

Greenhouse Growth Technology LLC



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SERGEY RUKIN is the owner and CEO of the company, a well-known Russian businessman, who created several highly profitable and successful companies from scratch.

"Greenhouse Growth Technology" LLC (hereinafter as GGT or "Company") was founded in 2013 and in five years it has become one of the market leaders having contracts with the largest food retailers as well as a stable distribution system throughout the country.

Flexible pricing policy, well-balanced portfolio, running to industrial trends allow the Company to feel confident in a changing market, and plans to open its own Distribution Center in the Moscow region demonstrates not only portfolio differentiation, but also the Company's leadership ambitions.

Sergey was able to create a team of like-minded people, to formulate a balanced personnel policy and to determine the Company's clear development goals for the next years.

Greenhouse Growth Technology LLC

The number of employees of GGT is **more than 600 people**

The GGT occupies one of the leading positions in the Russian market of greenhouse vegetables. In some regions the market share of the company reaches 20%. Such high performance were reached due to the well-coordinated and professional teamwork of the holding management.

- We have a highly market-oriented marketing and sales team that responds creatively and professionally to all market changes and offers to the Russian consumer the best, needed and unique products.
- We have the best agronomists who invest all their knowledge and experience to the process of getting fresh, beautiful, tasty vegetables marked with quality seals at federal and international fairs.

GGT uses only advanced technologies

GGT LLC due to a combination of many factors that ensure the successful and stable development, the Company occupies one of the leading position in the industry of greenhouse vegetables:

1. **Technological factors** - the ability to innovate in the production process (new technologies, new approaches).



2. Substrate parameters Control (humidity, temperature, aqua concentration, speed of feeding nutrient aqua) is implemented by **Growsens** system of **Grodan**;

3. Climate management systems **Hoogendoorn** were set in greenhouses;

4. In cooperation with **Koppert**, electronic monitoring of pests and diseases were put in place in each branch of the greenhouse complex;

5. 100% of the GGT's greenhouses were equipped by assimilation lighting.

Manufacturing success factors

2. Manufacturing factors:

1. Advantageous location of the greenhouses (in the vicinity to its own resources - natural gas, water)
2. Close proximity to consumption markets
3. Qualified staff
4. Availability of technological capacities to produce a wide range of products

Microclimate control system. Redistribution coefficients of network operation priority are considered to be used at the Company's greenhouses, that allows effective heat redistribution throughout greenhouses for the purpose of economical use of thermal resources.



Growsens System. Control system of irrigation strategy, temperature and EC (nutrient concentration).



Control system of plant growth analysis – PaskalGroeiAnalyse. This program calculates growth model taking into account the expected weather conditions, that allows to predict harvest and make sale plan more accurately.



Own energy system on the basis of gas powered electrical generators.



GGT nowadays

1. Three greenhouses are currently operating in the Moscow, Tyumen and Rostov regions;
2. The current production area of the plants is 41 hectares.



Greenhouses with a total area of about 282 hectares * are at the stage of building, design and pre-project preparation.

Region/City	Area, ha	Year of opening
Current area	41,0	
Moscow region	27,2	2019
Bryansk	6,6	2019
Tambov	90,0	30 ha - 2019, 60 ha - 2020
Tyumen	17,0	2019
N.Novgorod	15,0	2020
Ulyanovsk	25,0	2020
Far East	30,0	2020
Krasnoyarsk	30,0	2020
	281,8	

The Company's products strategy

The Company's products strategy is based on the following principles:

1. Availability of an extensive base assortment, as the basis for stable cooperation;
2. Proposal to the Company's customers of novelties, which relate both to new varieties of products, and to the development of new / innovative types of packaging;
3. Production of Private Labels in cooperation with retailers;
4. Coordination with the chains of the promotion schedule in order to carrying forward the basic assortment and attract the Buyers attention to new products.

In addition to exclusive varieties, the Company continues to successfully cooperate with the customers on a basic assortment :

Cucumber (short)



Cucumber (middle)



Cucumber (long)



Cherry Mixed



Cherry Standard



Plum Tomatoes



Tomato Standard Truss



GGT offers its customers a package that ensures safety and convenience in working with products:

Shaker



600 gr cucumber packaging



Mix packaging



Polystyrene tray



Correx



Individual cucumber packaging





The opening of the Distribution Center in the Moscow Region



The Company plans to open the Distribution Center in the Moscow region to solve following tasks:

1. To expand significantly the Company's assortment through the attracted assortment;
2. To satisfy the needs of all sales channels for all product categories and brand-sizes;
3. Ability to deliver to customers with a low order quantum;
4. To rebuild completely the distribution model in the region with the transition to direct supplies to the final customer, thereby increasing the efficiency of the business;

Distribution Center Opportunities:

1. Storage its own and attracted production
2. Recycling/Pre-packing, packing of production
3. Power: up to 500 tons of goods per day



GGT is a regular participant of Exhibitions and Forums

Participation in Exhibitions/ Fairs and Forums - as the way of promoting the Company's products and signing contracts with new customers





THANK YOU FOR
ATTENTION!