

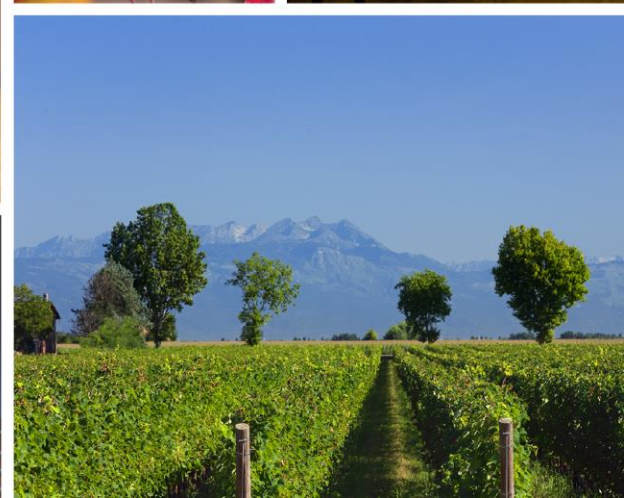
ETHICA WINES



COMPANY PROFILE

ETHICA WINES INC. 3238 Old Heather Rd. San Diego, CA 92111
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ethicawines.com





WHO WE ARE TODAY

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Who we are
today.



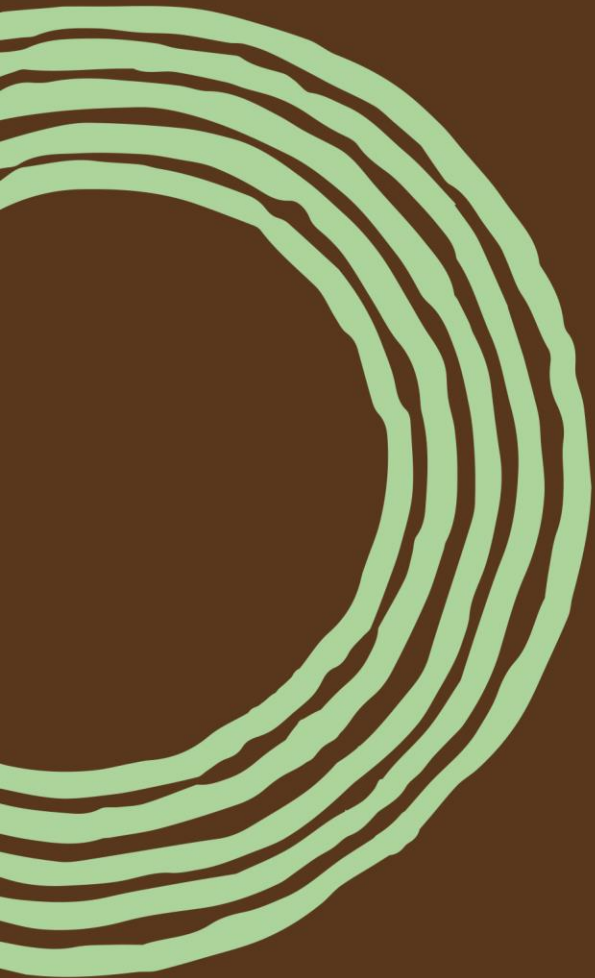


Ethica Wines proudly represents
a selection of wineries which:

Share the same family values

Are deeply rooted in their territory

Have a strong identity



The relationship between Ethica Wines
and the wineries is symbiotic:

The wineries provide wines of authentic origin

Ethica Wines provides the commercial platform
to approach the market

**NORTH
AMERICA**

We proudly trade

Exclusive supplier

We proudly represent

Exclusive sales and marketing provider

**ASIA
PACIFIC**

How we operate
in all our marketplaces.



OUR MISSION



OUR CORE VALUES



OUR STRATEGIC IMPERATIVES





OUR MISSION

To build brands
that people love.

Artfully

With a passion for premium winemaking
and high standards for quality.

Cleverly

Innovation and marketing skills to help grow
the business of our partners.

Responsibly

By caring for people and communities
where we live and work.



OUR CORE VALUES

People

Each person's contribution makes a difference: talent, enthusiasm and collaboration are key

Quality

We provide our customers with the highest standard of quality and service

Entrepreneurship

Think like a shareholder: passion and open-mindedness are key

Customer Focus

We strive to understand and meet our customers' and consumers' needs

Integrity

We consistently and transparently practice high ethical standards in everything we do



OUR STRATEGIC IMPERATIVES

Define what the company must
do to achieve profitable and sustainable growth:

Build brands to grow revenue faster than the market

Apply rigorous financial discipline

Build the best organization

Our
history.





1991

2005

2013

2014

2015

2016

2017

F&F Fine Wines
International

Steven Frohock, Knight
M. Fee e Casa Girelli
found the company

Cantina Lavis
Ownership

The company is sold to
Cantina LaVis, which
registers the dba
ETHICA WINES

Change in
Management

A new team is set up to
manage North America
and Asia-Pacific

Beginning
of the growth

New brands are added to the portfolio.
The distribution network in the US is
completed and new strategies are
defined for Canada and Asia-Pacific.

New Ownership

Ethica Wines has a new
ownership, committed to
guarantee the resources
necessary for its growth.

SPLASH!

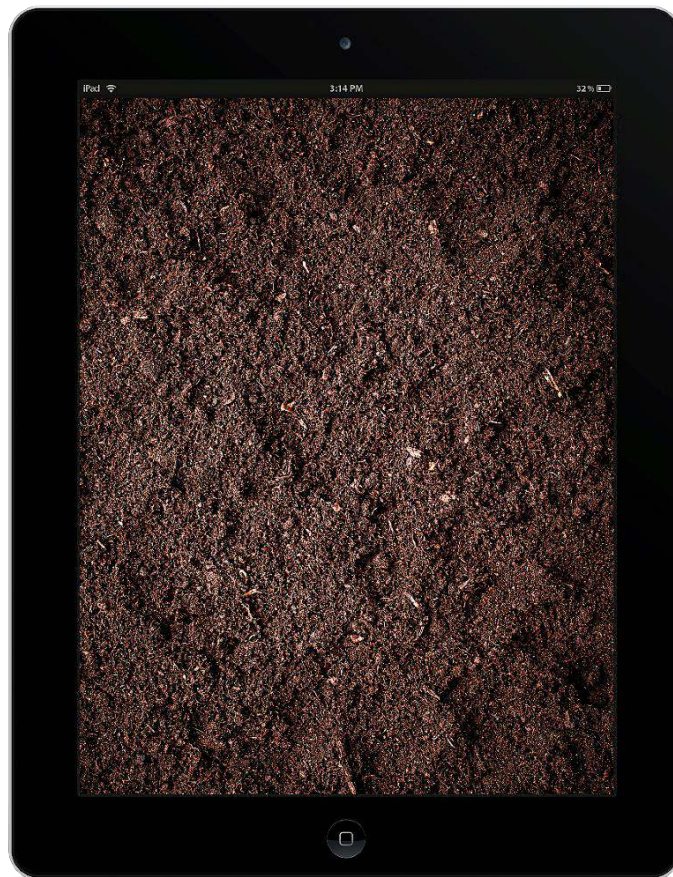
The new development plan for
the next 5 years is officially
presented to the producers in
Miami.

Corporate
identity.



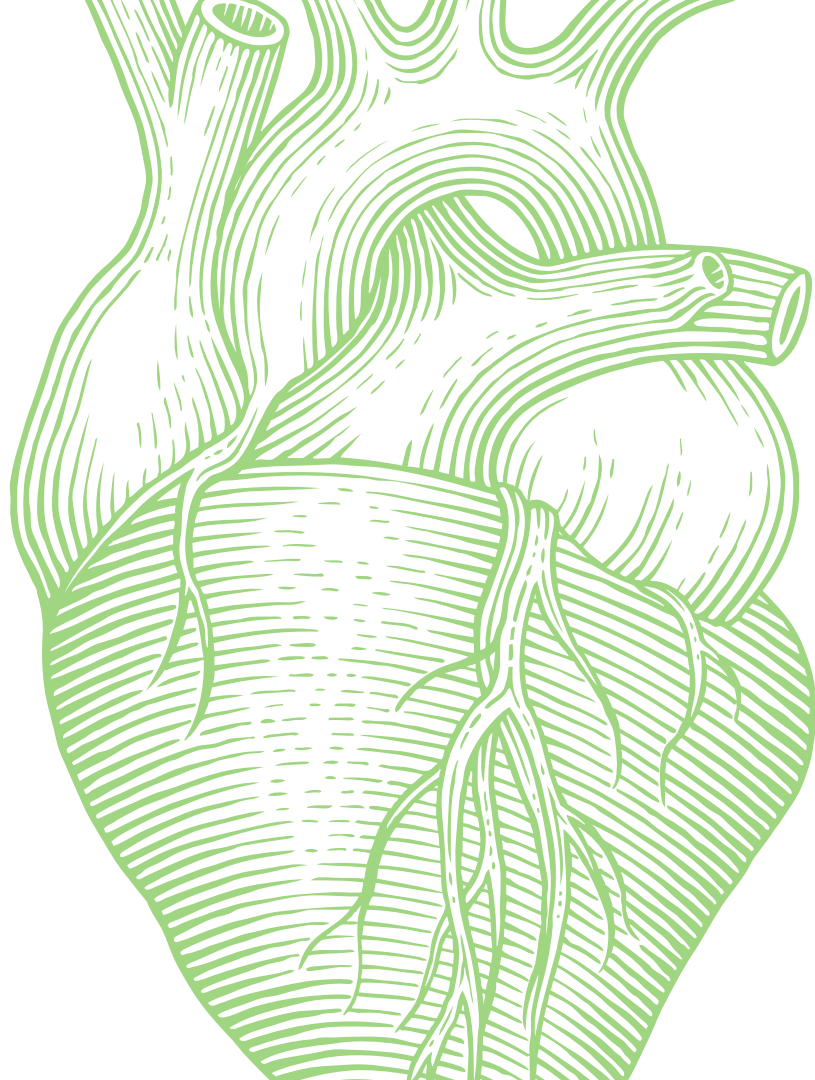
WINE ETHICS
IS THAT OF THE LAND
AND THE TERRITORY.

Earth.



WINE ETHICS
IS THAT OF PASSION.

Heart.



WINE ETHICS IS WORK ETHICS.
IT IS WHEN YOU WANT TO DO
SOMETHING RIGHT AND YOU KNOW
HOW TO DO IT.

Hands.





Our
philosophy.

OUR ASSETS

Team
Wineries
Distribution network

★
INNOVATION

★
ENTREPRENEURSHIP

★
PASSION

★
LEADERSHIP

★
INTEGRITY

Human Resources.

This is a people's business.




**COMPLEMENTARITY IN
BUILDING THE PORTFOLIO**


QUALITY


THE TERRITORY
To the importer


THE BRAND
To the producer


**LONG-TERM
BUSINESS RELATIONSHIPS**

Market Reputation.

Our core values.

The business concept that we want to share with you.

Building value

Price structure which guarantees right profitability along the distribution chain.

Building a strong network

Regular presence in the market in North America and Asia-Pacific.

ON & OFF-Line Reputation

Specific strategies developed for the two macro-areas.



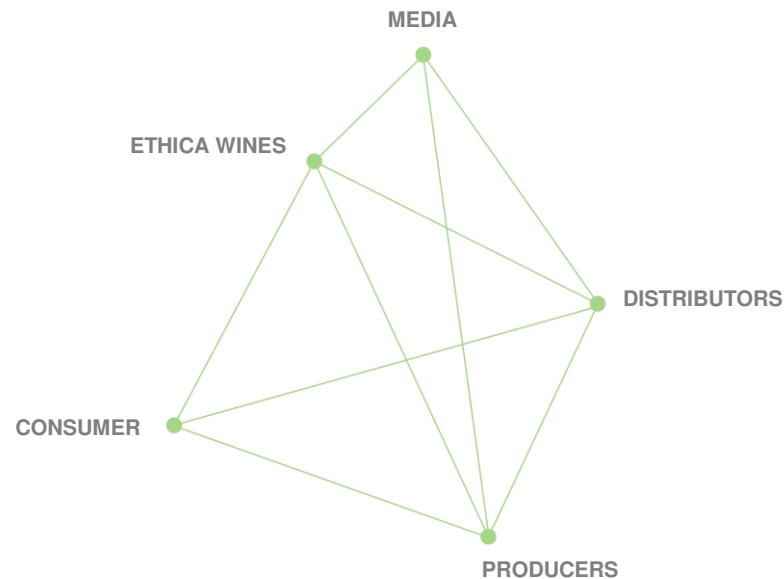
Strategy

How to write a successful story for Ethica Wines and its stakeholders.

Presence
in the market.

Brand exposure.

Brand identity.



Strategy

How to write a successful story for Ethica Wines and its stakeholders.

WE BUILD ALLIANCES.

Our
team.





How we operate in all our market places.



Our portfolio.



Wine Portfolio North-America.

**Brands available only in Canada*

1. Valle d'Aosta

LA KIUVA

3. Trentino

CANTINA LAVIS
CEMBRA
ORO ROSSO

5. Veneto

CA' DEI ZAGO
LE CONTESSE
NICOLIS
VILLALTA

7. Toscana

CAFAGGIO
CAPPELLA SANT'ANDREA
FONTELLA
MÁTÉ
POGGIO AMORELLI

2. Piemonte

CASA DI E. MIRAFIORE*
CORDERO DI MONTEZEMOLO
FONTANABIANCA
OTTOSOLDI
SARACCO*
SCAGLIOLA

4. Alto Adige

ST.PAULS

6. Emilia Romagna

VILLA DI CORLO

8. Sicilia

BAGLIO DEL CASALE
LAMURA

Multi-regional brands: PIGRO - GOOD - CANALETTO



Stars



Diamonds



Signature Wines



Everyday Italy



Category management.



1. Valle d'Aosta

LA KIUVA

4. Trentino

CANTINA LAVIS
CEMBRA

5. Alto Adige

ST.PAULS

8. Friuli

LE VIGNE DI ZAMÒ

2. Piemonte

BORGOGNO
CASA E. MIRAFIORE
CORDERO DI MONTEZEMOLO
OTTOSOLDI
VILLA SPARINA
SARACCO

6. Emilia Romagna

VILLA DI CORLO

9. Toscana

CAFAGGIO
CARPINETO
FATTORIA MANTELLASSI
PETRA

3. Lombardia

BELLAVISTA
CONTADI CASTALDI

7. Veneto

CA' DEI ZAGO
LE CONTESSE
NINO FRANCO SPUMANI
NICOLIS
VILLALTA

10. Sicilia

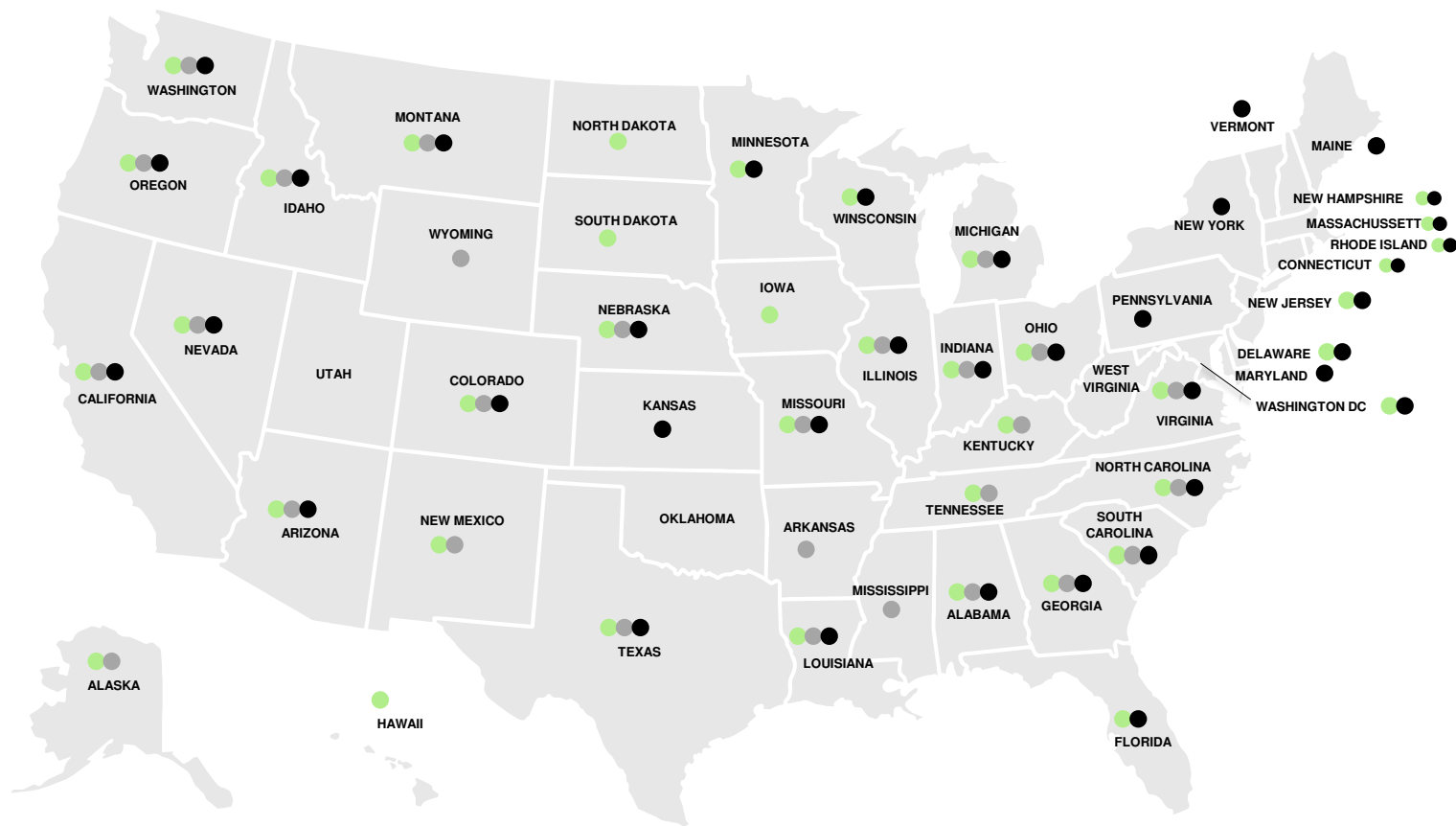
ALTAMORA
CUSUMANO
BAGLIO DEL CASALE
LAMURA

Wine Portfolio Asia-Pacific.

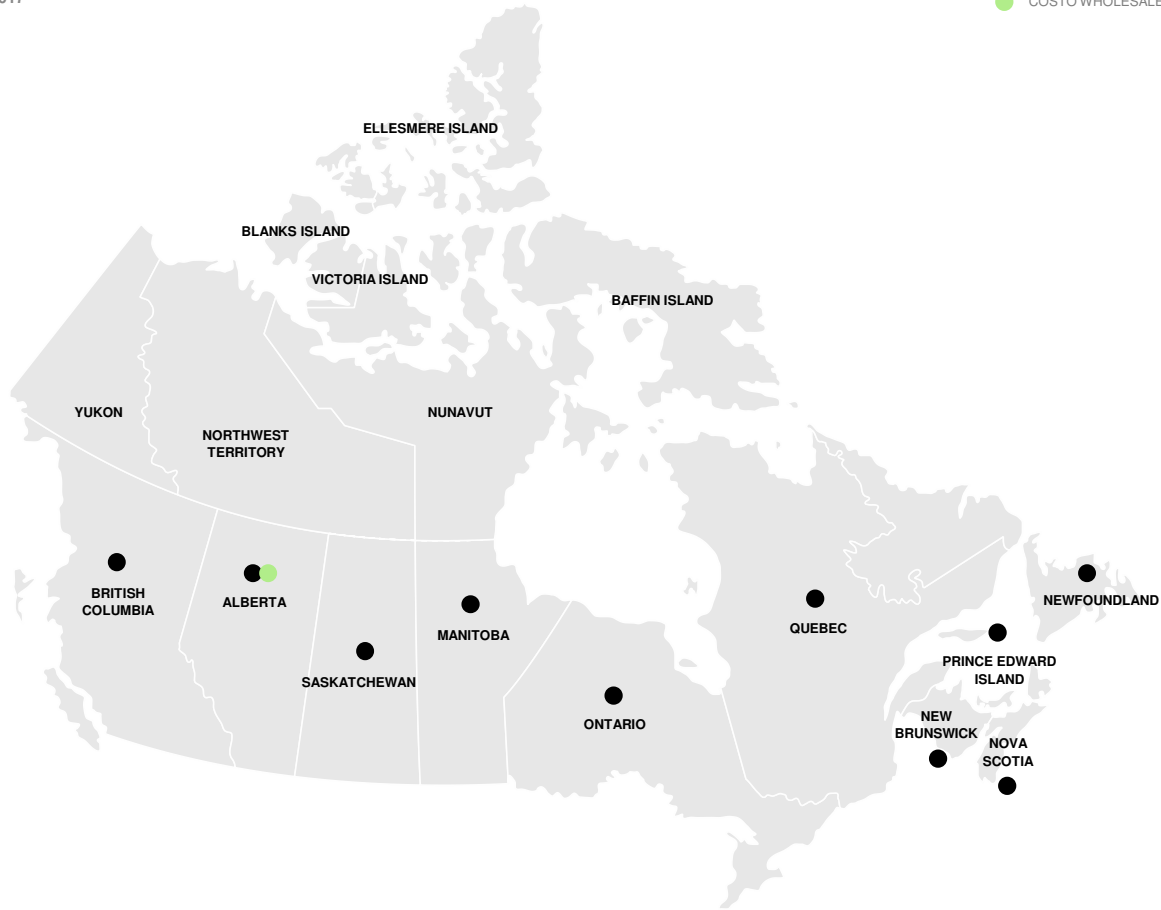
Multi-regional brands: PIGRO - GOOD - CANALETTO



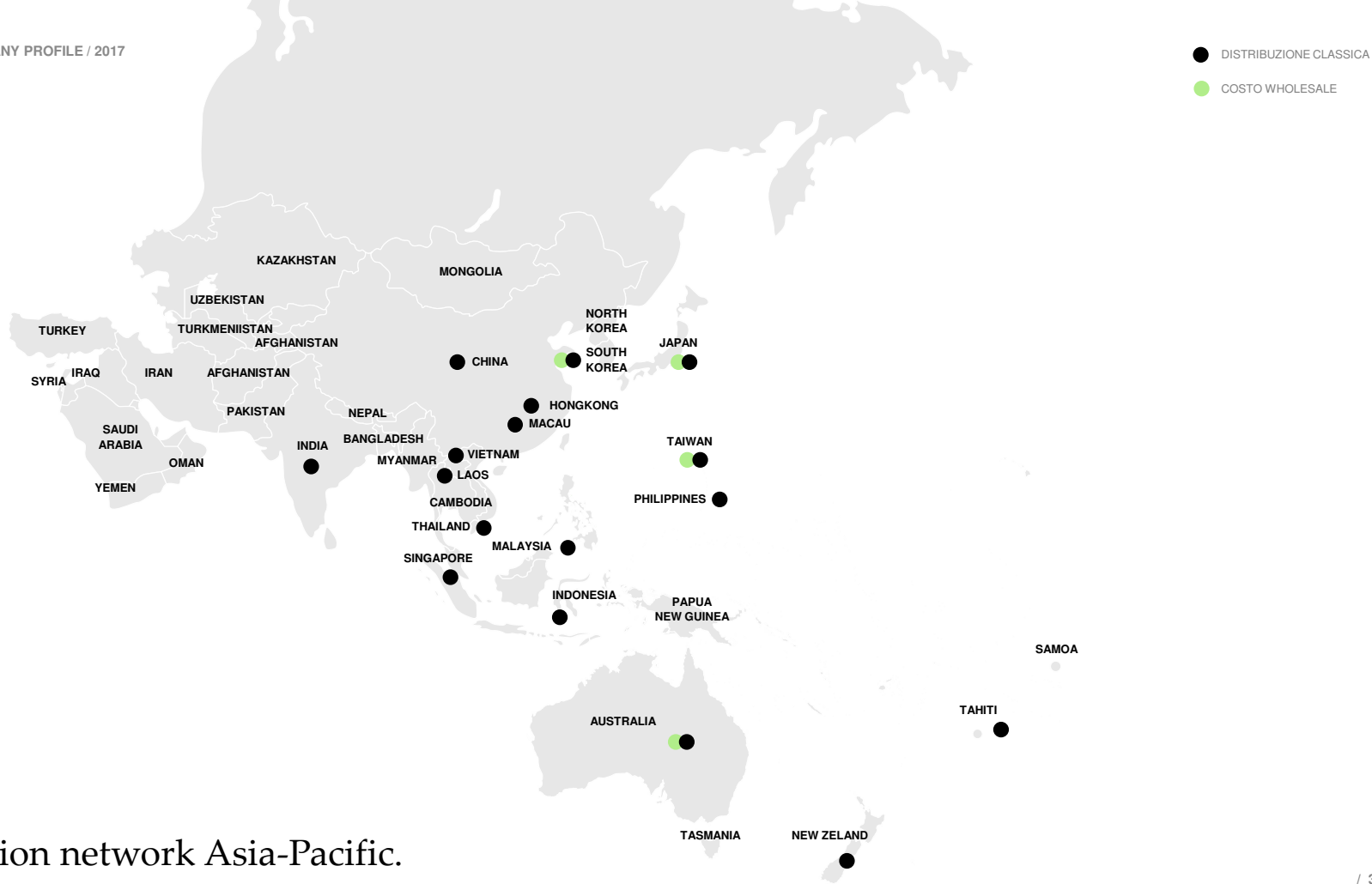
Distribution network.



Distribution network USA.



Distribution network Canada.



Distribution network Asia-Pacific.

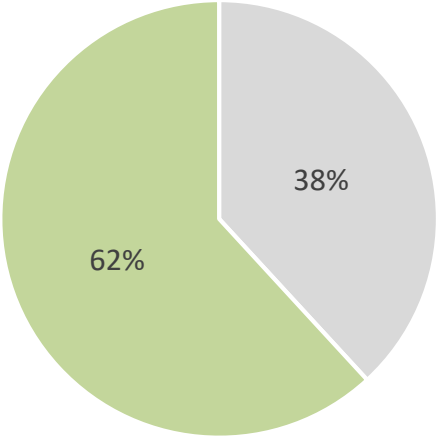


Large Retailers.

Key Figures.

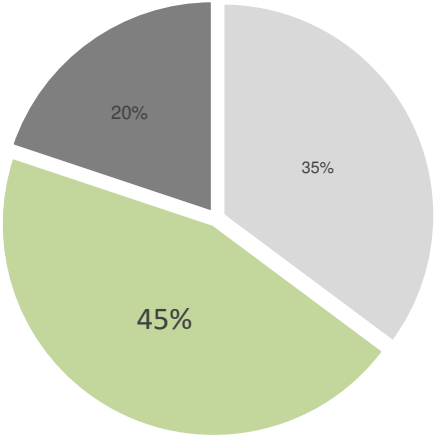


Sales per business model



● BY COMMISSION ● TRADING

Sales by channel



● NATIONAL RETAILERS ● REGULAR DISTRIBUTION ● MONOPOLY

Wine Sales 2016

Per Business Model and by Channel

ETHICAWINES

THANK YOU