

# AFFINITY PETCARE

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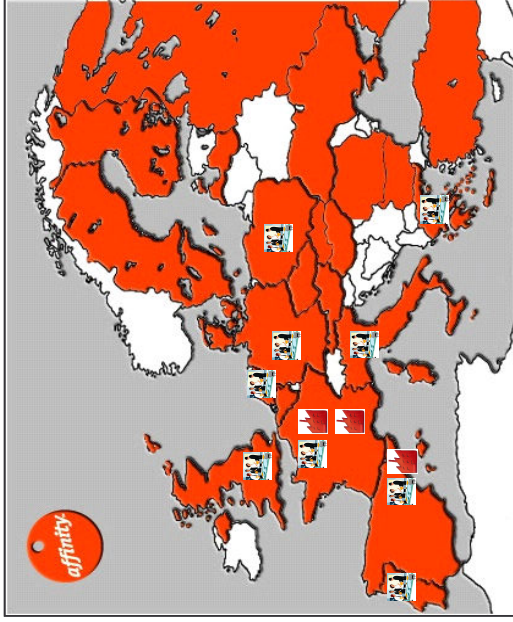


- ❖ Founded in Spain in 1963. Part of the Agrolimen Group of Companies, one of the leading manufacturers of consumer goods in Europe.
- ❖ Annual Sales of approx. 632US\$ retail sales value in 2007
- ❖ Total turnover of 299 Million Euros in 2007
- ❖ Headquarters      AFFINITY PETCARE, S.A.  
Pl. Xavier Cugat 2, ed.D  
08174 Sant Cugat del Vallés (Spain)
- ❖ Employees: 750
- ❖ Website: [www.affinity-petcare.com](http://www.affinity-petcare.com)
- ❖ Three plants in Europe: Spain (Els Monjos); France (La Chapelle Vendomôise and Moulins). Total manufacturing capacity of 334.000 tons.

# AFFINITY PETCARE



❖ Countries in which Affinity currently operates.



Office



Manufacturing Plant

EUROPEAN UNION			
Own Sales Team	Grocery	Specialist	Distributor
Germany	XX	XX	Bulgary
Austria	XX	XX	Czech Republic
Belgium	XX	XX	Denmark
Spain	XX	XX	Slovakia
France	XX	XX	Estonia
United Kingdom	XX	XX	Finland
Greece		XX	Hungary
Holland	XX	XX	Latvia
Italy	XX	XX	Malta
Poland		XX	Romania
Portugal		XX	Sweden

OTHER		
Distributor	Grocery	Specialist
Israel		XX
Kenya		XX
Russia		XX
Turkey		XX
Ukraine		XX

# AFFINITY PETCARE



Shares in main grocery European markets (Spain+France+ Germany+ Italy) which represents more than 75% of total market):

- ❖ From 3rd to 2nd manufacturer of dry cat food
- ❖ Reducing distance with 3rd manufacturer of dry dog food (from 6,6 to 3 points in two years)

Share in volume (tons)	DOG DRY		CAT DRY	
	1 year Dec.06	1 year Dec.07	1 year Dec.06	1 year Dec.07
AFFINITY PETCARE	11.7%	12.2%	11.5%	12.3%
NESTLE PURINA	21.5%	22.7%	36.4%	35.2%
MARS	18.3%	16.1%	11.8%	10.0%
PRIVATE LABEL	42.9%	44.1%	37.3%	39.5%
P&G	0.5%	0.6%	0.6%	0.6%
OTHERS	5.1%	4.4%	2.3%	2.4%

Leader in Spain in total market and dry with shares above 40%

# AFFINITY PETCARE



Affinity has a complete portfolio covering all needs for cat and dog and cat and dog owners and differentiated brands in the superpremium arena considering distribution channels.

In Specialty:



Dog



Cat

	Dog		Cat	
	Dry	Wet	Snacks	
	Dry	Wet	Dry	Snacks
Superpremium				
Premium				

# AFFINITY PETCARE



In Grocery:



Dog



Cat

	Dog		Cat	
	Dry	Wet	Dry	Wet
Superpremium				
Premium				
				



# Mision

Our mission is to ensure the well being of cats and dogs and thereby contribute to the well being of pet owners.

To achieve our mission we need to ensure the well being of our employees, our partners and the finances of our company.





## Officers

**FRANC ANDREU**

**Operations Managing Director**

**MARIO FRANQUÉS**

**Markets Managing Director**

**JOAN M. SANAHUJES**

**VP Marketing**

**FRANCESC BLANCH**

**VP R&D**

# Headquarters at Sant Cugat del Vallés





# Els Monjos (Spain)



# La Chapelle Vendomôise (France)

