



Corporate Presentation  
ISMO  
December 10<sup>th</sup>, 2020



## Overview

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## COMPANY

Valsoia is the pioneer for non-dairy, plant-based products in the Italian market.

## MISSION

Valsoia's mission is to provide **healthy, functional, nutritionally-balanced** products that are **tasty and enjoyable**, drawing on traditional Italian expertise and culinary culture. Valsoia's **from-breakfast-to-dinner** range.

## BRANDS



## FIGURES

**+12 k PoS**  
Worldwide  
Excluding Italy

**Over 9.3 million**  
families in Italy\*\*

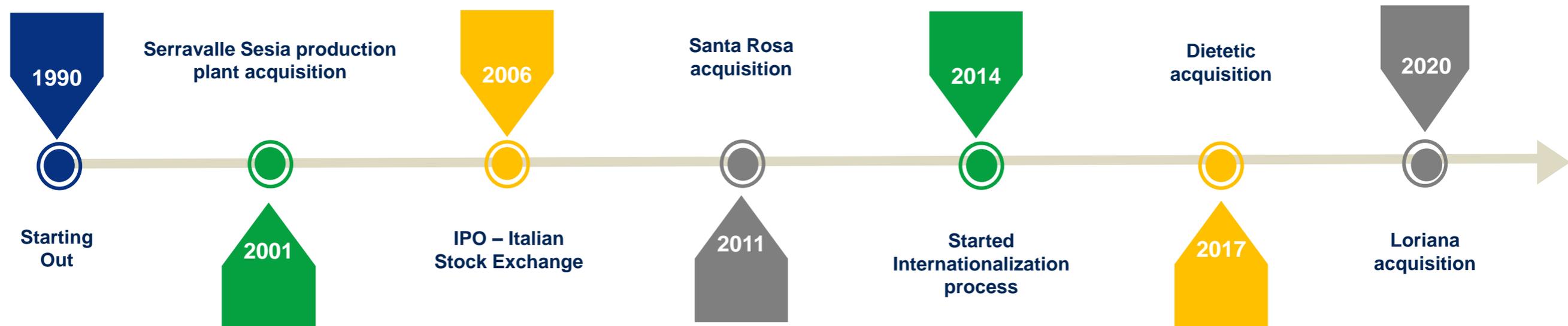
**10** product  
categories

\*Valsoia is the distributor for Weetabix products in Italy and the licensee for BlueNyx

\*\* +€2.3 million YoY

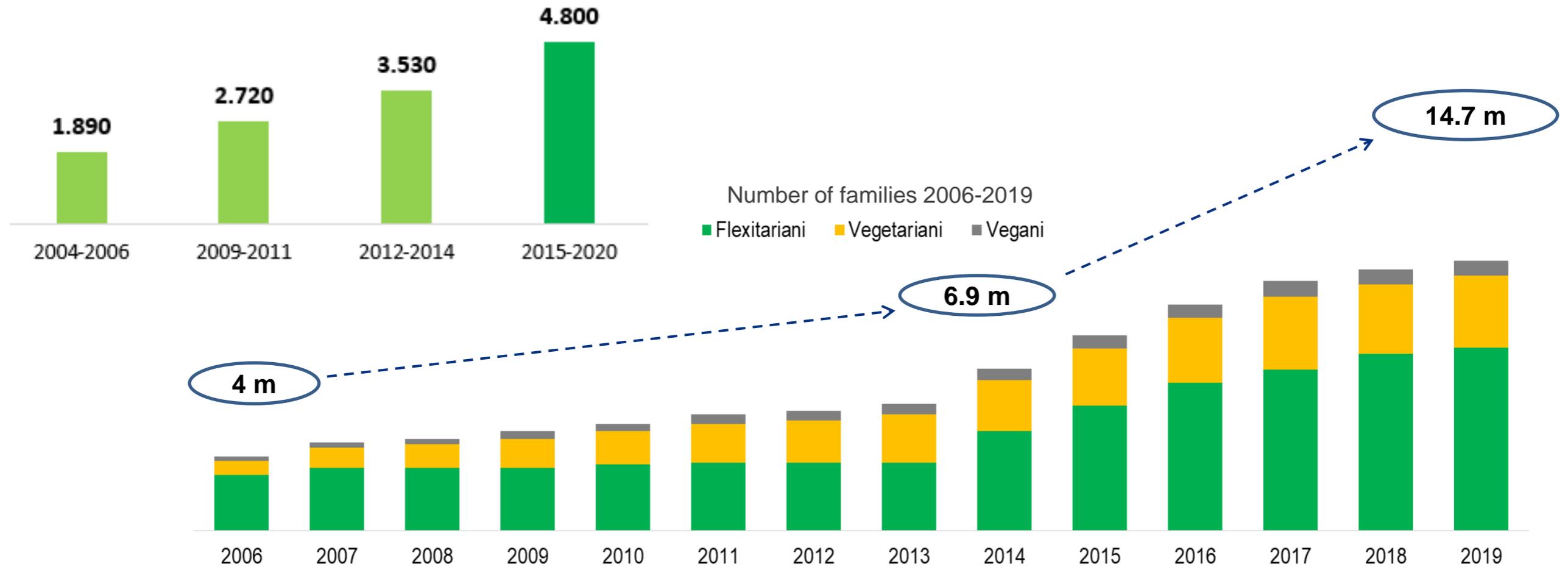
Founded in 1990 by neurologist Lorenzo Sassoli and listed on the Italian stock market since 2006.

Today **Valsoia** is expanding in the domestic and international markets, through product innovation and acquisitions



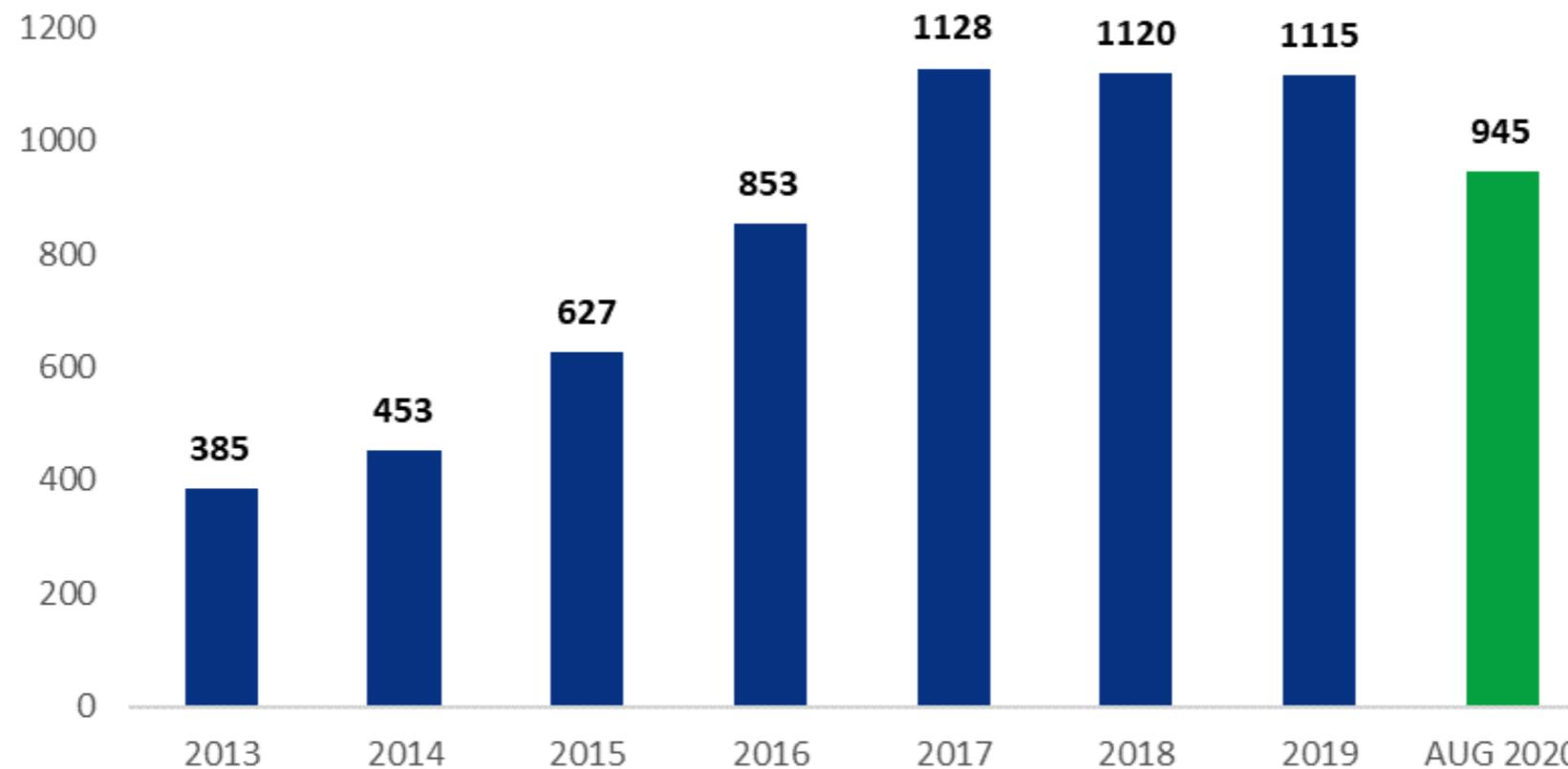
# Non-dairy and plant-based alternatives market trend and number of families

Families purchasing Valsoia products



|                                    | 2006     | 2007       | 2008     | 2009       | 2010       | 2011       | 2012       | 2013       | 2014       | 2015        | 2016        | 2017        | 2018        | 2019        |
|------------------------------------|----------|------------|----------|------------|------------|------------|------------|------------|------------|-------------|-------------|-------------|-------------|-------------|
| <b>TOTAL PLANT-BASED HOUSEHOLD</b> | <b>4</b> | <b>4,8</b> | <b>5</b> | <b>5,4</b> | <b>5,8</b> | <b>6,3</b> | <b>6,5</b> | <b>6,9</b> | <b>8,8</b> | <b>10,6</b> | <b>12,3</b> | <b>13,6</b> | <b>14,2</b> | <b>14,7</b> |
| <b>% Market penetration</b>        | 16%      | 19%        | 20%      | 22%        | 23%        | 25%        | 26%        | 28%        | 35%        | 43%         | 49%         | 55%         | 57%         | 59%         |

## SKU 2013 – 2020 (DM \*)



After the disorderly growth in the number of SKUs, also as a result of the negative reaction of consumption, in the first 8 months of 2020 the number of items dropped significantly, and at the same time we also see the recovery of the markets.

Valosia is improving Trade Marketing (sales policies and marketing at POS) through structure, tools and working methods

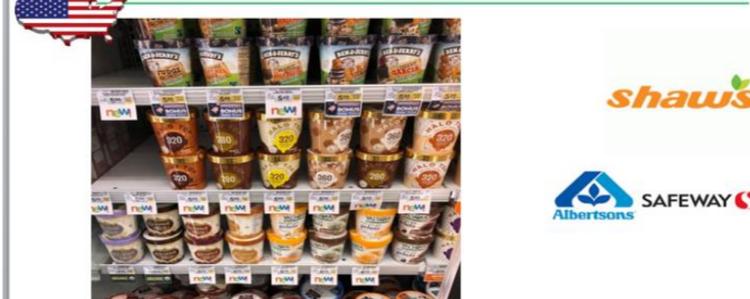
## Shelves in Italy



## Our Benchmark Abroad



## ALBERTSON/SAFEWAY – 2 Division (373 pv)



## Kaufland

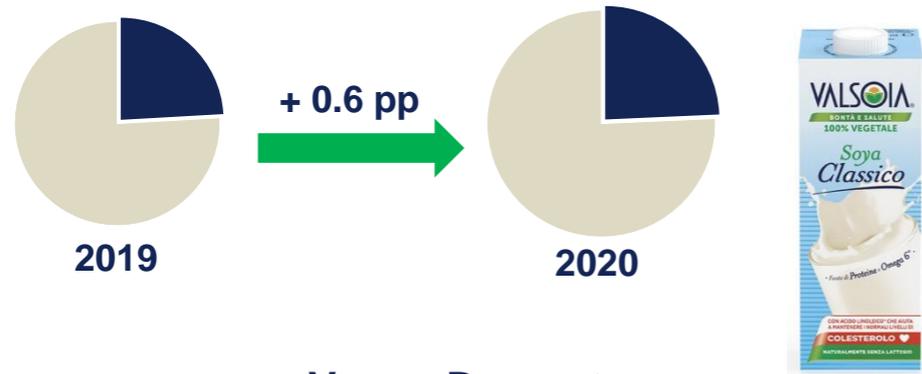


## Coming soon to Italy

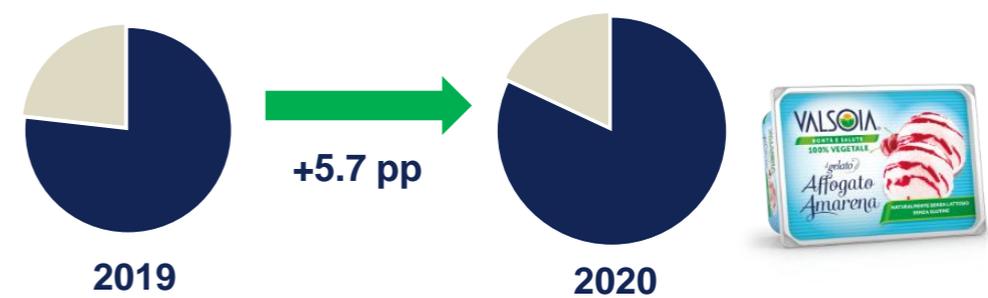


# Valsoia increasing Market shares as of August 2020 (YoY)

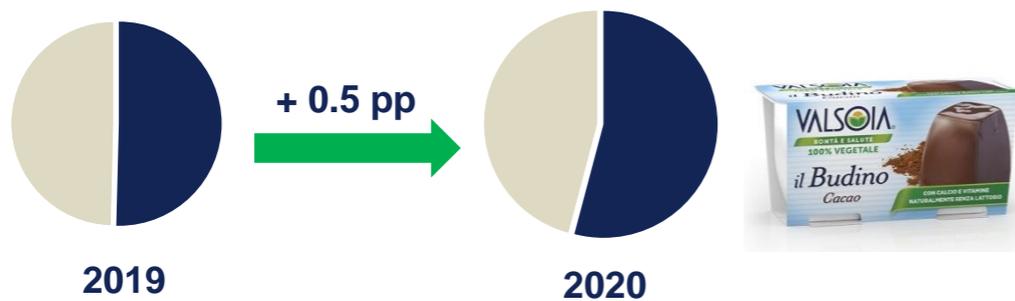
## Soy Milk



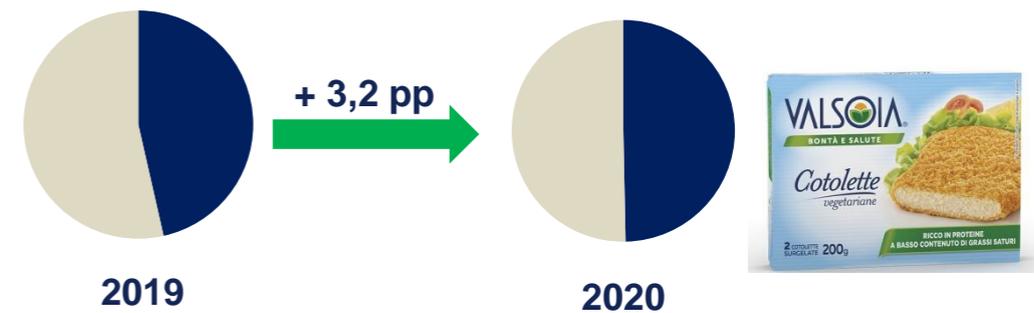
## Vegan Ice Cream (No amando)



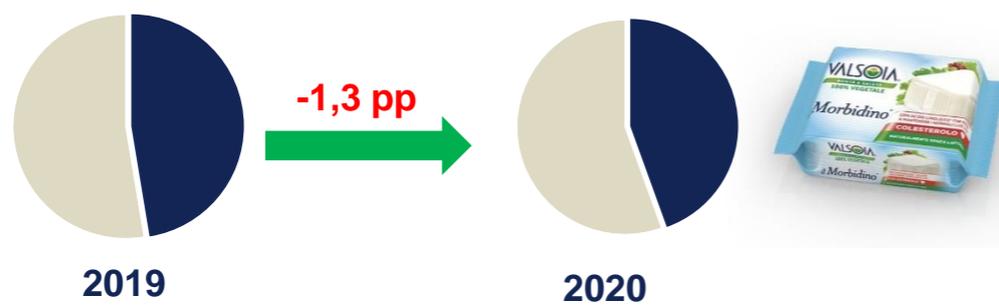
## Vegan Desserts



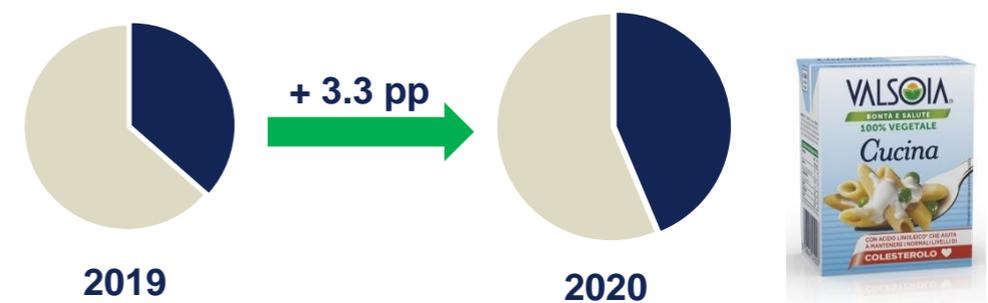
## Vegan Frozen Meals



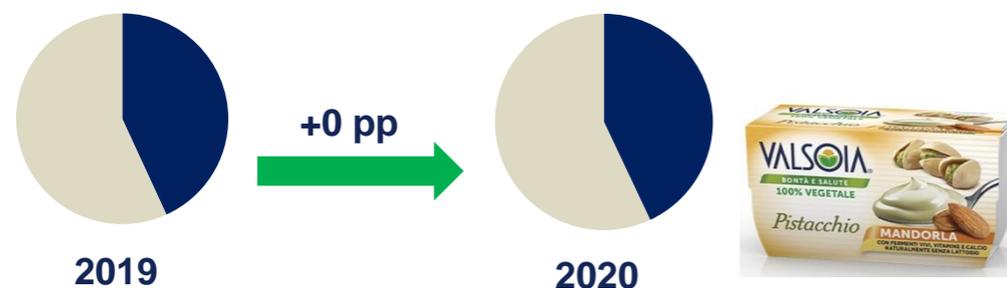
## Vegan Cheese



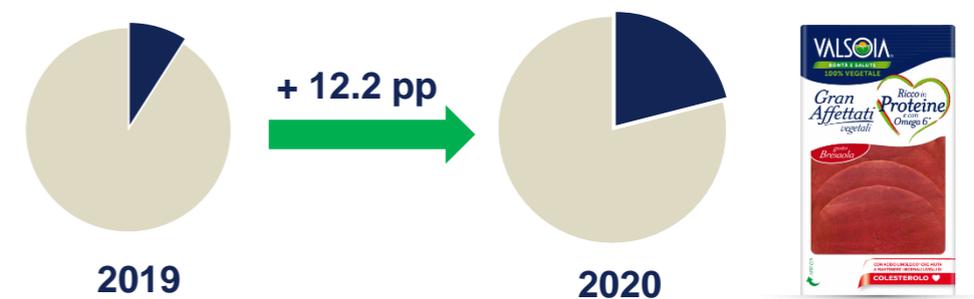
## Vegan Cream (Condiment)



## Vegan Yogurt



## Meat Alternative Coldcuts





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## Sales trend continues a positive double-digit growth

- Total Revenues 1H 2020 € 43.4 mln + 17.2%
- Total Revenues 9 M 2020 € 64.3 mln + 11.9%
- Export 1H 2020 with a strong acceleration + 43.9%
- Export 9 M 2020 with an important acceleration + 34.6%



## Solid positive Net Financial Position

- € 25.8 mln as 30 June 2020
- € 31.5 mln as 30 September 2020



**Super Burger Launch:** 100% Vegetable Burger characterized by few and simple ingredients



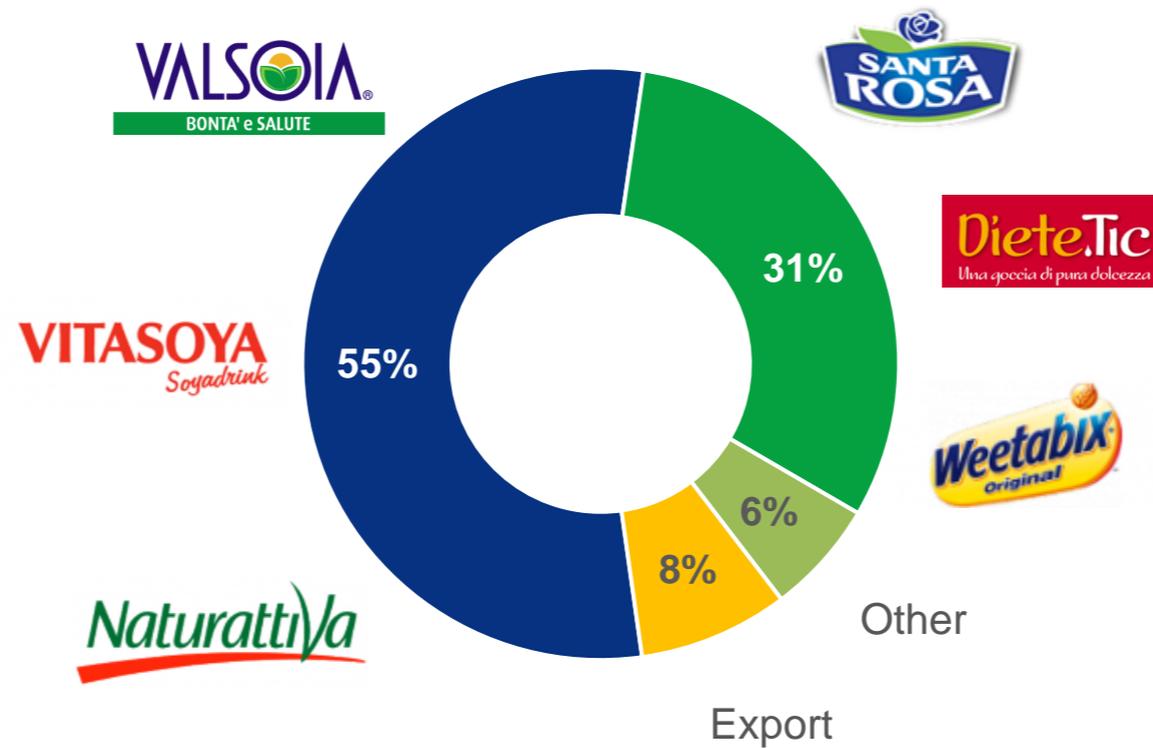
**Valsoia brand food supplements:** Launch of an innovative line of food supplements



**"Loriana" brand:** signed an agreement for the acquisition of the second brand in the "Piadine" market

## Working progress:





### Healthy products

- The healthy products segment corresponds to Valsoia Bontà e Salute, Vitasoya and Naturattiva.
- It accounts for about 60% of sales

### Food

- Our food segment products include Santa Rosa, Diete.Tic, and Weetabix distribution
- Food products account for 27% of sales

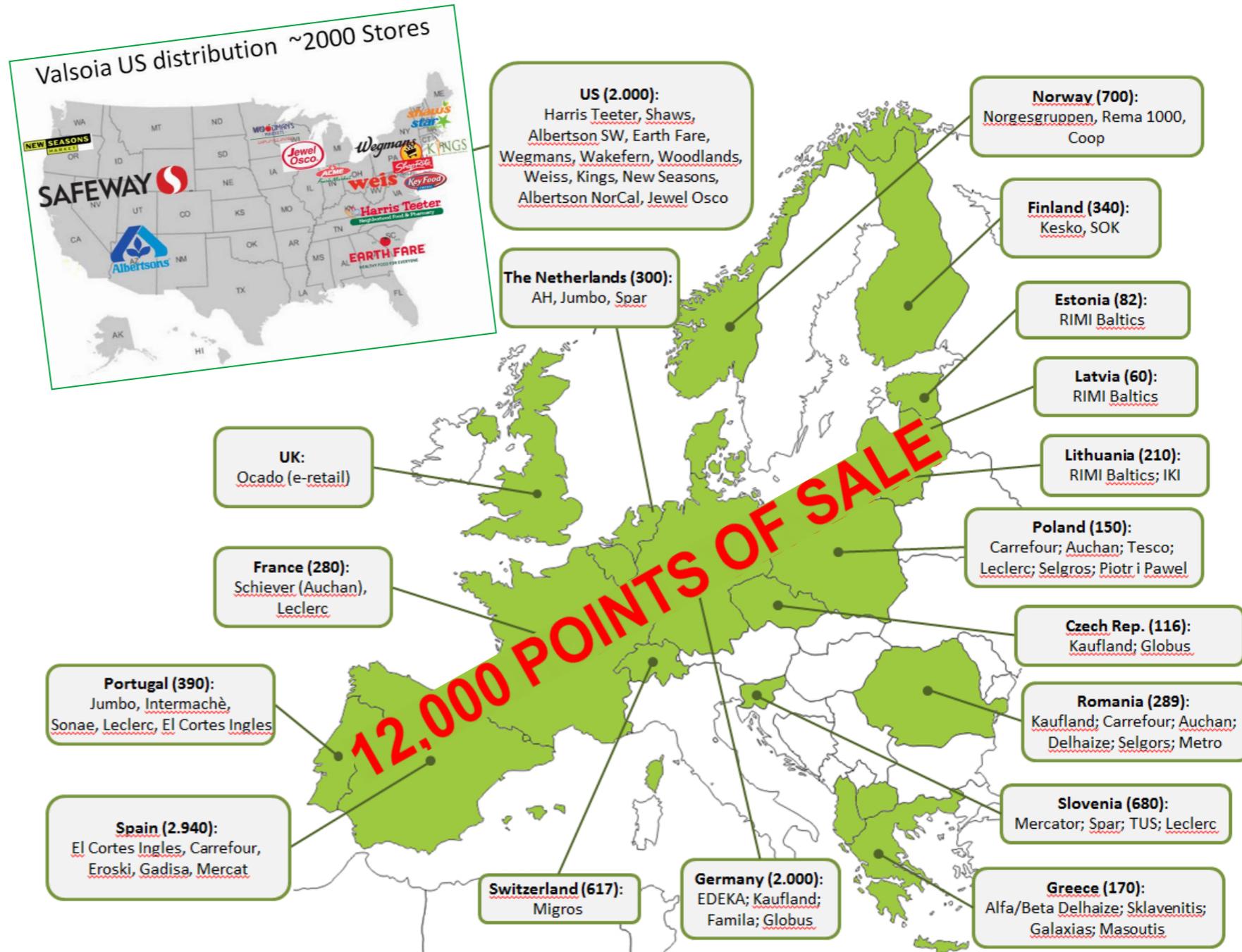
# Focus on export

- Currently present in 19 countries (Europe and United States) with an eye on China and Russia
- Turnover from exports, excluding Germany, continue to grow
- Ice cream is the main export product:

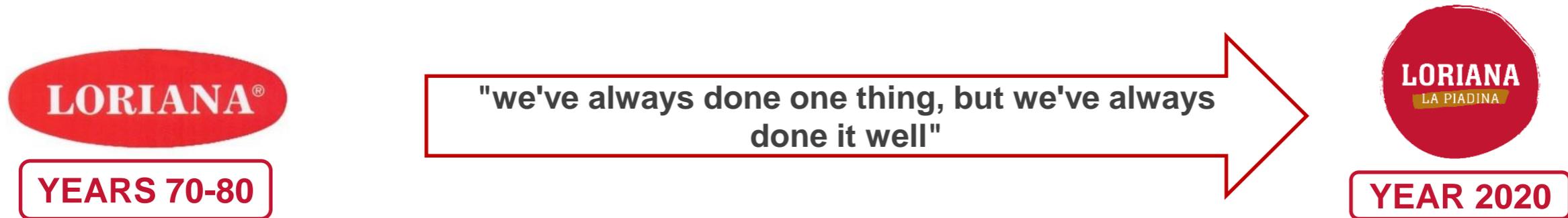
Dairy-free ice cream



- Company's main expansion drive currently focused on:
  - USA
  - Germany
  - Spain

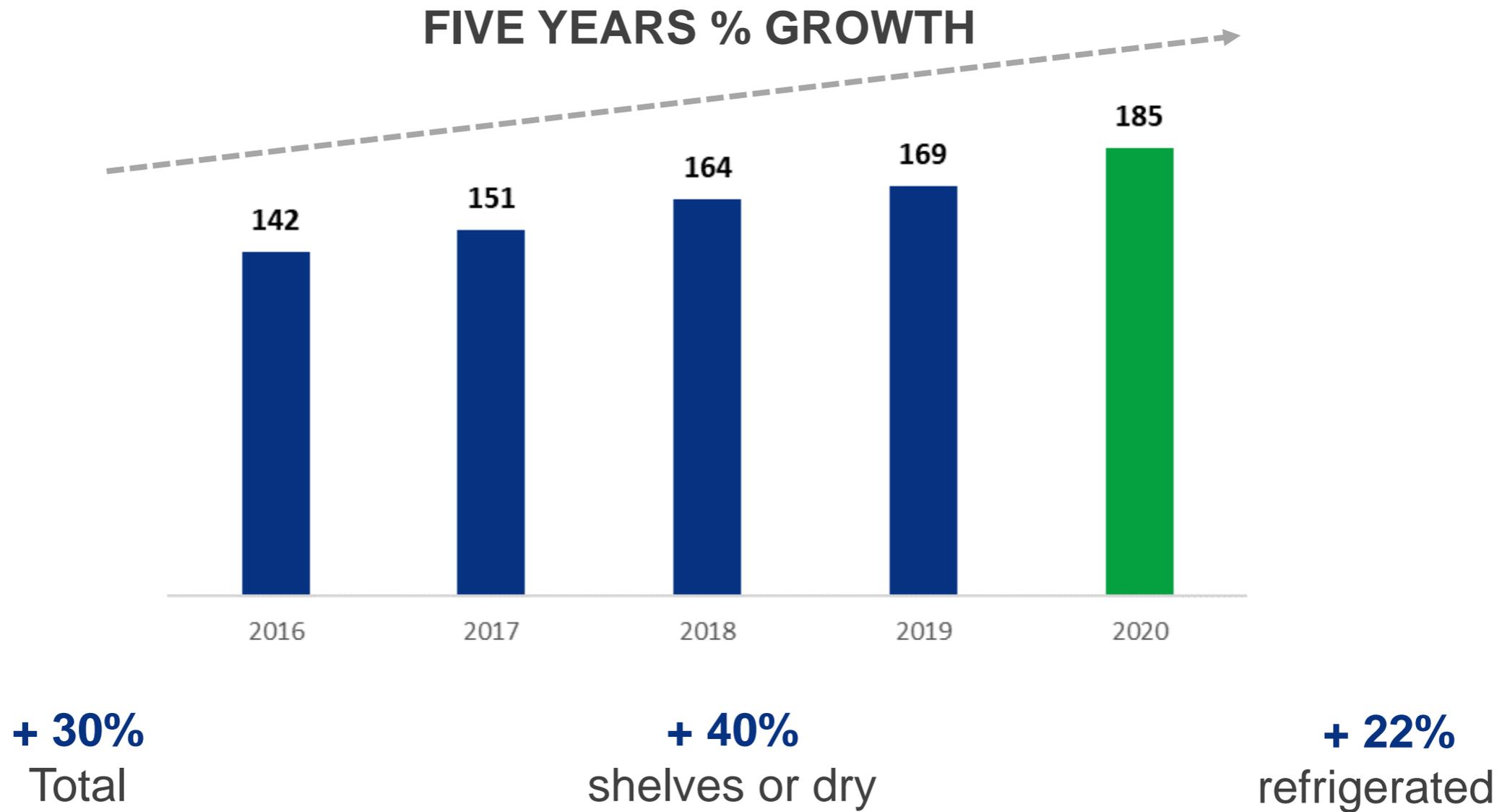


**More than 25% of Gelato and Chocolate Spread Revenues come from Exports**



- Signed an agreement with **De.Co INDUSTRIE S.C.P.A.** for the acquisition of "Loriana", the second brand in the "Piadine" market
- Acquisition for a countervalue of **€12.98** mln
- The transaction will be effective from **31 December 2020**
- The agreement represents an operation of **significant strategic value** for Valsoia, that enhances the Italian food tradition
- **Loriana's success** is constantly growing and the reason is the **uniqueness** of the product that maintains **quality** and **tradition** unchanged

## Total food ECR annual figure as of October 2020



\*Source:

Strong growth ( **x2.5** ) vs market

|         | €/m Sales in value | Var % | AP x PACK not in promo** |
|---------|--------------------|-------|--------------------------|
| Market  | € 83.4 mln         | 9,5   | 1,56                     |
| Loriana | € 10 mln           | 23,5  | 2,09                     |

Loriana is the **2nd player** after Barilla



30,2 %



23,5 %



21,3 %

**CRM**

16,7 %

\*Source: nielsen ECR ITALY

\*\*Source: Average price per pack not in promotion

## Traditionals



## Functionals



## Specialities



In a country like Italy, where pasta, pizza and piadina are the favourite food, the Piadina Lorianana is in an excellent position, with a competitive advantage, also to export abroad the “Made in Italy brand”



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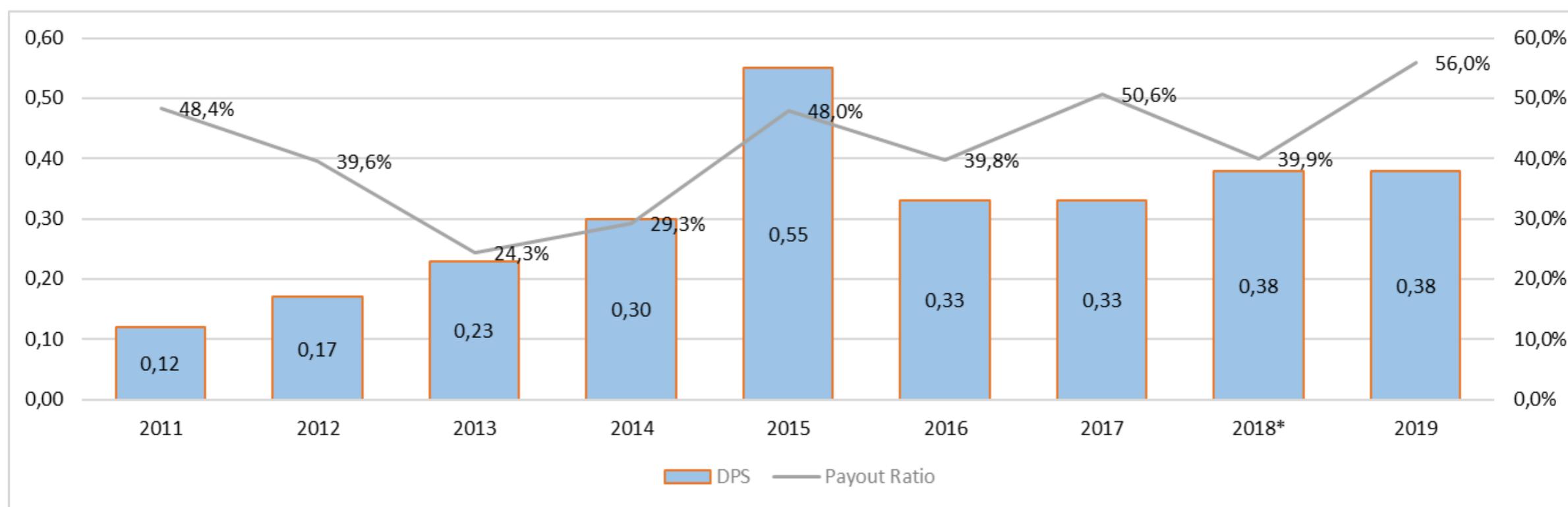
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- **Pioneers in health-food market with a wide range of products**
- **Established strong brands and market leader**
- **Leader in quality and taste with an excellent track record for innovation**
- **International expansion in progress**
- **Targeting companies in Italy and abroad for M&A**
- **Strong cash generation and positive NFP**
- **Dividend distribution with a payout ratio above 50%**

€ / share



**FY 2019 highest Payout Ratio ever**



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|   |                         |   |
|---|-------------------------|---|
|    | Head                    | Valsoia top-level brand image   |
|    | Mouth                   | Leadership in perceived quality (80% of products have been successfully tested, and are successful compared to competitors) |
|   | Innovation              | Highly focused on innovation through R&D: 75% of new products are still on the shelves after 3 years                        |
|  | Execution               | A strengthened and highly qualified sales force, improve collaboration with retailers                                       |
|  | International Expansion | In progress, largely successful   |
|  | M&A                     | Targeting companies in Italy and abroad   |

# 2020 Launches

| 1Q  |     | 2Q  |     |     |     | 3Q  |     |     | 4Q  |     |     |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |





**“Loriana Piadina”**  
Easy, good, versatile, for everyone, at any time of the year throughout Italy and the world



**“Super Salsiccia”**  
Versatile, easy and quick to prepare. Irrestible in the pan and super on the grill



**“Gran Cookie” & “Gran Cremoso”**  
To satisfy even the most gluttonous consumers with great goodness and health





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# Profit & Loss 1H 2020

| € 000                            | H1 2020       | H1 2019       | Change%      |
|----------------------------------|---------------|---------------|--------------|
| <b>TOTAL VALUE OF PRODUCTION</b> | <b>44.548</b> | <b>38.651</b> | <b>15,3%</b> |
| Purchases                        | (22.561)      | (19.466)      | 15,9%        |
| Services                         | (8.623)       | (8.652)       | -0,3%        |
| Other Operating Costs            | (5.807)       | (5.178)       | 12,2%        |
| <b>EBITDA</b>                    | <b>7.557</b>  | <b>5.355</b>  | <b>41,1%</b> |
| <i>EBITDA margin</i>             | 17,4%         | 14,4%         |              |
| Amortisation and depreciation    | (1.140)       | (1.172)       |              |
| <b>EBIT</b>                      | <b>6.416</b>  | <b>4.183</b>  | <b>53,4%</b> |
| <i>EBIT margin</i>               | 14,8%         | 11,3%         |              |
| Net financial income/(charges)   | (54)          | (80)          |              |
| <b>EBT</b>                       | <b>6.362</b>  | <b>4.103</b>  | <b>55,1%</b> |
| Taxes                            | (1.778)       | (1.101)       |              |
| <b>NET PROFIT/(LOSS)</b>         | <b>4.584</b>  | <b>3.001</b>  | <b>52,7%</b> |
| <i>Net Profit margin</i>         | 10,6%         | 8,1%          |              |

The increase in sales + 17.2% recorded in the first half of the year is due both to the growth of products related to the "Valsoia Bontà e Salute" brand and to the positive trend of all the products of the Food Division for the "Santa Rosa jams, Dietetic, Wetabix" brands. Despite the negative scenario "Valsoia Bontà e Salute" continues to gain market share with a sustained growth in the number of families.

There was also a strong growth in sales abroad, which in the half year 2020 recorded revenues up by + 43.9% compared to the same period of the previous year.

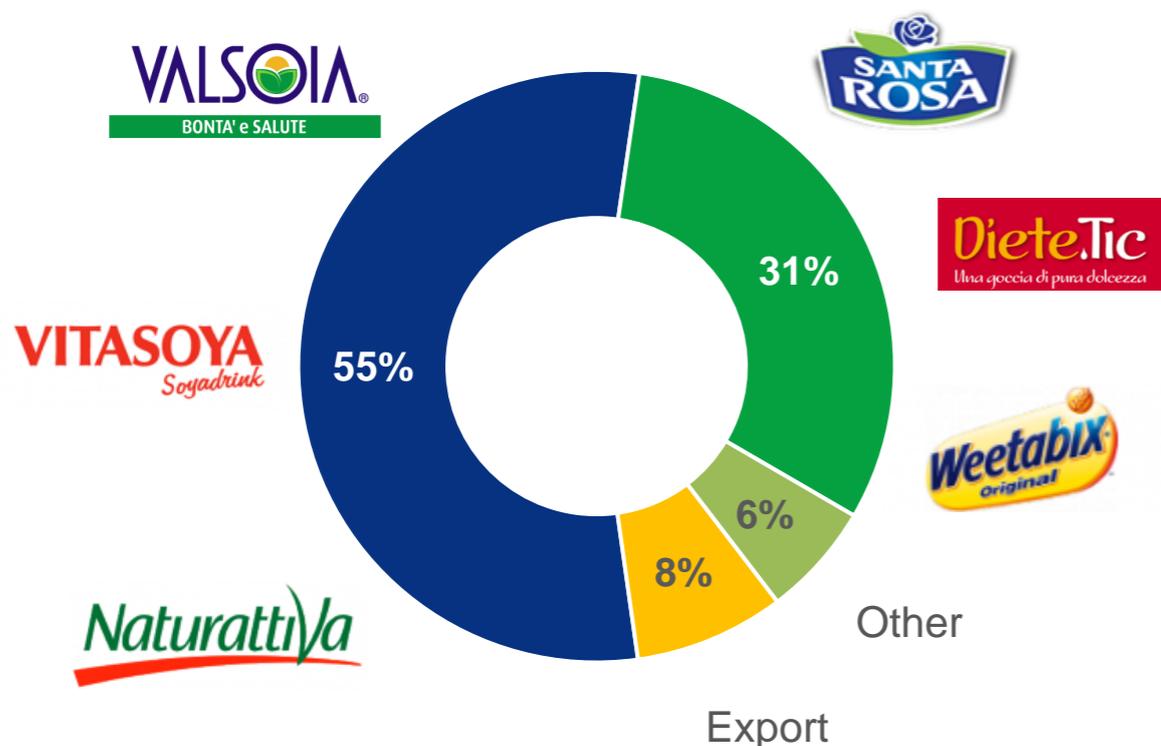
EBITDA increased + 41.1%

EBITDA margin increased from 14.4% to 17.4%

(\*) The Company adopted IFRS 16 on 1 January 2019 using the modified retroactive application method, the comparative information has not been restated.

(\*\*) The company has stopped sales of the "Pomodorissimo Santa Rosa" Line starting from November 2018 following the Licensing concession to third parties of the relevant Brand

# Revenues breakdown 1H 2020



| € 000                       | 1H 2020       | 1H 2019       | Change%       |
|-----------------------------|---------------|---------------|---------------|
| Health Division             | 23,687        | 21,867        | 8.3%          |
| Food Division               | 13,523        | 10,445        | 29.5%         |
| Other                       | 2,700         | 2,301         | 17.3%         |
| <b>Total Revenues Italy</b> | <b>39,910</b> | <b>34,613</b> | <b>15.3%</b>  |
| Exports                     | 3,537         | 2,458         | 43.9%         |
| <b>Total Revenues</b>       | <b>43,447</b> | <b>37,071</b> | <b>17.20%</b> |

The performance of the "Santa Rosa" and "Dietetic" brands, which recorded, respectively, in the half year, a trend of + 34.5% and + 17.9%, having benefited particularly from the increase in domestic consumption during the lockdown period.

"Valsoia Bontà e Salute" improving revenues for the period in question by + 8.3%

## Healthy products

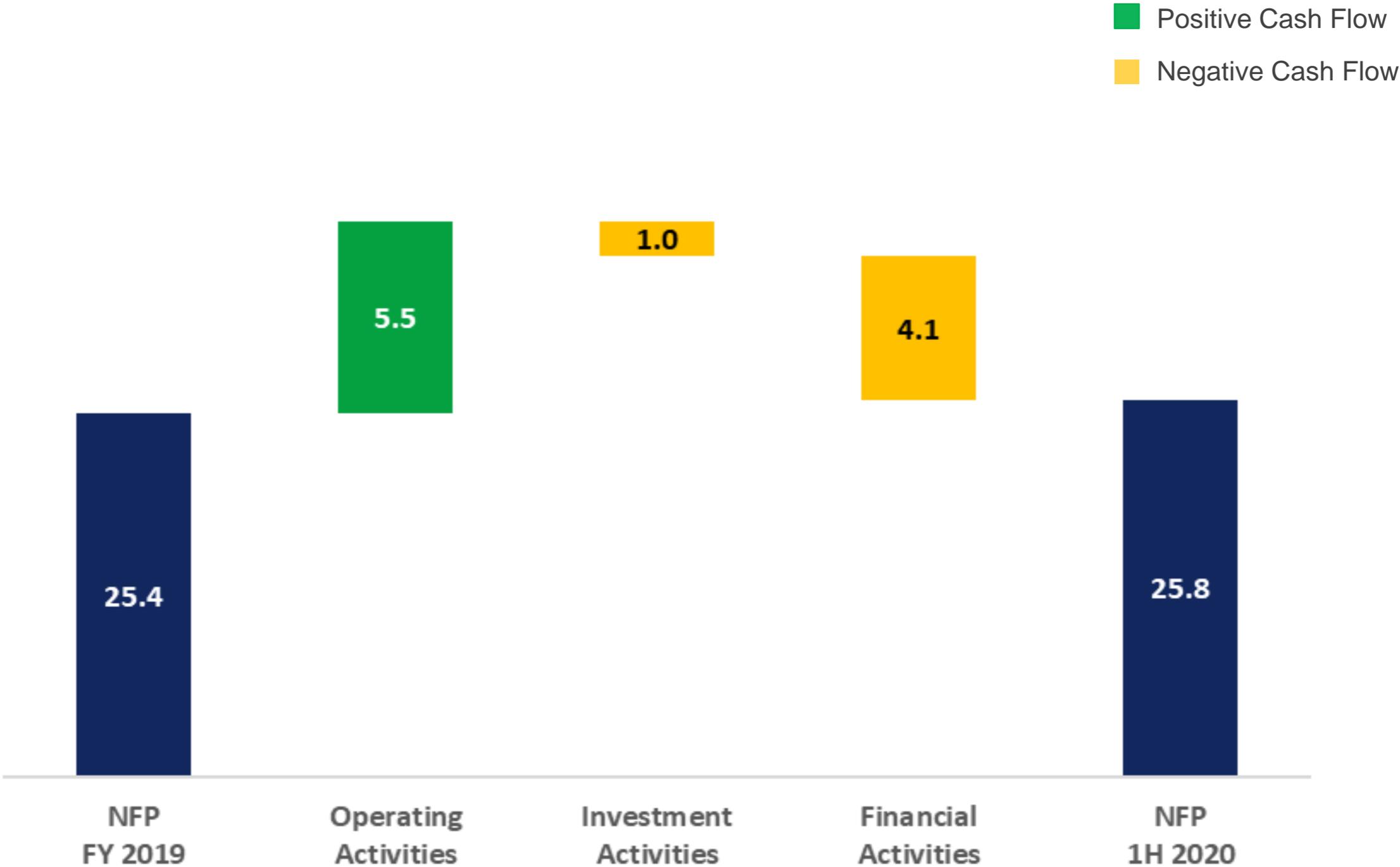
- The healthy products segment corresponds to Valsoia Bontà e Salute, Vitasoya and Naturattiva.
- It accounts for about 60% of sales

## Food

- Our food segment products include Santa Rosa, Diete.Tic, and Weetabix distribution
- Food products account for 27% of sales

| € 000                                 | 30/06/2020      | 31/12/2019      |
|---------------------------------------|-----------------|-----------------|
| Current Non-financial Assets          | 23.845          | 17.074          |
| Current Non-financial Liabilities     | (20.507)        | (14.947)        |
| <b>Net Working Capital</b>            | <b>3.338</b>    | <b>2.127</b>    |
| Total Non-current Assets              | 42.453          | 43.147          |
| <b>Total Investments</b>              | <b>45.792</b>   | <b>45.274</b>   |
| <b>Shareholders' Equity</b>           | <b>71.612</b>   | <b>70.677</b>   |
| Current Net Financial Position (cash) | (32.280)        | (33.119)        |
| Non-current loans and borrowing       | 6.460           | 7.716           |
| <b>Net Financial Position (Cash)</b>  | <b>(25.820)</b> | <b>(25.404)</b> |
| <b>Total Sources</b>                  | <b>45.792</b>   | <b>45.274</b>   |

- Valsoia boasts a strong **cash generation** and **positive NFP**
- **NFP** improving of about € 5.4 mln versus NFP 1H 2019
- NFP 1H 2020 taking into account the € 1.1 mln from the application of **IFRS 16**
- **Shareholders' Equity** amounted to € 71.6 mln





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# Healthy products

Valsoia founded in 1990, by neurologist Lorenzo Sassoli and listed on the Italian stock market since 2006, to provide **healthy, functional, nutritionally-balanced** products that are **tasty and enjoyable**, drawing on traditional Italian expertise and culinary culture.

Today **Valsoia** is expanding in the domestic and international markets, through product innovation and acquisitions. Valsoia's **from-breakfast-to-dinner** range.



- Non-dairy drink
- Non-dairy yogurt
- Non-dairy Ice cream
- Non-dairy dessert
- Non-dairy cheese
- Meat Alternatives



- Vegan meals And pizza
- Non-dairy spread
- Vegan snacks
- Vegan dressing
- Others



- Other Brands

**VITASOYA** High quality soyadrink  
**Naturattiva** Organic products



Santa Rosa, purchased in 2011, is a historic brand in the Italian food tradition, offers high quality standard jams, choosing only the highest quality fruit through strict purchasing specifications.



Diete.Tic, purchased in 2017, is a liquid sweetener, sugar substitute, with a unique and patented process. Completely calorie-free, it does not alter the taste of food or drinks and is highly soluble.



Valsoia distributes Weetabix in Italy. A range of whole grains for a wellness breakfast. Produced by the Weetabix Food Company. They are unique, loved and appreciated all over the world.



“LORIANA Piadina”, launched on the market at the beginning of the 1970s, boasts a consolidated presence on the Italian market. Its success is due to the uniqueness of the product that maintains unchanged quality and tradition of origin.





Valsoia is the brand licensee for BlueNyx. It is a dietary supplement with an exclusive MGTS 3 ACTION formula that promotes the natural and regenerating path of one's sleep.

Thanks to the presence of vitamins and mineral salts, it contributes positively to the energy metabolism, to reduce the sense of tiredness and to maintain the functionality of the immune system.

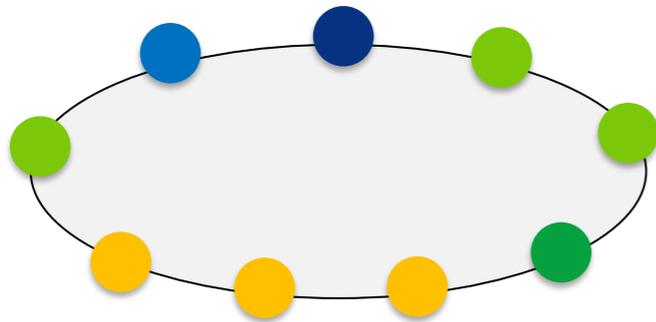


Valsoia enters the food supplement sector by offering, for the GDO channel, a complete line of 100% natural vegetable supplements that meet the needs of consumers, including vegetarians, attentive to their lifestyle and daily well-being.

The entire line, which stems from the collaboration between the Giellepi Health & Science laboratories, and the Valsoia Research & Development division, includes 7 references that will cover the 6 main categories of the market: cardiovascular system (2 references), intestinal well-being, purifying action, strengthening of immune defenses, weight control, multivitamin.



## Board of Directors



Lorenzo Sassoli  
● *Chairman*

Susanna Zucchelli  
● *Independent Director*

Furio Burnelli  
● *Deputy Chairman*

Francesca Postacchini  
● *Independent Director*

Ruggero Ariotti  
● *Deputy Chairman*

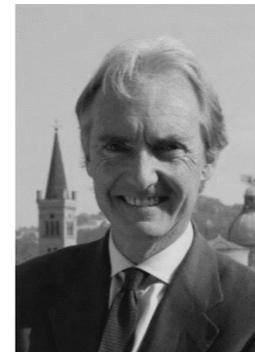
Camilla Chiusoli  
● *Independent Director*

Cesare Doria de Zuliani  
● *Honorary Chairman*

Gregorio Sassoli  
● *Director*

Andrea Panzani  
● *Chief Executive Officer*

## Top Management



**Chairman**  
Lorenzo  
Sassoli

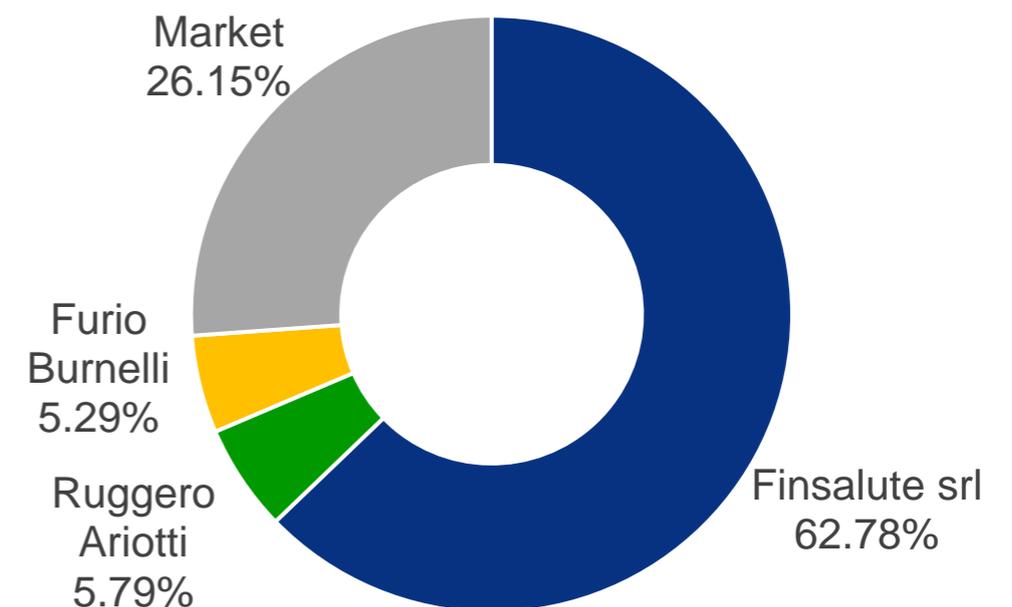


**CEO**  
Andrea  
Panzani

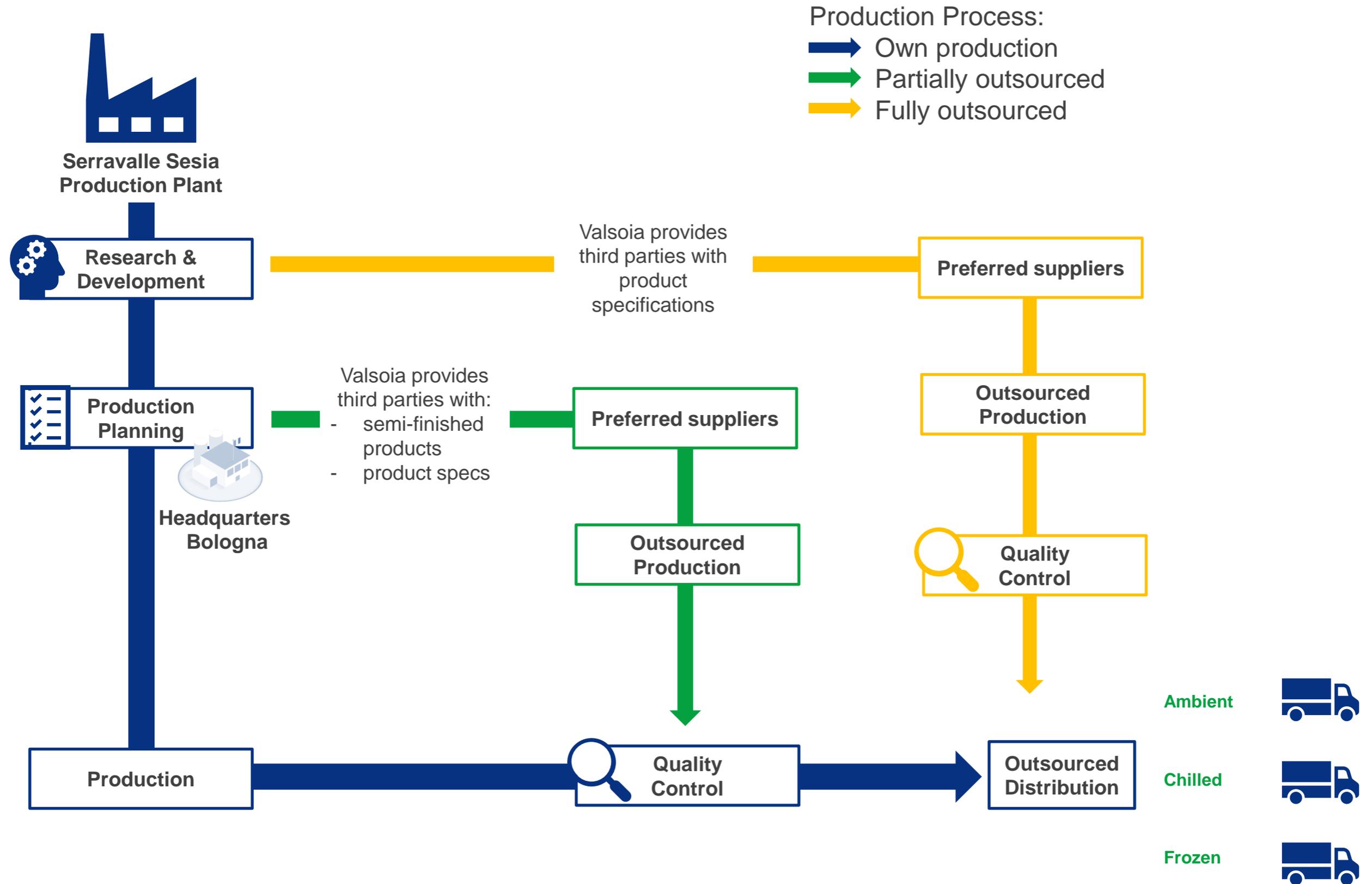


**CFO**  
Nicola  
Mastacchi

## Shareholder Structure as at May 2018



# Business Operation Model





## Chief Financial Officer & IR

### Nicola Mastacchi

Tel: +39 051-6086800

Fax: +39 051-248220

[nicola.mastacchi@valsoia.it](mailto:nicola.mastacchi@valsoia.it)

Valsoia S.p.A.  
Via Ilio Barontini, 16/5  
40138 Bologna (BO) Italy

[www.valsoiaspa.com](http://www.valsoiaspa.com)

Follow us on:



## IR Consultant

### Silvia di Rosa

CDR Communication S.r.l.

Tel: +39 335-7864209

[silvia.dirosa@cdr-communication.it](mailto:silvia.dirosa@cdr-communication.it)

### Giulia Loria

CDR Communication S.r.l.

Tel: +39 329-0916184

[giulia.loria@cdr-communication.it](mailto:giulia.loria@cdr-communication.it)

### Liana Rota

CDR Communication S.r.l.

Tel: +39 328-5492350

[liana.rota@cdr-communication.it](mailto:liana.rota@cdr-communication.it)

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