



APU COMPANY

Absolute. Pure. Unique.

MONGOLIA AT A GLANCE



Resources

- Second largest landlocked country
- Land area 1.6 mil km² (18th)
- Livestock 67 mil (cattle 5 mil)

Young population

- Population 3.4 mil
- 64% is less than 35 years old
- 70% urban population
- Life expectancy Male 66, Female 74
- 52% Buddhist

Economic indicators

- \$15 bil GDP
- \$4100 GDP per capita
- 3.7% GDP growth
- 14.5% inflation rate

Foreign trade

- Total export is \$7.6 bil
- 5% of export is non-mining
- Major non mining export: cashmere 48%, meat 22%, wool 11%, textile clothing 8%
- Major export partners for non mining: China 76%, Italy 7%, Korea, Japan, UK, Germany each 2%



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APU COMPANY STRUCTURE

 **SBB**

 **MBCAP**

APU DAIRY
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 **ГРАНД ИСТ**
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爱啤西
Inner Mongolia APU Trading Company

 **SBBT**

APU TRADING
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**CHINGGIS KHAN
INTERNATIONAL LIMITED**

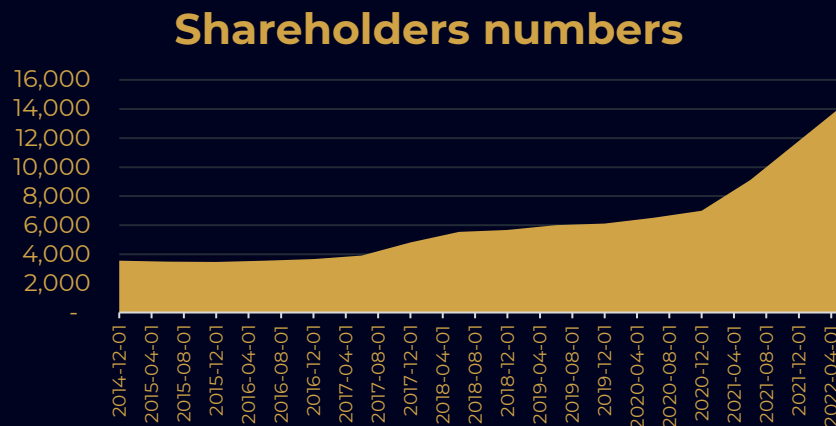
D I G I T A L
C O N C E P T



GS25

SHARE HOLDERS STRUCTURE

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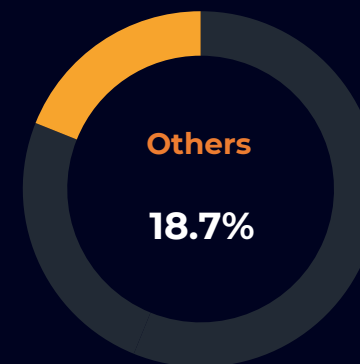
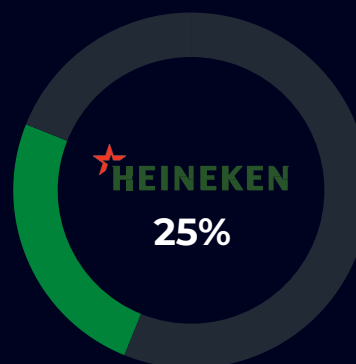
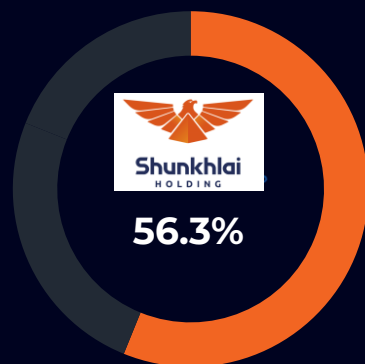
14,000+

Nº5
**share holders' numbers*

Nº1
**Market Valuation*

Nº1
**Distribution of dividends*

Ownership structure



“Shunkhlai holding” group company STRUCTURE

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Beverages

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Petroleum



Telecom & Media



Motor & Logistic



Shunkhlai
HOLDING

Property Development

SD DEVELOPMENT

SD ENGINEERING & CONSTRUCTION



SD Service

Retail

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Financial



Technology & Investment



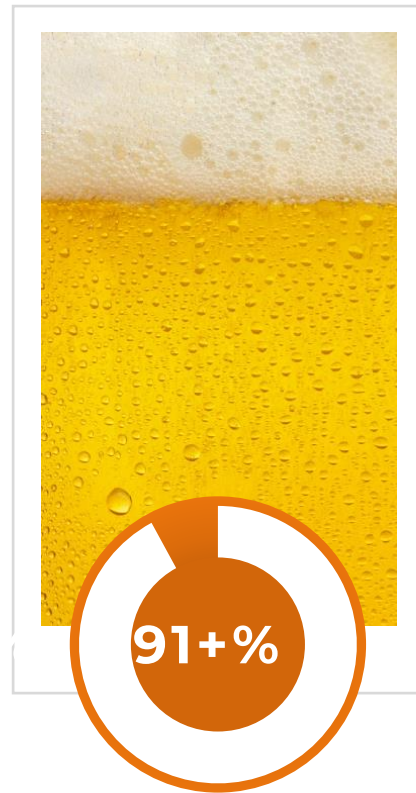
ИНТЕРМЕД ЭМНЭЛЭГ
Intermed Hospital

TOTAL MARKET SHARE ON DOMESTIC MARKET IN MONGOLIA

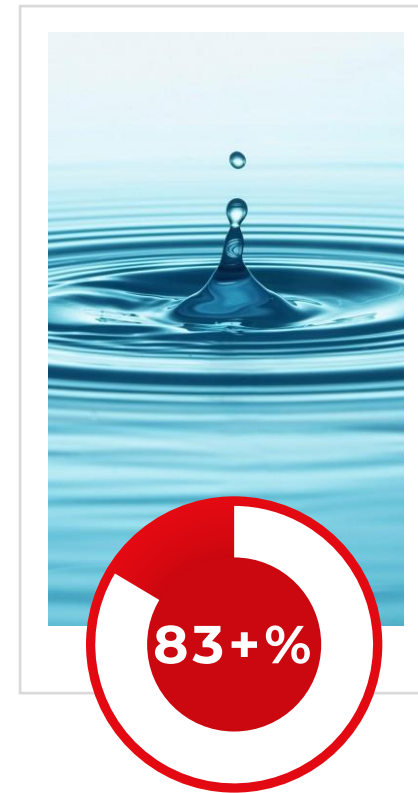
Dairy products



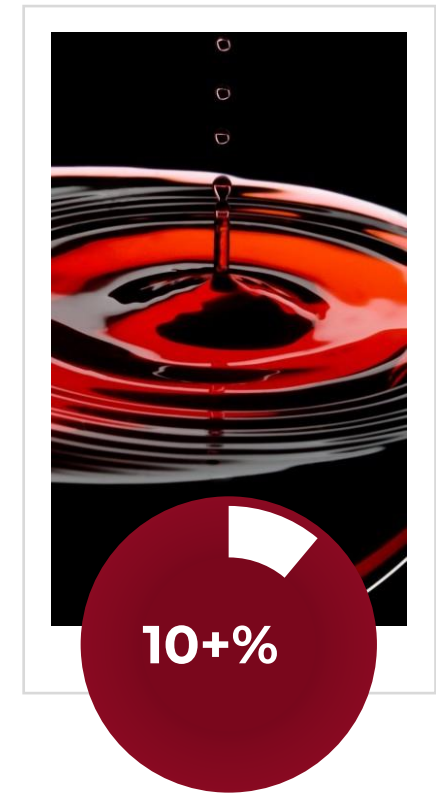
Beer products



Vodka products



Wine and brown
spirits



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99 years

One of the first Mongolian company in food/beverage industry

310+

Types of products

11,000+

Customers & Clients



2,100+

Received an international certificate of award as the Best Place to Work for the first time in Mongolia



₮365

2021

billion

Tax payment

4+

Export Markets



I MISSION

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WE ARE A COMPANY THAT
UNITES PEOPLE FOR ALL
OF LIFE'S MOMENTS.

PHILOSOPHY

APU COMPANY
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 **Absolute.**
Quality



 **Pure.**

Good for the People and Planet.



 **Unique.**
Unique moments of life



VALUES



CARE FOR OTHERS.



WIN
TOGETHER.



LEAD BY
EXAMPLE



INNOVATE, STAYING TRUE
TO OUR ROOTS.



NEVER
STOP
EXPLORING



1924

Opened the FIRST vodka factory with 14 employees in Ulaanbaatar.



1961

**Started production of
carbonated sweet drinks and
Janchivlan mineral water.**



1992

**Became a Mongolian
Stock Exchange-listed
public company.**



2014

**Established a new factory
for dairy products.**



2017

Established a management partnership with the world-famous HEINEKEN company.



2022

- **PRODUCT DIVERSIFICATION**
- Cheese factory
- Milk vodka factory
- Mongolian Nomadic Dairy Project (YAK project).



2022

**NATIONAL COMPANY TO
STRIVE TO BECOME THE
GLOBAL PRODUCER**

DISTRIBUTION CHANNEL



21 Province | **5'000+**



Ulaanbaatar | **6'000+**

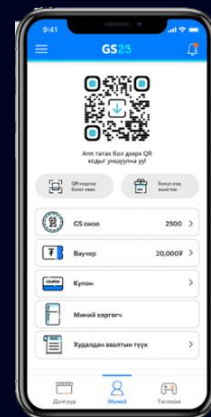


Clients | **11'000+**

GS25 Lifestyle Platform

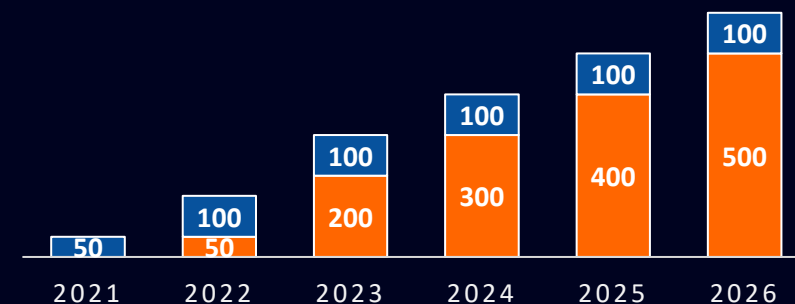


App users | **80'000+**



Store development plan

Number of Franchisees Number of own stores



MANAGEMENT TEAM



**ERDENEBILEG
TSEVEENJAV**

Chief Executive Officer



**NIKOLAY
DOBREV**

Chief Operations Officer



**TSATSRAL
BATSAIKHAN**

Chief Sales Officer



**ARIUNA
DANDAROVA**

Chief Marketing Officer



**ICHINKHORLOO
JARGALSAIKHAN**

Chief Human Resources Officer



**ENKHBILEG
GONCHIG**

Chief Financial Officer



**BAYARMAGNAI
GALSUMIYA**

CEO of the APU Dairy LLC,
Chief Corporate Affairs Officer



**ERDENEJARGAL
TSOODOL**

Chief Global Sales Officer



**CHINTOGTOKH
BATKHUREL**

Chief Operating Officer, SBB LLC



**GANTIG
BATKSAIKHAN**

Chief Strategy Officer



**TSEND-AYUSH
PUREVJAV**

Chief distribution and
transportation Officer



**OTGONBILEG
ERDENEBILEG**

Head of local
marketing team

HUMAN CENTRIC MANAGEMENT

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Great
Place
To
Work®



The first Mongolian
company, internationally
certified as a Great Place
to Work



TOTAL EMPLOYEES

2100

HUMAN RESOURCE – DEVELOPMENT PROGRAMS

APU Coaching



APU training ACADEMY



MENTORSHIP Program



World Class Manager



SME Learning program



PRODUCTION FUNCTION AND TECHNOLOGY

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DAIRY PLANT

Equipment and facilities from GEA Group, has been built in conformity with European Union milk plant standards.



SOFT DRINKS

Fully automatic tools from world famous firms such as Austrian "Klinger", German "Kosme", "Gernep", "Famix", and Italian "Samsa Pack"



BEER

The latest environmentally friendly technologies of Krones and NERB of Germany, KLINGER of Austria



VODKA

Computerized microprocessor control administration, equipment from Germany, Austria and Italy.



DISTILLERY

Fully equipped with automated machinery and technology from the German company "Schmidt".

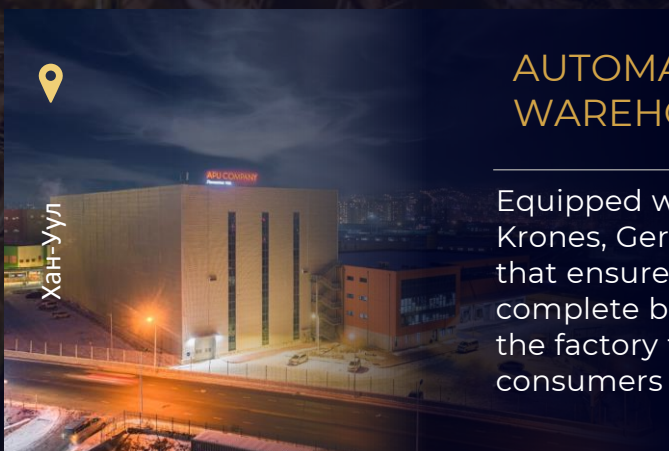
FOOD SAFETY AND TRACEABILITY SYSTEM

AUTOMATED WAREHOUSE #1

Equipped with the technology of Krones, Germany. A technology that ensures 100% food safety with complete barcode tracking from the factory to the hands of consumers

AUTOMATED WAREHOUSE#2

(Western Warehouse)
The latest fully automatic warehouse technology in the world



FOOD SAFETY AND QUALITY

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- ISO 9001 Quality Management System,
- ISO 14001 Environmental System
- FSSC 22000 Food safety system certification standards implemented all together **First Mongolian Company.**



INTERNATIONAL COLLABORATION

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<p>Since 2018 (ranked 3rd in the world and 1st in Europe)</p>  <p>CASTEL FRÈRES MARQUES • CHÂTEAUX • GRANDS CRUS DEPUIS 1949</p>	<p>Since 2018 (ranked 4th in the world)</p>  <p>CONCHA Y TORO®</p>	<p>Since 2016 (ranked 6th in the world)</p>  <p>CAMPARI®</p>	<p>Since 2018</p>  <p>DOMAINES ALBERT BICHOT MAISON FONDÉE EN 1831</p>
<p>Since 2016 (ranked 9th in the world)</p>  <p>Jägermeister</p>	<p>Since 2019 (special partner)</p>  <p>南アルプスワイン&ビバレッジ株式会社</p>	<p>Since 2019 (ranked 2nd in the world)</p>  <p>Constellation Brands</p>	<p>Since 2019 (ranked 1st in the world)</p>  <p>Faustino VINOS Y BODEGAS OVÓN ESPAÑA</p>

INTERNATIONAL FRANCHISE

 <p>König Ludwig Weissbier</p>	<p>Started producing Kaltenberg, one of the best Bavarian yeast brewery brands from Germany since 2016.</p>
 <p>Heineken®</p>  <p>Tiger</p>	<p>Heineken's leading brand Tiger in Asia has introduced by APU JSC. Tiger brand is the first international premium product produced in Mongolia under franchise rights.</p>

INTERNATIONAL MARKET

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SUSTAINABLE DEVELOPMENT POLICY TOWARDS THE COMMUNITY

We are steadily increasing our efforts to achieve the 17 Sustainable Development Goals, which are integrated with the values of inclusive prosperity for everyone, poverty reduction and protection of the planet.



**COMMUNITY POLICY DURING
COVID 19 PANDEMIC**



**"SAFETY" AND "HEALTH" DURING COVID
19 PANDEMIC**



REDUCE CLIMATE CHANGE IMPACT



**PROTECT ECO SYSTEM OF
DRYLAND**



SUPPORT QUALITY EDUCATION



**SUPPORT RESPONSIBLE
CONSUMPTION**



FASTEST GROWING MARKET
PLAYER

LATEST PRODUCTION FACILITY

LARGEST DISTRIBUTION
CHANNEL



GLOBAL PARTNERSHIP,
IMPORTING

STRONG INVESTMENT

FRANCHISING & LICENSING
EXPANSION PLAN



+40 BRAND PORTFOLIO

WE ARE THE “YOUNG AND AMBITIOUS TEAM”

APU DAIRY
МОНГОЛ СҮҮНИЙ ҮЙЛДВЭР

Total staff in 2022 – 313

60% Male 40% Female

AVERAGE AGE – 31



Bayarmagnai Galsumiya
Chief executive director

Strategy department

6



Nasanjargal Tsedenbal
Strategy director

Commercial
department

76



Battulga Manjiljav
Commercial director

Financial department

22



Anudari Ganbaatar
Financial director

Supply chain
department

203



Batmunkh Bulten
Supply chain director

HR & Admin
department

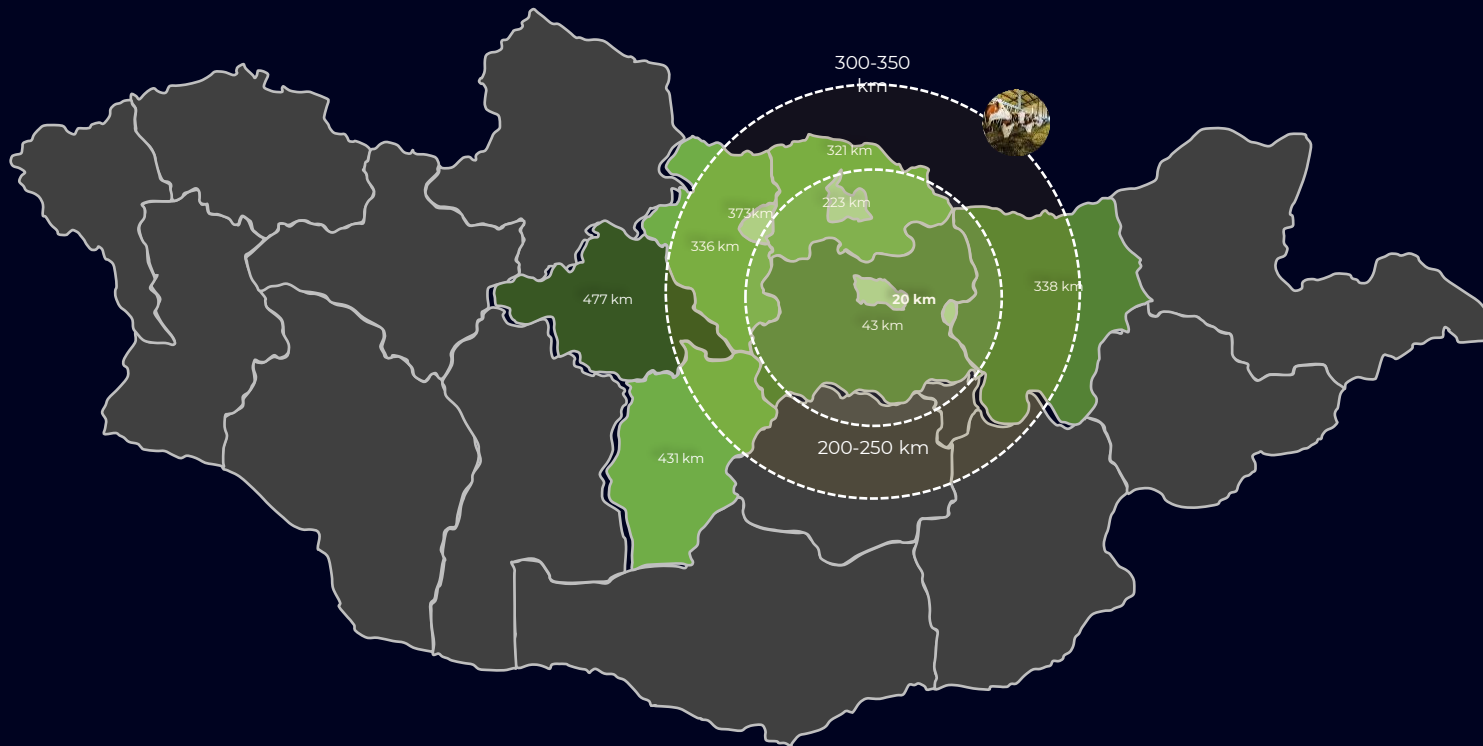
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Bolortsetseg Enkhtaivan
Head of HR & Admin

RAW MILK COLLECTING AREA

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Herders & Farmers

1,500 local herders & farmers



Cluster farm project

2 main cluster farms



DAIRY PRODUCT PORTFOLIO

APU DAIRY

МОНГОЛ СҮҮНИЙ ҮЙЛДВЭР

6 brands, 9 categories, 40+ SKUs

Milk



Yogurt



Dried
curd



Butter



Cream



Plain
yogurt



Sour
cream



Curd



Juice



MODERN DAIRY DEVELOPMENT

1. Import global brands, franchising
2. Produce licensed & developed products



THANK YOU FOR YOUR ATTENTION

