

WILMAR INTERNATIONAL LIMITED

Investor Day Presentation

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wilmar
We Invest • You Harvest

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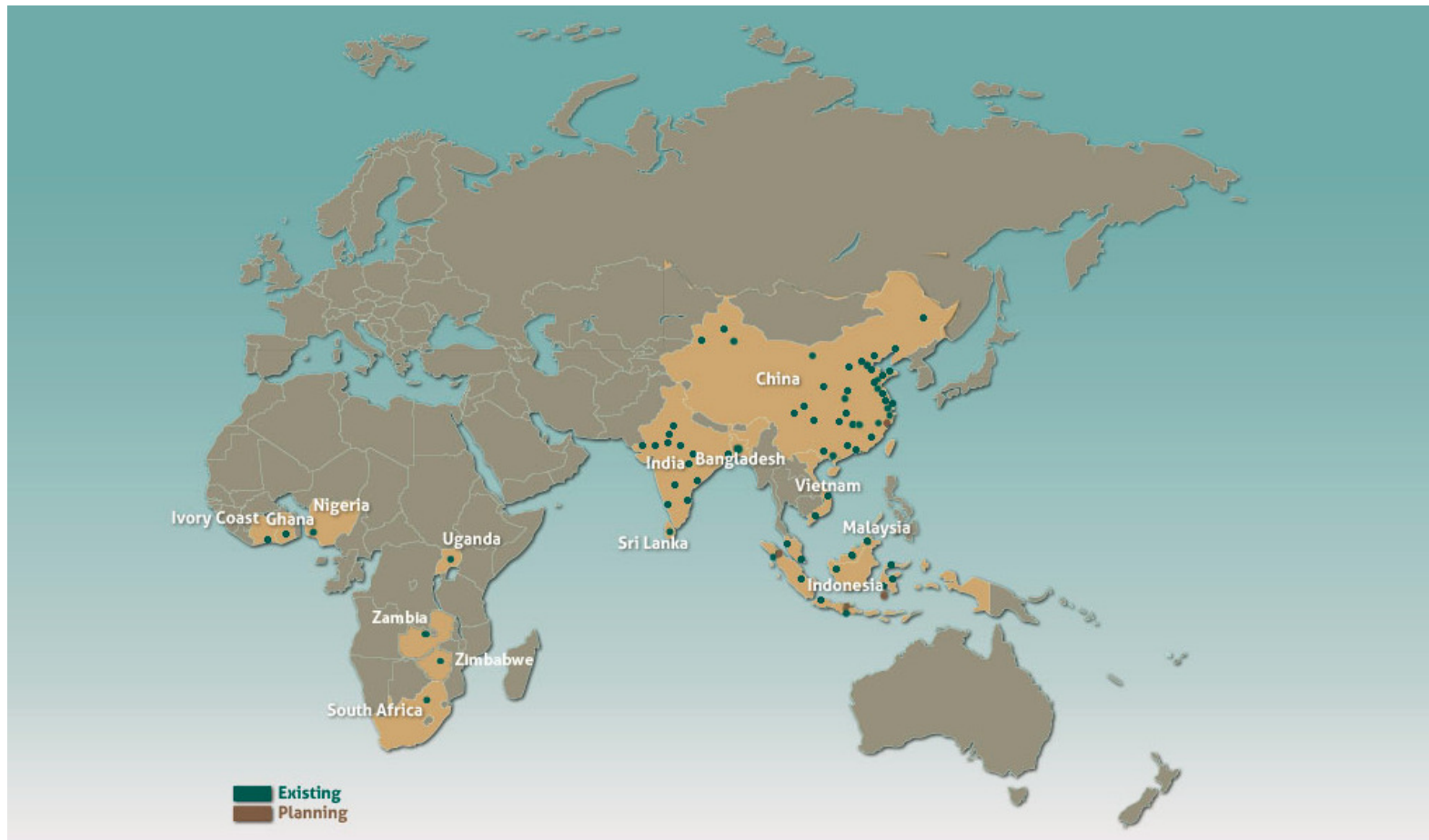
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Consumer Products

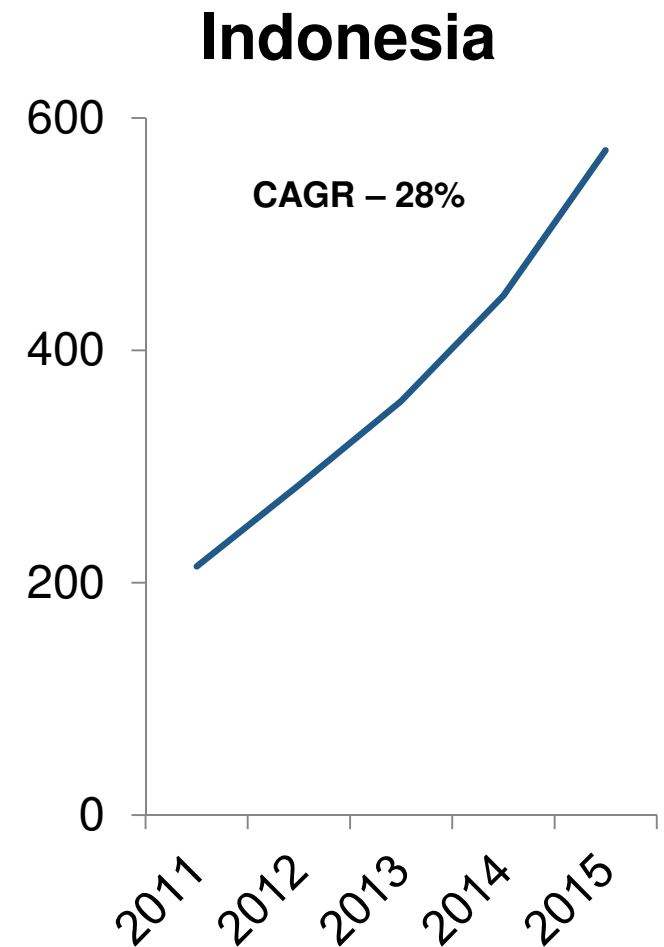
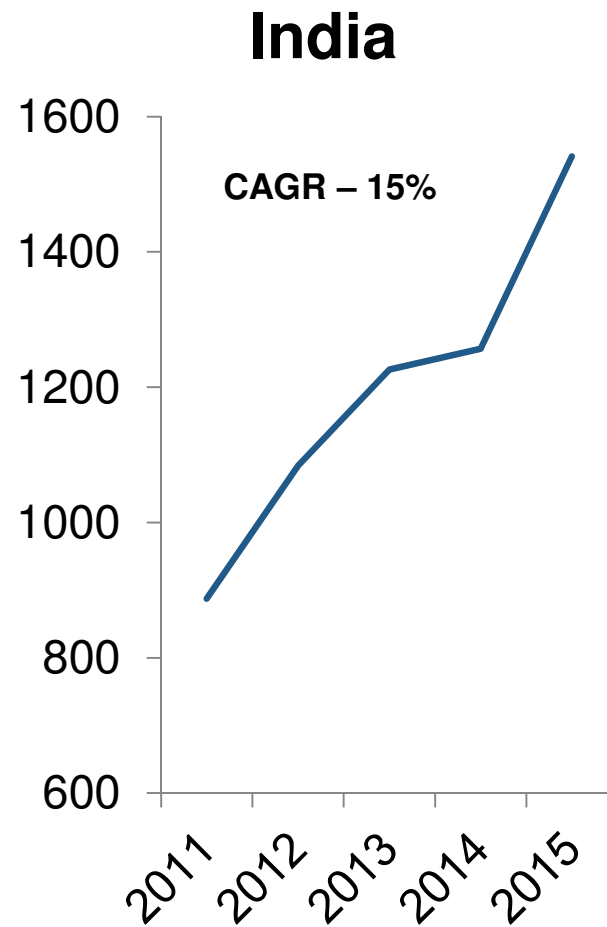
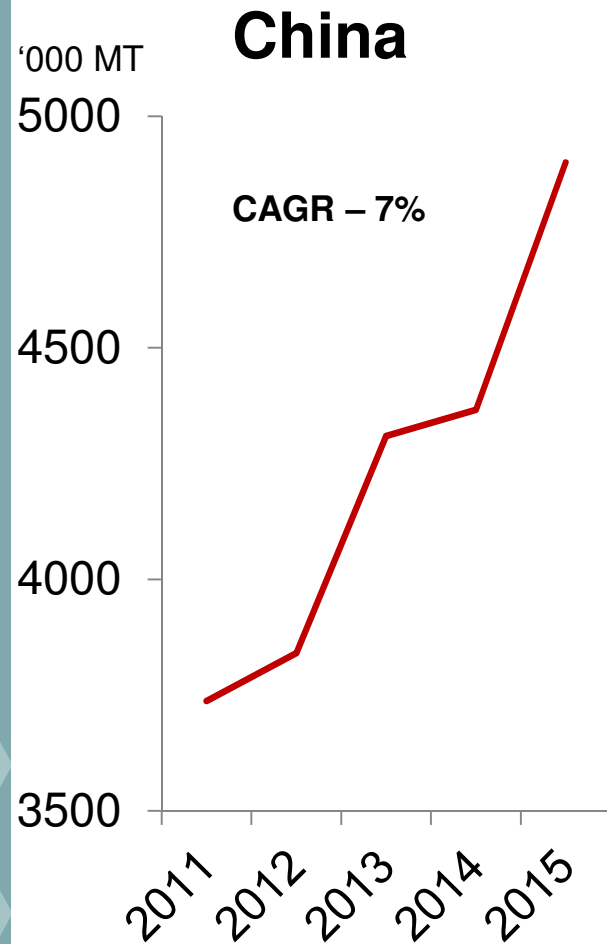


Consumer Products

- Wilmar is the largest manufacturer of consumer pack edible oils worldwide. The Group also produces and markets rice, flour, noodles, sauces, sugar, soaps and detergents.
- In China, India and Indonesia, the three most populous countries in Asia, Wilmar is the market leader for branded consumer pack edible oils. It is also the market leader in Vietnam, Sri Lanka and several African countries.



Consumer Products Sales Volume



Consumer Products in China

- Flagship brand **Arawana** (金龙鱼) made its debut in the consumer market in 1991, pioneering packaged cooking oil
- Arawana has been ranked the top edible oil in China for 16 consecutive years
- Largest market share of about 45% in consumer pack edible oils
- Today, Wilmar produces various types of edible oils, rice, flour, dry noodles, grains, soybean powder, condiments and home care products marketed under a portfolio of more than 10 leading brands and supported by a net work of more than 1,200 distributors
- Global Research & Development Centre located in Shanghai applies next generation technology to elevate quality and expand product diversity



Extensive Distribution Network Across China

- Group - > 3,500 sales & marketing staff and > 8,000 distributors;
- Consumer products - 31 branches, > 1,800 sales & marketing staff, > 1,200 distributors

Hypermarket Display



Street Kiosks



Promotions



Strong Brands

- Multi-tiered branding strategy from top end to mass market

Oils



香满园



口福



Flour



香满园

金双圈

银双圈

红双圈

蓝双圈

Rice



香满园



Strong Brands

Other Products

Soymilk Powder



Grains



Dry noodle



Household Detergent



Consumer Products in India

- No. 1 producer of consumer pack edible oils in India with over 20% market share
- Largest portfolio of 11 brands in the edible oil industry, of which **Fortune** Cooking Oil has been the no. 1 brand in India since 2002.



Fortune[®]
EDIBLE OILS & FOODS

Aadhaar[®]
Refined Soyabean Oil

ALPHA[®]
REFINED PALMOLEIN

KING'S[®]
REFINED SOYABEAN OIL

BULLET[®]
Kachi Ghani
Mustard Oil

Fryola[®]
The Ultimate Frying Oil

JUBILEE[®]
Masterchef
Vanaspatri

a life[®]
REFINED
VEGETABLE OIL

Bakewell[®]

Avsar[®]
Vanaspatri

JUBILEE[®]
adani
wilmar

Pilaf[®]
GOLD
— Basmati Rice —
1121 Extra Long Grain

Rang[®]
Vanaspatri

wilmar[®]
We Invest • You Harvest

Consumer Products in Indonesia

- The Cooking Oil business in Indonesia was started in 1999 with the launch of the **Fortune** brand, followed by **Sania** in 2000 and **Sovia** in 2011
- In 2015, these brands achieved a market share of over 30% to become the No.1 Market Leader in Indonesia
- In the last 2 years, Wilmar has expanded its product range in Indonesia to include flour, barsoap and margarine
- Reinforced by a strong distribution network across 33 provinces nationwide



Strategically Located Plants and Mills



Consumer Pack Oil = 5 Plants

Flour = 2 Mills

Barsoap = 1 Plant

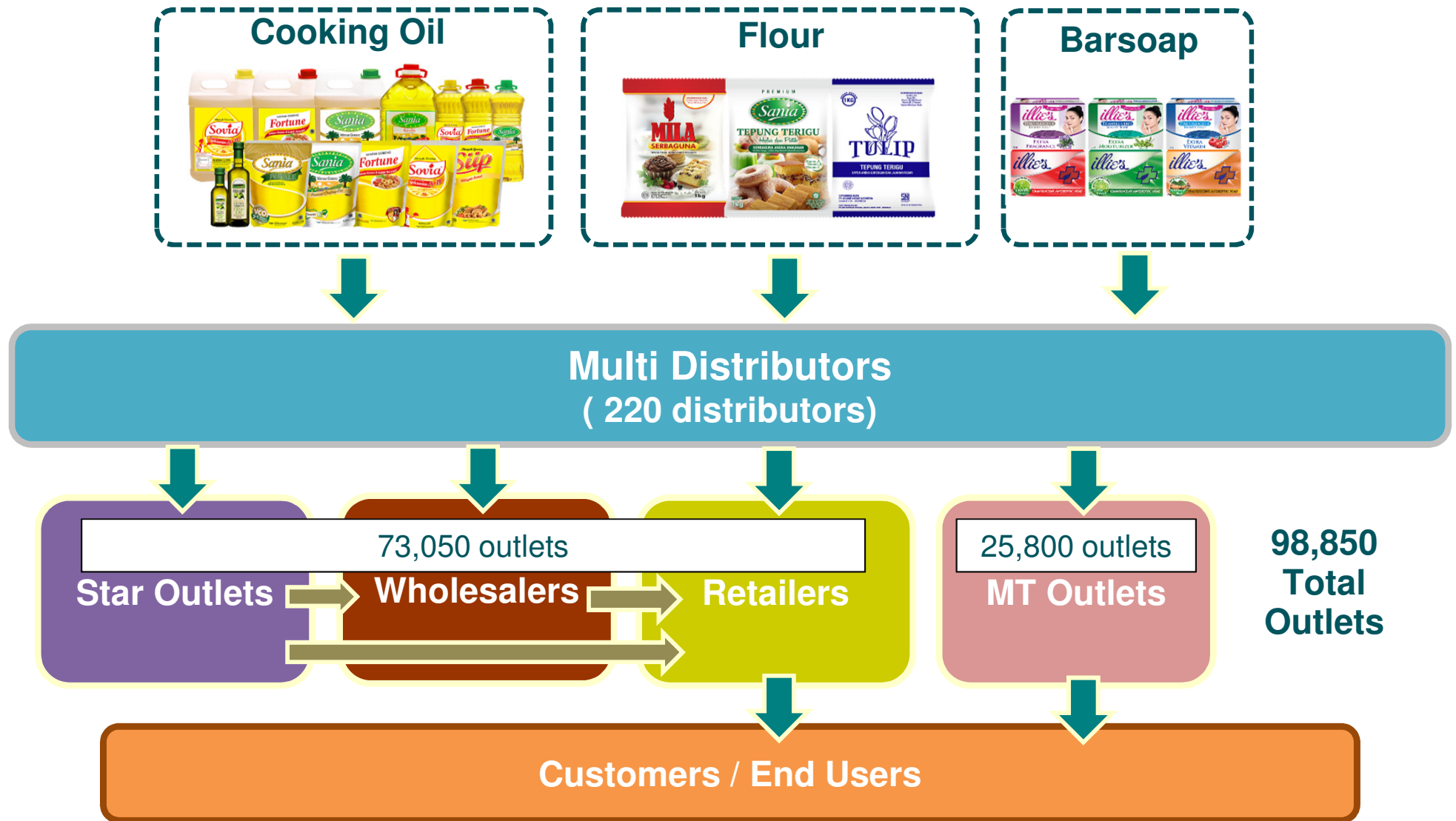
Total sales + marketing team : 300 people
(Divided into 6 Regions and 1 Modern Trade Department)

● 220 distributors in 33 provinces

Sales Region :

	Region 1		Region 4
	Region 2		Region 5
	Region 3		Region 6

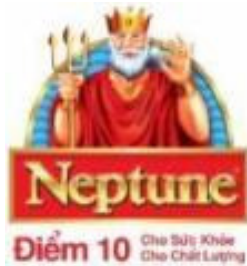
Distribution Network



Consumer Products in Vietnam

- No. 1 producer of consumer pack edible oils in Vietnam with market share of over 50%
- Multi-tiered branding strategy from top end to mass market

Oils



Flour



KEY



PEN



COMPASS

Extensive Distribution Network Across Vietnam

- Consumer products – > 700 sales & marketing staff, 106 distributors with warehouses across Vietnam



● Distributor and warehouse

Consumer Products in Bangladesh

- Leading producer of consumer pack edible oils in Bangladesh with over 20% market share
- Manufactures consumer pack edible oils and rice under the brands **Rupchanda**, **King's**, **Meizan**, **Fortune**, **Olivoila** and **Lucky**



Consumer Products in Sri Lanka

- Leading producer of consumer pack edible oils under the **Fortune** brand



Consumer Products in Africa

- Leading producer and seller of branded consumer pack oil in Ivory Coast, Uganda, South Africa, Ghana, Nigeria, Zambia and Zimbabwe, as well as consumer pack detergents in Ethiopia



Strong Brands in Russia & Ukraine

- Leader in table margarine and mayonnaise in Russia

Mayonnaise & Sauce



Packed margarine & spread



Fat & Margarine



Roasted Seeds

Soap



Sugar Consumer Products

- Leading sugar brands in Australia, New Zealand, Morocco and India

Australia – CSR



Morocco – Enmer, Al Kasbah, La Gazelle and El Bellar



New Zealand – Chelsea



India - Madhur



Goodman Fielder

- Leading food company in Australasia offering packaged baked products, dairy products, spreads, sauces, dressings, condiments, bulk and packaged edible oils and fats and flour products.
- Completed the Goodman Fielder acquisition on 17 March 2015.
- Since March 2015, Goodman Fielder has been gaining momentum in building its presence in China, South-East Asia, Papua New Guinea and Fiji, while improving business performance in Australia and NZ.



Recognised for its Leading Brands and Quality Products

China: Arawana / Wonder Farm / Orchid	Consumers' Favourite Food Brand awarded by China National Food Industry Association
India: Fortune	'Readers Digest Trusted Brand of the Year' for the sixth consecutive year - Promising 'FMCG-Food Products' Brand by The Economic Times - Superbrand 2015 by Superbrands India
Indonesia: Sania Royale / Sania	- Superbrand - Outstanding Achievement Award by Superbrands Indonesia - Top Brand Award (Cooking Oil Category) by Frontier Consulting Group and Majalah Marketing 2nd Winner of Best of the Best Award, People Choice Award and Most Committed Brand Award by Merek Tercinta, MPPA Retail Group - Great Performing Brand in Social Media by Frontier Consulting Group and Marketing Magazine
Vietnam: Neptune	"Trust & Use" Award awarded by Vietnam Economic Times
Bangladesh: Rupchanda	Retained No. 1 position in Edible Oil category of the Best Brand Award in 2015, awarded by Bangladesh Brand Forum in Collaboration with Millward Brown Bangladesh.
Ghana: Frytol	Most Celebrated Ghanaian Brand awarded by Premier Brands Ghana
Uganda: Fortune Butto / White Star	- Best Cooking Oil by People's Choice Quality Awards - Best Laundry Soap by People's Choice Quality Awards



Question & Answer

