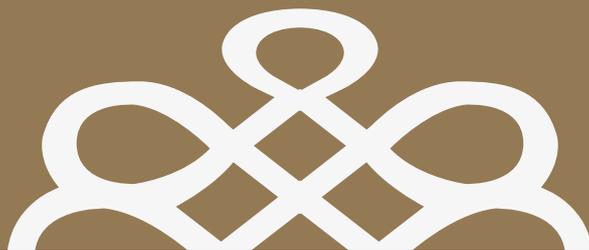


GROUPE
EUROCAVE



THE FRENCH SME THAT BECAME WORLD LEADER

The EuroCave Group, which this year celebrates its 40th anniversary, is the world leader for wine serving and storage solutions in the high-end segment for private individuals and professionals.

Distributed in 70 countries covering five continents, the group, based in the Lyon urban area, proudly flies the flag for French expertise in an expanding market, boosted by dynamic wine sales in the United States and Asia as well as the development of the wine market in Europe which, although decreasing in volume, is increasing in value.

In this way, the EuroCave Group announced a 5% increase in earnings in 2015 and is counting on an increase in turnover in the region of 50% by 2020. A turnover that is becoming increasingly international as it grows in size. In 2015, the French market, despite positive trends, represented only 22% of sales, compared with 32% five years earlier. Conversely, the share of the North American market increased from 23–31% in the same time period.

EuroCave, or the story of a French SME that became the world leader in its sector.



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COMPANY

Mastering the passage of time

EuroCave, creator of the wine cabinet, offers high-end solutions for storing and serving wine by the glass which respect the intention of the wine grower and convey it to the passionate and demanding consumer.

CREATOR OF THE WINE CABINET

Founded in 1976, EuroCave is the creator of the wine cabinet, a major innovation which helped transform a passion for wine into a lifestyle.

A GLOBAL BENCHMARK

Cultivating excellence, EuroCave is the brand chosen by the top wine connoisseurs and the most prestigious establishments for which it supplies the most beautiful, effective solutions best suited to new ways of experiencing wine.

A GROUP DISTRIBUTED IN 70 COUNTRIES

Today, export accounts for 78% of the EuroCave Group's sales, with figures sharply increasing in some booming markets, such as the United States or Asia Pacific.

ONE GROUP, SEVERAL BRANDS

The EuroCave Group is organised into several brands. EuroCave is the group's historic brand and the global benchmark in terms of serving and storing wine for serious wine lovers. The EuroCave Professional brand is the global benchmark for storing, serving and displaying wine for wine merchants, hotels, restaurants and wine bars. Artevino is a brand specialising in wine cabinets geared to mass market. Finally Transtherm is a brand of wine cabinets mainly present in Asian markets.

KEY INFORMATION

- **Invention of the wine cabinet: 1975**
- **Creation of the EuroCave brand: 1976**
- **CEO: Pascal Marchand**
- **Number of employees: 125**

TURNOVER

- **Total 2015: €27.6 M**
- **Private individuals 2015: €25.2 M**
- **Professionals 2015: €2.4 M**

MARKETS

- **France: 22%**
- **Export: 78%**
- **Europe, including France: 42%**
- **North America: 35%**
- **Asia & the rest of the world: 23%**

“ For 40 years, the main activity of the EuroCave Group has been storing wine. ”

Pascal Marchand, President of the EuroCave Group

REVIEW OF 2015 “A very good year. The group made progress in both of its markets – private individuals and professionals – in France and all of its export zones. Our growth has been steady and continuous for several years. The figures therefore confirm the relevance of our offering, notably in the professionals' market where in recent years we have seen the emergence of a large number of new players whose products are not however always very high quality, despite the hype.”

2016, THE YEAR THE GROUP CELEBRATES ITS 40TH ANNIVERSARY “The EuroCave Group: inventor of the wine cabinet. 40 years ago! In 2016, we are celebrating our anniversary with our teams but also within the scope of 40th anniversary special deals. In terms of products, this year, we are launching two new ones for professionals: Wine Bar 2.0, a product for serving wine by the glass designed for small restaurants and wine bars, and the 6000 series, a range of five customisable wine cabinets, combining storage and serving functions.”

THE FUTURE “Our competitors are first and foremost manufacturers of household electrical goods. On the contrary, the main activity of the EuroCave Group is storing wine, something we have done for 40 years. We are in this way an integral part of the wine sector, which gives us an excellent reputation in the eyes of both professionals and serious wine lovers. Commercially, we are therefore optimistic with a growth objective for our turnover which is completely tenable in the years to come. In particular, 2017 will be an extremely important year with the launch of new products for private individuals and professionals. All of the new products will be the result of real innovations which we have already been working on for two and a half years.”



COLLECTING WINE, A FRENCH PASSION

The first Ipsos-EuroCave study, carried out in July 2015, demonstrates that 62.9% of French people store wine at home. This behaviour transcends social categories, even if variables of income, housing and age affect results. The largest cabinets are naturally owned by French people who have the largest income, who live in a house and who, being older, have had the time to build up a substantial wine collection. On average, a French person stores 67.7 bottles and 5.8% own over 200. All the figures on the study:

http://bit.ly/EuroCave_Etude_Conso



VALUES

A French brand

EuroCave promotes French values of elegance and etiquette. We also clearly state the fact we are Made in France, as evidenced by the French Origin Guaranteed (Origine France Garantie) label.

WHAT IS THE “ORIGINE FRANCE GARANTIE” LABEL?

Created in 2011, this label demonstrates, in a clear and transparent way, that a product originates from France, a guarantee of quality and expertise. In this way, it allows companies to highlight, within their markets, the fact that they have retained production in France.

THE ONLY WINE CABINETS WITH THE “ORIGINE FRANCE GARANTIE” LABEL

The EuroCave Group is the only one to design and manufacture all its wine cabinet brands and cellar conditioner in France. In this way, it is the only brand to benefit from “Origine France Garantie” certification.

TWO FACTORIES IN FRANCE

The EuroCave Group owns two production sites in France. Between Valenciennes and Charleville-Mézières, the historic Fourmies site (department of Nord) is responsible for manufacturing wine cabinets for private individuals. Near to Lyon, the factory in Pont-de-Chéruy (department of Isère) designs equipment for professionals.



RESPONSIBILITY

EuroCave is driven by strong principles: respect for people, whether that be its staff, the wine grower, the wine connoisseur or trade member; environmental protection; and concern for the sustainability of its solutions.

PASSION

EuroCave grew as a result of the efforts of men and women who are passionate about sharing wine and for whom wine storage and service must be geared to the wine itself, the person who made it and the one who buys it.

CREATIVITY

The entire history of EuroCave stems from a desire to innovate in the pursuit of excellence. These high standards have never wavered and are reflected today in the many patents pending and scientific partnerships with leading research laboratories focusing on physico-chemical aspects of wine and energy efficiency.

DESIGN

EuroCave gears design to usage and elegance. User-friendliness facilitates and attracts attention to handling whilst the interplay of shapes, materials and colours creates a sense of sophistication.

THE EuroCave APP

User-friendly, it allows you to accurately manage your wine cabinet. List stock, record the wines consumed, receive an alert when a bottle is ready to drink: it does it all! In seven languages.
<http://app.eurocave.com>



WINE&STYLE

The new magazine by the EuroCave Group

In 2016, the EuroCave Group presents Wine&Style, a 48-page glossy magazine dedicated to the world of wine. Distributed via its distribution network, this first issue, for which Vahram Muratyan designed the cover, is a global odyssey, taking the reader from Bordeaux to Melbourne via Paris, London and California. The magazine is aimed at all those who make, serve and love wine. http://bit.ly/EuroCave_mag

