



Stock Spirits Group PLC Trading Update

14 April 2016

Disclaimer



This presentation has been prepared by Stock Spirits Group PLC (“Stock Spirits Group” or the “Group”). By receiving or reading this presentation, you agree to be bound by the following conditions.

No statement in this presentation is intended to constitute a profit forecast, nor should any statements be interpreted to mean that earnings or earnings per share will necessarily be greater or lesser than those for the relevant preceding financial periods for the Group. Each forward looking statement relates only as of the date of the particular statement. Such statements are based on Stock Spirit Group’s current expectations and beliefs concerning future events and are subject to a number of known and unknown risks and uncertainties that could cause actual events or results to differ materially from any expected future events or results referred to in these forward looking statements. Such statements are also based on numerous assumptions regarding Stock Spirits Group’s present and future strategy and the environment in which it operates, which may not be accurate. Except as required by the Listing Rules, the Disclosure and Transparency Rules, the London Stock Exchange or otherwise by law, the Group expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward looking statements contained herein to reflect any change in the Group’s expectations with regard thereto or any change in events, conditions or circumstances on which any such statement is based.

The information contained in this presentation has not been independently verified or audited and no reliance should be placed on such information. No representation, warranty or undertaking, expressed or implied, is given in, or in respect of, this presentation or any further information supplied. In no circumstances, to the fullest extent permitted by law, will the Group, any of its advisors, representatives, affiliates, officers, employees or agents have any liability whatsoever (in tort, contract or otherwise) for any direct, indirect or consequential loss or loss of profit, damages, costs or prejudices whatsoever arising from the use of this presentation or its contents or otherwise arising in connection with the presentation.

The information in this presentation does not constitute an offer to sell or an invitation to buy shares in Stock Spirits Group or an invitation or inducement to engage in any other investment activity for the purposes of the prohibition on financial promotions in the UK Financial Services and Markets Act 2000. In making this presentation available, Stock Spirits Group makes no recommendation to buy, sell or otherwise deal in shares of Stock Spirits Group or in any other securities or investments whatsoever and you should neither rely nor act upon, directly or indirectly, any of the information contained in this presentation in respect of any such investment activity.

The information provided by Stock Spirits Group in this presentation or the trading statement do not represent a quarterly reporting. Stock Spirits Group does not report its financials quarterly and will not do so in the future.

Key Highlights



- Continued positive momentum, with a strong start to 2016
- Initiatives implemented following management changes last January and the 'root and branch' review this year clearly delivering results
- Total revenue €55.3 million, growth of 29% (2015: €42.7 million)
 - Group sales volume growth of nearly 29% versus Q1 2015
- Q1 2016 Adjusted EBITDA⁽¹⁾ of €9.0 million (2015: loss €1.4 million)
 - EBITDA growth across all markets
 - Return to profit in the quarter in Poland
- Closing net debt of €43.6 million, a reduction of €13.6 million since the year end

1. Stock Spirits Group uses alternative performance measures as key financial indicators to assess the underlying performance of the Group. Details of the basis of calculation for Adjusted EBITDA and Adjusted EBITDA margin are unchanged from the 2015 Annual report and accounts and details can be found in Note 7

Continued success in innovation and NPD



- Strong track record of driving growth by developing new brands and new variants of our core brands
 - 43 new products launched in 2015
 - Most have started very well
 - 4 new products launched in Q1 2016, including
 - Stock Prestige Gin
 - Stock Prestige Monaco
 - Zoladkowa de Luxe Pepper
 - Bozkov Bily, White Rum



- More international spirits awards for product quality
 - 6 awards so far in 2016, including recent NPDs Saska and Amundsen Expedition in Poland
 - 72 quality awards in the last 5 years!



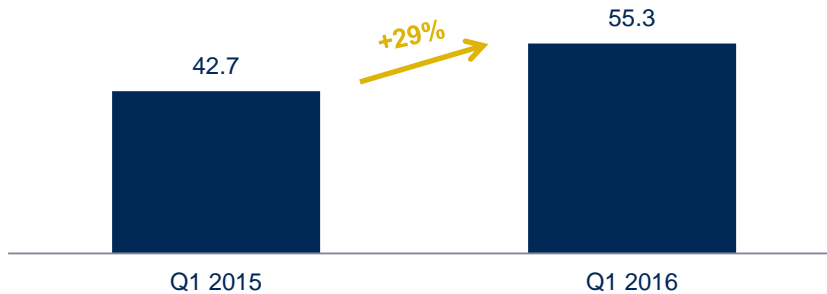
Group Performance Overview

Q1 2016



Key financials

Net sales revenue (€m)



Adjusted EBITDA (€m)⁽¹⁾



xx% EBITDA margin (%)

Comments

- Net sales revenue and volume growth of c.29% vs. Q1 2015
- EBITDA growth in **all** markets and a return to positive EBITDA margin following negative margin in Q1 2015
- Operating profit of €6.3 million vs. loss of €4.2 million in Q1 2015

1. Stock Spirits Group uses alternative performance measures as key financial indicators to assess the underlying performance of the Group. Details of the basis of calculation for Adjusted EBITDA and Adjusted EBITDA margin are unchanged from the 2015 Annual report and accounts and details can be found in Note 7

Country Highlights



Poland

Market value share⁽¹⁾



- Market value share in February 2016: 27.2% (Dec-15: 27.0%)⁽¹⁾
- Top line growth in sales revenue of 71%, return to EBITDA profit
- Remains the leader in the important flavoured vodka category⁽²⁾
- No. 2 position in total vodka (incl. flavoured vodka)



Italy & Other markets

- Strong Q1 in Italy following depressed Q1 2015 due to excise duty increase
- Q1 2016 growth in sales revenue and EBITDA in Other markets



Czech Republic

Market value share⁽³⁾



- Top line growth in Q1 2016 sales revenue and an EBITDA increase of 15%
- Continuing strong growth of Fernet brand following recent brand investment

1. Source: Nielsen, total Poland, total off trade, % value share, end Feb 2016 and end Dec 2015. 2. Flavoured vodka category includes flavoured vodka and vodka based flavoured liquors. 3. Source: Nielsen: total Czech Republic, total off trade, % value share MAT, end Feb 2016