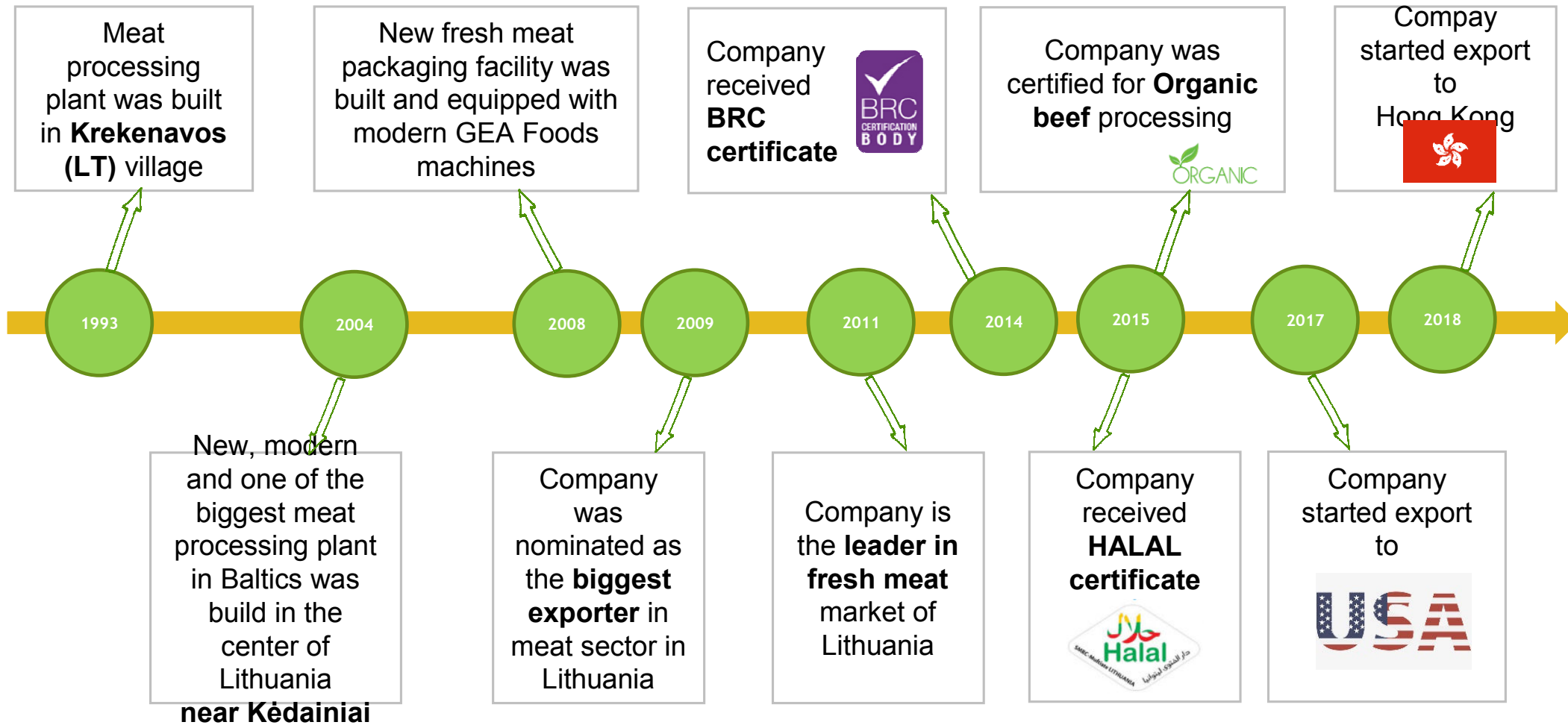


# SC „Krekenavos Agrofirma“

Meat products and fresh meat



# History



# Main facts about our company TODAY



## Know the facts

- 1 The biggest meat processing plant in Lithuania with 26 years of experience
- 2 About 90 tons of fresh meat and 25 tons of meat products were sold each day including holidays in 2018! This makes ~33.000 tons of fresh meat and ~9.000 tons of meat product annually.
- 3 I loReCa segment makes 10% of total meat products sales in Lithuania (2018 FY)
- 4 Strong leading positions in boiled sausages (25% market share) in Lithuania (2018 FY)
- 5 30% market share of fresh meat and 15% market share of processed meat products in Lithuania (2018 FY)
- 6 Slaughtering and deboning of pigs and cattle is carried out on a separate production lines
- 7 At the moment company employs ~1.000 employees

# Export



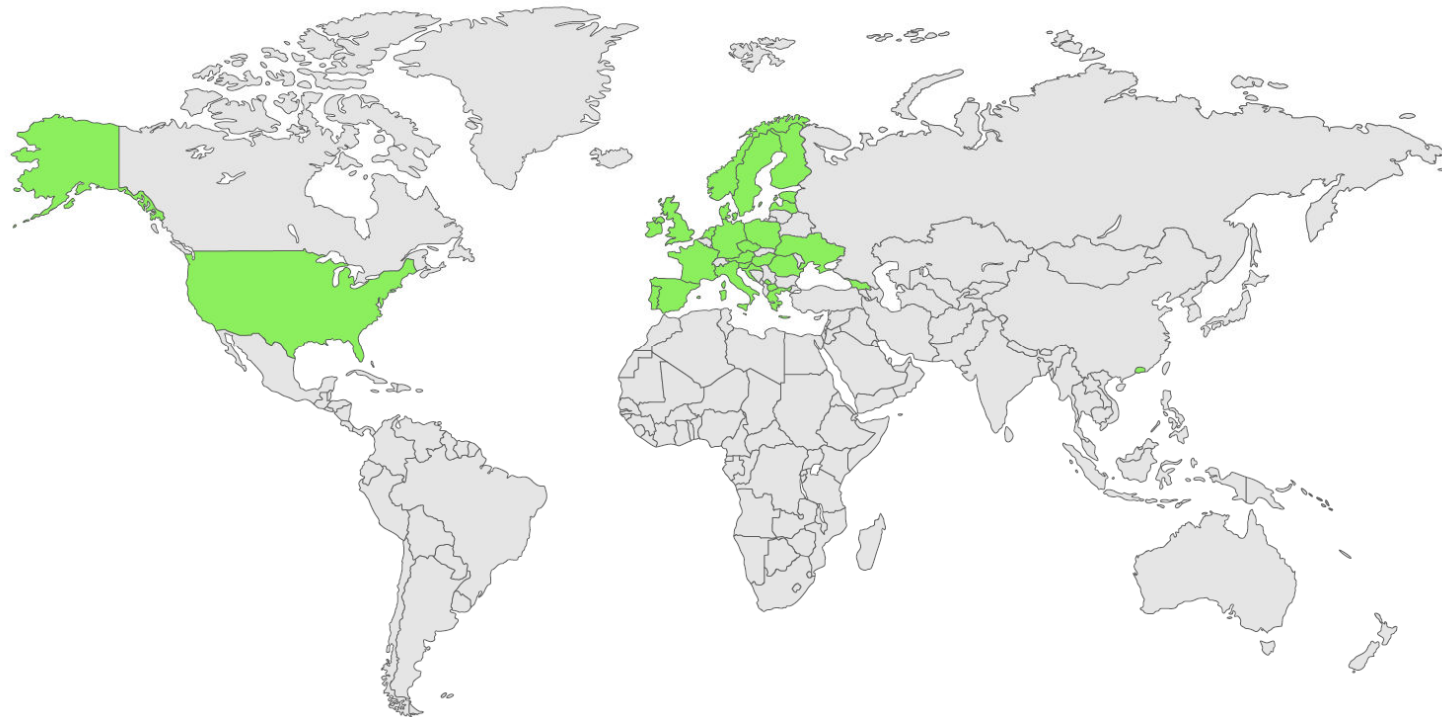
Approx. 30% of our total production is exported Worldwide

We export ~10,000 tons of fresh meat and ~2,000 tons of meat products each year

Our production (including fresh meat) is exported to

**29 countries Worldwide:**

Ireland, Austria, Check republic, Denmark, Estonia, Greece, Georgia, Hong-Kong, Spain, Italy, UK, USA, Kosovo, Croatia, Latvia, Poland, Macedonia, Malta, Nederland, Norway, Portugal, France, Romania, Slovenia,

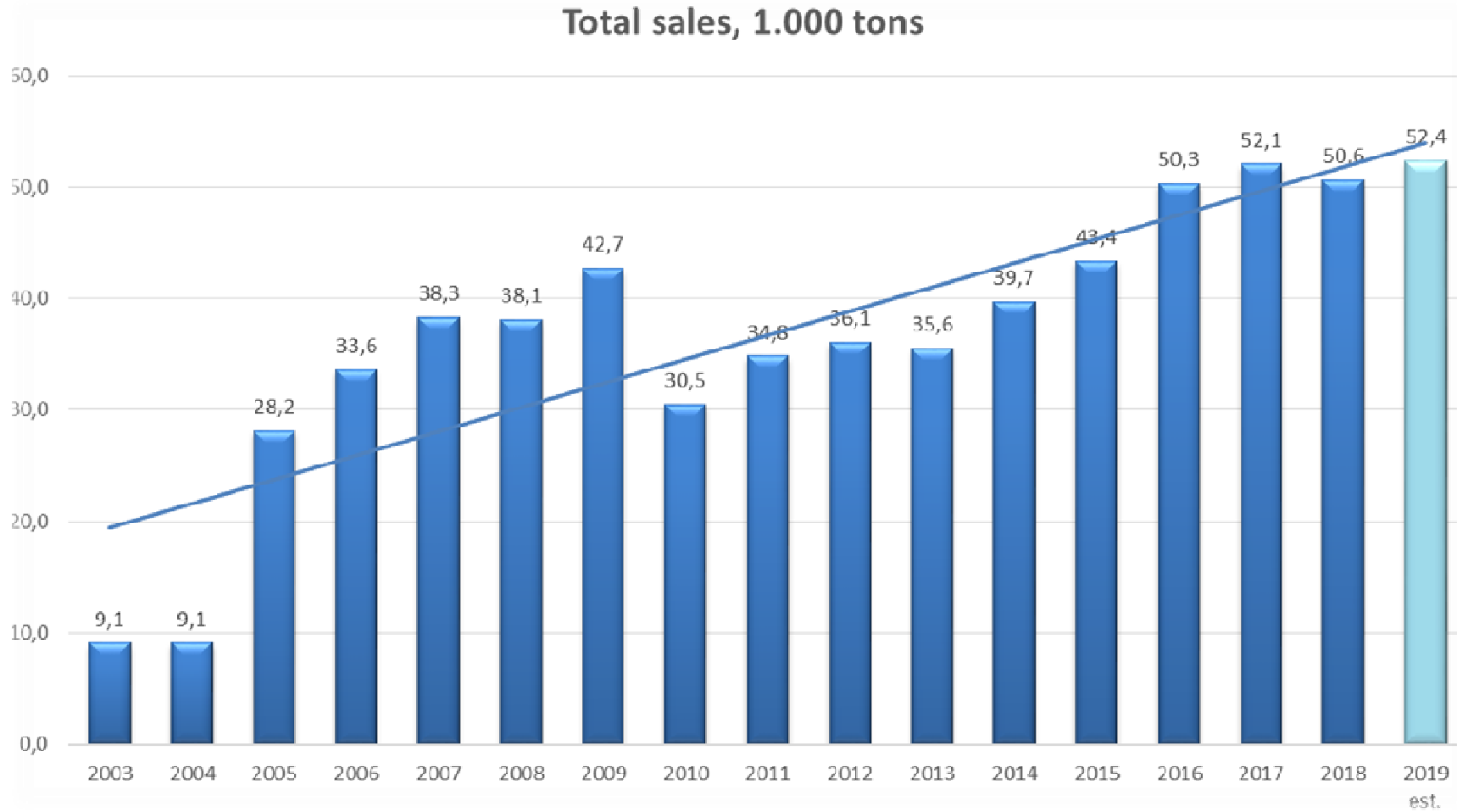


Finland, Sweden, Ukraine, Hungary

# Quality management and certificates



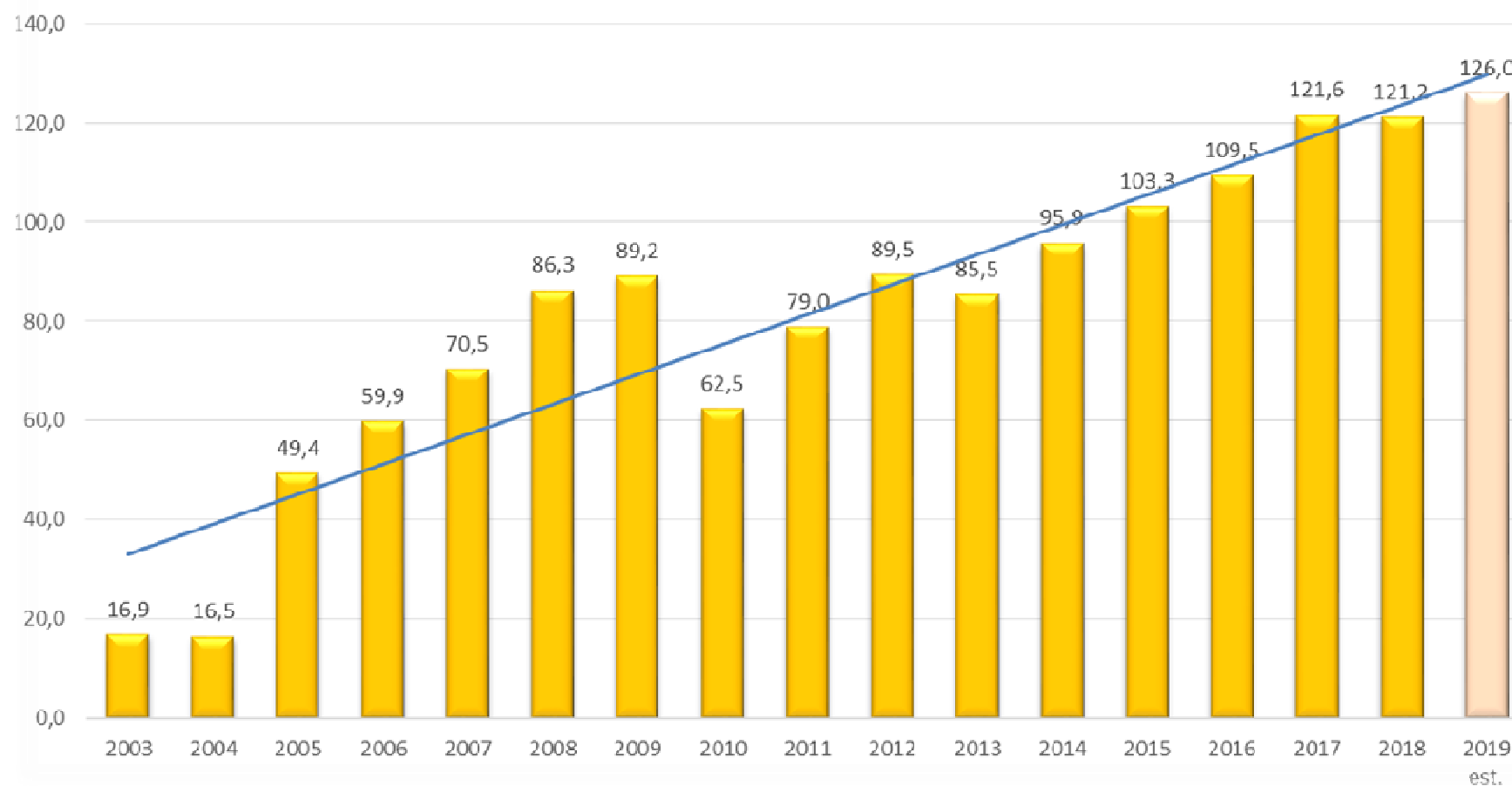
# Annual volume sales are constantly growing



# Annual value sales are in constant grow reaching all-time high record in 2017



Total sales, 1.000.000 €





# Consumer and market researches



We are closely following the newest trends in the markets and in consumers' perception, as we are constantly doing consumer researches:

-Brand awareness annual researches

(„Krekenavos“ brand UA 25% / AA 81%)

-Pre and post campaign researches

-Packaging design tests with consumers

-AC Nielsen market data analysis

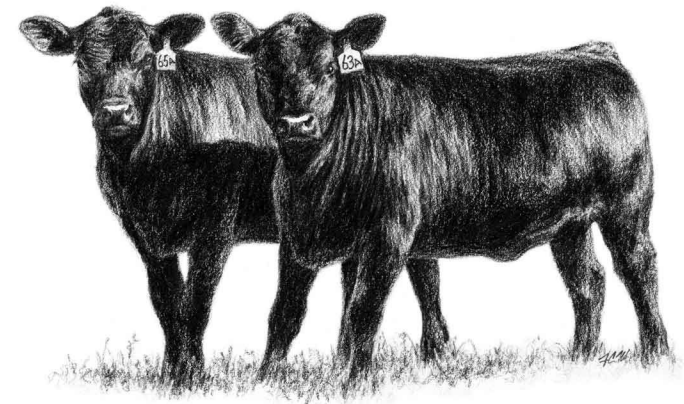




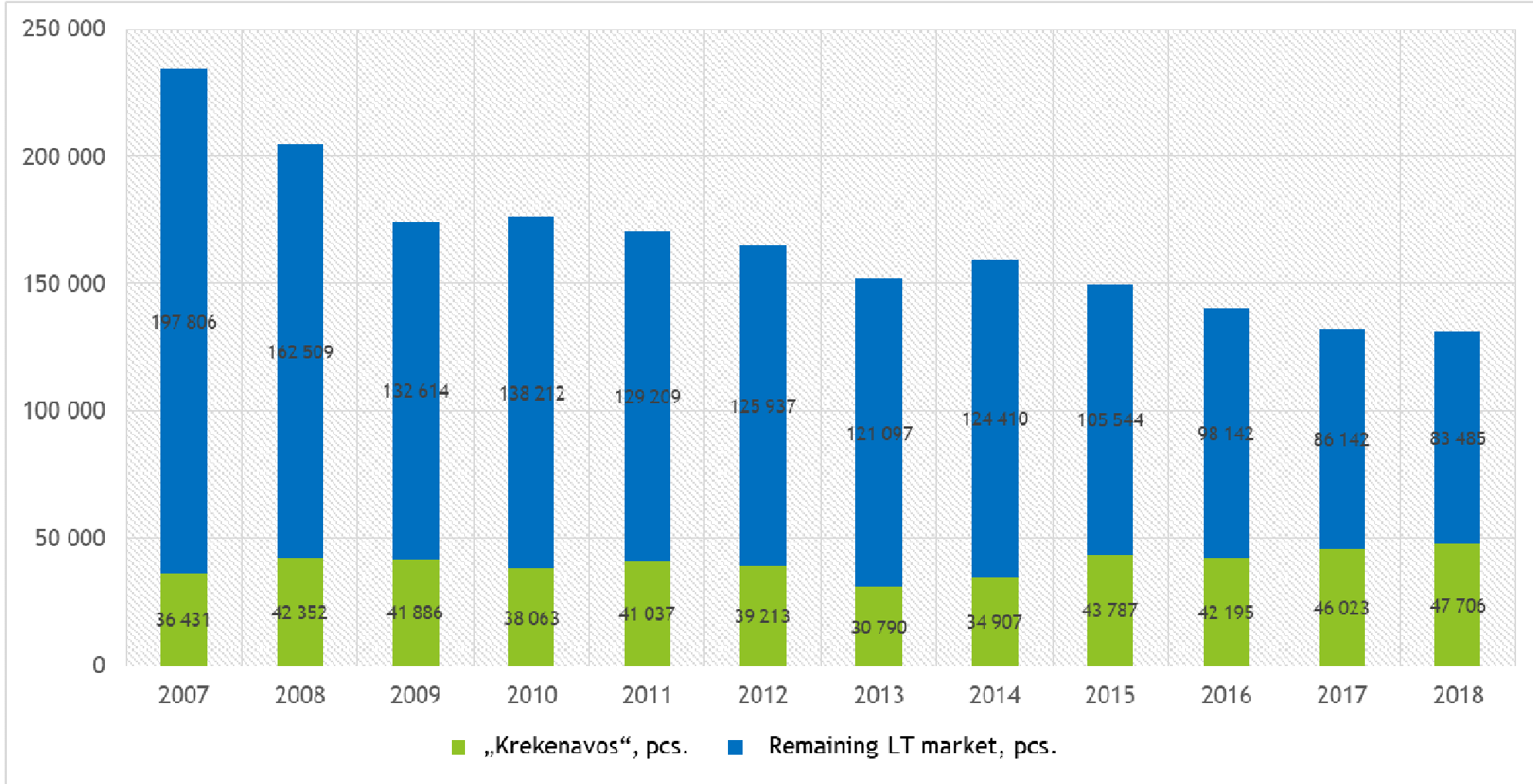
# Lithuanian cattle



- ~658.000 pcs. of cattle were grown in Lithuania during 2018.
- Lithuanian cattle are grown slowly, not intensively and in relatively small farms.
- This is why true meat experts consider **Lithuanian beef** as of very high quality.



# We have bought/slaughtered more than 36% of total Lithuanian cattle in 2018



# Beef meet and offals



**Beef carcass**  
Говяжья полутуша



**Brisket boneless**  
Грудинка



**Shin boneless**  
Передняя голяшка



**Beef Topside PAD**  
Внутренняя часть  
тазобедренного отруба  
без горбушки



**Beef Entrecote boneless**  
Бескостный антрекот



**Beef striploin boneless  
chain off PAD**  
Тонкий филе бескостный  
бес цепочки очищен



**Beef neck boneless**  
Шея бескостная -  
Толстый край



**Blade bolar PAD**  
Толстая  
лопаточная часть



**Chuck Tender**  
Филей лопаточной  
части



**Beef trimming 95/5**  
Триминг 95/5



**Beef trimming 80/20**  
Триминг 80/20



**Beef fat**  
Жир внешний



**Eye Round, PAD**  
Огузок



**Silverside**  
Наружная часть  
тазобедренного отруба



**Beef Tenderloin**  
Вырезка



**Beef cheeks**  
Щеки



**Beef liver**  
Печень



**Beef tongues**  
Язык



**Shank boneless**  
Задняя голяшка  
бескостная



**Beef Rump**  
Оковалок



**Beef Knuckle PAD**  
Верхняя часть  
тазобедренного отруба



**Beef lungs**  
Легкое



**Beef hearts**  
Сердце



**Beef inside skirt**  
Диафрагма

# Our main clients and brands



Our products are sold under different brands in different markets:



(Lithuania)



(Latvia)



(Estonia)



(Poland)

We are working with all major retail chains in Lithuania (and Baltic's):



Our products are sold under following PLBs:





# China and Lithuania are FRIENDS! 😊



立陶宛篮协主席萨博尼斯，姚明在NBA曾经的好战友

Good friends since NBA time, Yao and Arvydas Sabonis, now President of Lithuanian Basketball Federation



China and Lithuania are FRIENDS! 😊



立陶宛国家队球星多纳塔斯-莫蒂埃尤纳（莫泰）曾效力CBA劲旅山东金星队和Krekenavos agrofirma总经理Linas在中国

Donatas Motiejūnas who played at „Shandon Golden Stars“ team and Linas Grikšas - CEO of „Krekenavos agrofirma“





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