

LUDING

corporate presentation

20
22

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LUDING GROUP was founded in 1993 and has gone a long way throughout all these 30 years. We have launched a great number of successful projects having become the leader of the Russian alcohol market.

All these years we are not only meeting expectations of the most demanding customers and keeping up with the market trends. We create trends in each category and price segment, we provide meticulous selection, find and create something outstanding irrespective of the price. Our approach is equally attentive to affordable products as to high-end, exclusive wines & spirits.

During these years we have developed highest business standards which are the same for all categories of clients: be it a large federal retail chain or a small wine boutique or a private client of an online store. We equally value each customer and are ready to process even the most sophisticated and complex inquiries. This is why we set standards to the entire industry.

In 2022 we have carried out a re-branding and have substantially changed our business-architecture, yet remained with our unique combination of being both premium and affordable, offering the widest range of beverages, wines and spirits from all over the world. The new corporate style reflects our key principles: we move forward with confidence, we constantly perfect our portfolio and services while keeping loyalty to our long standing traditions and relying on the impeccable quality of our products.

*Executive director LUDING GROUP
Ernest Khachaturian*

OUR MISSION

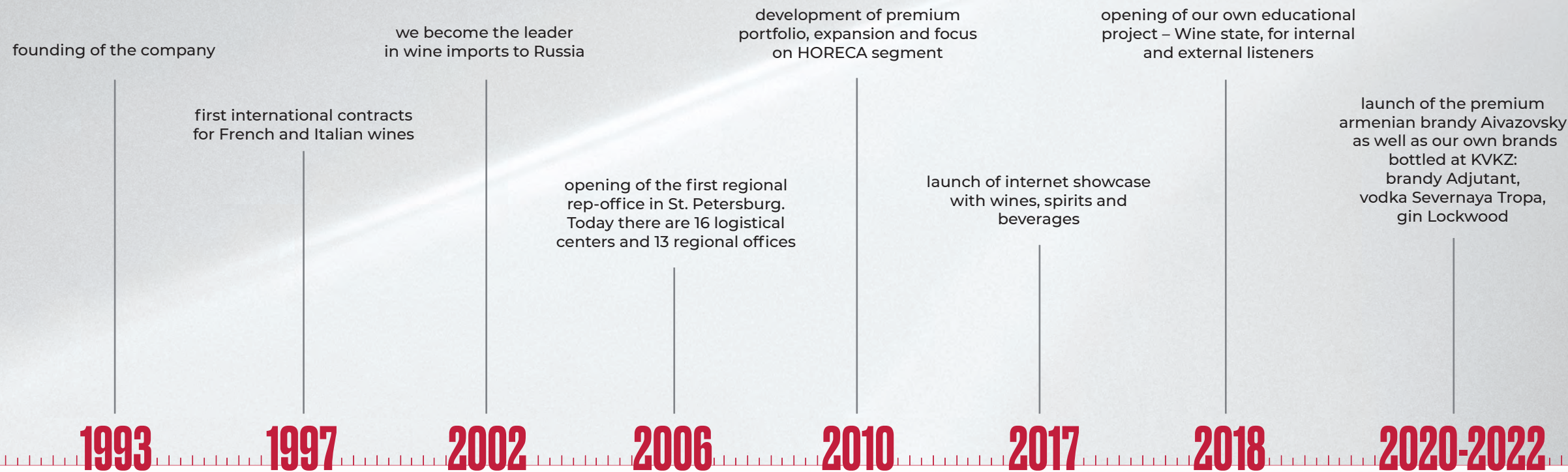
combining innovational approach and vast experience, setting the highest standards of quality for products and services for the entire industry

OUR VISION

to form a culture of production and conscious consumption, creating special value for each individual

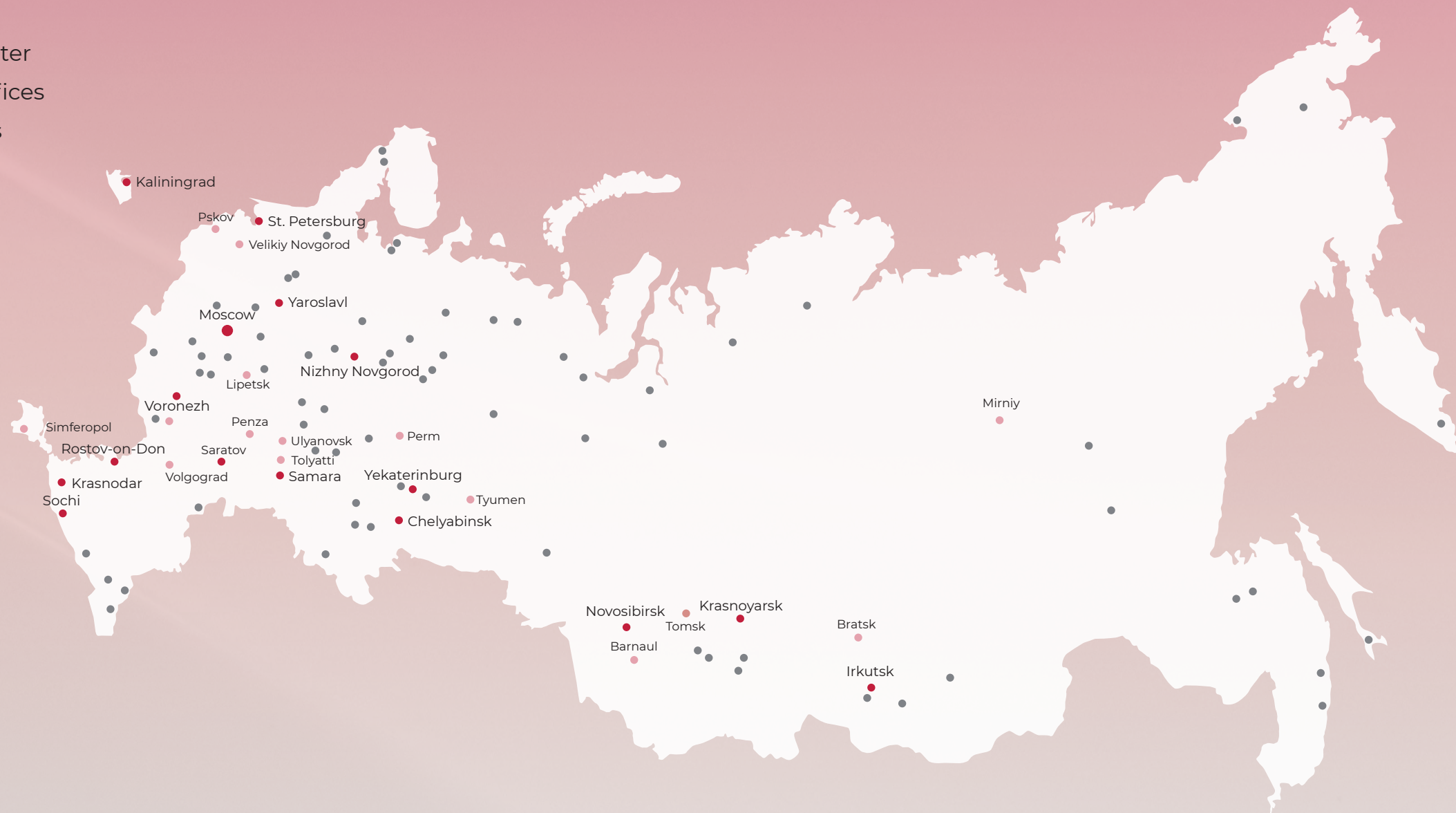
OUR VALUES

Innovation
Responsibility
Trust



LUDING GROUP — is the leader of the russian alcohol industry, the largest importer and distributor with a **30 years** of history

- logistic center
- regional offices
- distributors



**GEOGRAPHIC
REPRESENTATION**

DELIVERY POINTS



LUDING's online showcase
is connected to 50 delivery
points in 18 cities of Russia



planning to open
35 delivery points more
in 30 cities of Russia

● IMPORT

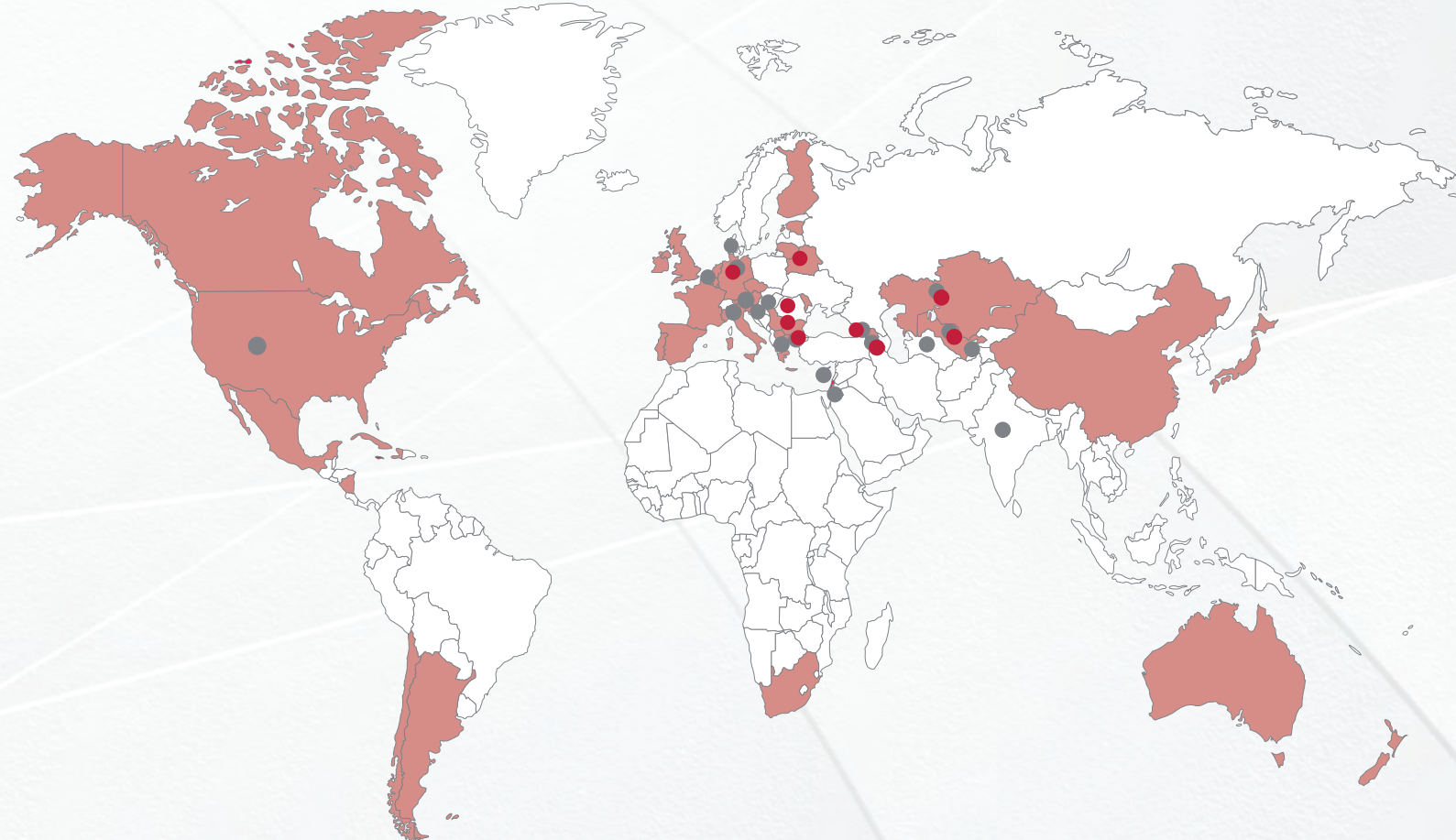
Abkhazia	Israel	Moldova	Finland
Australia	Ireland	Netherlands	France
Austria	Spain	Nicaragua	Czech
Argentina	Italy	New Zealand	Chile
Armenia	Kazakhstan	Portugal	Estonia
Belarus	Canada	Macedonia	South Africa
Belgium	China	Serbia	Japan
Bulgaria	Cuba	Slovakia	
Germany	Lithuania	Great Britain	
Greece	Luxembourg	USA	
Georgia	Mexico	Uzbekistan	

● EXPORT

Armenia	USA
Georgia	Hungary
Kazakhstan	Italy
Uzbekistan	India
Tajikistan	Israel
Turkmenistan	Croatia
Azerbaijan	Greece
Abkhazia	Denmark
Austria	Belgium
Poland	Cyprus

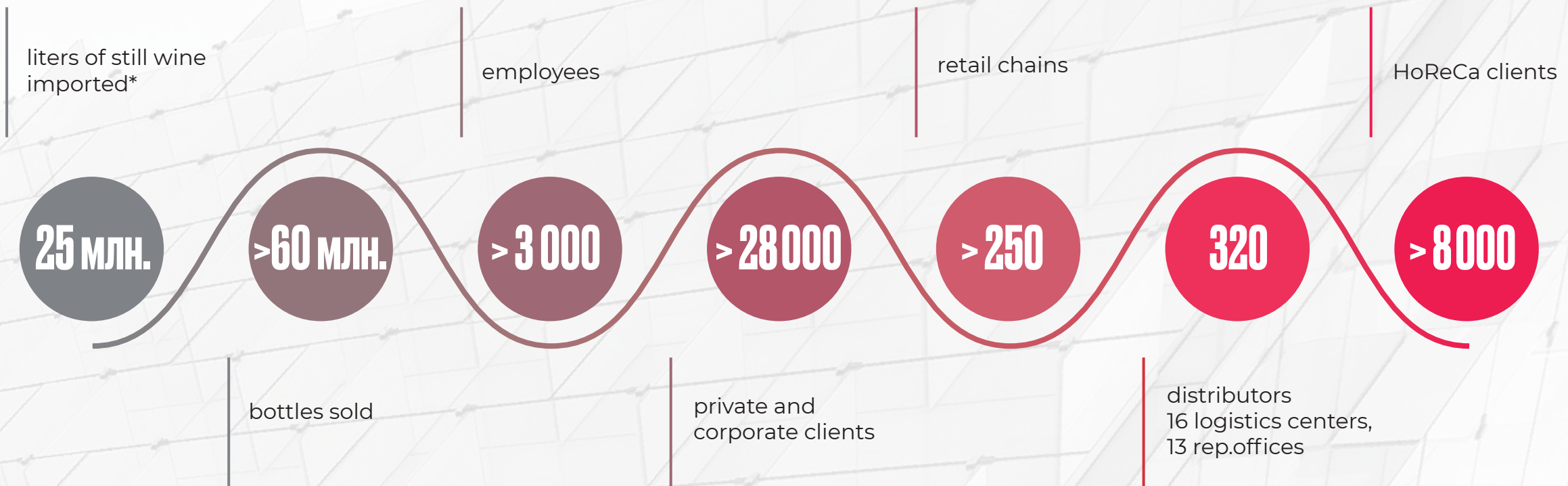
● DUTY FREE

Bulgaria
Armenia
Georgia
Azerbaijan
Uzbekistan
Kazakhstan
Romania
Belarus
Germany



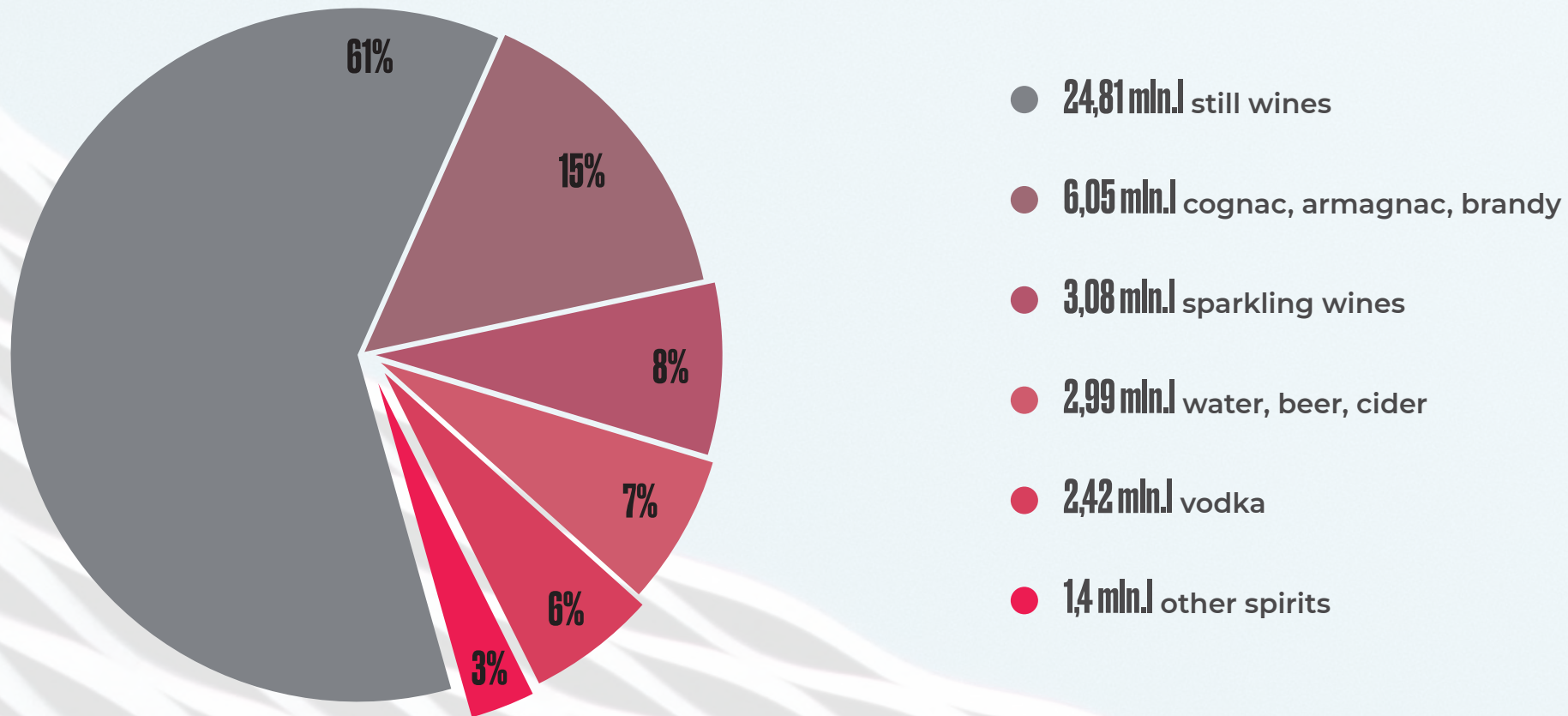
SUPPLIERS WORLDWIDE

KEY FIGURES 2021

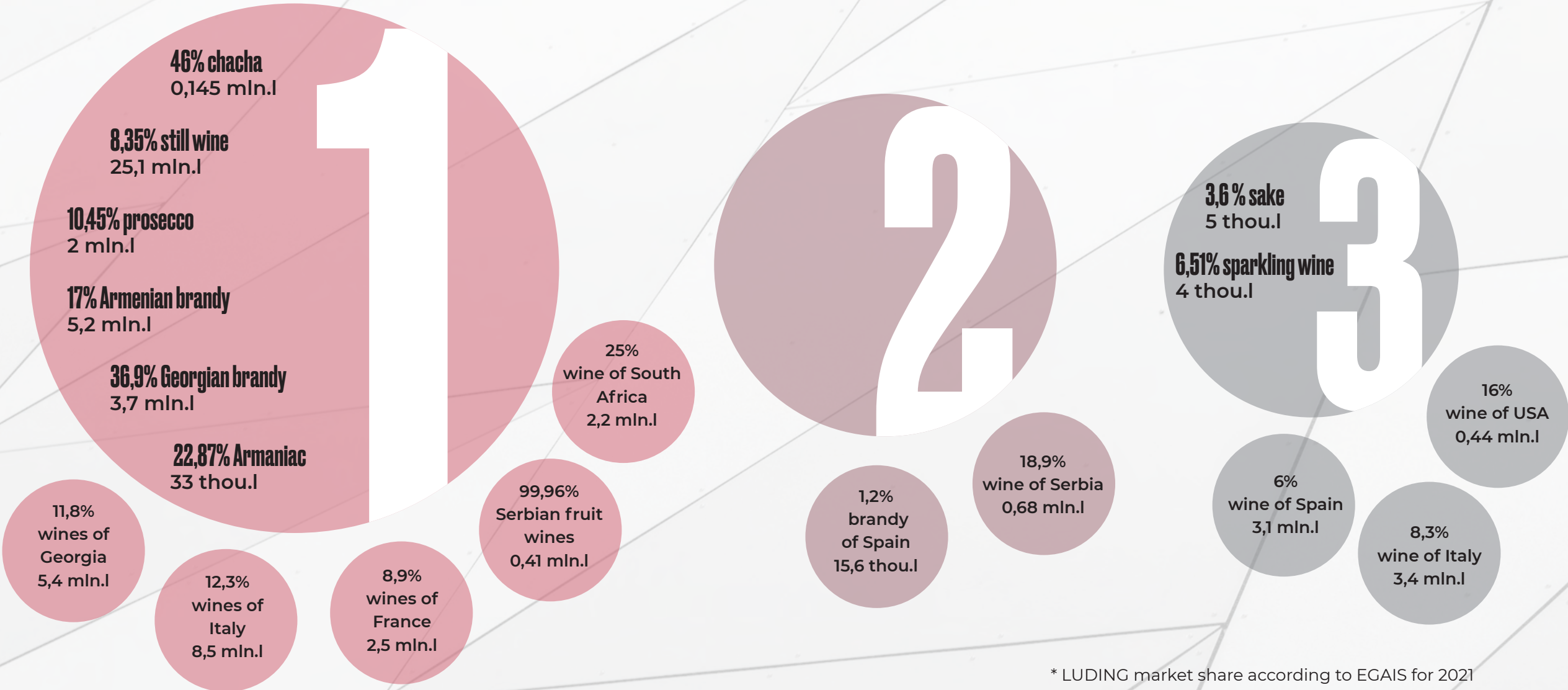


* largest importer in Russia in accordance with wine imports customs statistics 2021

SALES BY CATEGORY WITHIN OUR PORTFOLIO 2021



RATING AND SHARE IN THE TOTAL IMPORTS OF VARIOUS CATEGORIES*



* LUDING market share according to EGAIS for 2021

WAREHOUSE CAPACITY

**18 logistical centers
in 16 cities**



total area – 52,000 m².

**350 000
bottles**



average daily turnover

**> 18 000 000
bottles**



average daily stocking

ADVANTAGES OF AUTOMATIC WAREHOUSE FACILITY



24/7 warehouse operation



full set of documents with every order



single window service for prompt,
real time feedback



fast processing of returned goods



spot check of excise stamps for authentication



real time inventory of the warehouse



loss-reduction techniques



maintaining the temperature regime
in accordance with the requirements of RAP

BRAND PORTFOLIO

ТЧАЙКОВСКИЙ
V O D K A

GIN
LOCKWOOD

АЙВАЗОВСКИЙ

TRAMIN

MEUKOW
COGNAC

MARIE BRIZARD

Flor de Caña
THE SLOW-AGED RUM.

KAAPZICHT
4TH GENERATION STEYLER FAMILY WINEMAKERS

BRANCOTT
ESTATE

CHAMPAGNE
DRAPPIER

AVIGNONESI

DAUSUZ
ТОПІАС БОУА-УІАССА (PREMIUM)

MAPU

TIO PEPE

VILLA SANDI
ANNO 1622

TOMMASI
FAMILY ESTATES

MARCHESI DI BAROLO

Oleg Kepsin

KREMLIN
AWARD

KARAS

Marqués
de Cáceres

ITALO CESCONE
ARTIGIANO DEL VINO
1957

ARARAT
THE LEGENDARY ARMENIAN BRANDY
1987

ASKANELI
1880

esse

VENICA & VENICA

STRATEGIC PARTNERS



brandy production.
Up to 800.000 bottles
a month



winery production capacity -
1,5 m. decaliters

RODINA

vineyards over 1100 ha

Wine State

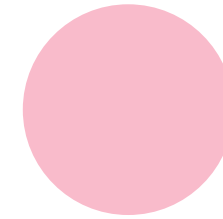
multifunction wine space
in 4 cities.



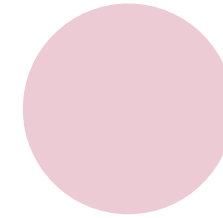
specialized retail chain
(26 boutiques)



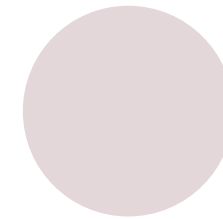
KOLOMNA WINE-BRANDY FACTORY



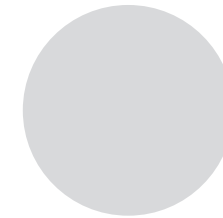
founded in 2001



specializes in high quality brandy
production with exclusive spirits



automatic Italian bottling line from AVE
INDUSTRIES guarantees up to 800 000
bot/month



private laboratory with chemical and
microbiological control



OLYMP WINERY



founded in 2003
as a full cycle
production facility



own vineyards



production facilities
provide bottling
of 1,5 mln decaliters a
year



meticulous control
in our own hi-tech
lab

RODINA
RODINA
VINEYARDS



700^{ha}
vineyards



400^{ha}
for planting of
autochthonous and
classical varieties



100^{ha}
annual development
of new agricultural
territories

Wine State

WINE STATE PROJECT



Wine State offers fully equipped space to hold master classes, lectures and food and wine tastings, separate cigar rooms

Conveniently located in the center of Moscow, Saint-Petersburg, Voronezh and Irkutsk.



100 COURSES



> 500 VENTS



> 7 000 STUDENTS





RETAIL CHAIN OF WINE BOUTIQUES DRINX



26 BOUTIQUES



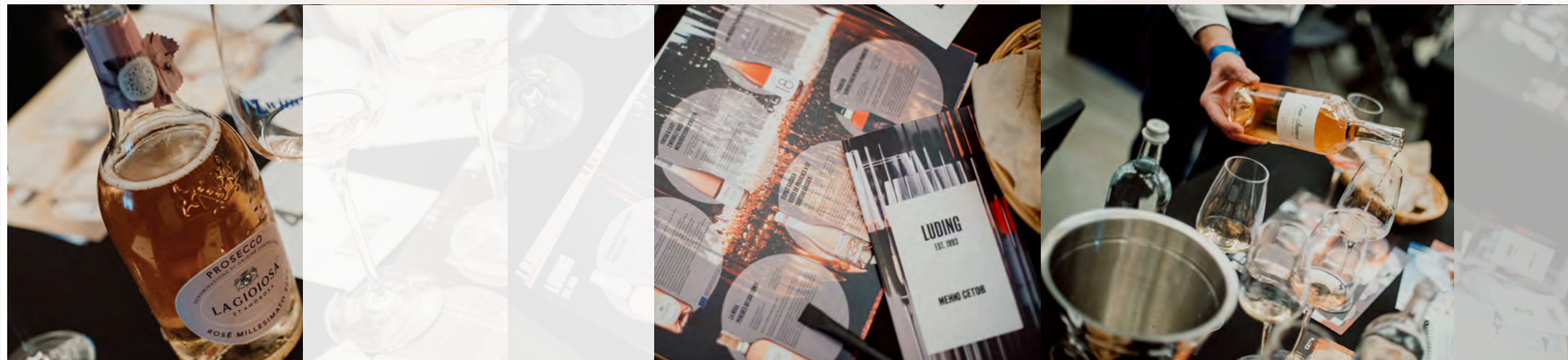
2 RESTORANTS & BARS



5 MORE BOUTIQUES
to be opened in 2022

DRINX – chain of specialized alcohol stores in Moscow city and suburbs. The concept of DRINX is excellent selection of wines & spirits combined with client-forward service.

LUDING – THE EXPERT OF THE ALCOHOL INDUSTRY



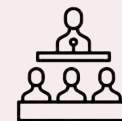
strategic partner
Russian sommelier
association



Le Tour De Vin –
enogastronomic
festival by LUDING



general wine
and spirits partner
Roscongress

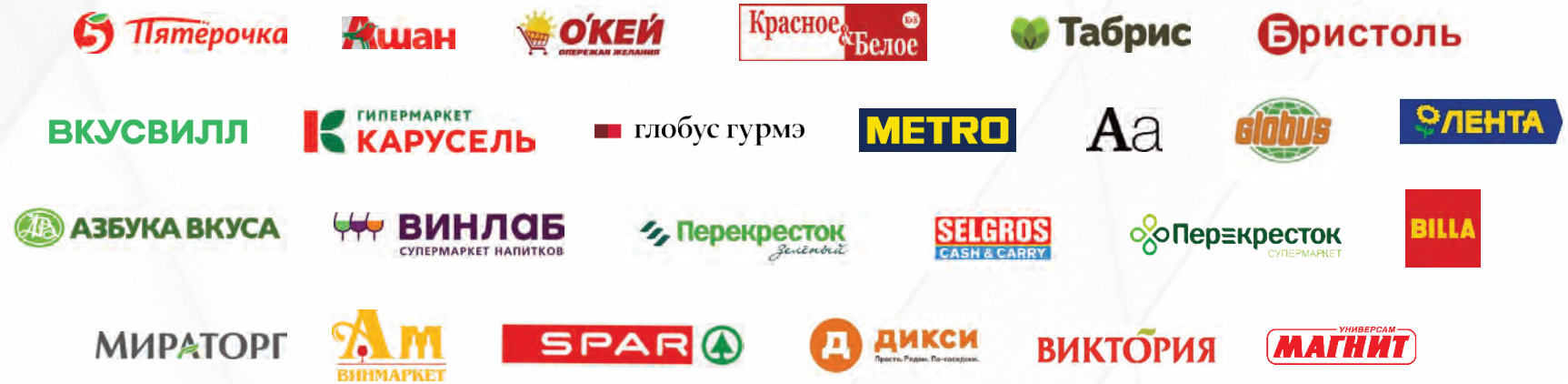


active participant of
wine salons and
festivals



KEY PARTNERS

RETAIL CHAINS



HORECA



CORPORATE CLIENTS



LUDING PRIORITY

Over 28 000 private and corporate clients use the services of our company. High level clients may use the service of wine-concierge – LUDING PRIORITY.

LUDING PRIORITY is a limited access wine club with concierge services.



personal wine adviser and access to limited edition wines and spirits



individual tastings and master classes within our wine academy or on client's territory



organization of enogastronomic dinners with winemakers



special loyalty programs and other privileges from partners

COMPETITIVE ADVANTAGES



DIVERSE ASSORTMENT

meticulously selected by experts wide and balanced portfolio, where each client can find a suitable product



CREATING TRENDS

we follow trends and we create them. Company's experts select only the best in each category and price segment. Moreover, they find and offer something which will be trendy tomorrow.



PARTNERSHIPS WITH VARIOUS PRODUCERS

LUDING works with various businesses from small family wineries to very large corporations. Smaller companies have a chance to enter the market and become a trend whereas larger productions are directed towards identifying the trends locally as well as on the global scale



COUNTRY-WIDE REPRESENTATION

LUDING is proud to have a very strong distribution in all regions and sales channels of Russia



LONG-TERM PARTNERSHIP

for many years suppliers as well as business partners and clients from all over the world trust Luding as a reliable partner. With many of them we have been together for several decades



PERSONAL APPROACH TO CLIENTS

LUDING applies a personal approach to each client. Thanks to our excellent client service and flexible commercial policy, the company can satisfy the most complex inquiries irrespective of type of a client and size of business



WE SHARE OUR KNOWLEDGE

at Wine State sommelier school, on various web-sites, social media etc, LUDING's experts will share their great knowledge about wineries, production processes and interesting personalities. This allows our clients to understand the details and culture of consumption and make a conscious choice based on the information received from professionals and rely on their own taste



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