



*Grow your business profitably
in a complex marketplace.*

Piata Lactatelor - Tendinte si Oportunitati

2 Aprilie 2009

WHEN YOU LINK CAUSE AND EFFECT,
YOU **FOCUS ON THE STORES THAT COUNT**

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BYOBASISNY
RESOURCES, INC.

Agenda

- ▶ **Piata Lactatelor – vedere de ansamblu**

- ▶ **Evolutia de ansamblu si tendinte**
 - Lapte
 - Iaurt si Lapte batut
 - Sana si Kefir
 - Smantana
 - Unt
 - Branza (Comertul Modern)

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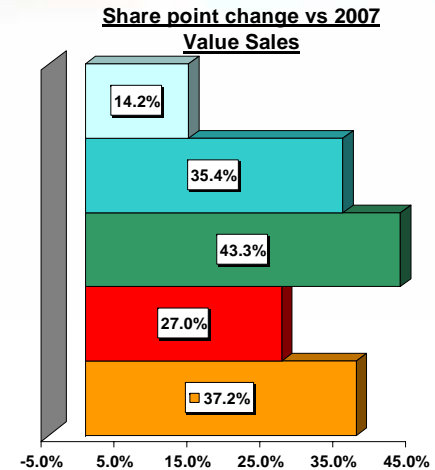
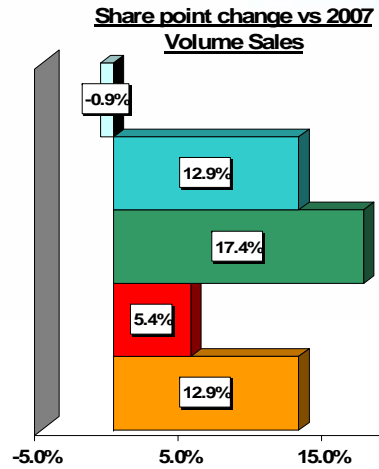
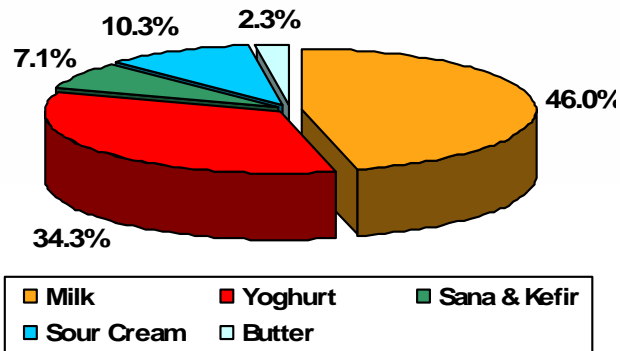
Piata Lactatelor

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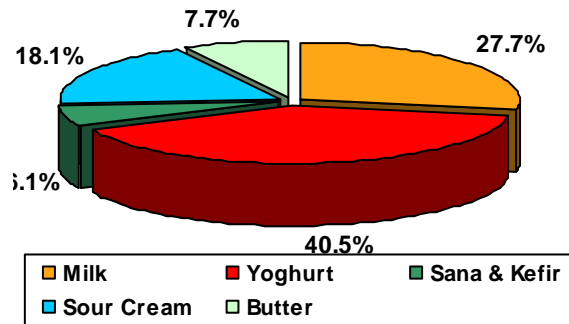
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Piata Lactatelor – Evolutii

**Total FDP, Volume Sales,
July/December 2008**



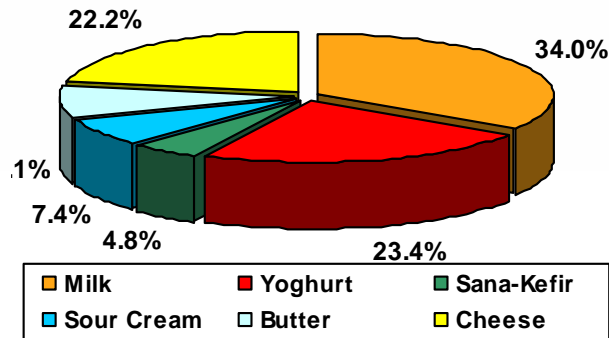
**Total FDP, Value Sales
July/December 2008**



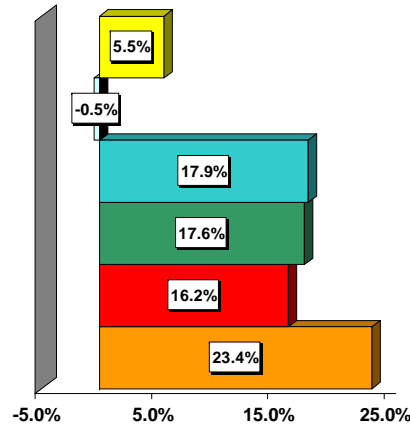
Modern vs Traditional	Modern Trade July/December 07	Traditional Trade July/December 07	Modern Trade July/December 08	Traditional Trade July/December 08
Total FDP	45.4%	54.6%	48.4%	51.6%
Milk	47.0%	53.0%	50.0%	50.0%
Yoghurt	42.5%	57.5%	46.0%	54.0%
Sana & Kefir	43.9%	56.1%	44.5%	55.5%
Sour Cream	45.4%	54.6%	47.7%	52.3%
Butter	62.7%	37.3%	68.4%	31.6%

Piata Lactatelor – Evolutii

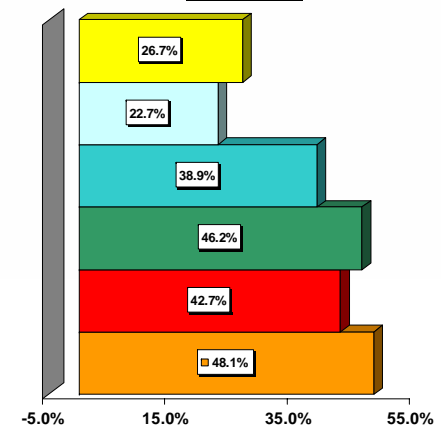
Modern Trade, Volume Sales, July/December 2008



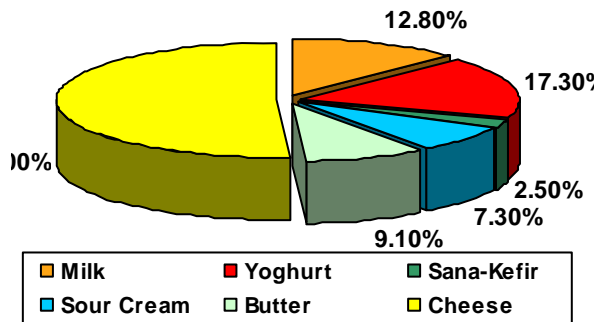
**Share point change vs 2007
Volume Sales**



**Share point change vs 2007
Value Sales**



Modern Trade, Value Sales July/December 2008

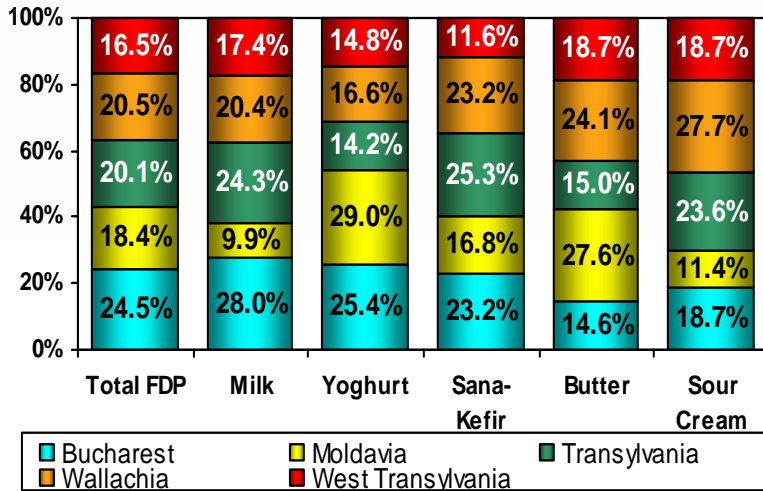


Modern vs Traditional	Modern Trade July/December 07	Traditional Trade July/December 07	Modern Trade July/December 08	Traditional Trade July/December 08
Total FDP	45.4%	54.6%	48.4%	51.6%
Milk	47.0%	53.0%	50.0%	50.0%
Yoghurt	42.5%	57.5%	46.0%	54.0%
Sana & Kefir	43.9%	5.1%	44.5%	55.5%
Sour Cream	45.4%	54.6%	47.7%	52.3%
Butter	62.7%	37.3%	68.4%	31.6%

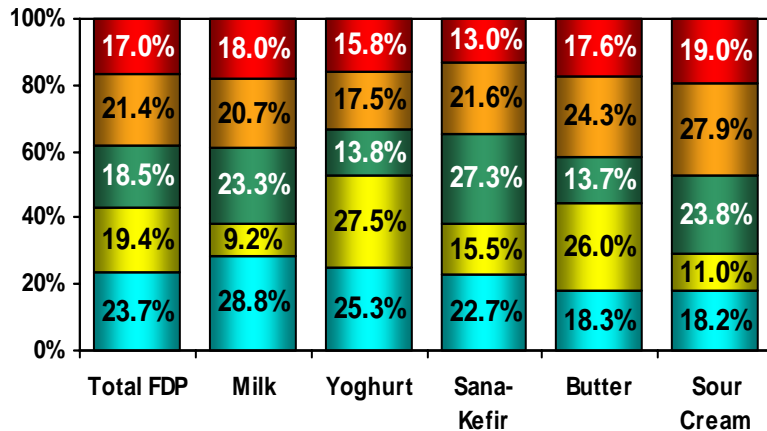
Turnover Distribution, Iulie/Decembrie 08

Turnover by Regions

Turnover distribution, Volume Sales, by Region

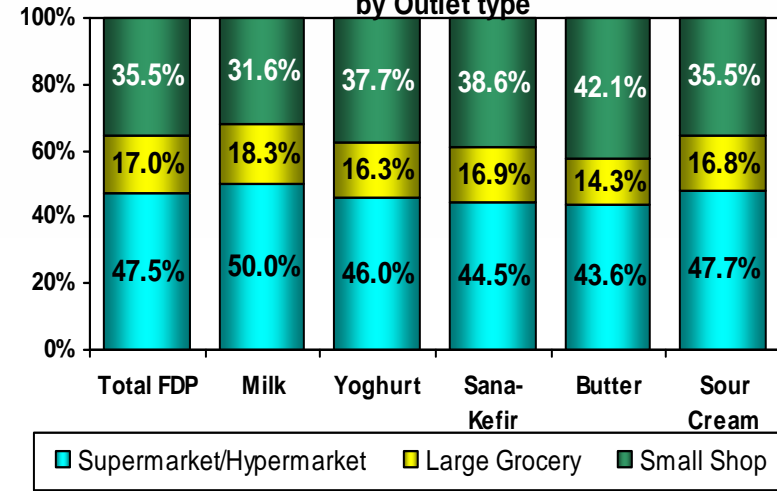


Turnover distribution, Value Sales, by Region

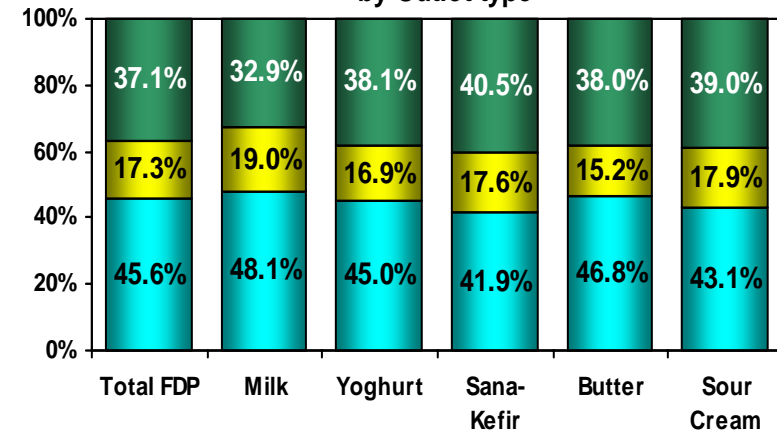


Turnover by Outlet

Turnover distribution, Volume Sales, by Outlet type

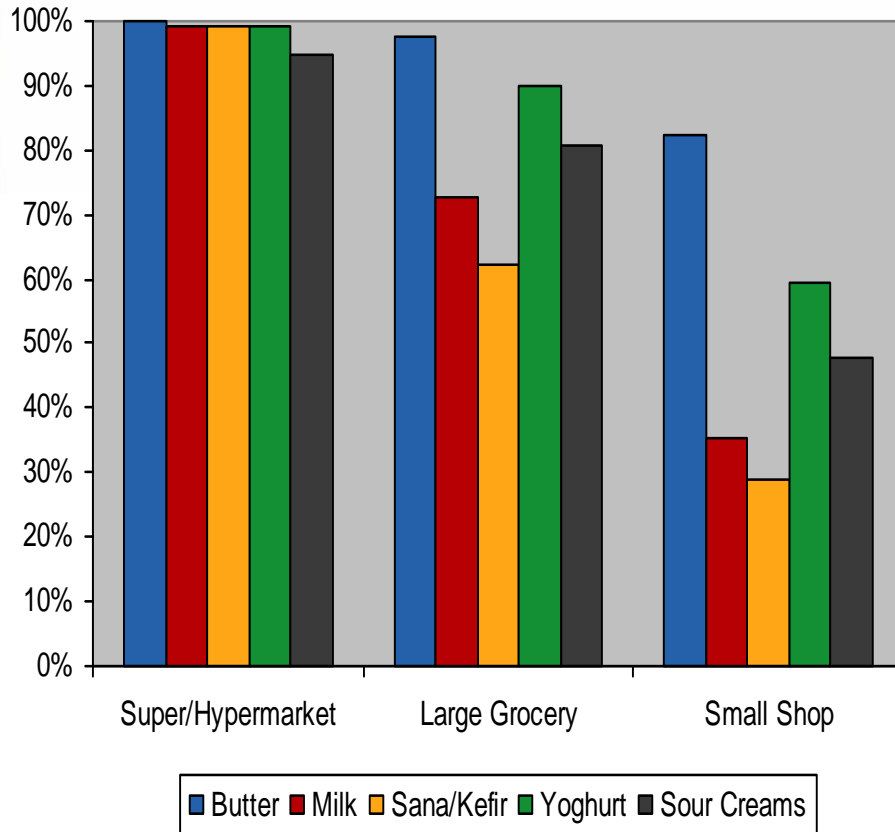


Turnover distribution, Value Sales, by Outlet type

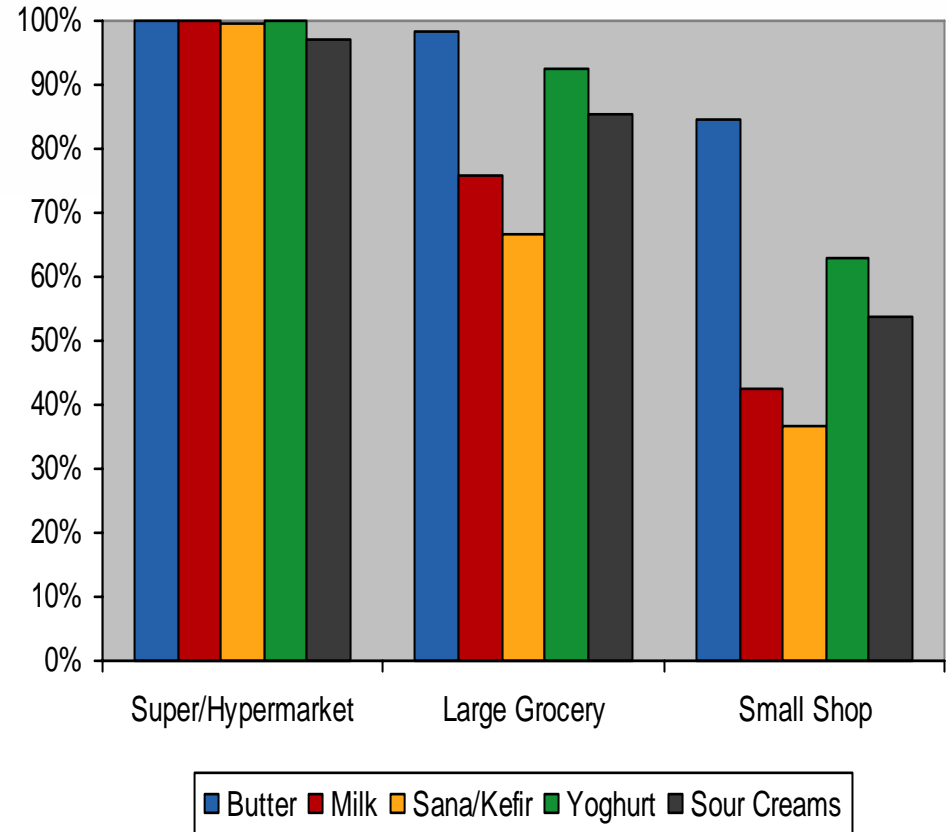


Distributie

Handlers, Dairy categories, July/December07



Handlers, Dairy categories, July/December08



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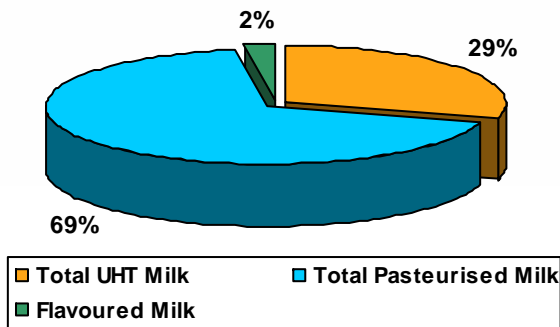
Lapte

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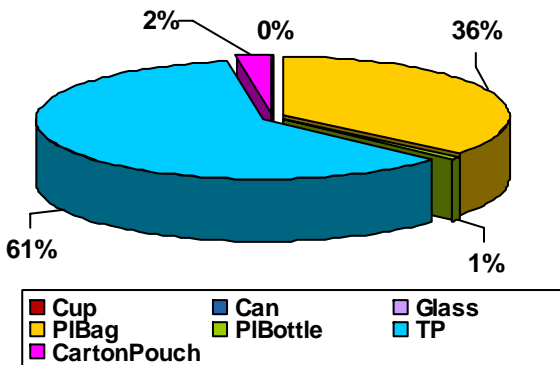
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Lapte – Evolutii

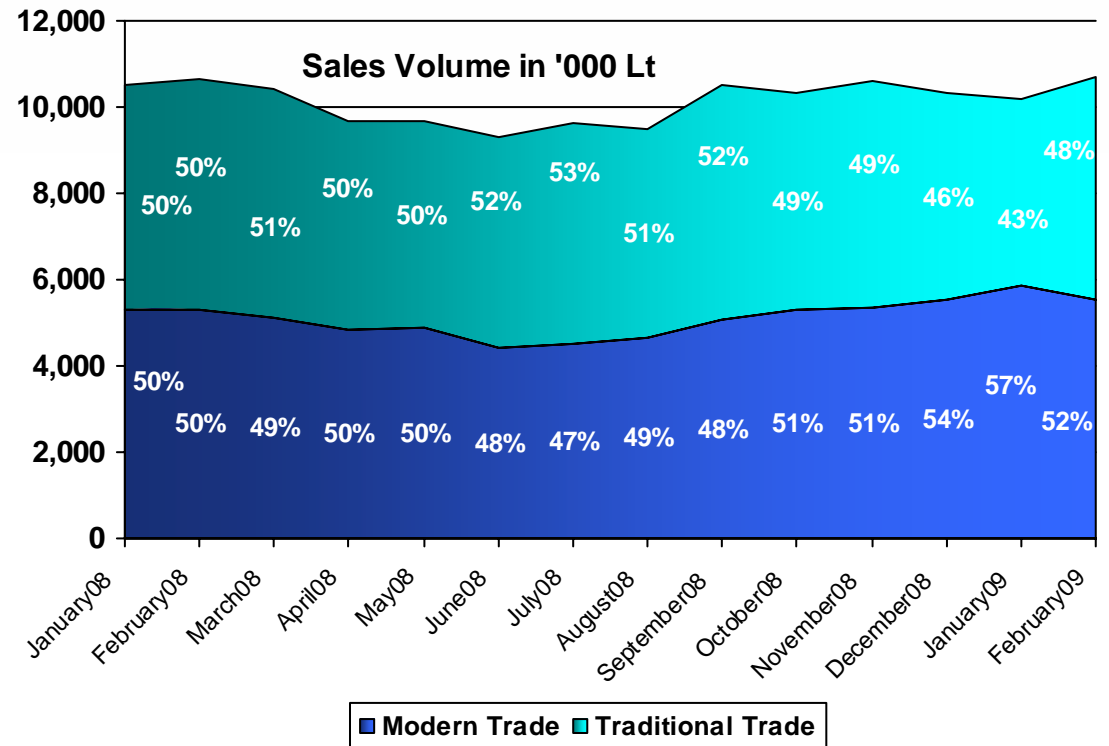
Volume Share, 2008



Volume Share, 2008



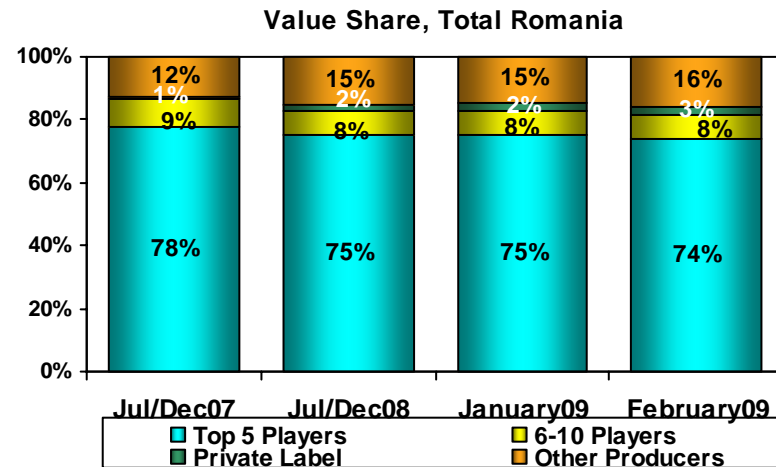
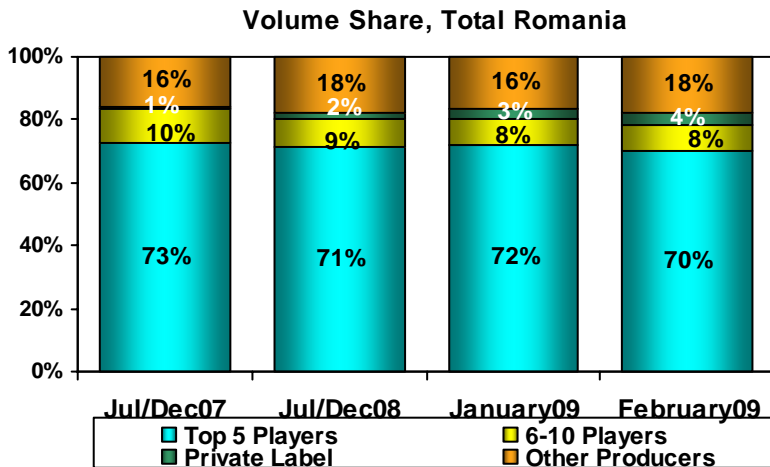
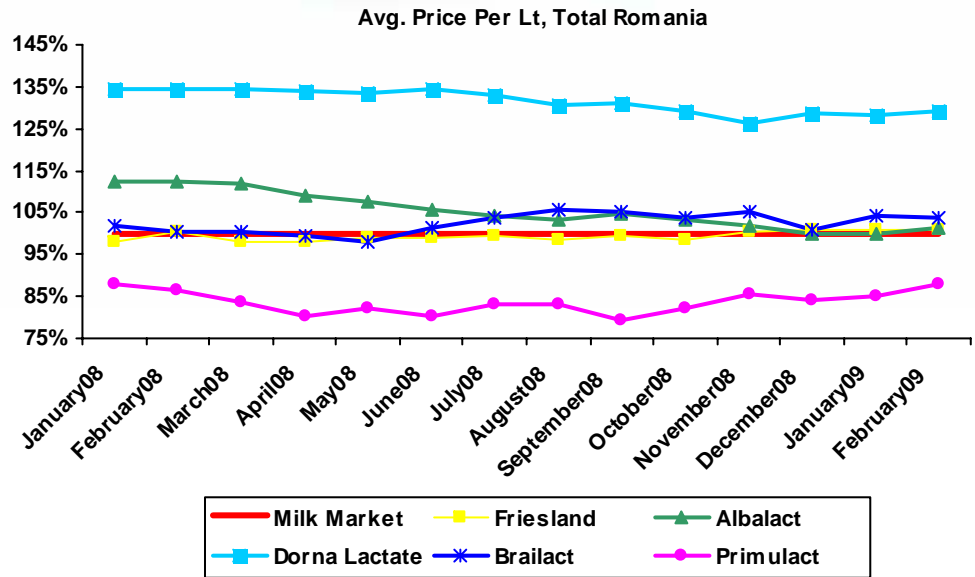
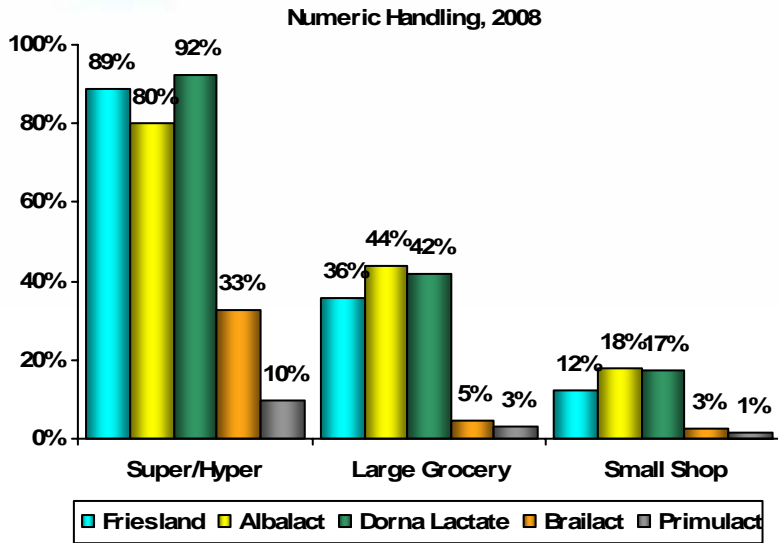
Milk Market, Volume Increase Rate	Jul/Dec08 vs. Jul/Dec07	Jan09 vs. Jan08	Feb09 vs. Feb08	Feb09 vs. Jan09
Modern Trade	20.0%	10.4%	4.8%	-5.1%
Traditional Trade	6.5%	-17.0%	-3.3%	19.1%



Avg. Price Per Lt, Milk Market	Jan08	Feb08	Mar08	April08	May08	June08	July08	Aug08	Sept08	Oct08	Nov08	Dec08	Jan09	Feb09
Total Romania	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Modern Trade	98%	97%	97%	97%	96%	95%	95%	96%	97%	96%	96%	96%	96%	95%
Traditional Trade	102%	103%	103%	103%	104%	104%	104%	104%	103%	104%	104%	105%	105%	105%



Lapte – Principalii Competitori



Second 5 Players: *Prodlacta, Monor, Danone, Lacta Prod, Sanlacta*



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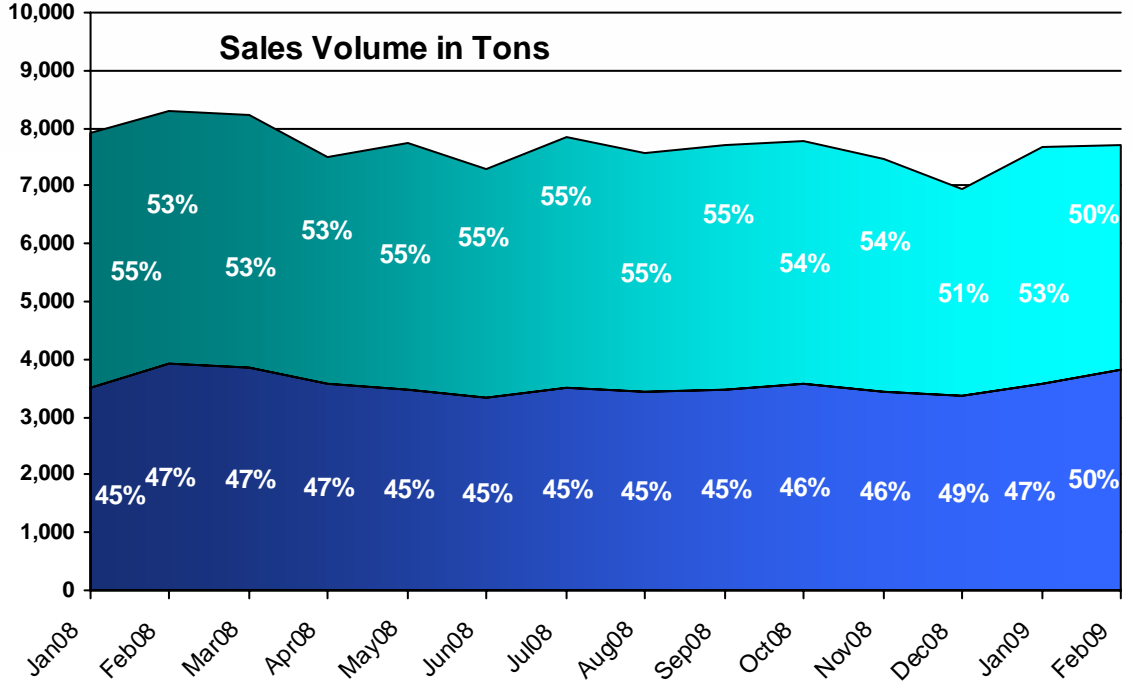
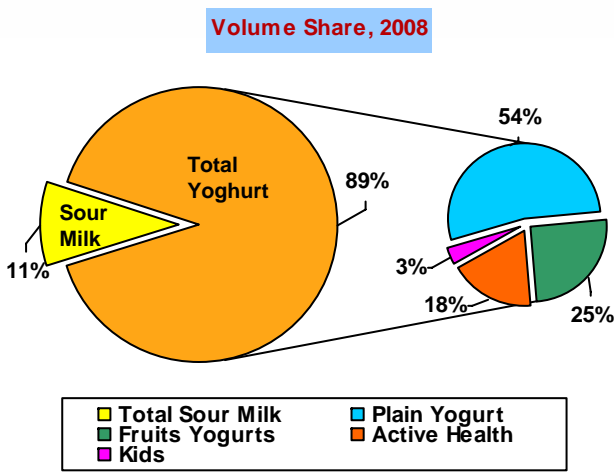
laurt si Lapte Batut

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laurt si Lapte Batut – Evolutii

Yoghurt & Sour Milk, Volume Increase Rate	Jul/Dec08 vs. Jul/Dec07	Jan09 vs. Jan08	Feb09 vs. Feb08	Feb09 vs. Jan09
Modern Trade	14.0%	1.7%	-2.4%	7.2%
Traditioanal Trade	-1.1%	-6.5%	-10.9%	-5.2%



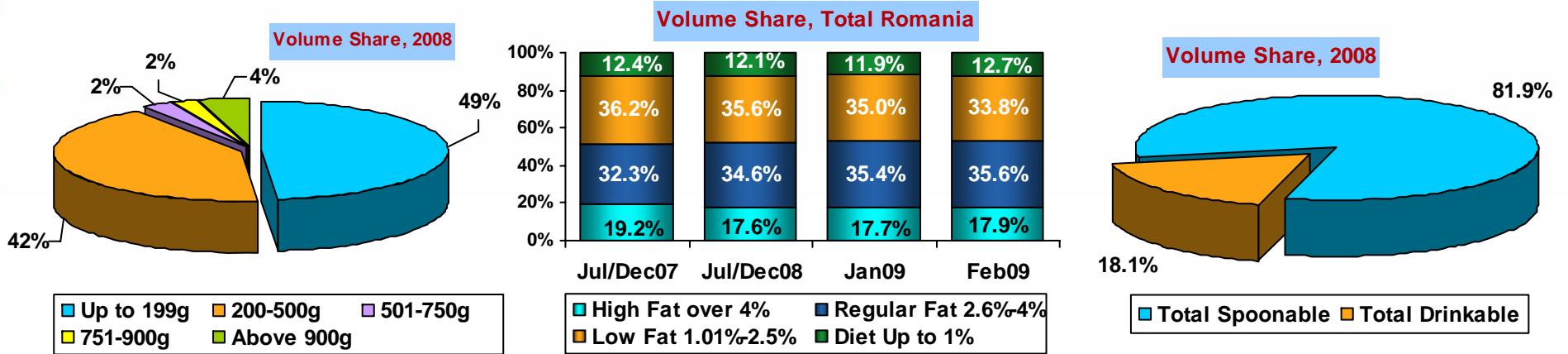
■ Modern Trade ■ Traditioanal Trade

Avg. Price Per Kg, Yoghurt & Sour Milk	Jan08	Feb08	Mar08	Apr08	May08	Jun08	Jul08	Aug08	Sep08	Oct08	Nov08	Dec08	Jan09	Feb09
Total Romania	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Modern Trade	98%	98%	98%	99%	98%	97%	97%	97%	97%	98%	99%	99%	98%	97%
Traditioanal Trade	101%	102%	101%	101%	101%	102%	103%	102%	102%	102%	101%	101%	102%	103%

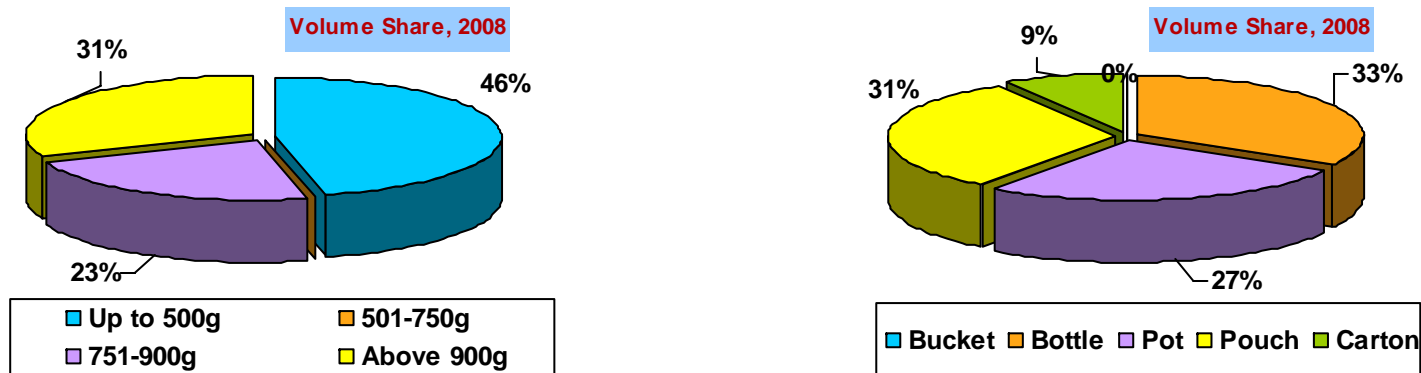


laurt si Lapte Batut - Segmente

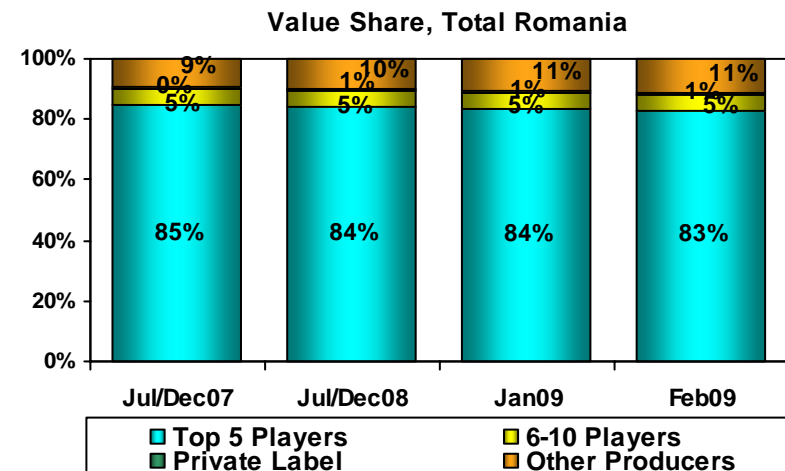
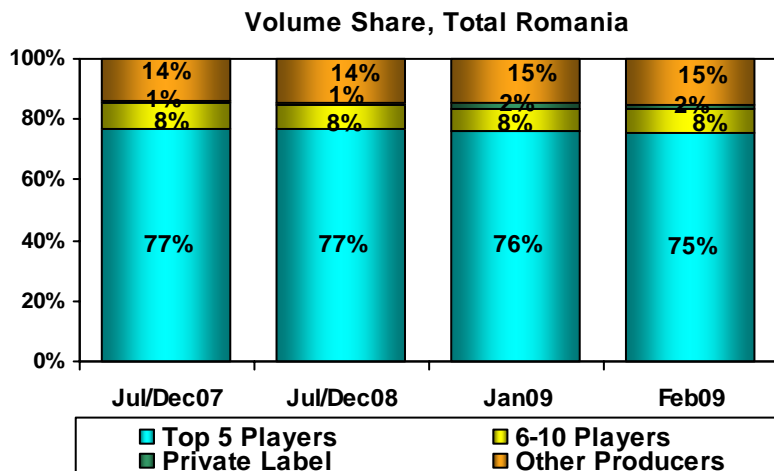
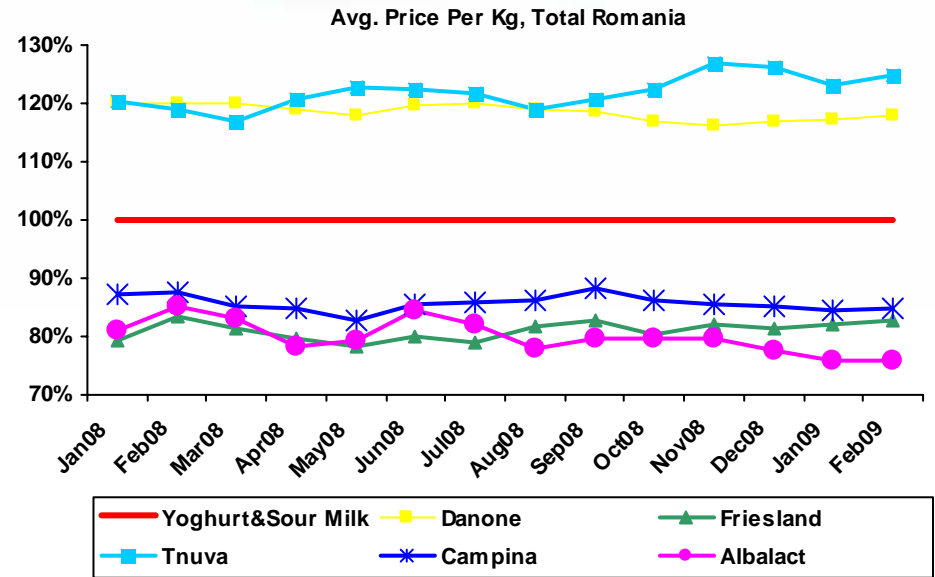
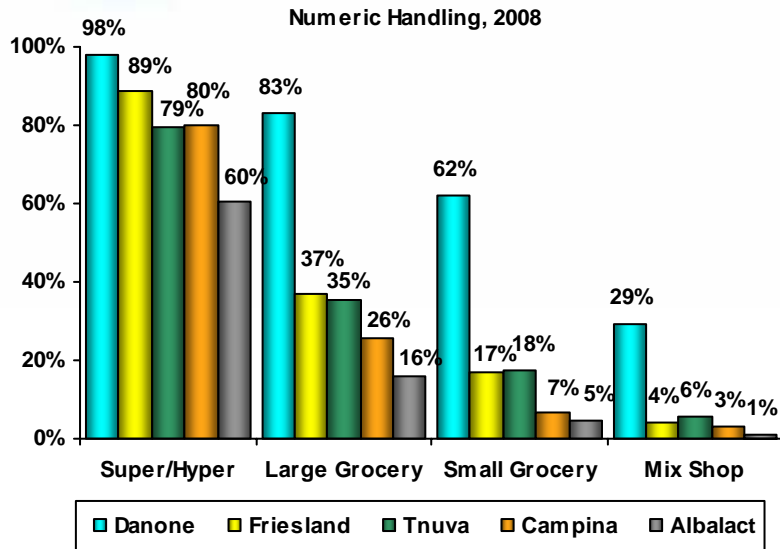
Yoghurt Market



Sour Milk Market



laurt si Lapte Batut – Principalii Competitori



Second 5 Players: *Simultan, Brailact, Teletext, Dambovita, Almera*



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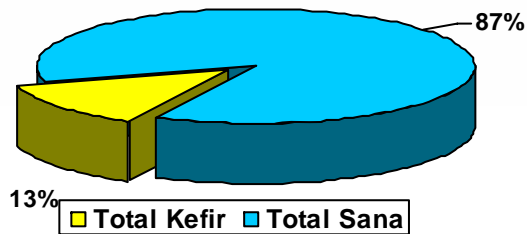
Sana & Kefir

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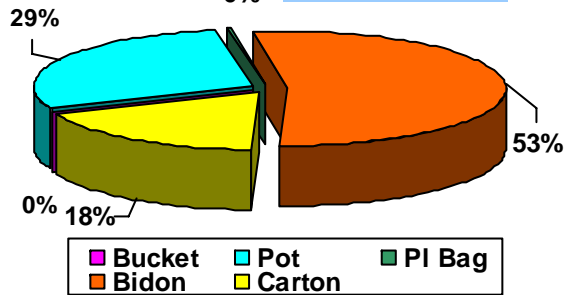
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Sana & Kefir – Evolutii

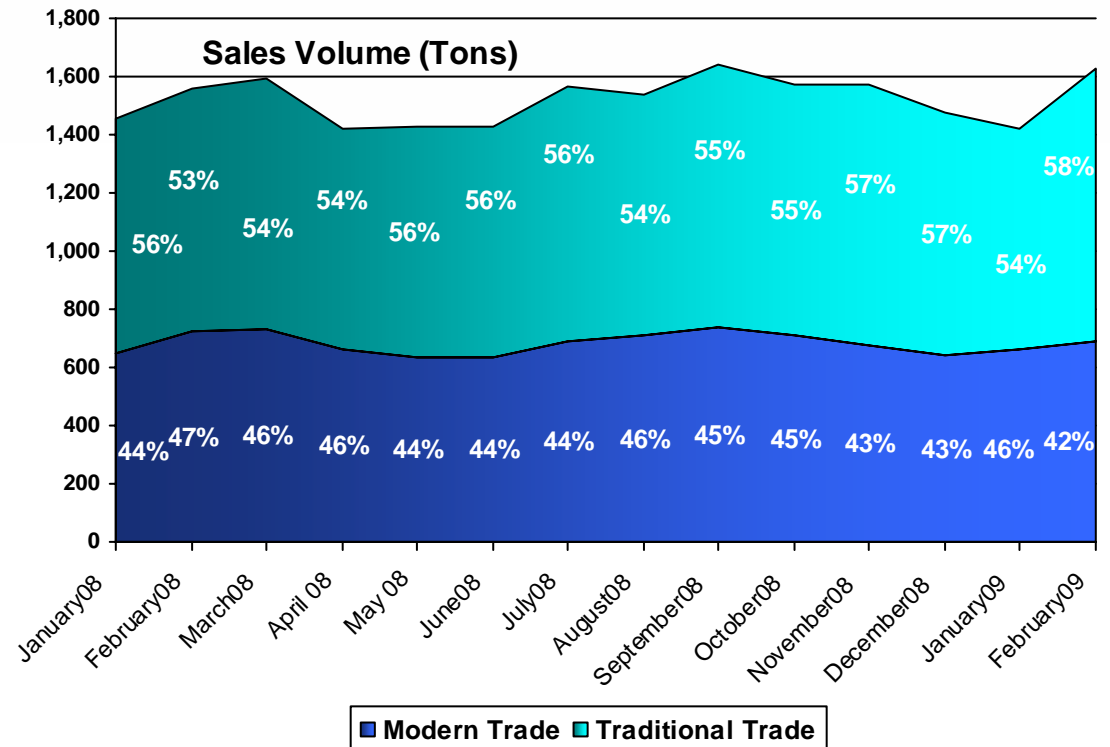
Volume Share, 2008



Volume Share, 2008



Sana&Kefir, Volume Increase	Jul/Dec08 vs. Jul/Dec07	Jan09 vs. Jan08	Feb09 vs. Feb08	Feb09 vs. Jan09
Modern Trade	18.8%	1.8%	-4.8%	4.8%
Traditional Trade	16.4%	-6.2%	12.9%	23.6%

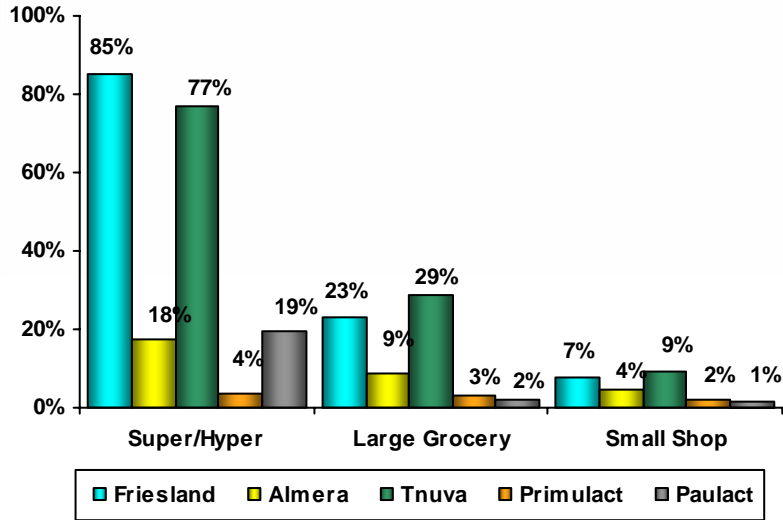


Average Price Per Kg (Lei), Sana&Kefir	Jan08	Feb08	Mar08	April08	May08	June08	July08	Aug08	Sept08	Oct08	Nov08	Dec08	Jan09	Feb09
Total Romania	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Modern Trade	94%	95%	94%	96%	95%	94%	94%	94%	94%	94%	95%	94%	94%	94%
Traditional Trade	104%	105%	105%	103%	104%	104%	105%	105%	105%	105%	104%	104%	105%	105%

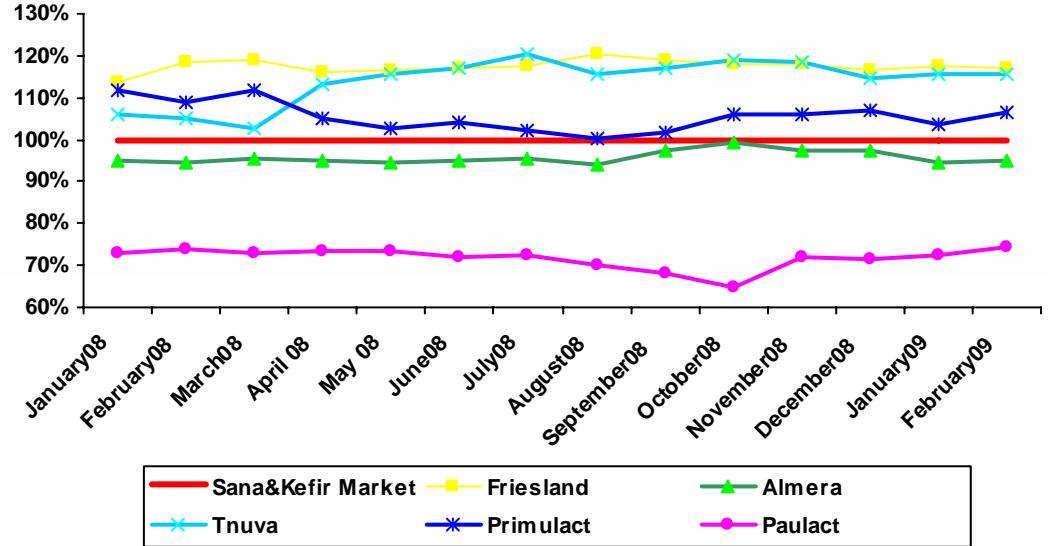


Sana&Kefir – Principali Competitori

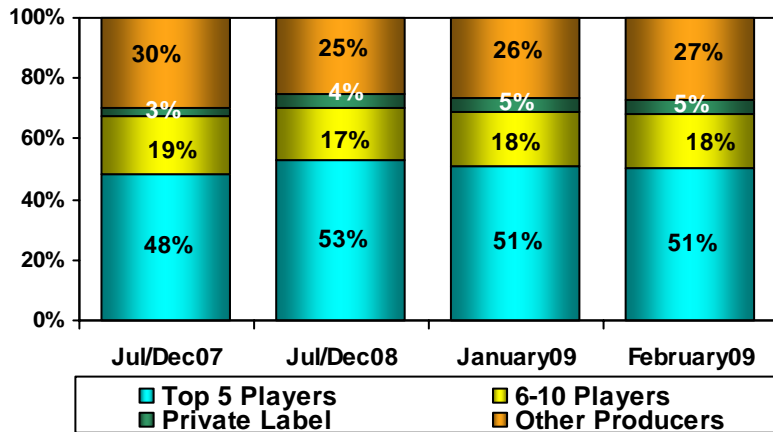
Numeric Handling, 2008



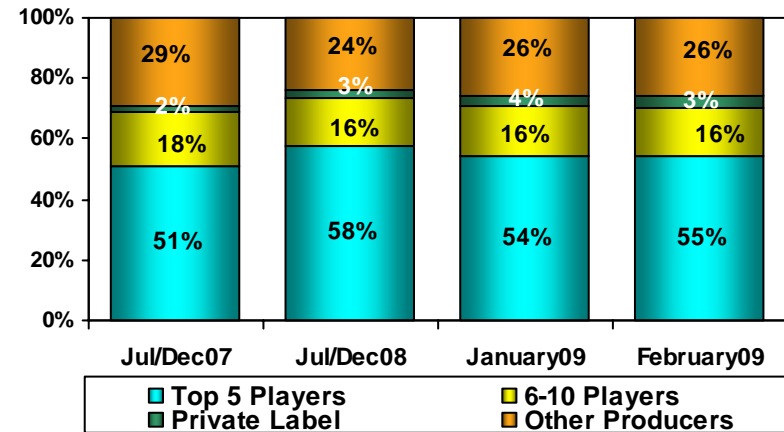
Average Price Per Kg (Lei), Total Romania



Volume Share, Total Romania



Value Share, Total Romania



Second 5 Players: Vranlact, Albalact, Lactag, Dambovita, Cavior

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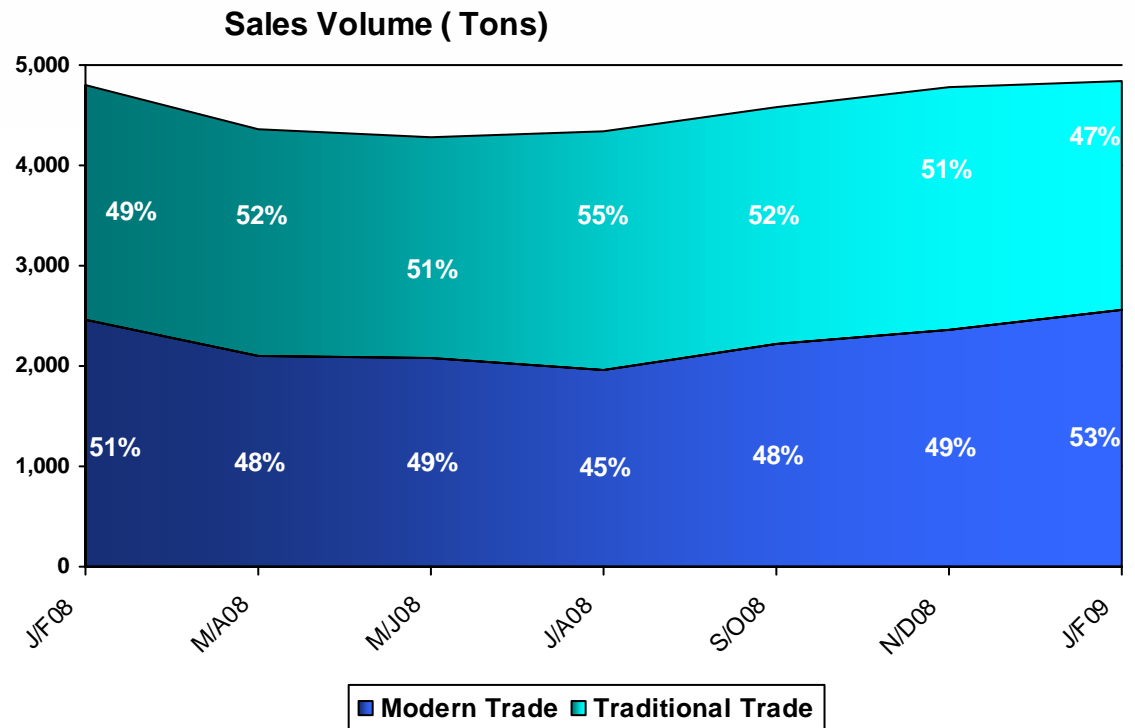
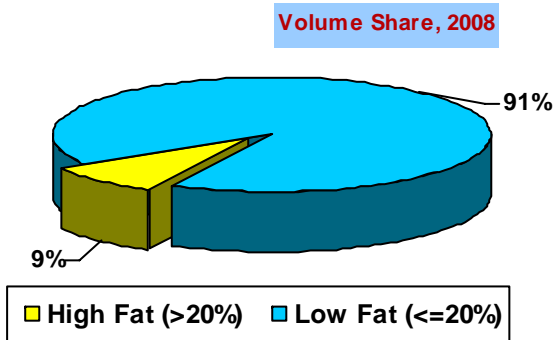
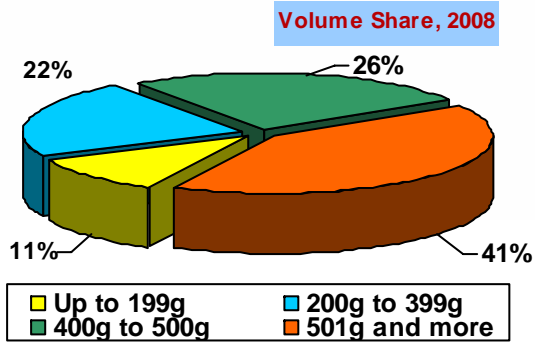
Smantana

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Smantana – Evolutii

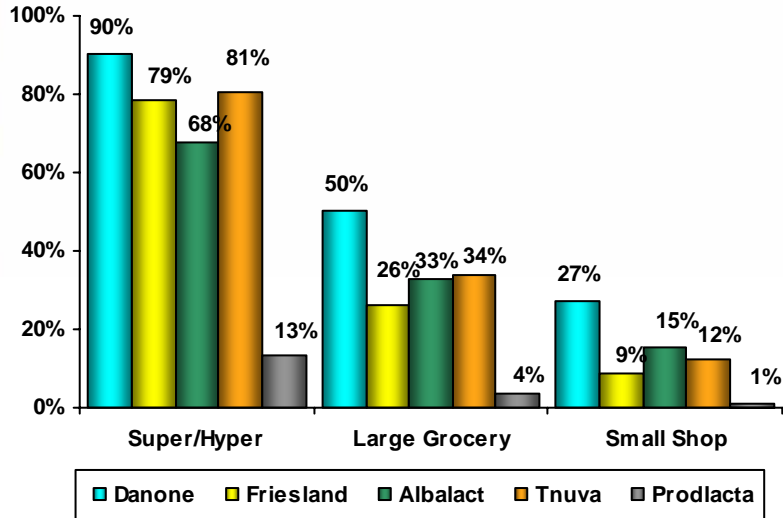
Sour Cream, Volume Increase	Jul/Dec08 vs. Jul/Dec07	JF09 vs. JF08	JF09 vs. ND08
Modern Trade	18.6%	4.4%	9.0%
Traditional Trade	8.1%	-2.9%	-5.9%



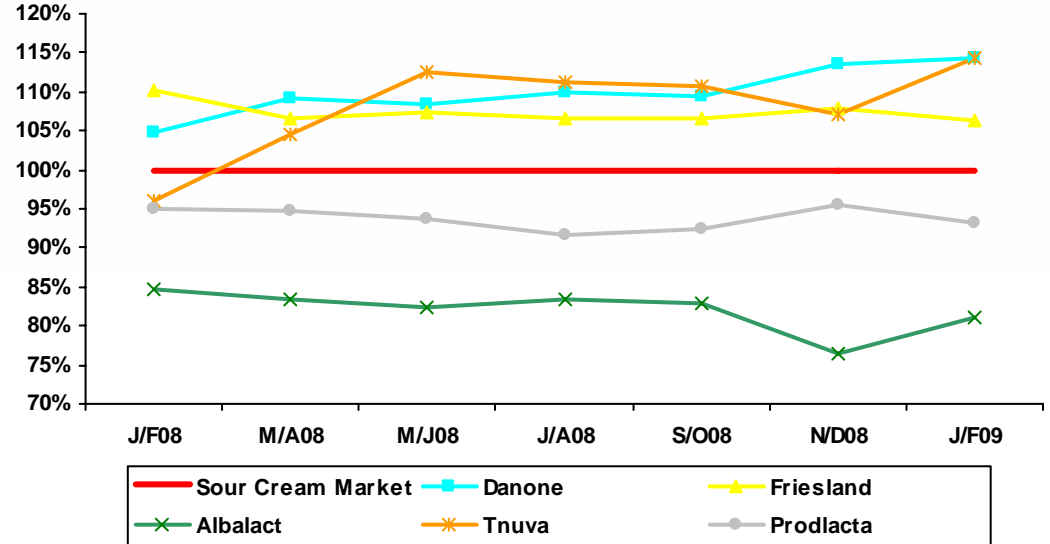
Average Price Per Kg (Lei), Sour Cream	J/F08	M/A08	M/J08	J/A08	S/O08	N/D08	J/F09
Total Romania	100%	100%	100%	100%	100%	100%	100%
Modern Trade	92%	92%	91%	90%	91%	90%	91%
Traditional Trade	109%	108%	109%	108%	109%	110%	110%

Smantana – Principali Competitori

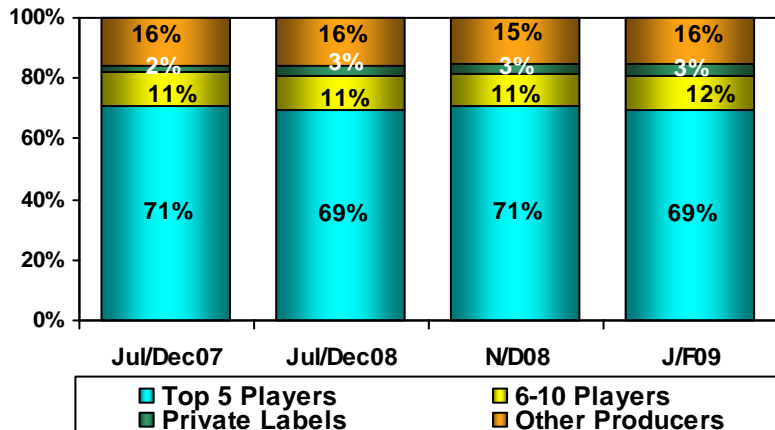
Numeric Handling, 2008



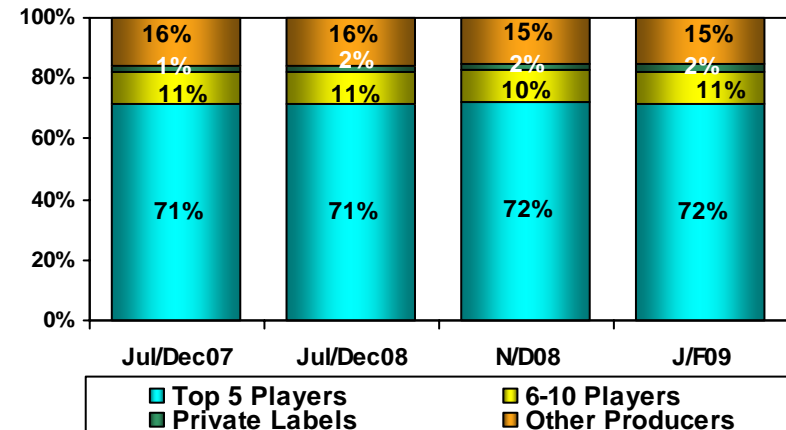
Average Price Per Kg (Lei), Total Romania



Volume Share, Total Romania



Value Share, Total Romania



Second 5 Players: Simultan, Covalact, Brailact, Dambovita, Almera



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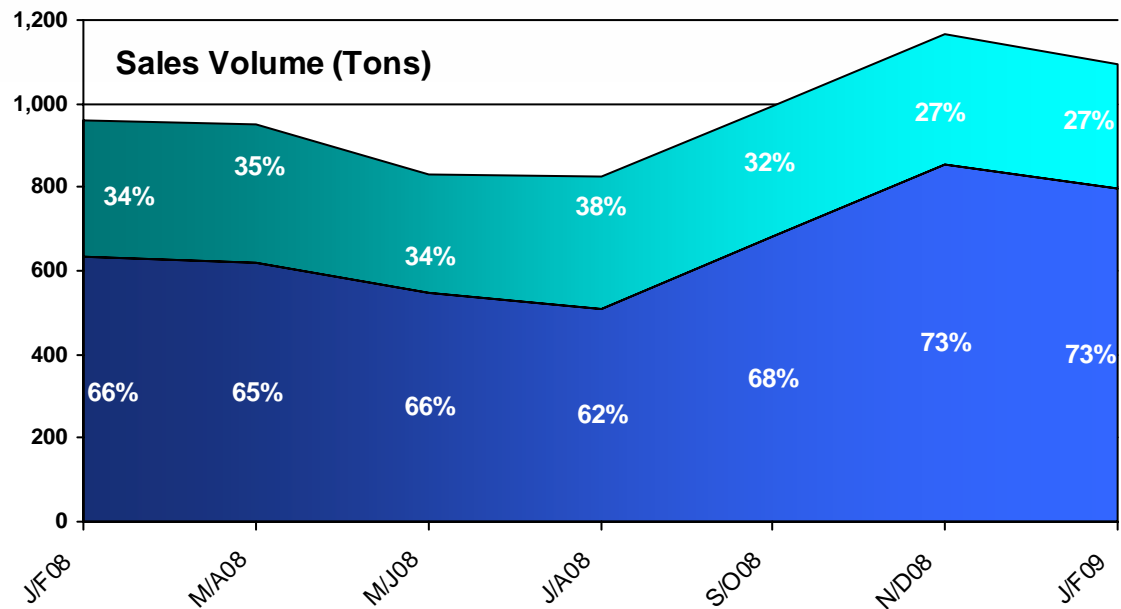
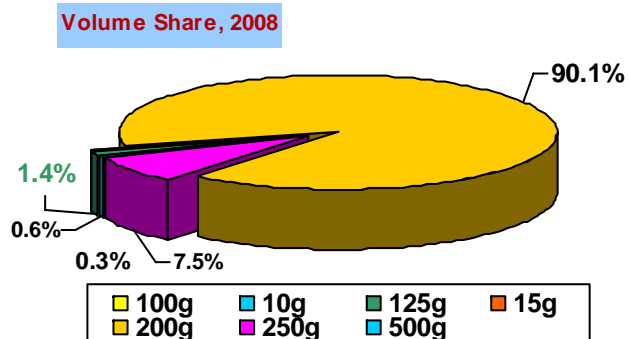
Unt

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Unt – Evolutii

Butter, Volume Increase	Jul/Dec08 vs. Jul/Dec07	JF09 vs. JF08	JF09 vs. ND08
Modern Trade	8.0%	25.8%	-6.3%
Traditional Trade	-16.0%	-9.4%	-6.5%

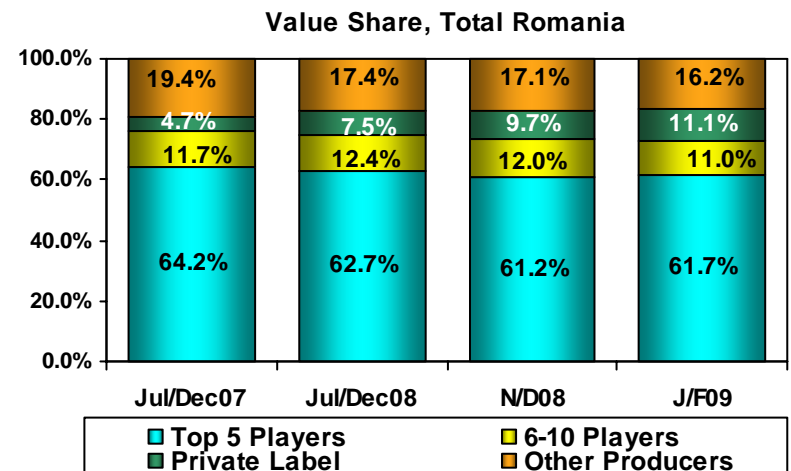
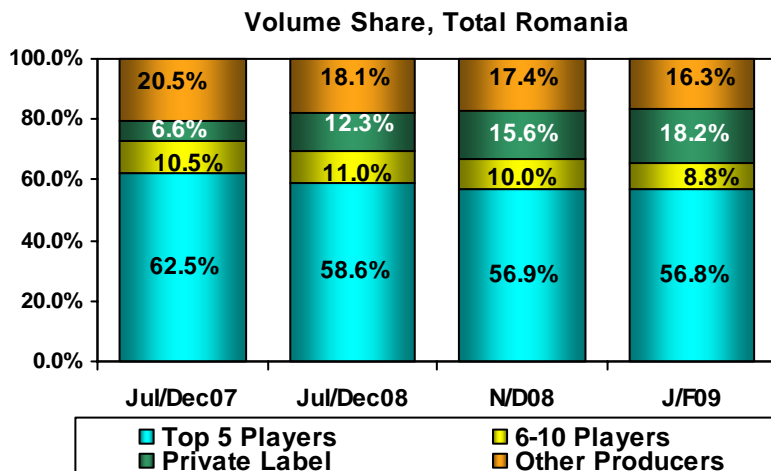
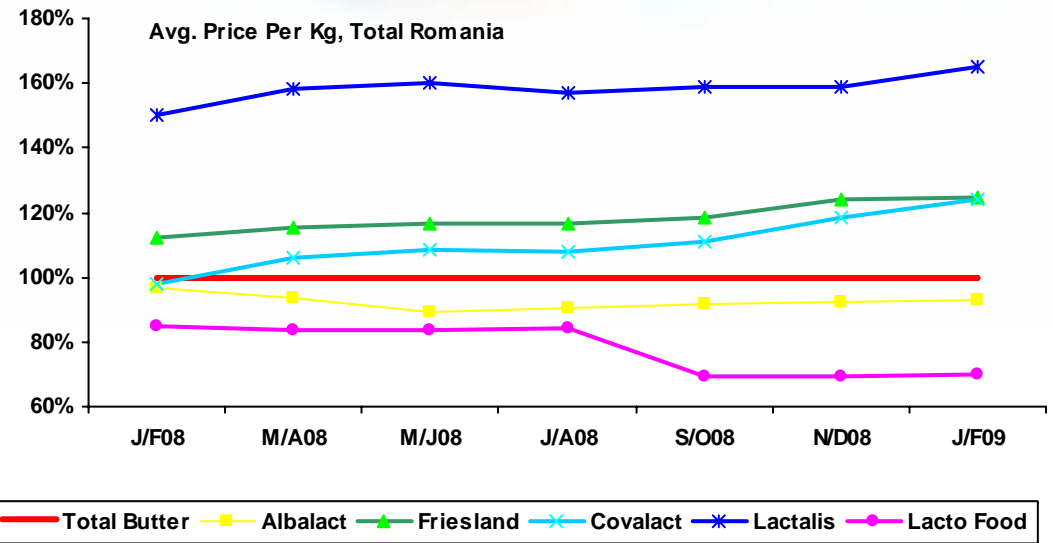
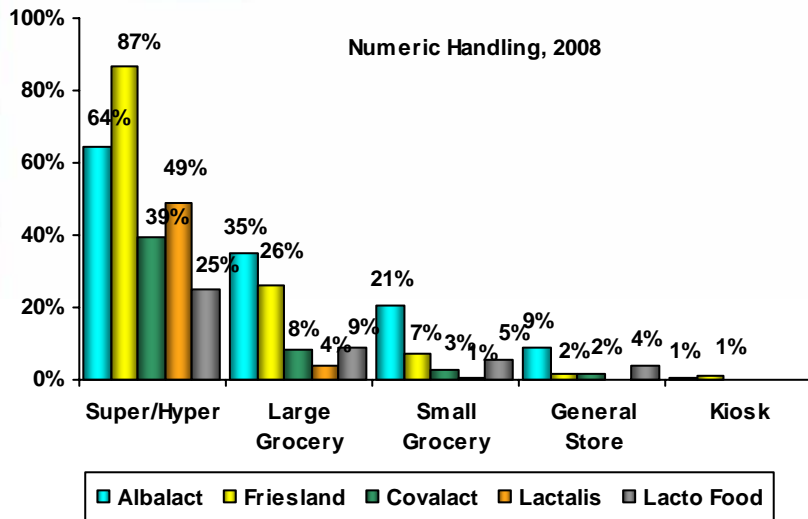


■ Modern Trade ■ Traditional Trade

Avg. Price Per Kg, Total Butter	J/F08	M/A08	M/J08	J/A08	S/O08	N/D08	J/F09
Total Romania	100%	100%	100%	100%	100%	100%	100%
Modern Trade	96%	95%	94%	93%	94%	94%	93%
Traditional Trade	108%	110%	111%	111%	114%	117%	119%



Unt – Principali Competitori



Second 5 Players: Meggle, Lacto Solomonescu, Dorna Lactate, Bucovina, Paco



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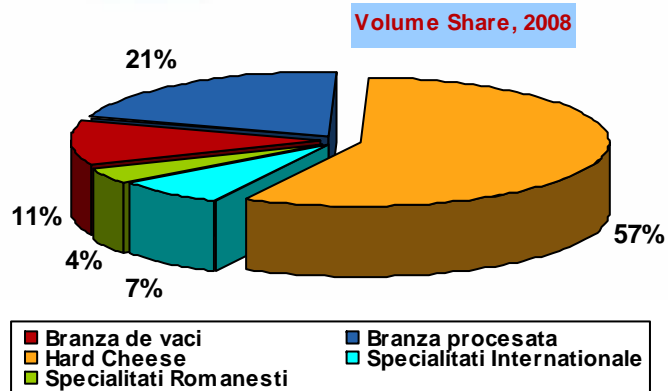
Branza

Comertul Modern

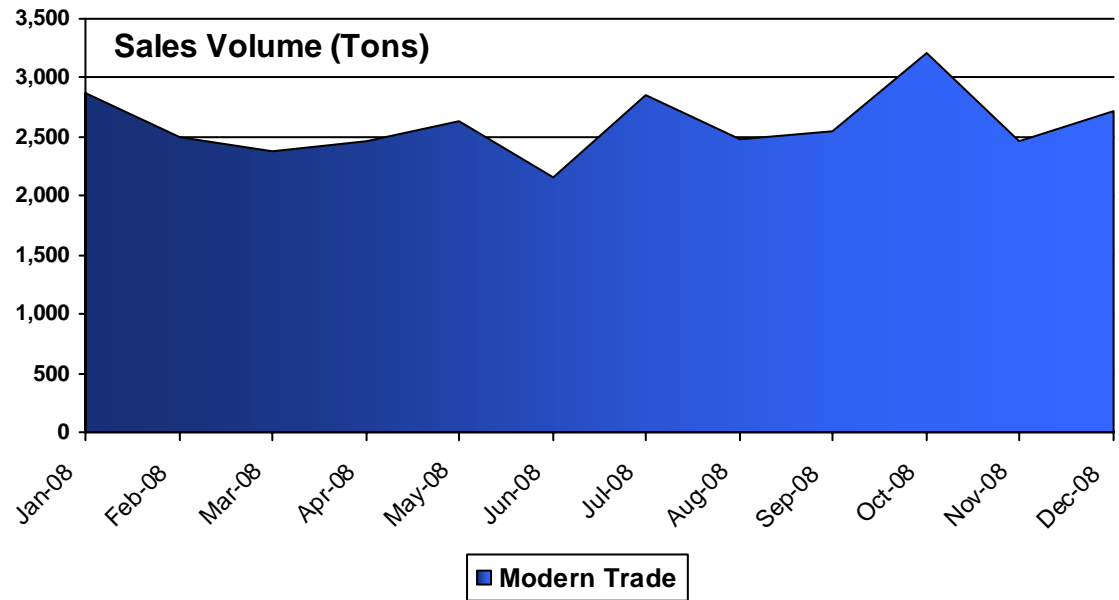
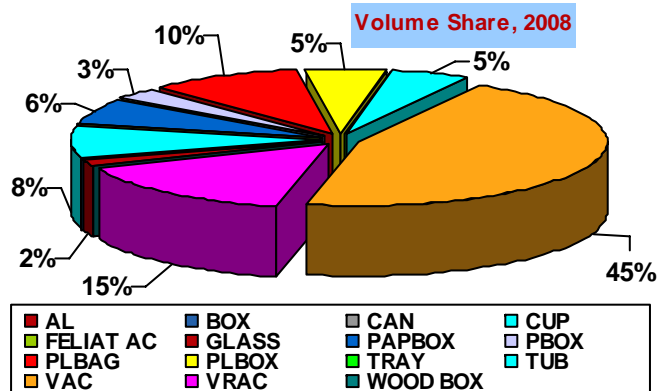
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Branza – Evolutii

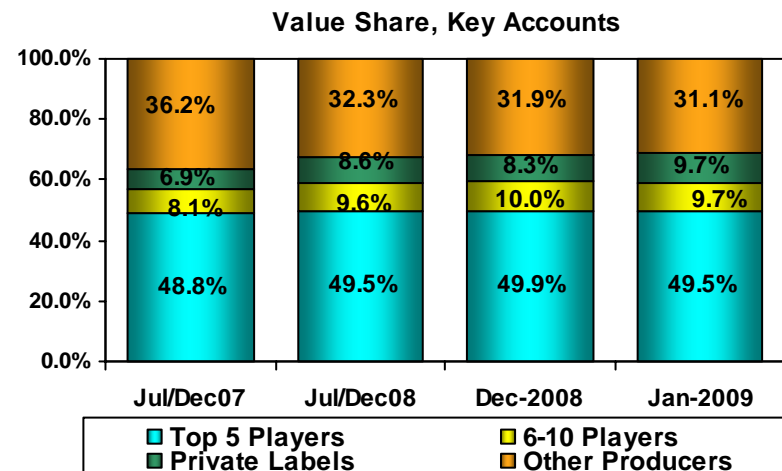
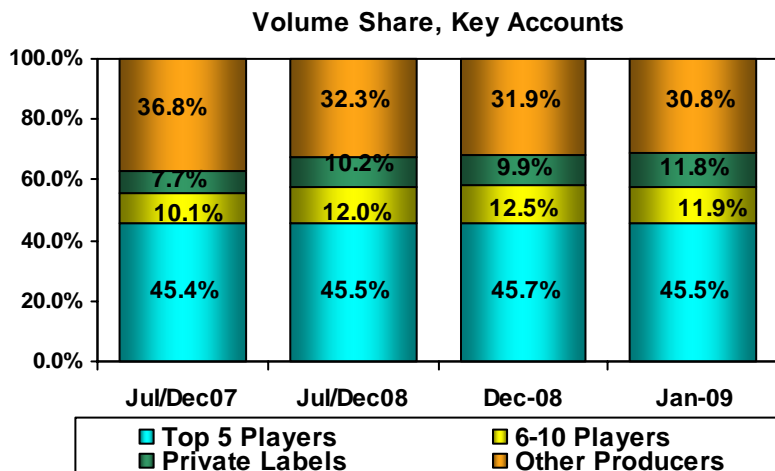
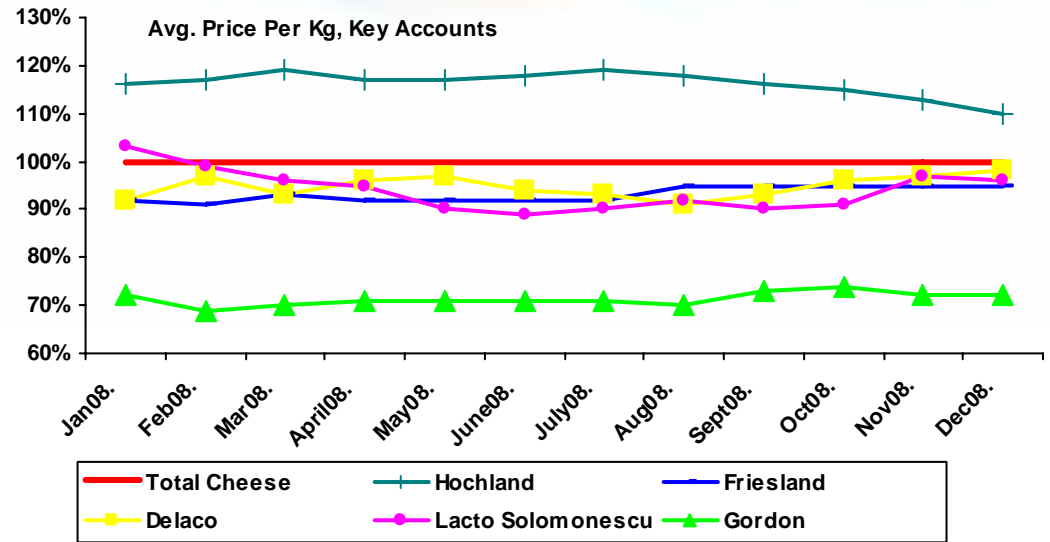
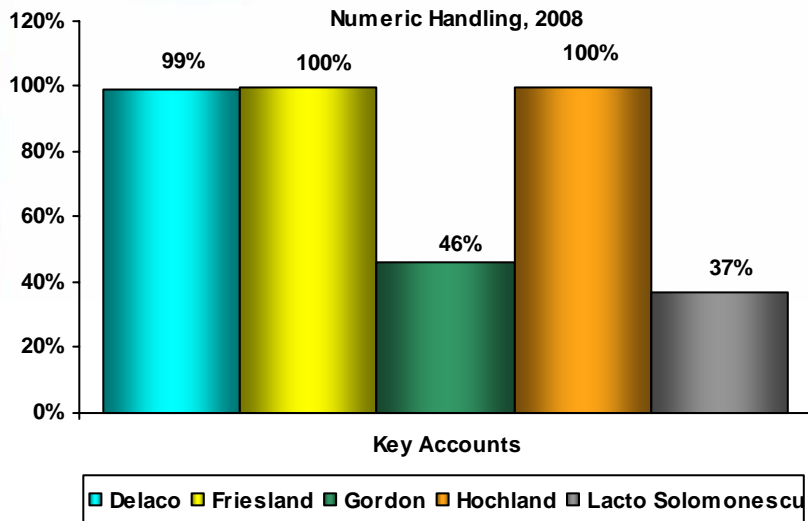


Cheese, Volume Increase	Jul/Dec08 vs. Jul/Dec07	Jan09 vs. Jan08	Jan09 vs. Dec08
Modern Trade	5.5%	9.0%	14.9%



Toate datele se refera numai la comertul modern

Branza – Principalii Competitori



Second 5 Players: *Prodlacta, Covalact, Lactate Dorna, Olympus Dairy, Nordex Food*