



PATAGONIA

B E R R I E S

COMER BIEN, HACER BIEN, ESTAR BIEN



PATAGONIA

BERRIES

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BERRIES

OUR PURPOSE...

We want to delight and nourish the world with all natural products, handmade in **Patagonia**. We want to change the world for the better with **social impact** proposals in every product. We believe in what we are doing, and we enjoy every second of it.

Business Model - Network



- Development of Suppliers of primary goods
- Manufacturers Network
- Purchasing Power
- Know How in SCM and Quality



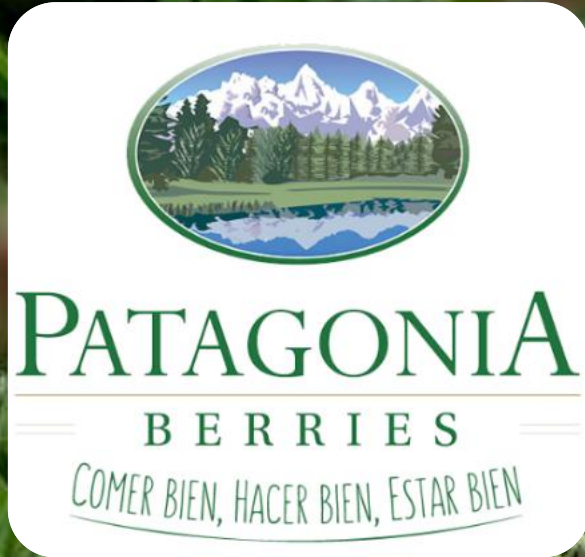
- Distribution network nation wide
- Retail Partner in LATAM
- Know How for Product Development
- Economy of scale in Commercial Spending

Farmer and Berries Development Program

How to use a significant power of purchase in benefit of the farmer's quality of life & work, the quality of the product and the overall business conditions in the area.



Some numbers...



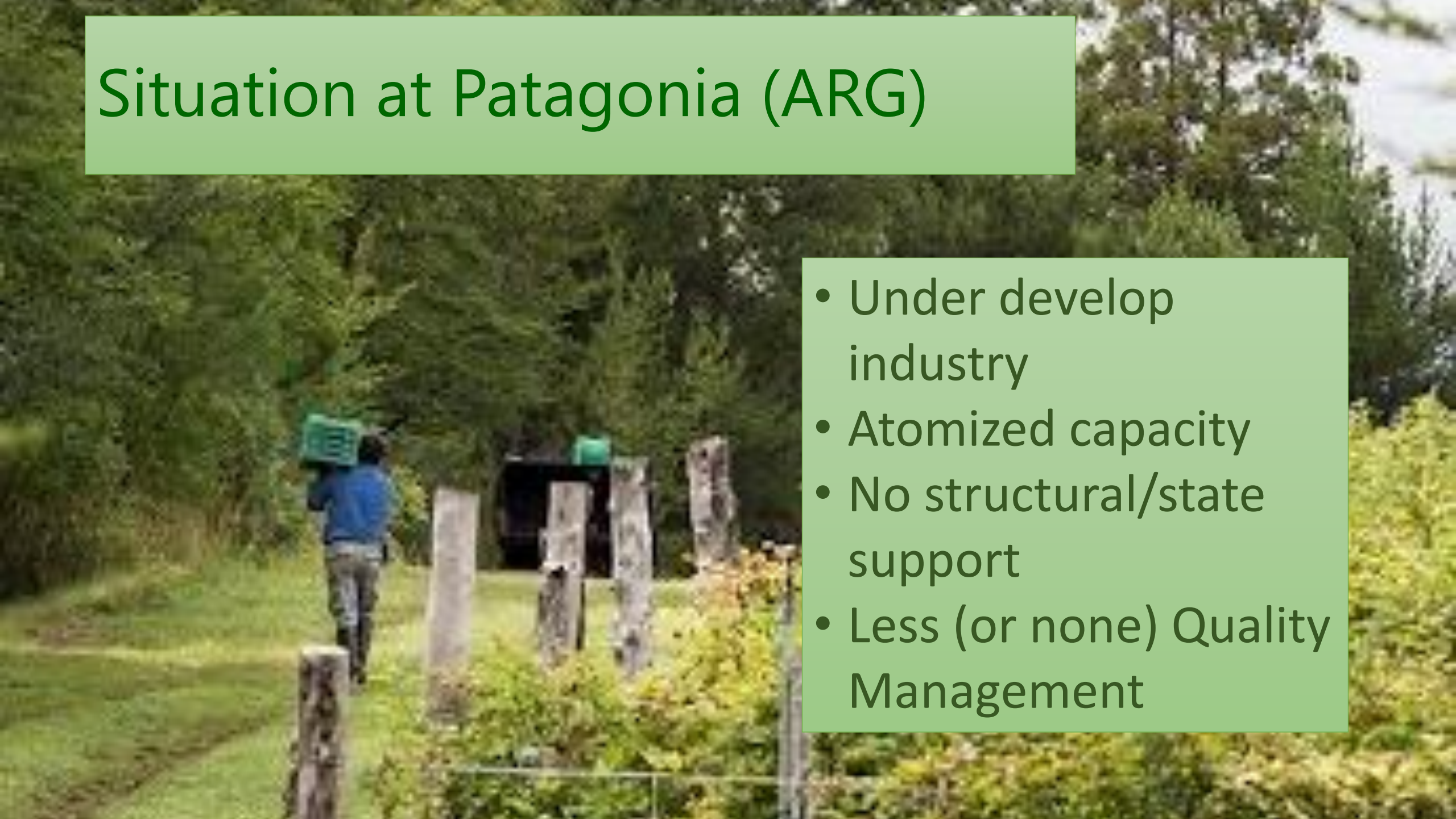
- Over 120 tons of purchase yearly, and growing...



- Small Farmer under 5 tons
- Medium Farmer under 10 tons
- Big Organized Farm (3 to 4 players) over 40 tons

Situation at Patagonia (ARG)

- Under develop industry
- Atomized capacity
- No structural/state support
- Less (or none) Quality Management



Prioritize Small Farmers

- Yearly Financing
- Quality Control Standards
- Re-Purchase commitment
- Better costs in basic supplies
- Word of Mouth recommendation



Win-Win situation



- Reliable Suppliers Network
- Quantity of Purchase assurance in a small local industry
- Quality assurance con key supply
- Brand's local identity reinforced



- Organized personal economy
- Assurance on selling minimum volume
- Capacity to Project from season to season
- Lighten Commercial focus and pressures
- Know-how and Quality Best Practices



Manufacturers Network

How to canalize a significant sales volume in different local manufacturers, in benefit of the area and the overall quality of the product.



Some numbers (Jams and Preserves)...



- Over 400.000 units yearly and growing...
- National Wide and Regional Distribution



- Tradition in Jam and Preserves , over 30 years of know how
- Relatively low production volume (50K-100K units approx.)
- Only local distribution

Partnership with local Manufacturers

- Supply Chain Management training
- Economy of scale in purchases and operative costs
- Quality Management & International Standards
- Financing of structural investments
- Assurance on a minimum volumen of production



Win-Win situation



- Quality assurance con key process
- Flexible Cost Structure
- Know-How on a traditional process
- Brand's local identity reinforced



- Organized personal economy
- Financing Structural Investments
- Certainty on a minimum production volume
- Lighten Commercial focus and pressures
- Know-how and Quality Best Practices





Distribution Partner (ARG)

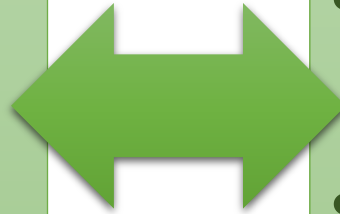


- Leading Brand in Coffee Market (Arg, Chile, Uruguay, Paraguay)
- Distribution Network with + 5K POS reach
- More than 75 years in the Marketplace
- Strategic relationships with all big players in Retail Industry

Synergic Relationship



- Distribution nation wide
- Better costs in big retail stores
- POS management
- Power in Negotiations



- Equity Gain
- Premium Brand of complementary goods
- Absorption of Commercial Costs
- Multi-Brand/product management

Regional Supplier for LATAM



- Big Player in Retail Industry LATAM (Arg, Brazil, Chile, Colombia, Peru)
- Premium brands in local Retail (Jumbo, Wong, etc..)
- Focus in Imports Goods Category in every market

Synergic Relationship



- Presence in Colombia, Chile and Peru
- Better Access costs to regional market
- Branding tools on store (tastings, promotions, etc..)



- Premium offering for their customers
- Exclusiveness of Patagonia Berries for each market
- Reinforcement of Premium offering in imported goods

Involving the Consumer...



UNA FRASCO, UNA HISTORIA.

Lo que tratamos de hacer es mejorar nuestro entorno
para que todos los que nos acompañan puedan
"Comer bien, Hacer bien, Estar bien".



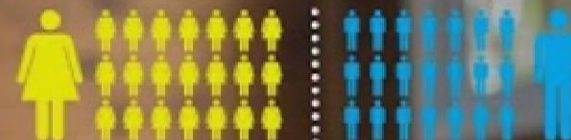
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Ledesma



CADA FRASCO QUE LLEVÁS A TU CASA,
VAMOS A ESTAR DANDO UN DESAYUNO A UN NIÑO
QUE LO NECESITA DE LA FAMILIA CONIN.



3000 madres : 4000 niños



70 CENTROS CONIN DE PREVENCIÓN DE
DESNUTRICIÓN Y PROMOCIÓN HUMANA EN
16 PROVINCIAS DE LA ARGENTINA Y EN CABA



40 000 desayunos
y vamos por más

Onward...



Thanks for listening... Q&A

