

Premia

Competitive advantages

- Strong brands
- Professional management and team
- Diversification of risks between various countries and product groups
- Modern production units
- High-quality products
- Transparency of operations

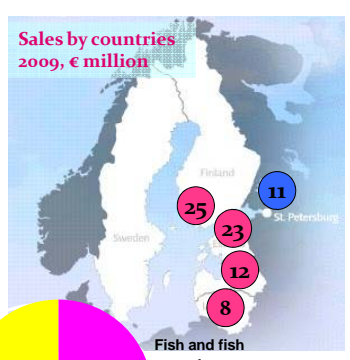
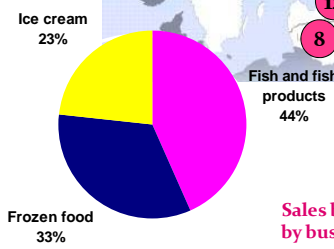


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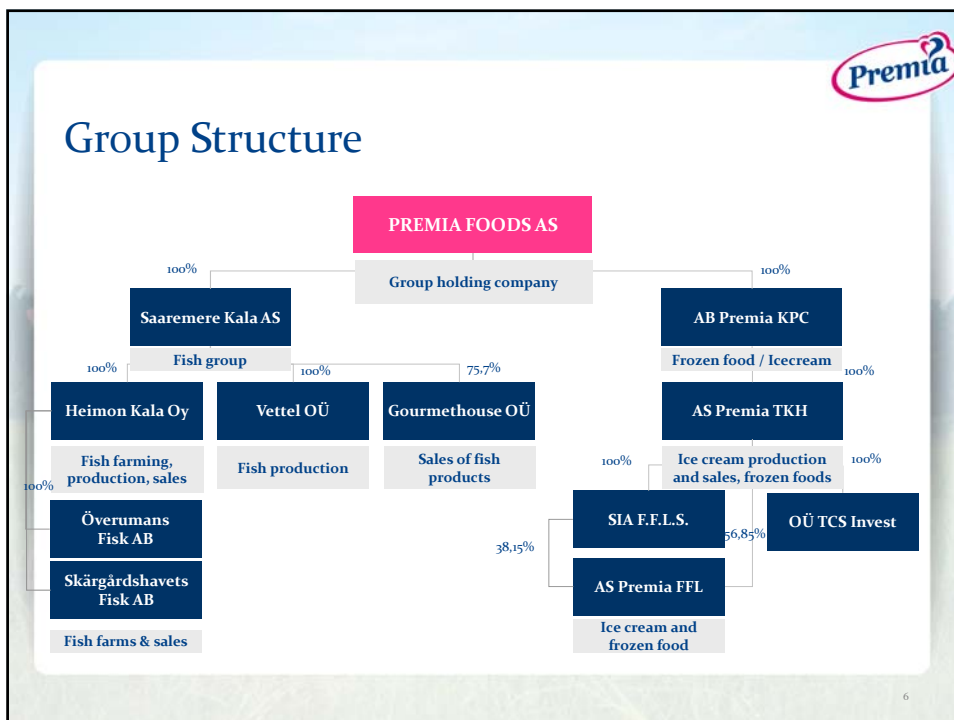
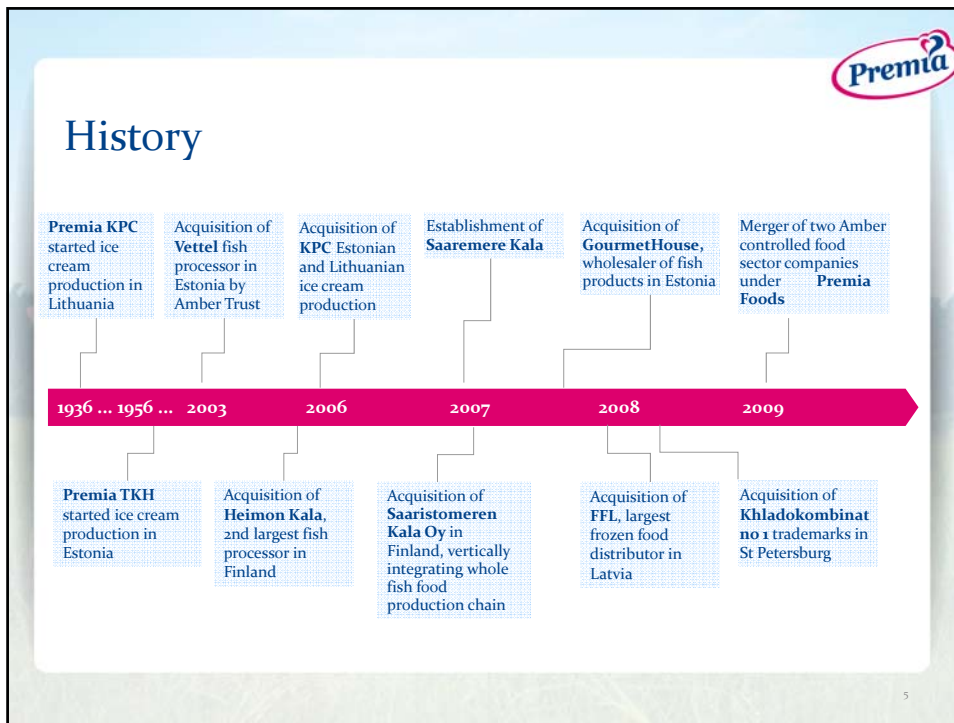
Premia

The Group in Brief

- Nordic/Baltic branded foods company with a sales of € 68,7 M EUR in year 2009
- EBITDA in FY 2009: 6,2 M EUR
- Aggressive growth strategy via expansion on current markets as well as acquiring new ones.
- The company's primary market for fish and fish products is Finland and the main markets for frozen food products and ice cream are the Baltic countries and St Petersburg area in Russia.
- Premia Foods turnover is made up of
 - 23% ice-cream products,
 - 33% other frozen foods and
 - 43% chilled and frozen fish products

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Product portfolio

| Ice cream | Frozen foods | Fish and fish products |
|---|---|--|
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|  |  |  |

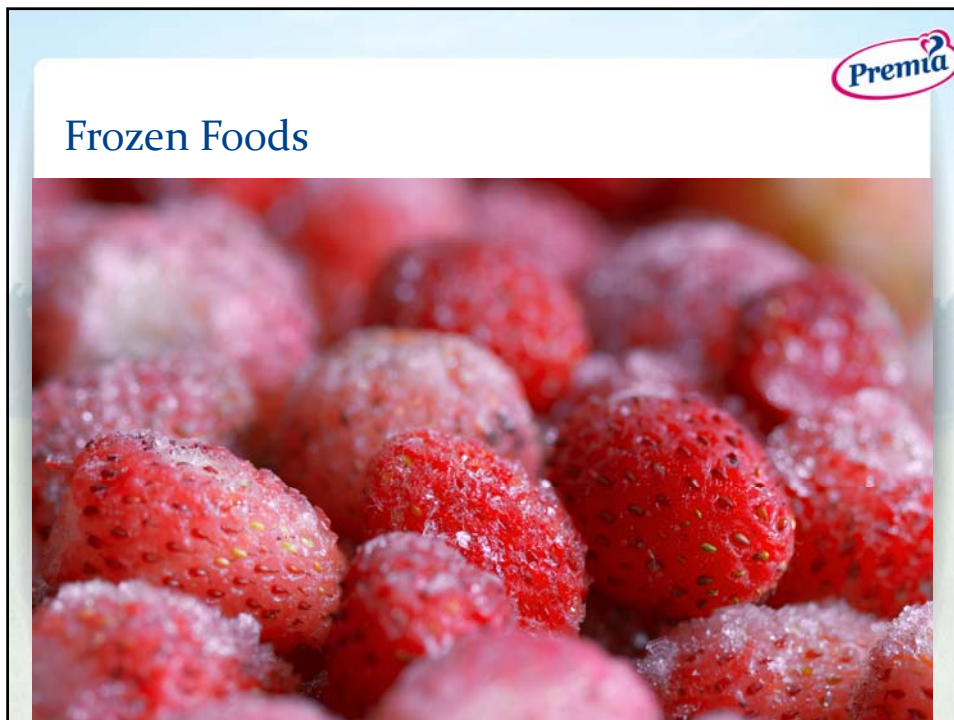
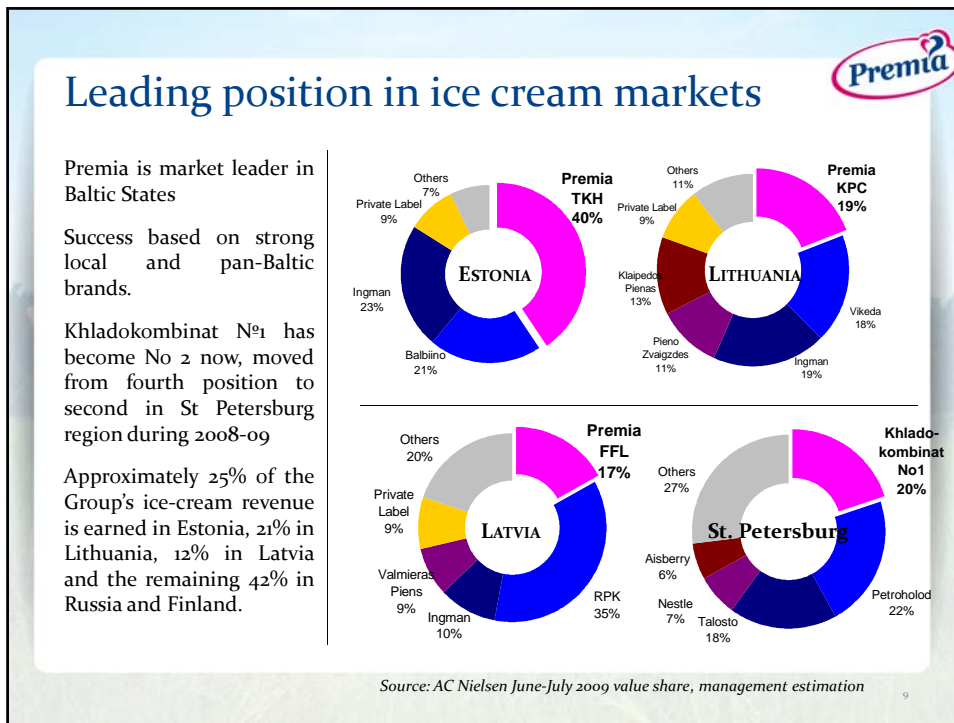
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Ice cream



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Characteristics of frozen foods market

- The market is characterised by high entry barriers, as the sunk costs into the equipment and facilities are high.
- Main brandowners from Europe looking for one company in the Baltics to be their distribution partner.
- Well-segmented market, very active product developing with local specialities
- Diversified portfolio for Premia's own brands enables high visibility and awareness in shelves in shops.


Estonian Frozen Food Portfolio

| | | | |
|-----------------|-----------|-------------------------------|------------|
| Vegetables, 21% | Meat, 38% | Semi-ready & ready meals, 28% | Other, 14% |
|-----------------|-----------|-------------------------------|------------|



Latvian Frozen Food Portfolio

| | | | |
|-----------------|-----------|--------------------------|------------|
| Vegetables, 25% | Meat, 20% | Semi-ready products, 21% | Other, 34% |
|-----------------|-----------|--------------------------|------------|



Lithuanian Frozen Food Portfolio

| | | | |
|-----------------|-----------|--------------------------|------------|
| Vegetables: 17% | Meat; 22% | Semi-ready products; 21% | Other; 39% |
|-----------------|-----------|--------------------------|------------|





Source: Premia Foods sales data 11



Fish Products

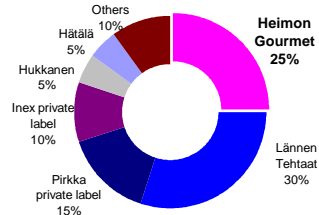




Strong No 2 in Finnish chilled fish market


- Size of chilled packaged fish retail market in Finland is approximately 75 M EUR, Premia's share is 25%
- 40% of fish needed for our sales in Finnish market comes from Premia Foods' own fish farms.
- 80% of retail sales and 60 % of Horeca sales is dominated by 2 main chains - Inex and Kesko
- 80% of sales in retail consists of packaged consumer products.

Finnish Retail Market



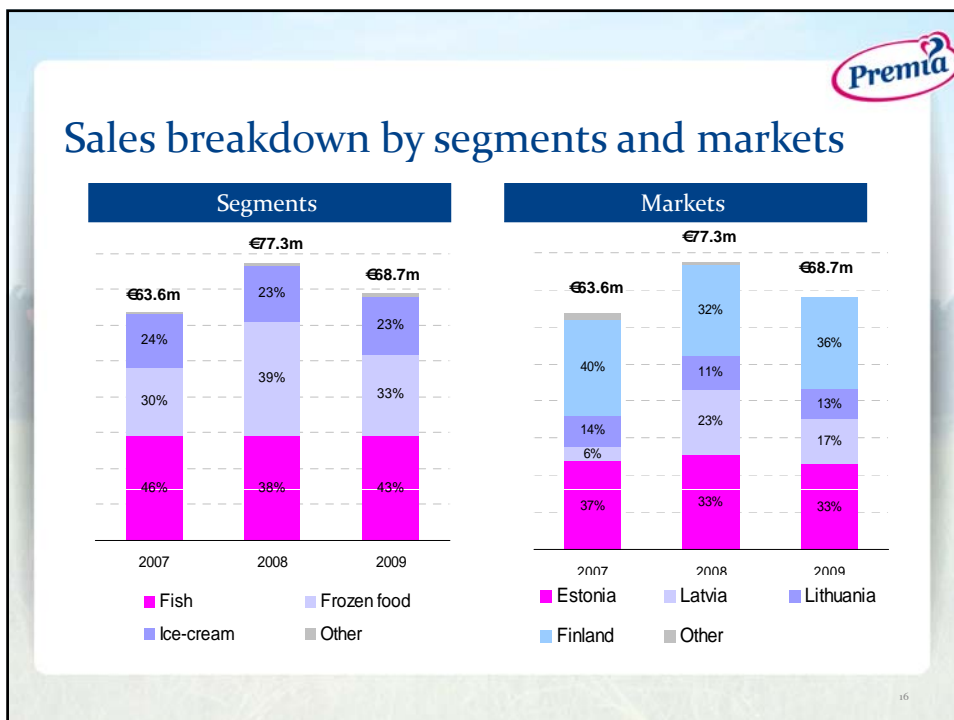
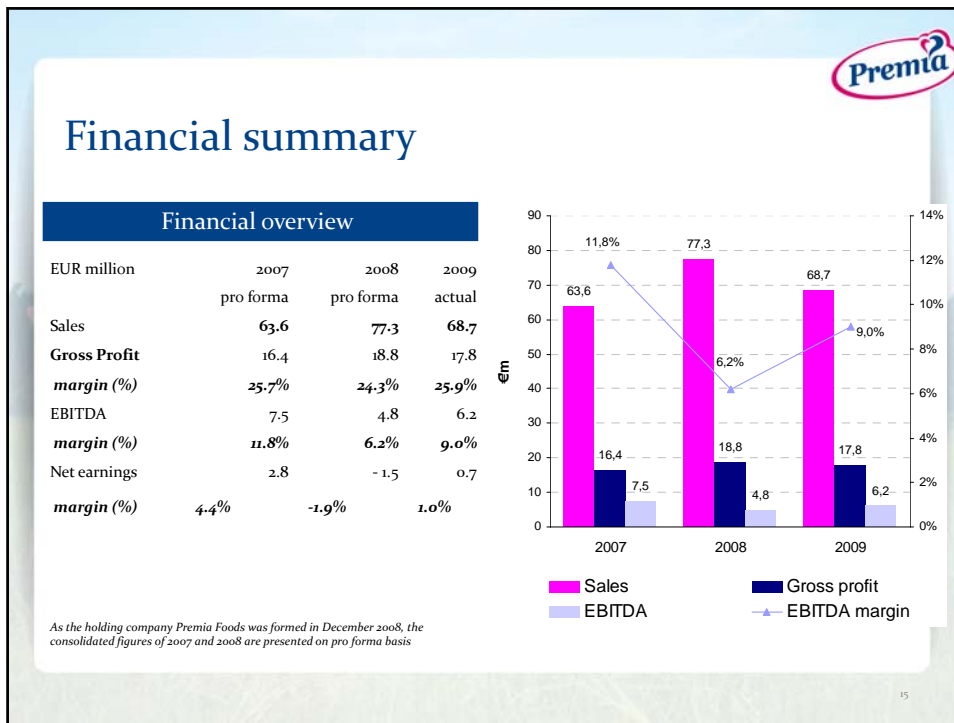
| Brand/Label | Share (%) |
|-----------------------|-----------|
| Lännea Tehtaat | 30% |
| Pirikka private label | 15% |
| Heimon Gourmet | 25% |
| Inex private label | 10% |
| Others | 10% |
| Häätä | 5% |
| Hukkanen | 5% |

Source: AC Nielsen, management estimation 13



Financial Overview

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Miks Premia läheb börsile?

- Laienemiseks kapitali vaja
- Laenurahast enam ei piisa
- Oleme avatud ettevõtte
- Firmal tegelik väärtus
- Toiduäris on brändide tuntus tähtis
- Meil hea tulla, sest pole strateegilist investorit