



## Risultati al 31/12/2018

# ANDAMENTO VENDITE FARNESE VINI SRL

## Risultati al 31/12/2018

Azienda	Qta Bottiglie			Qta Litri			Fatturato		
	2017	2018	BDG	2017	2018	BDG	2017	2018	BDG
GRUPPO FARNESE	22.234.901	23.901.371	23.683.371	19.020.470	20.306.426	20.184.250	66.860.312	72.976.703	72.147.664

Azienda	BOTTIGLIE				LITRI				FATTURATO			
	2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG	
	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%
GRUPPO FARNESE	1.666.470	7,49%	218.000	0,92%	1.285.956	6,76%	122.176	0,61%	6.116.391	9,15%	829.039	1,15%

Azienda	PREZZO MEDIO LT				
	Andamento			Variazione %	
	Medio 2017	Medio 2018	Medio BDG	2018 vs 2017	2018 vs BDG
GRUPPO FARNESE	3,52	3,59	3,57	2,24%	0,54%

## YTD 2018 - ANALISI VENDITE FARNESE VINI SRL PER LINEA PRODOTTO

Linea	Qta Bottiglie			Qta Litri			Fatturato		
	2017	2018	BDG	2017	2018	BDG	2017	2018	BDG
Gold_Alta	1.730.905	1.756.053	1.838.282	1.304.001	1.324.316	1.384.814	15.301.530	15.952.314	16.422.397
MEDIA	3.518.054	3.709.518	4.068.636	2.643.234	2.792.231	3.056.713	13.364.056	14.504.919	15.438.868
BASE	16.454.146	17.803.379	17.218.695	14.677.135	15.717.638	15.327.349	37.326.190	41.444.836	39.355.013
PRIMO PREZZO	521.890	624.749	547.125	391.418	468.562	410.344	805.614	1.024.135	864.817
Altro	9.906	7.672	10.632	4.683	3.680	5.030	62.924	50.499	66.569
<b>Totale</b>	<b>22.234.901</b>	<b>23.901.371</b>	<b>23.683.371</b>	<b>19.020.470</b>	<b>20.306.426</b>	<b>20.184.250</b>	<b>66.860.312</b>	<b>72.976.703</b>	<b>72.147.664</b>

Linea	BOTTIGLIE				LITRI				FATTURATO			
	2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG	
	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%
Gold_Alta	25.148	1,45%	-82.229	-4,47%	20.315	1,56%	-60.498	-4,37%	650.784	4,25%	-470.083	-2,86%
MEDIA	191.464	5,44%	-359.118	-8,83%	148.997	5,64%	-264.483	-8,65%	1.140.863	8,54%	-933.949	-6,05%
BASE	1.349.233	8,20%	584.684	3,40%	1.040.503	7,09%	390.289	2,55%	4.118.646	11,03%	2.089.823	5,31%
PRIMO PREZZO	102.859	19,71%	77.624	14,19%	77.144	19,71%	58.218	14,19%	218.522	27,12%	159.318	18,42%
Altro	-2.234	-22,55%	-2.960	-27,84%	-1.003	-21,41%	-1.350	-26,84%	-12.425	-19,75%	-16.070	-24,14%
<b>Totale</b>	<b>1.666.470</b>	<b>7,49%</b>	<b>218.000</b>	<b>0,92%</b>	<b>1.285.956</b>	<b>6,76%</b>	<b>122.176</b>	<b>0,61%</b>	<b>6.116.391</b>	<b>9,15%</b>	<b>829.039</b>	<b>1,15%</b>

Linea	PREZZO MEDIO LT					DISTRIBUZIONE FATTURATO		
	Andamento			Variazione %		2017	2018	BDG
	Medio 2017	Medio 2018	Medio BDG	2018 vs 2017	2018 vs BDG			
Gold_Alta	11,73	12,05	11,86	2,65%	1,58%	22,89%	21,86%	22,76%
MEDIA	5,06	5,19	5,05	2,75%	2,85%	19,99%	19,88%	21,40%
BASE	2,54	2,64	2,57	3,68%	2,70%	55,83%	56,79%	54,55%
PRIMO PREZZO	2,06	2,19	2,11	6,19%	3,71%	1,20%	1,40%	1,20%
Altro	13,44	13,72	13,23	2,12%	3,69%	0,09%	0,07%	0,09%
<b>Totale</b>	<b>3,52</b>	<b>3,59</b>	<b>3,57</b>	<b>2,24%</b>	<b>0,54%</b>	<b>100,00%</b>	<b>100,00%</b>	<b>100,00%</b>

## Andamento Vendite per Etichetta al 31/12/2018 (Top 10) – Slide 1

Marchio	Qta Bottiglie			Qta Litri			Fatturato		
	2017	2018	BDG	2017	2018	BDG	2017	2018	BDG
Fantini	6.241.550	6.206.111	6.771.410	5.584.922	5.519.854	6.071.341	12.448.497	12.513.455	13.724.378
Edizione	559.612	654.896	587.612	423.514	495.509	444.713	5.640.969	6.688.246	5.975.071
Zolla	1.082.885	1.416.874	1.126.999	814.778	1.065.662	847.963	4.360.611	5.672.723	4.607.059
I Muri	1.580.701	1.528.588	1.644.011	1.640.854	1.395.895	1.688.336	4.245.721	4.026.328	4.472.456
Luccarelli Tre Stelle	1.422.569	1.526.862	1.513.472	1.086.551	1.162.967	1.156.691	3.291.475	3.623.305	3.617.259
Messapi	409.269	511.839	422.690	910.273	954.251	920.352	1.913.214	2.214.193	1.974.928
Ballaturi	1.010.922	1.440.108	1.050.150	758.192	1.080.081	787.612	1.522.758	2.185.397	1.616.326
Bella Addormentata	798.940	935.134	832.596	599.205	744.443	624.447	1.585.373	1.995.690	1.685.326
Pipoli	616.775	614.218	644.038	462.581	460.664	483.028	1.732.948	1.752.931	1.841.066
Soluna	540.764	507.618	578.425	593.160	522.086	621.414	1.823.188	1.675.037	1.971.609
Altri (122)	7.970.914	8.559.123	8.511.968	6.146.441	6.905.018	6.538.352	28.295.558	30.629.399	30.662.185
<b>Totale</b>	<b>22.234.901</b>	<b>23.901.371</b>	<b>23.683.371</b>	<b>19.020.470</b>	<b>20.306.426</b>	<b>20.184.250</b>	<b>66.860.312</b>	<b>72.976.703</b>	<b>72.147.664</b>

## Andamento Vendite per Etichetta al 31/12/2018 (Top 10) – Slide 2

Marchio	BOTTIGLIE				LITRI				FATTURATO			
	2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG	
	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%
Fantini	-35.439	-0,57%	-565.299	-8,35%	-65.068	-1,17%	-551.488	-9,08%	64.958	0,52%	-1.210.924	-8,82%
Edizione	95.284	17,03%	67.284	11,45%	71.995	17,00%	50.795	11,42%	1.047.277	18,57%	713.175	11,94%
Zolla	333.989	30,84%	289.875	25,72%	250.883	30,79%	217.698	25,67%	1.312.112	30,09%	1.065.664	23,13%
I Muri	-52.113	-3,30%	-115.423	-7,02%	-244.959	-14,93%	-292.442	-17,32%	-219.393	-5,17%	-446.128	-9,98%
Luccarelli Tre Stelle	104.293	7,33%	13.390	0,88%	76.415	7,03%	6.275	0,54%	331.829	10,08%	6.046	0,17%
Messapi	102.570	25,06%	89.149	21,09%	43.977	4,83%	33.899	3,68%	300.979	15,73%	239.266	12,12%
Ballaturi	429.186	42,45%	389.958	37,13%	321.890	42,45%	292.469	37,13%	662.638	43,52%	569.070	35,21%
Bella Addormentata	136.194	17,05%	102.538	12,32%	145.238	24,24%	119.995	19,22%	410.317	25,88%	310.364	18,42%
Pipoli	-2.557	-0,41%	-29.820	-4,63%	-1.918	-0,41%	-22.365	-4,63%	19.983	1,15%	-88.135	-4,79%
Soluna	-33.146	-6,13%	-70.807	-12,24%	-71.074	-11,98%	-99.328	-15,98%	-148.150	-8,13%	-296.571	-15,04%
Altri (122)	588.209	7,38%	47.155	0,55%	758.577	12,34%	366.666	5,61%	2.333.841	8,25%	-32.786	-0,11%
<b>Total</b>	<b>1.666.470</b>	<b>7,49%</b>	<b>218.000</b>	<b>0,92%</b>	<b>1.285.956</b>	<b>6,76%</b>	<b>122.176</b>	<b>0,61%</b>	<b>6.116.391</b>	<b>9,15%</b>	<b>829.039</b>	<b>1,15%</b>

Marchio	PREZZO MEDIO LT				
	Andamento			Variazione %	
	Medio 2017	Medio 2018	Medio BDG	2018 vs 2017	2018 vs BDG
Fantini	2,23	2,27	2,26	1,71%	0,29%
Edizione	13,32	13,50	13,44	1,34%	0,46%
Zolla	5,35	5,32	5,43	-0,54%	-2,02%
I Muri	2,59	2,88	2,65	11,47%	8,89%
Luccarelli Tre Stelle	3,03	3,12	3,13	2,85%	-0,37%
Messapi	2,10	2,32	2,15	10,40%	8,13%
Ballaturi	2,01	2,02	2,05	0,74%	-1,40%
Bella Addormentata	2,65	2,68	2,70	1,32%	-0,67%
Pipoli	3,75	3,81	3,81	1,57%	-0,16%
Soluna	3,07	3,21	3,17	4,38%	1,12%
Altri (122)	4,60	4,44	4,69	-3,64%	-5,41%
<b>Total</b>	<b>3,52</b>	<b>3,59</b>	<b>3,57</b>	<b>2,24%</b>	<b>0,54%</b>

## Andamento Vendite per Mercato al 31/12/2018 (by Countries) – Slide 1

Mercato	Qta Bottiglie			Qta Litri			Fatturato		
	2017	2018	BDG	2017	2018	BDG	2017	2018	BDG
GERMANIA	3.966.552	4.131.639	4.102.450	4.296.891	4.520.304	4.401.544	13.619.001	14.192.776	14.271.731
SVIZZERA	1.724.063	2.097.113	1.806.432	1.298.069	1.576.628	1.360.046	9.766.546	11.225.668	10.280.116
CANADA	3.942.702	3.868.193	4.339.165	3.749.053	3.649.189	4.125.602	8.878.464	8.663.788	9.904.747
OLANDA - PAESI BASSI	2.316.050	2.380.433	2.397.112	1.748.933	1.805.080	1.810.145	4.888.127	5.556.442	5.160.396
BELGIO	2.364.974	2.816.841	2.462.521	1.773.911	2.109.456	1.847.078	4.449.019	5.296.468	4.748.076
GIAPPONE	1.204.494	1.141.719	1.283.250	902.021	854.039	961.061	3.966.049	3.698.551	4.337.493
STATI UNITI D'AMERICA	935.418	901.008	1.098.383	721.895	700.083	849.870	2.301.576	2.290.984	2.754.545
ITALIA	458.378	499.808	527.275	347.132	382.402	399.847	2.061.643	2.257.495	2.186.090
BRASILE	517.878	611.727	594.603	396.014	461.695	453.839	1.875.388	2.143.519	2.166.986
REGNO UNITO	674.783	638.847	669.935	506.096	479.228	502.460	1.685.924	1.633.853	1.698.509
FRANCIA	428.404	603.910	454.981	320.943	454.622	340.828	1.099.796	1.506.614	1.204.517
RUSSIA	283.463	367.123	302.519	213.317	276.836	227.652	843.048	1.094.313	927.091
DANIMARCA	225.882	300.543	249.445	169.664	225.207	187.286	776.751	1.051.544	885.330
AUSTRALIA	249.494	304.958	286.219	187.934	230.383	215.112	803.051	1.022.929	960.792
POLONIA	283.001	317.074	305.510	212.812	237.788	229.723	873.316	994.070	967.502
VIETNAM	164.754	220.122	181.229	123.165	165.092	135.482	810.257	874.951	918.021
ITALIA PER ESTERO	414.156	270.252	352.033	309.420	201.492	263.007	1.271.598	872.303	1.080.858
NORVEGIA	288.156	175.304	293.054	358.758	228.615	348.168	815.552	547.684	827.973
THAILANDIA	156.738	87.192	172.412	117.554	65.394	129.309	728.114	424.284	824.953
RESTO	1.635.561	2.167.565	1.804.842	1.266.893	1.682.893	1.396.193	5.347.094	7.628.466	6.041.938
<b>Totale</b>	<b>22.234.901</b>	<b>23.901.371</b>	<b>23.683.371</b>	<b>19.020.470</b>	<b>20.306.426</b>	<b>20.184.250</b>	<b>66.860.312</b>	<b>72.976.703</b>	<b>72.147.664</b>

## Andamento Vendite per Mercato al 31/12/2018 (by Countries) – Slide 2

Mercato	BOTTIGLIE				LITRI				FATTURATO			
	2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG		2018 vs 2017		2018 vs BDG	
	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%	Delta	%
GERMANIA	165.087	4,16%	29.189	0,71%	223.414	5,20%	118.760	2,70%	573.775	4,21%	-78.955	-0,55%
SVIZZERA	373.050	21,64%	290.681	16,09%	278.560	21,46%	216.582	15,92%	1.459.122	14,94%	945.552	9,20%
CANADA	-74.509	-1,89%	-470.972	-10,85%	-99.864	-2,66%	-476.414	-11,55%	-214.676	-2,42%	-1.240.958	-12,53%
OLANDA - PAESI BASSI	64.383	2,78%	-16.679	-0,70%	56.147	3,21%	-5.065	-0,28%	668.315	13,67%	396.046	7,67%
BELGIO	451.867	19,11%	354.320	14,39%	335.545	18,92%	262.378	14,21%	847.449	19,05%	548.392	11,55%
GIAPPONE	-62.775	-5,21%	-141.531	-11,03%	-47.981	-5,32%	-107.021	-11,14%	-267.498	-6,74%	-638.942	-14,73%
STATI UNITI D'AMERICA	-34.410	-3,68%	-197.375	-17,97%	-21.812	-3,02%	-149.787	-17,62%	-10.592	-0,46%	-463.561	-16,83%
ITALIA	41.430	9,04%	-27.467	-5,21%	35.271	10,16%	-17.444	-4,36%	195.853	9,50%	71.405	3,27%
BRASILE	93.849	18,12%	17.124	2,88%	65.681	16,59%	7.856	1,73%	268.132	14,30%	-23.467	-1,08%
REGNO UNITO	-35.936	-5,33%	-31.088	-4,64%	-26.867	-5,31%	-23.231	-4,62%	-52.071	-3,09%	-64.656	-3,81%
FRANCIA	175.506	40,97%	148.929	32,73%	133.679	41,65%	113.794	33,39%	406.818	36,99%	302.097	25,08%
RUSSIA	83.660	29,51%	64.604	21,36%	63.520	29,78%	49.184	21,61%	251.265	29,80%	167.222	18,04%
DANIMARCA	74.661	33,05%	51.098	20,48%	55.542	32,74%	37.920	20,25%	274.792	35,38%	166.214	18,77%
AUSTRALIA	55.464	22,23%	18.739	6,55%	42.449	22,59%	15.271	7,10%	219.879	27,38%	62.137	6,47%
POLONIA	34.073	12,04%	11.564	3,79%	24.976	11,74%	8.065	3,51%	120.755	13,83%	26.569	2,75%
VIETNAM	55.368	33,61%	38.893	21,46%	41.927	34,04%	29.610	21,86%	64.694	7,98%	-43.070	-4,69%
ITALIA PER ESTERO	-143.904	-34,75%	-81.781	-23,23%	-107.928	-34,88%	-61.515	-23,39%	-399.295	-31,40%	-208.555	-19,30%
NORVEGIA	-112.852	-39,16%	-117.750	-40,18%	-130.143	-36,28%	-119.553	-34,34%	-267.868	-32,84%	-280.290	-33,85%
THAILANDIA	-69.546	-44,37%	-85.220	-49,43%	-52.160	-44,37%	-63.915	-49,43%	-303.830	-41,73%	-400.669	-48,57%
RESTO	532.004	32,53%	362.723	20,10%	416.001	32,84%	286.701	20,53%	2.281.372	42,67%	1.586.528	26,26%
<b>Totale</b>	<b>1.666.470</b>	<b>7,49%</b>	<b>218.000</b>	<b>0,92%</b>	<b>1.285.956</b>	<b>6,76%</b>	<b>122.176</b>	<b>0,61%</b>	<b>6.116.391</b>	<b>9,15%</b>	<b>829.039</b>	<b>1,15%</b>

## Andamento Vendite per Mercato al 31/12/2018 (by Countries) – Slide 3

Mercato	PREZZO MEDIO LT					DISTRIBUZIONE FATTURATO		
	Andamento			Variazione %		2017	2018	BDG
	Medio 2017	Medio 2018	Medio BDG	2018 vs 2017	2018 vs BDG			
GERMANIA	3,17	3,14	3,24	-0,94%	-3,17%	20,37%	19,45%	19,78%
SVIZZERA	7,52	7,12	7,56	-5,37%	-5,80%	14,61%	15,38%	14,25%
CANADA	2,37	2,37	2,40	0,25%	-1,11%	13,28%	11,87%	13,73%
OLANDA - PAESI BASSI	2,79	3,08	2,85	10,14%	7,98%	7,31%	7,61%	7,15%
BELGIO	2,51	2,51	2,57	0,11%	-2,32%	6,65%	7,26%	6,58%
GIAPPONE	4,40	4,33	4,51	-1,51%	-4,05%	5,93%	5,07%	6,01%
STATI UNITI D'AMERICA	3,19	3,27	3,24	2,64%	0,97%	3,44%	3,14%	3,82%
ITALIA	5,94	5,90	5,47	-0,60%	7,98%	3,08%	3,09%	3,03%
BRASILE	4,74	4,64	4,77	-1,96%	-2,77%	2,80%	2,94%	3,00%
REGNO UNITO	3,33	3,41	3,38	2,34%	0,86%	2,52%	2,24%	2,35%
FRANCIA	3,43	3,31	3,53	-3,29%	-6,23%	1,64%	2,06%	1,67%
RUSSIA	3,95	3,95	4,07	0,02%	-2,93%	1,26%	1,50%	1,28%
DANIMARCA	4,58	4,67	4,73	1,99%	-1,22%	1,16%	1,44%	1,23%
AUSTRALIA	4,27	4,44	4,47	3,91%	-0,59%	1,20%	1,40%	1,33%
POLONIA	4,10	4,18	4,21	1,87%	-0,74%	1,31%	1,36%	1,34%
VIETNAM	6,58	5,30	6,78	-19,44%	-21,79%	1,21%	1,20%	1,27%
ITALIA PER ESTERO	4,11	4,33	4,11	5,34%	5,34%	1,90%	1,20%	1,50%
NORVEGIA	2,27	2,40	2,38	5,38%	0,74%	1,22%	0,75%	1,15%
THAILANDIA	6,19	6,49	6,38	4,75%	1,70%	1,09%	0,58%	1,14%
RESTO	4,22	4,53	4,33	7,40%	4,75%	8,00%	10,45%	8,37%
<b>Totale</b>	<b>3,52</b>	<b>3,59</b>	<b>3,57</b>	<b>2,24%</b>	<b>0,54%</b>	<b>100,00%</b>	<b>100,00%</b>	<b>100,00%</b>