MARKET OVERVIEW SPICES

MAT LY-1: 2016 MAY – 2017 APR

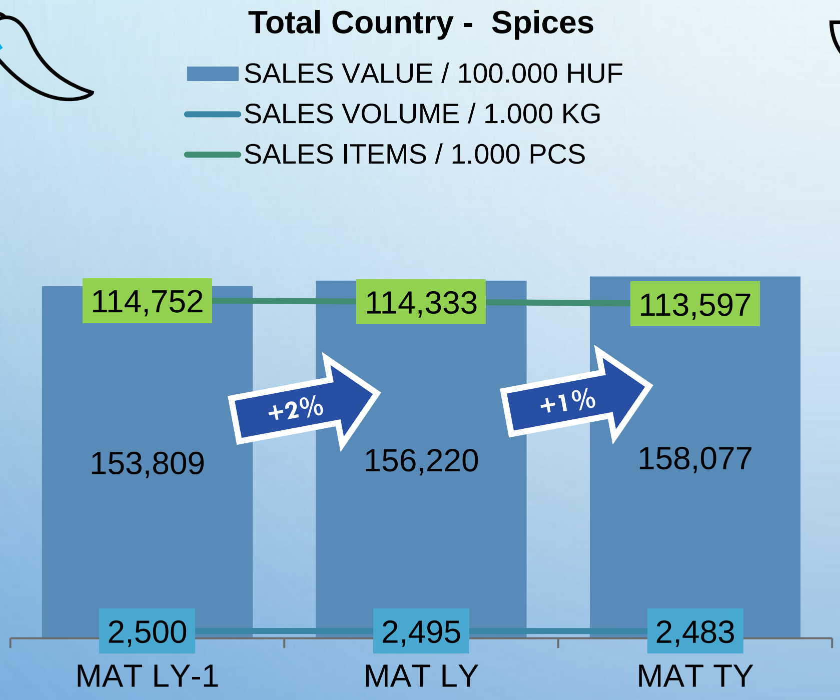
MAT LY: 2017 MAY – 2018 APR

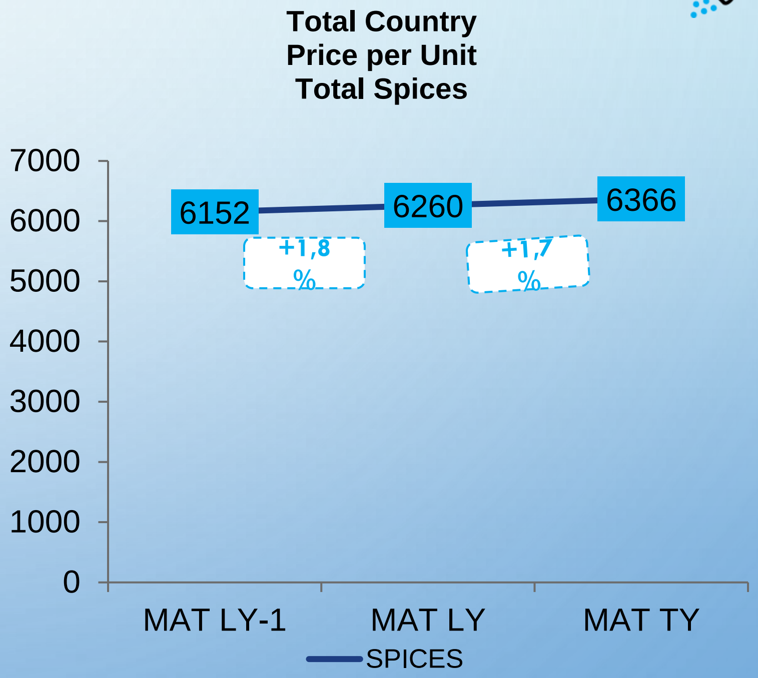
MAT TY: 2018 MAY – 2019 APR

AGENDA

- Market Overview
- Category performance
- Segment trends & performance
- Manufacturers' and brands' performance
- Summary

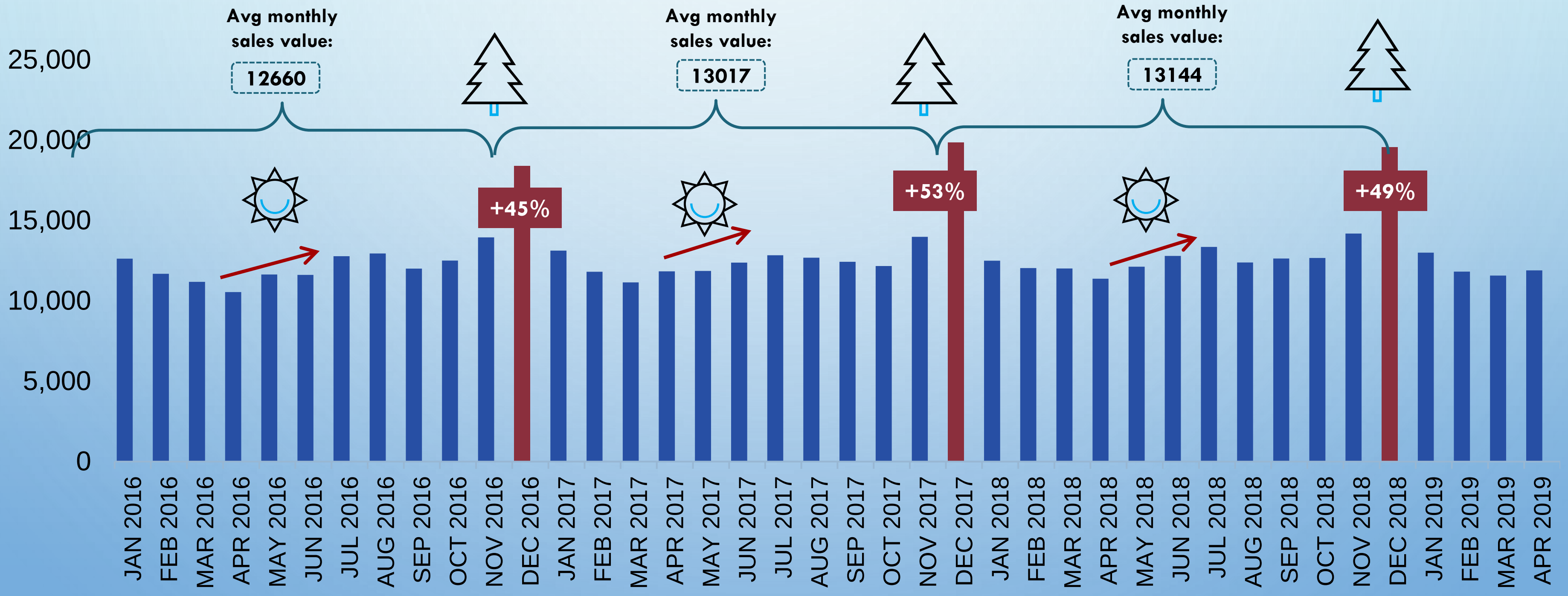
THE CATEGORY COULD MAINTAIN ITS VALUE DUE TO INCREASED PRICES



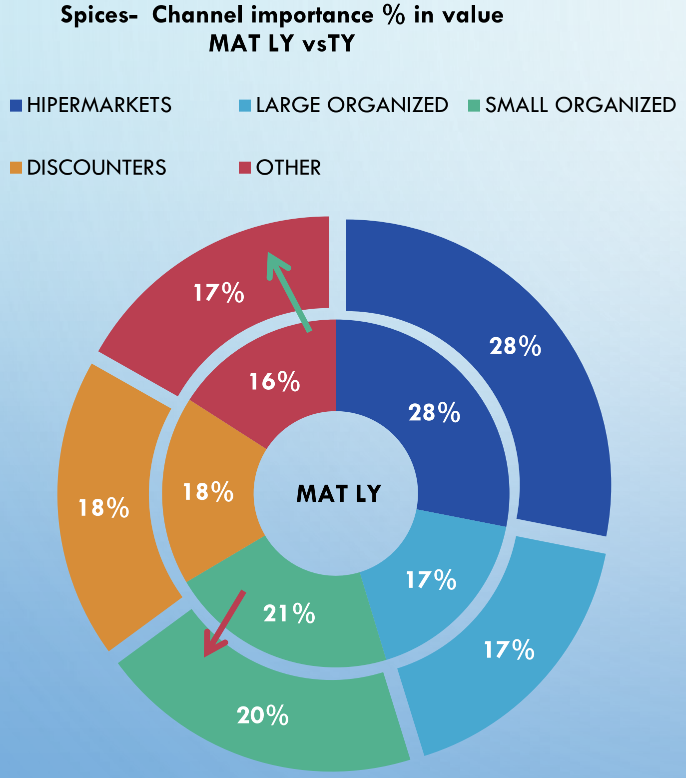


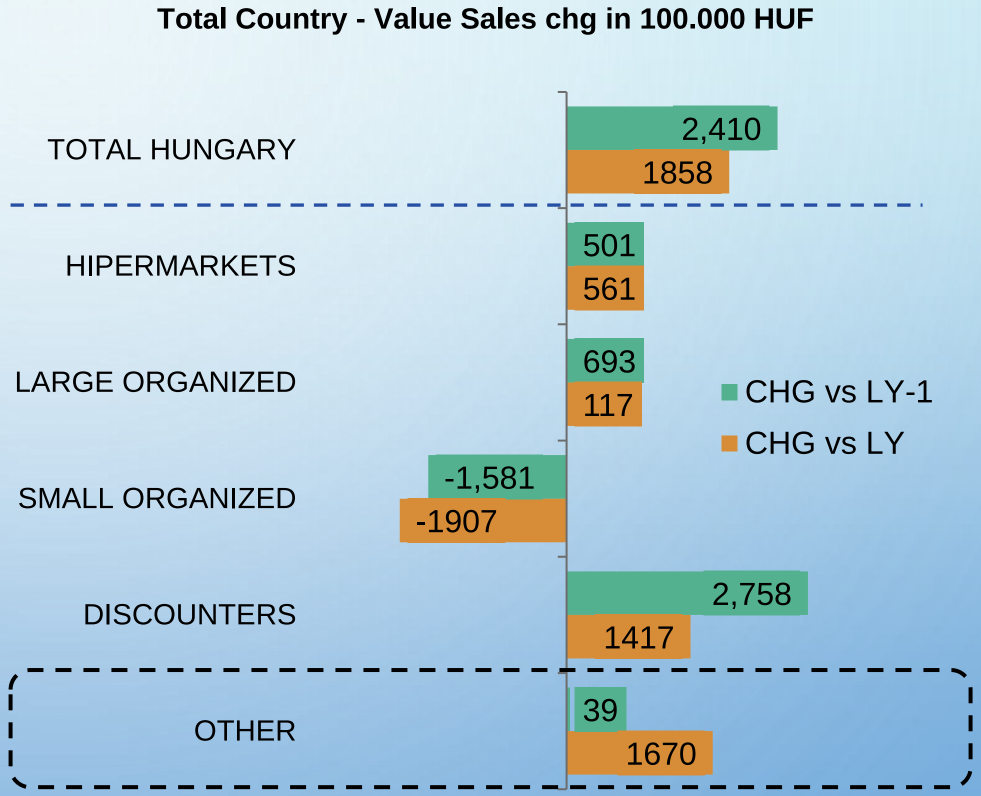
DECEMBER IS THE MOST IMPORTANT SEASON BUT CONSUMPTION INCREASES IN SUMMER AS WELL

Total Country – Sales value in 100.000 HUF
% chg in December compared to the avg yearly sales value in 100.000 HUF

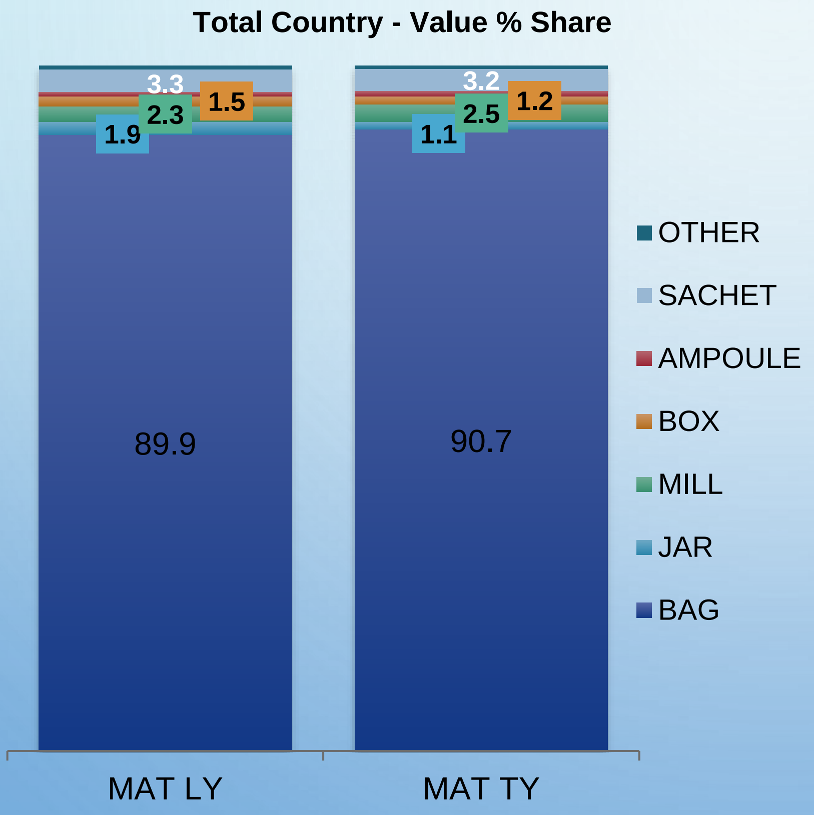


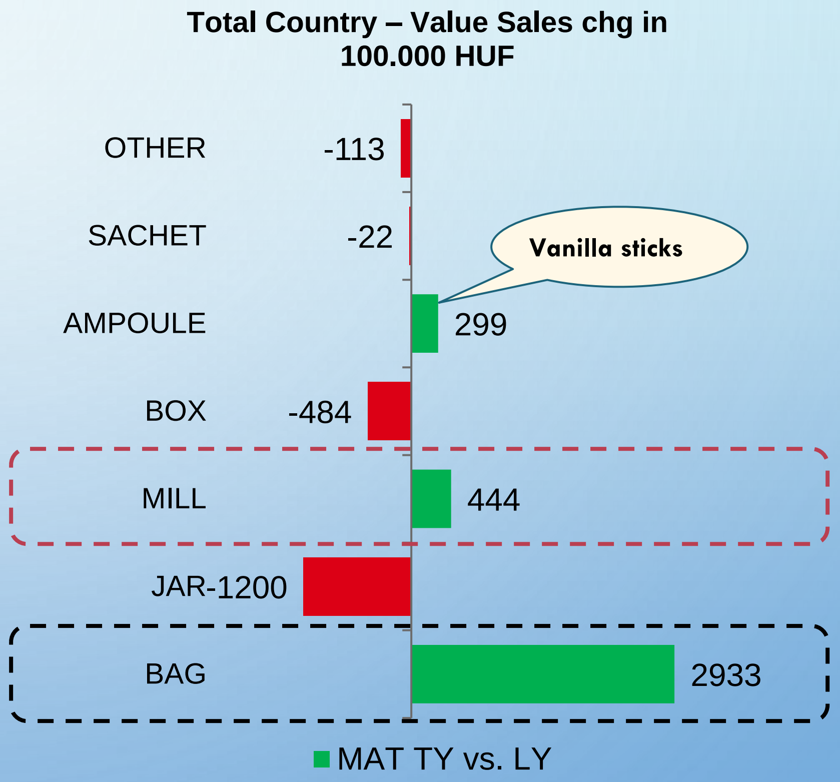
OTHERS AND DISCOUNTERS ARE DRIVING THE GROWTH



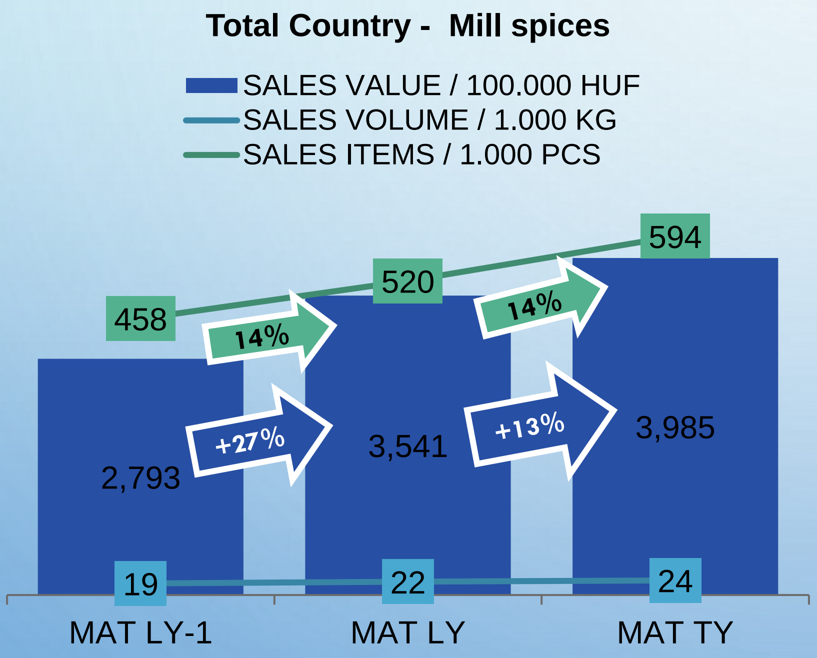


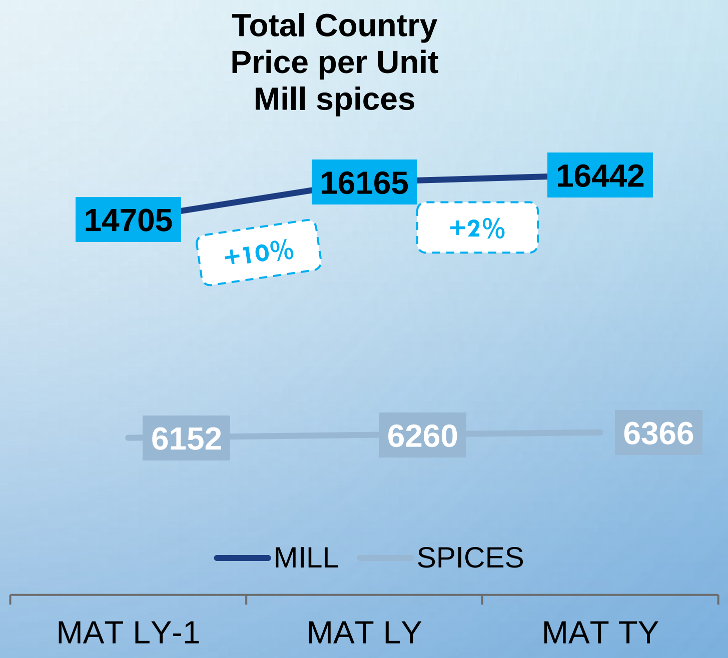
BAG IS THE DOMINANT PACK TYPE BUT SPICE MILLS ARE INCREASING





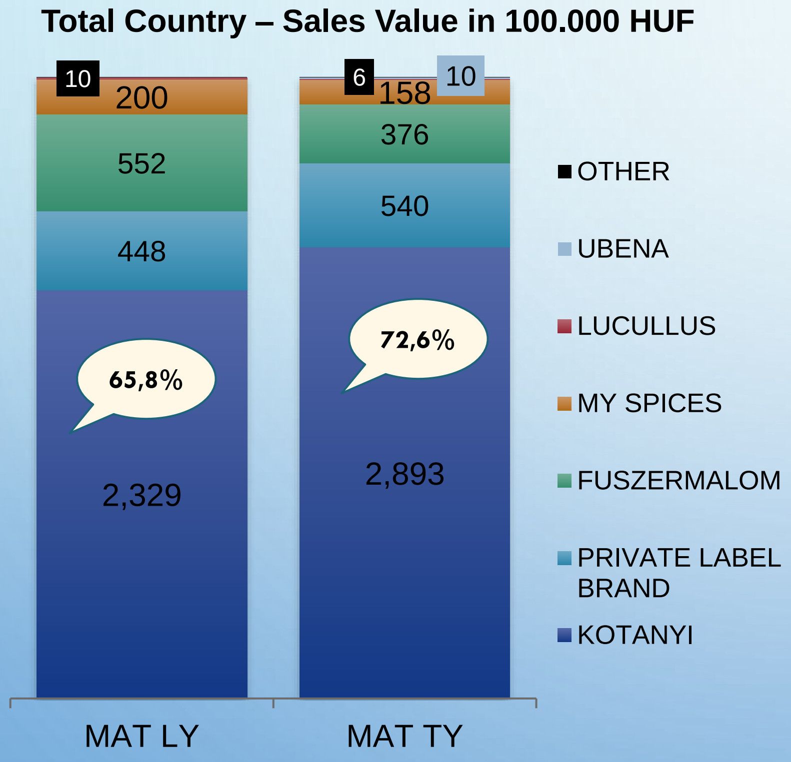
SPICE MILLS ARE MORE POPULAR

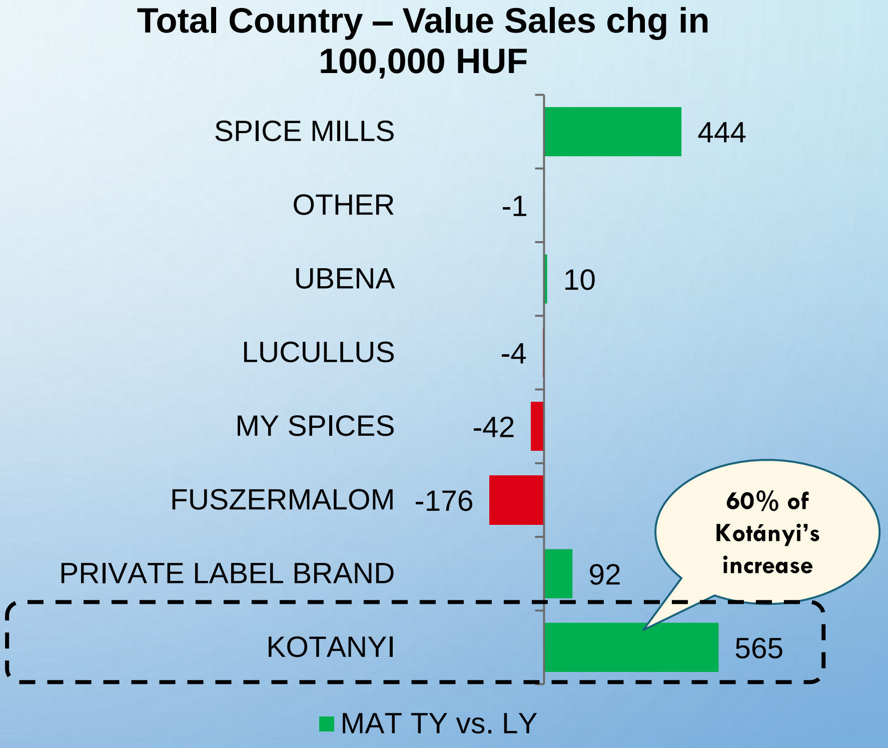




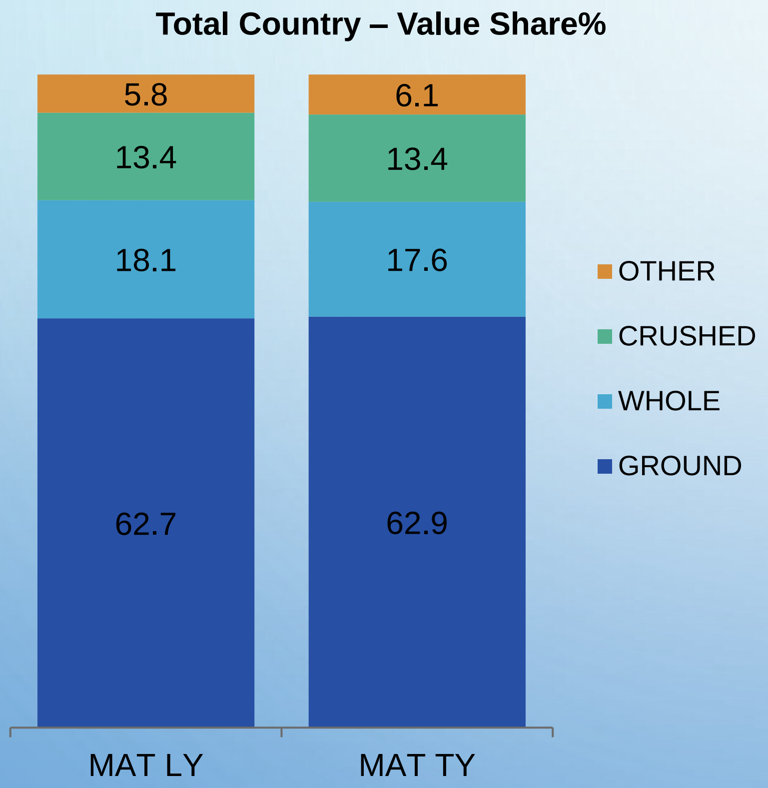
MAT ENDING 2019 MAR

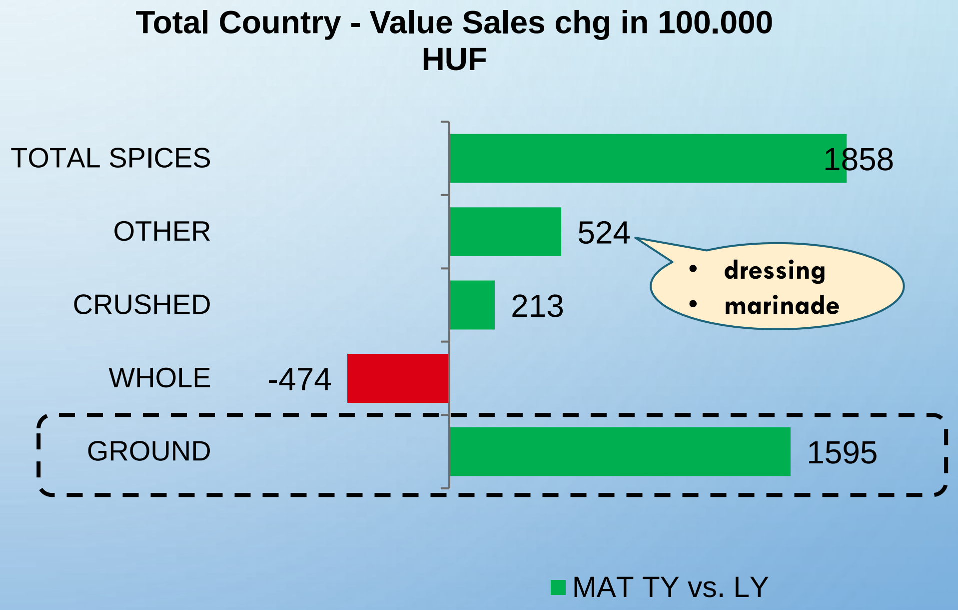
KOTÁNYI DRIVES THE GROWTH OF SPICE MILLS





WHOLE SPICES ARE DECREASING

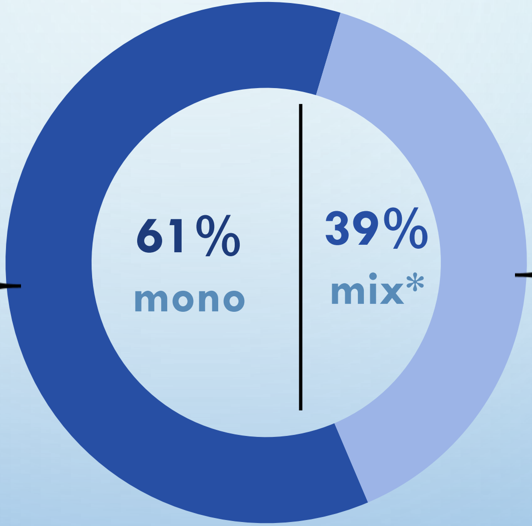




MIXED SPICES ARE MORE FAVOURABLE

Total Country

Value MAT TY (M HUF)	964,2 M
Value CHG vs MAT LY (M HUF)	- 155 M



Total Country

616,6 M	Value MAT TY (M HUF)
+ 341 M	Value CHG vs MAT LY (M HUF)

*including salt & herb mixtures

ONLY GREEN SPICES COULD INCREASE

OTHER MONO

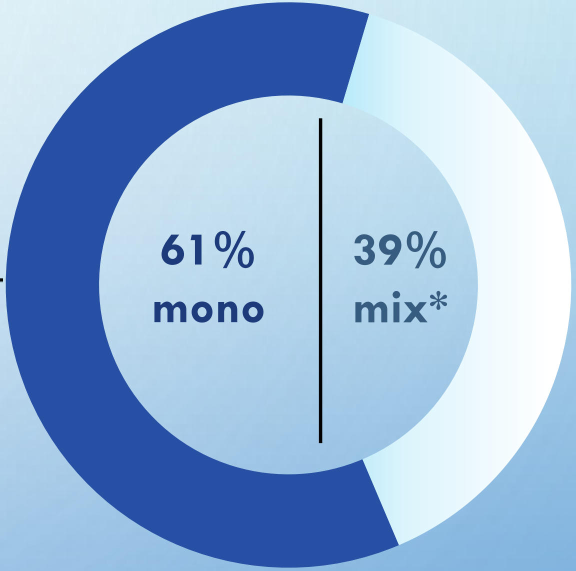
	Value CHG vs MAT LY (M HUF)	Value Share MAT TY – total spices
OTHER MONO	- 174 M	46%

Total Country

Total Country

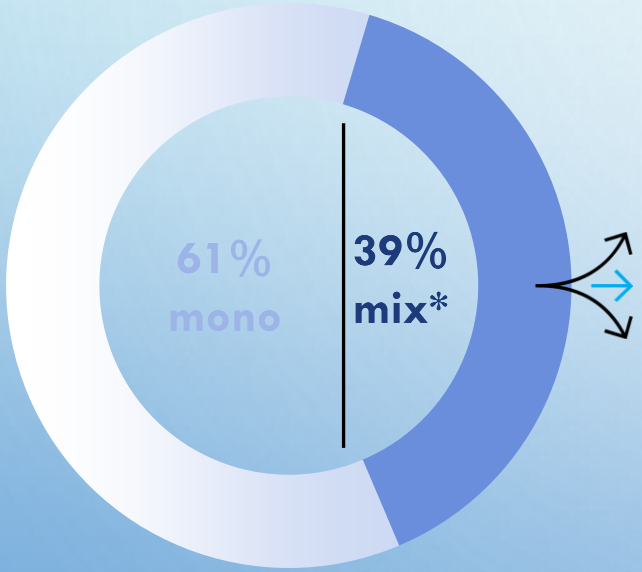
GREEN MONO

	Value CHG vs MAT LY (M HUF)	Value Share MAT TY – total spices
GREEN MONO	+ 19 M	15%



*including salt & herb mixtures

ALMOST ALL MIXES INCREASED

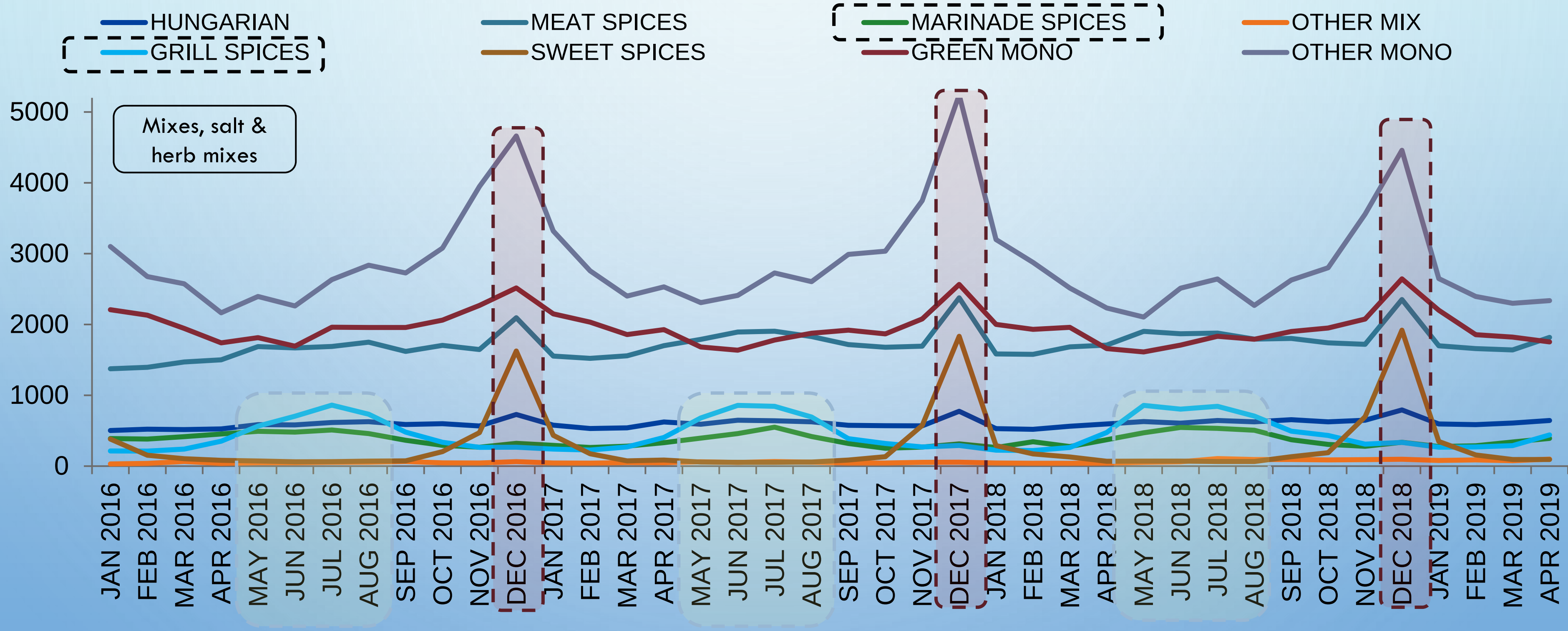


	Total Country -Value Share MAT TY (Total spices)	Total Country - Value CHG vs MAT LY (100.000 HUF)
Meat spices	14%	439
International	5%	596
Hungarian	5%	459
Grill spices	4%	525
Salad spices	3%	-70
Marinade	3%	416
Sweet spices	2%	393
Garnish spices	2%	220
Other mixes	1%	428

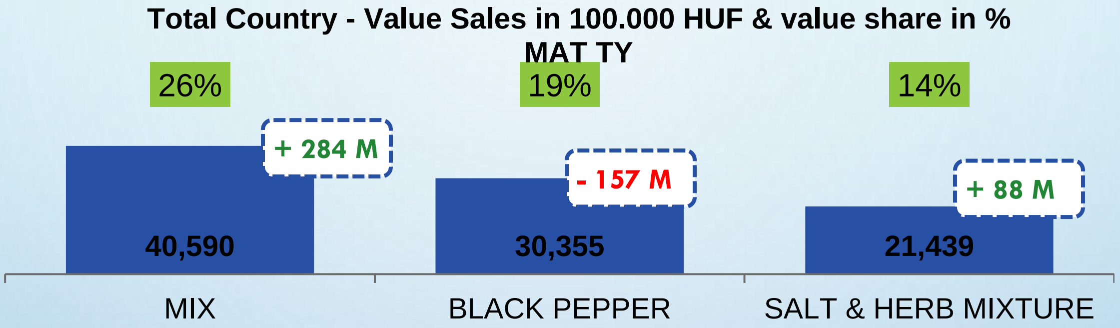
*including salt & herb mixtures

GRILL AND MARINADE SPICES GROW DURING SPRING AND SUMMER

Total Country – sales value of spice types in 100.000 HUF



ABOVE MIXES BLACK PEPPER IS THE MOST BOUGHT SPICE



MOST INCREASING TOP SPICES - SALES VALUE (M HUF) & VALUE SHARE MAT TY %

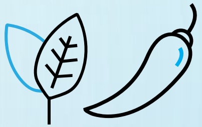
Spice	Share (%)	Sales value vs LY
Garlic	4%	+ 43,7 M
Parsley	2%	+ 34,9 M
Tarragon	2%	+ 17,1 M
Lemon Zest	1%	+ 23,2 M

MOST DESCREASING TOP SPICES - SALES VALUE (M HUF) & VALUE SHARE MAT TY %

Spice	Share (%)	Sales value vs LY
Caraway	4%	- 42,7 M
Marjoram	2%	- 31,7 M
White pepper	2%	- 46,7 M
Ginger	1 %	-12,9 M

MOST GROWING MONO SPICES DURING SEASONS

MUSTARD IS A SUMMER SPICE WHILE VANILLA IS BOUGHT MOSTLY IN DECEMBER

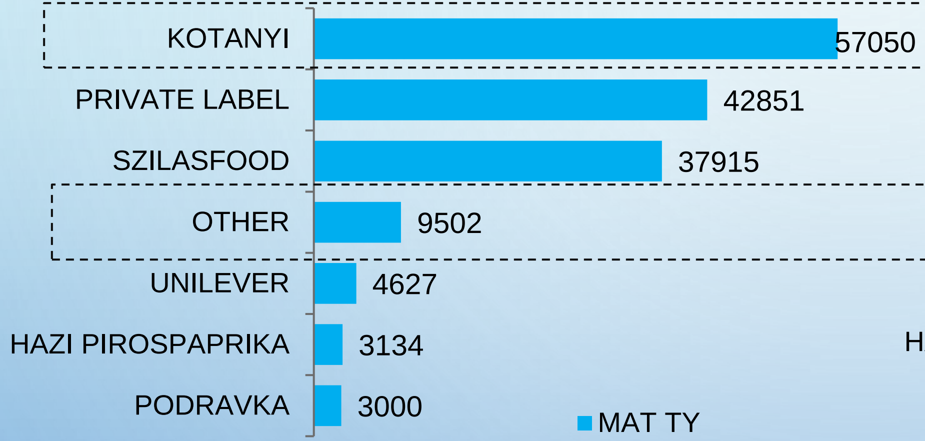


Total Country – Sales value CHG in % compared to the yearly average sales value in 2018

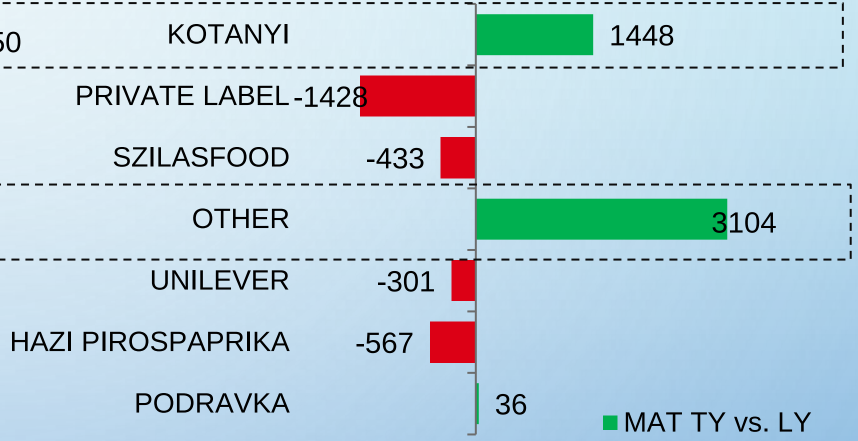
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Black Pepper		2%	-5%	-18%	-20%	-8%	-3%	-18%	-6%	-3%	17%	53%
White Pepper		4%	11%	-10%	-17%	-10%	-7%	-10%	-6%	-8%	4%	45%
Mixed pepper		-6%	12%	-17%	-14%	-19%	6%	-13%	0%	2%	-3%	38%
Cinnamon		-10%	-19%	-31%	-32%	-14%	-12%	1%	3%	9%	41%	78%
Vanilla		-79%	28%	15%	-59%	9%	-59%	-71%	-72%	-38%	48%	272%
Tarragon		1%	12%	-15%	-15%	-16%	-12%	-15%	7%	8%	5%	35%
Clove		-33%	-40%	-49%	-42%	-4%	-15%	-6%	-13%	-1%	43%	169%
Lemon Zest		-27%	-7%	-43%	-36%	-32%	-31%	-29%	-33%	-10%	69%	214%
Caraway		10%	-5%	-16%	-23%	-19%	-13%	-18%	-4%	5%	19%	43%
Nutmeg		3%	0%	-28%	-29%	-26%	-20%	-25%	-16%	10%	32%	74%
Mustard		-58%	-56%	-62%	-53%	63%	166%	75%	60%	-16%	-36%	-44%
Majorjam		8%	0%	-17%	-21%	-18%	-23%	-22%	-17%	-2%	22%	67%

KOTÁNYI IS THE LEADER BUT NEW ENTRANTS ARE INCREASING DYNAMICALLY

Total Country - Value sales in 100.000 HUF



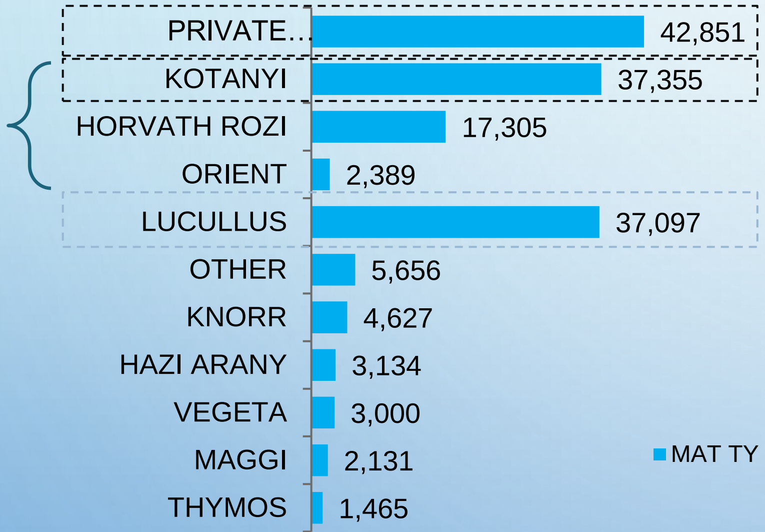
Total Country - Value Sales chg in 100.000 HUF



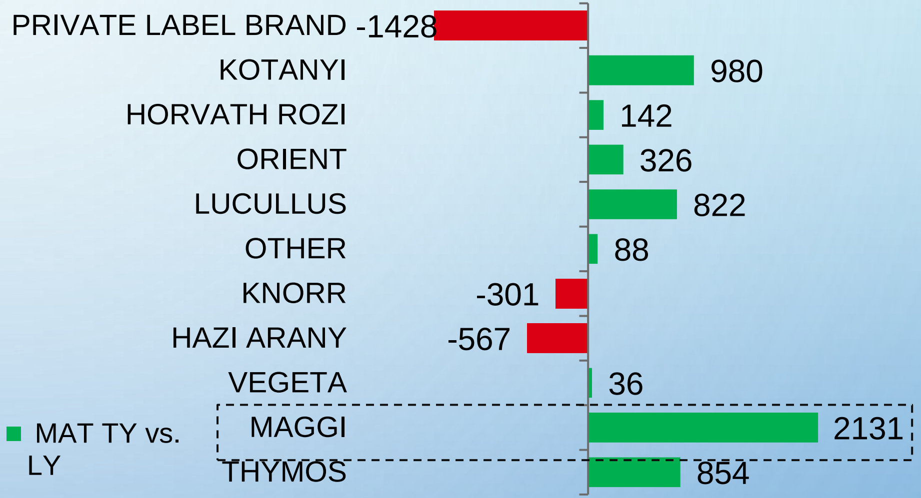
	Value CHG vs LY in 100.000 HUF	Value Share
Nestlé	+ 2131	1 %
THYMOS	+ 886	1 %

MAGGI DRIVES THE GROWTH OF THE CATEGORY

Total Country - Value Sales in 100.000 HUF

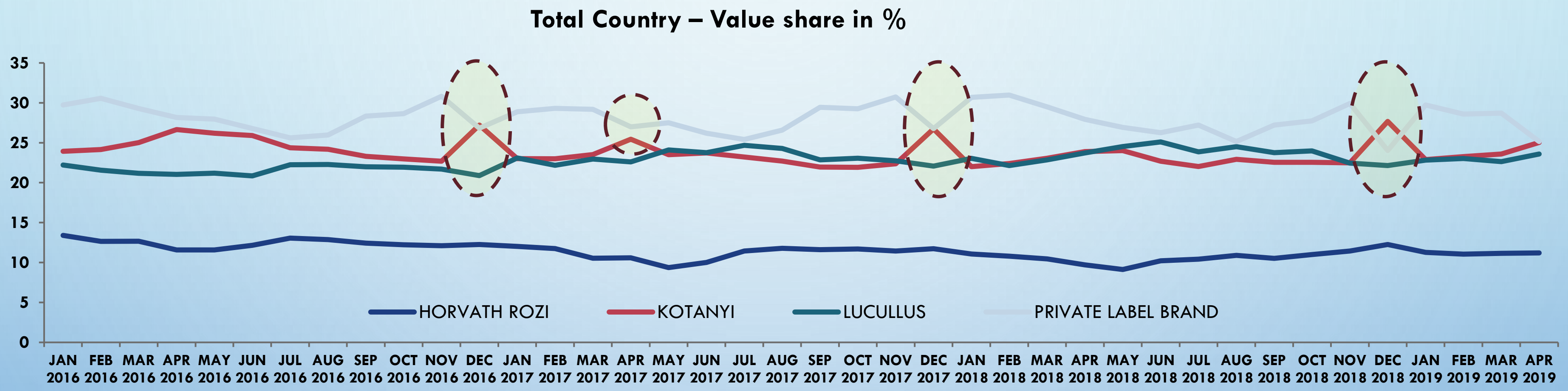


Total Country – Value sales chg in 100.000 HUF



	Value CHG vs LY in 100.000 HUF	Value Share
Maggi	+ 2131	1 %
THYMOS	+ 854	1 %

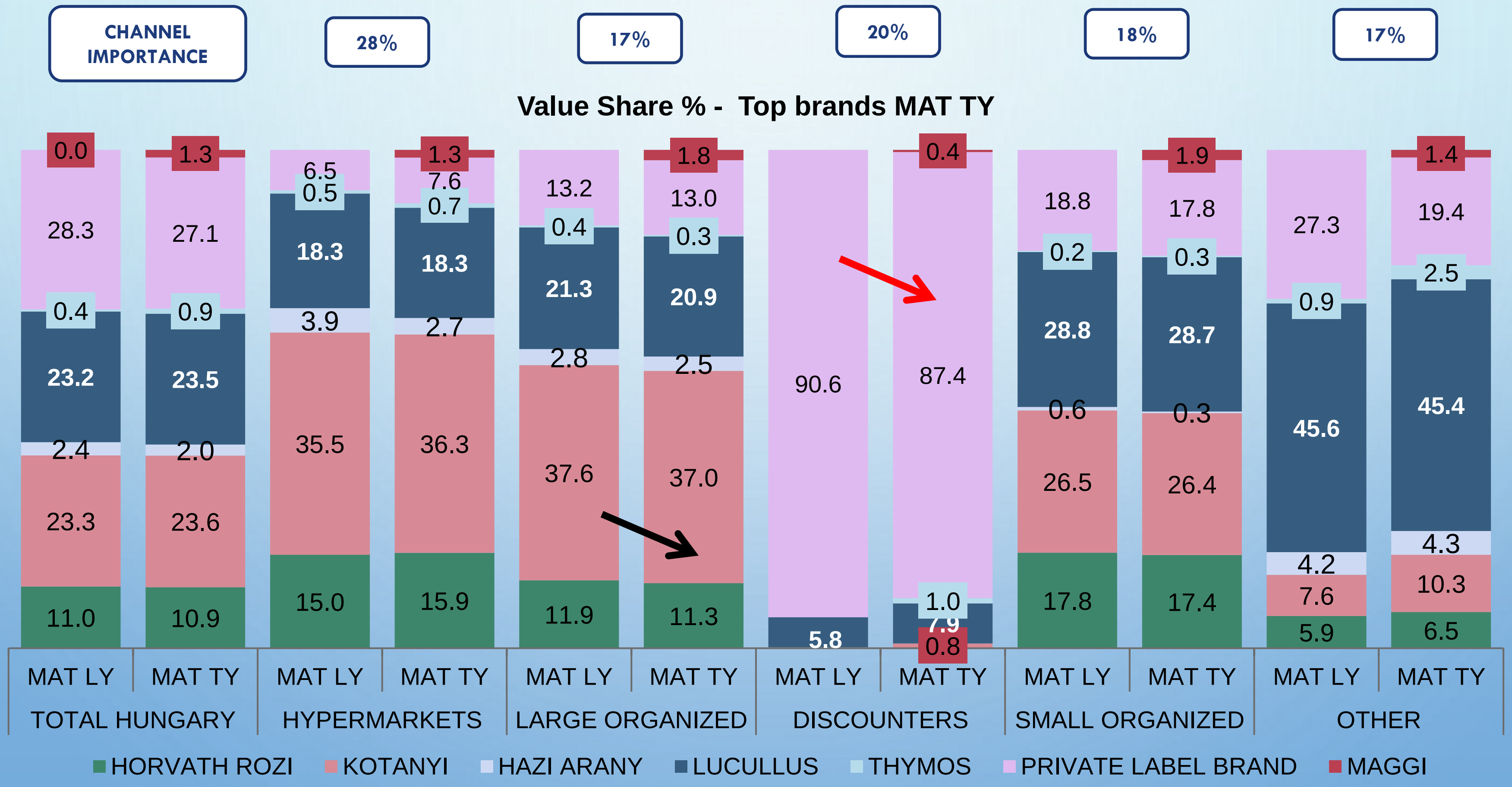
WHEN KOTÁNYI INCREASES PLS DECREASE



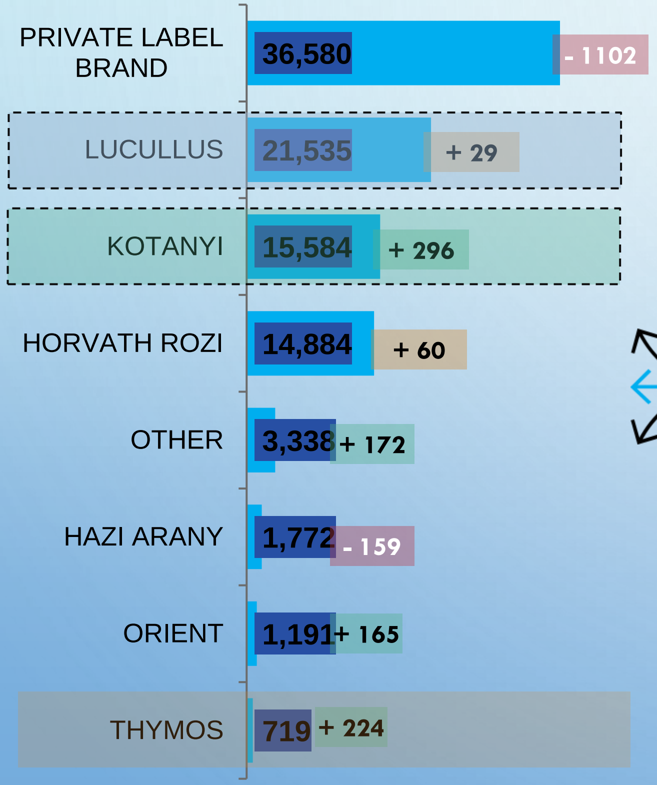
Total Country – Price per Unit CHG in % based on average yearly PPU in December

Horváth Rozi	+9%	+6%	+2%
Kotányi	+4%	-1%	-2%
Lucullus	+3%	+3%	+4%
Private Label	+9%	+1%	+1%

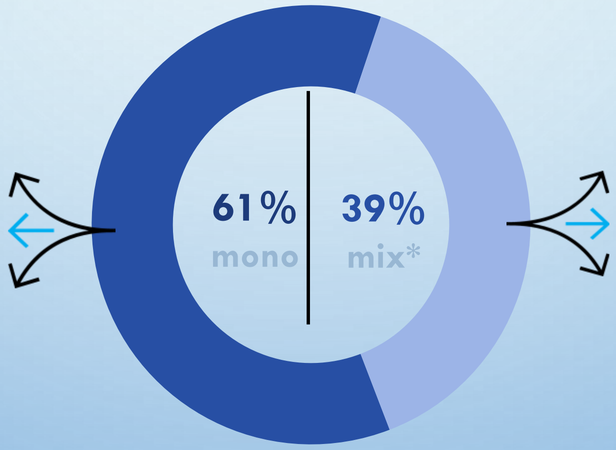
PLS ARE LOSING IMPORTANCE EVEN IN DISCOUNTERS



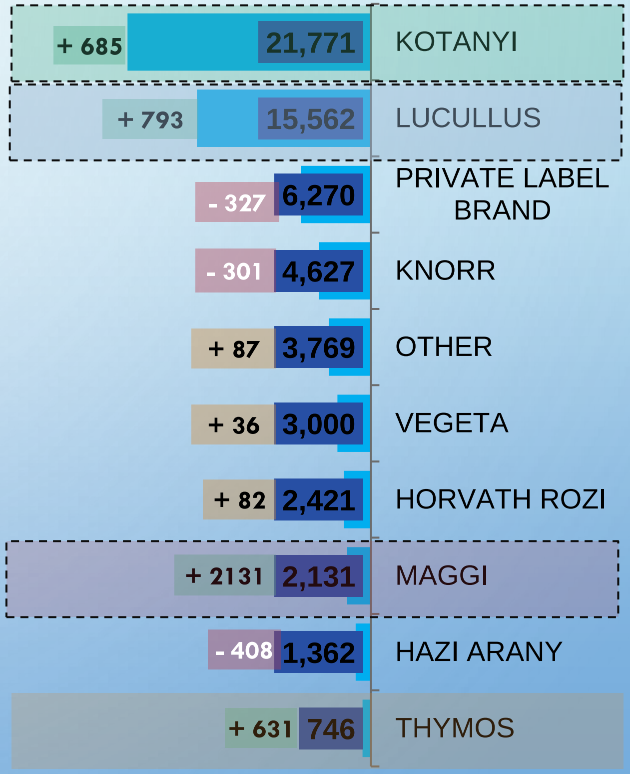
Total Country – Value sales in 100.000 HUF - MAT TY & CHG vs MAT LY



TOP Brands



Total Country – Value sales in 100.000 HUF – MAT TY & CHG vs MAT LY



*including salt & herb mixtures

FOCUSING MORE ON MIXES COULD INCREASE SALES

KOTÁNYI 1881

Value share of mixes in portfolio in %

MAT LY-1	MAT LY	MAT TY
57	58	58

Sales Value CHG vs LY

+ 98 M

Share of mixes of sales value CHG (%)

70%

Total Country

Lucullus

Sales Value CHG vs LY

+ 82,2 M

Share of mixes of sales value CHG (%)

96%

Value share of mixes in portfolio in %

MAT LY-1	MAT LY	MAT TY
39	41	42

Total Country

100% MIX

Maggi

+ 213 M

Horváth Rozi

Value share of mixes in portfolio in %

MAT LY-1	MAT LY	MAT TY
14	14	14

Sales Value CHG vs LY

+ 14,2 M

Share of mixes of sales value CHG (%)

58%

Total Country

THYMOS

Total Country

Sales Value CHG vs LY

+ 85,4 M

Share of mixes of sales value CHG (%)

74%

Value share of mixes in portfolio in %

MAT LY-1	MAT LY	MAT TY
14	19	51

SUMMARY

The **CATEGORY** only could grow in value

SPICES are growing in discounters and others, but hypermarkets hold the highest market importance

DECEMBER is the most important **SEASON** but summer months show a slight increase for some spices

KOTÁNYI is the category leader but new entrants like Maggi and Thymos are increasing rapidly, PLs are losing importance

SPICE MILLS are increasing, **SPICE MIXES** are getting more favorable and focusing on them could boost sales