



GRUPO PEÑAFLO
BODEGAS ARGENTINAS LÍDERES

HISTORY AND EVOLUTION

Grupo Peñaflor originated in the integration of prestigious and century-old wineries. The autonomous management of each unit has turned Grupo Peñaflor into a unique case of presence and leadership in each and every segment of the Argentine market. It is recognized as one of the world's top ten wine producers.



Grupo Peñaflor is the leader in the Argentine wine industry and a key player in the world wine industry...

Grupo Peñaflor is a conglomerate that is focused on the production and commercialization of wine products, including the following wineries:



Grupo Peñaflor is the leader in the Argentine wine industry, with 15% market share in the domestic market, with a dominant position in key segments, and 27% of Argentine Wine Exports

History

1914

FOUNDING STAGE
Table wine company

MASSIVE STAGE
Beverage Company

2002


DLJ takes control
Leadership and Focus: Leader Wineries Group

2010

Bemberg Family shareholder
Target: to be a top five player in the world wine industry

2016

Acquisition of Diageo in Argentina
Target: to change the spirits landscape in Argentina



FIGURES AND ACHIEVEMENTS

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GRUPO PEÑAFLOR

3.200

PRODUCTIVE HECTARES

AMONG THE **10** TOP TARGETS
WINE PRODUCERS WORLDWIDE

#1

EXPORTER OF BOTTLED WINE
FROM ARGENTINA

#1

MALBEC

PRODUCER
WORLDWIDE

U\$S **180**
MILLION
IN ANNUAL EXPORTS

U\$S **489**MM
ANNUAL SALES
REVENUES

20% SHARE IN
THE
ARGENTINE
MARKET

274
MILLION LITERS
OF STORAGE CAPACITY

28000 
DIRECT JOBS

WE WORK WITH

750

INDEPENDENT GRAPE
PRODUCERS

3.300

LOCAL SUPPLIERS

U\$S 97MM

PRODUCTIVE INVESTMENTS
2018- 2022



WINE & GRAPE
PURCHASES
\$ **4.400** MM



SALES for
240
MILLION
LITERS OF WINE

11 PRODUCTIVE
FACILITIES

14 %

VOLUME SHARE
ARGENTINE WINE EXPORTS



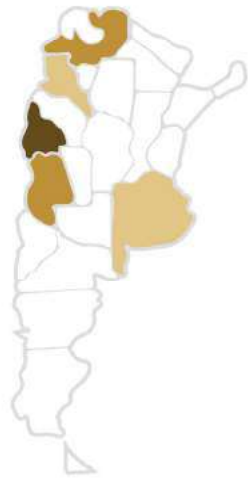
OUR ESTATES

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GRUPO PEÑAFLORES

OUR WINERIES AND OPERATIONS

Our operations are strategically located in Argentina's main productive areas: Mendoza, San Juan, Salta, Catamarca and Buenos Aires.



SALTA

- Cafayate

SAN JUAN

- San Martín

CATAMARCA

- Santa María

BUENOS AIRES

- Administrative headquarters
- Distribution Center
- Chapadmalal

MENDOZA

- Coquimbito
- Villa Nueva
- Godoy Cruz
- Agrelo
- San Rafael



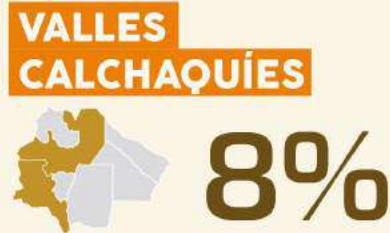
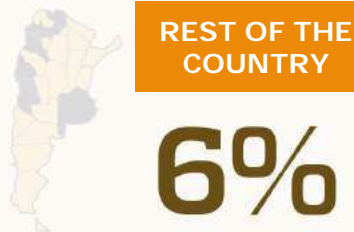
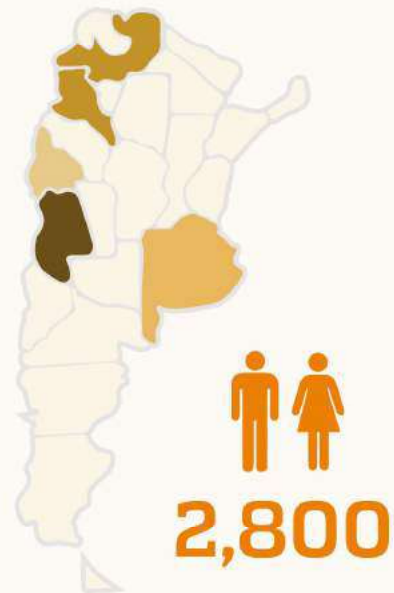


OUR PEOPLE

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GRUPO PENAFLOR

¿WHERE ARE OUR PEOPLE LOCATED?



GRUPO PEÑAFLOR'S YOUNG PROFESSIONALS PROGRAM



PROGRAMA
COSECHA
2018



INTERNATIONAL PRESENCE

INTERNATIONAL PRESENCE

Grupo Peñaflor exports over 75 million liters to more than 100 countries in the five continents.
We have offices in the main export markets:



OFICINAS

1. Londres, Reino Unido
2. Berlín, Alemania
3. Miami, EE.UU.
4. Ontario, Canadá
5. México DF, México
6. Shangai, China
7. Singapur, Singapur

OUR PORTFOLIO

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GRUPO PEÑAFLORES

OUR PORTFOLIO

TRAPICHE
ARGENTINA

TRAPICHE
MEDALLA

MALBEC
2015

FINCA
LAS MORAS

FINCA
LAS
MORAS
BARREL
SELECT
MALBEC

VALLE DE CAPATATE
EL ESTECO



BODEGA
Navarro Correas



MASCOTA
VINEYARDS



BODEGA
SAN TELMO



SuTer



BODEGA
SANTA ANA
1889



BODEGAS LA ROSA



TERMIDOR
PASION ARGENTINA



La Finca
En la Finca



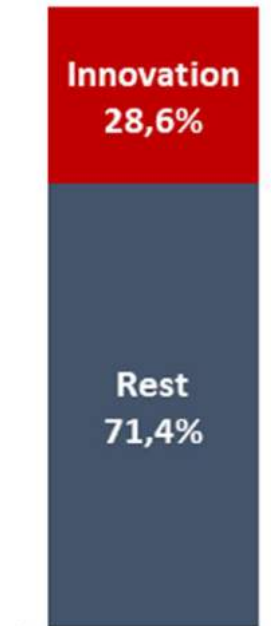
INNOVATIONS

Innovations launched in the last four years are our growth driver



Innovation Share

Revenues* FYTD 18 (Share %)



GRUPO PEÑAFLORES



SPIRITS
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GRUPO PEÑAFLORES

In February 2016, Grupo Peñaflores acquired Diageo's operations in Argentina
We now distribute Spirits for Diageo in one of most dynamic markets





SUSTAINABILITY

In accordance with the highest international standards, in Grupo Peñaflores we develop a management model based on the generation of economic, social and environmental value.

**FOOD SECURITY
AND
AGRICULTURAL PRODUCTION**



ORGANIC PRODUCTION



SOCIAL RESPONSABILITY



GROWERS PROGRAM



We work with our suppliers to promote the sustainability of our production adding value to the economic and social development of our communities.

As part of the annual work plan, the Viticulture Department provides technical assistance for the incorporation of good **agricultural practices, care for the environment and employment conditions.**



















**AWARDS &
ACCOLADES**

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During FY18, 71 wines got +94 awards, including 7 BEW

+94 pts. awards		+97 pts awards		Contests	
	38		99 pts ISCAY MALBEC - CABERNET FRANC 2013 BODEGA TRAPICHE		
	11		98 pts PIONERO 2013 BEMBERG ESTATE WINES		
	8		97 pts LA LINTERNA FEDERNAL MALBEC 2013 BEMBERG ESTATE WINES		
	4		97 pts ISCAY SYRAH - VIOGNIER 2015 BODEGA TRAPICHE		
	3				
	7				
TOTAL	71				

On March 29th, and for the first time, one of our wines got 99 points



TRAPICHE MALBEC CABERNET FRANC MENDOZA ISCAY 2013

A stunning and beautiful red with dark plum and orange peel aromas including pepper and wet earth. Even black truffle. Full body, super velvety yet tight and plush texture. Amazing fruit and balance at the same time. Fantastic finish. Cabernet franc is from Altamira and malbec from Gualtallary. Drink in 2022 but already a joy to taste.

Iscay 2013 Malbec – Cabernet Franc was the first wine in Trapiche’s history to reach 99 points

On May, one of our wines was named Best Malbec in the World at Las Citadelles du Vin 2019 (Bordeaux, France)



Trapiche Terroir Series "Finca Coletto" 2015, Best Malbec in the World



TRAPICHE, THE MOST AWARDED WINERY FROM ARGENTINA

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The latest report World Ranking Wine & Spirits 2017 of the World Association of Wine Writers and Journalists (WAWWJ), ranked again Trapiche as the # **N° 1 on the Top 100 BEST ARGENTINEAN WINERIES**; while it ranked #8 on the **Top 100 BEST WINERIES OF THE WORLD**.



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