



# Corporate Presentation

*September 2015*

# VIÑA CONCHA Y TORO



## *I. Concha y Toro: At a Glance*

VIÑA CONCHA Y TORO

# Viña Concha y Toro Today

- Largest Chilean and Latin American Winery.
- Top 5 world's winery in volume commercialized.
- Unique business model within the wine industry.
- Production facilities in 3 countries: CL, US & AR.
- Distribution subsidiaries in 12 countries and 2 commercial offices.
- Global Presence in 145 countries.



# Viña Concha y Toro in Numbers

## Net Sales (million US\$)

- 2006: \$404 → 2014: \$1,018 **CAGR: 12.1%**

## Volume (million 9 liter cases, wine)

- 2006: 21.4 → 2014: 33.2 **CAGR: 5.5%**

## EBITDA\* (million US\$)

- 2006: \$66.9 → 2014: \$149 **CAGR: 10.4%**

## Net Income (million US\$)

- 2006: \$30.5 → 2014: \$76 **CAGR: 12.0%**

\* Gross Profit – Distribution Costs – Administration Costs + Depreciation + Amortization





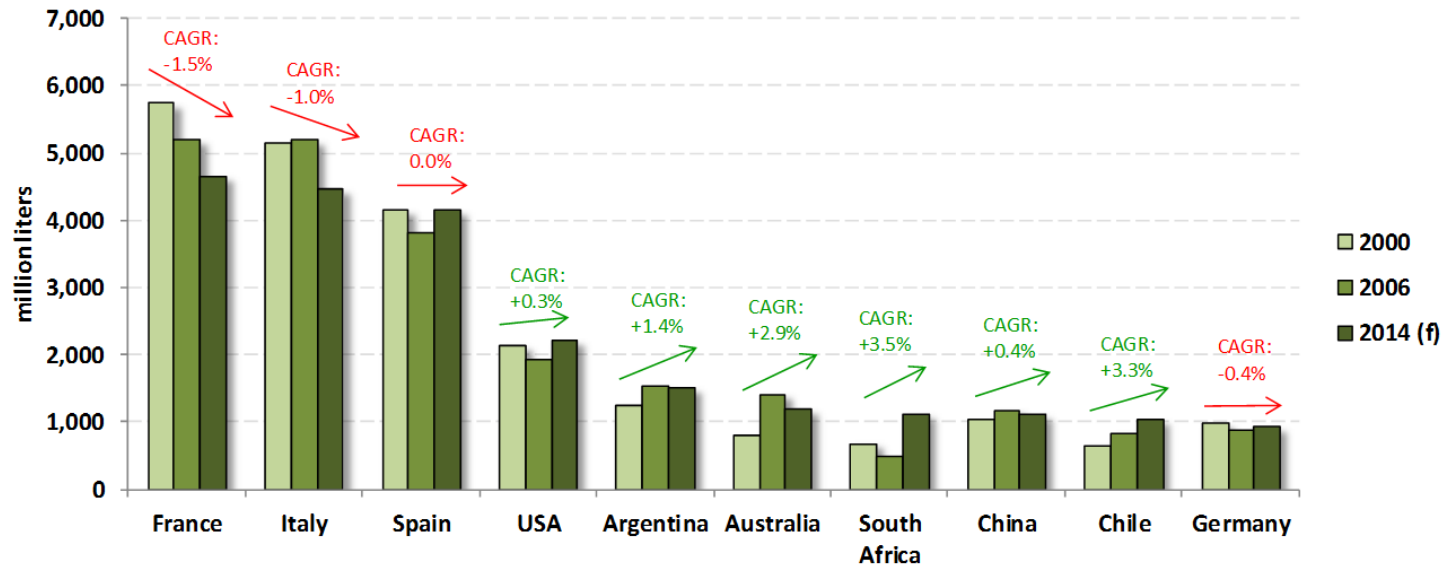


## *II. Global Wine Industry*

VIÑA CONCHA Y TORO

# Wine Industry: Top 10 wine producers

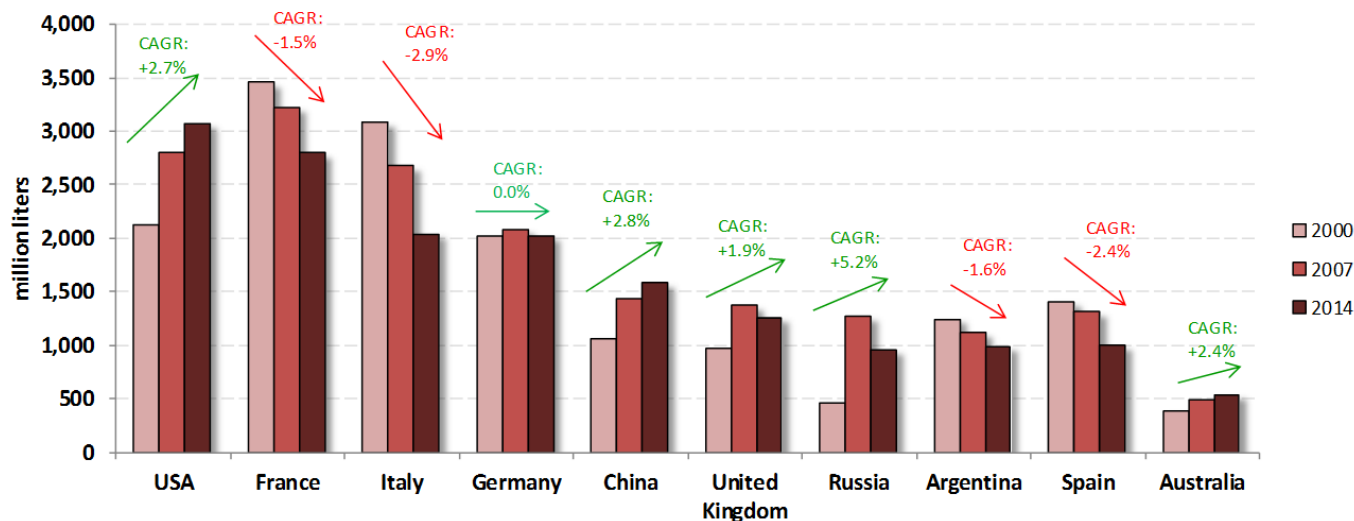
- Global Production remained flat since 2000
- 4.5% decrease in 2014



Source: OIV

# Wine Industry: Top 10 wine consumers

- Global Consumption Increasing 0.4% per year
- USA, China, Russia leading the growth

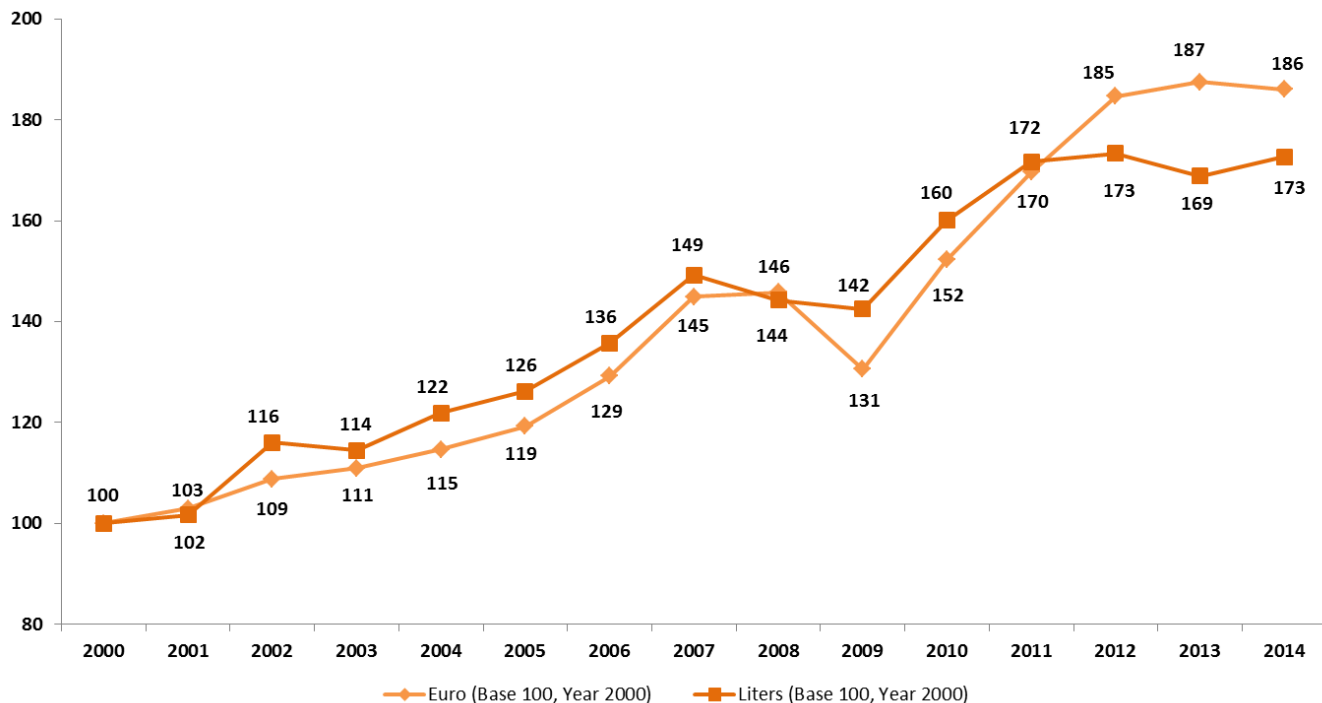


Consumption (Lts)	10	43	34	25	1	20	7	23	22	23
-------------------	----	----	----	----	---	----	---	----	----	----

Source: OIV

# Wine Industry: Global Exports

- Global Export Value (€) increased 86% in 14 years
- Global Export Volume increased 73% in 14 years

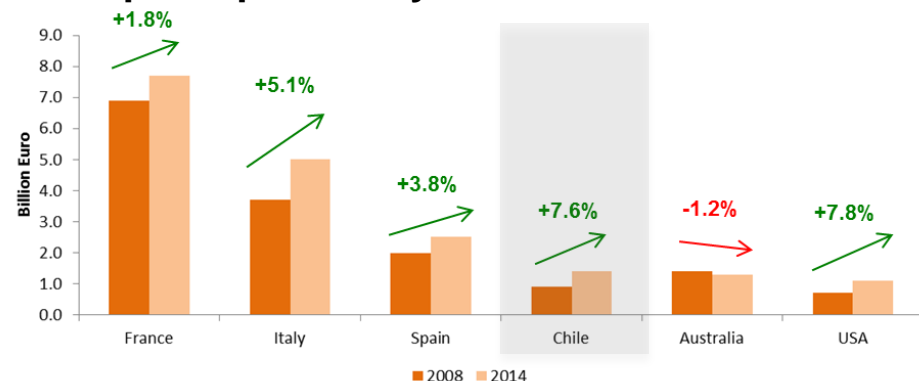


Source: OIV

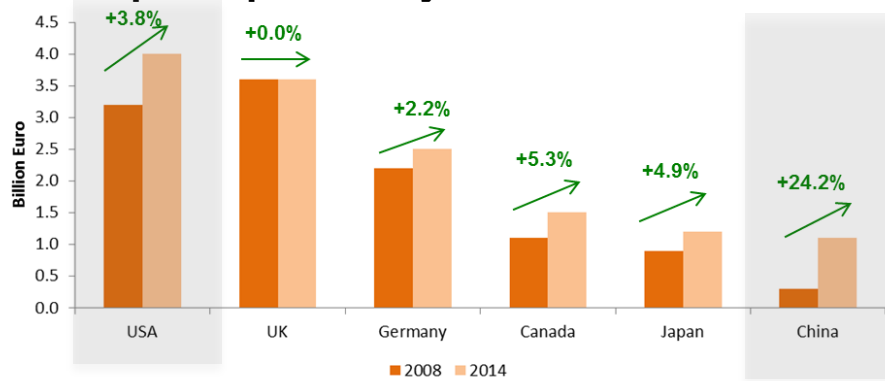


# Wine Industry: Global Exports

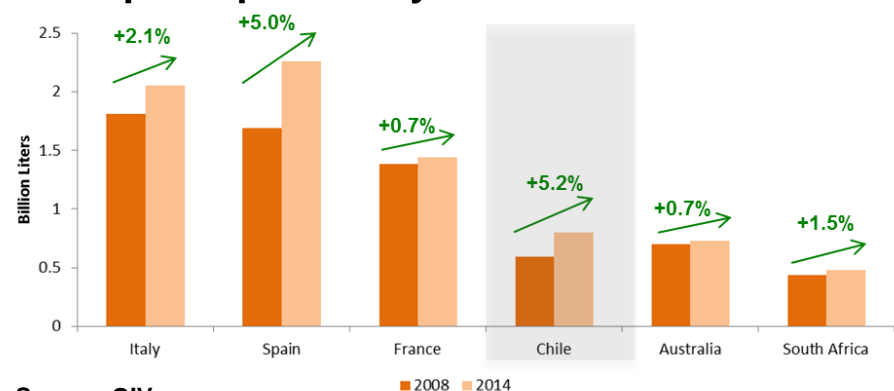
## • Top 6 exporters by value



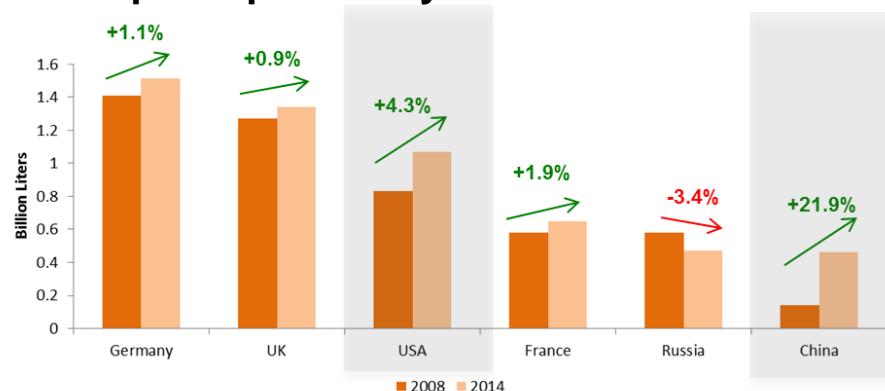
## • Top 6 importers by value



## • Top 6 exporters by volume



## • Top 6 importers by volume



Source: OIV

# Wine Industry: Global Exports

- The top ten players reached 14.5% and 12.6% of commercialized volume worldwide, by IWSR & Euromonitor, respectively.

Ranking	Company	Volume Market Share 2014
1 °	E&J Gallo Winery Inc	3.09%
2 °	Constellation Brands Inc	2.04%
3 °	Wine Group Inc, The	1.81%
4 °	Castel Groupe	1.67%
5 °	<b>Viña Concha y Toro SA</b>	<b>1.29%</b>
6 °	Treasury Wine Estates Ltd	1.12%
7 °	Accolade Wines Ltd	1.05%
8 °	Aldi	0.89%
9 °	Val D'Orbieu	0.81%
10 °	Distell	0.73%

Source: IWSR (2014)

Ranking	Company	Volume Market Share 2014
1 °	E&J Gallo Winery Inc	2.71%
2 °	Constellation Brands Inc	1.70%
3 °	Wine Group Inc, The	1.50%
4 °	Accolade Wines Ltd	1.12%
5 °	Castel Groupe	1.03%
6 °	<b>Viña Concha y Toro SA</b>	<b>1.02%</b>
7 °	Grupo Peñaflor SA	0.97%
8 °	Treasury Wine Estates Ltd	0.97%
9 °	Pernod Ricard Groupe	0.90%
10 °	Cantine Riunite	0.70%

Source: Euromonitor (2014)



### *III. Investment Attractiveness*

# Investment Attractiveness

1. Lead by an experienced controlling group
2. Successful track record through years
3. A business model which has supported the growth
4. Market diversification
5. Growth that improves profitability
6. Export Markets Leading the Growth
7. Leading Position





# 1. Lead by an experienced controlling group

**Current Controlling Group is part of CyT since the 50's.**

- ✓ Three families integrate the controlling group.
- ✓ Exclusive focus on wine
- ✓ Leading the growth and expansion through years.
- ✓ Passion for wines

## **Experienced Management**

- ✓ Management in the Company for more than 10 years in average.

**Listed in Santiago Stock Exchange and NYSE**



## 2. Successful track record through years

**1883 Foundation  
of Concha y Toro**



**1966 Launch of  
Casillero del  
Diablo**



**1994 First  
Winery to trade  
in NYSE**



**1997 Strategic  
Alliance: Almaviva  
Winery**



**2010 Partnership  
Manchester United**



**2013 World's Most  
Admired Wine  
Brand**



**1933 Listed in  
Santiago Stock  
Exchange**



**1993 Launch of  
Cono Sur Winery**



**1996 Launch of  
Trivento Winery in  
Argentina**



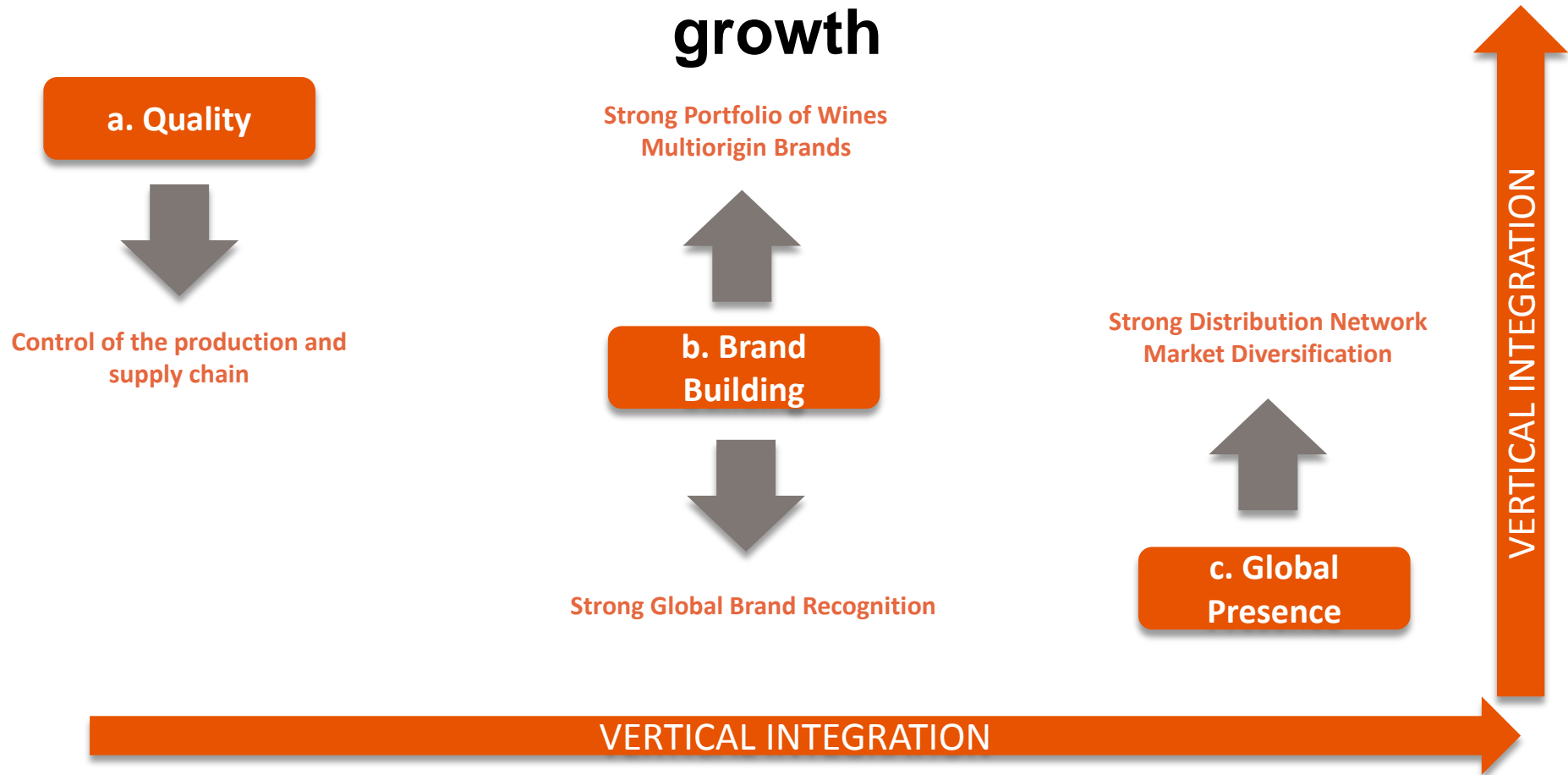
**2000 Brand  
Building – Global  
Reach**



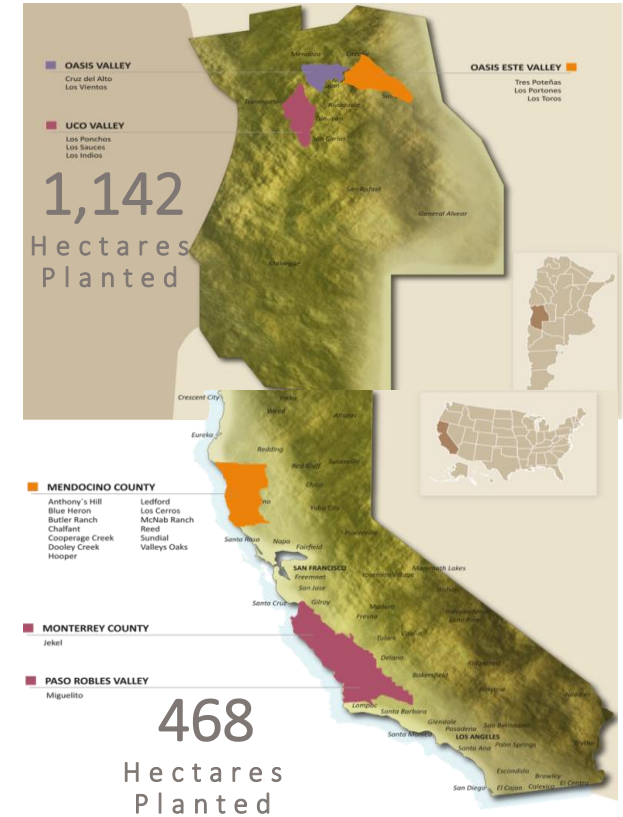
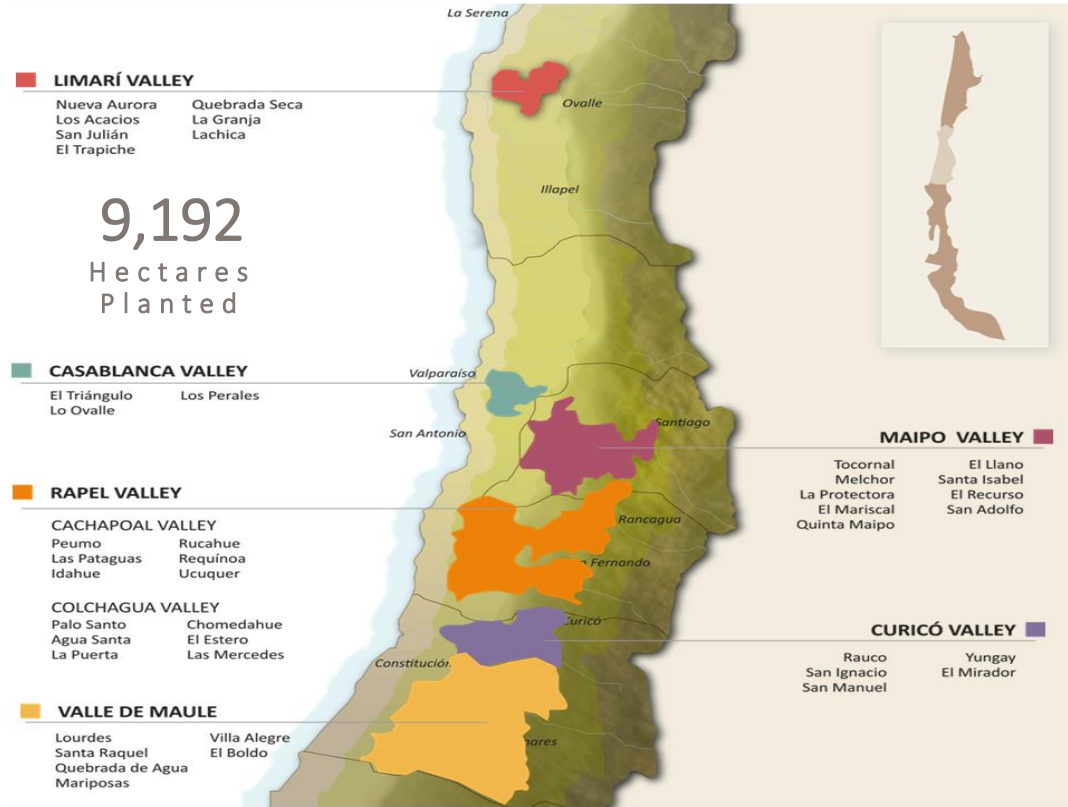
**2011 Acquisition  
of Fetzer Winery in  
California, US**



### 3. A business model which has supported the growth



# a. The importance of Quality Assurance and Consistency

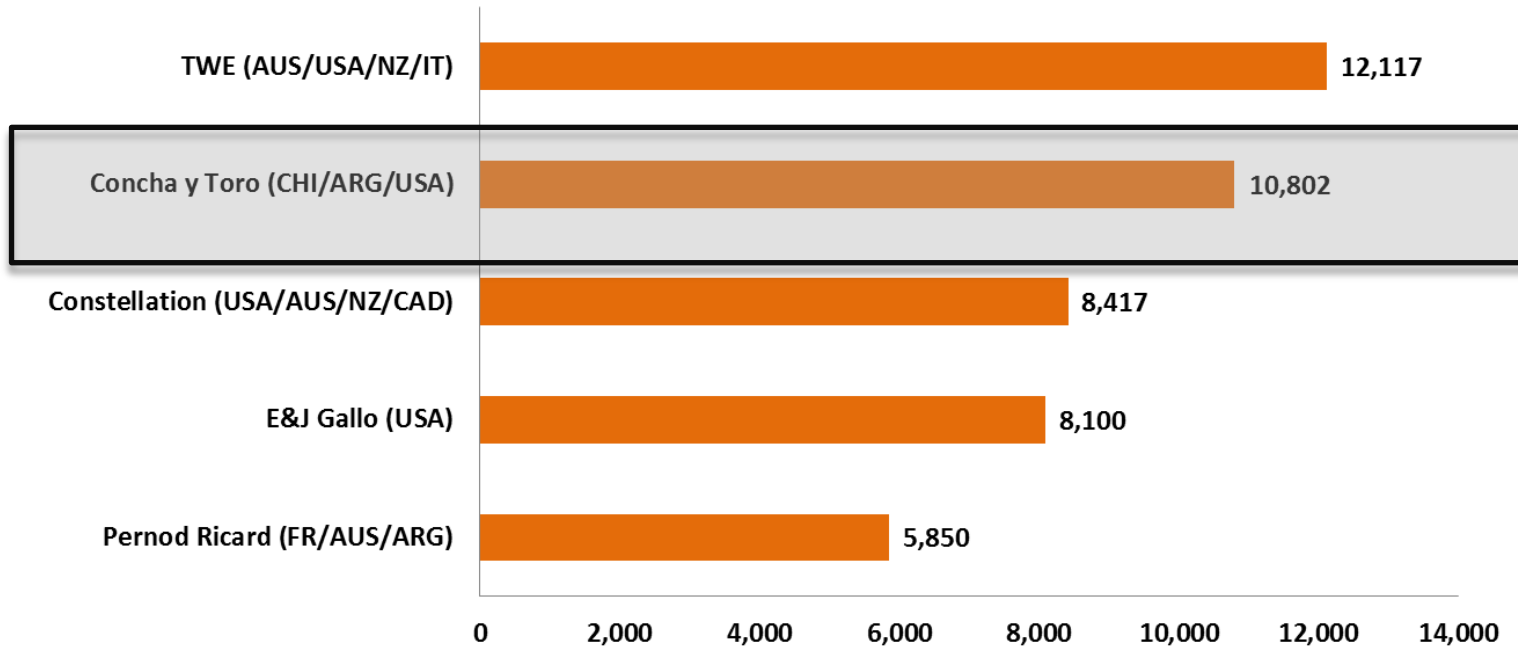




## ...Leading Company in hectares planted

### Hectares Planted

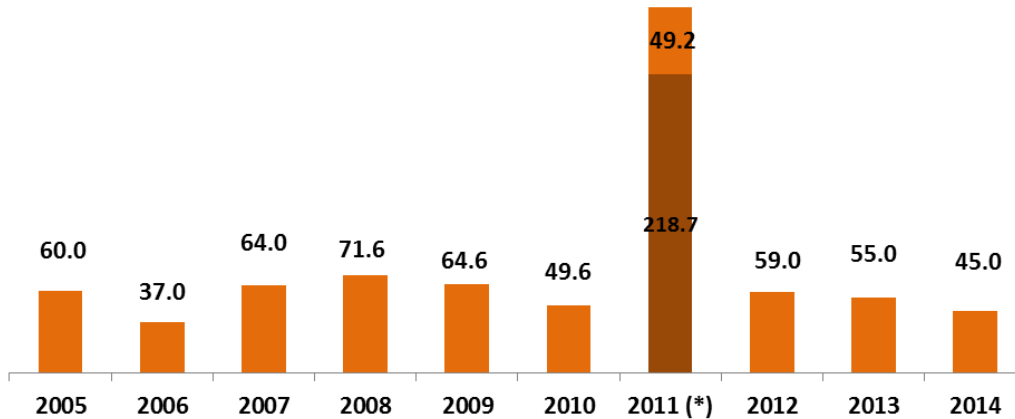
(Total includes leases: TWE 2,006 hectares; CyT 619 hectares)



Source: Source: Information available in Companies Fact Sheet, Web Site Information, Annual Reports, SEC Filings (20-F & 10-K)

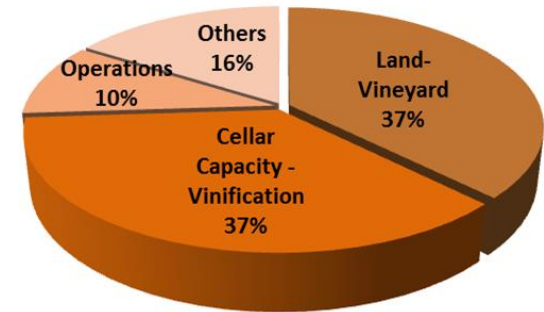
## ...Investments supporting the growth

**Sustained Investment Over Time**  
(US\$ million)



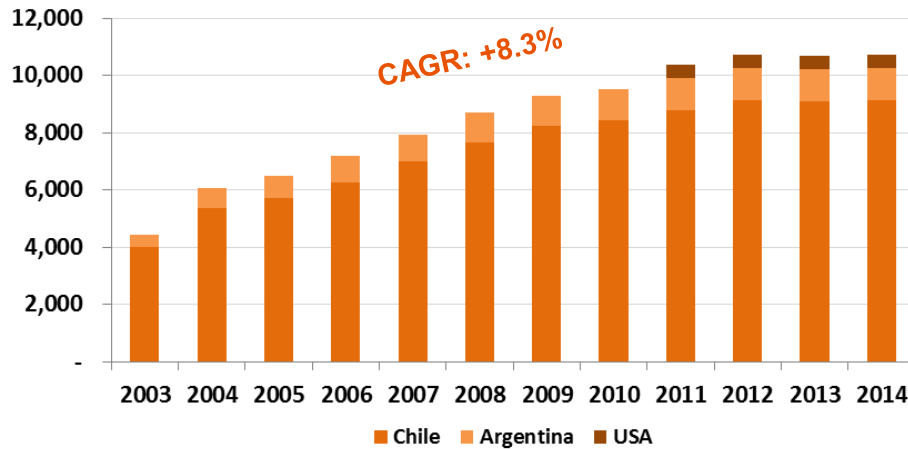
(\*) Inorganic Growth: Fetzer (216.0) + Kross (2.7)

**2014 Capex Disclosure**

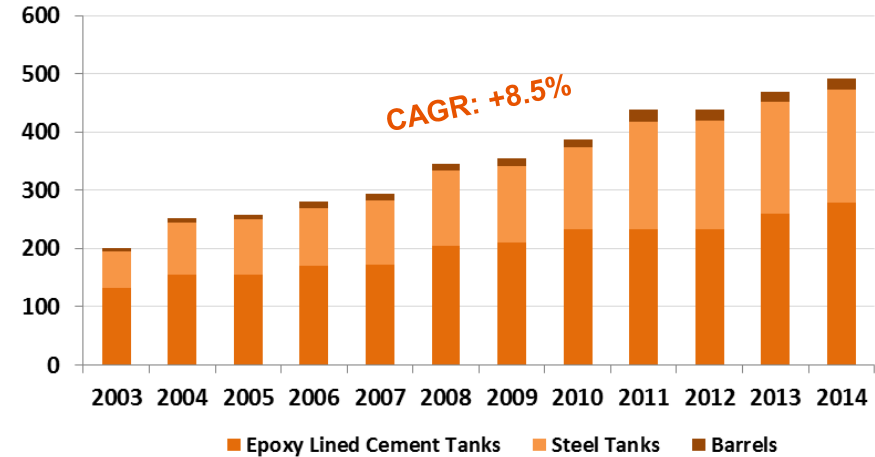


# ...Investments supporting the growth

## Hectares Planted



## Wine Storage & Ageing Capacity (million liters)



## b. Brand Building... built on a strong portfolio...

### Multiorigin Brands

Chile	 <p>CONCHA Y TORO</p> <p>VIÑA MAIPO</p> <p>MAYCAS LIMARI</p> <p>Cono Sur VIÑEDOS &amp; BODEGA</p> <p>PALO ALTO</p> <p>CANEPA VITAM EXSOLVERE PER ARTES</p>
Argentina	 <p>TRIVENTO BODEGAS Y VIÑEDOS</p> <p>• FINCA • LA CHAMIZA WINE OF ARGENTINA</p>
USA	 <p>FETZER THE EARTH FRIENDLY WINERY™</p> <p>Bonterra ORGANIC VINEYARDS</p> <p>JEKEL VINEYARDS</p>



## ... development of brands & history...



...Independent strong brands ...  
... with the endorsement of Concha y Toro



VARIETALS                      PREMIUM                      SUPER PREMIUM                      ULTRA PREMIUM                      ICON

% of sales by value	62.3%	31.3%	6.4%
---------------------	-------	-------	------

## ... a recognized winery obtaining global awards

**“World’s Most Admired Wine Brand”**  
(Drinks International, 2011 – 2013)



**“World’s Most Powerful Wine Brand”**  
(Intangible Business, 2014 & 2015)



## ... and the highest accolades for our Portfolio...



**94 pts**  
**Don Melchor**  
Cabernet Sauvignon 2010  
Wine & Spirits  
June 2014

**95 puntos**  
**Don Melchor**  
Cabernet Sauvignon 2010  
Wine Spectator  
May 2014

**Don Melchor**  
*The World Class Terroir  
Cabernet Sauvignon*



**94 pts**  
**Carmín de Peumo**  
Carmenere 2011  
Wine Advocate  
Robert Parker  
July 2014

**95 pts**  
**Carmín de Peumo**  
Carmenere 2011  
Wine & Spirits  
June 2014

**Carmín de Peumo**  
*Best Carmenere in the World*



**91 pts**  
**Gravas del Maipo**  
Syrah 2010  
Wine Advocate  
Robert Parker  
July 2014

**93 pts**  
**Gravas del Maipo**  
Syrah 2009  
Wine Spectator  
March 2013

**Gravas del Maipo**  
*Best Chilean Syrah*



**Gold**  
**"Top 10"**  
**Ocio**  
Pinot Noir 2010  
"Global Pinot Noir Masters 2014"  
The Drinks Business

**93 pts**  
**Silencio**  
Cabernet Sauvignon 2010  
Wine Advocate  
June 2014

**Cono Sur**  
*No family trees, no dusty bottles,  
just quality wine*

*The quality of wines of Viña Concha y Toro is standard for all its subsidiaries, as shown by the high recognitions awarded*

## ... and the highest accolades for our Portfolio...



**92 pts**  
"Cellar Selection"

**Terrunyo**  
Cabernet Sauvignon 2011

Wine Enthusiast  
August 2014

**95 pts**  
**Terrunyo**  
Carmenere 2011

Wine & Spirits  
June 2014

**Terrunyo**

*Best expression of a variety*



**90 pts**

**Amelia**  
Chardonnay 2011

Wine Advocate  
Robert Parker  
July 2014

**90 pts**

**Amelia**  
Chardonnay 2010

Wine Spectator  
March 2013

**Amelia**

*The first Chilean Ultra Premium  
Chardonnay*



**92 pts**

**Marques de Casa Concha**  
Cabernet Sauvignon 2010  
Limited Edition

Wine Advocate - Robert Parker  
July 2014

**93 pts**

"Highly Recommended"  
**Marques de Casa Concha**  
Cabernet Sauvignon 2011

Wine Spectator  
March 2014

**Marques de Casa Concha**

*A brand with consistent 90+ points*

*Concha y Toro and its subsidiary vineyards have focused on producing wines of superior quality and that reflect the diversity of their origins. This has made the company to be recognized today as the benchmark of quality worldwide, and its wines worthy of major awards*



**93 pts**

**Alto Tajamar** 2010  
James Suckling  
August 2014

**94 pts**

**Protegido** 2010  
Cabernet Sauvignon  
James Suckling  
August 2014

**Viña Maipo**

*Passion for our roots*



**91 pts /**  
"Smart Buy"

**Amado Sur**  
Malbec 2011  
Wine Spectator  
November 2011

**93 pts**

**Eolo**  
Malbec 2009  
Wine Spectator  
June 2013

**Trivento  
Bodegas y Viñedos**

*Inspired by the winds*



**Best of the Region  
White**

**Fetzer**  
Gewürztraminer 2012  
California State Fair 2014

**90 pts /**  
"Best Value Pinot  
Noir Out There"

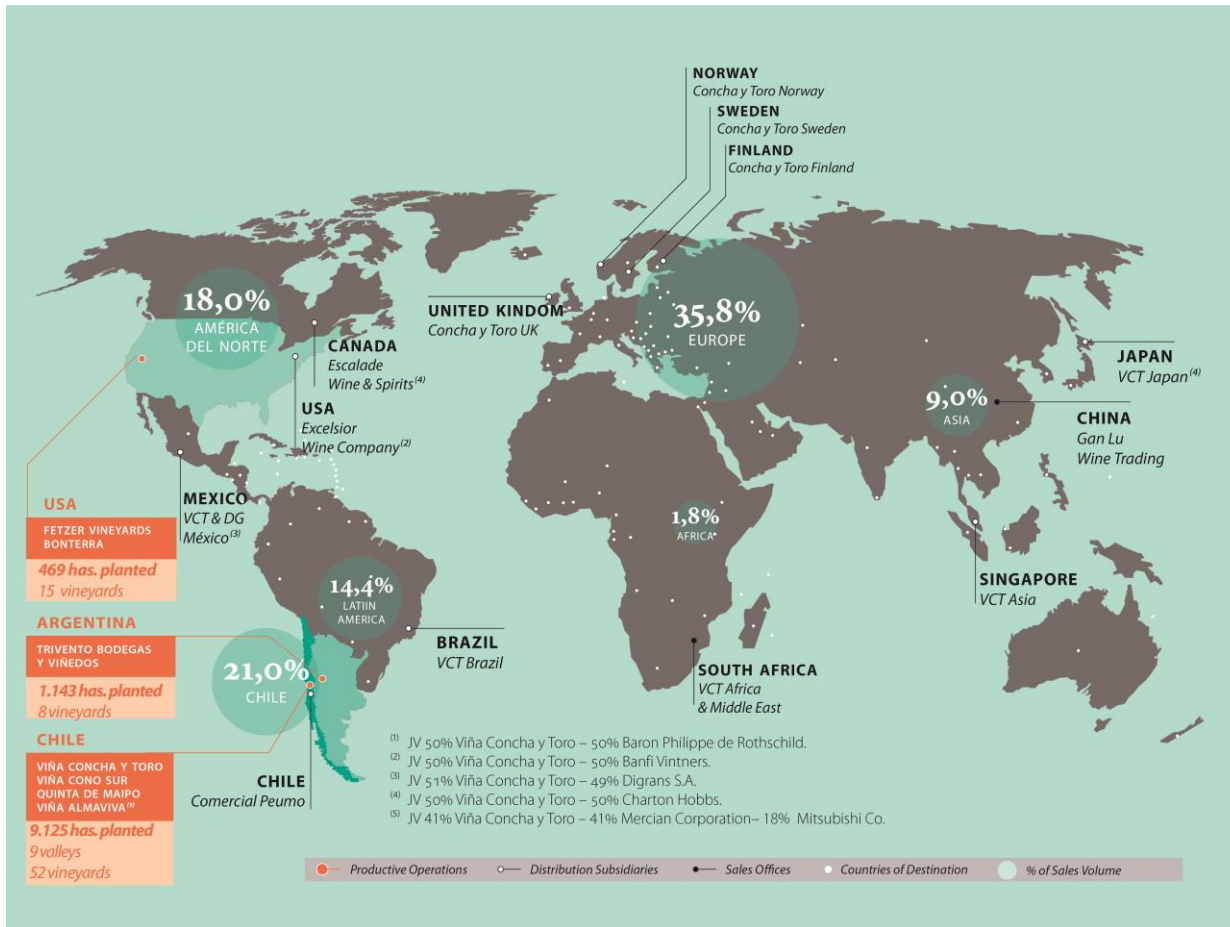
**Bonterra**  
Pinot Noir 2011  
Wine Enthusiast  
November 2013

**Fetzer Vineyards**

*Rebels Since 1968*



## c. Global Presence... getting closer to markets



### Distribution Subsidiaries



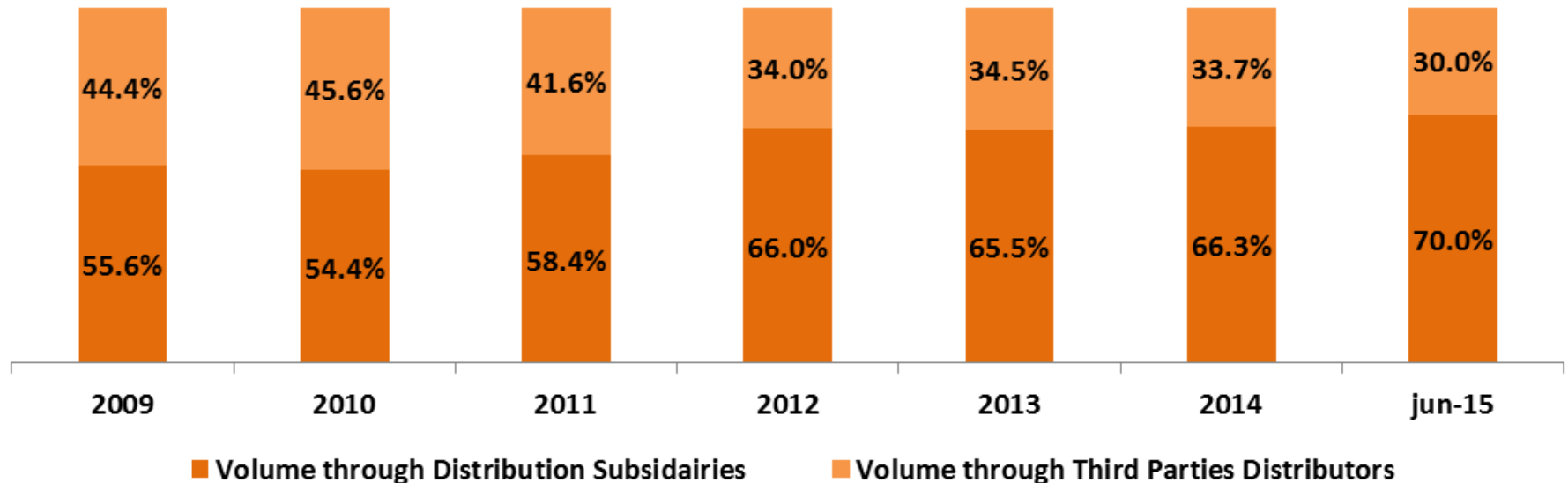
### Commercial Offices



## ... sales that build brand equity...

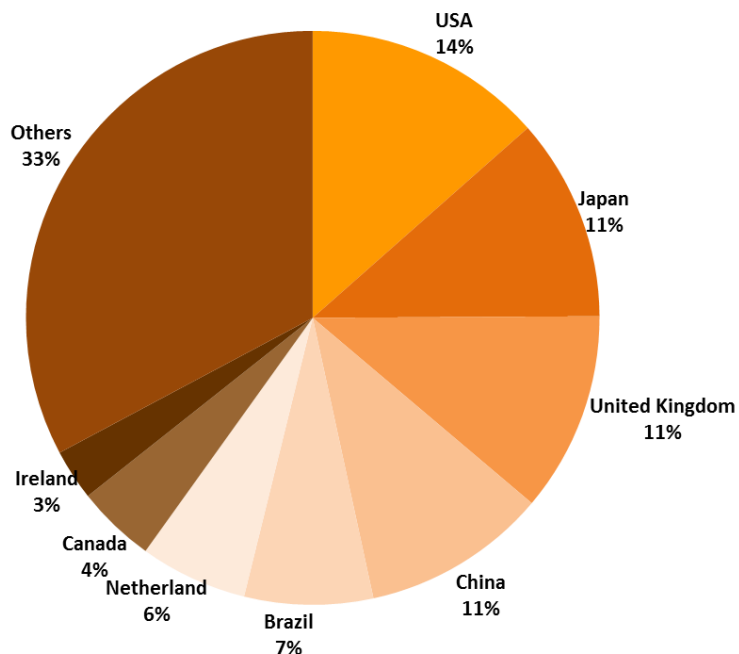
### Distribution Subsidiaries: Driving the growth

- 70% of CyT's sales carried out by direct distribution
- 30% of CyT's sales carried out by third parties distributors



## 4. Market diversification...

Chilean Destination of Bottled Exports



Concha y Toro's – Currencies and Markets

	Currency Mix	
	6M15	6M14
CLP	19.3%	19.0%
USD	34.5%	33.7%
GBP	20.9%	20.7%
EUR	9.7%	10.8%
CAD	2.7%	3.0%
ARG	0.9%	0.6%
SEK	2.7%	3.2%
NOK	0.9%	0.9%
BRL	5.6%	5.7%
MXN	2.6%	2.5%



- Export Markets include exports to third parties and distribution subsidiaries
- US and ARG exports excludes shipments to the company's distribution subsidiaries

# ... leading the chilean export categories...

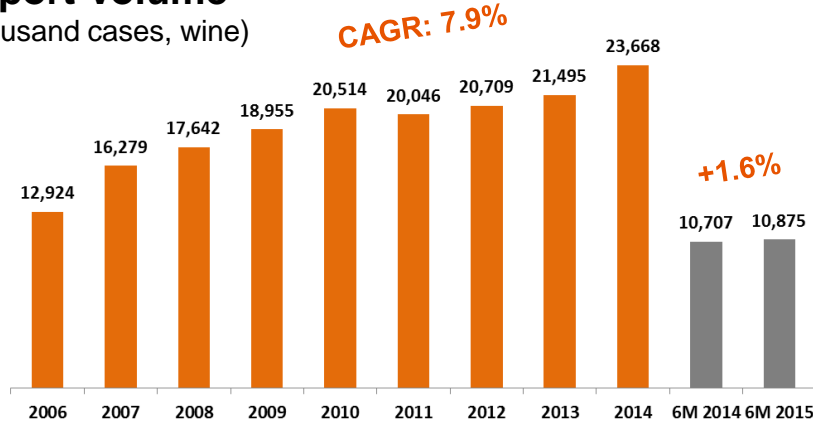
## The Chilean Bottled Export Industry – Concha y Toro Leading Position

Rank June 2015	Country	Share over chilean bottled exports (volume)	Growth 2015/2014	% Part of CyT in total chilean bottled exports	Rank CyT over Chilean Exports
1	USA	13.5%	0.9%	38.4%	1
2	Japan	11.4%	20.0%	30.5%	1
3	United Kingdom	11.3%	-13.5%	40.1%	1
4	China	10.4%	40.1%	7.4%	3
5	Brazil	7.2%	-2.8%	38.4%	1
6	Netherland	6.1%	-9.3%	26.1%	1
7	Canada	4.4%	2.5%	36.1%	1
8	Ireland	2.9%	0.1%	21.3%	2
9	Mexico	2.8%	23.1%	46.3%	1
10	Denmark	2.8%	11.3%	27.9%	1
11	Germany	2.4%	1.7%	16.2%	2
12	Belgium	2.0%	24.3%	39.5%	1

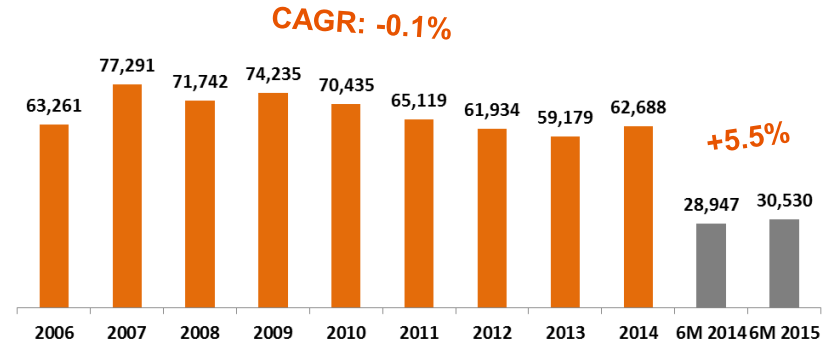
Source: Vinos de Chile

# 5. Growth that improves profitability

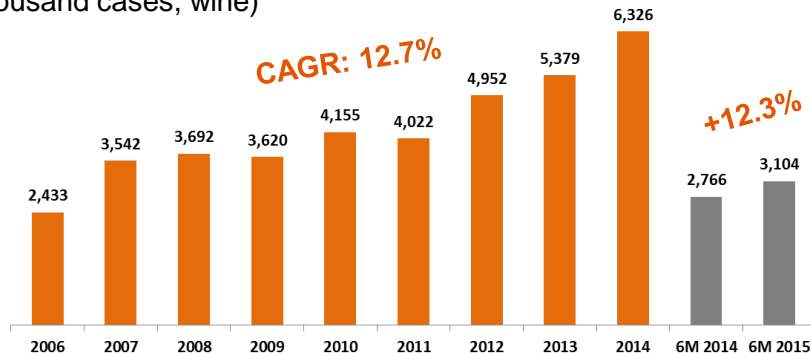
**Export Volume**  
(thousand cases, wine)



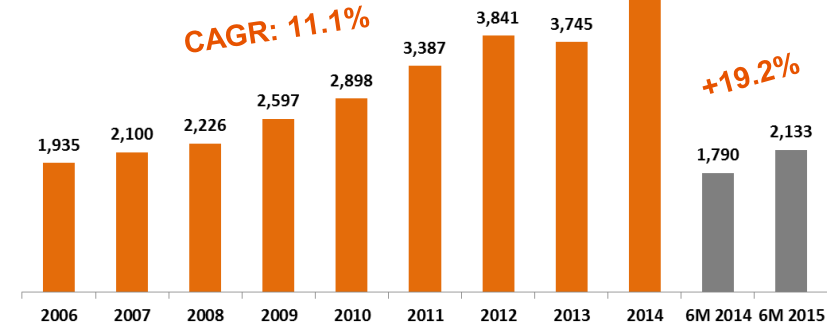
**Domestic Volume**  
(thousand liters, wine)



**Premium Wines Export Volume**  
(thousand cases, wine)



**Premium Wines Domestic Volume**  
(thousand liters, wine)

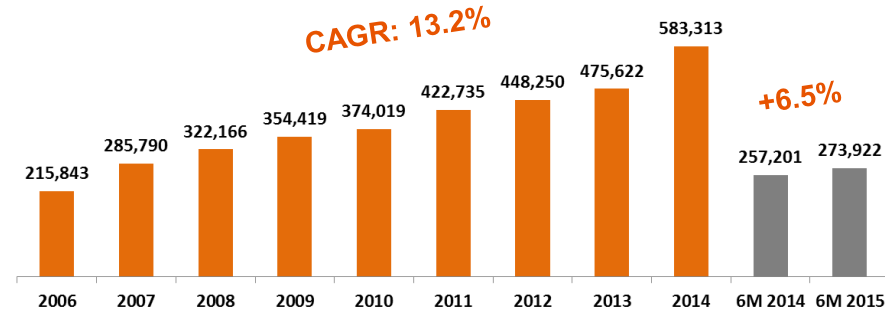




# 6. Export Markets Leading the Growth

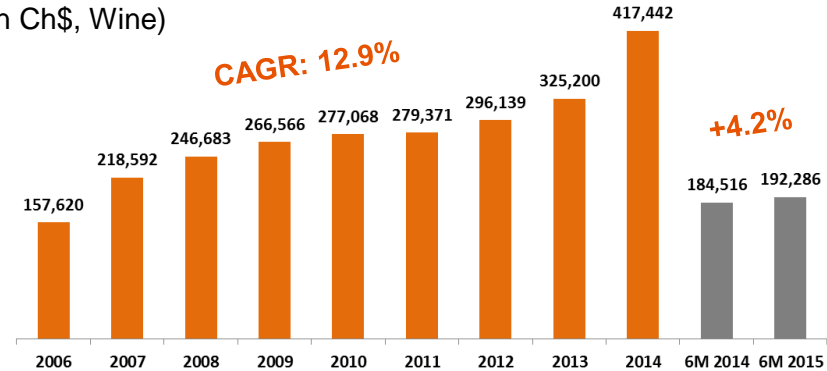
## Consolidated Sales

(million Ch\$)



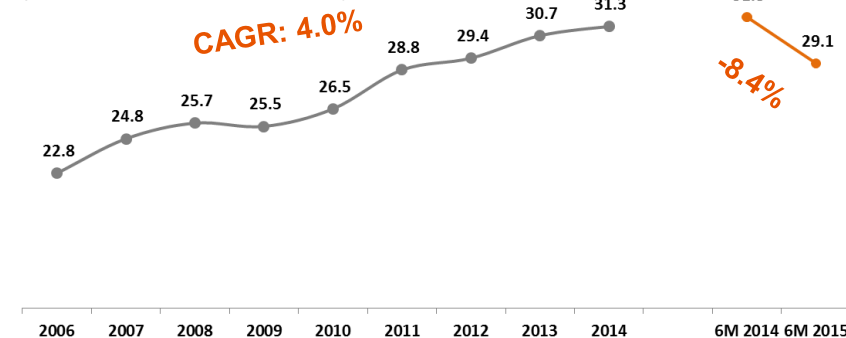
## Export Sales

(million Ch\$, Wine)



## Average Export Price

(US\$ / 9 liter Case, Wine)



# 7. Leading Position

## Concha y Toro's Exports over Chilean Bottled Wine\*

	Volume	Value
2004	29.2%	25.8%
2005	32.2%	27.2%
2006	33.4%	28.3%
2007	34.9%	30.2%
2008	37.0%	31.4%
2009	38.3%	32.3%
2010	36.6%	31.5%
2011	33.7%	29.7%
2012	35.4%	31.3%
2013**	33.9%	30.5%
2014**	32.2%	29.7%
3M2015**	33.0%	30.3%
6M2015**	32.0%	29.2%



**Volume Pro-forma (including wine bottled in UK):  
34.6% (as of Jun-15)**

Source: Vinos de Chile

(\*) Includes bottled & Bag in Box

(\*\*) Does not include the wine Bottled by CyT in UK

## Concha y Toro's Market Share – Domestic Market (Volume)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	6M2015
<b>Concha y Toro</b>	<b>27.1</b>	<b>28.6</b>	<b>30.0</b>	<b>29.7</b>	<b>31.5</b>	<b>30.7</b>	<b>30.4</b>	<b>29.6</b>	<b>28.5</b>	<b>27.1</b>	<b>27.9</b>
Santa Rita	24.4	25.5	27.9	28.7	28.9	29.4	29.1	28.0	29.5	30.9	31.8
San Pedro	21.7	21.9	21.8	23.0	22.5	24.4	24.6	26.7	27.3	28.7	28.3
Santa Carolina	3.2	3.1	2.3	2.0	1.8	1.8	1.7	1.5	1.4	1.1	0.8
Others	23.6	20.9	18.0	16.6	15.3	13.7	14.2	14.2	13.4	12.2	11.2

Source: Nielsen

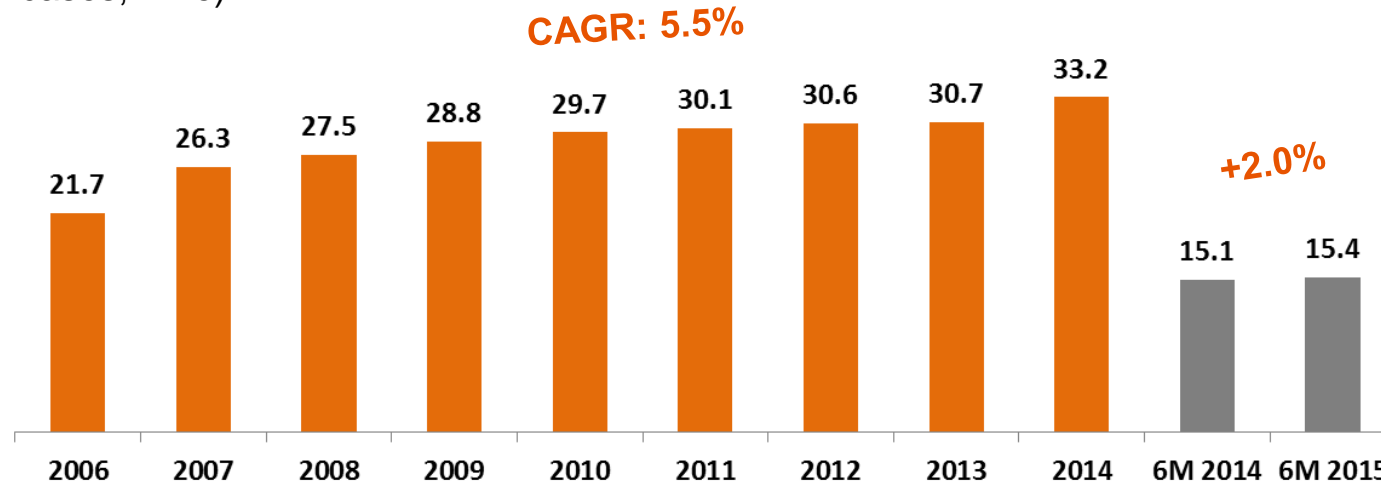


#### *IV. Financial Position*

# Recovering volume Growth

## Consolidated Sales

(million 9 liter cases, wine)



## Net Sales (billion Ch.\$)

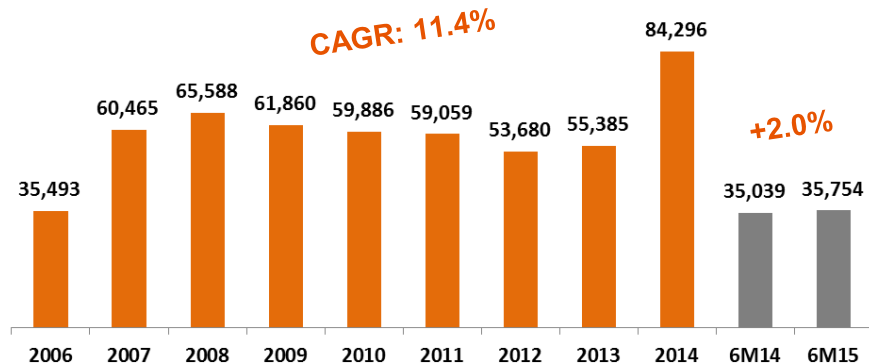
✓ 2006: \$215.8 → 2014: \$583.3

**CAGR: +13.2%**

# ... 2010-2013, a perfect storm...

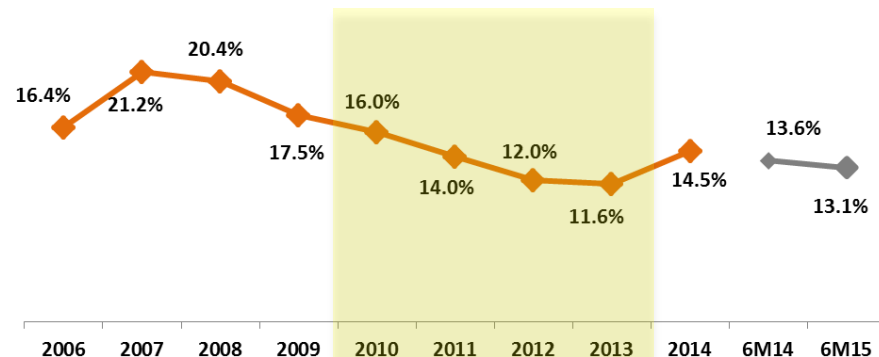
## Consolidated EBITDA

(million Ch\$)

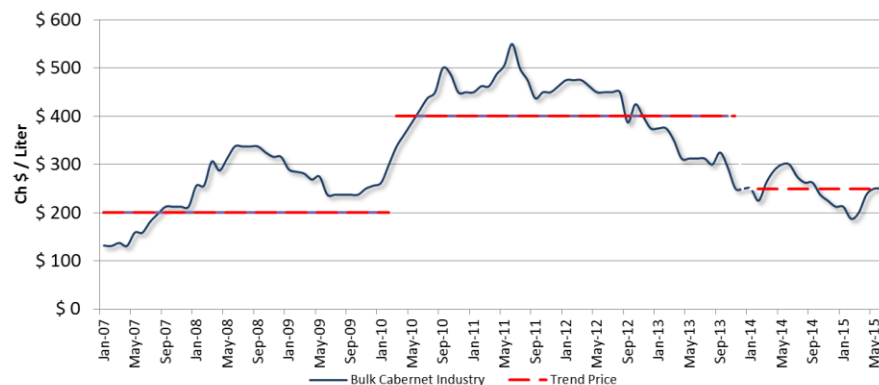


## Consolidated Mg. EBITDA

(% over sales)



Average Bulk Wine price to producer (Ch\$/Liter)

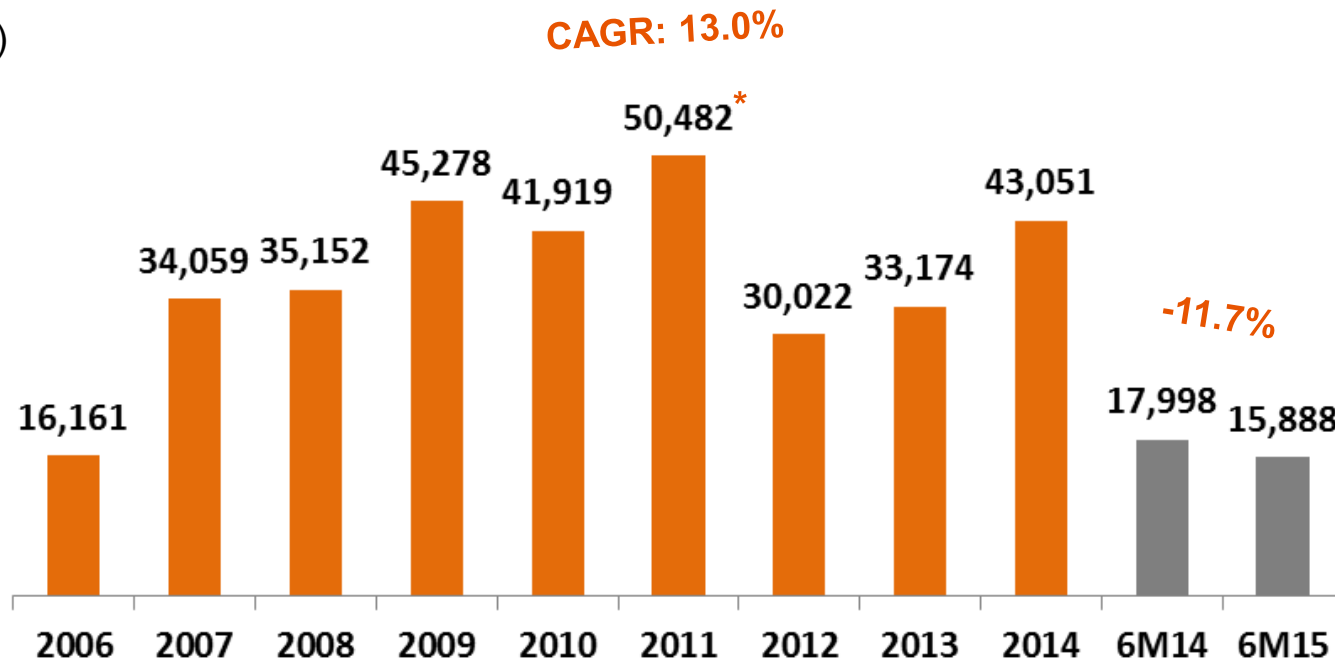




# ... remaining profitable through years...

## Consolidated Net Profit

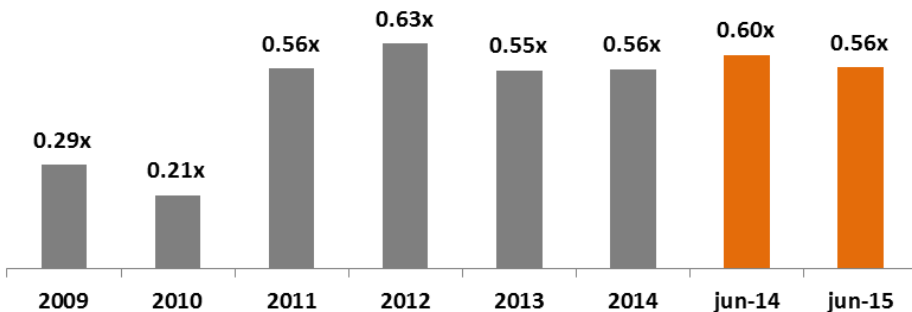
(million Ch\$)



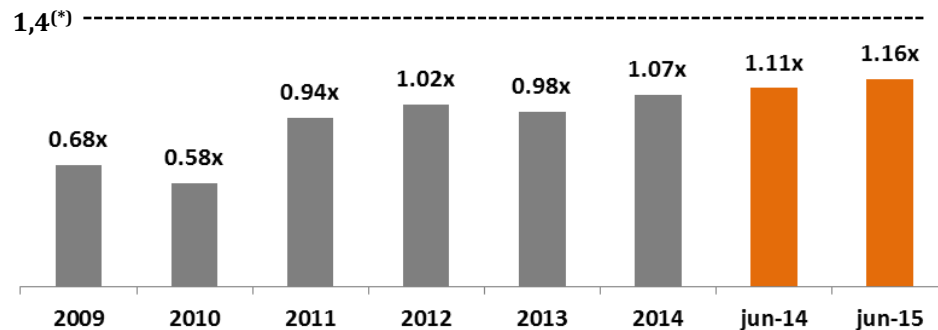
(\*) Includes the extraordinary effect of the insurance's payments regarding the earthquake of 2010  
(Ch\$ 19,555 million before taxes)

# Conservative Capital Structure (As of Jun-15)

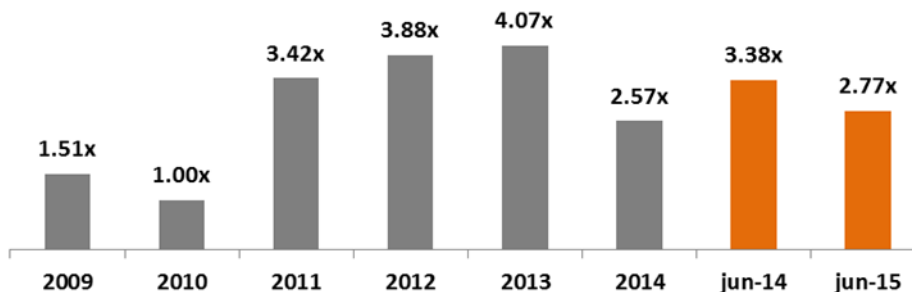
## Financial Debt / Equity



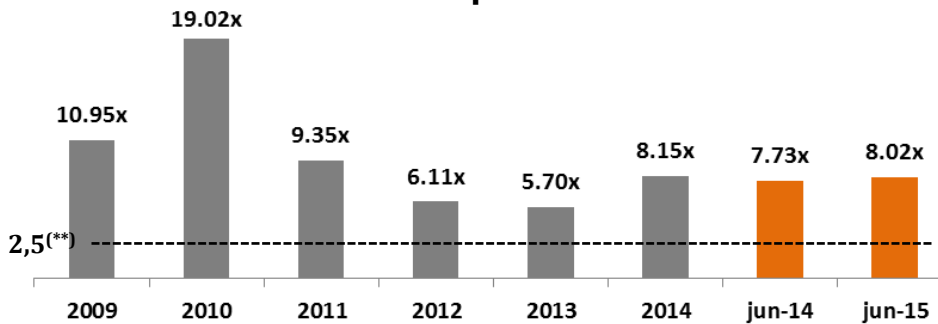
## Total Liabilities / Equity



## Net Financial Debt / EBITDA (1)



## EBITDA (1) / Financial Expenses (1)



Liabilities: Current Liabilities + Non Current Liabilities

Financial Debt: Other current financial liabilities + Other non current financial liabilities - Derivatives

Net Financial Debt: Other current financial liabilities + Other non current financial liabilities - Derivatives - Cash and cash equivalents

(1) Last 12 months

Financial expenses excludes financial income

(\*) As covenant, the issuer should have a Leverage not higher that 1.4 times. Leverage: Liabilities / Equity.

(\*\*) As covenant, the issuer should have a EBITDA/Financial expenses ratio at least 2.5 times.

Source: Superintendencia de Valores y Seguros (SVS)

# Financial Debt

Financial Debt* as of:	Jun-15		Jun-14	
	Ch\$ MM	Av. Interest rate	Ch\$ MM	Av. Interest rate
USD	130,595	2.78%	133,881	3.02%
EUR	0	0.00%	0	0.00%
GBP	0	0.00%	3,121	1.49%
CLP	47,500	5.04%	9,714	4.10%
UF	53,713	3.44%	81,963	3.74%
ARS	4,300	23.50%	5,296	17.98%
BRL	5,158	15.23%	8,867	11.63%
MXN	0	0.00%	0	0.00%
SEK	0	0.00%	983	2.10%
<b>Total</b>	<b>241,266</b>	<b>4.01%</b>	<b>243,824</b>	<b>3.92%</b>

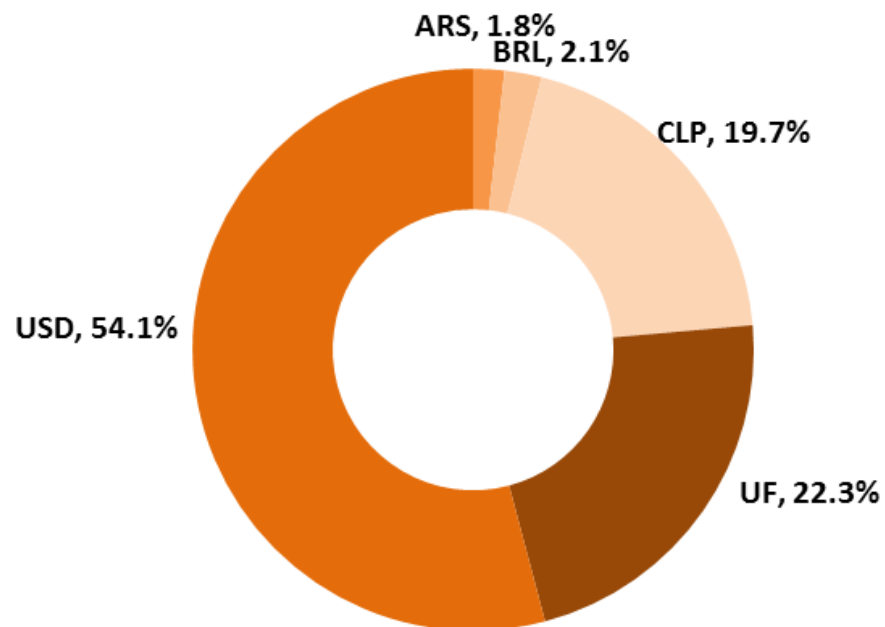
\* Does not include interest accrued.

In nominal Chilean Pesos at the end of each period

# Financial Debt

## Financial Debt by Currency

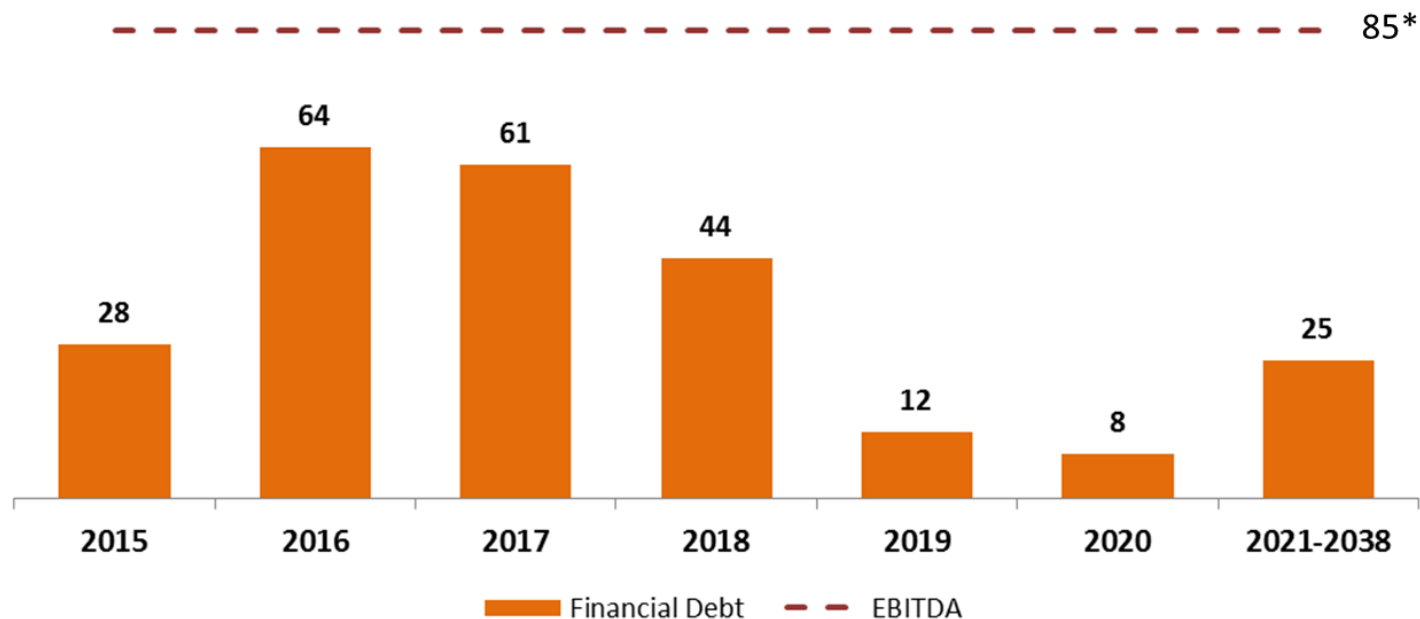
As of June 30, 2015 <sup>(1)</sup>



# Financial Debt

## Expected Maturity Date <sup>(1)</sup>, as of June 30, 2015

(Billion Ch\$)



Source: The Company

(1) Considers current and non current financial liabilities excluding derivatives

\* EBITDA, Last 12 Months



- ✓ We have the brands.
- ✓ We have the portfolio.
- ✓ We have the distribution.
  - ✓ We have the land.
- ✓ We have the investments.
- ✓ We have the expertise.

**We are ready to continue growing...**



# Corporate Presentation

*September 2015*

# VIÑA CONCHA Y TORO



*V. Exhibits*

# Viña Concha y Toro

## Board of Directors

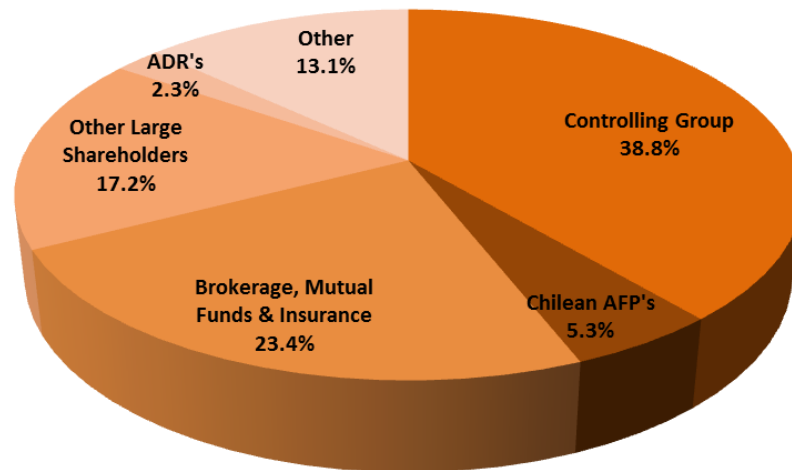


1. Alfonso Larraín Santa María (Chaiman)
2. Rafael Guilisasti Gana
3. Francisco Marín Estévez
4. Mariano Fontecilla de Santiago Concha

5. Sergio de la Cuadra Fabres
6. Pablo Guilisasti Gana
7. Jorge Desormeaux Jiménez

## Shareholder Structure

(June 30, 2015)



# Bottled Sales 2Q2015 & 6M2015

<b>Total Sales<sup>(*)</sup> (in Ch\$ million)</b>	<b>2Q15</b>	<b>2Q14</b>	<b>Change (%)</b>	<b>6M 2015</b>	<b>6M 2014</b>	<b>Change (%)</b>
Chile Domestic Market - wine	16,493	15,692	5.1%	28,811	27,060	6.5%
Export markets <sup>(1)</sup>	105,426	99,446	6.0%	181,334	173,573	4.5%
Argentina Domestic	1,418	709	100.1%	2,505	1,518	65.1%
Argentina Exports <sup>(2)</sup>	4,621	4,537	1.9%	8,550	8,188	4.4%
U.S.A. Domestic	14,086	10,976	28.3%	24,712	22,886	8.0%
U.S.A. Exports <sup>(2)</sup>	1,569	1,309	19.8%	2,402	2,754	-12.8%
<b>Total Wine Operating Segment</b>	<b>143,613</b>	<b>132,669</b>	<b>8.2%</b>	<b>248,314</b>	<b>235,980</b>	<b>5.2%</b>
Chile Domestic Market - new business	12,043	9,259	30.1%	22,099	19,572	12.9%
Other Revenues	1,954	929	110.3%	3,509	1,649	112.8%
<b>Total Other Operating Segment</b>	<b>13,997</b>	<b>10,188</b>	<b>37.4%</b>	<b>25,608</b>	<b>21,221</b>	<b>20.7%</b>
<b>Consolidated Sales</b>	<b>157,610</b>	<b>142,857</b>	<b>10.3%</b>	<b>273,922</b>	<b>257,201</b>	<b>6.5%</b>

(1) Export Volumes include exports to third parties and sales volumes of the company's distribution subsidiaries (UK, Nordics, Brazil, Singapore, Mexico).

<b>Total Volume<sup>(*)</sup> (thousand liters)</b>	<b>2Q15</b>	<b>2Q14</b>	<b>Change (%)</b>	<b>6M 2015</b>	<b>6M 2014</b>	<b>Change (%)</b>
Chile Domestic Market - wine	18,037	17,105	5.4%	30,530	28,947	5.5%
Export markets <sup>(1)</sup>	54,604	50,995	7.1%	92,724	90,424	2.5%
Argentina Domestic	1,138	704	61.7%	2,229	1,764	26.3%
Argentina Exports <sup>(2)</sup>	2,430	2,852	-14.8%	4,452	5,031	-11.5%
U.S.A. Domestic	4,274	3,977	7.5%	7,641	8,490	-10.0%
U.S.A. Exports <sup>(2)</sup>	415	452	-8.1%	703	906	-22.5%
<b>Total Wine Operating Segment</b>	<b>80,899</b>	<b>76,084</b>	<b>6.3%</b>	<b>138,278</b>	<b>135,564</b>	<b>2.0%</b>
Chile Domestic Market - New Business	5,336	4,809	11.0%	11,211	10,996	2.0%
<b>Total Other Operating Segment</b>	<b>5,336</b>	<b>4,809</b>	<b>11.0%</b>	<b>11,211</b>	<b>10,996</b>	<b>2.0%</b>
<b>Consolidated Volume</b>	<b>86,234</b>	<b>80,893</b>	<b>6.6%</b>	<b>149,490</b>	<b>146,560</b>	<b>2.0%</b>

(2) This figure excludes shipments to the company's distribution subsidiaries.

(\*) This figure includes bulk wine sales.

<b>Average Price (per liter)</b>	<b>Currency</b>						
Chile Domestic Market - wine	Ch\$	914.4	917.4	-0.3%	943.7	935.2	0.9%
Export Markets	US\$	3.19	3.56	-10.3%	3.22	3.53	-8.8%
Argentina Domestic	US\$	2.07	1.93	7.3%	1.96	2.00	-1.9%
Argentina Exports	US\$	3.34	3.15	5.9%	3.25	3.18	2.0%
U.S.A. Domestic	US\$	5.52	5.01	10.2%	5.41	5.09	6.4%
U.S.A. Exports	US\$	6.08	5.23	16.4%	5.49	5.49	0.0%

# Chilean Harvest through years

## Historical Harvest Volume

(million liters)

