%



1,00 L

LEMON
GREEN APPLE
ORANGE
LEMON GIFT BOX
GREEN APPLE GIFT BOX
ORANGE GIFT BOX

TRINITY TECHNOLOGY



USP



TRIPLE
BLENDING



TRIPLE
SOFTENING



TRIPLE
FILTRATION



The only vodka that really
was in outer space



To create the sharp-cut edges of
Celsius bottle we sought
inspiration in sports cars' shape



Unique flavoured
vodka recipes



OXYGEN
ium

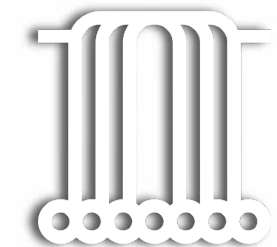
AIR PROCESSED VODKA



Unique standing
out bottle shape



Oxygen-saturated
vodka



Falling down from three-
meter height vodkafall

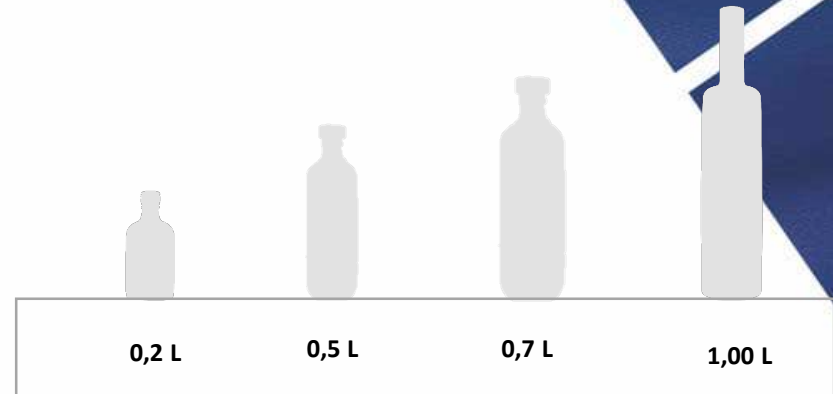
OXYGENIUM RANGE



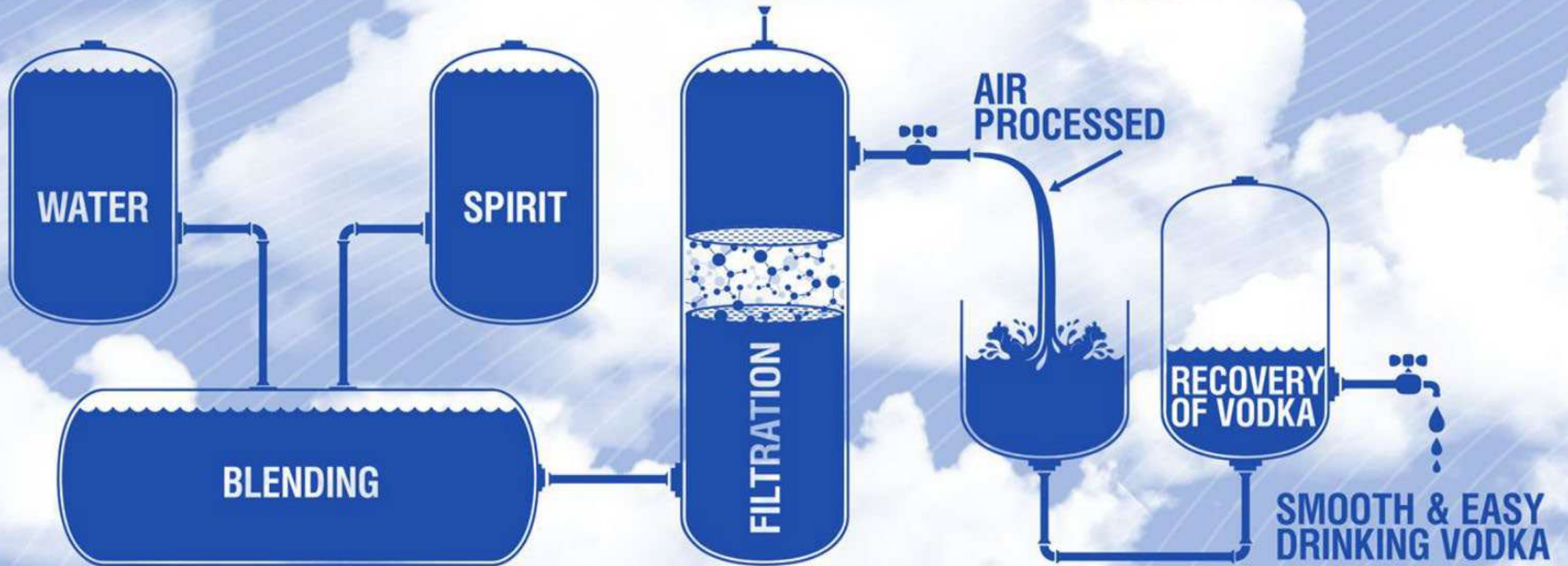
OXYGENIUM



40%



VODKAFALL TECHNOLOGY



USP



Bottle shape reminds an oxygen cylinder + ventil-type cap create unique proposition

The only vodka softened by air

Aroma of linden and black-currant, slight herbal tones



RADA
PREMIUM

RA
DA
PREMIUM

CLASSIC

VODKA
0,7L
40% vol

**MEET
THE WORLD**

PREMIUM RANGE



0,7 L.



0,7 L.



0,7 L.



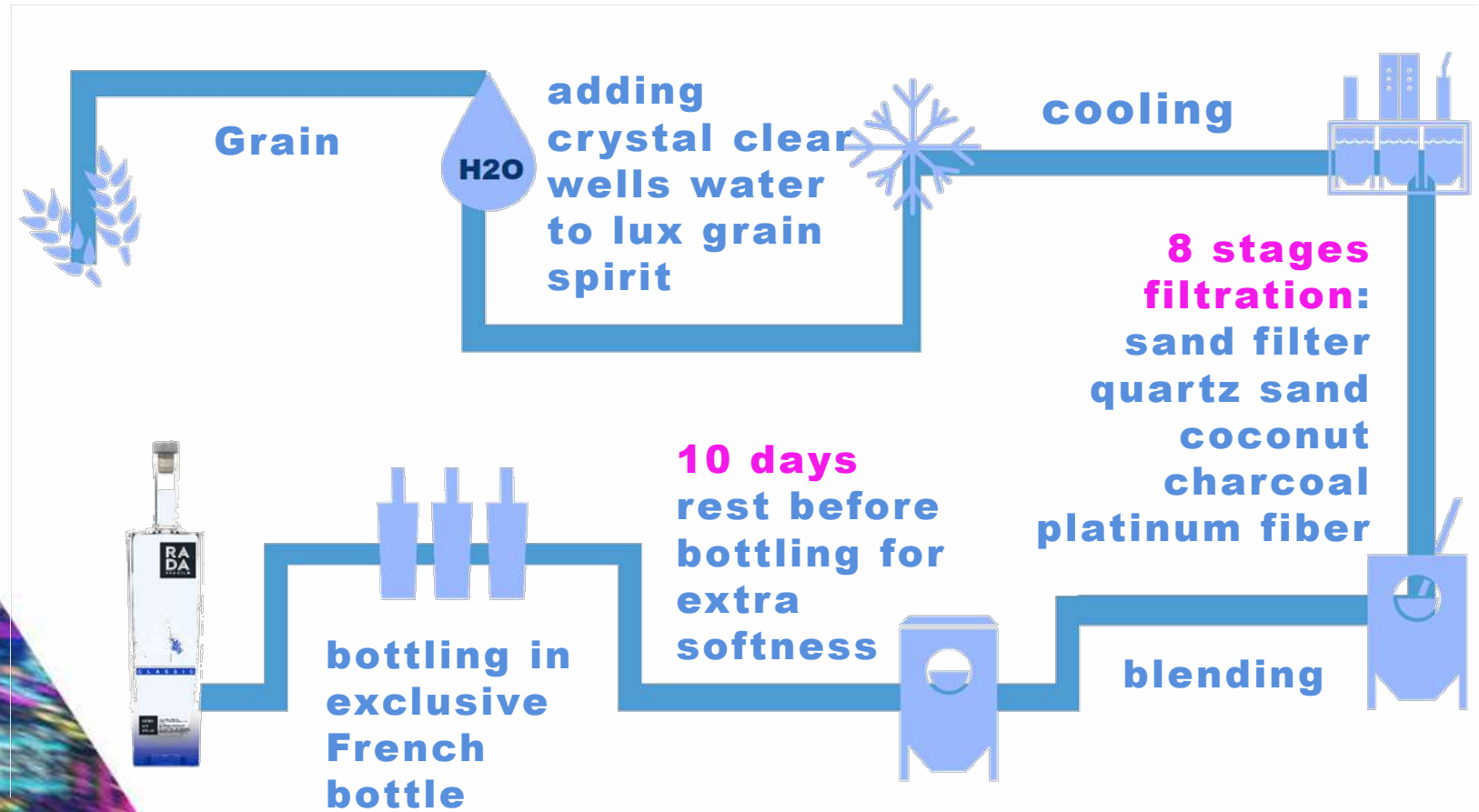
40%

0,7 L

RESPECT
SPECIAL
CLASSIC



PREMIUM TECHNOLOGY



USP



Premium class
product for vodka experts

Beautiful French
bottle of elegant shape

Created for those who love freedom and traveling,
who are **open to modern and progressive world**



Rynki Alkoholowe, 2022 Gold Medal



Rynki Alkoholowe, 2021 Gold Medal



Warsaw Spirits Competition



NIKITA
CORN
VODKA

NIKITA VODKA



We believe that in real vodka should be nothing superfluous. No sugar, glucose, gluten or other additives



We did hundreds of researches related to raw materials, organoleptic properties of alcohol, water election, and only now, we have managed to create this unique vodka.



There is nothing superfluous in it - only 100% corn spirit of the highest quality and well prepared pure artesian water from a 100-meter horizon.



Each batch of vodka is under laboratory and organoleptic control.

CORN RANGE



CORN RANGE



40%



0,1 L



0,5 L



0,7 L



1,00 L



1,75 L

USP

NIKITA VODKA



- ✓ 100% CORN ALCOHOL OF CLASS "LUX"
- ✓ SPECIALLY PREPARED ARTESIAN WATER
- ✗ NO GMO
- ✗ NO SUGAR
- ✗ NO GLUTEN
- ✗ NO GLUCOSE, ACIDS, INFUSIONS, SYRUP



Warsaw Spirits Competition, 2021

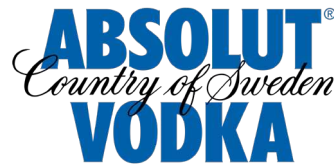
PRICE POSITIONING



SUPER-
PREMIUM



NIKITA
CORN
VODKA



PREMIUM

HARVEST
DAY



STANDARD



FLAVOURED

