

KOPPARBERG

Company Presentation

2008

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History

Kopparberg Brewery was re-established in 1994, when Peter Bronsman and his brother Dan-Anders Bronsman bought the old brewery which was originally founded in 1882 by 36 regional brewers.

In 1989, despite performing strongly over the preceding 100 years, the brewery was sold to a Swiss company that wished to capitalise on the high quality of Kopparberg's water which was sourced in the town itself. Their aim was to bottle and export this to other European markets. However due to high transportation costs, this new direction failed to produce the desired results.

Peter Bronsman then happened to read in a brewers magazine that Kopparberg most likely had to close down for good. He saw an opportunity to gain control of the production facilities and add to his and his brother Dan-Anders' existing beverage distribution company. This company was already well established on the market, but was only selling other breweries' products.

Peter and Dan-Anders Bronsman had for some years a dream – to acquire a brewery and thereby get control of the whole production chain, from product development to the finished product.

After the visit in Kopparberg, the brothers more or less immediately decided to buy the brewery. They contacted the director of the bank in Kopparberg, Per Olof Olsson, who saw the interesting potential in reopening the local brewery. When Peter Bronsman promised twelve jobs in the small mill town of Kopparberg the bank was convinced and the purchase was finalised.

Peter Bronsman got the keys to the brewery on March 18th 1994. Although he was enthusiastic, the other more established breweries in Sweden were not very sympathetic about the arrival of a new player in the market.

They were unified in their belief that Peter Bronsman would never manage to run a brewery situated in the woods in the heart of the Swedish countryside.

Peter did not let this discourage him and when he got in touch with brewmaster Wolfgang Voigt, he knew he could bring together the product development team which would become the base for the brewery's future success. Wolfgang Voigt was appointed the local manager and set about employing his team. And so the Kopparberg cider saga began.

The turnover for the first year was 36 million SEK and Kopparberg was a keen wind on the Swedish beverage market. With the focus on cider, the turnover increased to 141 million SEK in the second year. Everything boded well for Kopparberg however disaster then struck when most of the brewery burnt down in a massive fire in 1997.

The small brewery that offered so much potential looked to be doomed and quickly became front page news across the country.

Nevertheless, the day after the fire, the board of the company sat down and came to the conclusion that the setback would not knock them out of the market but make them stronger. Instead of closing down they decided that this was a new start; this was when Kopparberg would really start its business. This important decision, to face and challenge a setback is something that still drives the brewery today.

After the fire everyone pitched in to rebuild the brewery from scratch. The decision paid off. In 1997, its third year, turnover reached 320 million SEK and rose to 420 million SEK the year after. Thanks to Kopparberg Brewery, cider was now firmly established in Sweden.

With the key foundations laid, Kopparberg opened its first export market; Greece. Exports then began to rapidly increase and in 1999, Kopparberg Cider entered the homeland of cider, the United Kingdom.

To strengthen its position on the cider and beer market, Kopparberg expanded in 2000 through the purchase of the Sofiero brewery in Laholm. In 2002, two more local breweries were acquired, Zeunerts in the North of Sweden and Banco in the South. Kopparberg was now set to capitalise on the future growth of the beer and cider markets.

In order to stabilise its position in certain key export markets, Kopparberg has established subsidiary companies in Spain, Finland and in the United Kingdom.

Kopparberg Pear Cider, the key brand through which export markets have been established, has been particularly well received in the UK and Ireland, as well as in Finland. It is now the leading pear cider in the world.

Kopparberg Brewery's success is not just limited to its cider, the brewery has also received international recognition for its Zeunerts Original and Sofiero Original beers by winning gold and silver medals in the best European lager category in the Beer World Cup in San Diego in 2004.



Our Breweries in Sweden



Kopparberg is our largest brewery. All cider production is centred here in addition to some beer production. This modern brewery houses filling lines for bottles, cans, PET bottles and kegs.



At the Zeunerts brewery in northern Sweden we brew our famous Swedish beer in open fermenting vessels.



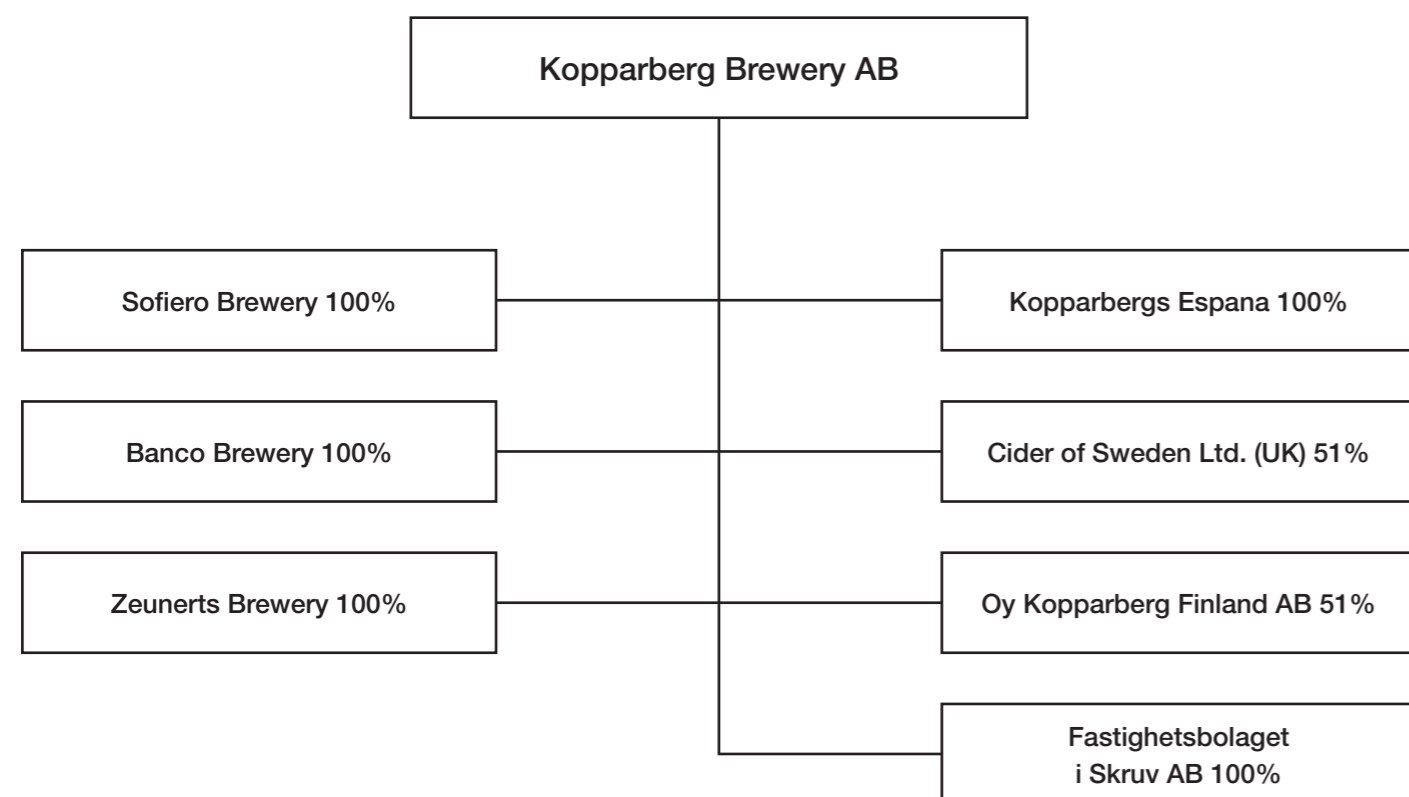
The majority of our soft drinks are produced at the Banco Brewery in the south of Sweden.



New product development and niche lines are produced at the Sofiero Brewery in the southwest tip of the country.



The Kopparberg Group Organisation Plan



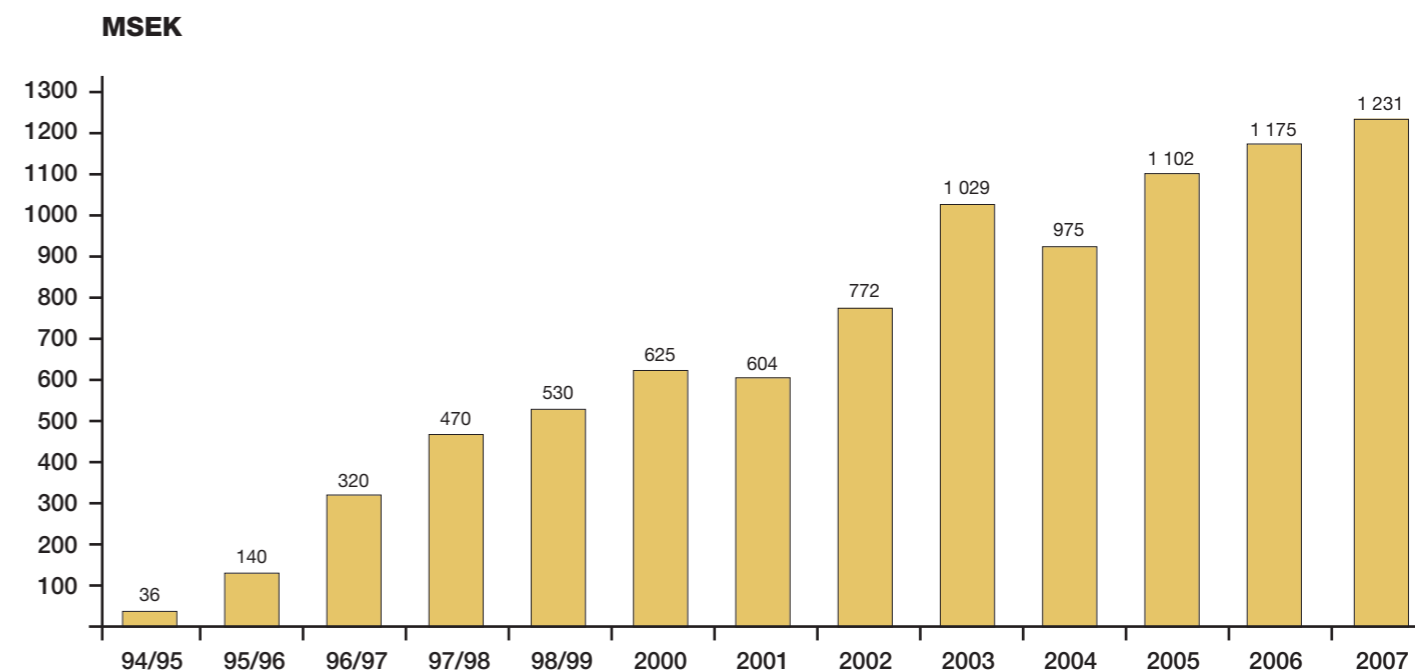
Overview 2002-2007

Kopparberg Brewery (corporate group)

MSEK

	2002	2003	2004	2005	2006	2007
Revenue	772,2	1 029,2	975,0	1 102,2	1 175,5	1 231,4
Net revenue	580,4	707,9	666,3	756,5	825,0	893,2
Result before depreciations	41,9	47,1	56,6	59,0	62,5	78,6
Depreciation	-27,7	-30,2	-31,4	-31,8	-30,2	-32,3
Finance	-11,6	-11,4	-13,3	-10,3	-11,4	-18,8
Total	2,6	5,5	11,9	16,9	20,9	27,5

Turnover 1994-2007



Group Balance Sheet

MSEK

	2005	2006	2007
Total fixed assets	274,0	287,4	290,9
Merchandise inventory	118,0	112,5	135,0
Current receivables	155,5	144,8	211,9
Cash and cash equivalents	18,2	21,8	20,1
Total current assets	291,7	279,1	367,0
Total assets	565,7	566,5	657,9
Total equity	107,9	112,7	118,5
Minority interests	5,3	10,4	14,5
Total deposits	21,9	22,9	23,0
Non-current liabilities	44,4	48,3	66,0
Current liabilities	386,2	372,2	435,9
Total equity and liabilities	565,7	566,5	657,9

The Leading
Pear Cider
In The World.





SILVER MEDAL



San Diego, California, USA



GOLD MEDAL



San Diego, California, USA



A Rich Assortment
Of Quality Products





Cap
black/gold



Shirts & Tees
black/gold



Key Holder
black/gold



Delta
3a crome



VM Tower
1a crome/guld
2a crome/guld



Lotus
1a crome/guld
2a crome



Kläm kran
(Lotus)
crome/guld



Katrin
3a crome/guld



Trays
black



Bottle Opener
silver



Kopparberg
Tumbler 0,4 L



Kopparberg
Tumbler 0,5 L



Kopparberg
Half pint



Kopparberg
0,2 L



Zeunerts
Kupa 0,4 L



Zeunerts
Tumbler 0,4 L



Zeunerts
Tumbler 0,5 L



Sofiero
Tumbler 0,4 L



Signs & Slates
black or blue



Branded Parasol
black/gold



Chaperon
black/gold



Ice Bucket
black

Towel
black/gold



Can Inflatable
black/gold



Kyl C5G
Höjd: 2062 mm
Bredd: 599 mm
Djup: 695 mm



Kyl C8G
Höjd: 2062 mm
Bredd: 864 mm
Djup: 710 mm



Kyl C165G
Höjd: 855 mm
Bredd: 550 mm
Djup: 620 mm



Kyl C2G
Höjd: 860 mm
Bredd: 860 mm
Djup: 500 mm



The Future

Kopparberg actively research and approach new markets for Kopparberg Cider. Example: UK & Ireland.



The first Kopparberg branded parasols at Lloyds No1 Bar in England.



Peter Bronsman, President of Kopparberg Breweries, Davin Nugent, Managing Director of Cider of Sweden and Adrian Hirst, National Sales Director, at the Kopparberg stand at the Bar Show in Earls Court, London.



Kopparberg Cider's first national advertising campaign in the Republic of Ireland and Northern Ireland, entitled Pear-Licious Cider and Pear-Fect Cider.





KOPPARBERG

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