



НЕВА МЕТАЛЛ ПОСУДА

«NEVA METALL POSUDA» – DOMESTIC BRAND №1 on Russian cookware market

Established in 1999



Why «NEVA METALL POSUDA» (NMP) is a brand №1?

- The only manufacturing company on cookware market of Russia with a technology of die-casting with crystallization under pressure;
- The only company in Russia with its own licensed foundry;
- All products are being manufactured at two full-cycle production areas in Russia, in Saint-Petersburg and Dno town;
- A new modern plant built in Saint-Petersburg in October 2015;
- A company with the largest production facilities in a branch;



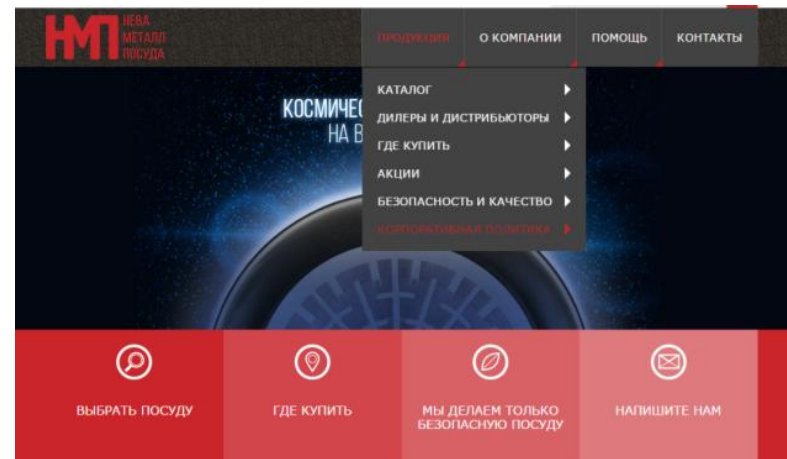
Why «NEVA METALL POSUDA» (NMP) is a brand №1?

- Multilevel quality control of products at all stages of production (7-level quality control). Amount of defective items is less than 0,02%;
- Guarantee of a top safety class of products: careful choosing of coatings suppliers, usage of water-based coatings with the best performance properties;
- Quality, safety, customer appeal of the products. The technologies that match the level of global brands and even exceed it;
- Quality management system certified with the requirements of ISO 9001;



Why «NEVA METALL POSUDA» (NMP) is a brand №1?

- Commercial policy is in public access at our website;
- Unified principles of sales and pricing construction;
- Guarantee of high level of marginality for our Partners;
- Marketing and merchandising support of our partners;
- Orders completion of 99,99%, based on results of 2015;





НЕВА МЕТАЛЛ ПОСУДА

Cookware market: NMP share

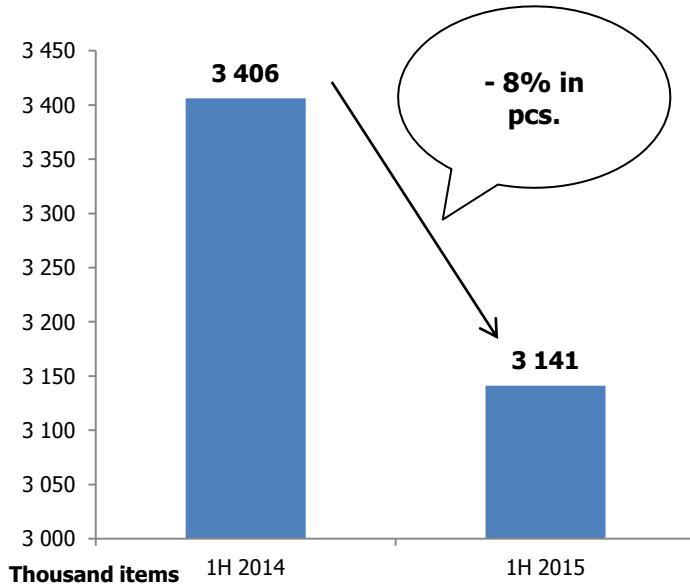


Cookware market analysis include:

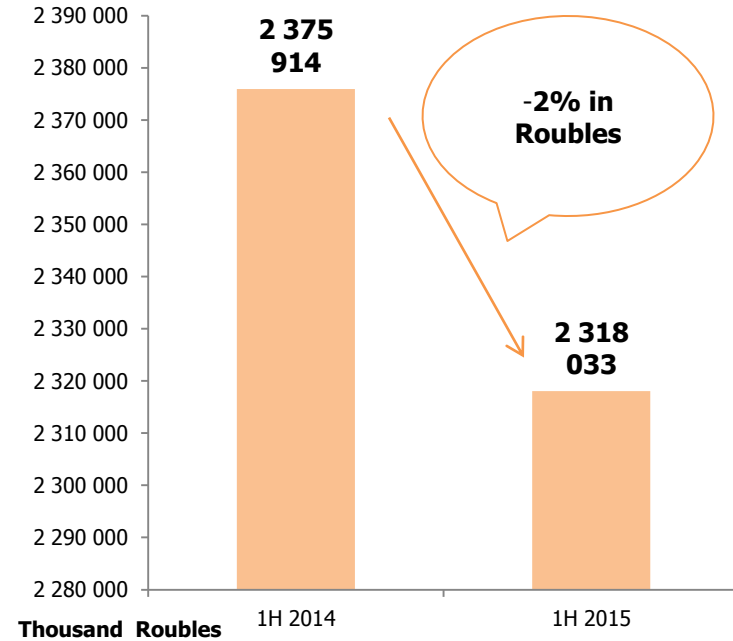
- All types of frying pans (all-purpose / middle height, stewpans, pancake frying pans, woks, etc.);
- Frying pans made of any material (aluminum - casted and stamped, stainless steel, cast iron);
- Coated (with non-stick coating PTFE, ceramic coating) and uncoated frying pans;
- Frying pans of all price range (low to premium);
- Frying pans of all brands, including retailers` private labels.

Russian market of frying pans, retail chain stores.

Dynamics of 1H 2015 / 1H 2014



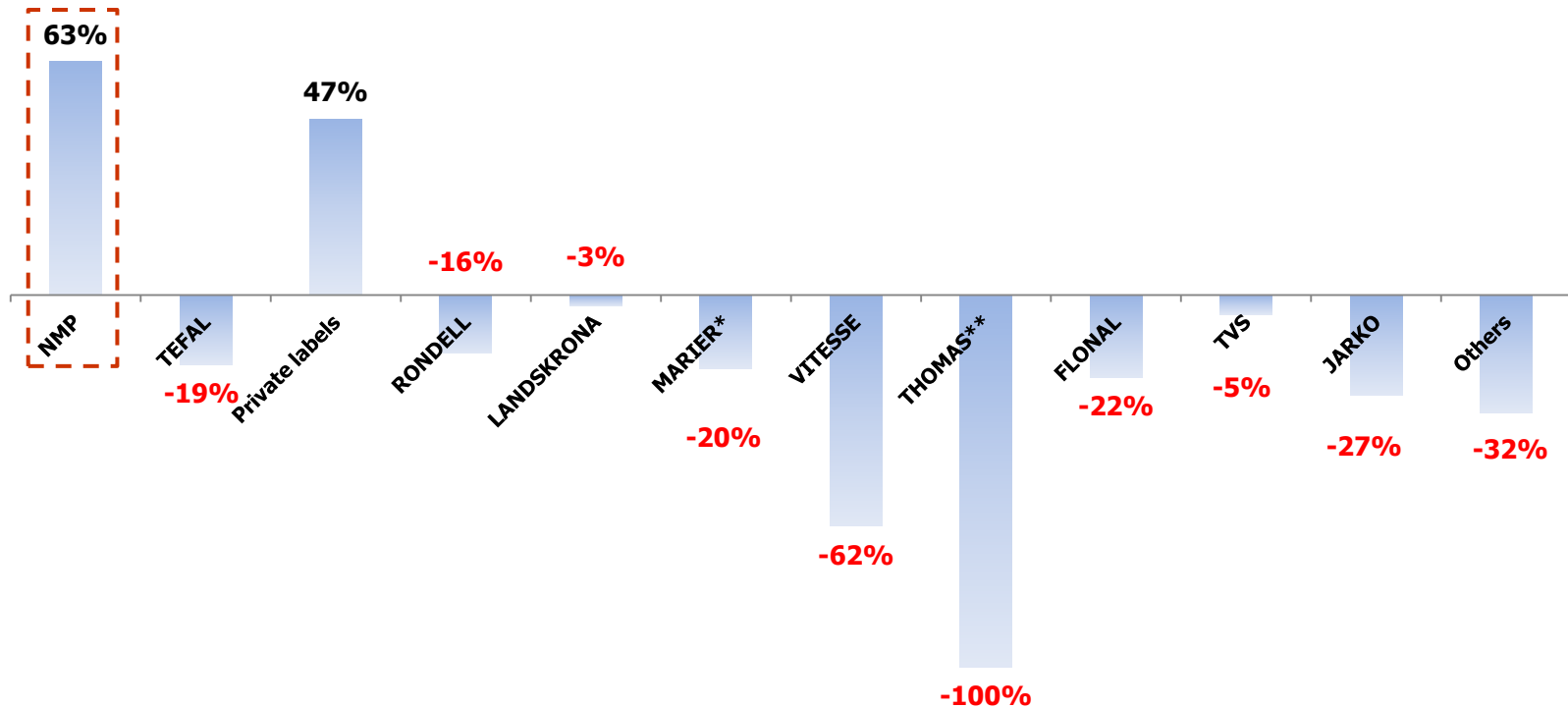
Total market (volume) decreased by 8%



Total market (value) decreased by 2%

Russian market of frying pans, retail chain stores.

Main players dynamics (volume) 1H 2015 / 1H 2014



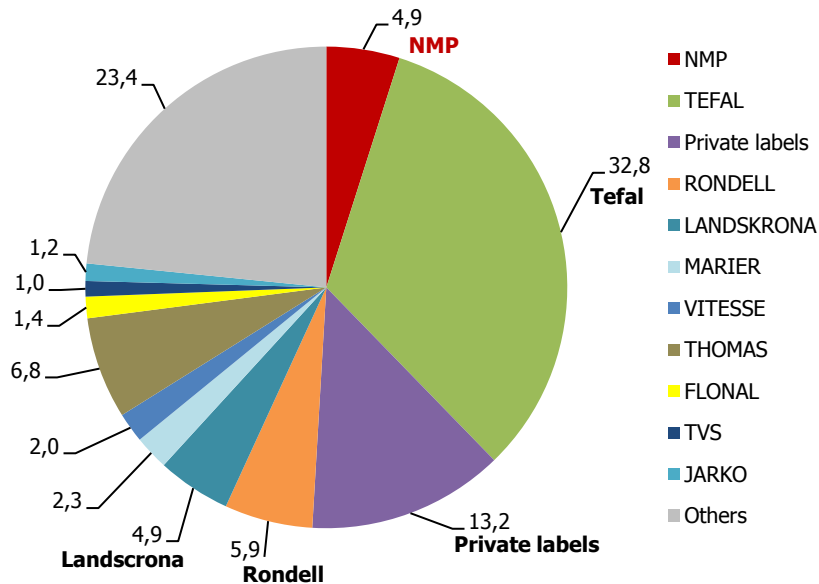
- Among the first ten retail brands in the 1-st half of 2015 increase in volume terms noted only in «Neva metall posuda» and private retails brands
- Mid-range segment decreased most of all. Demand shifted towards «premium» and «economy» segments

* Thomas – Showed large volumes in 2014 causes by single-time sales promotion in O`K retail.

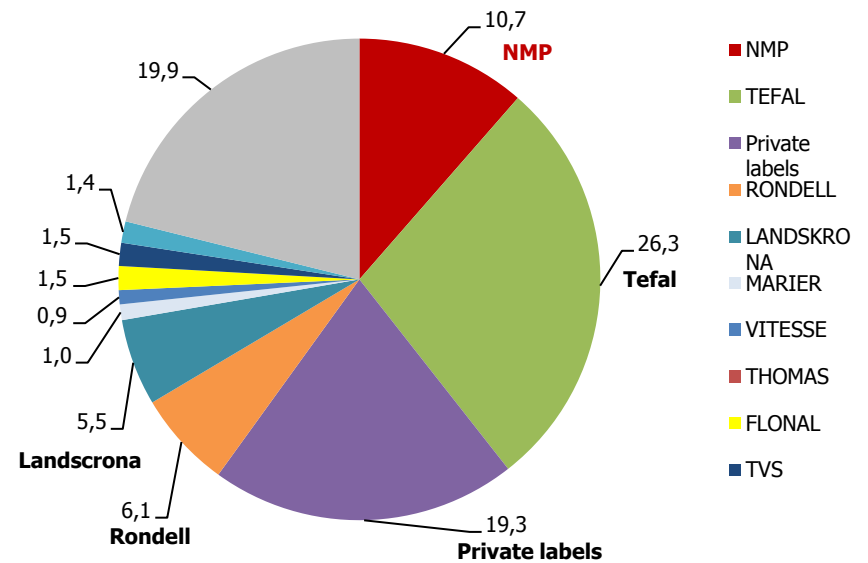
Russian market of frying pans, retail chain stores.

Main players value share 1H 2015 / 1H 2014

1H 2014



1H 2015



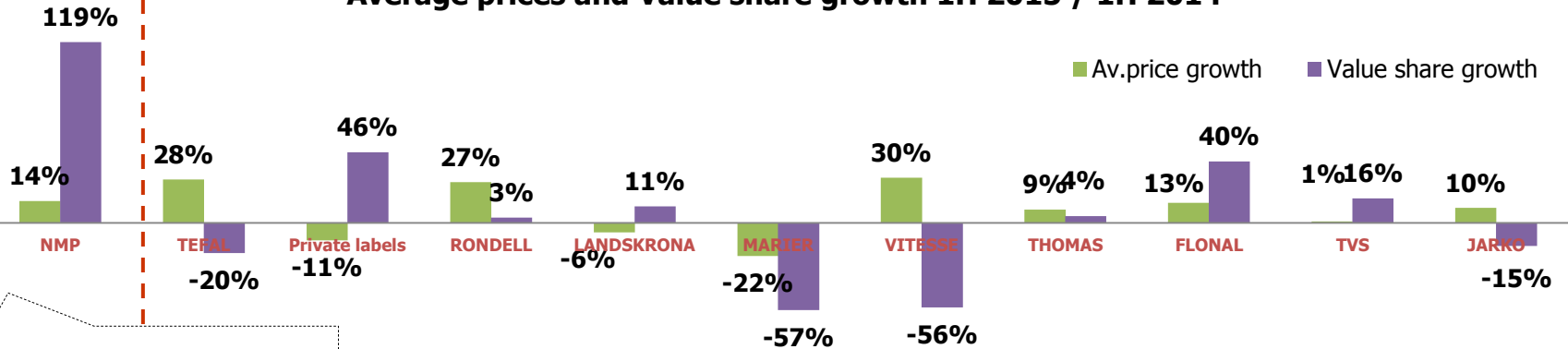
• Market share of NMP has increased more than 2 times within a year

Russian market of frying pans, retail chain stores.

Price and market share development 1H 2015 / 1H 2014

Top 10 brands
Average prices and Value share growth 1H 2015 / 1H 2014

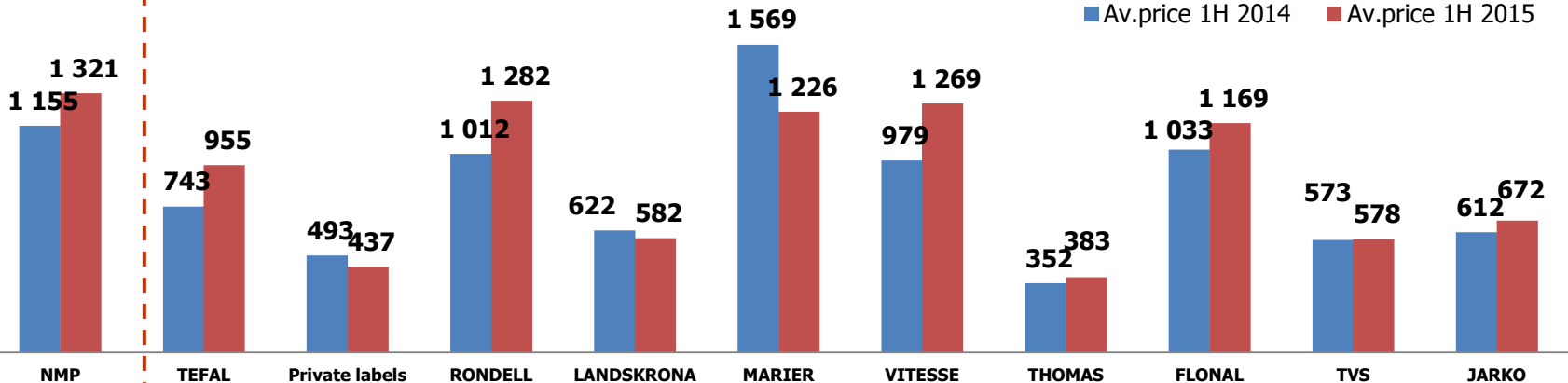
■ Av.price growth ■ Value share growth



Considering moderate price increase, NMP increased its market share more than 2 times.

Top 10 brands: av.prices change

■ Av.price 1H 2014 ■ Av.price 1H 2015

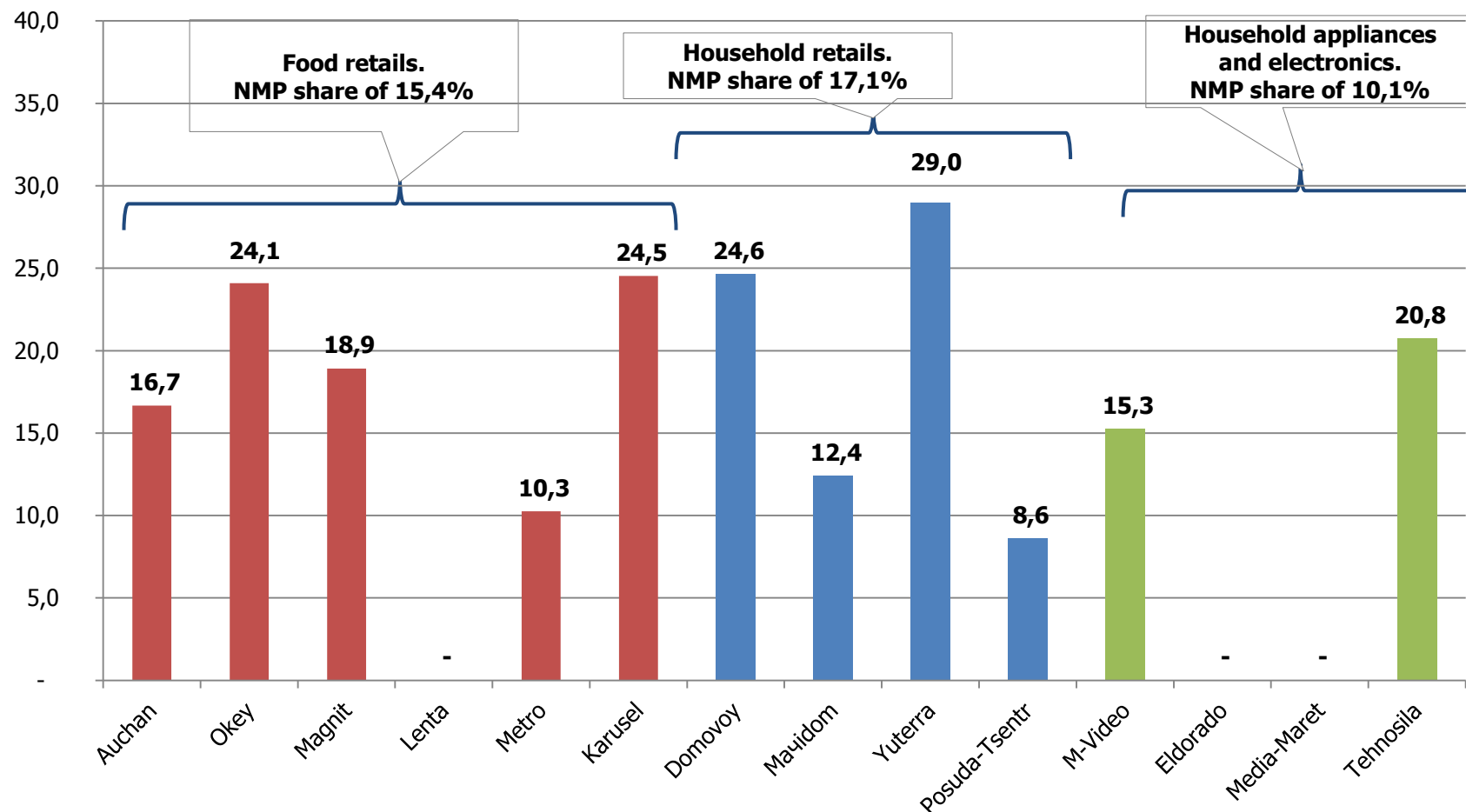


- Market players with higher average price decreased their market share in 2015, NMP become the largest manufacturer in «mass premium» segment (more expensive products, focused on mass buyer).

Russian market of frying pans, retail chain stores.

Shelf share of NMP in retails:

NMP shelf share in %, top-retailers

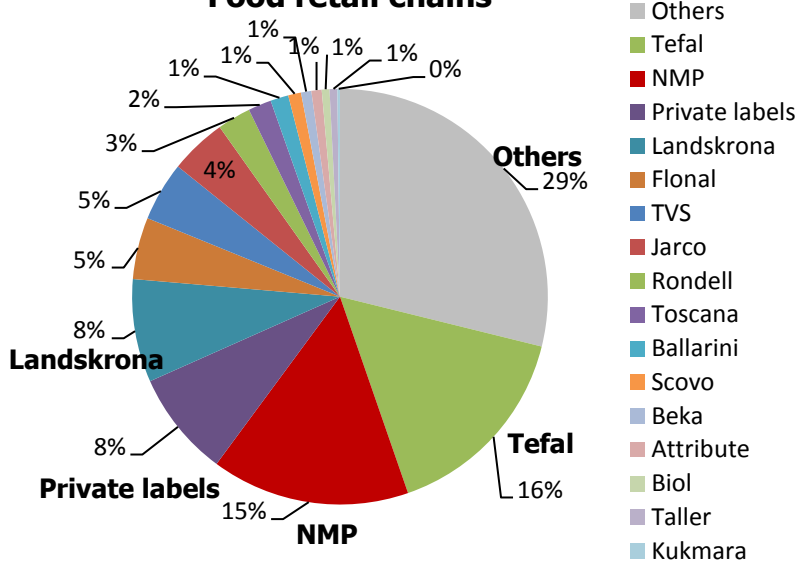


- **Average shelf share of NMP (among all manufacturers of frying pans), amounts 15,3%**

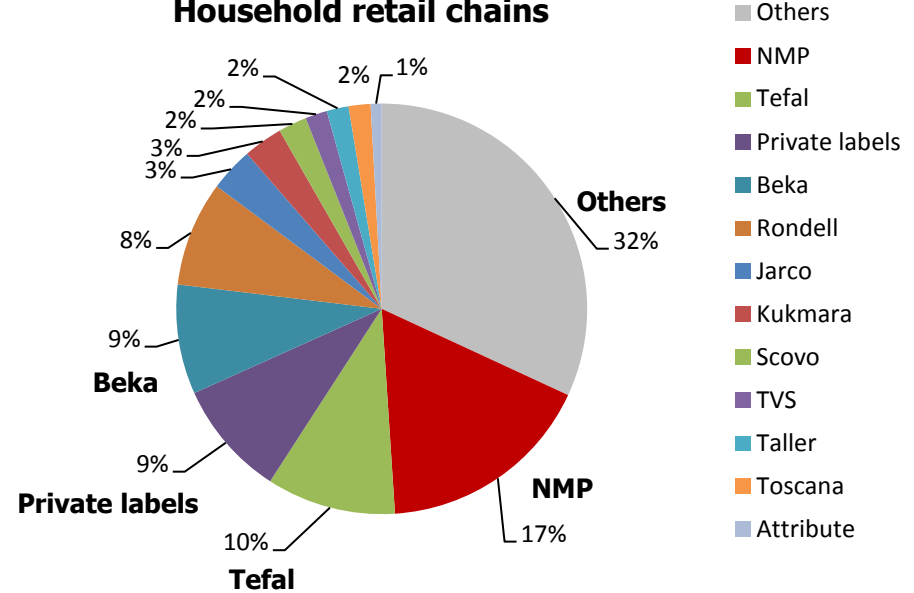
Retail chain stores:

NMP shelf share in comparison with other companies on market

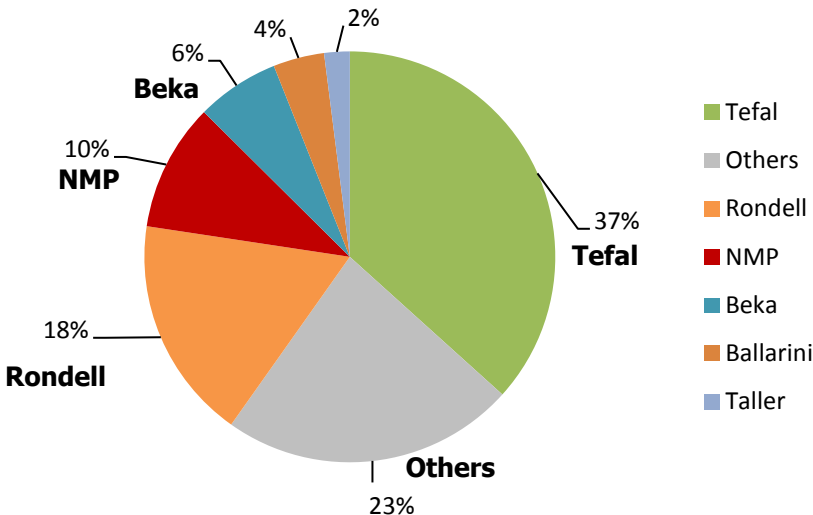
Food retail chains



Household retail chains



Electronics retail chains



- **NMP is widely represented**
- **NMP is the main and strong competitor of Tefal**
- **Strong positions in different segments of the market**

* Based on internal data of the Company

THANK YOU FOR THE ATTENTION!

Contact information:

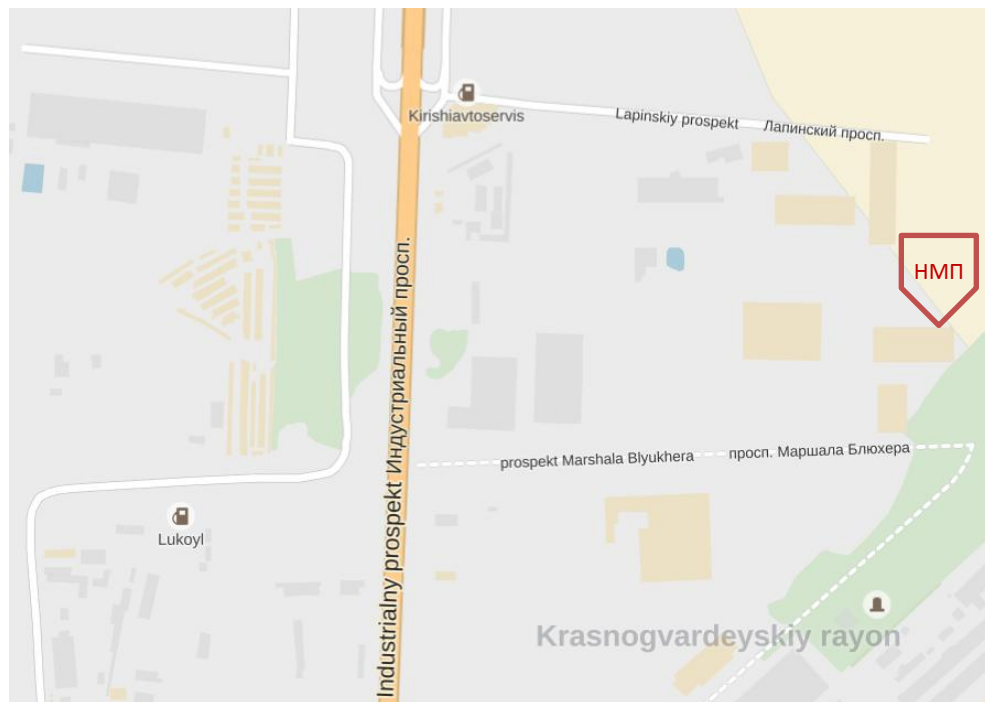
78 lit. N, Marshala Blukhera avenue, Saint-Petersburg, Russian Federation, 190000

Tel.: + 7 (812) 331-59-50, + 7 (812) 331-59-51,

+7 (812) 331-59-52, + 7 (812) 331-59-53

e-mail: sbyt@nmp.ru

<http://nmp.ru>



Terrestrial latitude 59°58'36"N
(59.976643),
Terrestrial longitude 30°28'19"E
(30.472058)

