

R. JELÍNEK

R.JELINEK GROUP SE



ANNUAL REPORT

2012

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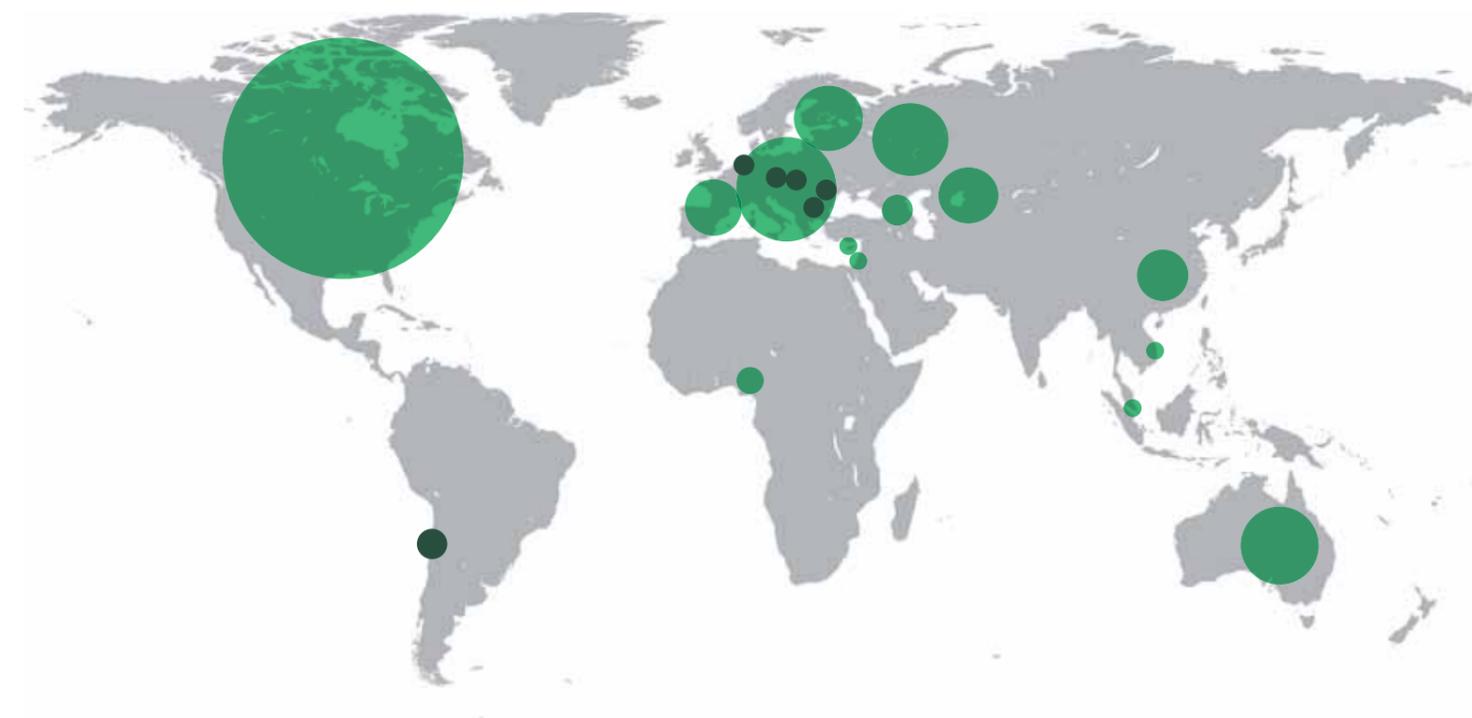
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● Subsidiary Companies

● Export Markets

Czech Republic
Slovakia
Netherlands
Chile
Bulgaria
Romania

Australia	Chile	Romania
Austria	China	Russia
Belgium	Israel	Singapore
Bulgaria	Italy	Slovakia
Canada	Kazakhstan	Spain
Cyprus	Latvia	Sweden
Finland	Lithuania	Switzerland
France	Luxembourg	USA
Georgia	Netherlands	Uzbekistan
Germany	Nigeria	Vietnam
Hungary	Poland	

Note: The financial figures in the Annual Report are re-calculated to EUR using the valid exchange rates of 31 December 2012 (25,14 CZK/EUR; 4,43 RON/EUR; 1,96 BGN/EUR; 632,90 CLP/EUR).

*Foreword of the Chairman
of the Board of Directors*





Dear shareholders, business partners,

It is the third year that I have the honor to present the Annual Report for the preceding year to you on behalf of the Board of Directors of **R.JELINEK GROUP SE**.

The year 2012 was the first year of standard agenda for the whole Group in the Netherlands, starting on January 2, 2012 when the company was incorporated with its new registered address in Tilburg. We were able to adjust and standardize revenues from subsidiaries based primarily on renting trademarks and trading of goods from third-party producers, namely on markets in the Czech Republic, Slovak Republic, Bulgaria and Romania.

Last year the overall economic situation in Europe required increase in sales and marketing expenses to maintain sales and market share. The economy of R.JELINEK GROUP was most significantly influenced by the introduction of Prohibition in the Czech Republic in the autumn, including the export ban, as a result of excessive liberalization of the alcohol market in the Czech Republic and long-unresolved problems with illegal manufacturers and their products from the government.

The largest company of the Group, **RUDOLF JELÍNEK a.s.** Czech Republic primarily as a result of prohibition and the subsequent ban on exports concluded with a loss of EUR 760 thousand, for the first time after thirteen years. Revenues from own products were 14% lower compared to the previous year. We improved the revenues by acquiring the distribution of Berentzen and Stroh brands in the Czech Republic and M. METELKA brand for all foreign markets. Total losses in the company's earnings due to prohibition were calculated at approximately EUR 1 million. The largest and long-term project of the company was the renovation of filling line including partial modernization and efficiency of the technology, for which we had had to suspend production for six months and stock finished products in advance.

The most challenging situation for Czech products certainly occurred in Slovakia's market. Government's ban on the import of products from the Czech Republic lasted for one month and a half, and Slovak competitive producers took advantage of the situation in terms of marketing and business. **RUDOLF JELÍNEK Slovakia s.r.o.** reported a loss of EUR 186 thousand. Total revenue excluding taxes slightly increased year on year by 2.3% to EUR 2.73 million only thanks to the aforementioned distribution of third-party brands. Due to the thin cap of the Company, Board of Directors of R. JELINEK GROUP decided to increase its registered capital to EUR 200 thousand, which was carried out at the beginning of 2013.

Very poor economic performance for last year was reported by **R. JELINEK L.A. S.A.** Chile – a loss of EUR 366 thousand. The reasons for losses are bad company management in Chile – incorrect cost management: in particular, the high purchase price of pears, high cost of loans, failure to rent newly acquired land, and also the low sales of imported bottled products. An equally compelling reason is the failure to achieve expected sales of spirits in Europe. Based on these facts the Director of the company was withdrawn and the company is directly controlled by the Board of Directors. Balanced management plan has been implemented from the beginning of 2013.

Romanian company **S.C. VALCO S.A.** managed to stop the drop in sales of previous years in 2012 and the company's revenues slightly outstripped the year 2011, but despite the above economy results the company concluded with loss of EUR 104 thousand. The reasons for the loss include implemented investments into sales team and failure to achieve expected sales. The company purchased a 12-ha land - orchard for the concentration of production and launched all the preparatory administrative works. With regard to the results, however, further restructuring of the company was initiated at the end of the year. In 2013, the shareholders must decide on the future strategic direction of the company.

In Bulgaria we finally completed the liquidation of the company DESTILA last year, which was reflected in the economy of the subsidiary **VINPROM TROYAN A.D.** in a single expensed amount of EUR 278 thousand. The company with regard to the above facts for the first time in our shareholder's history experienced a loss, amounting to EUR 249 thousand. Despite the great positive year-on-year yields increased by 17%, the management mishandled the increase of sale and marketing expenses, which together with unrealized purchases expected under the plan resulted in reduction of the overall profitability of the company. In the second quarter of 2012, a new director of the company was appointed and the filling line was successfully renovated.

Company **Milan METELKA a.s.** decreased its share capital to appropriate EUR 220 thousand last year by writing off certain intangible assets. Due to the structure of its portfolio, the company was not significantly affected by prohibition and after two years it reported a profit after tax of EUR 35 thousand. Since the beginning of 2013, R.JELINEK GROUP fully took over the responsibility for sales of company products in all markets.

The parent company **R.JELINEK GROUP SE** generated a loss of EUR 60 thousand for the year 2012. Total revenues amounted to EUR 357 thousand and comprise primarily of revenues from license fees for the use of trademarks and logos that have been long established in the signed contracts with the subsidiaries.

Total assets of the company by the end of 2012 stabilized at EUR 22,51 million and equity ratio increased to 86,6 % of total assets. Share capital of the Company remains unchanged at EUR 19.08 million. **Equity** amounts to EUR 19,49 million.

In terms of funding, in accordance with the contract the Company fully paid all its liabilities to Česká spořitelna (Czech Savings Bank) and currently does not receive any bank loans. As of 31 December 2012 its liabilities amount to EUR 3,02 million and these are liabilities payable solely to key shareholders and within maturity. The company is therefore almost entirely financed by its equity and borrowings from its largest shareholders.

Group's total revenues last year amounted to EUR 18,09 million, while the sum of losses of individual companies accounted for EUR 1,4 million. For 2013, all group companies have planned to achieve profit and implement only necessary investments. I believe that 2013 will be a year of stabilization, the year when the Group's companies will at least compensate the losses of 2012 and return to their thriving path.

In 2012, R.JELINEK GROUP paid to the state budget in total the excise duty of EUR 15,66 million.

In conclusion, let me on behalf of the Board thank all employees of subsidiaries, business partners and shareholders for their work, support and confidence in the products and services provided by R.JELINEK GROUP SE in the challenging year 2012.

Ing. Pavel Dvořáček
Chairman of the Board of Directors



Company Profile



1. General Information
2. Company Bodies
3. Organizational Structure



II. 1. General Information

Business Name:	R.Jelinek Group SE
Registered Office:	Spoorlaan 386, 5038CD Tilburg, The Netherlands
Web pages:	www.rjelinek.com
Id. No.:	54291593
Legal form:	European Company
Registered capital:	19.079.655,12 EUR
The Company's Bodies:	Board of Directors Supervisory Board

II. 2. Company Bodies

Board of Directors

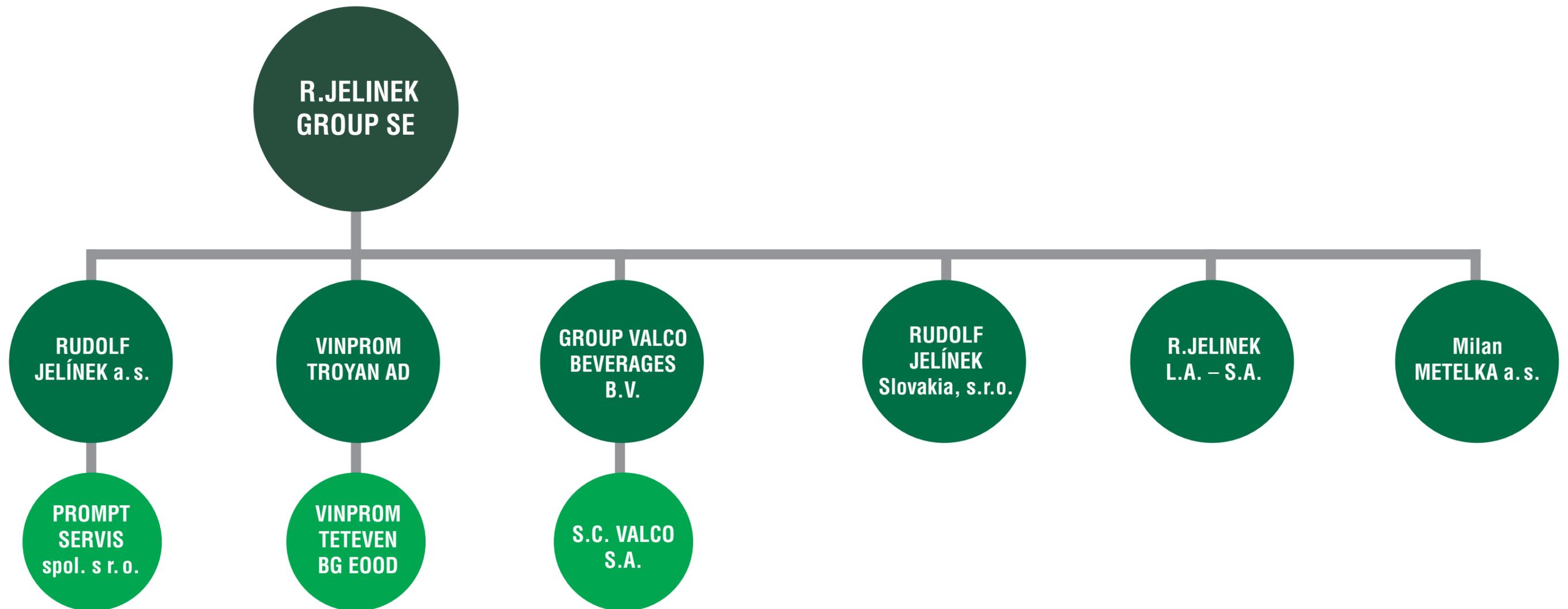
Chairman:	Ing. Pavel Dvořáček
Vice-Chairman:	Ing. Zdeněk Chromý
Member:	Ing. Lumír Zakravač
Member:	Ing. Martin Déva

Supervisory Board

Chairman:	Ing. Miroslav Rychna
Member:	Ing. Přemysl Kovář
Member:	Ing. Leoš Kvapil



Vizovice in the early 20th century.



ECONOMIC RESULTS OF THE SUBSIDIARY COMPANIES 2012 (EUR Thousands)

Company	Share capital	Assets	Revenues	Profit/Loss	Non-consolid. profit before taxes	Number of employees
RUDOLF JELÍNEK a. s.	92,08 %	22 699	11 659	-693	-753	102
R.JELINEK L.A. – S.A.	80,00 %	2 939	1 096	-244	-305	8
VINPROM TROYAN AD	94,53 %	2 561	1 693	-240	-254	24
RUDOLF JELÍNEK Slovakia, s.r.o.	100,00 %	2 080	2 872	-186	-186	7
GVB BV / S.C. VALCO S.A.	39,86 %	682	724	-41	-104	19
Milan METELKA a. s.	5,00 %	31	47	1,8	35	8
Total		30 992	18 091	-1 403	-1 567	168

Subsidiary Companies, Export Markets



1. *RUDOLF JELÍNEK a. s.*
2. *R.JELINEK L.A. – S.A.*
3. *Group Valco Beverages B. V.*
4. *VINPROM – TROYAN AD*
5. *RUDOLF JELÍNEK Slovakia, s.r.o.*
6. *Milan METELKA a. s.*



Registered office: Razov 472
763 12 Vizovice
Czech Republic

Legal form: Joint-stock company

Web: www.rjelinek.cz

Id. No.: 499 71 361

Incorporation: 1894

Registered capital: 9.332.888 EUR

RJG's share: 91 %

Number of employees: 102



The Company's Bodies:

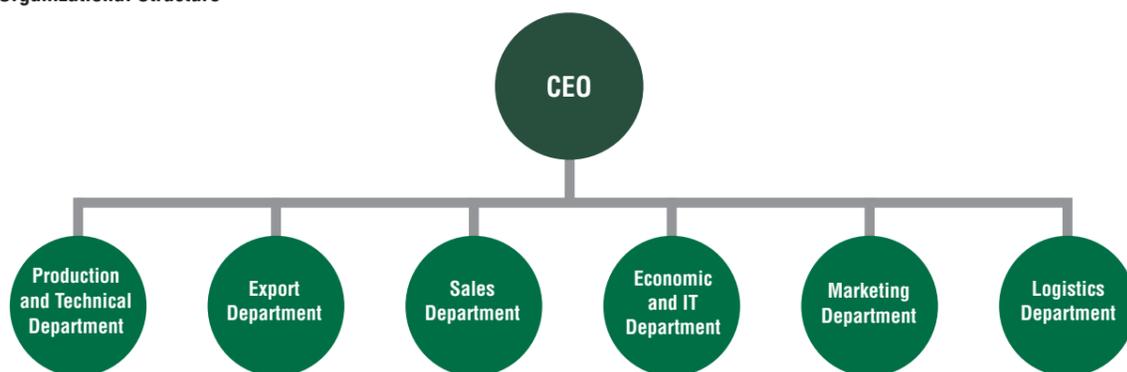
Board of Directors

Chairman: Ing. Pavel Dvořáček
Vice Chairman: Ing. Zdeněk Chromý
Member: Ing. Markéta Matějčková

Supervisory Board

Chairman: Ing. Miroslav Rychna
Member: André Lenard
Member: Ing. Petr Mareček

Organizational Structure



The **RUDOLF JELÍNEK** joint-stock company, which is the most important company within R.JELINEK GROUP's asset portfolio, is engaged in the production of alcoholic beverages, especially fruit distillates. The tradition of production of fruit distillates at Vizovice dates back to 1585. In 1882, Zikmund Jelínek first appeared in Vizovice in the position of director of a distillery and he rented the distillery from 1886 onward. The Company itself was established at the end of the nineteenth century, in 1894.

Slivovice (plum brandy), produced in several variants (white, golden, jubilee, kosher, etc.), is the Company's flagship product. Other products in the Company's portfolio include branded fruit distillates of the highest quality, such as pear, apricot, cherry and apple brandy.

The Company continues the tradition of exporting its products abroad, which Rudolf Jelínek commenced by exporting kosher distillates to markets in the United States as early as in 1934. Exports now account for 34 % of the Company's sales.

THE COMPANY'S PORTFOLIO

Fruit Distillates

Slivovice (plum brandy) is a typically Moravian plum distillate. Jelínek slivovice is traditionally produced using three-stage distillation of well-matured plums.

Other fruit distillates in the portfolio are pear, apricot, cherry and apple brandies.

Premium Products

Kosher Distillates

Kosher distillates are produced without the use of any raw materials, production equipment or procedures that contradict the rules of the Jewish religion. The production of kosher distillates takes place under the supervision of rabbis of the Orthodox Union of America. The kosher certificate awarded by the Orthodox Union of America certifies the utmost quality of the distillate.

Non-traditional Distillates

Really unique products in the area of distillate production can be found among the products of RUDOLF JELÍNEK – 13 kinds of special distillates (Višňovice – Sour Cherry brandy, Černý rybíz – Black Currant brandy, Ostružinovice – Blackberry brandy, Oskerušovice – Chequers brandy, Kdoulovice – Quince brandy, Jahodovice – Strawberry brandy, Borůvkovice – Bilberry brandy, Malinovice – Raspberry brandy, Červený jeřáb – Rowanberry brandy, Pivní pálenka – Beer brandy, Jadernička – Apple brandy, Trnkovice – Sloe brandy, Mirabelkovice – Yellow Plum brandy). These non-traditional distillates are produced using the state-of-the-art Holstein distillery unit, which is able to preserve the typical smell and taste of fruits.

Vizovická slivovice

The vintage series of the slivovice brandy is produced from fruit grown in the Company's own orchards in Vizovice. It is made in limited series, the first vintage of which was introduced in 2008.

The Moravian Spirit line

Other spirits with added distillate bring the smell and taste of the most popular fruit distillates. This product line includes eight flavours (plum, golden plum, pear, apricot, cherry, apple, raspberry, strawberry).

Branded Spirits

Plum vodka, Slovácká borovička, Gold Cock Whisky, Praděd, Praděd Bitter, Premium line, Plum liqueur, Absinth, R. JELÍNEK VODKA, Švejk's line (Tuzemák, Vodka, Pepermint, Griotte) etc.



FRUITS AND ORCHARDS

RUDOLF JELÍNEK a. s. is one of the biggest processors of fruit, especially plums for the production of plum brandy. The Company's efforts to continue the tradition and history of orchard farming led to the foundation of the Company's own plum orchards at Vizovice. The orchards cover an area of 50 ha at present and nine varieties of extraordinarily high-quality and hardiness are planted there – Čačanská Lepotica, Stanley, Gabrovská, Hanita, Presenta, Valjevka, Toptaste, Katinka and Čačanská Rodná.



CULTURAL EVENTS

The premises of RUDOLF JELÍNEK are suitable for social events due to their size and advantageous location near road infrastructure. The area for 20.000 visitors is used mainly for cultural events during the summer season. The unique environment of the Walachian countryside and the inimitable atmosphere of the original distillery intensify the experience and, among other things, enable the visitors to explore the Company's history, traditions and products. The best-known traditional events held on the premises of the factory are indisputably the Masters of Rock festival, Vizovice Jelínek's Degustation and the Vizovické Trnkobraní (Vizovice Plum Harvest festival).

Recreational Resorts

RUDOLF JELÍNEK a. s. owns and manages two recreational resorts in the midst of the forests of the Chřiby highlands in the Zlín region: Lesní penzion Bunč – www.bunc.cz
Rekreační areál Kamínka – www.kaminka.cz

DISTILLERY LAND

The excursion and visitors' centre called Distillery Land enables visitors to penetrate the secrets of the production of traditional plum brandy. It offers a visit to the Holstein distillery, distillery museum, homogenization facility, the area for maturation of whisky and golden plum brandy, and the bottling plant. Tasting of products and the possibility of shopping in the company store are a matter of course.

Rooms in Distillery Land can be rented for company events, parties, exhibitions, presentations, etc.

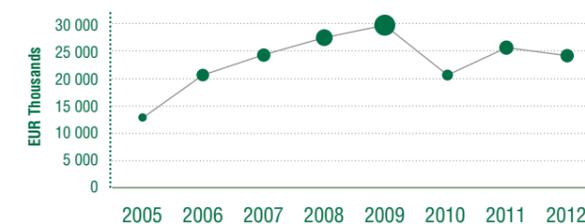


ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

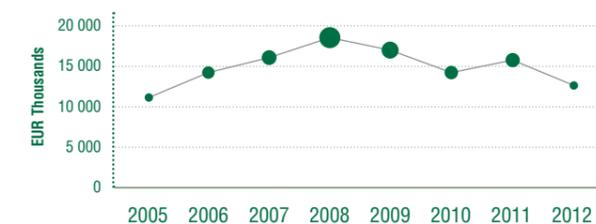
Economic results of RUDOLF JELÍNEK a. s. (Thousands EUR)	2005	2006	2007	2008	2009	2010	2011	2012
Total Assets	14 107	20 750	24 130	27 475	29 747	20 986	25 331	24 651
Total Revenues	11 251	14 268	15 650	18 274	16 877	14 646	15 703	12 662
Profit/loss (before tax)	354	1 170	1 267	1 656	1 284	1 070	875	-753
Excise Taxes Paid	9 946	10 791	11 732	12 445	12 015	9 178	10 401	10 906

NOTE 1: The exchange rate on December 31 2012 was 25,14 CZK/EUR

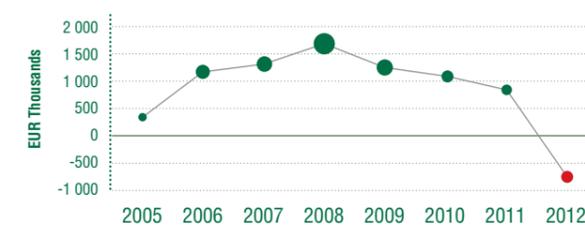
Total Assets 2005 – 2012



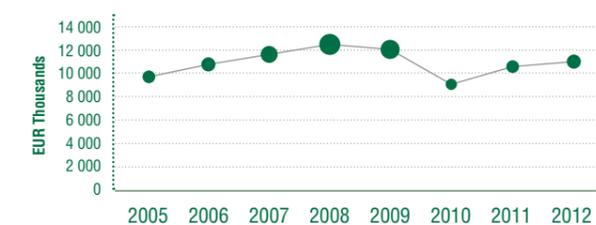
Total Revenues 2005 – 2012



Profit before Tax 2005 – 2012



Excise Taxes Paid 2005 - 2012



Registered office: Camino a Nueva Aldea Km 8
Quillón, VIIIth region
Chile

Legal form: Joint-stock company

Web: www.rjelinek.cl

Id. No.: 76.006.183-2

Incorporation: 2007

Registered capital: 1.572.086 EUR

RJG's share: 80 %

Number of employees: 8

The Company's Bodies

Board of Directors

Chairman: Pavel Dvořáček
Member and CEO: Martin Déva

R.JELINEK L.A. – S.A. specialises in purchasing fruit and the subsequent production of fruit distillates and sales thereof in large-volume packages (mainly Williams pear brandy, plum brandy), whereas 100 % of the production is destined for the European Union market. The main export markets are Germany, Italy and the Czech Republic.

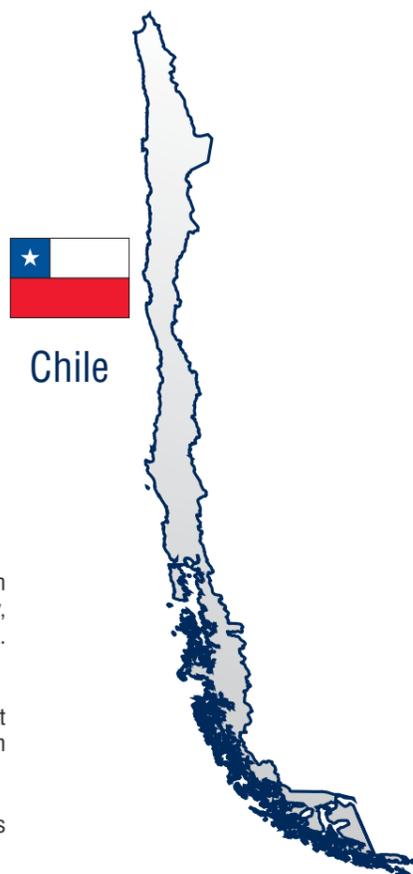
Chile, together with China, Argentina and the Republic of South Africa, is among the biggest producers of pears outside Europe. The pears harvested in Chile are high-quality, with a high sugar content, and are ideal for the production of pear distillate.

R.JELINEK L.A. – S.A. has registered capital of EUR 1.572.086 divided into 1.565 shares with a nominal value of EUR 1.000 each.

R.JELINEK L.A. – S.A. imports and distributes selected bottled alcoholic beverages of R.JELINEK GROUP SE to the retail chains in Chile, especially fruit distillates, vodka, whisky and absinthe.



La Destilería



FRUITS AND ORCHARDS

The company planted 5 ha of Pear orchard around the grounds of distillery in 2012. Trees comprise 90% of the sort Summer William's and 10% of the sort Packham's Triumph as a pollinator. The part of the orchard is „boutique orchard“ presenting different variants of the sort William's. The orchard is equipped with an automatic irrigation system. In 2012/2013 was launched a pilot phase (15 ha) of the orchard on company's land (total area of 137 ha). Activities of the year 0. include preparation of the soil and trees and in year 1. (2013/2014) will be installed irrigation and planting trees.

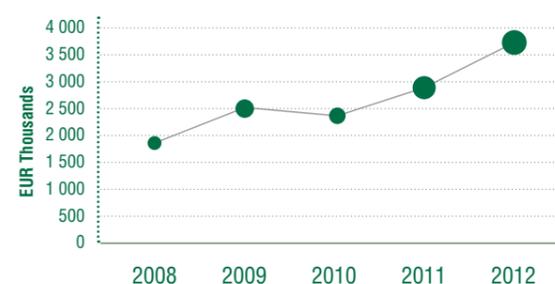


ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

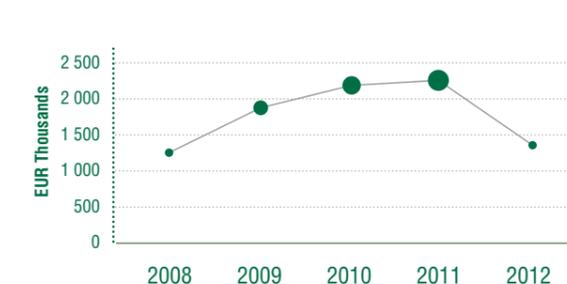
Economic results of R.JELINEK L.A. – S.A. (Thousands EUR)	2008	2009	2010	2011	2012
Total Assets	1 858	2 493	2 403	2 894	3 674
Total Revenues	1 244	1 821	2 200	2 232	1 370
Profit/loss (before tax)	108	55	219	235	-305
Excise Taxes Paid	0	0	2	4	4

NOTE 1: The exchange rate on December 31 2012 was 632,90 CLP/EUR

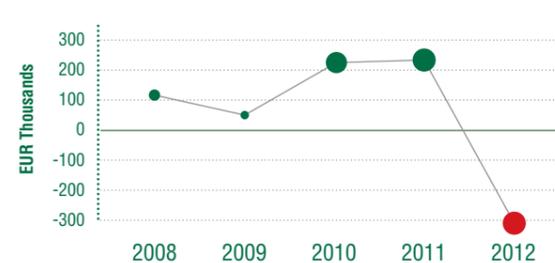
Total Assets 2008 – 2012



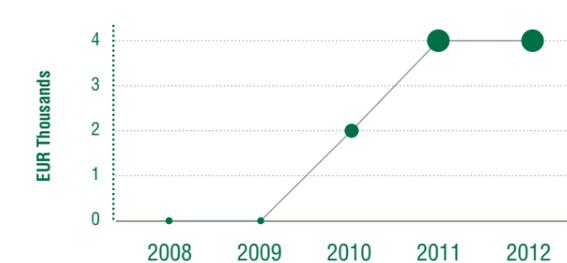
Total Revenues 2008 – 2012



Profit/Loss before Tax 2008 – 2012



Excise Taxes Paid 2008 – 2012



GROUP VALCO BEVERAGES B. V.

Registered office: Zijlstraat 2
3111PS Schiedam
The Netherlands

Legal form: B. V.

Tax Reg. No.: 24468773

Entry into the Company: 2009

Registered capital: 800.000 EUR

RJG's share: 51 %



The Company's Bodies

Executive Managers: Pavel Dvořáček
Henricus Teodorus Franciscus Jansen

Group Valco Beverages B. V. was founded in 2009 as a holding company and currently has two shareholders – R.JELINEK GROUP (51 %) and UTO International Ventures B. V. (49 %). The only asset of Valco Beverages B. V. is its majority share in the Romanian company S.C. VALCO S.A. (78,15 %).

S.C. VALCO S.A.

Registered office: Seini, Str. Somes nr. 44
jud. MARAMURES
ROMANIA 435400

Legal form: Joint-stock company

Web: www.distileriilevalco.ro

Tax Reg. No.: RO2197570

Entry into the Company: 2009

Registered capital: 189.454 EUR

Share of Group Valco Beverages: 78,15 %

Number of employees: 19

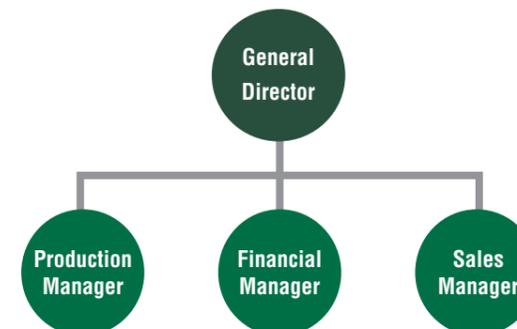
The Company's Bodies

Board of Directors
Chairman: Zdeněk Chromý
Member: Jiří Koňářík
Member: L. W. De Jong

Supervisory Board
Chairman: Maria Vezentan
Member: Maria Pop
Member: Anamaria Vavrek Czompa



Organizational Structure



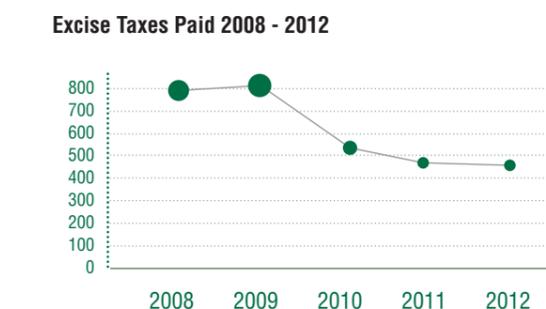
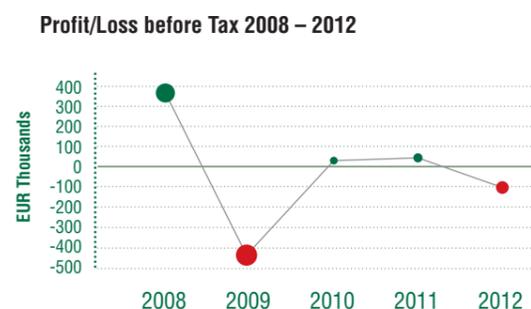
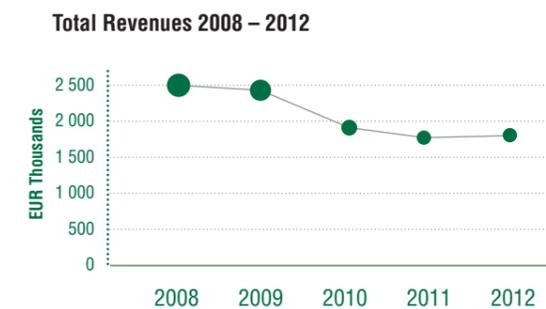
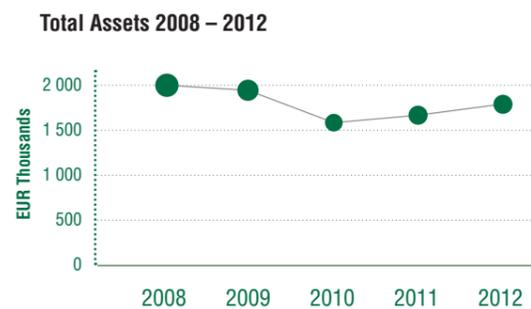
S.C. VALCO S.A. is based in the city of Seini, Maramures province, and is the biggest manufacturer of fruit distillates in Romania. VALCO products are available in most retail chains. The Romanian language has several traditional names for plum brandy and fruit distillates: Tuica – a low-degree distillate made from plums only; Palinca – usually 40 % distillate (name protected for the regions of Transylvania and Hungary); Horinca – 50 % plum distillate (the name is used in the province of Maramures only, in the region associated with the best plum brandy in Romania).

A new item in the Company's portfolio is the offer of selected products from RUDOLF JELÍNEK a. s. (Slivovice, Plum liqueur, Praděd Bitter, Plum vodka and others) and METELKA liqueurs.

ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of S.C. VALCO S.A. (Thousands EUR)	2008	2009	2010	2011	2012
Total Assets	1 954	1 942	1 542	1 584	1 712
Total Revenues	2 484	2 451	1 889	1 798	1 817
Profit/loss (before tax)	362	-419	13	44	-104
Excise Taxes Paid	784	798	519	470	453

NOTE 1: The exchange rate on December 31 2012 was 4,43 RON/EUR



Registered office: Akad. A. Bolevski St., no. 16
Troyan
Republic of Bulgaria

Legal form: Joint-stock company

Web: www.vinprom-troyan.bg

Tax Reg. No.: BG110030644

Entry into the Company: 2007

Registered capital: 762.580 EUR

RJG's share: 99,56 %

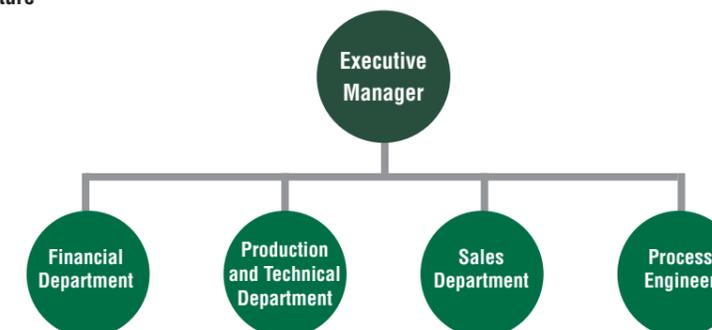
Number of employees: 24

The Company's Bodies:

Board of Directors
Chairman: Ing. Pavel Dvořáček
Member: Ing. Lumír Zakravač
Member: Ing. Stanislav Petkov Spasov



Organizational Structure



VINPROM TROYAN is the biggest and best-known Bulgarian producer of fruit distillates, especially plum rakia. The company is based in the city of Troyan situated 160 km east of Sofia, below the mountains of Stara planina, and has very favourable climatic conditions for growing plums. Production of plum rakia began here in the mid-19th century. Troyan plum rakia is produced exclusively from plums harvested in the Troyan area, which is confirmed by its registration in the European register of Geographic Origin Protection of products.

The basis of the product portfolio is plum rakia, which is delivered to the market as either “ordinary” or as vintage, multi-year plum brandy aged in oak barrels. The oldest Troyan plum brandy on the market is called “Reserva”, with a maturation period of at least 25 years. The Company also offers other fruit distillates such as pear, apricot, cherry and apple brandy.

The main customers are partner wholesale stores which cover the entire territory of Bulgaria and possess a distribution network for retailers and restaurants. The products are also stocked in most retail chains.

VINPROM TROYAN owns shares in VINPROM TETEVEN BG EOOD (100 %). VINPROM TROYAN is also the exclusive distributor of VINPROM TETEVEN distillates and STROH products, selected products R. JELÍNEK and METELKA liqueurs on the Bulgarian market.

One of the most important steps in 2010 was the increase in the Company's registered capital by BGN 1.425.000 (from BGN 66.000 to BGN 1.491.000) by issuing 712.617 new share units. A remarkable improvement of the ratio between the equity capital and outside capital occurred due to the supply of additional funds, with the equity capital being increased by 76 % to the value of BGN 3.962.000.

CULTURAL EVENTS

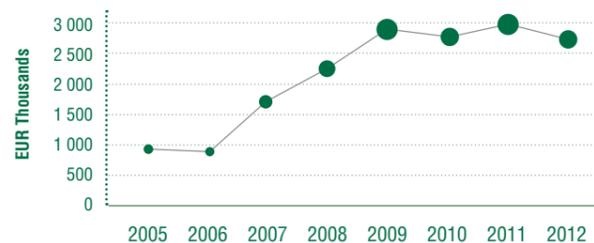
Growing plums and distilling them, drying them and processing them into plum jam and other products comprise one of the symbols of the city of Troyan, and that is why an annual festival of plums and plum rakia has been held there since 1993. The event takes place on the last weekend in September, and the nearby village of Orešak also participates in the festivities. In 2012, the 20th annual Plum Festival took place in September, and the VINPROM TROYAN Company actively participated in it for the first time as a significant industrial processor of plums and producer of the well-known plum rakia. The Company prepared an Open House within the celebrations, so that visitors could learn about the production process of their favourite drink in more detail while getting to know the Company's history and present as well as the tradition of growing and processing plums in the Troyan region.

ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

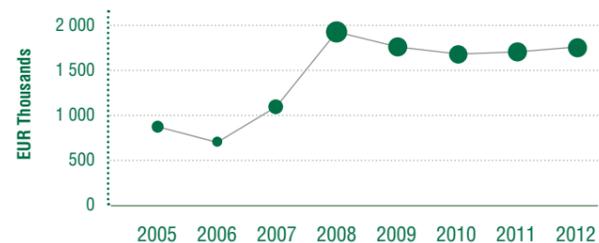
Economic results of VINPROM TROYAN AD (Thousands EUR)	2005	2006	2007	2008	2009	2010	2011	2012
Total Assets	950	932	1 647	2 303	2 892	2 793	2 964	2 709
Total Revenues	899	713	1 126	1 921	1 765	1 649	1 681	1 791
Profit/loss (before tax)	21	24	207	225	235	140	97	-254
Excise Taxes Paid	348	131	513	788	637	723	747	1 005

NOTE 1: The exchange rate on December 31 2012 was 1,96 BGN/EUR

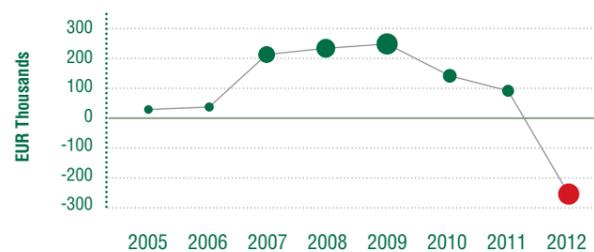
Total Assets 2005 – 2012



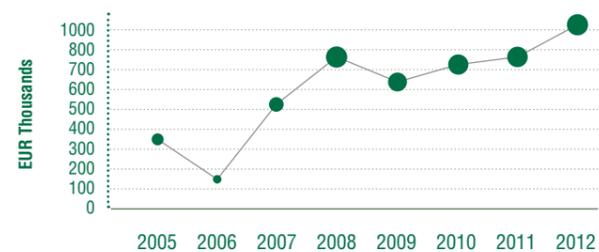
Total Revenues 2005 – 2012



Profit before Tax 2005 – 2012



Excise Taxes Paid 2005 - 2012





Registered office: Kráľovská 1
909 01 Skalica
Slovak Republic

Legal form: Limited liability company

Web: www.rjelinek.sk

Tax Reg. No.: SK2020110136

Incorporation: 1999

Registered capital: 99.582 EUR

RJG's share: 100 %

Number of employees: 7



The Company's Bodies

Executive Managers: Ing. Pavel Dvořáček
RNDr. František Vlček



Based at Skalica, RUDOLF JELÍNEK Slovakia, s.r.o. was founded in 1999 as the exclusive importer of RUDOLF JELÍNEK products to the Slovak Republic. As the biggest Slovak importer, it holds a very good position in the sale of fruit distillates. It has a growing market share in on-trade and off-trade.

The Company's portfolio now consists of many kinds of fruit distillates in all price categories, delivered in the most varied types of packaging. In addition to fruit distillates, the producer's offer includes R. JELÍNEK Vodka, Slovácká borovička, Luhačovická and Praděd herbal distillates, fruit liqueur and other spirits.

The Company's portfolio comprises approximately 90 items of the RUDOLF JELÍNEK brand.

The Company is a distributor of the French brand **MONIN**. A wide range of products for bartenders, for preparing mixed drinks and coffees, is offered under this brand. The Company's range of products includes more than 50 kinds of bar syrups.

The Company has also been the exclusive distributor of **METELKA** liqueurs since 2009.

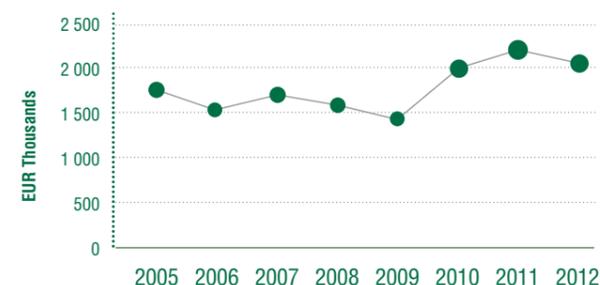
A newly distributed brand is French **VEDRENNE** liqueurs. The range of products includes more than 12 kinds of bar liqueurs.

Since 2012, the other brands are distributed, Berentzen covering 20 products, and Austrian brand Stroh with three different variants of rum.

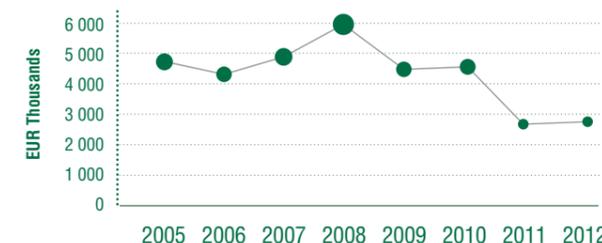
ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of RUDOLF JELÍNEK Slovakia, s.r.o. (Thousands EUR)	2005	2006	2007	2008	2009	2010	2011	2012
Total Assets	1 798	1 496	1 666	1 544	1 470	1 983	2 427	2 080
Total Revenues	4 796	4 255	4 981	5 997	4 420	4 425	2 791	2 872
Profit/loss (before tax)	22	14	15	57	1	22	23	-186
Excise Taxes Paid	-	-	2 177	2 696	2 114	2 772	2 669	2 795

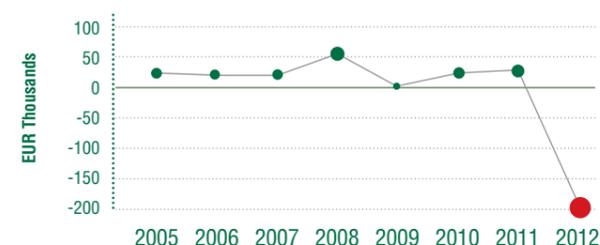
Total Assets 2005 – 2012



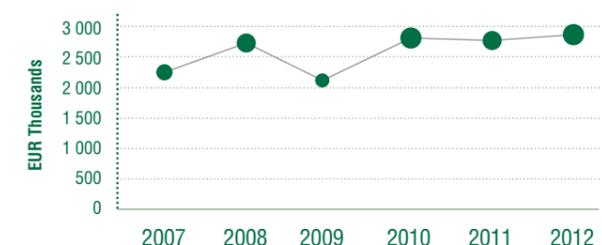
Total Revenues 2005 – 2012



Profit before Tax 2005 – 2012



Excise Taxes Paid 2007 - 2012



Registered office: Moravské Prusy 119
682 01 Prusy-Boškůvky, Vyškov
Czech Republic

Legal form: Joint-stock company

Web: www.metelka.cz

Id. No.: 29182867

Entry into the Company: 2012

Registered capital: 215.686 EUR

RJG's share: 5 %

Number of employees: 8

The Company's Bodies

Board of Directors

Chairman: Milan Metelka
Member: Ing. Pavel Dvořáček
Member: Ing. Lumír Zakravač

Supervisory Board

Chairman: Zlata Zelová
Member: Vladimíra Metelková
Member: Ing. Dagmar Dėvová

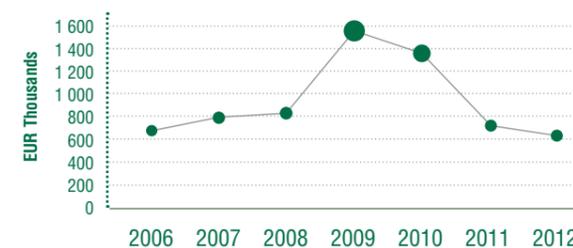


Production of liqueurs and spirits in Antonín Metelka's family began in Vyškov, South Moravia, in 1935. The principal products were Režná (rye spirit), Rum, Griotka (cherry brandy), Praděd herbal liqueur, Wolga fine bitter liqueur, Rosbašský liqueur, Liqueur de Chartreuse, Hubertus special herbal liqueur for hunters and other spirits and liqueurs popular at that time. Their growing influence on the market was dampened by the beginning of World War II and the introduction of spirit rationing for domestic producers of alcoholic beverages. The owner's son, Bohumil Metelka, finished his studies at a distillery school in 1946-47 and continued with his father's business. However, the Company's golden era ended involuntarily in 1948, when the Communist Party seized political power, bringing private enterprise in Czechoslovakia to an end. After the fall of the Communist regime in 1989, Bohumil Metelka passed his experience in the field down to his son Milan, who began building a family liqueur factory at Moravské Prusy at the end of 1991, thus continuing with tradition of the alcoholic-beverage production, which continues today.

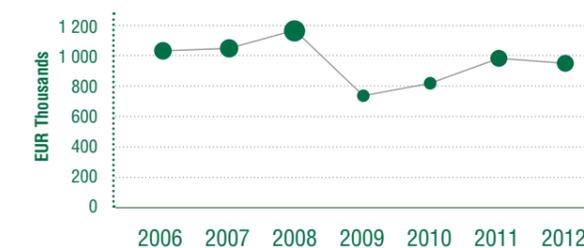
ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of Milan METELKA a. s. (Thousands EUR)	2006	2007	2008	2009	2010	2011	2012
Total Assets	668	794	822	1 547	1 361	718	619
Total Revenues	1 037	1 034	1 157	740	817	988	937
Profit/loss (before tax)	17	13	43	1	-55	-595	35
Excise Taxes Paid	536	675	676	555	580	624	494

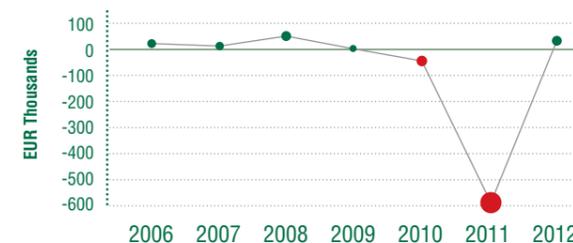
Total Assets 2006 – 2012



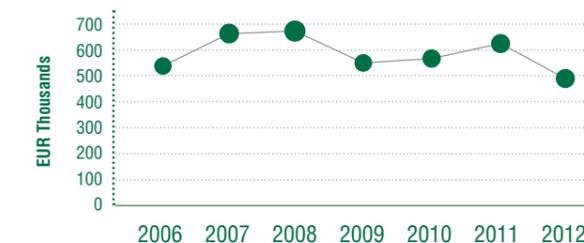
Total Revenues 2006 – 2012



Profit/Loss before Tax 2006 – 2012



Excise Taxes Paid 2006 - 2012



Export Markets

IV.

- 1. United States and Canada*
- 2. Europe*
- 3. Russia, China, Africa and other export markets*



IV. 1. United States and Canada

The United States as an export destination has quite a long tradition commenced by Rudolf Jelínek with the first export of kosher plum brandy in 1934. This export developed into repeated business as early as in 1930s and took root on the key markets of New York and Chicago. The Company managed to maintain exports to the United States, though with an extended break from the end of World War II until the 1990s. The Company's history of exporting products to the United States was a valuable asset for a new level of penetration of that key market during the last ten years.

An essential expansion of product distribution to 30 American states occurred in this period, whereas the Group's products are frequently sold not only in the key territories like New York, New Jersey, Chicago, California and Florida, but also by distributors in Utah, Colorado, Kentucky and Nevada.

A major shift also occurred in the system of doing business on the American market, where direct relations with distribution companies in the individual states and contacts with retailers and thus with end-customers are managed via a partner company that provides import services.

The customer community in the United States is very broad, but it can be divided into three basic groups, with a certain simplification: the Czech community in the United States that can be found throughout the country, from California and Texas to New York, where probably the most typical place is the Zlata Praha restaurant in the Queens borough of New York. Eastern Europeans from Serbia, Croatia, Poland, Romania and Bulgaria, who highly appreciate slivovitz and fruit distillates, are found mainly in Chicago. This market has the most European products and specialities in the United States; on the other hand, there is strong competition and price pressure.

The "Jewish market" is very interesting and requires high credibility of the brand and a high standard of quality, which must be proven with a kosher certificate issued by a reputable certification organisation, in our case the Orthodox Union of America, provided that the producer fulfils strict production criteria under the supervision of an authorised rabbi.

All products exported to the American market have a kosher certificate. The basis of the offer of products consists of plum brandy – five-year-old white, ten-year-old golden and newly also Silver Slivovitz Kosher for Passover. Williams Pear Brandy, a Williams-variety pear distillate, and Bohemia Plum, a fine triple-distilled grain vodka with a delicious plum flavour, are building up their position on the market.

The expansion of the offer with the addition Troyanska Bulgarian plum brandy and Romanian Valco Palinca provided a new impuls for the development of overseas activities in recent years. These new brands of our subsidiary companies made it possible for us to address new customer groups, as well as to gain new business partners from among the distributors.

The United States is among the most important markets for the whole R.JELINEK GROUP, not only due to the high margin on exports, but also because products of all the Group's main brands are sold on this market.

The Company is also present on the Canadian market, another important market on the North American continent. This market, divided into provinces, is a specific problem of the "monopoly state". The provincial governments control the import, wholesale and sometimes even retail, and suppliers must be represented by licensed brokers. At present, our products are delivered to the provinces of Ontario, Quebec, Alberta and British Columbia.



IV. 2. Europe

Western Europe

R.JELINEK GROUP ranks among the world's biggest producers of fruit distillates. The European fruit distillate market is chiefly the domain of a few markets. The most important players in the segment of fruit distillates (spirits) include Germany, Austria, Italy and Switzerland.

At present, products from R.JELINEK GROUP are represented on those markets, to which they are regularly exported, and the offered portfolio is being actively expanded. One feature applies to all of these markets: they are very demanding as far as quality is concerned and they are proud of their domestic production.

At present, our products can also be found on the shelves of several retail chains such as METRO in Austria. Germany is one of the most important markets in terms of the number of customers. Knowledge of the brand is apparent there, especially in eastern regions of the country (former GDR).

The Company also has a very strong position in bulk deliveries (deliveries of distillates in tanks) to Western European countries. This particularly concerns deliveries of Williams pear distillate from our subsidiary production company in Chile. European producers of pears and, subsequently, the producers of the Williams distillate, are not able to provide sufficient production volumes to cover the constantly growing consumption of this product. Bulk deliveries of apricot distillate are mostly directed to Austria.

Deliveries are executed in shipping containers with a volume of 24.000 litres. After arrival at German ports, the containers are distributed directly to customers throughout Western Europe. German consumers are among the biggest buyers and consumers of our Williams pear brandy. Italy occupies second place.

The Romanian company Valco and the Bulgarian company Vinprom Troyan are also successful in exporting to Western Europe, especially to Germany, France and Spain. Exports include especially Palinca Premium, Palinca, Tuica and Troyanska otležala rakija.

Central and Eastern Europe

Slovakia is the historically biggest export market and exhibits dynamic growth. The foundation of the subsidiary in 1999 was an important milestone of exporting to the Slovak market. At present, distribution is provided by 25 business partners. The biggest distributors are KON-RAD, IMS, TOP LIMO, SMANDRA, CBA SK and HEINEKEN. Thanks to these distributors, products of the R. JELÍNEK, METELKA and VINPROM TROYAN brands are delivered to the network of independent wholesalers, retailers, snack bars, petrol stations, etc.

R. JELÍNEK products are present in all foreign chains operating in Slovakia (Tesco, Metro, Ahold, Kaufland, Lidl and Billa).

A total of 100 items is exported to the Slovak market. The top product in terms of sales is plum brandy offered in several variants (white, golden, jubilee, kosher, etc.). The fastest-growing category is pear brandy and other pear-flavoured products.

The **Polish** market is promising in terms of both the number of inhabitants and the popularity of spirits. The Company has representation there, too. Thirteen items of the R. JELÍNEK brand are delivered to selected wholesalers as well as to retail chains (Kaufland, Makro, Lekkerland, etc.). The most popular products in the offered portfolio are Švejk Tuzemák, Moravská Švestka and Absinth. Poland also represents an important market for distillates and macerated extracts in bulk.

Romania and Bulgaria are special export markets due to the bases comprising the subsidiary production companies. R. JELÍNEK products are distributed both to wholesale stores and to retail chain on both markets. Romanian customers have taken a liking to plum flavours in the form of plum liqueur and white plum brandy, while Absinth, plum vodka, Griotte and plum liqueur enjoy the biggest consumption on the Bulgarian market.



IV. 3. Russia, China and other export markets

Russia

R.JELINEK GROUP began trading in branded products with the Moscow-based Czech-Russian company OOO SEMI Trade through our subsidiary RUDOLF JELÍNEK a. s. in autumn 2003. Cooperation is ongoing and successful. In 2010, a record number of bottles were exported, with record sales. The structure of goods sold is rather varied. Genuine distillates have the highest sales, especially plum brandy and pear brandy; liqueurs and traditional Czech spirits are also successful. Typical customers in Moscow are chiefly Czech restaurants, special boutiques that focus exclusively on selling alcohol, and smaller regional retail networks.

China

You can encounter products from R.JELINEK GROUP on five continents. Within the Company's brand-building strategy, markets beyond Europe were gained in recent years. This concerns especially the Chinese market, where the Company has had direct representation since 2009. Products are not only delivered to bars and restaurants there, but they are also offered by means of an e-shop. The main export product for Chinese market is Absinth, vodka, herbal liqueurs and whisky.

Other Export Markets

R.JELINEK GROUP products are finding fans in even more exotic markets. We managed to export our products to the Georgian market last year. Our products are offered together with Czech beer on that distant market. The pleasing news is that the products delivered to that market are our Company's flagship items (especially fruit distillates).

The first deliveries to Nigeria were realised in the course of autumn 2011. The largest market in Africa, Nigeria is interested primarily in fruit and milk liquors.

Export to Singapore, which serves as the gateway to Southeast Asia, was carried out together with the export to Afrika. The consignment contained a general overview of our product range.

CURRENT EXPORT MARKETS OF R.JELINEK GROUP SE

Australia, Austria, Belgium, Bulgaria, Canada, Cyprus, Finland, France, Georgia, Germany, Hungary, Chile, China, Israel, Italy, Kazakhstan, Latvia, Lithuania, Luxembourg, Nigeria, Poland, Romania, Russia, Singapore, Slovakia, Spain, Sweden, Switzerland, the Netherlands, the United States, Uzbekistan, Vietnam



Economic Results

V.

1. Balance sheet as of 31. 12. 2012
2. Profit calculation for tax purposes as of 31. 12. 2012



Balance sheet

31. 12. 2012

(In thousands of EUR)

Name: R.Jelinek Group SE

Tax registration number: 851244956

Assets			
Intangible fixed assets			
	Acquisition costs	End of year	Begin of year
Other intangible fixed assets	3.418.798	3.190.878	3.418.798
Total intangible fixed assets		3.190.878	3.418.798
Financial fixed assets			
	Nominal value	End of year	Begin of year
Participations		18.831.904	18.773.288
Total financial fixed assets		18.831.904	18.773.288
Receivables and accrued income			
	Nominal values	End of year	Begin of year
Trade debtors receivables	245.636	245.636	241.738
VAT receivables		2.737	0
Short-term receivables from group companies	194.879	194.879	92.449
Other receivables		4.544	25.094
Total receivables and accrued income		447.796	359.281
Liquid assets			
		End of year	Begin of year
Liquid assets		36.222	12.189
Total liquid assets		36.222	12.189
Total assets		22.506.800	22.563.556

Liabilities		
Fiscal equity capital		
	End of year	Begin of year
Paid-up and called-up share capital	19.079.655	19.079.655
Share premium	62.351	62.351
Retained earnings	346.183	457.277
Total fiscal equity capital	19.488.189	19.599.283
Long-term liabilities		
	End of year	Begin of year
Amounts owed to credit institutions	0	46.390
Other long-term liabilities	2.732.150	2.732.150
Total long-term liabilities	2.732.150	2.778.540
Current liabilities		
	End of year	Begin of year
Trade creditors and trade credits	54.872	16.043
Value-added tax	0	27.110
Wage taxes	78	0
Other current liabilities	231.511	142.580
Total current liabilities	286.461	185.733
Total liabilities	22.506.800	22.563.556

Profit calculation for tax purposes

31. 12. 2012

(In thousands of EUR)

Name: R.Jelinek Group SE

Tax registration number: 851244956

Profit calculation for tax purposes		
Income		
	Current year	Previous year
Net turnover	347.331	0
Other income	9.708	0
Total income	357.039	0
Personnel expenses		
	Current year	Previous year
Other personnel expenses	30.020	0
Total personnel expenses	30.020	0
Depreciation		
	Current year	Previous year
Other intangible fixed assets	227.919	0
Total depreciation	227.919	0
Other operating expenses		
	Current year	Previous year
Selling expenses	17.577	0
Other expenses	23.668	0
Total Other operating expenses	41.245	0
Financial income and expenses		
	Current year	Previous year
Results on other receivables	6.822	0
Income from bank deposits	169	0
Change in valuation of receivables	585	0
Deduct: costs of amounts owed to group companies	126.023	0
Total financial income and expenses	(118.447)	0
Balance of profit calculation for tax purposes	(60.592)	0



