



BUSINESS OVERVIEW

ALDI[®]
Serving World Leaders

2016

2016

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ALIDI
Serving World Leaders



ALIDI business overview

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- marketing support – BTL
- logistics



The advantages of cooperation with ALIDI

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ABOUT ALIDI



ALIDI

- ALIDI is the leading Russian provider of logistic and distribution services

We work

- to offer a full range of distribution, logistic and sales promotion services to the leading world and Russian producers and retail companies
- to provide a wide range of goods for retailers and consumers

Our goal

- is to provide a high level of service, competitive prices, a wide range of goods for ALIDI partners
- we develop and improve ALIDI partners' business by virtue of a large scale of operations and modern technologies



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FAST FACTS ABOUT ALIDI



- 34 branches in Russia, Belarus, Kazakhstan, Kenya
- 100 000+ outlets
- 134 000 m² of warehouses
- annual turnover in 2015 – 33,7 bln RUB
- 6 600 employees
- 1200 sales representatives



4 times turnover growth in the last 10 years

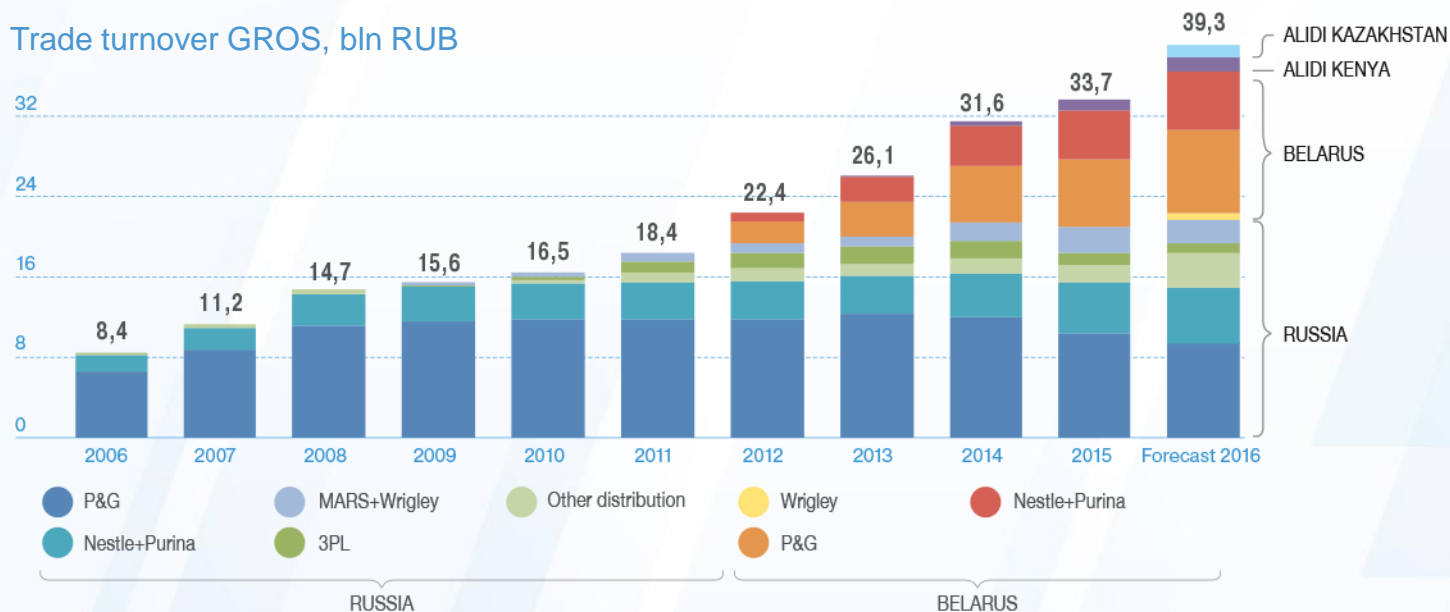
ALIDI is distributor №1 in Russia and Belarus:

- Procter&Gamble
- Nestle
- Nestle Purina
- Wrigley

ALIDI is a member of ratings:

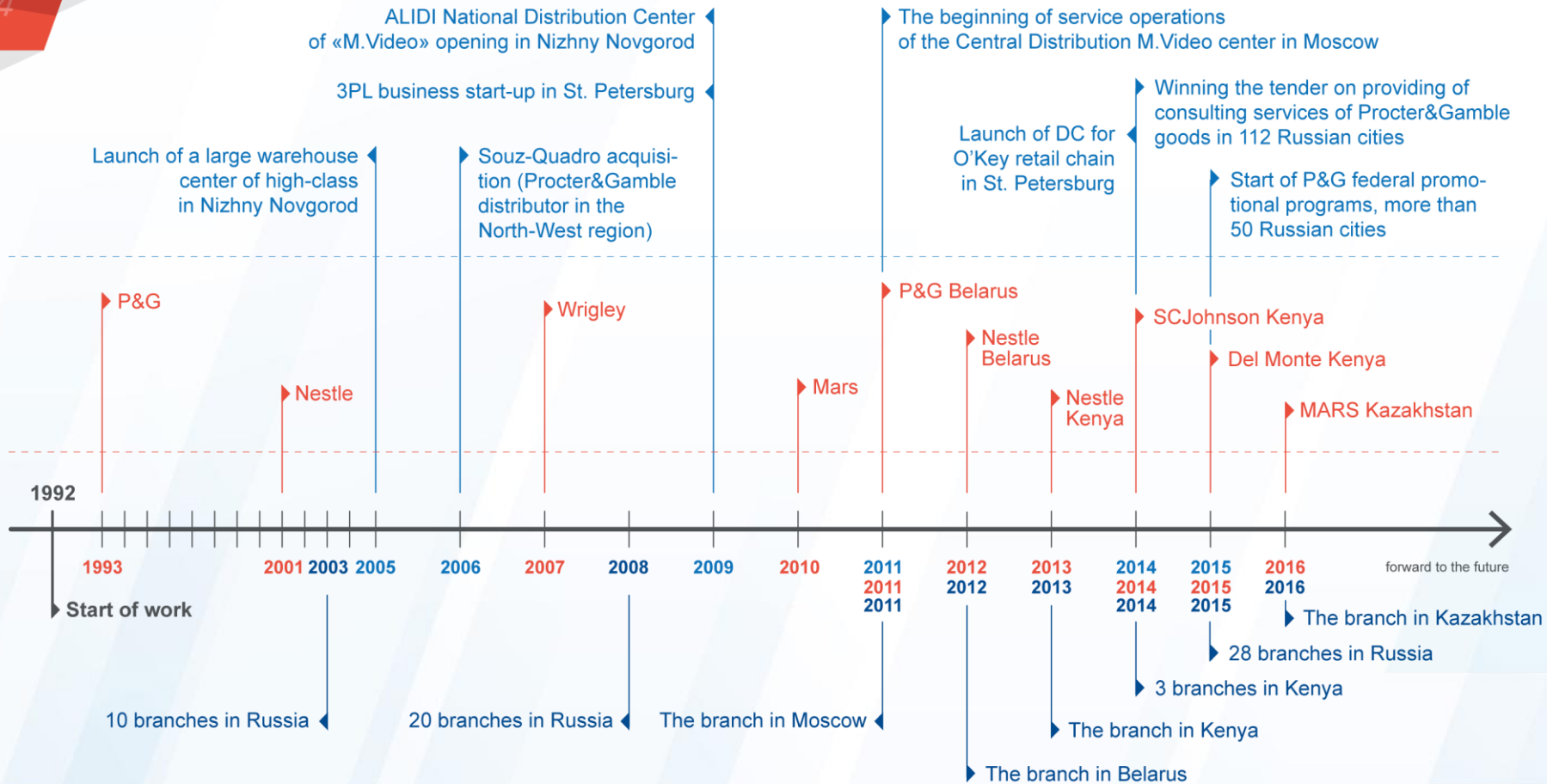
- TOP-200 Biggest Russian Private Companies in 2014 by Forbes
- TOP-15 Best Russian Employers in 2013 by HeadHunter
- Best employer – 2015 according to Superjob
- TOP-5 Biggest Russian Logistic Service Providers by EALA

Trade turnover GROS, bln RUB



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ALIDI HISTORY



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ALIDI MANAGEMENT TEAM



Peter Demchenkov

CEO

- head of ALIDI since 2006
- in 2009 and 2010 was named one of the best top-managers of St. Petersburg and the Leningrad Region by «Business Petersburg» newspaper
- in 2011 became the winner of «Entrepreneur of the year» Award by Ernst&Young in Russia
- in 2014 became the leader among top-managers of logistic companies according to Finam



Alexey Kolegov

Commercial Director



Yuriy Ratkin

Commercial Director, Food Distribution



Ivan Sychev

Commercial Director, Non-Food Distribution



Igor Tomadze

Deputy CEO



Ivan Solin

Chief Operation Officer



Denis Lobkov

Chief Financial Officer



Maxim Glazunov

Chief Security Officer



Julia Liashenko

HR Director



Konstantin Starovoytov

Chief Information Officer



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ALIDI STRUCTURE



«West»
division
Belarus - Minsk



«Moscow»
division
Russia - Moscow



«Kazakhstan»
division
Kazakhstan - Almaty



«Center»
division
Russia –
Nizhny Novgorod



«South»
division
Kenya - Nairobi

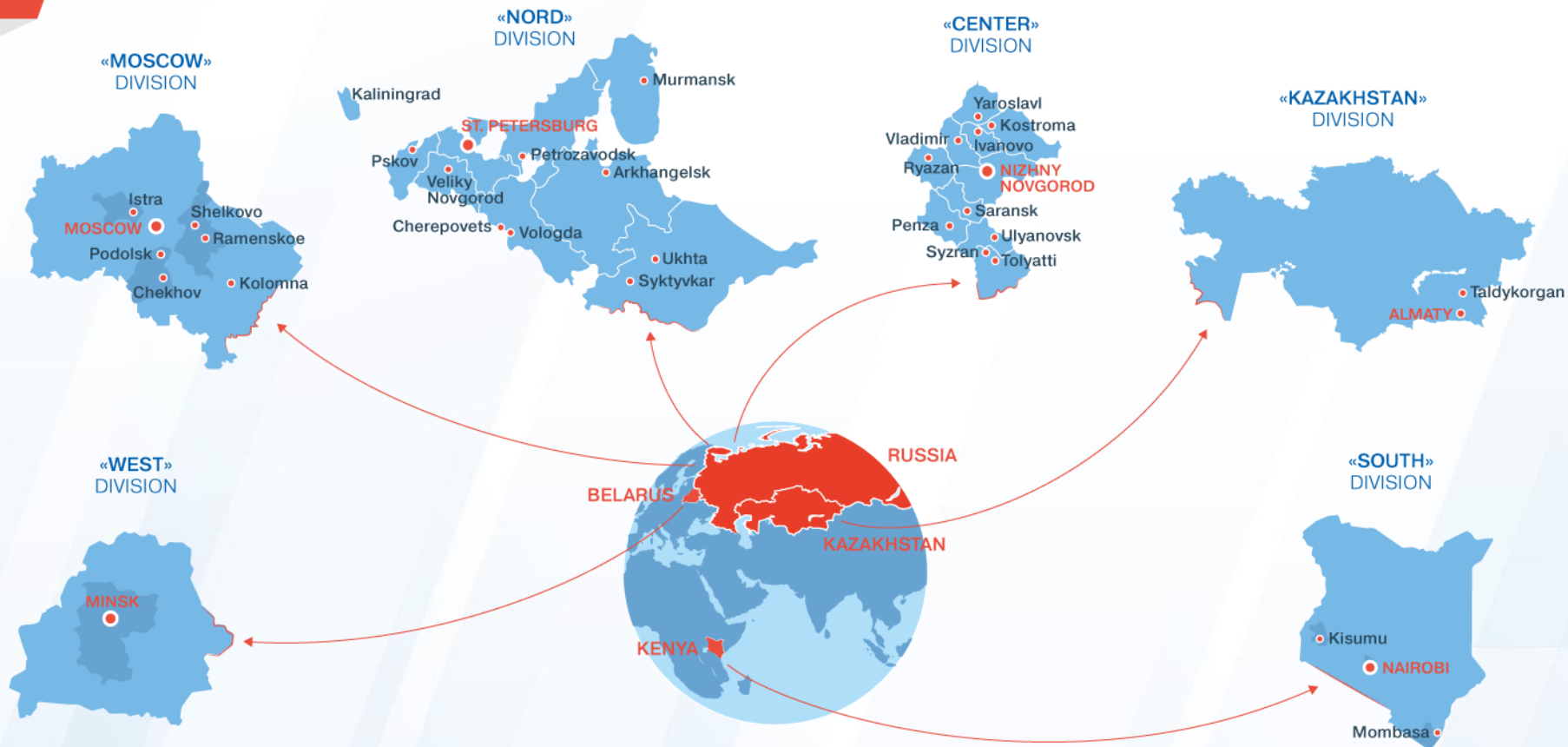


«Nord»
division
Russia –
St. Petersburg



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ALIDI GLOBAL REACH



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ALIDI BUSINESS IN RUSSIA

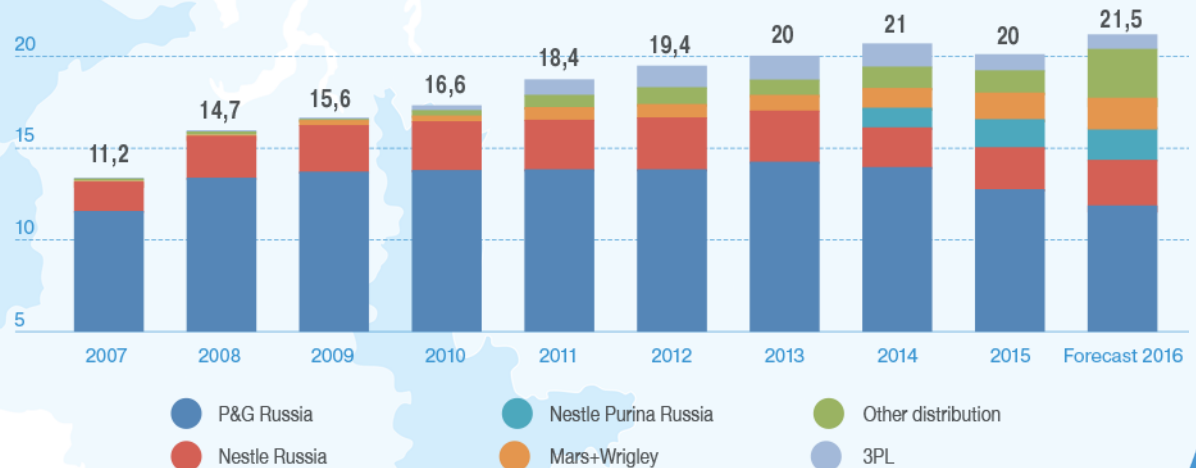


ALIDI in Russia:

- 28 regions
- 22 warehouses, 116 000 m²
- 4 900 employees
- 700 sales representatives
- 57 000 outlets
- business areas: distribution, logistics, BTL
- key partners: P&G, Nestle, Nestle Purina, Wrigley, MARS, M.Video
- plans for further development: development distribution in the Moscow Region, new contracts, development in new regions and specialized channels, HoReCa development



Turnover dynamics Russia GROS, bln RUB



Krasnoyarsk



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ALIDI BUSINESS IN BELARUS

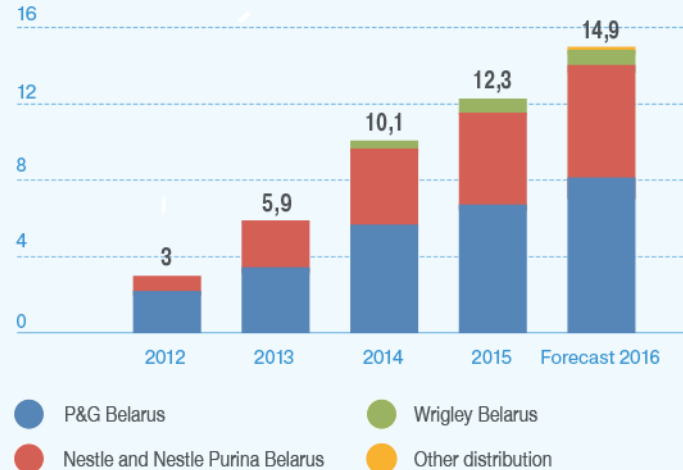


ALIDI in Belarus:

- 6 regions
- 10 250 m² of warehouses
- 1 100 employees, 220 sales representatives
- 13 000 outlets including all the biggest retail chains
- exclusive distribution contracts with P&G, Nestle, Nestle Purina, Wrigley
- plans for further development: getting new distribution and logistic contracts



Turnover dynamics Belarus GROS, bln RUB



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ALIDI BUSINESS IN KAZAKHSTAN



ALIDI in Kazakhstan:

- geographical coverage: Almaty region
- start of work: May, 2016
- offices and warehouses in Almaty and Taldykogan with a total area of 3800 m²
- 400 employees, 200 sales representatives
- 9000 outlets
- distribution contract with MARS

MARS
incorporated



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ALIDI BUSINESS IN KENYA

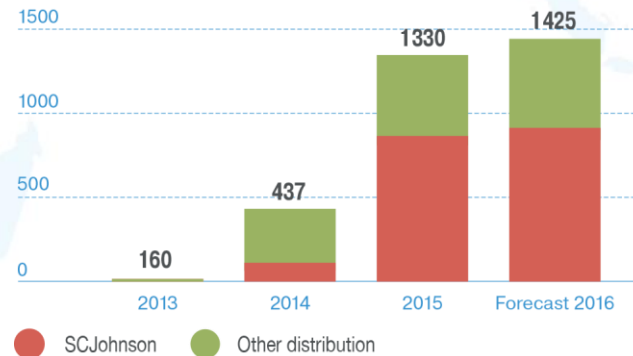


ALIDI in Kenya:

- coverage: the territory of 582 km² with population 44 mln people
- offices & warehouses - 2700 m²
- 3 branches
- 130 employees including 80 sales representatives
- 17 000 outlets
- transport — 85
- key contracts: Nestle, SCJohnson, Del Monte distribution
- plans for further development: getting new distribution contracts



Turnover dynamics Kenya GROS, mln RUB.



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ALIDI WORKING PRINCIPLES

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Partnership



Development



Team



- ownership
- respect and openness
- adherence to a cause

- always high goals
- professional knowledge and skills
- initiative and new ideas

- new opportunities
- honesty and trust
- effective collaboration



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ALIDI BUSINESS PROFILE

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Distribution



Logistics



BTL



Importation



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DISTRIBUTION OF GOODS



For more than 20 years ALIDI provides its clients with distribution services in the categories of foodstuffs, beverages, household chemicals, cosmetics, shaving products, pet nourishment and pet supplies

Key sales directions:



MARS

WRIGLEY

Food products:



BUNGE



СОЛНЕЧНЫЕ ПРОДУКТЫ



and others

Non-food goods:



and others



Distribution of goods in food service companies



All HoReCa channels of sales:

- hotels
- fine dining
- casual dining
- chains
- japanese cuisine
- fast food
- catering
- cleaning
- food production companies



Specialized product mix— over 40 contracts with suppliers, more than 1000 SKU



Frozen locker – special zone on the warehouse

- 450 m²
- 410 pallets
- temperature conditions +1...+8 / -18 °C

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IMPORTATION



Market research



Agreement of terms and conditions of delivery, conclusion foreign trade contract



International delivering cargo, route optimization, selecting the mode of transportation



Adaptation of product packaging



Certification



Transport logistics within the country by road and rail throughout Russia



Supply maintenance to distributors in the Russian regions

From 2001 ALIDI renders services of marketing support of distribution contracts: from sampling of goods and sampling by taste, to retail audit and POSM production

Consulting



Promotion



Merchandising



- customers consulting
- training programs for customers
- sampling of goods

- gift with purchase
- incentive programs for customers
- POSM

- merchandising in outlets
- POSM production
- sales audit, customers' interview, staff trainings

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LOGISTIC SERVICES



- all types of storage:
 - multi-tier long raked storage facilities
 - bin storage
 - floor storage
- handling operations
 - picking (unit, case, pallet)/palletizing
 - Pick-by-line, pick-by-store technologies
 - labeling/ stickering/ bar-coding
 - presale services
 - co-manufacturing/ packing
 - integration of warehouse management system with the information platform of a client/ online accounts
- inventory management
- cross-docking
- door-to-door deliveries
- «last mile»
- receipt and shipment of goods using modern warehouse equipment
- organization of regional and national distribution centers
- full package of services for Internet sales



ALIDI uses hi-tech software products:

- ERP system J.D.Edwards
- warehouse management system WMS Manhattan 2014
- ESB MS BizTalk
- software solutions «Germes» и «Optimum DP» for automation of mobile sales
- using of wireless terminals – accurate paperless warehouse operations
- digital signature
- paperwork with partners according to the EDI standards
- automatic unloading reporting system
- routing system and system of tracking transportation delivery «Antor»
- client web portal



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MAIN LOGISTIC CENTERS



MINSK

Warehouse area:

■ 10 250 m² ■ 18 100 pallets



ST. PETERSBURG

Warehouse area:

■ 10 800 m² ■ 14 200 pallets



MOSCOW

Warehouse area:

■ 53 000 m² ■ 79 000 pallets



NIZHNY NOVGOROD

Own warehouse terminal:

■ 31 300 m² ■ 45 000 pallets



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ALIDI REGIONAL INFRASTRUCTURE

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Warehouse	S, m ²	Warehouse	S, m ²
Arkhangelsk	2095	Pskov	147
Vladimir	622	Ryazan	965
Vologda	1305	St. Petersburg	10800
Kaliningrad	2229	Saransk	1700
Murmansk	2057	Syktyvkar	1997
Moscow	53000	Tolyatti	220
Nizhny Novgorod	31300	Ulyanovsk	1249
Penza	1538	Ukhta	280
Petrozavodsk	220	Yaroslavl	4767



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ALIDI PARTNERS



Distribution



Logistics



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ALIDI COMPETITIVE ADVANTAGES



Complex proposal: from warehousing up to its promotion in outlets



20+ years experience, deep knowledge of the logistic and distribution market



Financial strength of the company



Well-established business processes in 34 regions in Russia, Belarus, Kazakhstan, Kenya



High quality of logistic and distribution operations



Competent personnel



Usage of modern software products, support for different standards



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