



# COMPANY PROFILE



2023

# CONTENT

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**MAKFA**



# KEY COMPANY FACTS

**MAKFA**

## MAKFA JSC

Location:	Moscow, Russia
Export involvement:	Global, 28 countries
Category involvement:	Pasta, wheat flour, cereals, oats
World pasta, brand shares value, Euromonitor, 2022:	1.2%
Eastern Europe pasta, company shares, Euromonitor, 2022:	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 11/2022, 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 September 2021 – October 2022, with respect to the flour and pasta market in the Russian Federation as of December 1st, 2022

\*Euromonitor 11/2022, Pasta Category

# GLOBAL BALANCED FOOTPRINT WITH GROWTH POTENTIAL

**MAKFA**

**28**

**Countries  
(export)**

**2 000+**

**Direct  
Employees**

**150+**

**SKUs**

**1 000 000+**

**Packages  
per month**

## Vision

To grow globally and position MAKFA in TOP3 category by 2025

## Mission

To produce healthy food to raise healthy generations

## Goal

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





# SUPERIOR TASTE AWARD

MAKFA

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

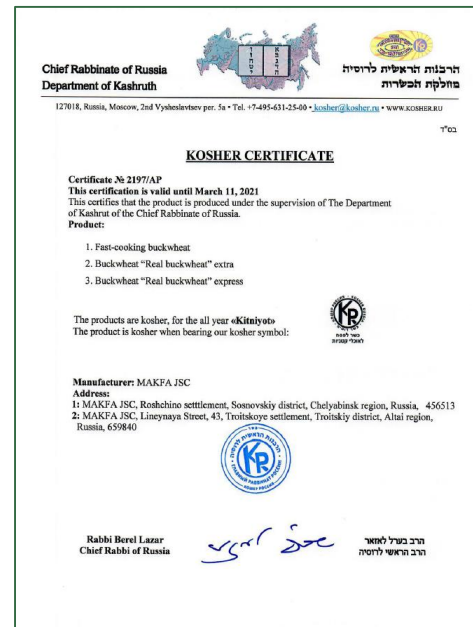
- ✓ **Livingood pasta with oats fusilli** awarded Superior Taste Award **with two stars**.
- ✓ **MAKFA Bronze Campanelle**, awarded Superior Taste Award **with one star**.

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 International Certificates

**MAKFA**



# MAKFA Business Priorities

**MAKFA**



MAKFA mission in the global market is to provide consumers around the world with healthy and high-quality food in order to raise a healthy generation. MAKFA researches markets, develops strategies and uses innovations to create new types of healthy products, from functional pasta to classic granola. Our company has a wide distribution network in all federal districts of Russia and beyond. MAKFA guarantees stable income, profit growth and regular advertising and marketing support for permanent and reliable partners. Being a MAKFA distributor means being part of a strong team with 24/7 support and marketing 360.

**Anton Belousov**  
**Managing Director/CEO**





# PAS- TA

100%

**MAKFA®**

**2023**

# MAKFA Pasta

MAKFA

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

MAKFA brand  
share  
**25%**  
value



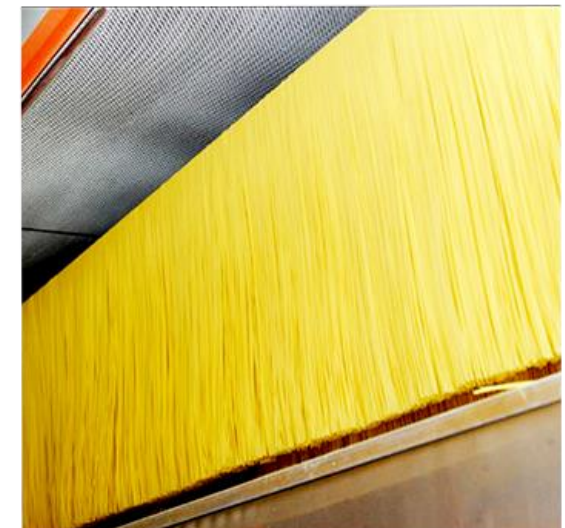
No private  
label  
production

MAKFA brand  
share  
**19%**  
volume



## MAKFA production capacity

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






# PASTA PORTFOLIO

MAKFA

## STRONG PORTFOLIO

RANGE	CORE BRAND	SEGMENT
Functional pasta Healthy grains Healthy flour	 Livingood Wellness pasta™	Products for wellbeing
Bronze die pasta		Premium pasta (for restaurants) 
Regular pasta Regular grains Regular flour		Diverse assortment
Regular pasta	 Molleto Qualità del gusto	Economy



# MAKFA BRONZE DIE RANGE

**MAKFA**

ABSORBS MORE SAUCE



Special format

Long format



Short format

# ABSORBS MORE SAUCE

MAKFA

We produce our pasta with perfect thickness and texture to cook the perfect pasta dishes similar to renowned chefs right in your kitchen.

Unique shapes of our pasta inspire to create masterpieces dining in 15-20 minutes. MAKFA is not just pasta.

IT IS THE «CHEF'S PASTA».





# ABSORBS MORE SAUCE

MAKFA

## RESTAURANT STYLE SHAPES



Campanelle



Farfalle



Fusilli



Spaghetti



Cavatappi



Penne Rigate



Fettuccine



Lasagne

# ABSORBS MORE SAUCE

MAKFA

To see short video about bronze die advantages



View >



# POS in Retail Stores

**MAKFA**

SIZE CHANGES ARE POSSIBLE



OVERHEAD SIGN  
48" w x 24" h  
1219,2mm w x 609,6mm



SHELF STRIPS 36" w x 1,25" h; 914,4mm w x 31,75mm h

SHELF  
17,3" x 71,2" x 16,9";  
440mm x 1810mm x 430mm

DOOR SIGN 18" w x 24" h;  
457,2mm w x 609,6mm

WINDOW CLING 4,25" w x 5,5" h;  
107,95mm x 139,7mm



Cash separator «NEXT CLIENT»  
11,81" x 1,57" x 1,57"; 300mm x 40mm x 40mm



SHELF TALKER diameter 5"; 127 mm



T-SHIRT



APRON



CAP



# MAKFA functional pasta range

MAKFA



Pasta with oats



High calcium pasta



Energy pasta



# MAKFA functional pasta range

MAKFA



## Pasta with oats

Livingood products are for health and wellbeing. **Livingood pasta with oats** is made by adding oat flour and oat beta-glucan.

Oat beta-glucan naturally reduces cholesterol. **Livingood** is the choice for consumers who are looking for healthy alternative.



# TASTE OF HEALTHY LIFE

MAKFA

## BETA-GLUCAN

### What is oat beta-glucan?\*

Oats contain a form of soluble fiber called oat **beta-glucan** which is particularly concentrated in the outer layers of the grain. Much of the research into the cholesterol lowering effects of soluble fiber has centered around oat **beta-glucan**.

### How does it work?

- ✓ Preventing cholesterol in food from being absorbed
- ✓ Preventing cholesterol like substances in bile from being reabsorbed
- ✓ Aids in removing cholesterol from circulating in the body.

\* EU Register on nutrition and health claims



Wellness pasta™  
**Livingood**

# PASTA WITH OATS

**MAKFA**

## PRODUCT PROPERTIES:

- ✓ GMO-free
- ✓ From 100% durum wheat
- ✓ Contains beta-glucan
- ✓ Contains gluten
- ✓ Nutrition facts and energy - 370 kcal/1570 kJ

**INGREDIENTS:**  
dark wheat flour,  
edible oat bran (10%),  
oat flour (8%),  
drinking water





# MAKFA FUNCTIONAL PASTA

MAKFA



Livingood<sup>TM</sup>  
Wellness pasta

**Energy pasta** rich in protein (21 g/per 100 g).  
Pea protein isolate is plant-based protein  
extracted from the yellow pea.

Protein is an essential macronutrient that supplies  
the energy needed to keep the body functioning  
during activities of daily life.

Protein contributes to a growth in muscle mass  
and to maintenance of normal bones.



# Energy pasta

MAKFA



**Livingood**™  
Wellness pasta

## PRODUCT PROPERTIES:

- ✓ Protein 21 g
- ✓ GMO-free
- ✓ From 100% durum wheat
- ✓ No additives and colors
- ✓ Contains gluten
- ✓ Nutrition facts and energy - 400 kcal/1680 kJ

**INGREDIENTS:**  
dark durum  
wheat flour, pea  
protein (10%),  
drinking water



# MAKFA functional pasta

MAKFA



**LIVINGOOD high calcium pasta** contains 30% of the daily calcium requirement. Calcium is better absorbed in small doses with meals. A serving of LIVINGOOD HIGH CALCIUM PASTA is an excellent solution for replenishing calcium in the body.

## What is calcified algae?

- ✓ Vegetable origin - algae grow in the waters of the north atlantic
- ✓ Unique composition - algae contains 72 trace elements
- ✓ Bioavailability due to porous structure



# High Calcium Pasta

MAKFA

## PRODUCT PROPERTIES:

- ✓ GMO-free
- ✓ From 100% durum wheat
- ✓ No additives and colors
- ✓ Contains gluten
- ✓ Nutrition facts and energy - 367 kcal/1555 kJ

**INGREDIENTS:**  
dark durum  
wheat flour,  
dry calcified algae,  
drinking water





# POS in Retail Stores

**MAKFA**

SHELF TALKER diameter 5"; 127 mm

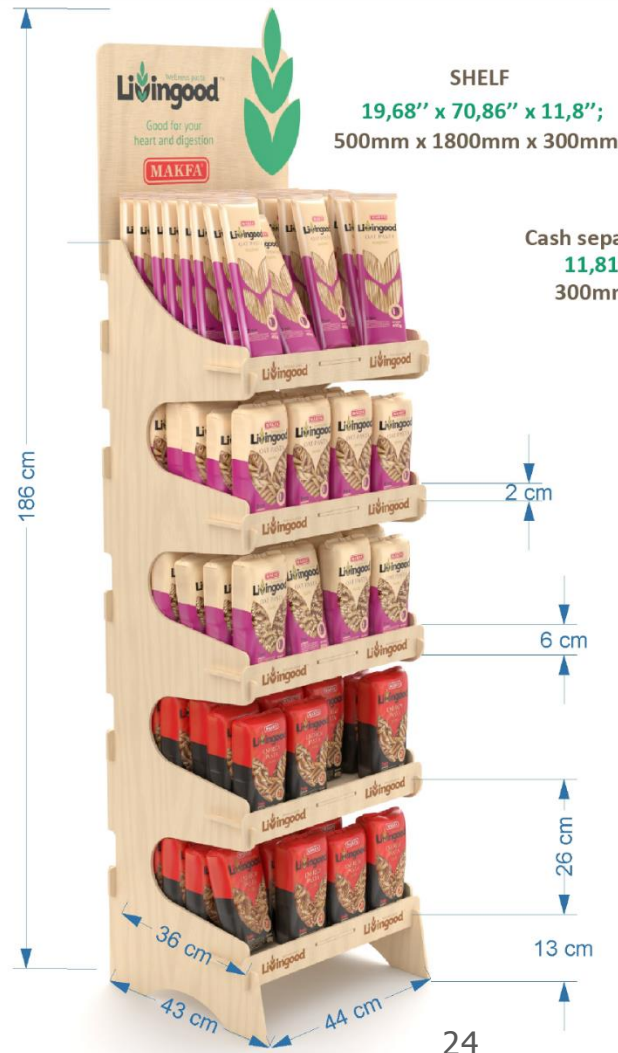


DOOR SIGN 18" w x 24" h;  
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WINDOW CLING 4,25" w x 5,5" h;  
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4,25" h; 914,4mm w x 31,75mm h



Cash separator «NEXT CLIENT»  
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300mm x 40mm x 40mm



MAGNET



CAP



APRON



T-SHIRT





# PASTA+SAUCE

MAKFA



Pasta with spiced Bolognese sauce



Pasta with cream & mushroom Tuscany sauce



Pasta with cream & garlic Frutti di Mare sauce

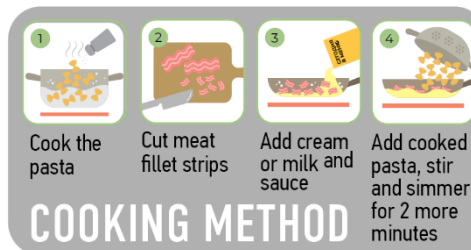


Pasta with aromatic herbs Ligurian sauce



Pasta with cheese Carbonara sauce

**TODAY'S MENU** is the great way to cook savory dishes fast and to add variety to home-made meals and family dinners. Enjoy the easy cooking! Make culinary discoveries and explore new tastes!





WHE-

AT

FLO-

UR

**MAKFA®**

**2023**



# 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

- ✓ 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 ( $\sim 1/10$  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:

<https://www.youtube.com/watch?v=rYR2x0Ge-eY>

# 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



## FIRST GRADE FLOUR

Lean dough

Bread  
Pies  
Rolls  
Thick pancakes  
Pancakes



## 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



# PACKAGED WHEAT FLOUR PORTFOLIO

**MAKFA**

#1 Market position in Russia



ENGLISH, ARABIC, French\* 1kg 2kg



ENGLISH, ARABIC\* 1kg



ENGLISH, ARABIC\* 1kg

\*Package design version

\*\*All purpose with vitamins



# ALL PURPOSE FLOUR

**MAKFA**

## WE GUARANTEE THAT THE BAKING PROCESS WILL BE SUCCESSFUL

- ✓ MAKFA flour is a mistress's multi-purpose helper in cooking bakery with crunch goldish crust and fluffy crumb. It can be baked in automatic breadmaker and in oven as well.
- ✓ With the help of MAKFA flour you can bake souffle pies, muffins, pizza, pancakes, buns and croissants.
- ✓ MAKFA flour all purpose will be perfect additive to sauces, soups or desserts.

## GENERAL INFORMATION

- ✓ Ingredients: patent wheat flour for baking
- ✓ Airtight paper package
- ✓ Made in Russia
- ✓ GMO free
- ✓ Shelf-life 12 months



# ITALIAN PIZZA FLOUR

**MAKFA**

## BENEFITS

- ✓ The dough is very elastic, easy to roll out and keeps its shape
- ✓ Pizza turns out with crispy crust and soft dough
- ✓ Suitable for making Italian Focaccia and Stromboli

## GENERAL INFORMATION

- ✓ **INGREDIENTS:** patent wheat flour for baking
- ✓ Airtight paper package
- ✓ Made in Russia
- ✓ GMO free
- ✓ Shelf-life 12 months



# PANCAKE MIX

MAKFA

IT COULDN'T BE ANY EASIER. JUST ADD WATER OR MILK.

3 STEPS:

1

Add water or milk (35-40°C) to the pancake flour

2

Thoroughly stir the mix till there are no flour lumps

3

Add 2-3 tablespoons of sunflower oil to the ready batter

## GENERAL INFORMATION

- ✓ **INGREDIENTS:** high-grade baker's wheat flour, deodorized low-fat soya flour, sugar, salt, food additive (leavening agent).
- ✓ Airtight paper package
- ✓ Made in Russia
- ✓ GMO free
- ✓ Shelf-life 12 months



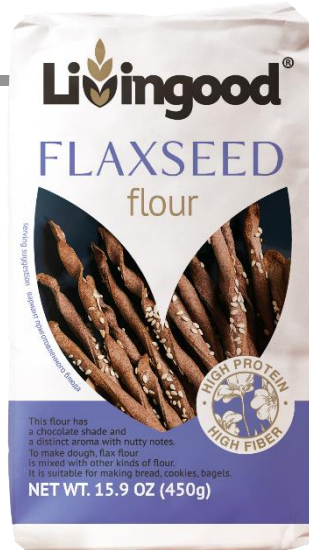


# ALTERNATIVE TYPES OF FLOUR

MAKFA

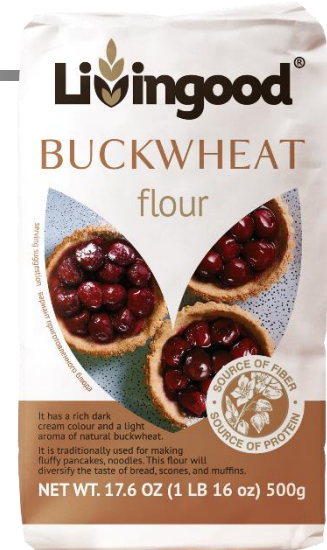
## FLAXSEED FLOUR

Magnesium and zinc contained in the flour support the nervous and immune systems. It is a source of Omega fatty acids that help improve skin and hair, prevent premature aging.



## BUCKWHEAT FLOUR

Rich in phosphorus and magnesium, it reduces the risk of bony rarefaction and maintains bone density. Buckwheat is the source of vegetable protein and vitamin B3, which contribute largely to metabolism, help reduce fat and stay fit.



## RICE FLOUR

The flour is rich in selenium, which provides unique immune boosting and rejuvenating properties. Rice flour is recommended to those who want to reduce gluten consumption.



## SPELT FLOUR

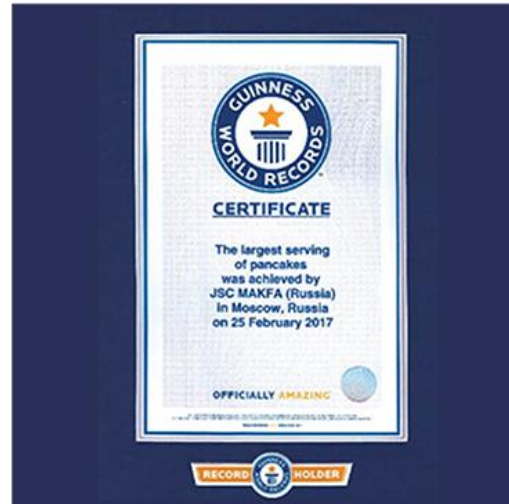
Thanks to kernel particles the flour contains fiber, vitamins and minerals. It contributes to better digestion and supports nervous system.





## 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.







# GRAINS AND OATS

**MAKFA®**

**2023**



# MAKFA grains and oats

MAKFA

## MAKFA CEREALS AND GRAINS:

Automatic production sorting by colour for the best cleaning.

Automatic calibration of raw materials for homogeneous products.

Flakes of different thickness and cooking time thanks to modern flatting press.

The complete production cycle from grain to package allows checking the grain and flakes quality.

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



- ✓ 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**



# MAKFA GRAINS

MAKFA

	Buckwheat	Buckwheat Green	Polished millet	Durum semolina	Corn grits	Peeled barley	Pearl barley
Cartoon boxes 400g 5x80g boiling bags	✓	✓	✓	✗	✓	✓	✓
Polypropylene Package 700-800 g	✓	✗	✓	✓	✓	✗	✓

	Rice Jasmine	Rice Basmati	Rice for pilaf	Round -grain rice	Long-grain rice	Steamed long-grain rice	Crushed peas
Cartoon boxes 400g 5x80g boiling bags	✓	✓	✗	✓	✓	✓	✓
Polypropylene Package 700-800 g	✗	✗	✓	✓	✓	✓	✓

	Bulgur Wheat Grains	Spelt Grains Crushed	Lentils Grains Green	Lentils Grains Red	Chickpeas Grains	Couscous Wheat Grains	Quinoa
Cartoon boxes 400g 5x80g boiling bags	✓	✓	✓	✗	✗	✗	✗
Polypropylene Package 450-500 g	✓	✓	✓	✓	✓	✓	✓

- ✓ Produced in Russia with high quality raw material input control
- ✓ Four cycles of cleaning
- ✓ Hydrothermal treatment (it increases the yield of the whole kernel and increases the nutritional value of the product)
- ✓ Calibration of grain before filling (result - smooth grain size)
- ✓ Shelf life is 9-20 month
- ✓ Competitive prices



# MAKFA GRAINS

MAKFA



Buckwheat Grains



Green Buckwheat Grains



Polished Millet



Wheat Grains



Green Lentils Grains



Bulgur Wheat Grains



Crushed Peas



Round grain rice



Long grain rice



Long grain rice steamed



Spelt Grains Crushed



Rice Jasmine



Rice Basmati



Crushed Pearl Barley



Pearl Barley



Corn grits



# MAKFA GRAINS

**MAKFA**



Buckwheat Grains



Round grain rice



Long grain rice



Long grain rice steamed



Rice for pilaf



Bulgur Wheat Grains



Durum Wheat Semolina



Wheat Grains



Polished Millet



Split Peas



Pearl Barley



Bulgur Wheat Grains



Corn grits



Spelt Grains



Chickpeas Grains



Red Lentils Grains



Green Lentils Grains



Couscous Wheat Grains

# MAKFA GRAINS

MAKFA

## RUSSIAN SUPERFOOD BUCKWHEAT



- ✓ Buckwheat allows to meet daily requirement for dietary fibers by more than one third. By content of dietary fibers buckwheat takes 1st place among all kinds of groats.
- ✓ Due to the content of iron, phosphorus, calcium, citric and malic acids, vitamins B1 and B2, as well as relatively easy digestibility of its proteins, buckwheat is a valuable dietary product.
- ✓ According to physiological food standards, each person must consume 7.5 kg of buckwheat annually, and it is considered that dishes with buckwheat are very healthful for people of all ages.



# MAKFA OATS

MAKFA

## DESCRIPTION

- ✓ New packaging format: a barrier film with premium lavsan cover. It keeps the product safe from insects, mold, etc.
- ✓ Less time for cooking: only 1 minute. Gentle rolling technology allows to preserve all benefits of the grains and keep the cooking time as short as possible.
- ✓ Two cooking methods: in a microwave or on a regular stove.
- ✓ Distinctive design adapted for the U.S. and Israel.
- ✓ No added sugar, rich in fiber, made from whole grains.
- ✓ 400 g
- ✓ Shelf life: 12 months





# MAKFA OATS

MAKFA

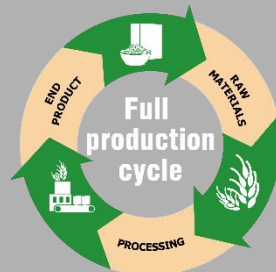
QUALITY

## ADVANTAGES

- ✓ We use only selected grains raised on hearty Altai fields. We apply three-stages purification and sort the grains.
- ✓ First, we steam the whole grains to make them tender, flavorsome and easier to cook.
- ✓ Then we gently roll the oats using a modern technology to preserve all nutrients of every grain.



MAKFA OATS EXAMPLE Competitors oats example



Full production cycle allows to be independent from raw materials market fluctuations and produce the best quality product.



OAT SIZE is carefully selected for the best feel\*

\*data from focus groups, quantitative surveys, SOCIUM 2014

# GRANOLA

**MAKFA**

**MUESLI** is a mixture of whole grain flakes (oatmeal, wheat, barley, rye, corn) with dried fruits, nuts, candied fruit, berries, chocolate. Muesli is a product for those consumers who choose muesli products on a regular basis: for breakfast to save time or as a healthy snack. They adhere to a healthy lifestyle, monitor their diet, calorie intake, have their own ideas about healthy eating and benefits of individual food components.

## MAKFA MUESLI BENEFITS:

- Suitable for the healthy lifestyle concept
- Natural ingredients
- Eye-catching design
- Popular flavors in new combinations

## HOW TO EAT?



### MILK

The easiest and the most popular way



### FIRM YOGHURT

Turns muesli into a dessert or hearty breakfast



### PLANT MILK

Choice for vegans and people with lactose intolerance



### FRESH JUICE

Extremely healthy way for healthy eating fans



CITRUS AND CARDAMOM



BERRIES AND CINNAMON



CHOCOLATE AND VANILLA



# MUESLI

MAKFA

**GRANOLA LIVINGGOOD** is a baked mixture of oatmeal, dried fruits, nuts and spices. Granola contains no added sugars and is a source of dietary fiber. There are 4 bright flavors to choose from: Pear-Chocolate, Cranberry-Cherry, Raspberry-Almond, Mango-Pistachio.

## COOKING METHOD:



Put a portion of granola in a cup.  
Pour in drink to taste. Bon Appetit!



Serving size for an adult is  
5 tablespoons (equivalent to  
approximately 40g).  
Approximately 5 servings per pack.





# OUR TEAM

MAKFA

## Division Director – Nikita Ivantsov

My total work experience is more than 15 years, nine 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](mailto: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 25 countries, including the CIS member states. Despite Covid-19 in 2020 we have increased the quantity of countries where our goods are introduced. We will definitely do our best to develop our succes in 2021 because we are unique and cohesive team.

Please contact: +79227235070 [k.akhmetshin@makfa.ru](mailto:k.akhmetshin@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**



## Sales manager – Karina Nikitina

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: +79049305707 k.nikitina@makfa.ru**



## Sales manager – Arina Kondra

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 2021, 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: +79085754681 dp7421@makfa.ru**



# OUR TEAM

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**MAKFA**

## **Marketing specialist Marketing 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, GET IN CONTACT!

[www.makfapasta.com](http://www.makfapasta.com)  
[www.makfahealth.com](http://www.makfahealth.com)



**2023**

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