



# Wimm-Bill-Dann Foods

## 9M 2010 Investor Presentation





## Safe Harbour Statement

---

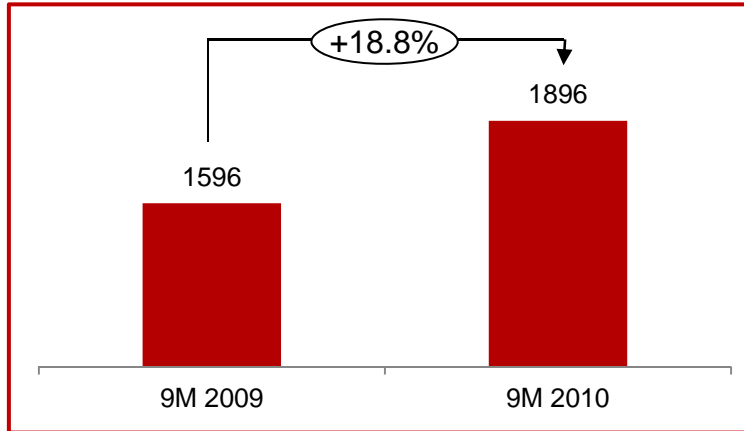
Some of the information contained in this presentation may contain projections or other forward-looking statements regarding future events or the future financial performance of Wimm-Bill-Dann Foods OJSC, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. We wish to caution you that these statements are only predictions and that actual events or results may differ materially. We do not intend to update these statements to conform them to actual results. We refer you to the documents Wimm-Bill-Dann Foods OJSC files from time to time with the U.S. Securities and Exchange Commission, specifically, the company's most recent Form 20-F.

These documents contain and identify important factors, including those contained in the section captioned "Risk Factors" in our Form 20-F, that could cause the actual results to differ materially from those contained in our projections or forward-looking statements, including, among others, potential fluctuations in quarterly results, and risks associated with our competitive environment, acquisition strategy, ability to develop new products or maintain market share, brand and company image, operating in Russia, volatility of stock price, financial risk management, and future growth.

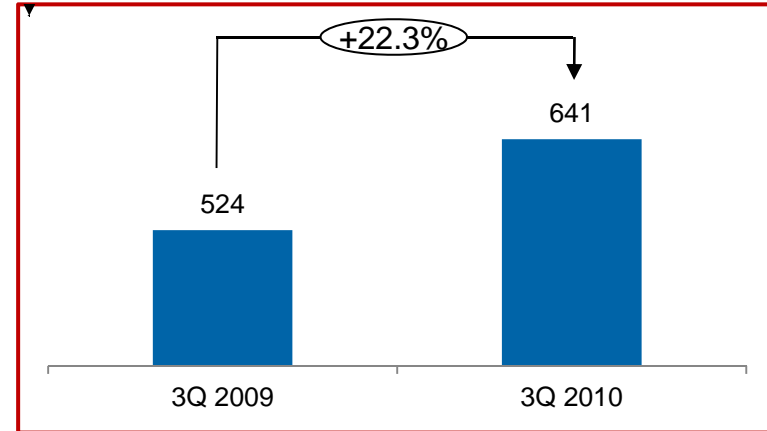


## 9M and 3Q 2010 Financial Highlights for the Group

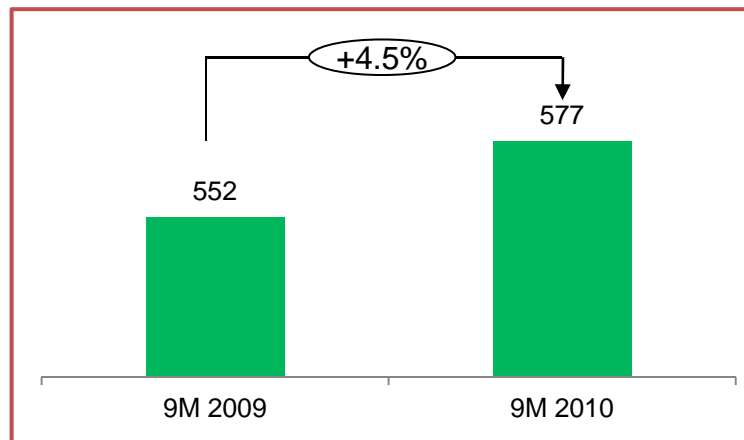
**Group revenue 9M, USD mln**



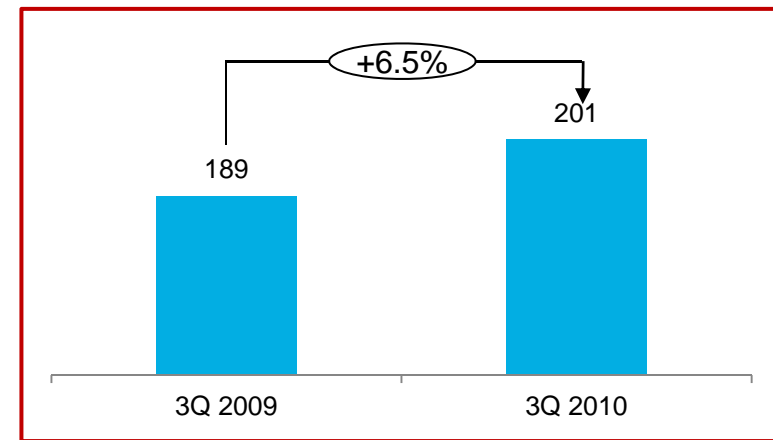
**Group revenue 3Q, USD mln**



**Group gross profit 9M, USD mln**



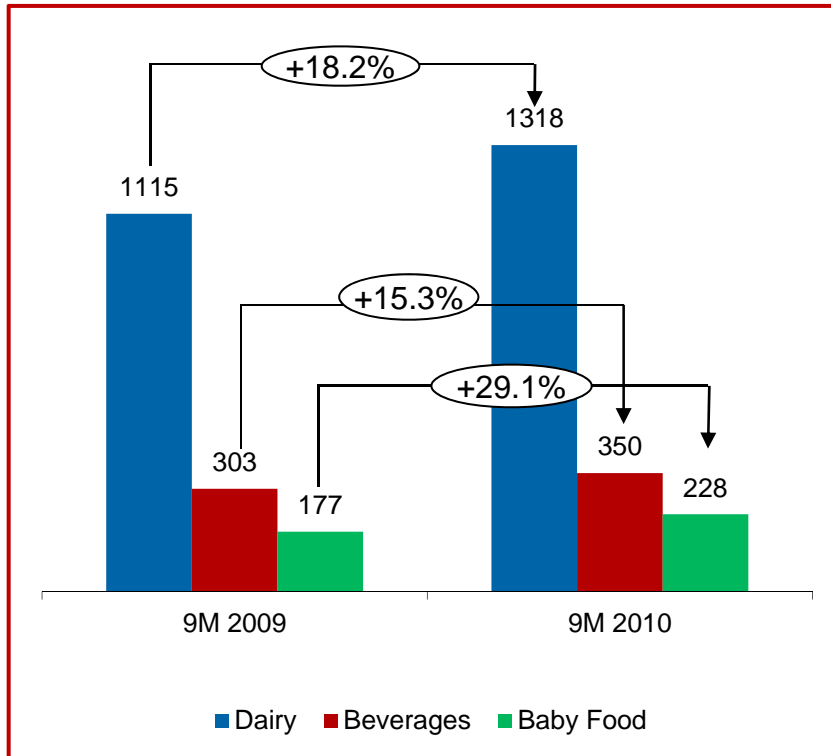
**Group gross profit 3Q, USD mln**



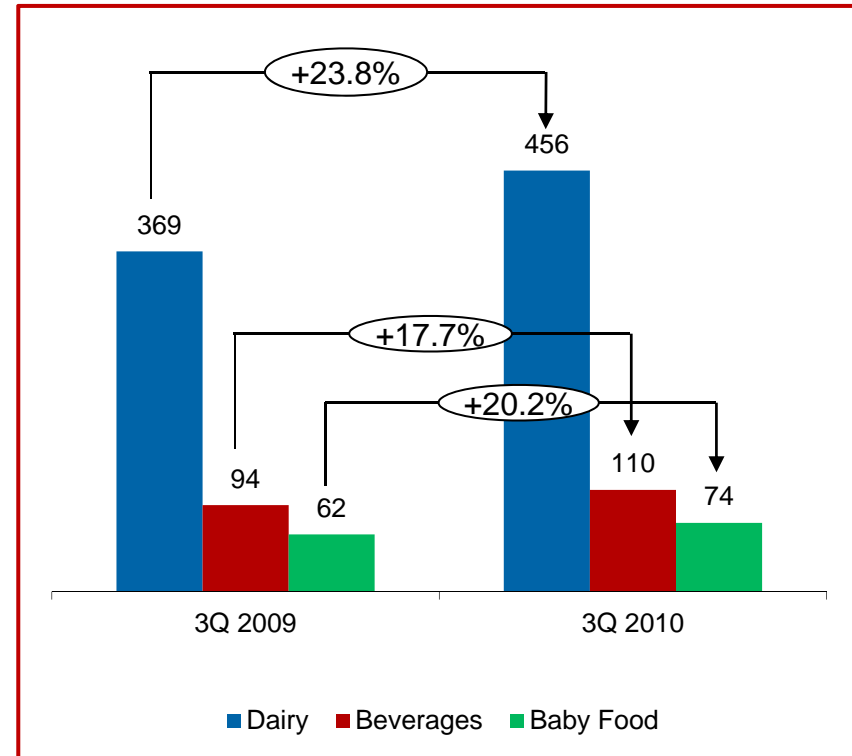


## 9M and 3Q 2010 Segments Revenue Growth

Segments revenue 9M, USD mln



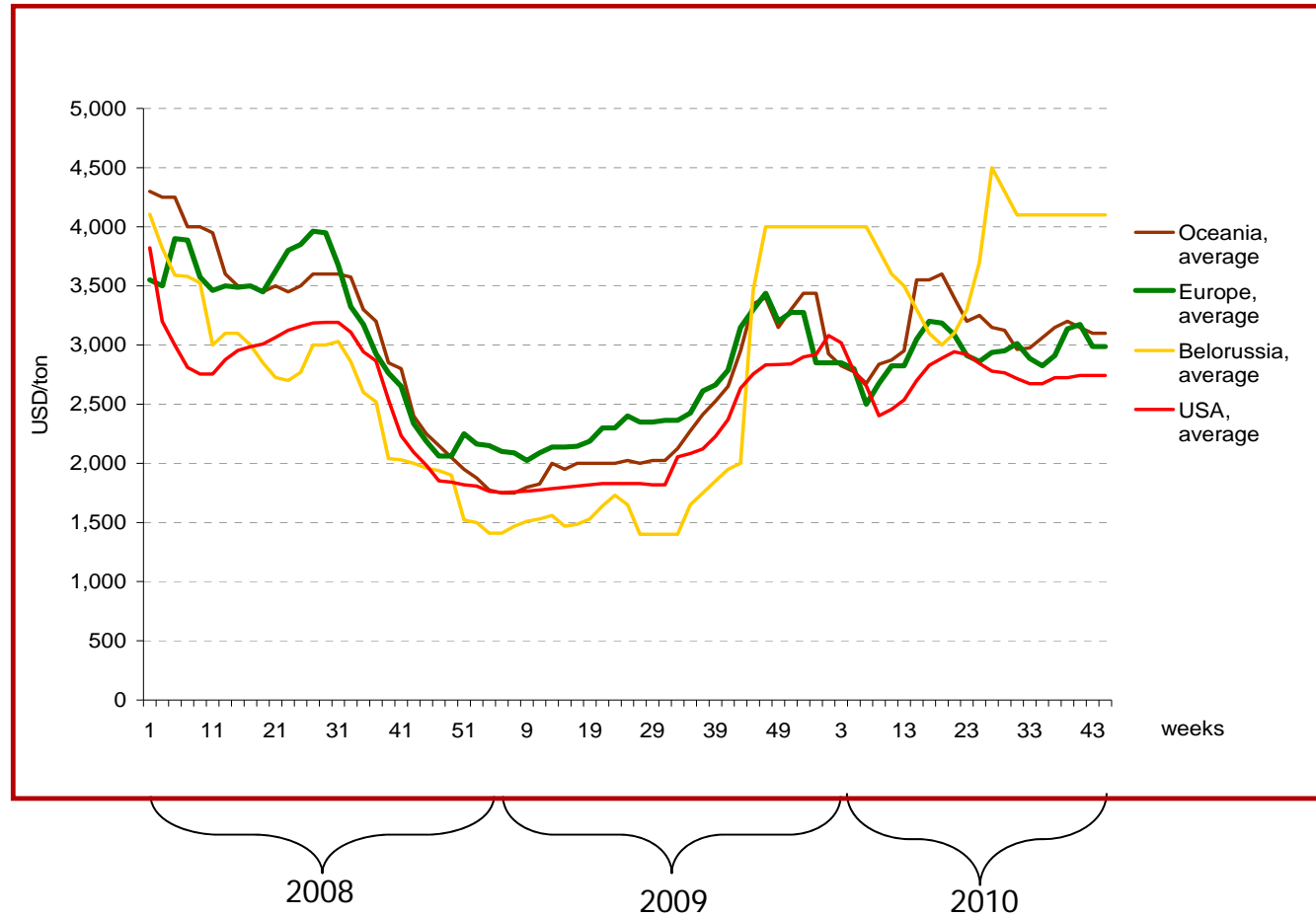
Segments revenue 3Q, USD mln





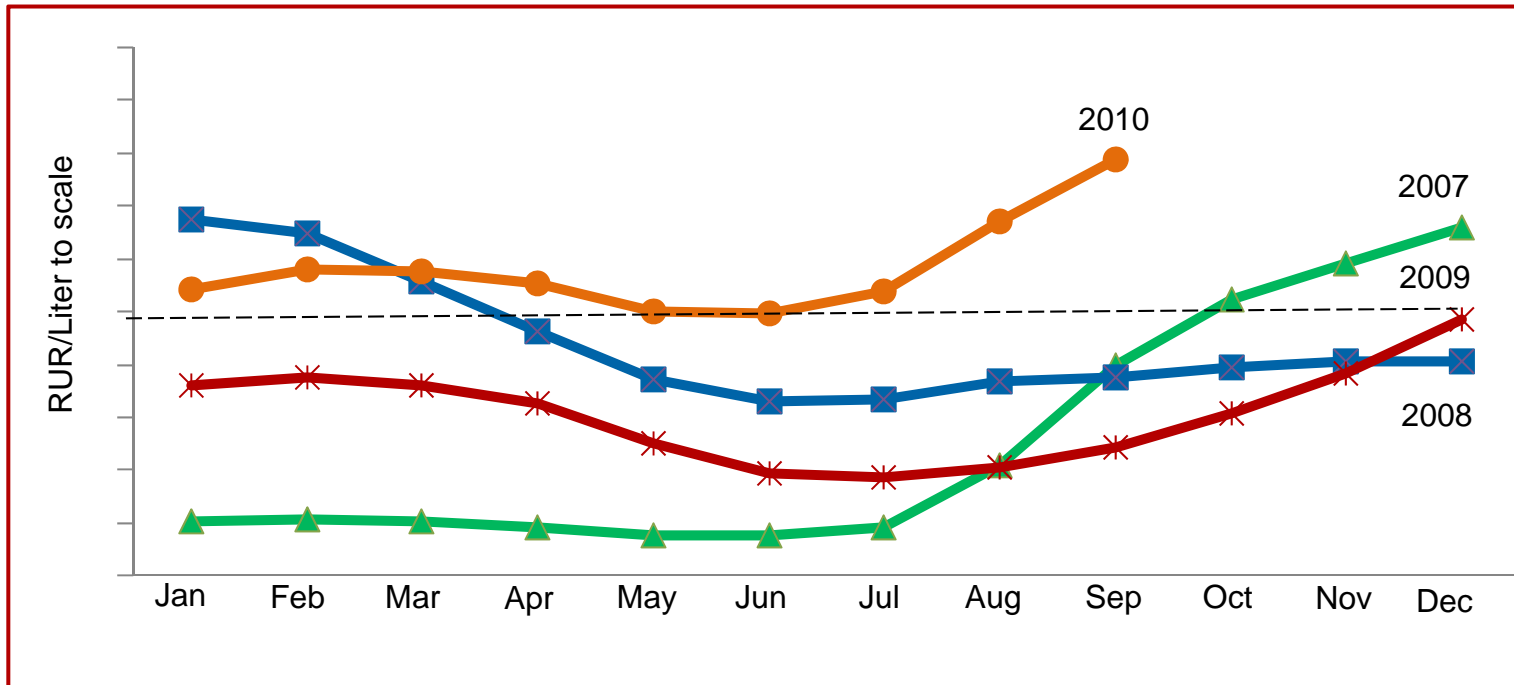
# Powder Milk Prices Are Still High Globally

## Skim milk price in 2008 - 2010





## Raw Milk Prices 2007-2010

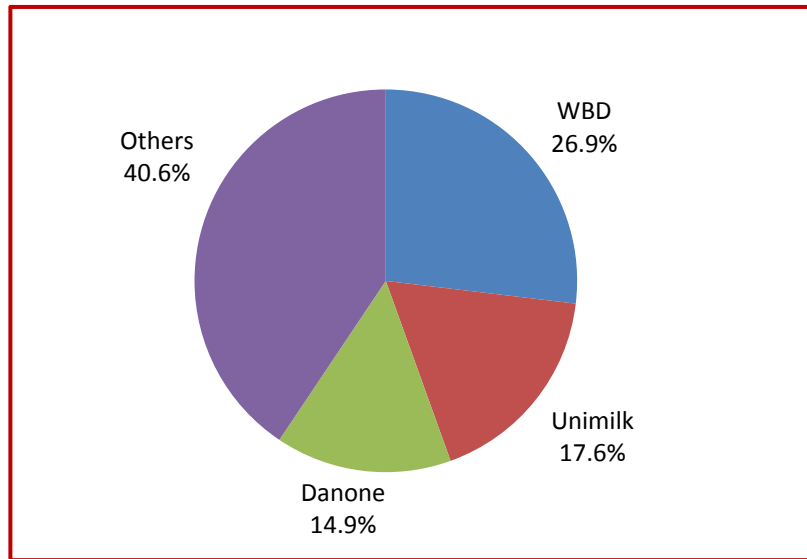


- Lower raw milk supply in summer 2010 as a result of extreme temperatures in July-August in Russia
- Renewed demand for dairy products
- Raw milk price in US\$ grew 41% YoY in 9M 2010

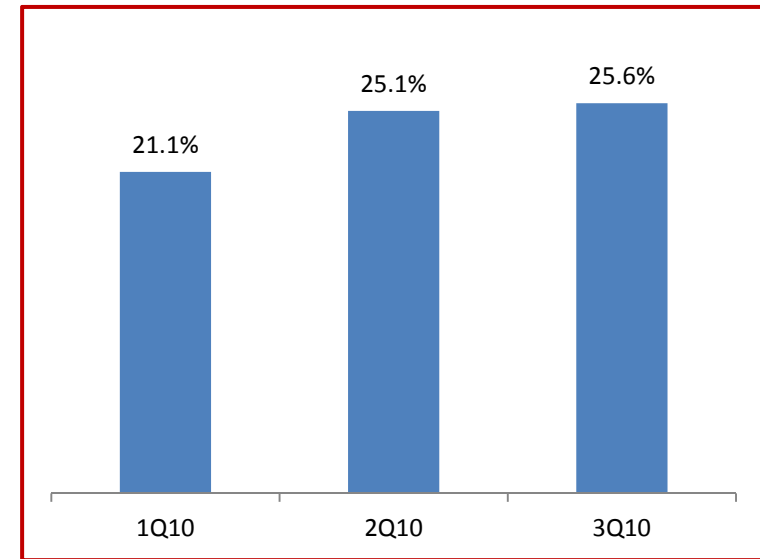


## 3Q 2010: Gaining Market Share in Dairy

Russian Dairy Market\*



WBD's Dairy Gross Margin



- By far the largest dairy company in Russia with leading position in most categories
- Gaining market share in functional dairy products
- Continued market share growth in bottled pasteurized milk

\*Source: AC Nielsen, 24 cities, value terms, August – September 2010

# Domik v Derevne: Traditional but Premium Dairy Success

## Growing Cream category



- New launch – HORECA professional
- Recipe and design improvement

## New TV campaign for pasteurized milk



- Continuing to improve brand equity and prove naturalness

## Innovation in Curds



- New formats
- Packaging re-design

## Traditional Dairy: Granfor Premium Cheese Launch

РАЗРЕШИТЕ ПРЕДСТАВИТЬСЯ!

Меня зовут Granfor. Я тонко чувствую настроение, могу проявлять твердость характера или быть нежным. Я готов к любому повороту событий, готов быть первым, вторым или остаться на сладкое. Искренне ваш, Granfor.

Много вкуса на [www.granfor.ru](http://www.granfor.ru) СЫР С ИМЕНЕМ

- Launched in September 2010
- Premium segment
- Four tastes under the Granfor brand: Tilsiter, Maasdam, Edam, Gauda





## Functional Dairy: BIO MAX range redesign

- BIO MAX – re-launched in October 2010
- Premium package
- Single design and color of all the products in the BIO MAX range



## Value Added Dairy: New Functional Drink Profilact 120/80

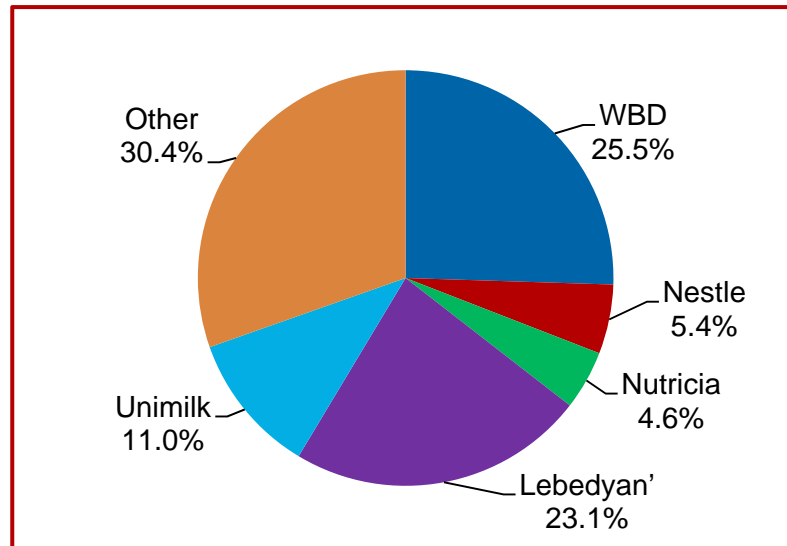
---

- Launched in October 2010
- Clinically proven to:
  - Help normalize blood pressure
  - Protect, rejuvenate and raise the tone of blood vessels
  - Prevent the risk of cardiovascular disease
- 3 flavors: Original, Strawberry-Hawthorn, Peach-Dried apricot



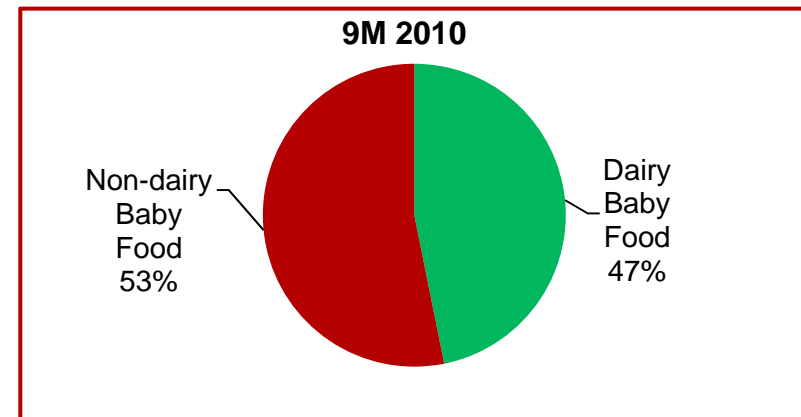
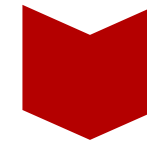
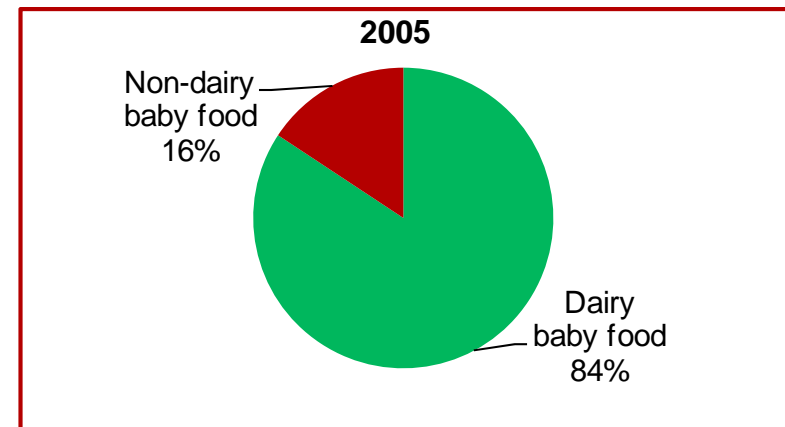
## 3Q 2010: Leadership in Baby Food Strengthened

**Russian Baby Food Market\***



- Baby Food gross margin continues to exceed 46%

**Extending Product Range\*\***



\*Source: MEMRB, brands 0-3 y.o., volume terms, Sept-Oct 2010

\*\*Baby Food sales breakdown, volume terms

## 9M 2010: Success in Baby Food with Agusha Brand

### Key innovations in 9M 2010



Compote 200ml



Mors



Biscuits



Milk in bottle



Spoonable yoghurt

- Compote & mors are the biggest innovations in the Russian Baby & Kids market in 2010
- Successful launch of first in the market spoonable yoghurt
- Agusha milk in bottle – the first Baby milk in a bottle and the first small bottle in the market
- Successful launch of unique Agusha loyalty program and social network for moms



## 9M 2010: Zdraivery Kids' Brand Successful Development

### 3Q 2010 Launches



Aroma milk in bottle



Aroma milk in carton

- Launched in September 2010
- 3 tastes: Chocolate, Strawberry, Banana

### Key innovations in 9M 2010



DOY pack



Curd with toppers



Multipacks with collectable toys & tattoos

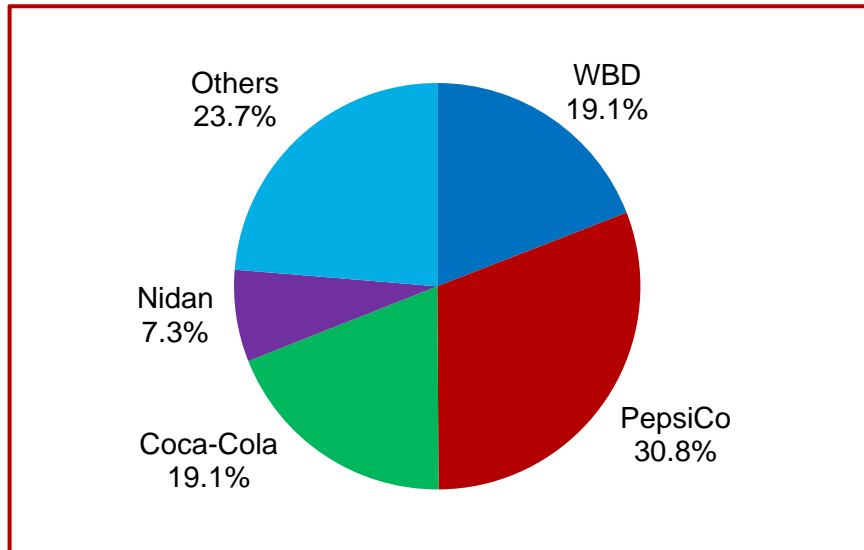


Glazed curds



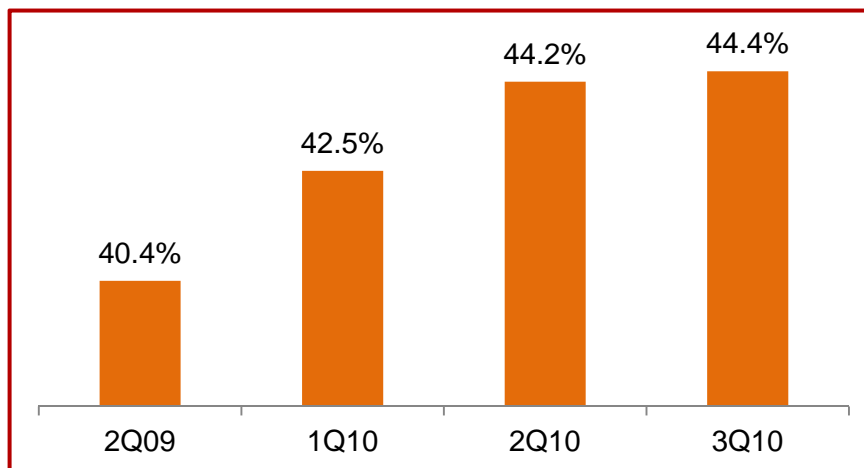
## 3Q 2010: Juice Business Profitable Growth

### Russian Juice Market\*



- WBD secured strong #2 position among juice producers in Russia
- WBD continued to outperform competitors in terms of sales & share growth in 3Q 2010
- WBD gained 100 bp market share YoY in 3Q 2010

### WBD's Beverages Gross Margin



\*Source: AC Nielsen, value terms, Aug-Sept 2010

## 9M 2010: Strengthened Market Position

### 100% Gold Classic Economy Brand Success



### J7 Activ Promotions



### Sponsored TV show



- Robust sales volume growth YoY in 9M10
- Outperforming the market in economy segment

- On-going advertising campaign on National TV with new commercial
- TV-show sponsorship

## 9M 2010: Visible Marketing Campaigns

### Chudo Drinkable Yoghurt



### Domik v Derevne Pasteurized Bottled Milk



### Granfor New Premium Cheese



### Imunele Functional Dairy Drink



## Investor Relations Contacts:

Marina Kagan, Head of Public Affairs

Tel: +7 495 925 5805

Fax: +7 495 925 5800

[Kagan@wbd.ru](mailto:Kagan@wbd.ru)

Natalya Belyavskaya, Senior Investor  
Relations Manager

Tel: +7 495 925 5805, ext. 11611

Fax: +7 495 925 5800

[Belyavskayand@wbd.ru](mailto:Belyavskayand@wbd.ru)

Wimm-Bill-Dann Foods OJSC

13 Solyanka str., Bld. 2, Moscow, 109028, Russia

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