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KEY COMPANY FACTS

MAKFA

MAKFA JSC

Location:	Moscow, Russia
Export involvement:	Global, 30 countries
Category involvement:	Pasta, wheat flour, cereals, oats
World pasta, brand shares value, Euromonitor, 2023:	1.2%
Eastern Europe pasta, company shares, Euromonitor, 2023:	13%

MAKFA ranks in **TOP-5**
amongst global pasta
producers

✓ **Brand #1 in Russia** (pasta category)*

✓ **Brand #1 in Eastern Europe**
(dry pasta category)*

✓ **Brand #1 in Russia**
(wheat flour category)**

*Euromonitor 11/2023, Pasta Category

**The information is based on the data contained in the Nielsen's retail audit reports for the «flour» and «pasta category» (sales volume and sales value) for the period November 2022 – October 2023, with respect to the flour and pasta market in the Russian Federation as of December 1st, 2023

*Euromonitor 11/2023, Pasta Category

GLOBAL BALANCED FOOTPRINT WITH GROWTH POTENTIAL

MAKFA

30

**Countries
(export)**

2 000+

**Direct
Employees**

250+

SKUs

25 000 000+

**Packages
per month**

Vision

To grow globally and position MAKFA in TOP3 category by 2030

Mission

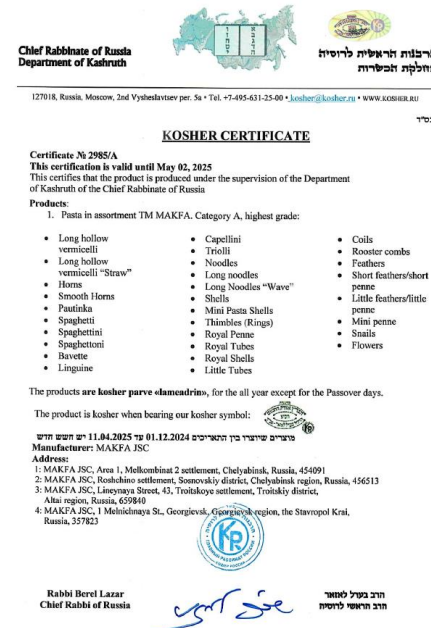
To produce healthy food to raise healthy generations

Goal

To develop high responsibility, customer satisfaction and constantly invest in technology



MAKFA International Certificates



SUPERIOR TASTE AWARD

MAKFA

MAKFA has received the prestigious international certification Superior Taste Award 2020 by the International Taste Institute in Brussels, Belgium.

- ✓ **Livingood pasta with oats fusilli** awarded Superior Taste Award **with two stars**.
- ✓ **MAKFA Bronze Campanelle**, awarded Superior Taste Award **with one star**.

The Taste Institute's performs objective sensory evaluation: its jury follows a rigorous blind tasting methodology in which product samples are anonymized to avoid any bias in the scoring.





MAKFA Pasta

MAKFA

Russian market size
in Pasta category
1 000 000 tons/year

MAKFA brand share
25% value



No private label
production

MAKFA brand share
19% volume



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MAKFA production capacity

- ✓ Pasta production: **over 185 000 tons /year**
- ✓ Wheat flour production: **300 000 tons /year**
- ✓ 2 production areas
- ✓ 2 milling complexes



MAKFA pasta range

BRONZE DIE PASTA



Traditional Italian pasta with authentic taste for restaurant level cooking in your home kitchen.



Bronze die pasta



Grand di pasta

REGULAR PASTA



Regular pasta is a natural product prepared according to the classical recipe: high quality pasta grits and purest water.



MAKFA pasta

FUNCTIONAL PASTA



Livingood products are for health and wellbeing. Livingood pasta are made by adding cereal additives, plant-based protein and calcified algae.



Livingood pasta

PASTA FROM SOFT WHEAT



Mollete is high quality classic macaroni made from premium soft wheat without the artificial additives, coloring and preservatives.



Mollete macaroni

ABSORBS MORE SAUCE

MAKFA

To see short video about bronze die advantages



View >





MAKFA Flour

MAKFA



MAKFA brand awareness (in Russia)*

- 7 buyers out of 10 know the brand MAKFA
- Every second consumer in Russia buys MAKFA flour
- 4 buyers out of 10 are loyal consumers of MAKFA flour

*According to TNS Research, 2022



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- ✓ Wheat flour production **300 000 tons/year**
- ✓ 3 production areas
- ✓ 3 milling complexes



Key MAKFA flour production advantages

MAKFA



Stable quality is reached thanks to the preparation of grain groups. The result of this process is the professional quality and established features of flour despite the characteristics of the harvest. **MAKFA** doesn't use chemical additives



Whiteness and lightness of flour are achieved thanks to the airing, a process of oxygen saturation during which the flour is moving in production stages, and correct conditions of maturation.



The maturation production method is a process when the flour "rests" after the production cycle. The result of maturation is improved of satisfying quality of flour.



Grain mills into flour with an entity size of 112 microns (~1/10 millimeters). As a result the flour of very high quality, and the particle sizes have a great role for the quality of future bread.



The **MAKFA** research equipment allows to define protein and starchy structure of grain and flour: baking flour features, its elasticity, flexibility, stretchability, interrelation between elasticity and stretchability, grain and flour power, influence analysis of additives on reology and the finished product quality.

Video excursion to MAKFA production cite here: >



MAKFA Wheat Flour Range

MAKFA

SUPERIOR GRADE FLOUR

Short pastry dough
Flaky pastry dough
Yeast dough
White bread
Cakes
Pizza
Some types of cookies
Dumplings
Muffins
Buns



1 kg - 50 kg

FIRST GRADE FLOUR

Lean dough
Bread
Pies
Rolls
Thick pancakes
Pancakes



25 kg / 50 kg

SECOND GRADE FLOUR

SECOND GRADE flour is used together with other types of flour to improve the baking and taste characteristic values of confectionery and bakery products.

Rye-bread
Gingerbread
Certain types of cookies



25 kg / 50 kg

FLOUR MIXES

Flour mixes consist of only natural ingredients, It has natural composition without additives and taste improvers.



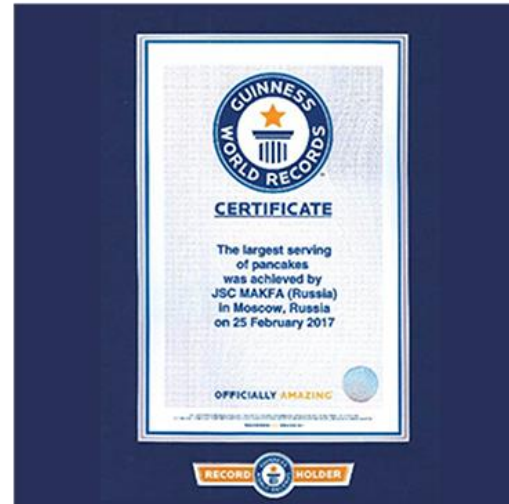
0.3 kg / 1 kg



GUINNESS WORLD RECORD «LARGEST SERVING OF PANCAKES»

On the 25th of February 2017 in Moscow in the MUZEON park at the height of the Pancake week celebrations MAKFA Company got the **GUINNESS WORLD RECORD** title for the «Largest serving of pancakes».

Sixteen professional cooks baked 12 716 pancakes using the MAKFA's extra-quality flour and shared them with everyone.



Video of the record >





GRAINS AND OATS



MAKFA grains and oats

MAKFA

MAKFA CEREALS AND GRAINS

Altay region is the place of MAKFA cereals and flakes origin. It's a unique land which has a reputation for the most eco-friendly grains in Russia.

MAKFA has production sorting by colour for the best cleaning and automatic calibration of raw materials for homogeneous products.



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- ✓ Cereals production in Russia, per year **700 000 tons**
- ✓ MAKFA sales volume **32 000 tons**
- ✓ Amount of cereals producers more than **2000**
- ✓ MAKFA brand share **4,5%** volume

Altay region is the place of MAKFA cereals and flakes origin. It's a unique land which has a reputation for the most eco-friendly grains in Russia



MAKFA GRAINS AND OATS RANGE

MAKFA

GRAINS IN SOFT /PORTION BAGS



0,4 kg / 0,7 kg / 0,8 kg

OATMEAL



0,35 kg / 0,4 kg / 0,45 kg

MUESLI



0,2 kg

OUR TEAM

MAKFA

Division Director – Nikita Ivantsov

My total work experience is more than 15 years, ten of them I spend within MAKFA Group of companies, have changed three positions and became Division Director. I believe that «Strong and proactive team is the key to success in changing environment». Despite COVID19 crisis, export team managed to increase our sales by the end of 2020 by 35% (in value). Such success was possible because of the internal opportunities of digitalization and flexibility of personnel. Our goal is to double export turnover by 2025 by helping our distributors to grow and by opening new countries.

Please contact: +79193465596 ivantsov@makfa.ru



Territorial Manager – Kamil Akhmetshin

MAKFA's mission in the global market is to provide consumers around the world with healthy and eco-friendly groceries made in Russia. MAKFA exports to more than 30 countries, including the CIS member states. In 2023 we have increased the quantity of countries where our goods are introduced. We will definitely do our best to develop our success in 2024 because we are a unique and cohesive team.

Please contact: +79227235070 k.akhmetshin@makfa.ru



Sales Manager – Anton Boykov

MAKFA can be considered a company whose products can be found in many parts of the world. We are already exporting our products to more than 30 countries and we do not plan to stop. In my opinion, openness and honesty are the fundamental reasons why clients around the world choose us. And despite all the problems that the global market faces, we still continue to discover new countries and provide people from different countries with high-quality, healthy and tasty products.

Please contact: +79193331351 a.boykov@makfa.ru



OUR TEAM

MAKFA

Regional Manager – Denis Danko

- “Under the falling autumn leaves and cold rain sat an aluminum Buddha. He was quick in his thoughts, but not hurry in action. He was generating the chain of being. «

The principle of my work with clients is simple and straightforward. I value their time, as well as mine, so that I can use it to make the right decisions. My work is a system of knowledge based on the experience.

Please contact: +8618665550571 d.danko@makfa.ru



Territorial Manager – Georgy Gorshkov

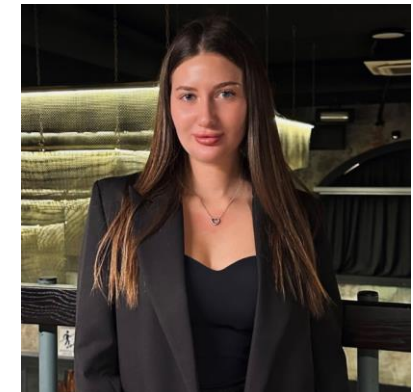
Export of products to Southeast and East Asia is one of the most promising directions of Russia’s export. Despite culture and consumption differences, we do our best to introduce MAKFA products to local people. In 2019 we set a record of MAKFA by exporting the biggest amount of packaged wheat flour to China. At the beginning of 2020 our company became the first in Russia in exporting bread flour mix to China. We are still developing business relationships with such countries as Vietnam, Mongolia, Thailand, and others, which have potential.

Please contact: +79020233905 gvg@makfa.ru;

Export Sales Manager– Margarita Makul

MAKFA is the market leader in pasta and flour in Russia, a major producer of cereals and cereal flakes. One of our main priorities is to create comfortable conditions for cooperation with our clients. In 2024 we doubled the supply of our pasta to South Korea, and also introduced a completely new flour product to Chinese market. It is a great honor and joy to be a part of this team.

Please contact: +79512504181 m.makul@makfa.ru;



OUR TEAM

MAKFA

Senior Marketing Analyst (Export Department)– Julia Kokhanets

Marketing is a form of art and a form of customer care.

MAKFA continues to innovate every day. Our team is actively promoting in every country where our brand is present. MAKFA has already become number one in the domestic market, now we want to become number one in the world. And we can do it.

Please contact: +7 9227006137 dm7411@makfa.ru





THANK
YOU,
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