



the art of authentic greek flavor

**Kri Kri S.A.**  
**Full Year 2018**  
**Financial Results**



# Key Figures

31/12/2018

Sales	€ 94,2 m. yoy +19%	Operating Earnings	€ 16,8 m. yoy +41%
EBITDA	€ 17,3 m. yoy +39%	EBITDA Margin	18,3% +264bps
Profit Before Tax	€ 14,2 m. yoy +44%	Net Profit	€ 10,1 m. yoy +38%

# Segment-Yogurt **Greece**

## Sales

2018: €39.053k YoY +8,3%

2017: €36.070k

## Operating Earnings

2018: €6.302k YoY +3,1%

2017: €6.114k

## 2018 Key Performance Drivers

- Improved Market Share
- Presence in LIDL with Branded Products
- Recovery of Sklavenitis Super Market
- Recovery of the Yogurt market in Greece

## 2019 Forecast

- Continue with brand building, aiming to higher Market Shares
- Expand to new yogurt categories(launched Baby Yogurt)
- Start producing PL products for LIDL
- Continuation of the recovery of the Yogurt market

# — Segment-Yogurt **Export**

## Sales

2018: €29.777k YoY +39,3%

2017: €21.380k

## Operating Earnings

2018: €6.640k YoY +82,5%

2017: €3.639k

## 2018 Key Performance Drivers

- Increased sales in UK
- Doubled sales in Italy with PL products penetration

## 2019 Forecast

- Continuation of growth in Sales in UK and Italy
- Brexit?

# Segment-Ice Cream Greece

## Sales

2018: €20.716k YoY +9,8%

2017: €18.870k

## Operating Earnings

2018: €3.731k YoY +41,7%

2017: €2.633k

## 2018 Key Performance Drivers

- Expansion of our distribution network with 1.000 extra points (15.000 points of sale from 14.000 at 2017)
- Stronger presence in Super Market channel
- Adverse weather conditions during summer months

## 2019 Forecast

- Continue expanding our distribution network
- Strong new products with great potential
- Adverse weather during March and April



# Segment-Ice Cream Exports

## Sales

2018: €4.403k YoY +60,3%

2017: €2.746k

## Operating Earnings

2018: €351k YoY +1.144,5%

2017: €28k

## 2018 Key Performance Drivers

- New PL product contract
- Strengthening our presence in the Balkans

## 2019 Forecast

- Expanded PL product contract
- Focused Investments for improved competitiveness
- New markets, China and Canada

# Hints for Financial Results

## Improved Ebitda Margin +2,6%

- Raw materials: +2,0%
- Sales mix: +0,6%

## Increased Distribution Cost +3.400k

- Advertisement +1.153k
- Transportation +752k
- Bad dept provision +634k

Total +2.539k

\*€

## Improved cash flow from Operating activities

- Improved working capital
- Lower taxes paid -2.641k€

Any questions?