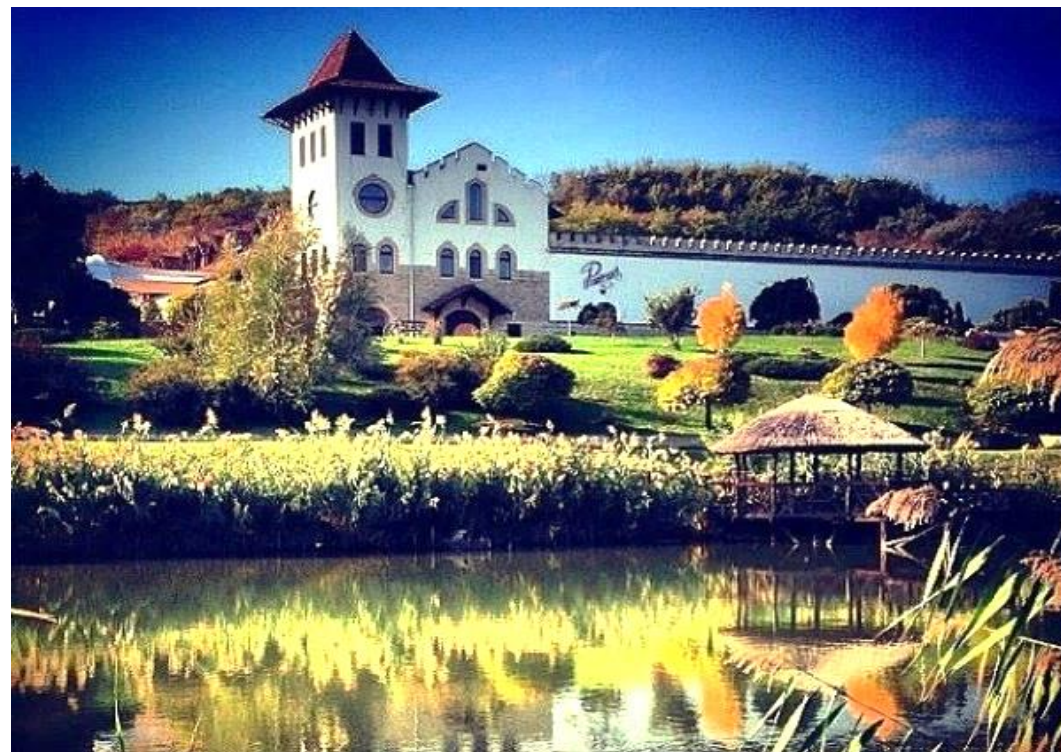


Purcari Wineries Plc

Preliminary annual results

2017



THIS PRESENTATION IS MADE AVAILABLE ON THIS WEBSITE BY PURCARI WINERIES PUBLIC COMPANY LIMITED (the **Company**) AND IS FOR INFORMATION PURPOSES ONLY.

This presentation and its contents do not, and are not intended to, constitute or form part of, and should not be construed as, constituting or forming part of, any actual offer or invitation to sell or issue, or any solicitation of any offer to purchase or subscribe for, any shares issued by the Company and its subsidiary undertakings (the **Group**) in any jurisdiction, or any inducement to enter into any investment activity whatsoever; nor shall this document or any part of it, or the fact of it being made available, form the basis of an offer to purchase or subscribe for shares issued by the Company, or be relied on in any way whatsoever.

No part of this presentation, nor the fact of its distribution, shall form part of or be relied on in connection with any contract for acquisition of or investment in any member of the Group, nor does it constitute a recommendation regarding the securities issued by the Company, nor does it purport to give legal, tax or financial advice. The recipient must make its own independent assessment and such investigations as it deems necessary.

The information herein, which does not purport to be comprehensive, has not been independently verified by or on behalf of the Group, nor does the Company or its directors, officers, employees, affiliates, advisers or agents accept any responsibility or liability whatsoever for / or make any representation or warranty, either express or implied, in relation to the accuracy, completeness or reliability of such information, which is not intended to be a complete statement or summary of the business operations, financial standing, markets or developments referred to in this presentation. No reliance may be placed for any purpose whatsoever on the information contained in this presentation. Where this presentation quotes any information or statistics from any external source, it should not be interpreted that the Company has adopted or endorsed such information or statistics as being accurate. Neither the Company, nor its directors, officers, employees or agents accept any liability for any loss or damage arising out of the use of any part of this material.

This presentation may contain statements that are not historical facts and are "forward-looking statements", which include, without limitation, any statements preceded by, followed by or that include the words "may", "will", "would", "should", "expect", "intend", "estimate", "forecast", "anticipate", "project", "believe", "seek", "plan", "predict", "continue", "commit", "undertake" and, in each case, similar expressions or their negatives. These forward-looking statements include all matters that are not historical facts. Such forward-looking statements involve known and unknown risks, uncertainties and other important factors beyond the Company's control, and relate to events and depend on circumstances that may or may not occur in the future, which could cause the Company's actual results, performance or achievements to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. The forward-looking statements included herein are based on numerous assumptions and are intended only to illustrate hypothetical results under those assumptions. As a result of these risks, uncertainties and assumptions, you should in particular not place reliance on these forward-looking statements as a prediction of actual results, or a promise or representation as to the past or future, nor as an indication, assurance or guarantee that the assumptions on which such future projections, expectations, estimates or prospects have been prepared or the information or statements herein are accurate or complete. Past performance of the Group cannot be relied on as a guide to future performance. No statement in this presentation is intended to be a profit forecast. This presentation does not purport to contain all information that may be necessary in respect of the Company or its Group and in any event each person receiving this presentation needs to make an independent assessment.

This presentation contains references to certain non-IFRS financial measures and operating measures. These supplemental measures should not be viewed in isolation or as alternatives to measures of the Company's financial condition, results of operations or cash flows as presented in accordance with IFRS in its consolidated financial statements. The non-IFRS financial and operating measures used by the Company may differ from, and not be comparable to, similarly titled measures used by other companies.

The information presented herein is as of this date and the Company undertakes no obligation to update or revise it to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events.

The distribution of this presentation in certain jurisdictions may be restricted by law and persons who come into possession of it are required to inform themselves about and to observe such restrictions and limitations. Neither the Company, nor its directors, officers, employees, affiliates, advisers or agents accept any liability to any person in relation to the distribution or possession of the presentation in or from any jurisdiction.

Investments in the Company's shares are subject to certain risks. Any person considering an investment in the Company's shares should consult its own legal, accounting and tax advisors in order to make an independent determination of the suitability and consequences of such an investment.

1 Message to Investors and 2017 Operational Highlights

2 Our Group

3 Detailed Operational Performance 2017

4 Preliminary Consolidated IFRS Financial Results

5 2018 outlook

6 Q&A



Rose de Purcari,
90 points by
Wine Enthusiast,
#1 premium Rosé in
Romania

1 MESSAGE TO SHAREHOLDERS

Dear Shareholders,

2017 has been an outstanding year. Listing the company on the Bucharest stock exchange marked a new chapter for Purcari, with higher visibility, higher scrutiny and a deliberate step outside our comfort zone. I am confident this will make us stronger as a company and will raise an already high bar performance wise.

I am delighted to report annual organic sales growth of 38% year on year, with the growth rate accelerating to 39% in 4Q17. We are encouraged by the start of 2018 and believe the rapid expansion will continue this year too. We do face the adverse effect of a strengthening MDL, which negatively impacted our margins, but this only makes us more focused on keeping our operational costs under control and finding savings elsewhere.

We are bullish about 2018, given the poor harvest all over the globe, a trend to which Romania and Moldova were fortunate exceptions. The inevitable price rises by competition will benefit our bottom line. Foreseeing a shortage of wine in the bulk market, we have loaded up on inventories, crushing a record level of grapes in the autumn, approximately 23.4K tons in total, trading working capital for a higher margin in 2018.

We remain true to our vision to become the undisputable wine champion in CEE and, in addition to growing organic sales at a rapid pace are actively looking for M&A opportunities. Rest assured we don't plan to overpay for them, as we traditionally did best by buying small-ticket, underperforming assets, which would be more valuable in our hands than in the hands of current owners.

Last, but perhaps most important, we will keep focusing on producing highest quality wines, offering excellent value for money to our consumers, who are our most important stakeholders. The quality of the 2017 vintage is exceptional and we already shipped to market our best Rosé de Purcari and Sauvignon Blanc de Purcari ever, so I look forward to a medals-rich 2018 and to record Vivino-scores. Please join me in raising a glass of Cuvée de Purcari, our gold awarded sparkling, to a very successful 2018!

Victor Bostan
CEO

Unprecedented press coverage, boosting brand

Selected titles



“Moldovan winemaker pivots away from Russia, lists shares”



“Purcari Wineries lists on Bucharest Stock Exchange after successful IPO”



“Putting New World techniques into Old World wine bottles”



“Winemaker Purcari Looking to Expand in China After Romanian IPO”



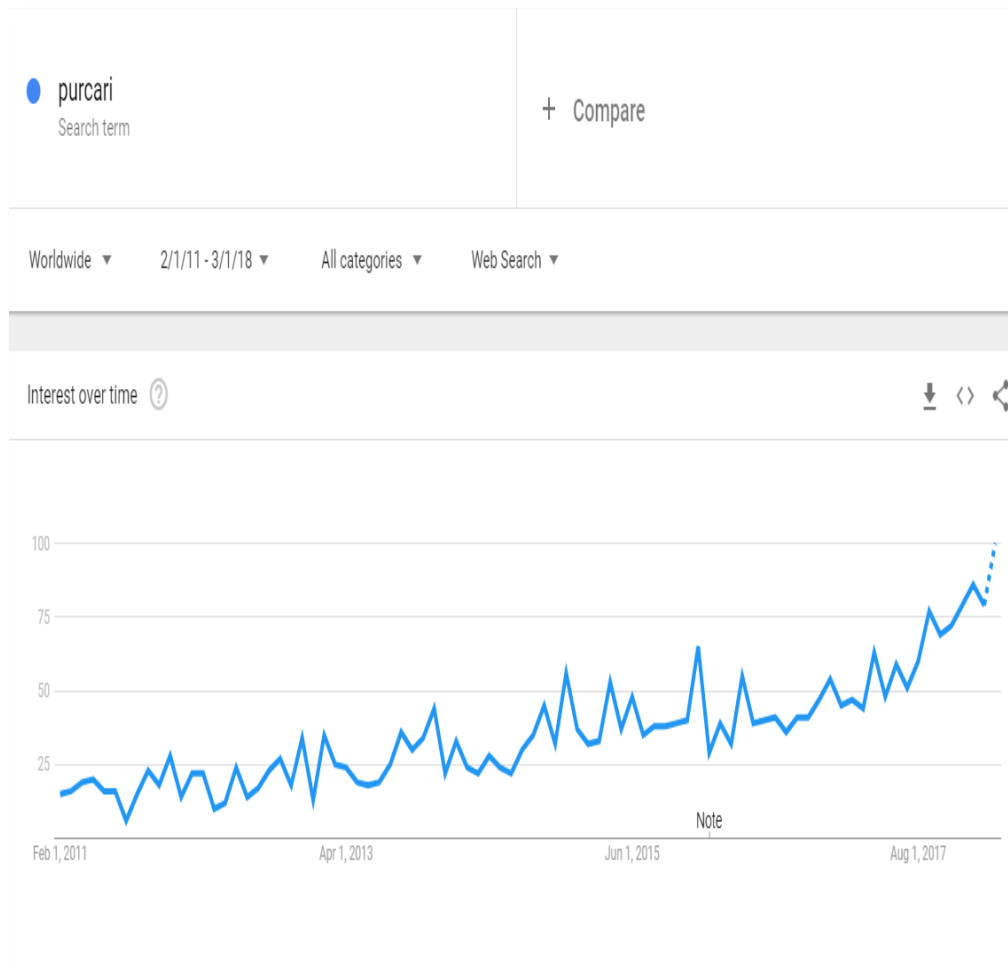
“Vinurile Purcari au reușit să obțină 186 mil. lei deși piețele bursiere au avut o săptămână de coșmar”



“Oferta Purcari Wineries, suprasubscrisă de 4 ori pe tranșa de retail”

Increase in interest from general audience

Number of Google searches for “purcari”



1 KEY OPERATIONAL HIGHLIGHTS OF 2017

Very strong revenue growth

- Sales up 38% yoy, to RON 147m
- Romania remains largest growth driver, growth accelerating to 69% yoy
- Maintained premiumization trend, with premium Purcari brand showing fastest growth, +65% yoy

Solid margins, despite adverse Fx

- Gross margin down 6.1 pp yoy, to 43.8%, on 7.7% MDL vs. RON appreciation yoy, mostly in 4Q17
- Good SG&A control, with costs up 14%, on further improving marketing efficiency, G&A control
- Adj. EBITDA up 26%, to RON 47m; net income up 37%, to RON 32m

Successful innovations, launches

- Strong consumer & critics reception for Sparling launch (1 gold, 2 silvers at *Effervescents du Monde*)
- Strong traction for Crama Ceptura Astrum – launched in the 15-20 RON/bottle RSP segment
- Major marketing campaign for Crama Ceptura in Romania, brand sales up 56%

Ongoing investment into quality, processes

- Invested RON 9m in CAPEX, in capacity, quality; tech making the difference with consumers quality wise: state of the art sparkling section, thermovinification, refrigeration, pneumatic press etc.
- Continue investing in digitalization of processes, including agro-operations software and satellite monitoring of vineyards

Strong outlook for 2018

- Optimistic outlook on 2018, on favorable pricing environment, strong 2017 harvest
- Organic revenues growth guidance +24-28%
- EBITDA margin 33-36% and Net Income margin 23-26%, assuming no Fx improvements

1 Message to Investors and 2017 Operational Highlights

2 **Our Group**

3 Detailed Operational Performance 2017

4 Preliminary Consolidated IFRS Financial Results

5 2018 outlook

6 Q&A



Negru de Purcari
2013, 4.4 score on
Vivino, top 1% wine
globally

2 PURCARI WINERIES AT A GLANCE (1/2)

Leading wine player in Romania and the CEE...

Founded in 1827 by French colonists, **Purcari Group** is now...

- #1 awarded CEE winery of the year in 2015-2016 at Decanter London, "wine Olympics"
- #1 premium wine brand in Romania, Moldova
- #1 fastest growing large winery in Romania
- #1 largest exporter of wine from Moldova
- top 1,060 hectares of prime vineyards, top production assets
- top Reputable shareholders alongside founder, Victor Bostan: Horizon Capital, Fiera Capital, Franklin Templeton, IFC etc

4 brands, covering a broad spectrum of segments



CRAMA  CEPTURA

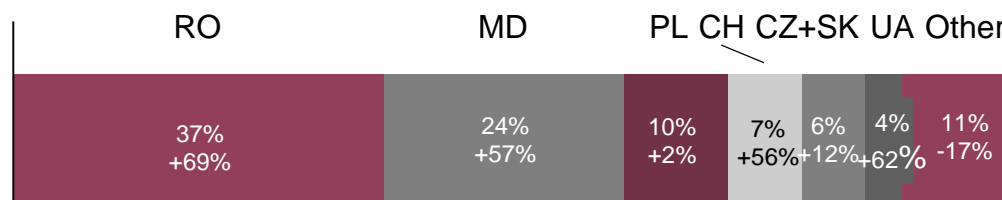


 BOSTAVAN



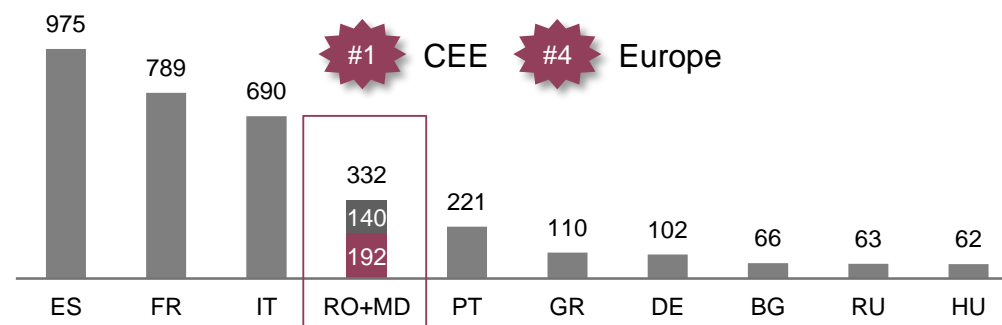
... with a strong & expanding regional footprint

Geographical breakdown of sales in value terms, 2017, %

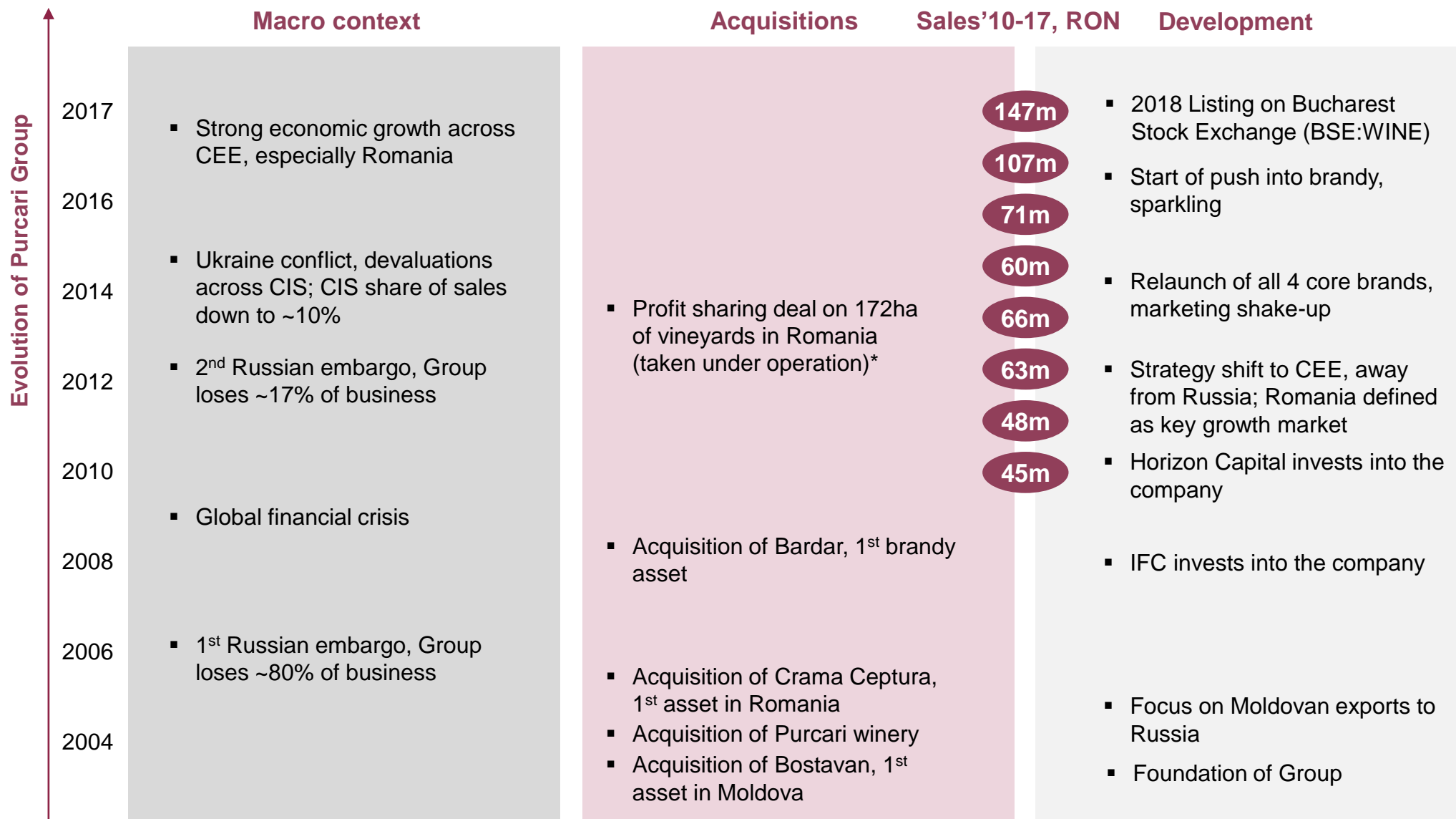


Located in a region with one of the richest wine heritages

Top 10 European countries by area under vines, kha



2 PURCARI WINERIES AT A GLANCE (2/2)



*Purcari grew business **organically** and via **acquisitions**, successfully adjusting to macro headwinds, **refocusing** away from reliance on CIS to **CEE***

● Revenue of Purcari Group

Our mission

To bring joy in people's lives, by offering them high quality, inspiring, ethical wines and excellent value for money.

Our vision

To become the undisputable wine champion in CEE, acting as a consolidator of a fragmented industry

Our values

Hungry

We win in the marketplace because we want it more

Ethical

Always do the right thing and the money will follow

Thrifty

The only way we can offer better value for money

Different

We proud ourselves on taking a fresh look on things

Better

We keep improving – both our wines and our people

2 OUR BUSINESS MODEL

Modern,
cost-competitive
winemaking



Purcari is positioned at the intersections of three themes:

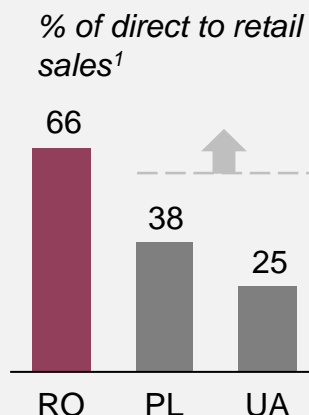
- **Modern winemaking:** the company is brand, as opposed to *appellation* centric and runs a cost-efficient business
- **Affordable luxury:** as an aspirational brand, Purcari wines are an example of affordable luxury, building on a heritage dating back to 1827 and ranking among most awarded wineries in Europe
- **Differentiated marketing:** the company is not afraid to be quirky about the way it approaches marketing, prioritizing digital channels and focusing on engaging content as opposed to traditional advertising



Clear drivers to achieve its goal of building a wine champion and consolidate the CEE market...

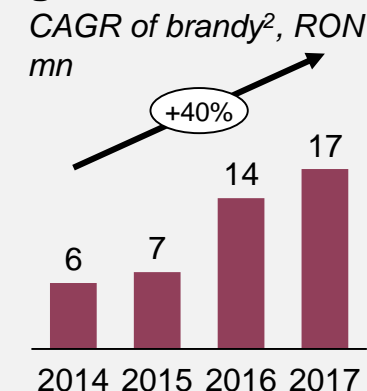
I Build out sales force; direct to retail

- Build out own sales in core-markets, repeat successful Romanian formula
- Grow share of direct to retail sales



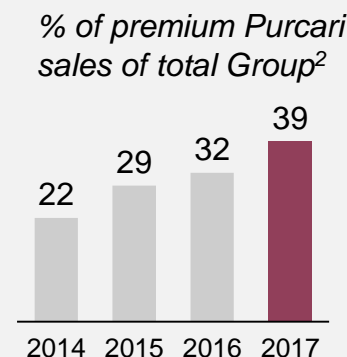
II Extend brands to new categories

- Move beyond wine; build on successful push into brandy
- Launched sparkling in 2017, expect non-wine segments to drive growth



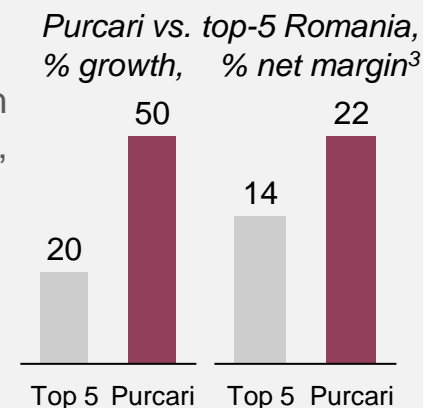
III Continue shift to premium, up mix

- Premium Purcari sales tripled over the last two years, boosting margins
- Way to go as ex-works price of premium Purcari ~4x the price of mass-market Bostavan



IV Grow via acquisitions

- Wine sector fragmented, high share of “hobbyist” operators, lacking expertise
- Opportunity to bring these up to the operational standards of Purcari Group



**Vast room to grow in fragmented €3.6bn core CEE market;
drive consolidation; bigger scale to further strengthen competitive advantage**

1 Message to Investors and 2017 Operational Highlights

2 Our Group

3 **Detailed Operational Performance 2017**

4 Preliminary Consolidated IFRS Financial Results

5 2018 outlook

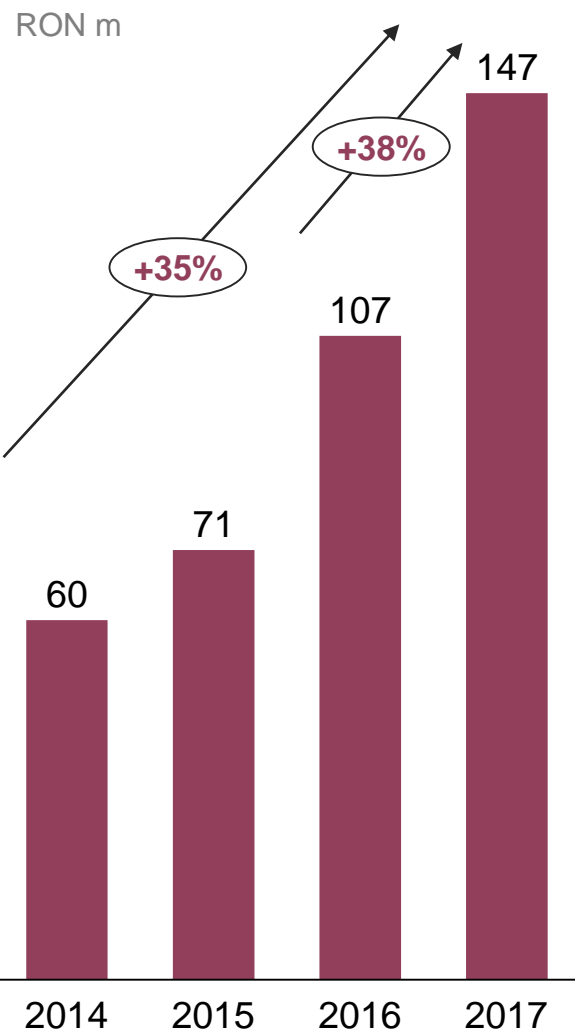
6 Q&A



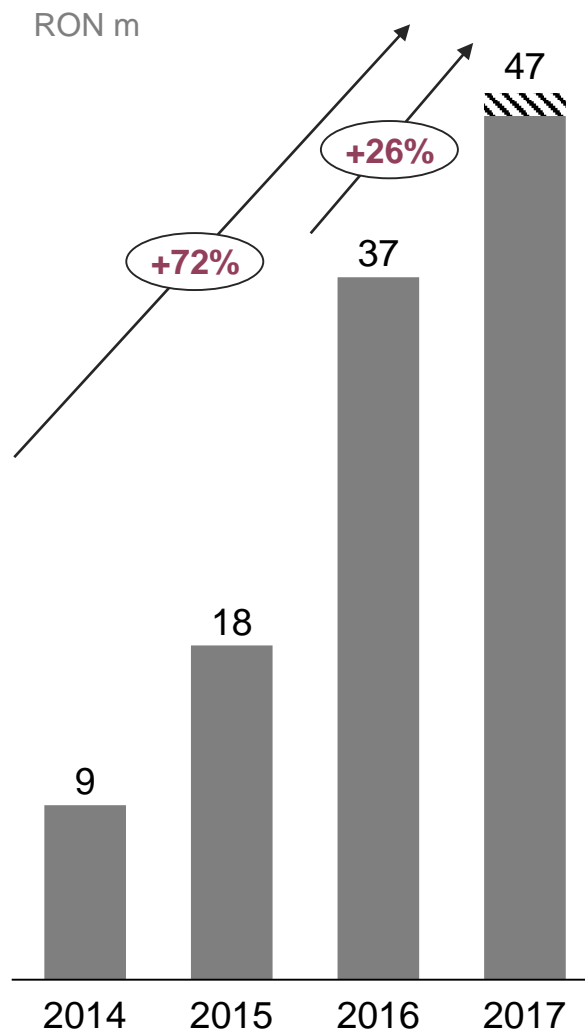
Freedom Blend,
indigenous grapes
from Moldova,
Georgia, Ukraine;
91 points by Wine
Enthusiast

3 STRONG 2017, OUR 3RD YEAR OF 30%+ TOP LINE GROWTH

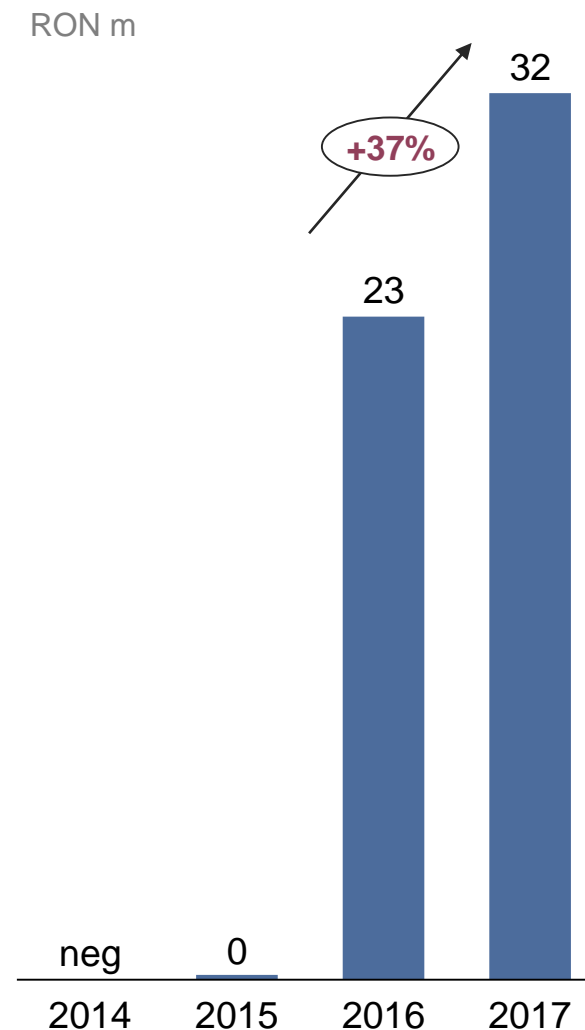
Revenues














EBITDA¹



Net Income



Market	Share of sales, 2017, %	Growth, 2017 yoy, %	Comments
RO 	37%	+69%	<ul style="list-style-type: none"> RO: Entered Lidl and Profi chains; Growth supported by massive media campaign in Q4 for Crama Ceptura; entered sparkling segment with Purcari and Dor lines
MD 	24%	+57%	<ul style="list-style-type: none"> MD: Strong dynamic helped by MDL appreciation; successfully piloted sparkling, in both premium and mass-market segments
PL 	10%	+2%	<ul style="list-style-type: none"> PL: traded growth for margins, leading to sub-par growth; strong traction of the premium Purcari brand – up 78%, albeit from smaller base; goal to increase share of premium sales, build out Purcari
ASI 	7%	+56%	<ul style="list-style-type: none"> ASIA: very strong demand in Q4, ahead of the Chinese new year; signed up two new distributors; push on premium Purcari brand, with sales up 1.4x yoy
CZ SK  	6%	+12%	<ul style="list-style-type: none"> CZ,SK: strengthened cooperation with COOP chain
UA 	4%	+62%	<ul style="list-style-type: none"> UA: very strong traction, by both Bostavan and Purcari brands, on improving consumer sentiment
RoW 	11%	-17%	

Brand	Share of sales, 2017, %	Growth, 2017 yoy, %	Comments
	39%	+65%	<ul style="list-style-type: none"> PURCARI: Romania remains largest market, up 86%, strengthening position as clear #1 premium brand; strong dynamic in Poland, Ukraine – up 78% and 61% respectively, albeit from lower bases; Asia up 1.4x, on new distribution partnerships
	32%	+10%	<ul style="list-style-type: none"> BOSTAVAN: strategy focused on brand premiumization, pushing the Dor series, further exiting the lower end segment, trading volume for margin
	17%	+56%	<ul style="list-style-type: none"> CRAMA CEPTURA: strong traction on massive marketing push in Q4, including TV with Busu, a celebrity weather anchor as brand ambassador; entered the strategic 15-20 RON/bottles RSP segment with Astrum, to a very encouraging reception by consumers
	12%	+20%	<ul style="list-style-type: none"> BARDAR: continued shift from bulk to bottled brandy, started in 2015; sales of bottled brandy up 83%, as share split of bottled/bulk changed from 46:54 in 2016 to 71:29 in 2017

3 MARGINS: SOLID DESPITE ADVERSE FX EFFECTS

RON m	2014	2015	2016	2017	Δ '17/'16
Revenue	60	71	107	147	38%
Cost of Sales	(39)	(42)	(53)	(83)	55%
Gross Profit	20	29	53	64	21%
Gross Profit margin	34%	40%	50%	44%	-
SG&A	(18)	(18)	(23)	(26)	14%
Marketing and selling	(5)	(7)	(10)	(10)	5%
General and Administrative	(10)	(9)	(12)	(14)	20%
Other expenses	(3)	(1)	(1)	(2)	24%
EBITDA	9	18	37	46	23%
Adj. EBITDA ¹	9	18	37	47	26%
Adj. EBITDA margin	15%	25%	35%	32%	-
Net Profit	(8)	0	23	32	37%
Net Profit Margin	na	0%	22%	22%	-
Net profit after minorities	(8)	(1)	20	29	45%
Net profit margin, after min	na	na	18%	19%	

Comments

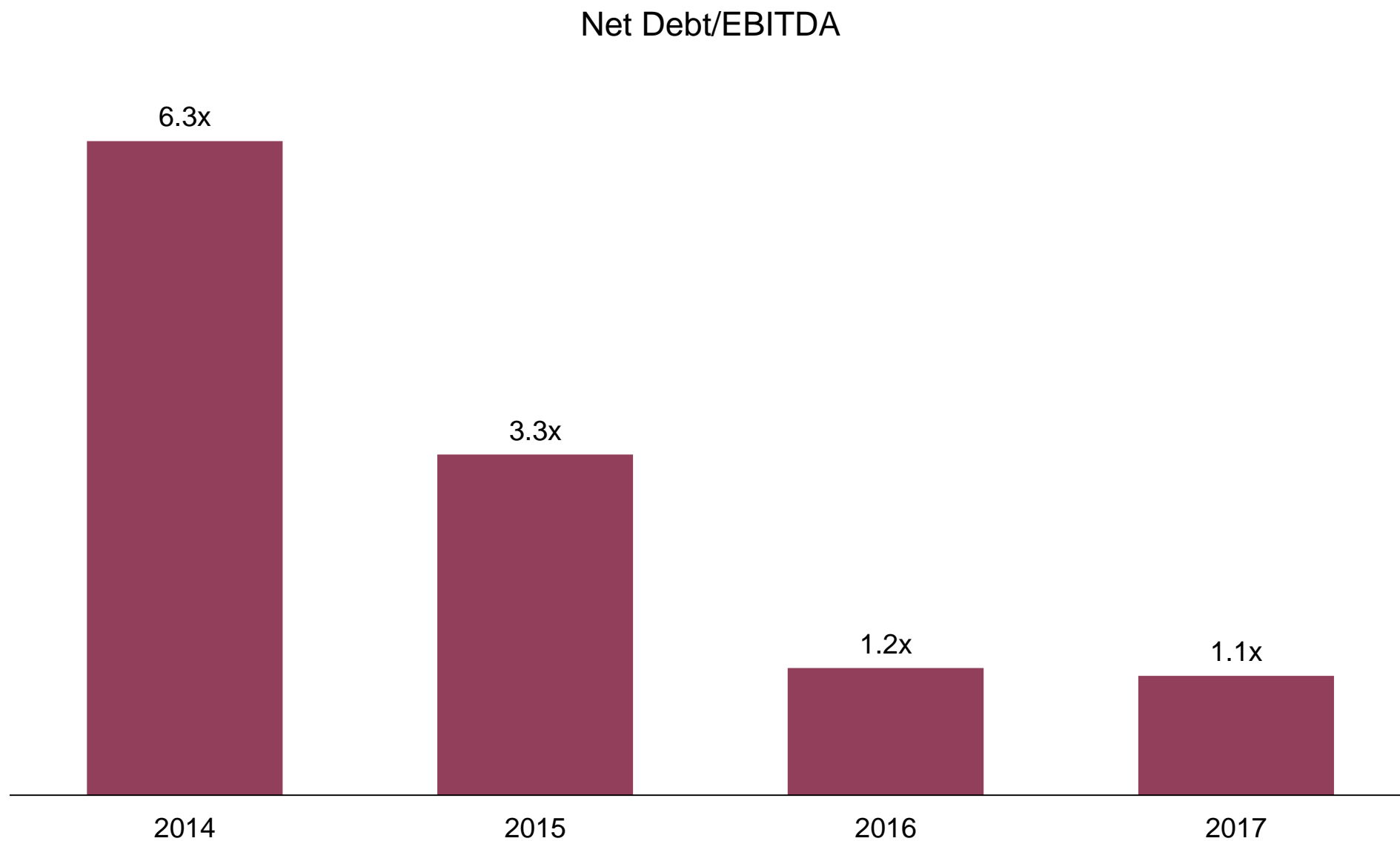
- Gross margin decreased 6.1 pp, on faster rising cost of sales, on MDL appreciation vs. RON by 7.7% during entire 2017
 - MDL appreciation in 4Q17 was 7.8% yoy, particularly strong affecting the quarterly results
 - The appreciation increases the balance cost of wine inventories, which pushes up the cost of sales
- Overall good cost control at SG&A level, up 14% yoy; increased marketing efficiency, as company leveraged lower cost digital channels and prioritized viral content at the expense of costly traditional campaigns
- G&A has increased 20%, on MDL vs. RON strengthening, which impacted a significant part of salaries in MDL, and one-off IPO-related expenses, accounted for in 2017
- Adj. EBITDA up 26%, to RON 47m and Net Income up 37% to RON 32m

		Year ended		
		31-Dec-17	31-Dec-16	Δ '17/'16
Employee benefits	(1)	6,871,582	5,523,029	24%
Depreciation		790,060	716,968	10%
Amortization		38,946	34,357	13%
Professional fees	(2)	1,098,041	354,591	210%
Taxes and fees	(3)	867,566	1,667,243	-48%
Travel	(4)	890,091	435,658	104%
Rent		324,424	467,169	-31%
Bank charges		110,556	355,415	-69%
Repairs and maintenance		521,567	506,422	3%
Communication	(5)	283,594	179,551	58%
Fuel		189,773	119,393	59%
Penalties		109,598	58,473	87%
Insurance		106,869	131,892	-19%
Canteen services		134,968	127,897	6%
Materials		112,742	70,285	60%
Other		1,664,594	1,052,860	58%
Total general and administrative expenses		14,114,971	11,801,203	20%

Comments

- (1) Effect of MDL appreciation affecting MDL denominated salaries
- (2) Includes circa RON 740 thousand in IPO related fees
- (3) Decrease in fees due to one-off Eco-Rom related recycling tax in 2016
- (4) Includes circa RON 420 thousand in IPO related travel expenses
- (5) Includes circa RON 40 thousand in IPO related communication expenses

3 ONGOING DELEVERAGING, WITH NET DEBT / EBITDA ~1X





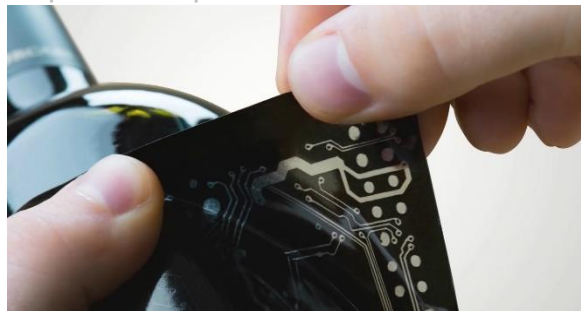
Grape, Oak and Patience (Jan)

TV campaign Bardar brandy



Digital Label (April)

April's Fool prank



Bostavan Sparkling (May)

Dor, value line launch



Winelicious (Year round)

Short 1-6, viral, video recipes



Purcari Wine Run (August)

10km through the vineyards



Crama Ceptura – Astrum (Oct)

Launch in the 15-20 RON/bottle segment



Purcari Sparkling (October)

Premium Purcari sparkling launch



14 days of extra sunshine (Nov)

Crama Ceptura, Busu – TV celebrity



Purcari Wine Hacks (December)

Worlds First Wine Hackathon

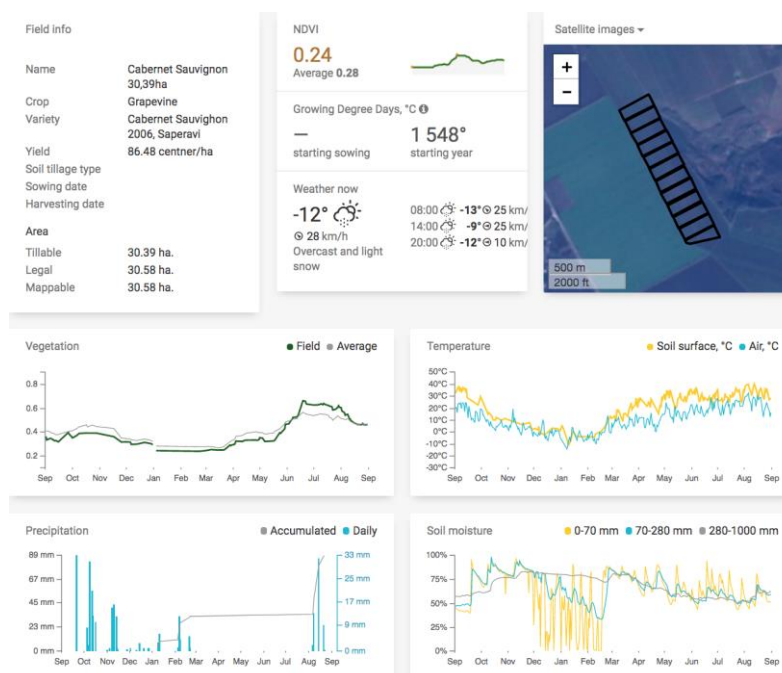
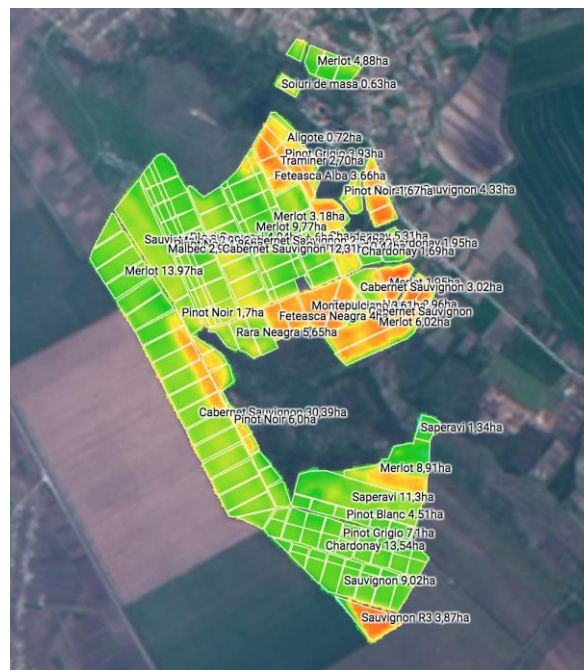
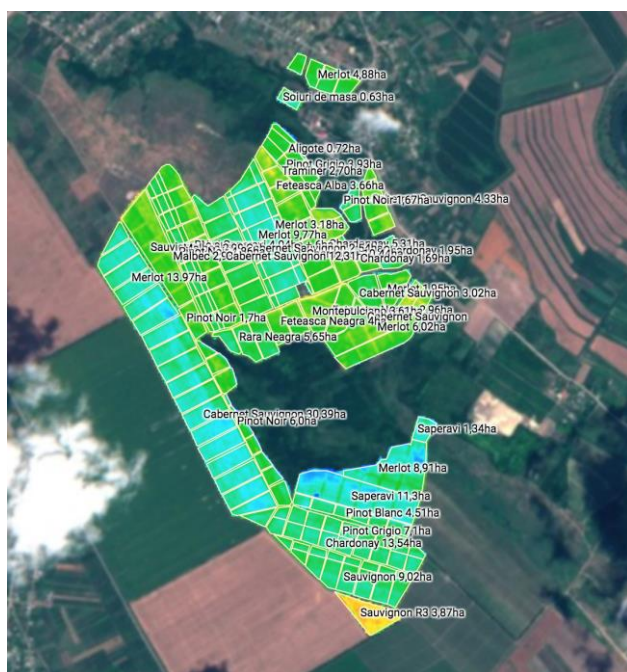


Push on digitization

- Management focused in digitizing processes, increasing reliance on data in running operations and minimizing human errors
- Implementation of specialized software to monitor agro-operations, including mobile data-tracking, satellite monitoring of vineyards
- Strong belief that digital superiority in operations will serve as competitive advantage vs. other winemakers, lower costs, boost productivity and raise the bar quality wise with help of superior data

Ongoing investment in top wine technology

- Continued investing in quality, with Bitzer refrigeration, Bucher pneumatic presses, Pellenc grape sorting line, a full cycle premium sparkling production line, thermovinification etc
- Ongoing commitment to offer excellent wine quality to consumers, which, is impossible without top technology



1 Message to Investors and 2017 Operational Highlights

2 Our Group

3 Detailed Operational Performance 2017

4 **Preliminary Consolidated IFRS Financial Results**

5 2018 outlook

6 Q&A



Crama Ceptura – Astrum, the latest introduction in the Ceptura line-up, targeting the 15-20 RON/bottle segment, which accounts for circa 20% of market sales, which the Group started pursuing only now

4 Profit and Loss Statement

	31-Dec-17	31-Dec-16
	RON	RON
Gross revenue	163,666,700	119,856,656
Discounts	(16,655,775)	(13,096,414)
Revenue	147,010,925	106,760,242
Cost of Sales	(82,616,002)	(53,471,103)
Gross profit	64,394,922	53,289,139
Other operating income	1,317,093	1,223,583
Marketing and selling expenses	(10,016,006)	(9,562,730)
General and administrative expenses	(14,114,971)	(11,801,203)
Other operating expenses	(1,799,763)	(1,449,118)
Change in fair value of biological assets	-	-
Result from operating activities	39,781,276	31,699,671
Finance income	1,306,875	158,309
Finance cost	(4,016,142)	(4,884,140)
Net finance costs	(2,709,267)	(4,725,831)
Share of profit of interests in associates	419,300	-
Profit/ (loss) on ordinary activities before taxation	37,491,309	26,973,840
Taxation	(5,785,454)	(3,861,453)
Net profit / (loss) for the period	31,705,855	23,112,387
Other comprehensive income		
Foreign currency translation differences for foreign operations	7,126,127	1,966,015
Deferred tax recognised from revaluation of assets at business acquisitions	-	-
Other comprehensive income for the period	7,126,127	1,966,015
Total comprehensive income	38,831,982	25,078,402
Net profit / (loss) attributable to:		
Equity holders of Bostavan Wineries Ltd	28,590,448	19,741,620
Minority Interest	3,115,407	3,370,767
Net profit / (loss) for the period	31,705,855	23,112,387
Total comprehensive income attributable to:		
Equity holders of Purcari Wineries Plc	37,941,096	21,377,845
Minority Interest	890,886	3,700,557
Total comprehensive income for the period	38,831,982	25,078,402

	31-Dec-17	31-Dec-16
Assets	RON	RON
Property, plant and equipment	66,947,091	64,931,515
Intangible assets and goodwill	1,050,873	1,058,552
Loans receivables	953,034	2,840,953
Investments in associates	7,457,736	-
Other non-current assets	24,446	9,441
Non-current Assets	76,433,180	68,840,461
Cash and cash equivalents	22,929,564	13,267,974
Trade and other receivables	49,208,846	33,656,488
Inventories	87,088,538	50,733,554
Loans receivables	250,327	-
Other current assets	70,605	457,750
Current Assets	159,547,880	98,115,766
Total Assets	235,981,060	166,956,227
Equity		
Share capital	34,838	34,838
Share premium	123,314,601	123,685,006
Foreign currency translation reserve	5,762,883	909,278
Other reserves	11,286,318	8,916,387
Retained earnings	(35,449,040)	(67,154,895)
Equity attributable to owners of the Company	104,949,600	66,390,614
Non-controlling interests	7,562,477	10,395,478
Total equity	112,512,078	76,786,092
Liabilities		
Loans and borrowings	35,700,422	11,098,108
Deferred income	1,159,387	47,861
Deferred tax liability	5,886,256	5,066,408
Long term finance lease liabilities	98,760	-
Non-current liabilities	42,844,825	16,212,377
Provisions	5,090,513	3,447,034
Loans and borrowings	38,602,451	47,534,071
Trade and other payables	35,585,129	18,667,278
Deferred income	-	76,156
Current tax liabilities	275,903	3,033,139
Employee benefits	1,070,163	1,200,080
Current liabilities	80,624,158	73,957,758
Total Liabilities	123,468,983	90,170,135
Total equity and liabilities	235,981,061	166,956,227

1 Message to Investors and 2017 Operational Highlights

2 Our Group

3 Detailed Operational Performance 2017

4 Preliminary Consolidated IFRS Financial Results

5 **2018 Outlook**

6 Q&A

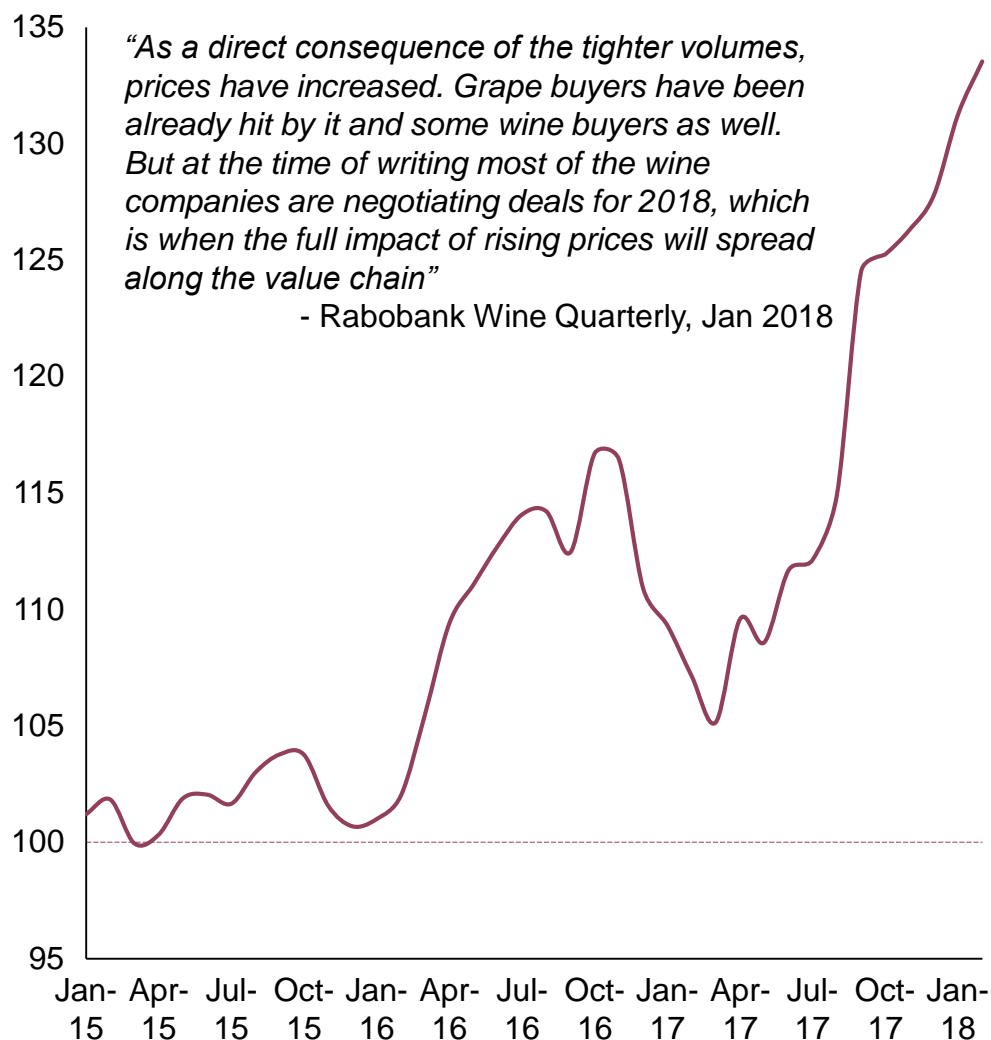


Cuvée de Purcari, the extension to sparkling launched in 2017. Made according to the traditional, *Champenoise* method, with in-bottle fermentation

5 FAVORABLE WINE-MACRO OUTLOOK FOR 2018

Wine prices at a historical high, on poor global 2017 harvest

VINEX Global Price Index (VGPI)1



Purcari Wineries 2018 outlook

- 2017 has marked a historical low in global wine production for the last several decades, with global volumes down 8%, most notably in Europe, with Italy down 23%, France 19%, Spain 15%, according to OIV. In contrast, Romanian production was up +64% and Moldova's +20%
- Taking advantage of the situation, the Group has made a significant wine inventory build-up, at an attractive cost in the 2017 autumn season, lowering the needs for bulk purchase in spring/summer 2018, which should positively impact margins given rising market prices
- Group provides the following guidance for 2018:
 - Organic **Revenue growth +24-28%**
 - **EBITDA margin 33-36%**
 - **Net Income margin 23-26%**
- FX, MDL / RON rate – currently unfavorable given stronger MDL – to remain a significant driver of profitability, outside Group's control

1 Message to Investors and 2017 Operational Highlights

2 Our Group

3 Detailed Operational Performance 2017

4 Preliminary Consolidated IFRS Financial Results

5 2018 Outlook

6 Q&A



Purcari Ice Wine, Decanter
Platinum, 95 points, Best CEE sweet

