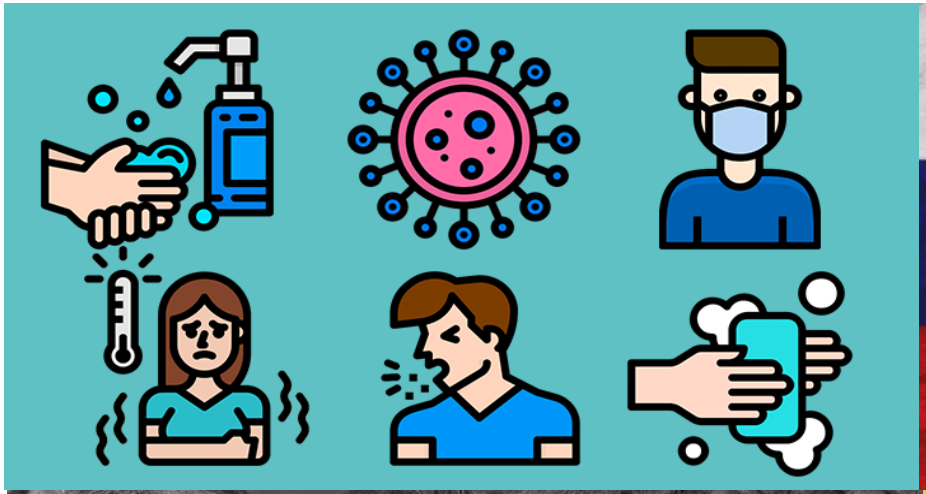
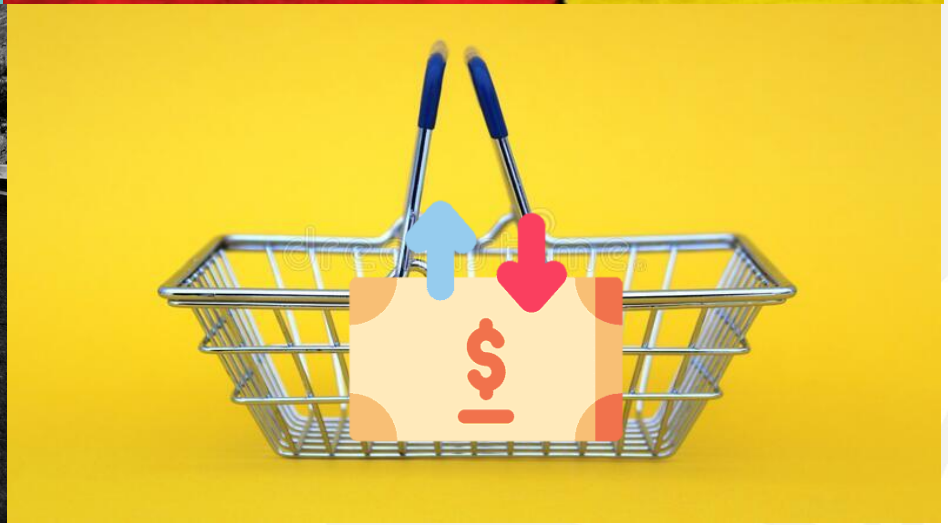
VALOR

CHOCOLATES VALOR 1881

HUESITOS





CHOCOLATE

OVERSIZED

DECLINE IN SALES

Plant-based

6/10

Centennials & Millennials consumers expect brands to offer a plant based alternative.

Sugar Reduction

41%

Consumers are trying to limit their sugar intake.

Sustainability

56%

Consumers actively seek out for Sustainable chocolates.

Triple Play

76%

Consumers say chocolates need to be tasty, good for me & good for the planet.

Sources: BC Proprietary Qualtrics Study on Benefit Territories 2022; FMCG Gurus: Health and Wellness Positive Nutrition, 2022; FMCG Gurus: Top Ten Trends for 2022

CHOCOLATE FUNCTIONAL SPECIALIST

Good for me + Indulgent moments =

INTENSE indulgence
HEALTHY indulgence
MINDFUL indulgence

- DYNAMIZATION OF MARKET
- ONE SINGLE BRAND SOLUTION
- MEETING CONSUMERS DEMANDS
- CATEGORY INCREMENTAL SALES
- BRING CONSUMERS BACK TO CATEGORY
- NO CANNIBALIZATION OF EXISTING SALES

- 0% Added SUGAR
- GLUTEN Free
- LACTOSE Free
- Real VEGAN
- SUSTAINABLITY Concern
- Chocolate PROTEIN Bars

- Founded in 1881
- Family Owned business
- #1 Spanish Chocolate brand
- #1 European 0%Sugar brand
- Bean to Bar Manufacturer
- 35 Chocolate Shops

Committed to society and our environment

We work every day with the commitment to reduce our environmental impact throughout the production process and through responsible sourcing.

VALOR COMMITMENT

COCOA

MEDITERRANEAN ALMOND

EMISSIONS AND ENERGY EFFICIENCY

WATER

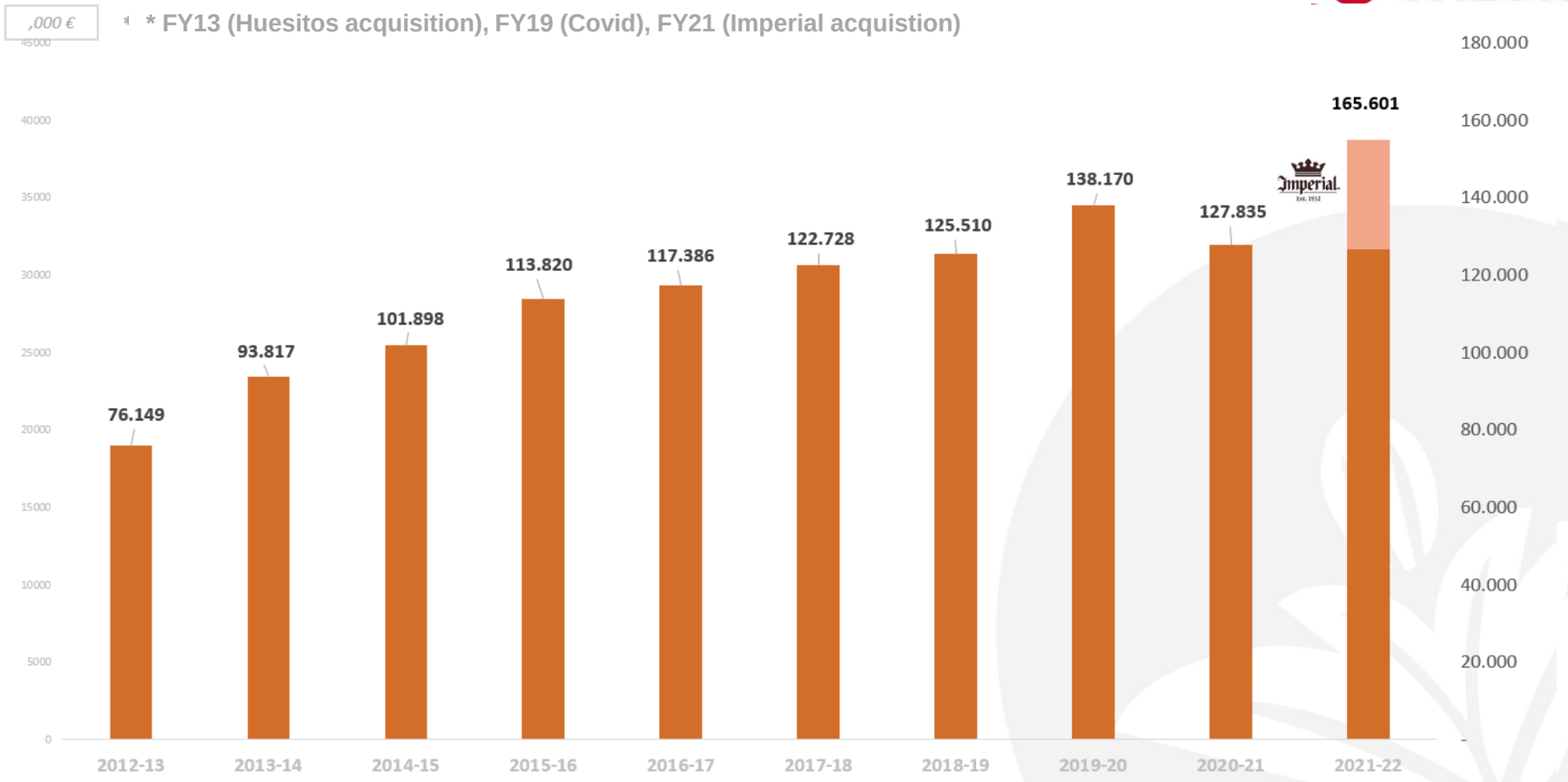
PACKAGING

WASTE AND FOOD LOSS

PEOPLE

SOCIAL COMMITMENT

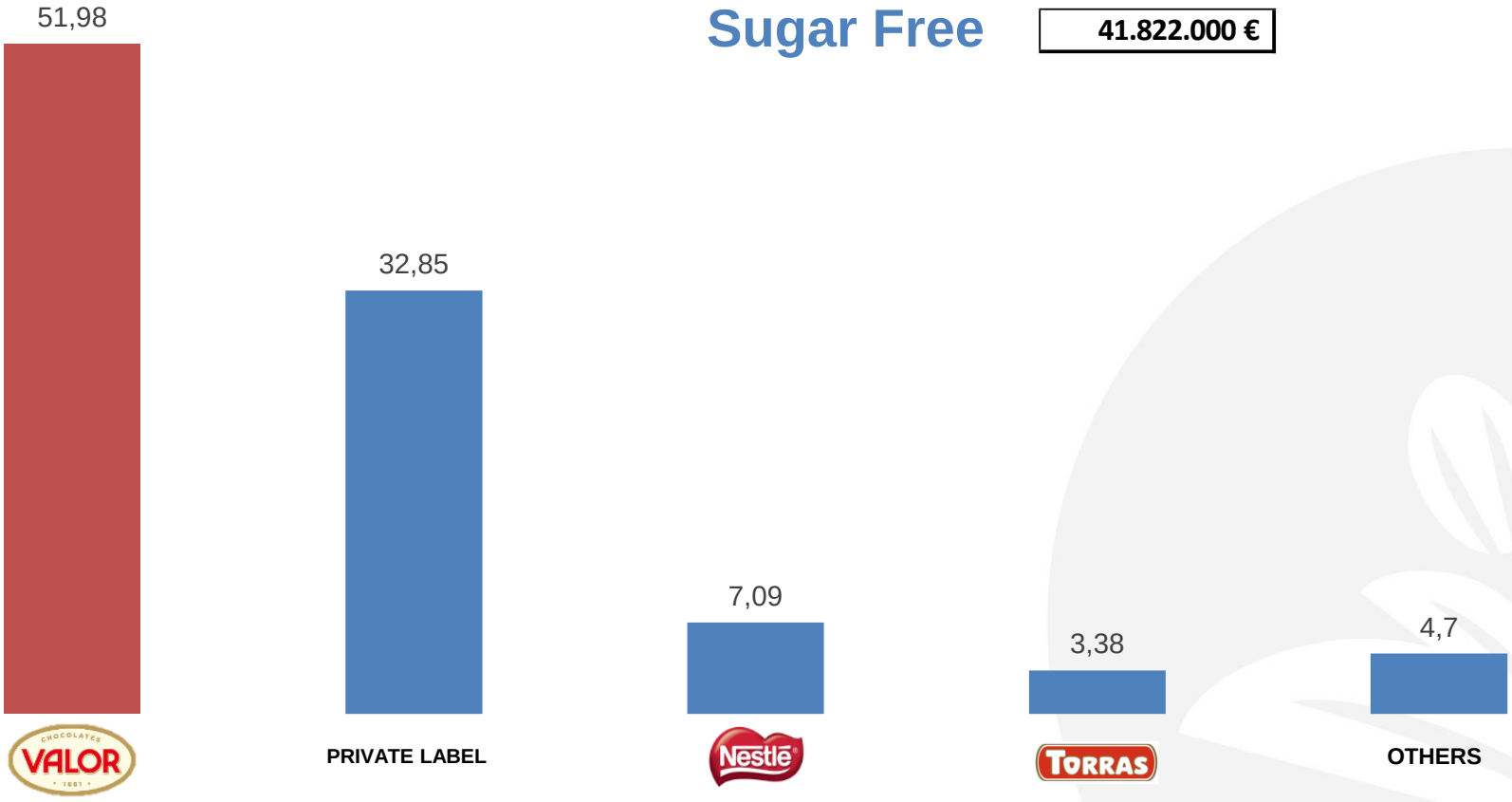
Valor sales evolution



Spain Sugar Free Chocolate tabs Market (Nielsen)

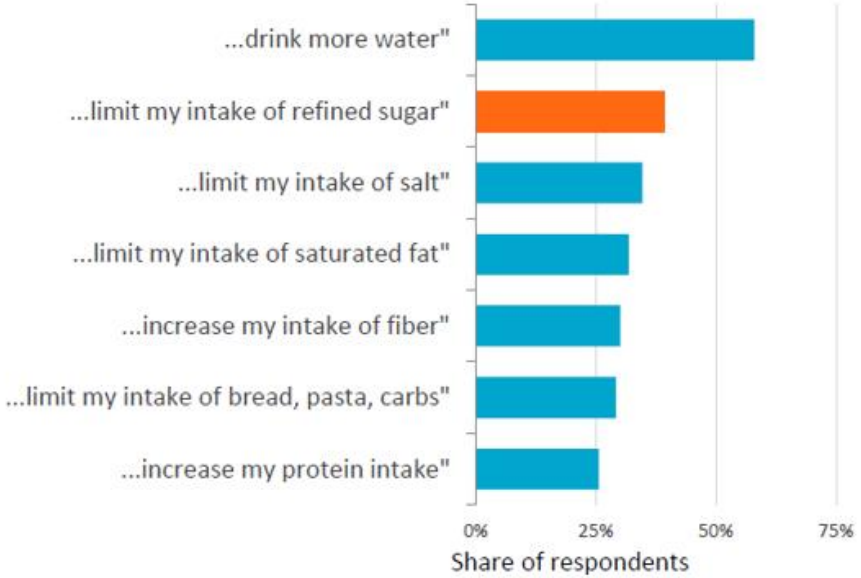
Sugar Free

41.822.000 €



POST PANDEMIC CONSUMER TRENDS

Preferences/restrictions: “I’m trying to….



Source: Euromonitor Voice of the Consumer: Health and Nutrition Survey 2022, n=20,236

POST COVID TRENDS

1st

In an unaided survey, sugar was the top avoided ingredient in food.[2]

57%

The majority of consumers would pay more for chocolate with reduced/ less/no sugar[1]

9%

Reduced sugar chocolate confectionery growth 9% YoY[3]

→ **+126% faster growth**

vs

Total chocolate confectionery growth 4% YoY[3]

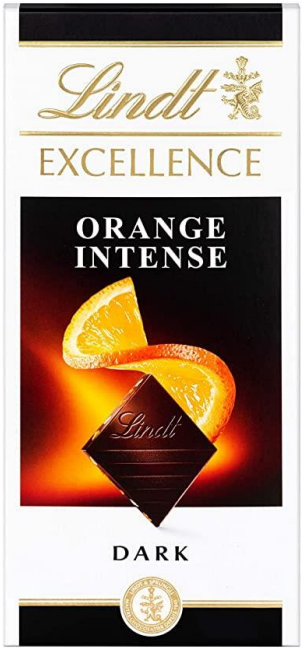
1. Savanta for Cargill, 2019
   n=8424 consumers in 10 European countries
2. 2019 Cargill Study "IngredienTracker"
   n=2249 consumers in EMEA
3. 2017 vs 2016; Euromonitor International Data

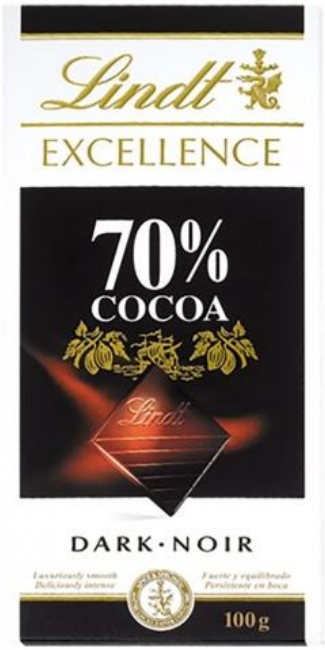
Cargill

SWEET FACTS

GLUTEN FREE

VALOR





	Lindt Excellence Orange	Valor 70% Sugar Free Orange	Lindt Excellence 70%	Valor 70% Sugar Free
Energy	538 kcal	477 kcal	566 kcal	481 kcal
Sugars	46 g	1,1 g	29 g	<0,5 g
Net Carbs	47 g	6 g	34 g	5,4 g

Retail Price Matrix

VALOR

CHOCOLATES VALOR 1881

HUESITOS

EXPORT

60 COUNTRIES

FK
FJARDARKAUP
KRONAN
BONUS
netto
Auchan
Перекресток
СУПЕРМАРКЕТ
METRO
CROCUS GROUP
Auchan
TESCO
BILLA
TESCO
cora
Auchan
SELGROS
cash & carry
MAXI
MEGA IMAGE
Carrefour
IDEA
IDEA
VOLI
Carrefour
Auchan
LIDL
makro
EROSKI
MERCADONA
Condis
Alcampo
Dia
Carrefour
CONTINENTE
Smart
PARK TOWERS
valyou
greens
SKAABENITHE
Carrefour
Spinneys
Carrefour
Panda
tamimi markets
الدانوب
Danube
Choithrams
Carrefour
MANUEL
Carrefour
Carrefour
BIN DAWOOD
LuLu
Spinneys
LEWIS
Mega Mart
Lu Lu
LOTTE
lalavla
SHINSEGAE
SOGO
city'super
Robinsons Supermarket
Rustan's
mercury drug
Jaya GROCER
Village Grocer
AEON
Cold Storage
redmart
THE FOODHALL
RANCH MARKET
All Fresh
LOTTE

Auto Mercado
Vindi
éxito
Carulla
Farmacias Medicity
Fybeca
SUPERMAXI
CORAL HIPERMERCADOS
mi comisariato
DUFRY
EMPORIUM SÃO • PAULO
Casa Santa Luzia
3 barbara
Wong
DUFRY
Perini
st marche
Metro
anisa
SAMS CLUB
EL IMPERIO
Carrefour
SHOPPING CHINA
LondonSupply
AURORA
Santa Isabel
JUMBO
DISCO
Carrefour
JUMBO
GRUPO A.J.V
LONDON DRUGS
amazon.ca
Loblaws
Walmart
SHOPPERS DRUG MART
IGA
FORTINOS
BulkBarn
Sobeys
Euro Excellence
Regal
NEW SEASONS MARKET
TOPS
GIANT
iHerb
SOURCE ATLANTIQUE
THE FRESH MARKET
FAIRWAY
Harris Teeter
CENTRAL MARKET
H-E-B
CVS pharmacy
Navarro DISCOUNT PHARMACY
La Europea
El Palacio de Hierro
CHEDRAUI cuesta menos
Sanborns
fresko
SEARS
Superama
Nacional
JUMBO
COMERCIAL HISPANA S. DE R.L. DE C.V.
Walmart

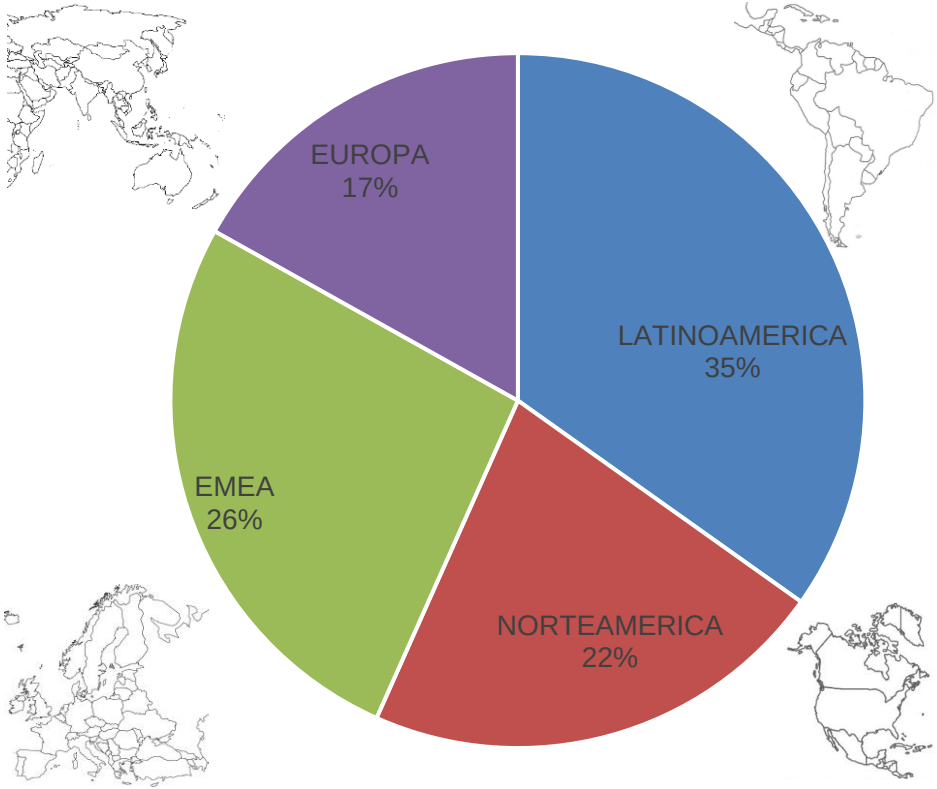
RANKING EXPORT 2022 +13% vs PY

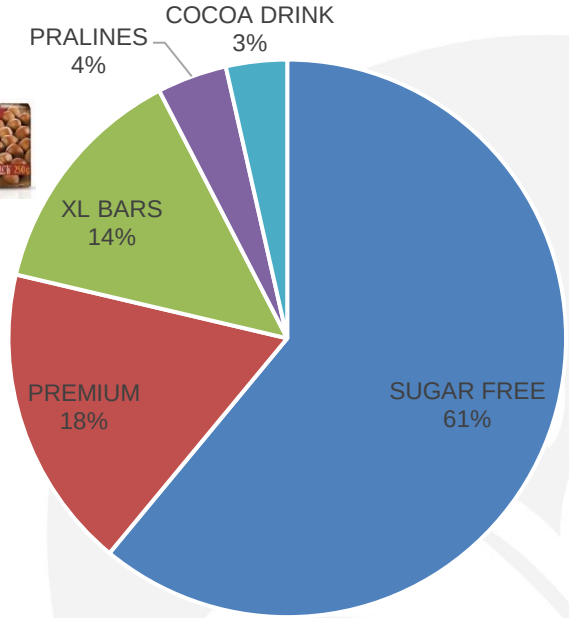
Rk#	2022	€
1	USA	1.324.306
2	Chile	1.131.272
3	Canada	544.881
4	DUFRY	312.422
5	Dominican Rep.	254.431
6	Iceland	242.010
7	Ecuador	237.871
8	Mexico	195.750
9	Australia	189.228
10	Colombia	171.184
11	Philippines	148.674
12	Costa Rica	144.653
13	Israel	135.407
14	Saudi Arabia	134.772
15	Egypt	130.373
16	Slovakia	111.447
17	Romania	103.081
18	South Africa	97.532
19	Germany	80.436
20	Malta	77.148

Rk#	2022	€
21	Singapore	74.626
22	China	65.535
23	Lithuania	64.337
24	Cyprus	62.831
25	Ukraine	62.017
26	Argentina	59.277
27	Oman	54.944
28	Qatar	54.595
29	Azerbayan	54.591
30	United Kindgom	51.748
31	Indonesia	50.782
32	Russia	50.468
33	Peru	46.767
34	Uruguay	45.540
35	Moldave	38.965
36	Kuwait	37.883
37	Montenegro	36.239
38	Bulgaria	29.371
39	Others	28.119
40	France	25.520

Rk#	2022	€
41	Panama	25.130
42	Hong Kong	24.148
43	South Korea	23.472
44	Georgia	21.923
45	Iran	20.531
46	Turkey	19.817
47	Bolivia	17.712
48	Croatia	17.524
49	U.A.E.	17.524
50	Paraguay	16.835
51	Taiwan	15.834
52	Hungary	13.505
53	Sweden	12.550
54	Monaco	11.959
55	Belgium	10.227
56	Vietnam	10.032
57	Armenia	9.925
58	Serbia	8.855
59	Norway	6.192
60	Denmark	4.382

SALES BREAKDOWN 2020





TOP 20 TABLETS 2021 – 2022 EXPORT RK

TOP 20 SKUS	SALES (€)	% PY
70% 0% SUGAR 100 G	633.119	-9,84%
85% 0% SUGAR 100 G	593.244	-3,86%
MILK SUGAR FREE 100 G	439.211	18,51%
MILK CREAMY HAZELNUTS SUGAR FREE 100 G	344.062	17,87%
70% ORANGE SUGAR FREE 100 G	323.659	15,24%
MILK ALMONDS SUGAR FREE 150 G	318.872	11,13%
DARK ALMONDS SUGAR FREE 150 G	305.133	2,15%
DARK ALMONDS 250 G	269.654	168,87%
MILK ALMONDS 250 G	266.001	162,72%
82% DARK CHOCOLATE 100 G	252.373	-17,33%
70% DARK CHOCOLATE 100 G	244.686	281,54%
MILK HAZELNUTS 250 G	228.187	-21,73%
DARK HAZELNUTS 250 G	215.546	237,87%
70% DARK CHOCOLATE MINT 100 G	213.199	-0,78%
70% DARK CHOCOLATE ORANGE 100 G	211.081	-0,03%
DARK SUGAR FREE 100 G	200.233	3,74%
DARK CREAMY TRUFFLE SUGAR FREE 100 G	194.834	9,23%
70% DARK CHOCOLATE CARAMEL SALT 100 G	129.668	-10,52%
70% DARK CHOCOLATE RASPBERRY 100 G	115.626	-6,63%
MILK LACTOSE FREE CHOCOLATE 100 G	110.296	0,61%

SUGAR FREE | XL NUT BARS | PREMIUM | LACTOSE FREE

HYPERMARKET

9 -18skus

SUPERMARKET PHARMACIES

5 +2 skus

FUNCTIONAL

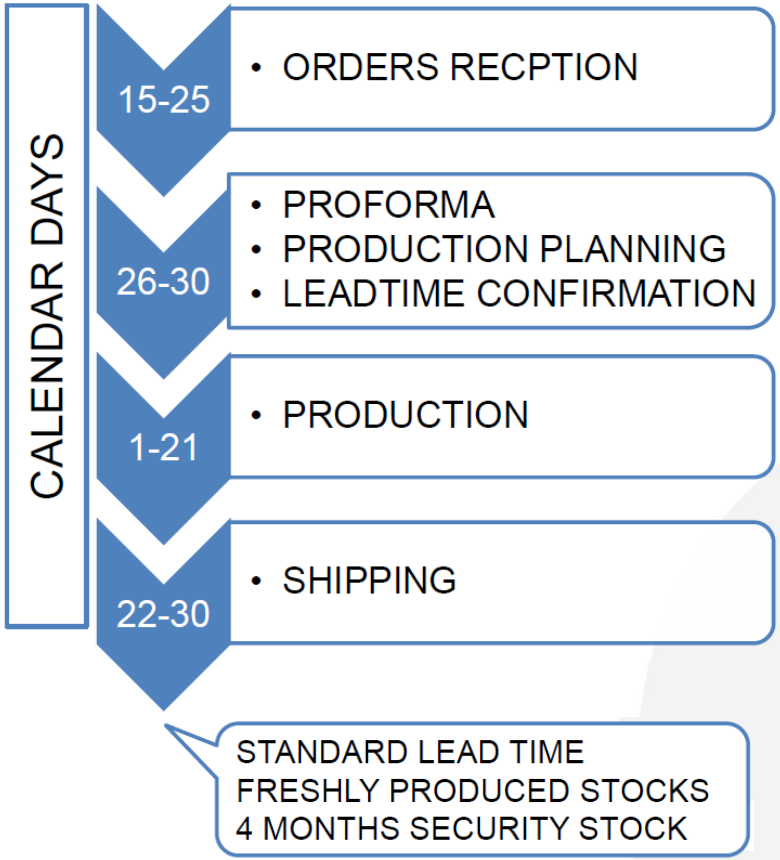
PREMIUM

ALTERNATIVE CHANNEL XL NUT BARS

SEASONAL PRALINES

CHECK OUTS IMPULSE

PRODUCTION WINDOWS



VALOR

CHOCOLATES VALOR 1881

HUESITOS

IMPERIAL ACQUISITION

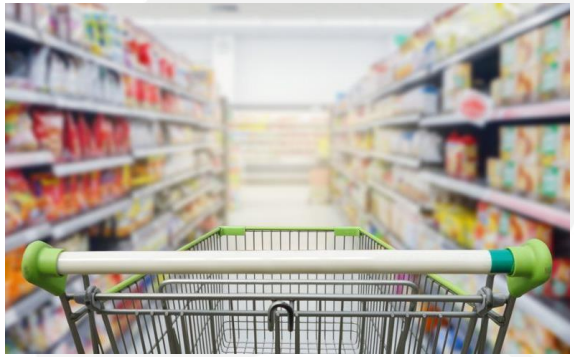
KEY FIGURES

FACTORY: PORTO - PORTUGAL

SALES **31M€**
(25% EXPORT)

EMPLOYEES 210

BARS, BAKING, DRAGEES, EASTER, CHRISTMAS FIGURES



PRIVATE LABEL

Overview of Imperial

Company Presentation

- ✓ **Leading Portuguese chocolate player** dedicated to the development, manufacture and distribution of chocolate products.
- ✓ **88 years of existence** combining tradition with innovation - a reference in the Portuguese chocolate confectionary sector.
- ✓ Owner of historical brands, well-known to Portuguese consumers (**Regina, Jubileu, Pantagruel, Pintarolas, Allegro**).
- ✓ **Regina, Pintarolas and Pantagruel are market leaders** and Jubileu has been regularly gaining market share through its premium-quality dark chocolate bars.
- ✓ Imperial supplies **private label** products to major retailers in Iberia, Russia and Brazil and holds **contract manufacturing business.**
- ✓ Holder of the **Canderel** representation in Portugal.

BRANDS

Regina · Pintarolas · Jubileu · Allegro · Pantagruel

PRODUCT CERTIFICATIONS

Quality	IFS Food	Walmart — Responsible sourcing audit, Supply chain security audit
Sustainable Farming	UTZ Certified; Rainforest Alliance Cocoa	FAIRTRADE
Kosher & Halal	Comité Halal Comunidade Islâmica de Lisboa	KD

DARK CHOCOLATE
PROTEIN
0% SUGAR
HIGH PROTEIN

Regina
DARK CHOCOLATE
PROTEIN
CEREAL&ALMOND
0% SUGAR
HIGH PROTEIN
GLUTEN FREE
NET WT. 0.95 OZ (27 g)
PROTEIN DARK CHOCOLATE
CEREAL&ALMOND

SIN GLUTEN
SIN COLORANTES ARTIFICIALES | NO ARTIFICIAL COLOURS
Pintarolas
chocolate con leche
200 g

VALOR

CHOCOLATES VALOR 1881

HUESITOS

BEST PRACTICE

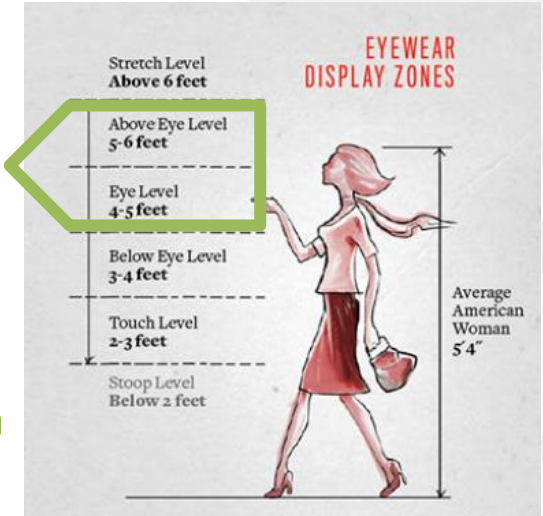
SHELF READY DISPLAYS

PLANOGRAM GUIDELINES

SIN AZÚCAR

DARK CHOCOLATE ⟷ MILK CHOCOLATE

HIGHER PRICE $$$ ⟷ $$ LOWER PRICE

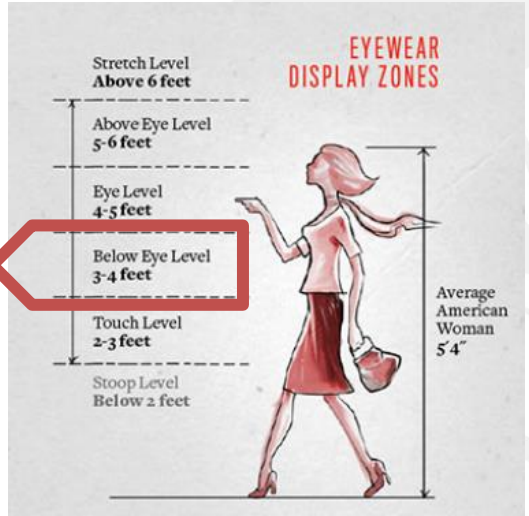


PLANOGRAM GUIDELINES

PREMIUM

DARKEST CHOCOLATE ⟷ DARK CHOCOLATE

HIGHER PRICE $$$ ⟷ $$ LOWER PRICE



PLANOGRAM BEST PRACTICE

BEFORE

BEST PRACTICE
MERCHANDISING
EXECUTION

AFTER

PRIORITY LOCATION: CHOCOLATES

SECONDARY LOCATION: HEALTHY / FREE FROM SET

RACKS

VALOR
0% Azúcares añadidos
Chocolate Negro 70%
Chocolate Puro
Chocolate Leche

VALOR
Sin azúcares añadidos
STEVIA
Chocolate Negro 70%
Sin Lactosa
LECHE
ALMENDRAS
MILK
VALOR

SUGAR FREE
PURE PLEASURE

SUGAR FREE
PURE PLEASURE

Dark
Milk
Creamy
82% CACAO
70% CACAO
VALOR

70% CACAO
Sin azúcares añadidos
Chocolate Leche
Creamy
MILK
VALOR

WOBBLERS / DANGLERS

VALOR

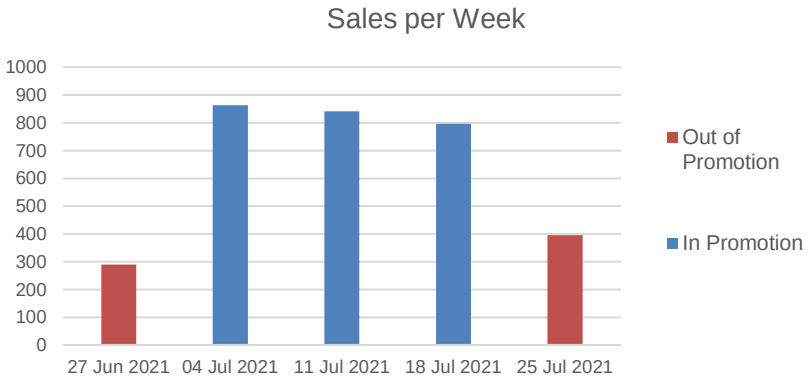
FLOOR STICKERS

MOMENTUMS CUSTOMIZED SLEEVES

Little glove – seasonal/festive

TEMPORARY PRICE PROMOS

PROMOTION EXAMPLE. CHECKERS SOUTH AFRICA



Average week sales in promo vs previous week: **+188%**

Average week sales in promo vs week after: **+110%**

Sales week after (no promo) vs previous week (no promo): **+37%**

Promo Scheme: Buy Any 2 get 20% Off

CROSS CATEGORY: HANGERS / CLIP STRIPS

DEMOS / SAMPLING / TASTINGS

Replace demos by
Sampling
while Covid restrictions

SHIPPERS

VALOR
0% Azúcares añadidos
25% OFF ON THE WHOLE RANGE
TODO EL PLACER

VALOR
Cadbury
Lactose Free
MILK
82% CACAO
85% CACAO
GLUTEN FREE

CHOCOLATES
VALOR
1881
AND SUGAR FREE
FREE

VALOR
70% AMARGO
85% CACAO
LECHE
70% CACAO
GLUTEN FREE
PREMIUM CHOCOLATIERS
FROM SPAIN SINCE 1881

TENTATIVE PROMO CALENDAR

VALOR

SUGAR FREE CHOCOLATE

REGULAR CHOCOLATE

Diabetes

New Year Resolution

Valentines

Eastern

Back to School

Christmas

Bikini Operation

Halloween

INSTAGRAM & FACEBOOK VALOR INTERNATIONAL

Country		Followers	Posts	% Growth Followers (vs LM)
Spain	chocolatesvalor	81.300	1.401	0%
USA	valorchocolatesusa	3.700	102	14%
Chile	chocolatesvalorcl	3.290	110	0%
South Africa	valorchocolates_za	1.133	165	1%
Brazil	chocolatesvalorbr	1.133	92	61%
Baltics	valor_lietuva	714	132	0%
Iceland	valoriceland	452	116	12%
Mexico	chocolatevalor_mx	303	207	10%
Malta	valor_malta	207	157	7%
Romania	chocolatesvalorro	176	82	6%
Canada	valorcanada	88	10	7%
Colombia	chocolatesvalorcolombia	90	71	38%
Philippines	chocolatesvalorph	63	10	0%
Slovakia/Czech Rep.	chocolatesvalor.czsk	13	3	NEW

Country	ID	Followers	% Growth Followers (vs LM)
Spain	Chocolates Valor	231.000	0%
Canada	Valor Canada	19.193	0%
Philippines	Valor Chocolates Philippines	15.230	0%
South Africa	Valor Chocolates SA	11.506	0%
Romania	Ciocolatele Valor	2.875	1%
Malta	Valor Malta	1.627	22%
Mexico	ChocolateValor _mx	878	4%
Brazil	Chocolates Valor Brasil	769	21%
Colombia	Chocolates Valor Colombia	193	1%
Chile	Chocolates Valor Chile	145	0%
USA	Valor Chocolates USA	39	8%
Baltics	Valor Lietuva	35	21%

NEW PICTURES:
READY TO POST
&
MORE CALL TO ACTION