

SOLERA
BEVERAGE GROUP

Introduction

- An independent import, marketing, sales, distribution and Travel Retail group of companies
- Operating since 2002
- Well respected and experienced within the beverage industry
- A focus on a mix of product specialists and marketing expertise. Perfect for building international brands.



Our Vision

**“WE ASPIRE TO BECOME THE LEADING
ALCOHOLIC BEVERAGE PARTNER IN THE
NORDIC MARKET.”**

Our Mission

**“ESTABLISH A NORDIC BUSINESS
STRUCTURE THAT IS CAPABLE OF
DELIVERING GREATER VALUE TO OUR
PARTNERS, CUSTOMERS AND OTHERS.”**



Solera Companies



NORWAY



SWEDEN

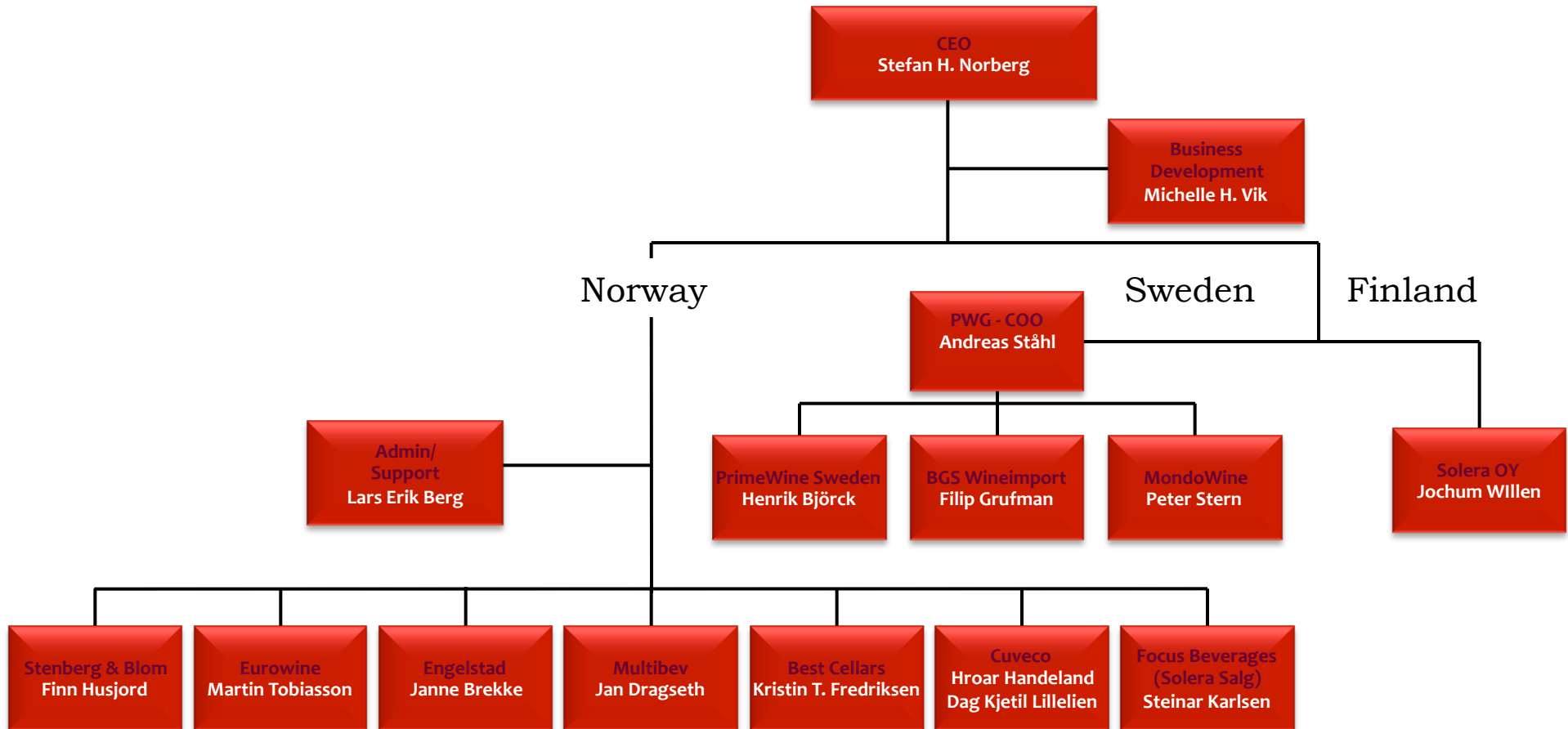


FINLAND

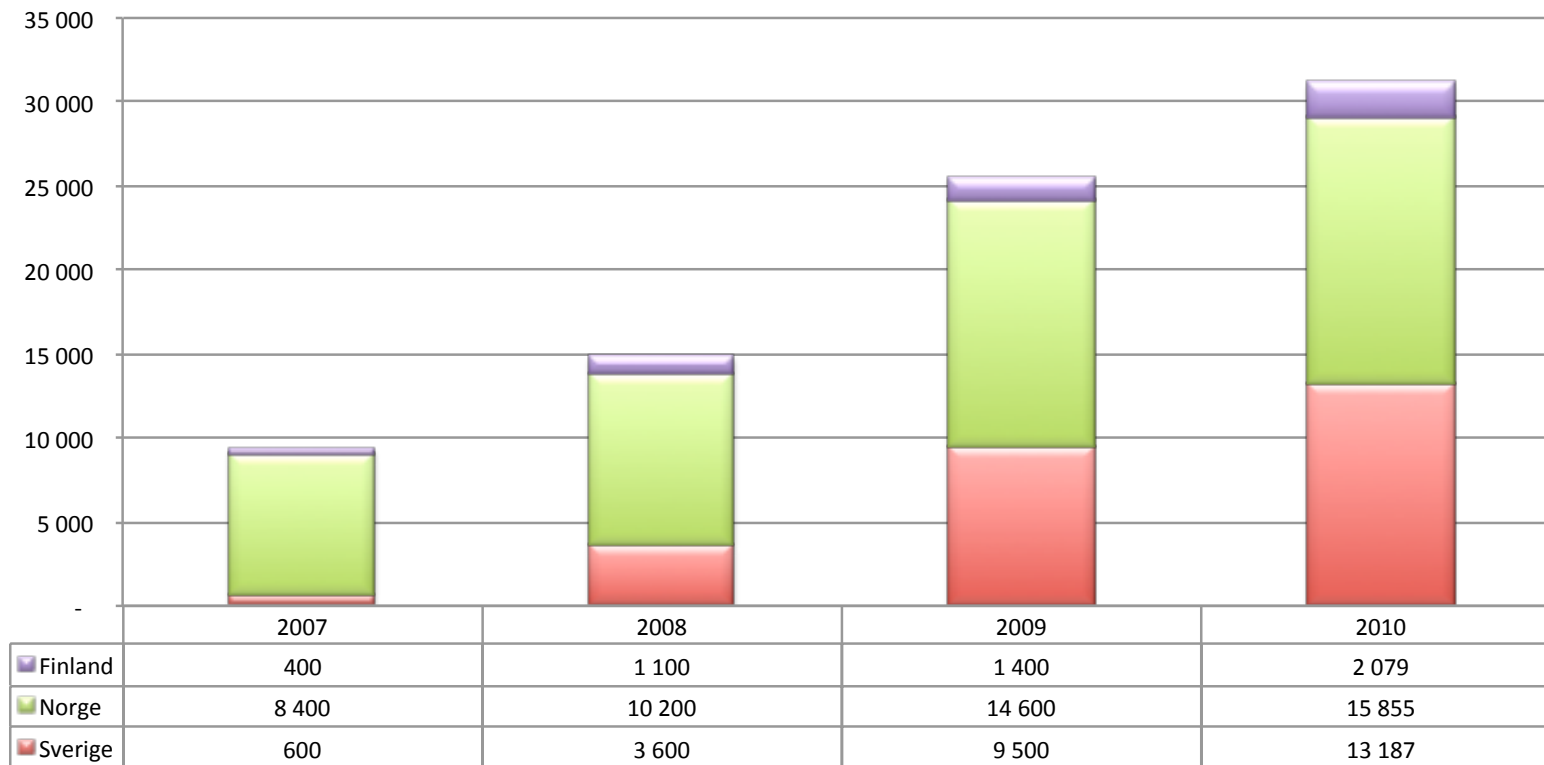


TRAVEL RETAIL

Organisation Solera



Volumes



*thousand litres

Solera in Norway

How we work - Norway

Support
Business development
Admin/HR
Market Intelligence
Projects

Cuveco

- Logistics
- Finance

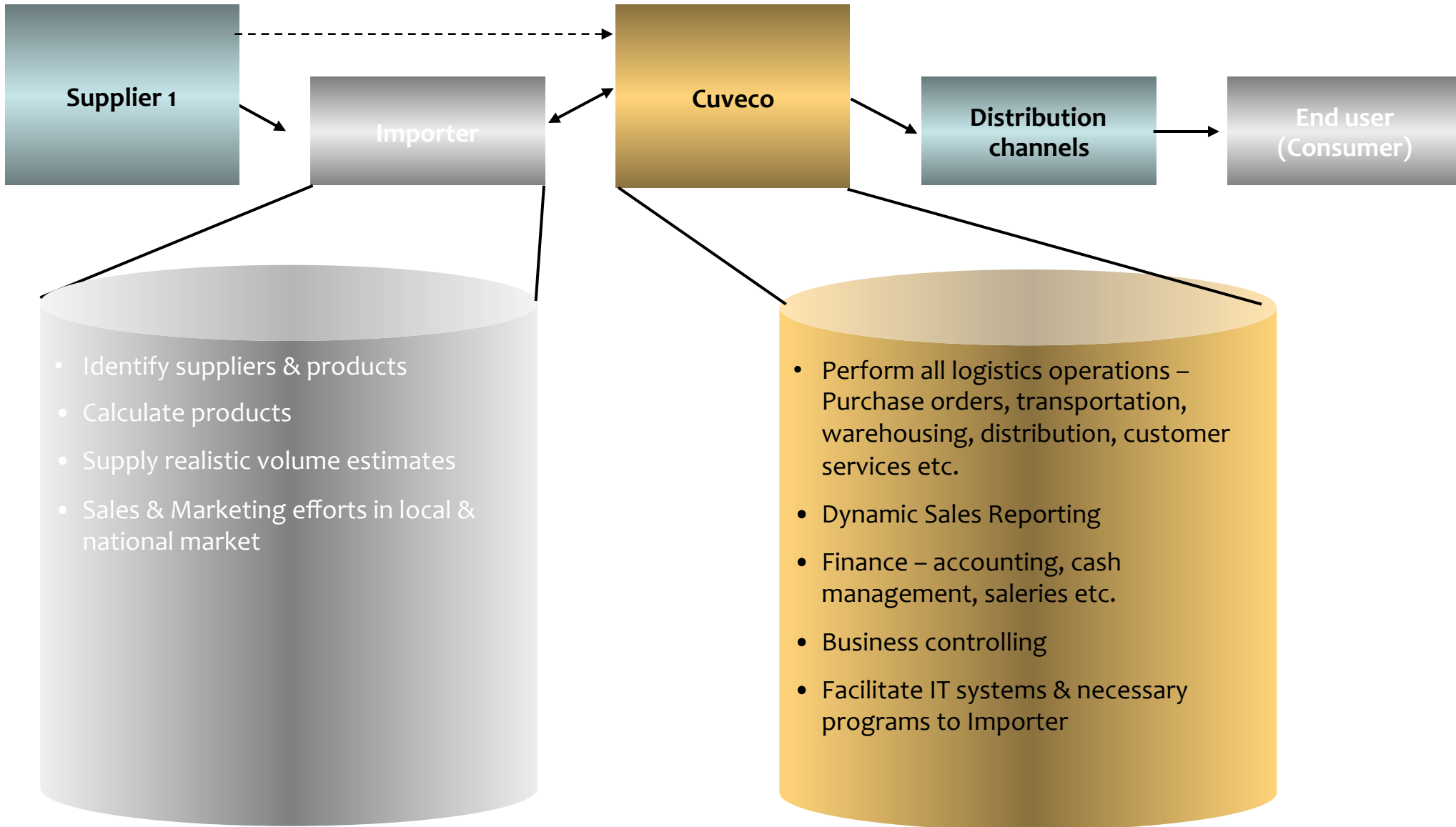
Import Companies

- Supplier/producer relations
- Product Development
- Marketing
- Price negotiations
- Vinmonopolet
 - ✓ Opportunity
 - ✓ Relationship management

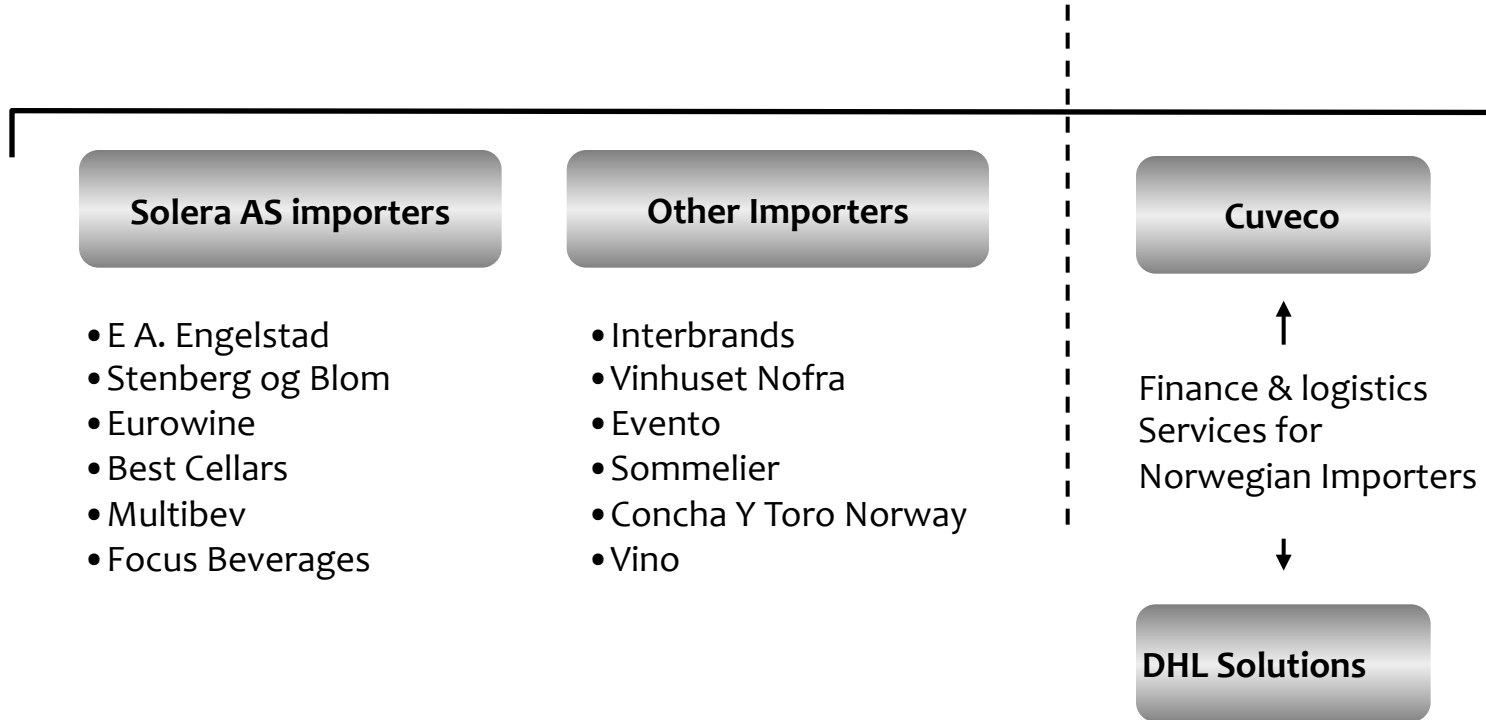
Focus Beverages
(HoReCa sales team)

- HoReCa (Hotels; Restuarants; Catering)
- Customer relations
 - Wholesaler relations

Our value chain



Who we work with & how...

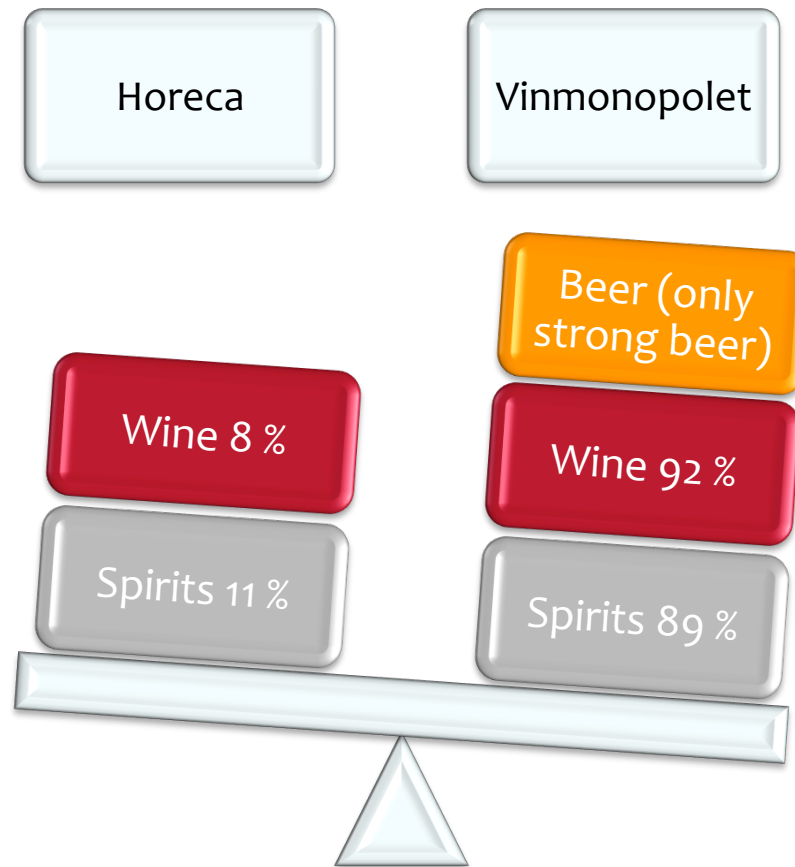


Volumes 2010

20+ million litres

The Norwegian Market

On/off-trade – share of market



Solera vs other leading groups Vinmonopolet (total sales)

Arcus	
Arcus Wine Brands AS	5,097,456
Arcus AS	4,119,262
Vinordia AS	2,381,598
Symposium Wines AS	83,816
Total	11,682,131

Solera	
Stenberg & Blom AS	3,203,295
Engelstad Vin og Brennevin	3,070,895
Eurowine AS	2,166,280
Best Cellars AS	1,588,771
Multibev AS	49,248
Total	10,078,489

Altia	
Best Buys International AS	2,175,652
Interbev AS	1,290,371
Bibendum AS	872,182
Strøm AS	1,400,387
Total	5,738,593

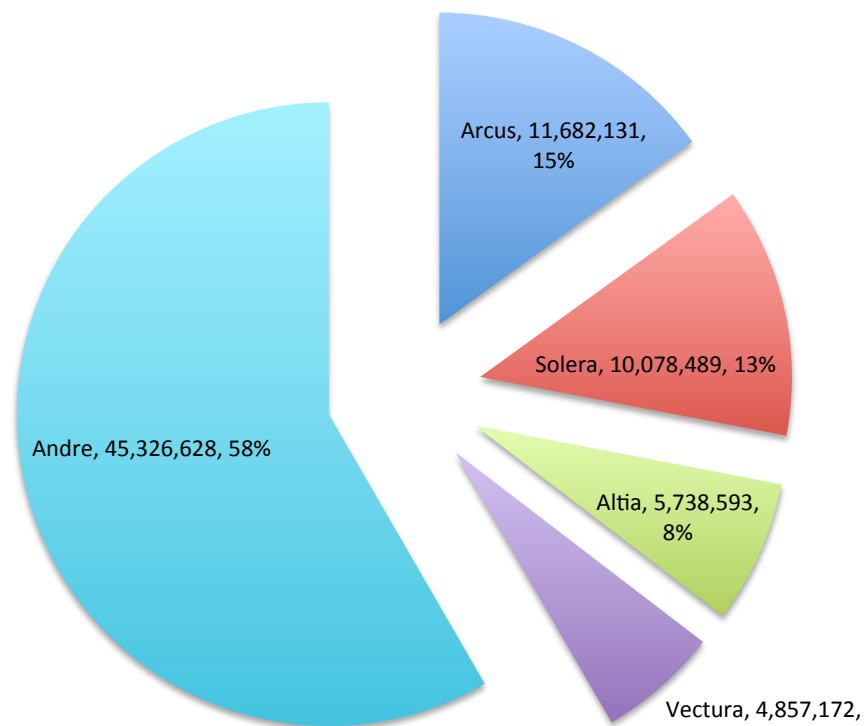
Vectura AS **4,857,172**

Andre **45,326,628**

Grand Total **77,683,013**

Arcus	11,682,131
Solera	10,078,489
Altia	5,738,593
Vectura	4,857,172
Andre	45,326,628

Vinmonopolet 2010 Liter



Solera vs other leading groups Vinmonopolet (wine sales)

Arcus

Arcus Wine Brands AS	5,002,342
Vinordia AS	2,379,533
Symposium Wines AS	83,371
Total	7,465,246

Solera

Stenberg & Blom AS	2,982,622
Engelstad Vin og Brenn	2,803,990
Eurowine AS	2,112,299
Best Cellars AS	1,586,774
Multibev AS	30,918
Total	9,516,603

Altia

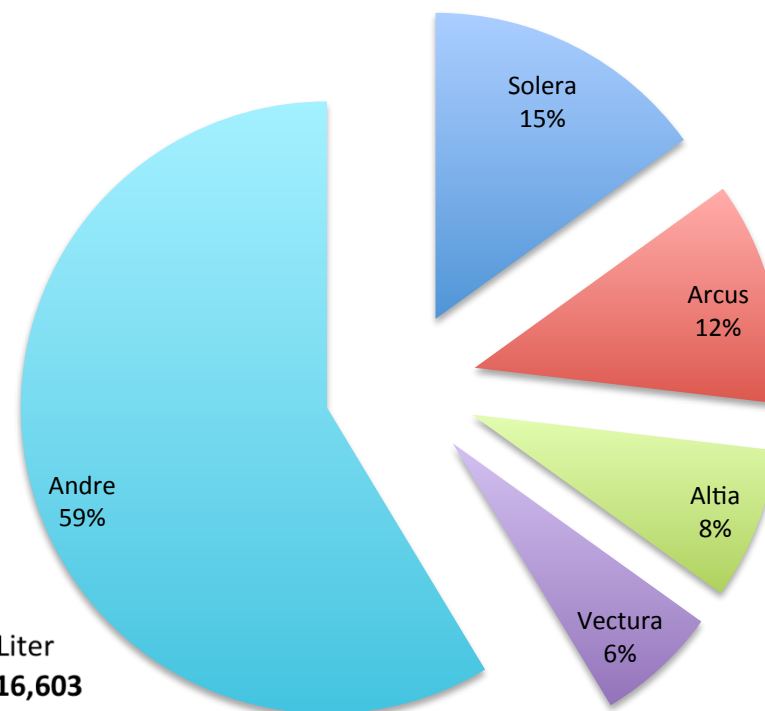
Best Buys International	2,173,410
Strøm AS	1,386,612
Bibendum AS	852,019
Interbev AS	666,402
Total	5,078,442

Vectura AS 4,081,596

Svakvin 63,207,192

Solera	9,516,603
Arcus	7,465,246
Altia	5,078,442
Vectura	4,081,596
Andre	37,065,305

Vinmonopolet svakvin 2010 Liter



2010 Liter