

WALMARK®



BETTER CHOICES, BETTER HEALTH, BETTER LIVES

ENABLING MORE PEOPLE TO TAKE CHARGE OF THEIR HEALTH.



WALMARK® OVERVIEW

Walmark is the largest independent consumer healthcare company in the CEE region.

- ▶ Largest independent FS and OTC manufacturer in CEE
- ▶ Unique regional growth platform
- ▶ Unparalleled strength in the portfolio and leading market position in key categories
- ▶ 34% higher market share than the nearest competitor

Building on our strengths as we move into a new phase.

WALMARK® +

MID EUROPA
PARTNERS

- ▶ in 2012, Mid Europa Partners , the largest private equity firm in the region, enters into an agreement with Walmark to acquire 50% of its shares
- ▶ In October 2015, Mid Europa Partners increase its stake in Walmark to 100%, buying out the founding Walach family.

(The transaction should be approved by the Office for the Protection of Competition)

VISION

Walmark is the fastest growing CEE Consumer Healthcare company providing Consumers with the best healthcare choices delivered through a culture of innovation & empowerment.



PURPOSE

Enabling *more* people to **take charge** of their health.

HISTORY AND MILESTONES

Walmart is the largest independent consumer healthcare company in the CEE region.



1990

Walmart was founded by the Walach brothers



1994

First food supplements under the Walmart brand



1997

Branch in Romania



2003

GMP – good manufacturing practice certification



2005

Branch in Lithuania



2006

Walmart became the leading manufacturer of FS in CEE; Branch in Bulgaria



2010

Walmart received the entrepreneur of the year award by E&Y



2014

Sinulan brand acquisition; Branch in Estonia



2016

Walmark acquired no.1 CZ&SK probiotics VALOSUN



1993

Branch in Slovakia



1996

International expansion



1999

Branch in Poland



2003

Branch in Hungary



2004

Proenzi brand acquisition



2007

Branch in Latvia



2012

Mid Europa Partners acquires 50% stake in Walmart



2015

Pneumolan brand acquisition, Mid Europa stake leveled to 100%



MANAGEMENT STRUCTURE

Experienced, dedicated and diverse Consumer Healthcare Team of leaders

VISION

“Walmark is the fastest growing CEE Consumer healthcare company providing Consumers with the best healthcare choices delivered through a culture of innovation and empowerment”

PURPOSE

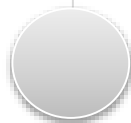
Enabling *more* people to **take charge** of their health.



CEO
Miroslav Slezák



CFO
Eamonn Murphy



CMO



SDD
Robert Kužela



Human Resources
Helena Hladíková



Regulatory Affairs Quality
Petr Bulej

REGIONAL LEADERS



BALTICS
Dominykas Cibulskas



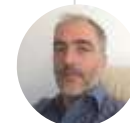
POLAND



CZECH REPUBLIC & SLOVAKIA
Jiří Kašperek



HUNGARY
Péter Vizkeleti



ROMANIA
Gabriel Baloiu



BULGARIA
Dessislava Raichinova



EXPORT
Daniel Danyš



WALMARK WORLDWIDE

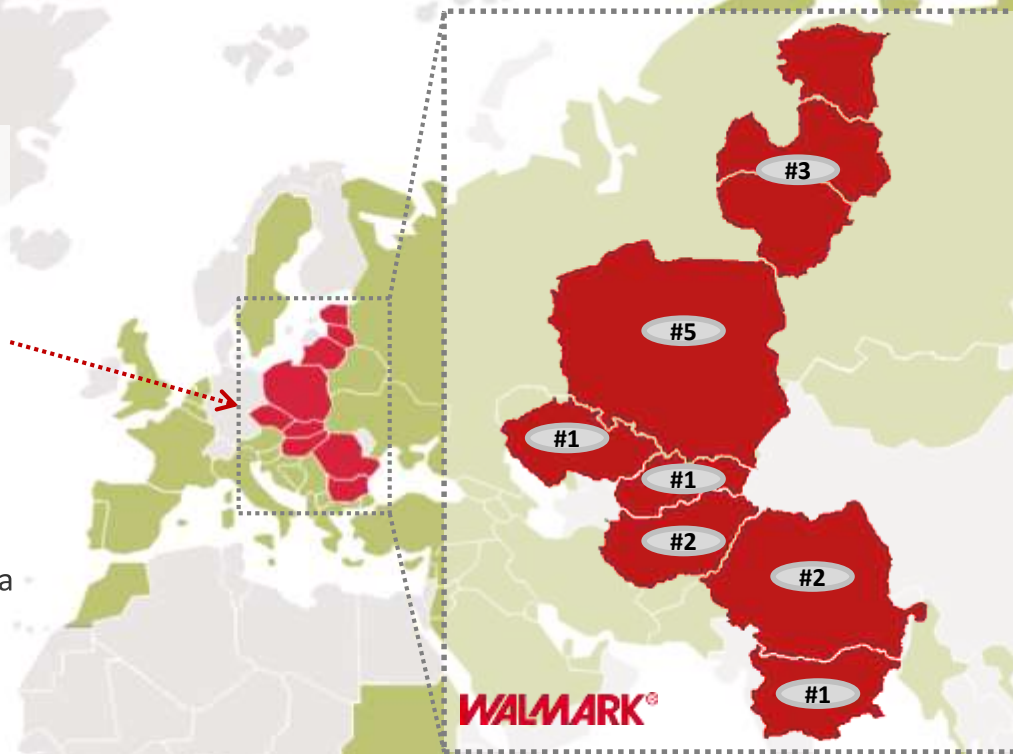
Leading presence in 9 CEE markets and active in more than 40 export countries.

CORE MARKETS (CEE)

Czech Republic (HQ), Slovakia, Poland, Hungary, Bulgaria, Romania, Lithuania, Latvia and Estonia

EXPORT MARKETS

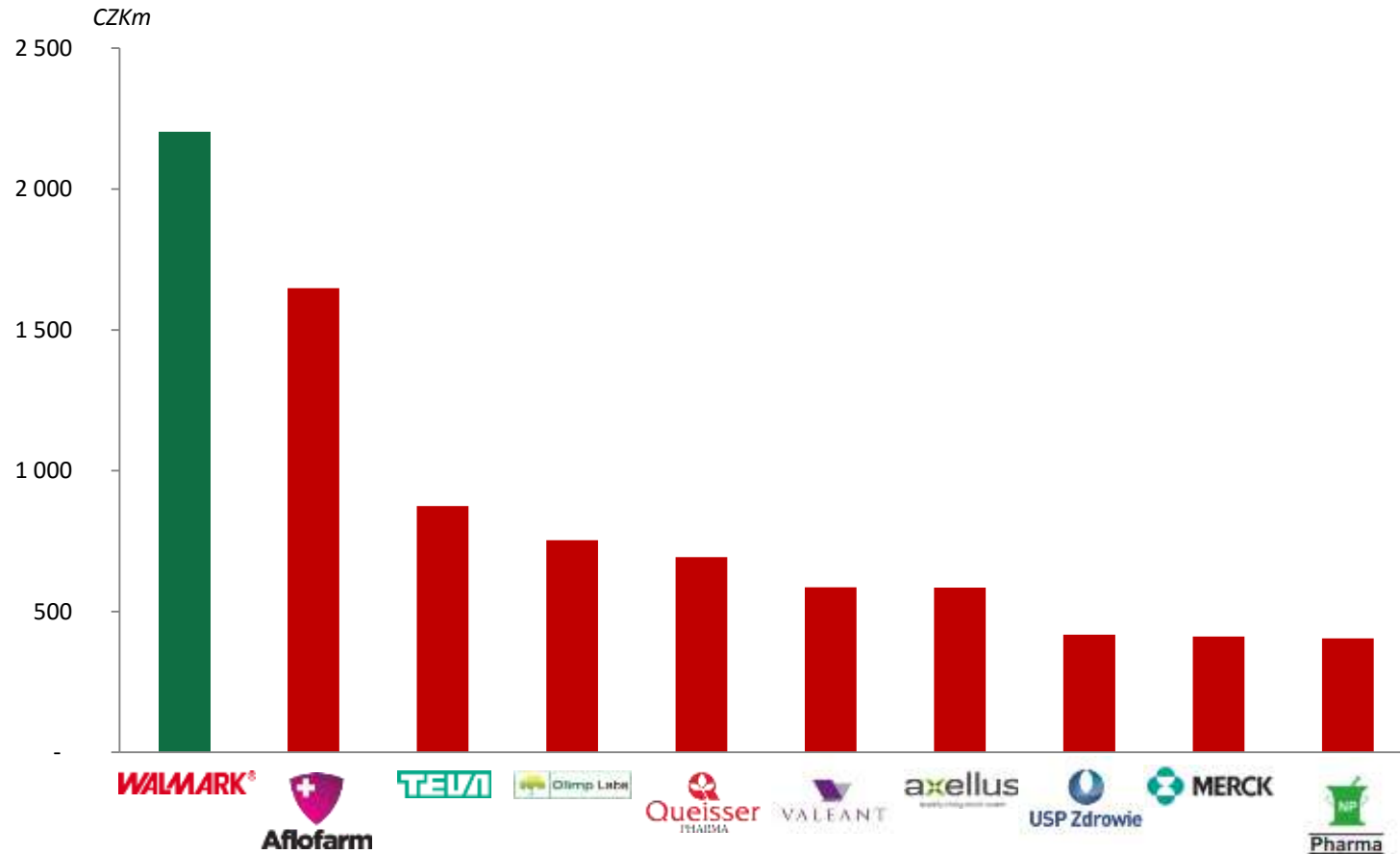
Balkan countries, CIS countries, Middle East, Western Europe, Asia and Africa



Unique regional platform

COMPETITIVE LANDSCAPE

Largest independent consumer healthcare company in CEE with 35% higher market share than the nearest competitor.

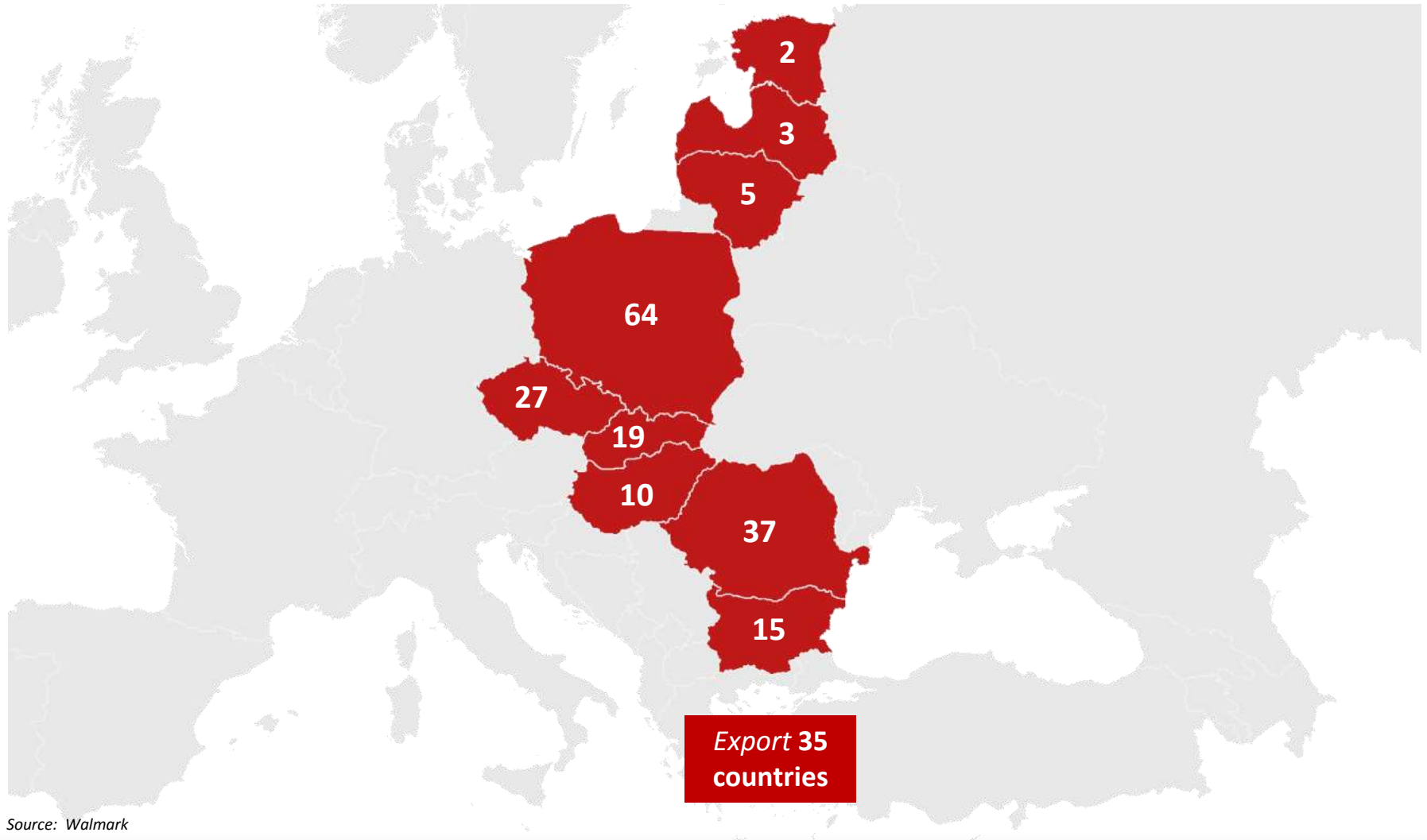


Source: IMS MAT 8/2014

CEE FS market data (CZ, SK, PL, HU, RO, BG, LT, LV)

BROAD SALES NETWORK

Unparalleled distribution network with 194 people in sales.



Source: Walmark

WALMARK BRANDS



Portfolio WALMARKU se skládá ze tří hlavních značek, lokálně silných značek a řady WALMARK.

Strategic brands

Joints and Bones



Women Intimate Health



Children



Respiratory Health



Gut Health



Walmart Line



Local Heros



BUSINESS OVERVIEW

Strong brand equity from significant first-mover advantage.

Brand	Country	Position
proenzi®	Bulgaria, Czech Republic, Hungary, Lithuania, Romania	1st
Urinal	Bulgaria, Czech Republic, Hungary, Latvia, Lithuania, Slovakia, Romania	1st
MiniMartians	Hungary, Latvia, Lithuania, Slovakia, Romania	1st
GinkoPrim	Bulgaria, Latvia, Lithuania, Slovakia, Romania	1st
Prostenal	Bulgaria, Czech Republic, Slovakia, Romania	2nd

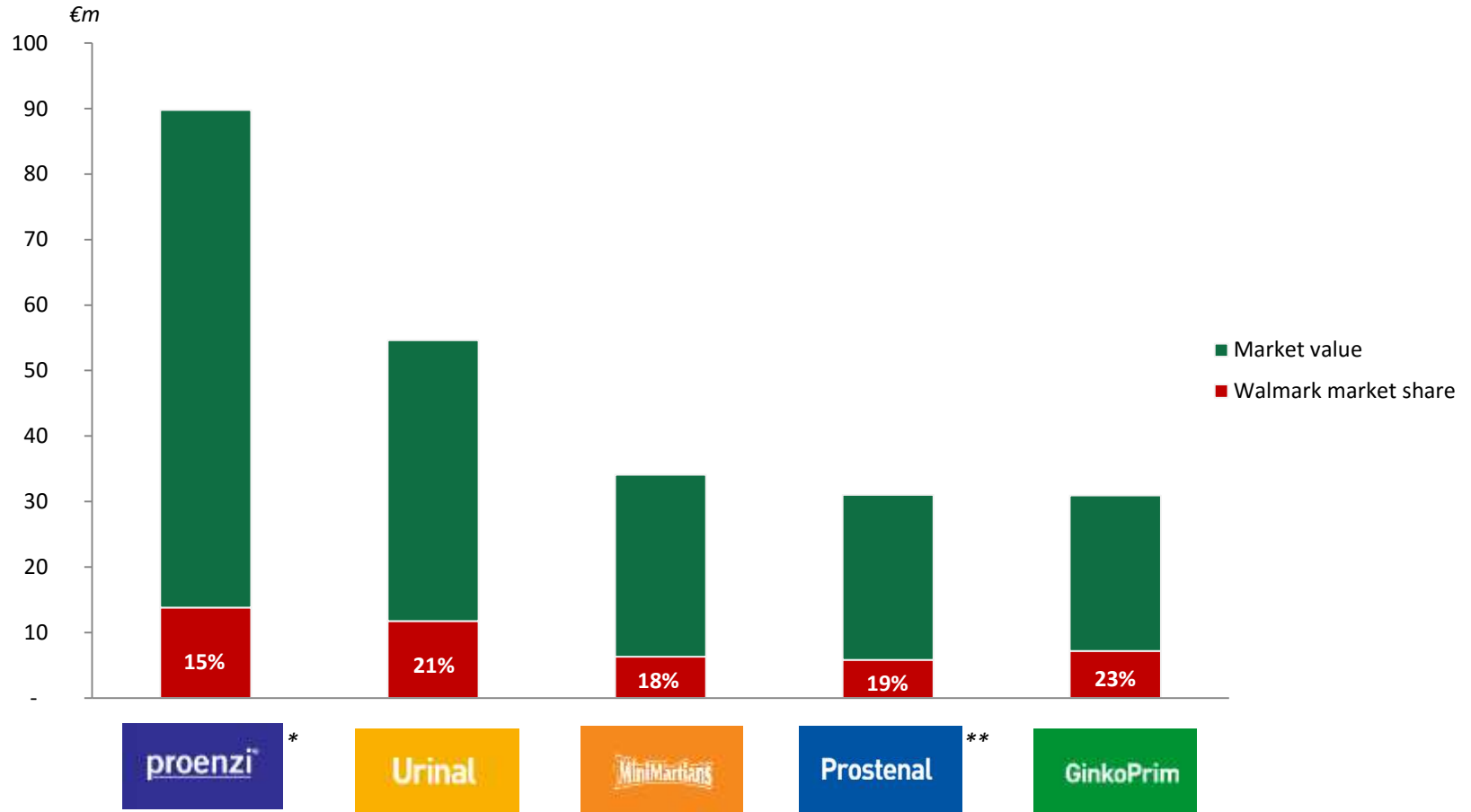
Source: IMS MAT 8/2014

KEY FACTS

- ▶ Largest independent consumer healthcare company in CEE region with 35% higher market share than the nearest competitor
- ▶ The only truly pan-regional player
- ▶ Unique regional platform with distribution capabilities covering 90% of pharmacies
- ▶ Leading market position in key categories across the region
- ▶ Positioned in the premium segment, brands sold through pharmacies
- ▶ Employs c. 650 people
- ▶ State-of-the-art production facilities in the Czech Republic

KEY FOOD SUPPLEMENT CATEGORIES

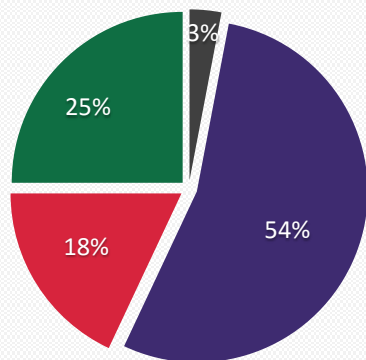
Market leading positions in key food supplements categories across the region.



Source: IMS MAT 8/2014
 CEE FS market data (CZ, SK, PL, HU, RO, BG, LT, LV)
 *only Systemic Joint Care market
 **only RO, CZ, SK, PL, BG

PROENZI

The leading Joints & Bones franchise in the CEE countries.



€500m market growing at 5% p.a. (in Walmark markets)

- PLASTERS
- GENERAL PAIN RELIEF
- SYSTEMIC JOINT CARE
- TOPICAL JOINT CARE

Source: IMS

„Keep doing things you like without limitations.“



KEY FACTS

- ▶ Regional market leader in Systemic Joint Care segment with MS ranging from 15% to 34%
 - ▶ #1 in BG, CZ, HU, LT, RO
- ▶ Best in class, science-based and insight-driven compositions with focus on efficacy
- ▶ Key areas of focus: joint care, bone nutrition and muscles
- ▶ Portfolio consists of FS, OTC and MD products
- ▶ More than 1.5m packs sold per year

IDELYN

The leader in female intimate health across the CEE region with high brand affinity.



UNDER DEVELOPMENT

URINAL

Range of products for the treatment of urinary tract infection and support of urinary tract health in women.



BELIEMA

Range for the treatment of yeast and bacterial infections associated symptoms and vaginal balance.



MABELLE

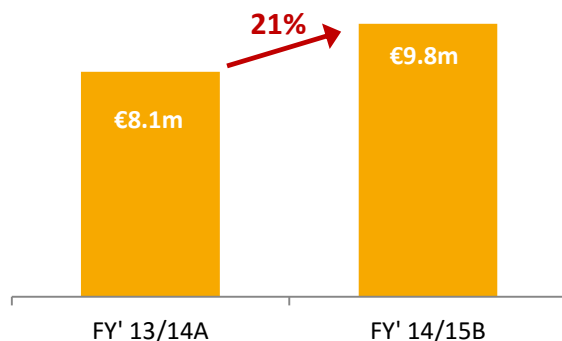
Products that solve issues associated with hormonal changes in menopausal women (flushes, dryness, sweating).

PMS

Range of products for treatment and relief from pre-period and period associated symptoms.

KEY FACTS

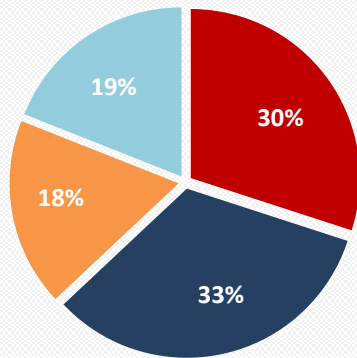
- ▶ Regional market leader in €55m UTI market with MS ranging from 24% to 46%
 - ▶ #1 in BG, CZ, HU, LT, LV, SK, RO
- ▶ Expert in UTI intimate care that delivers long & short-term solutions (prevention, treatment, after treatment)
- ▶ More than 1.6m packs sold per year



Source: Walmark

MINIMARTIANS

Strong children's multivitamin franchise across the CEE region.



€115m market growing at 12% p.a (in Walmark markets)

- KIDS MULTIVITS
- KIDS PROBIOTICS
- KIDS OMEGA 3
- KIDS IMMUNITY

Source: IMS

KEY FACTS

- ▶ Leading position in children's multivitamin segment with MS ranging from 16% to 44%
 - ▶ #1 in HU, LV, LT, SK, RO
- ▶ Effective, credible and safe solution for children's health
- ▶ Strong brand equity
- ▶ **A toy** is an essential part of the brand
- ▶ Focus: immunity, digestion, brain and sight, bone development, general development



Sinulan

Sinulan drives natural and herbal sinus category in Poland with its #2 position and growing market share (+29%)

Walmart Expands its portfolio by acquiring Sinulan from Novascon (4/2014).

Source: IMS MAT 8/2014

Sinulan
+
WALMARK®



STOPEX

Stopex is an OTC pharmaceutical that treats irritable cough and thus provide necessary relief.



SEPTOFORT

Septofort is an OTC pharmaceutical that treats infections of oral cavity and upper respiratory tract.



TAMMEX

Tammex is a medical device that treats acute and chronic diarrhoea, restores intestinal flora and protects from dehydration.



DEGASIN

Degasin is a medical device that soothes and prevents bloating and flatulence and improves intestinal and abdominal comfort.



BIOPRON

No. 1 CZ&SK Probiotic brand, a food supplement that highly affects recovery of the balance of intestinal microflora.



LOCAL HEROS

Strong regional brands that complement the portfolio with a great sale potential within their segments in particular region.

PROSTENAL

Comprehensive care of the prostate health



PERMEN

Solution for male potency and fertility



LIDERIN

Sexual performance support



GINKOPRIM

Memory and brain performance support



MEMOPLUS

Solution for memory and cognition



SPEKTRUM

Complex of micronutrients for adults



WALMARK LINE

Health for the whole family.



KEY FACTS

- ▶ Complete and comprehensive portfolio that capitalizes on Walmark's strong brand equity and local heritage
- ▶ Leading position in core markets
- ▶ Customer-oriented segmentation
- ▶ First-choice brand for healthy lifestyle



WALMARK HEALTH CLUB

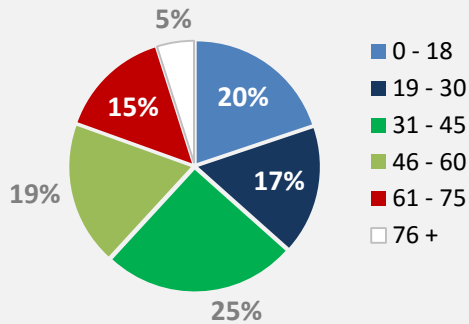
The largest consumer health loyalty club in the region.



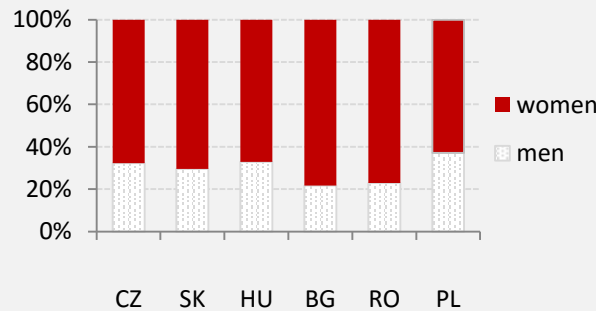
KEY FACTS

- ▶ Loyalty club, information portal and an online store
- ▶ Excellent business intelligence tool
- ▶ 3,3 €m annual revenues

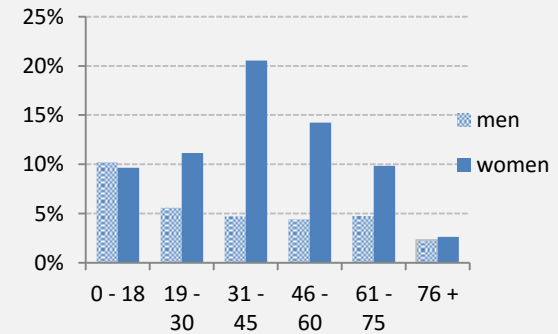
membership by age



membership by geography/gender



membership by age/gender



740.000

MEMBERS IN EUROPE

115.000

CHILDREN IN
MARTIANS CLUB

Source: Walmark



PRODUCTION PLANT

Locally based production facilities ensure quality, reliability and flexibility.



KEY FACTS

- ▶ State-of-the-art, GMP certified production facility
- ▶ Production capacity of 1.6bn tablets per year
 - ▶ Significant capacity available in the existing production facility
 - ▶ Option to increase capacity to 8.0bn tablets by buying adjacent land
- ▶ Strategically located central European hub
- ▶ Full production capabilities for FS and OTCs: tableting, filling, blistering

OTHER

HQ office Třinec, CZ



Production site
Třinec, CZ



Logistic warehouse,
Č. Těšín, CZ



Prague Office, CZ



PLANS FOR THE FUTURE

Better choices, better health, better lives.



FROM GOOD TO GREAT



- ▶ Become the most attractive growth platform in consumer healthcare market in CEE region
- ▶ Strengthen leadership positions in core categories
- ▶ Remain partner of choice to pharmacies and pharmacy chains
- ▶ Maintain strong focus on consumer and insight-driven innovation
- ▶ Continue creating value and making a difference

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THANK YOU.

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