# Viña Concha y Toro

**Santander 15th Annual Latin America Conference**

January 11-13, 2011

CONCHA Y TORO

# Concha y Toro – 6 year performance *

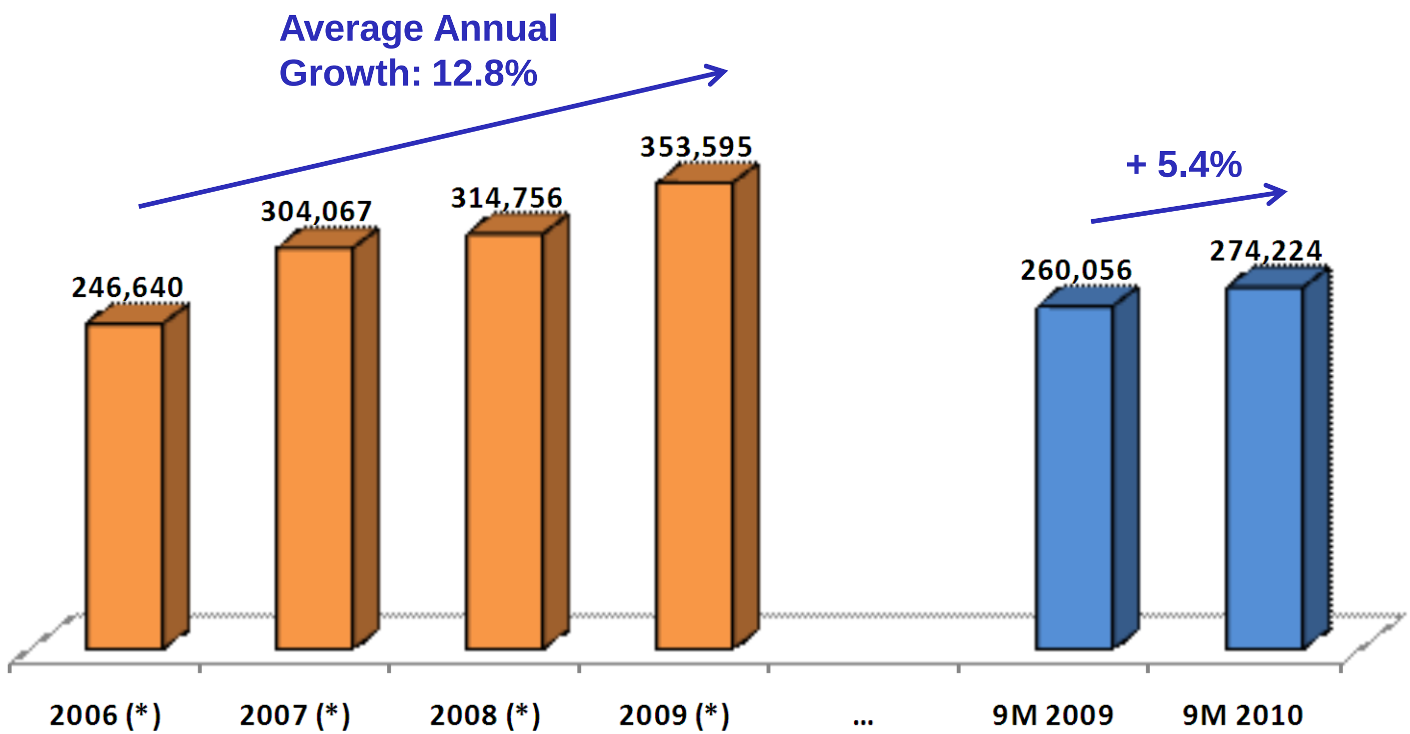
| | 2003 | 2009 | 6-year CAGR | 9M 2010 | % change Sep 2010/09 |
|---|---|---|---|---|---|
| **Sales (Ch$ million)** | **$ 190,303** | **$ 353,595** | **11%** | **274,224** | **5%** |
| Exports ** (Ch$ million) | $ 133,472 | $ 266,566 | 12% | 205,193 | 4% |
| Exports ** (US$ million) | $ 151 | $ 483 | 21% | 395 | 13% |
| **% Exports** | **70.1%** | **75.4%** | | **74.8%** | |
| Export volume ** ('000 cases) | 7,802 | 18,955 | 16% | 15,165 | 8% |
| Operating Result (Ch$ million) | $ 27,381 | $ 44,607 | 8% | 34,599 | -4% |
| **Op Results (Sales %)** | **14.4%** | **12.6%** | | **12.6%** | |
| EBITDA (Ch$ million) | $ 36,376 | $ 59,396 | 9% | 45,211 | -4% |
| **EBITDA (% Sales)** | **19.1%** | **16.8%** | | **16.5%** | |
| Net Income (Ch$ million) | $ 23,063 | $ 44,160 | 11% | 32,068 | -9% |
| **Net Income (% Sales)** | **12.1%** | **12.5%** | | **11.7%** | |
| ROE (Return on Equity) | 13.5% | 14.4% | 1% | | |
| EPS * (Ch$) | $ 32.07 | $ 59.56 | 11% | 42.93 | -10% |
| Stock Value *** | $ 510.0 | $ 1,105.9 | 14% | 1,163.9 | 1% |

* Ch$ as of December 2009

** Export Sales & Volumes from Chile & Argentina

*** Nominal Chilean Pesos at the end of each period

# Consolidated Sales
**(million Ch$)**

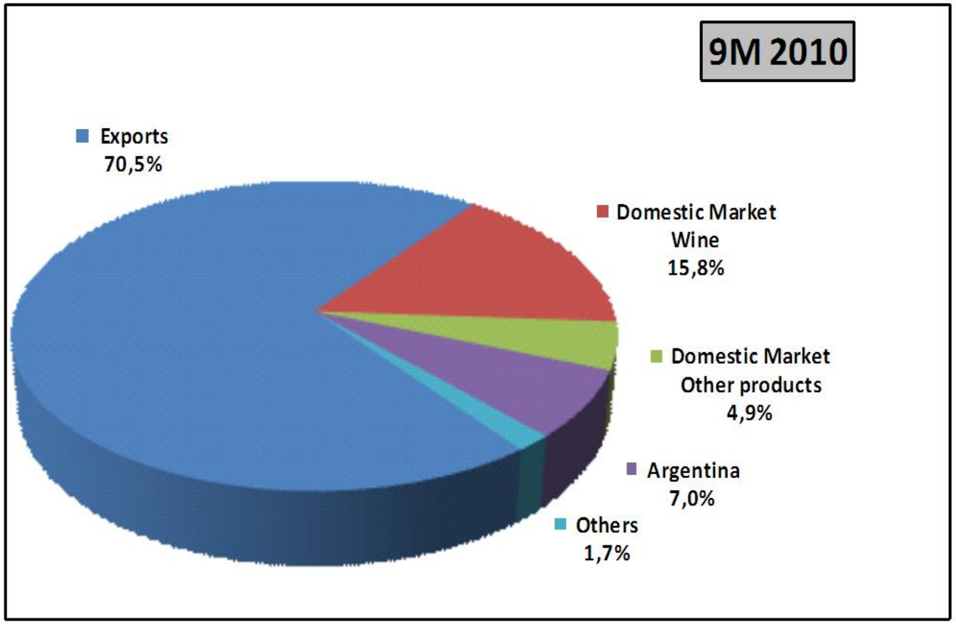


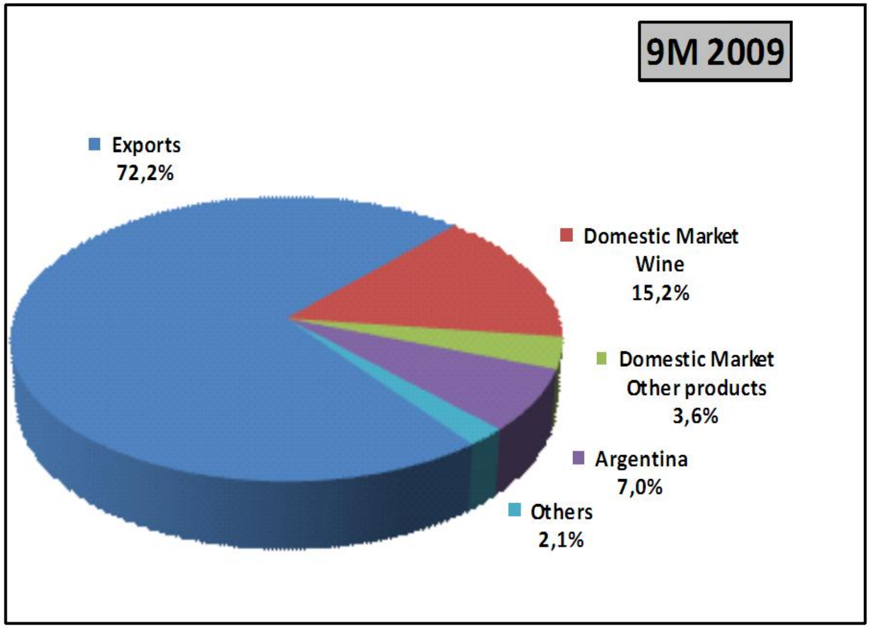

(*) For year 2009 and before, sales are expresed in Dec 2009 real terms.

For 9M 2009, 9M 2010 & Preliminary 2010, Sales are expresed in nominal terms.

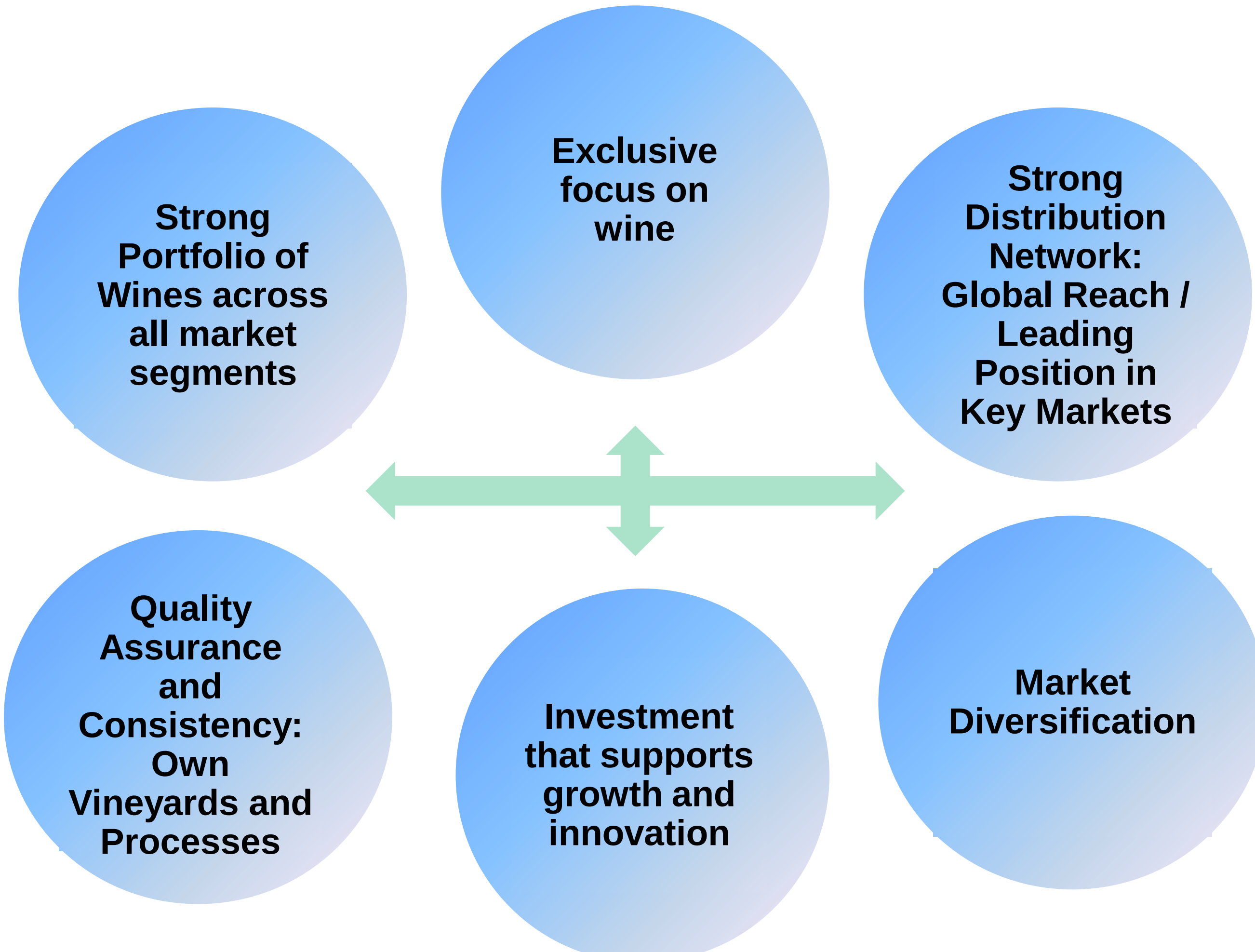
# Sales breakdown

**(9 months ended September)**

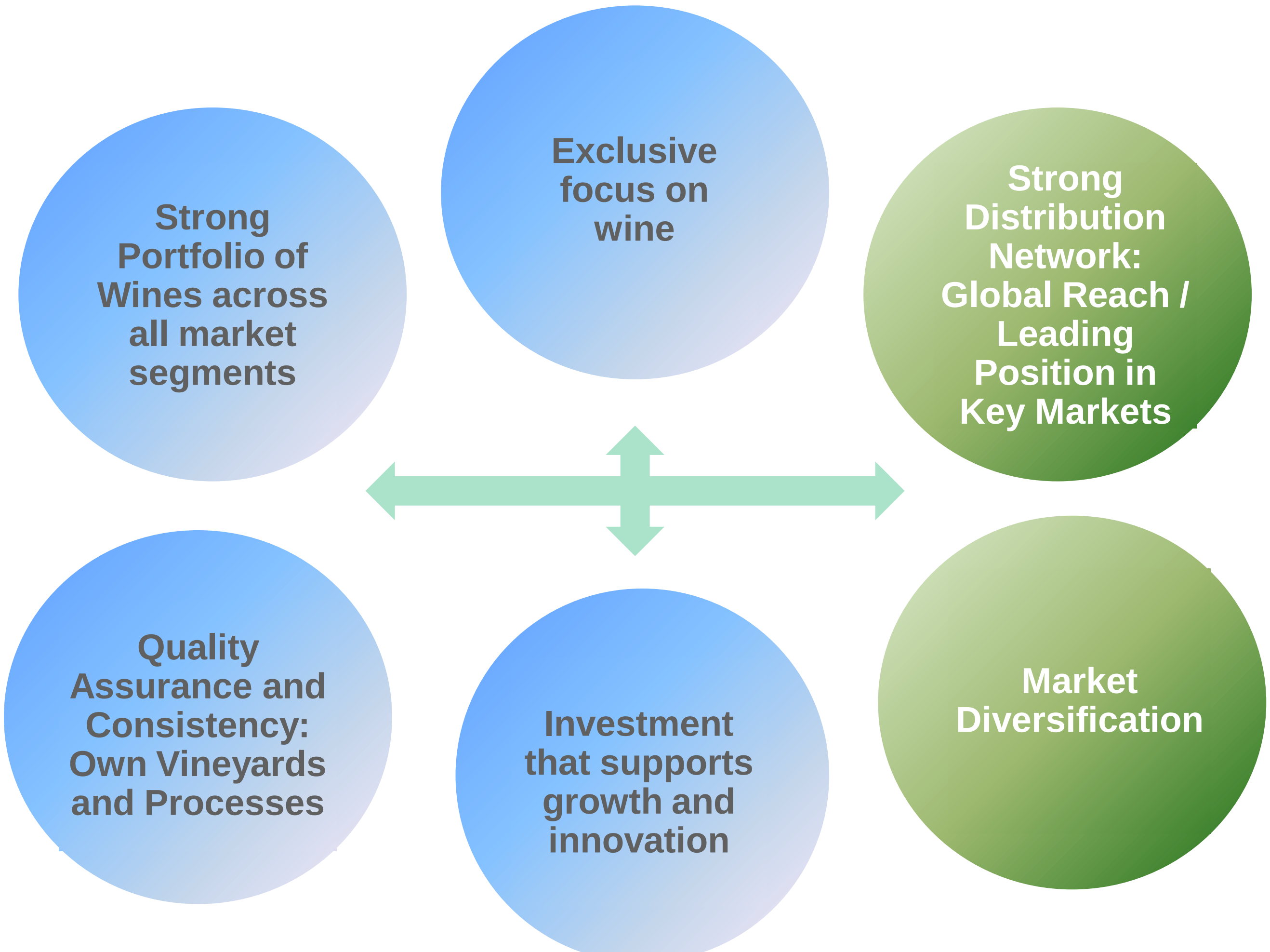


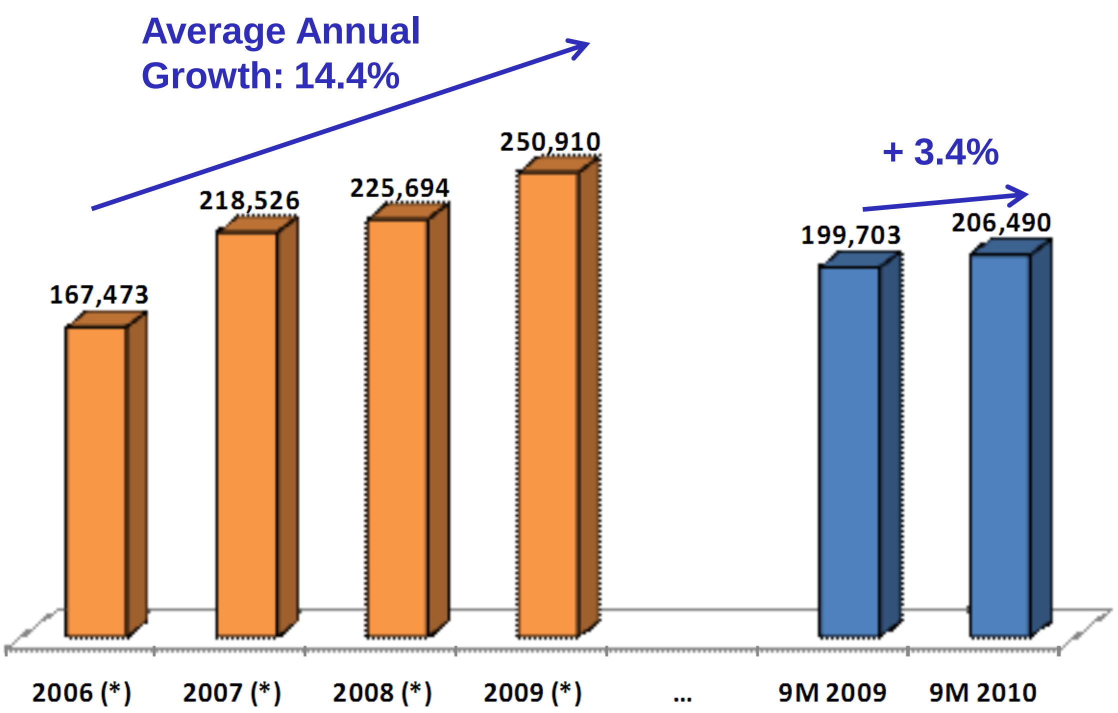
# Concha y Toro Business Model: Key Factors



# Concha y Toro Business Model: Key Factors



# Concha y Toro Export Sales
**(million Ch$)**

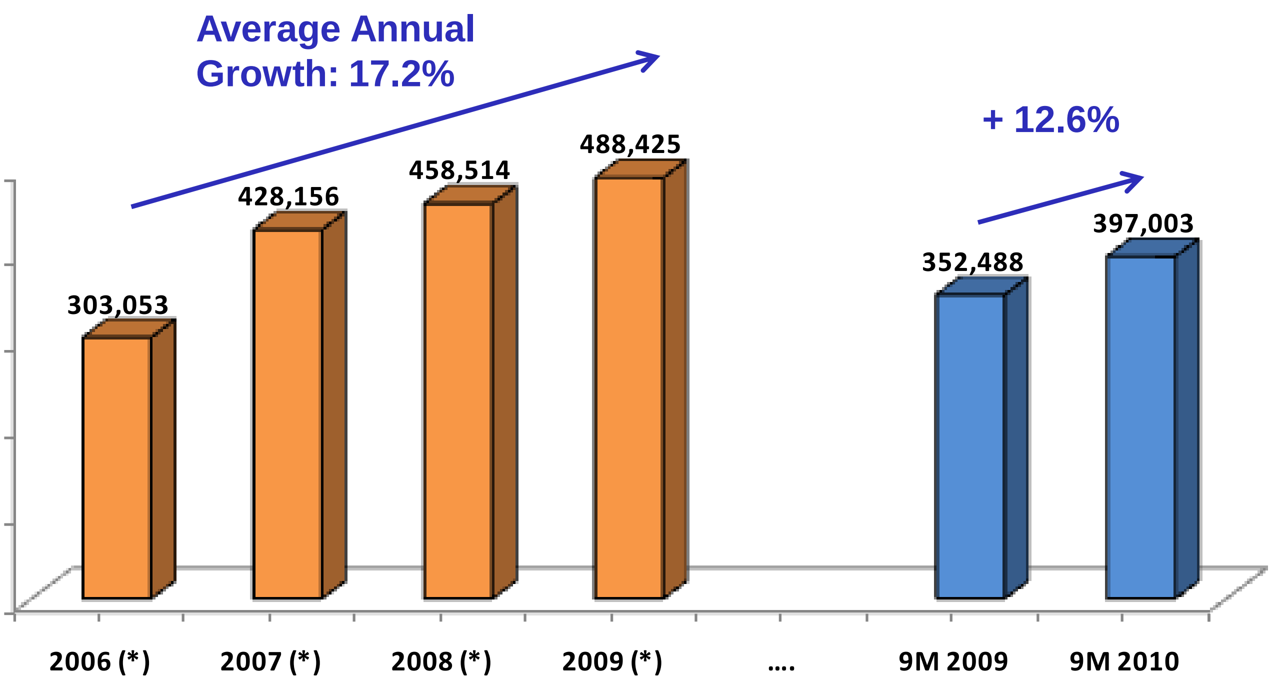



(*) For year 2009 and before, sales are expresed in Dec 2009 real terms.

For 9M 2009 and 9M 2010, Sales are expresed in nominal terms.

# Concha y Toro Export Sales

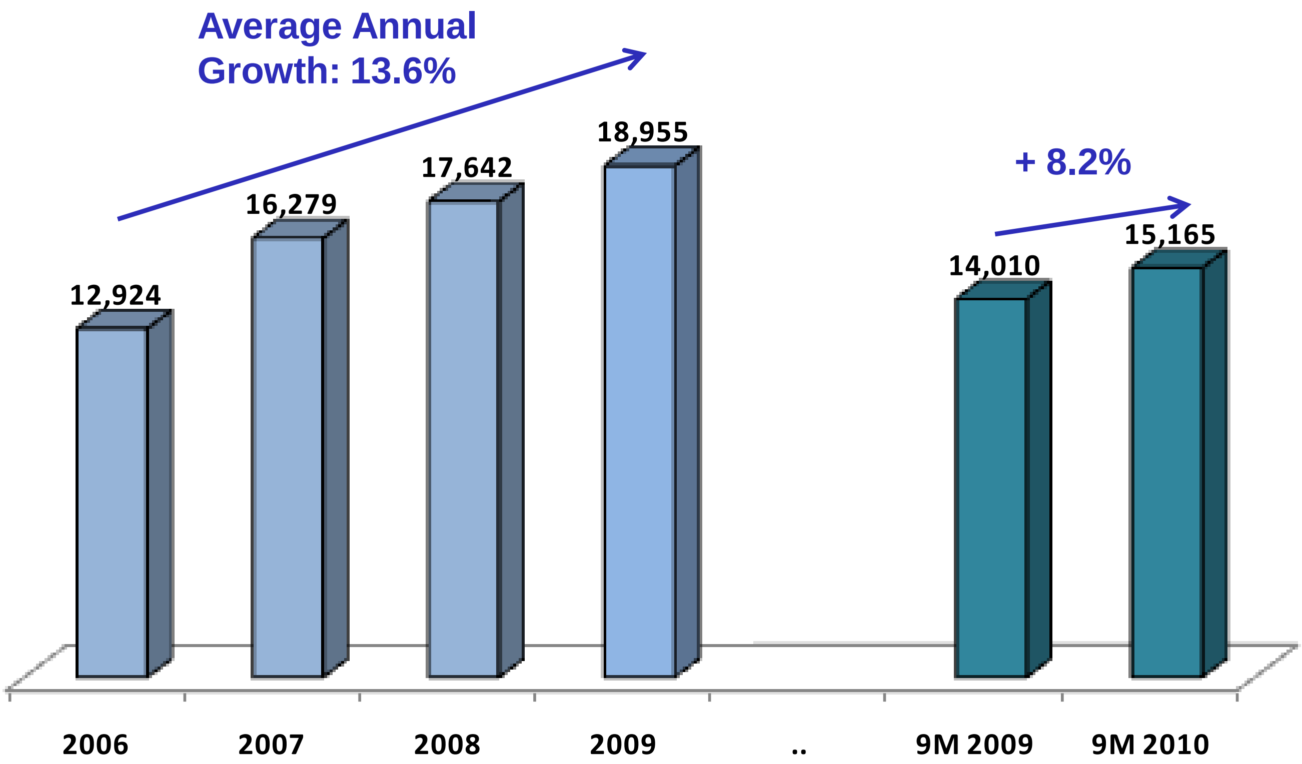
**(Thousand US$)**



Concha y Toro

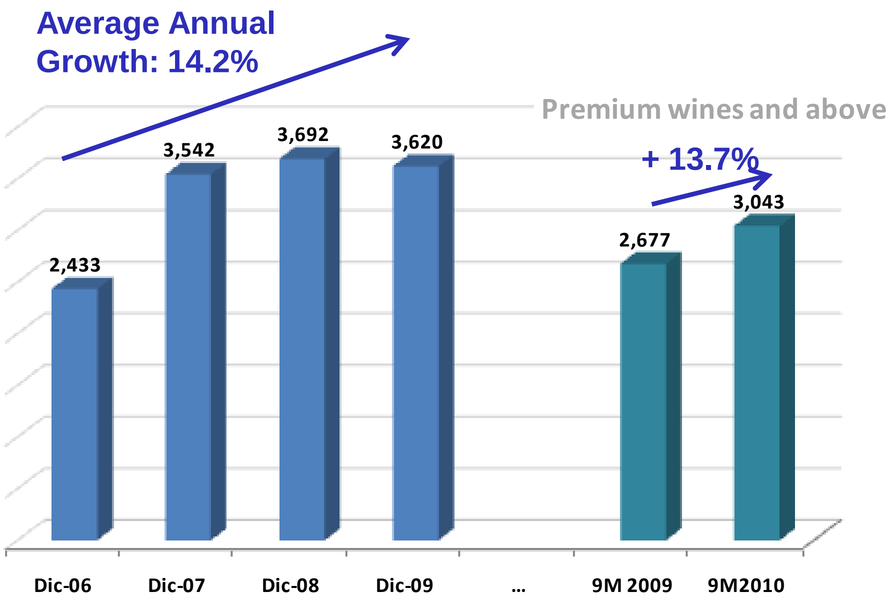
# Concha y Toro Export Sales – Total Volume

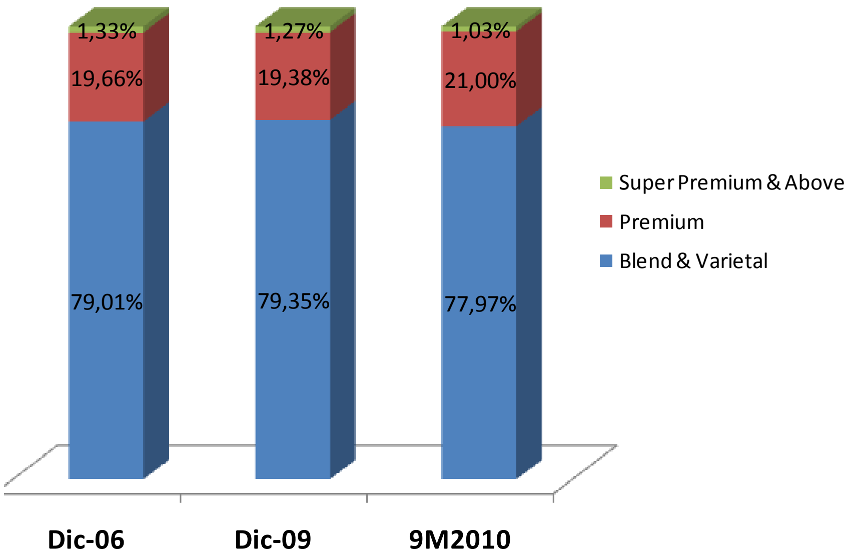
**(Volume Cases ´000)**



# Concha y Toro Export Sales – Premium Wines

**(Volume Cases ´000)**

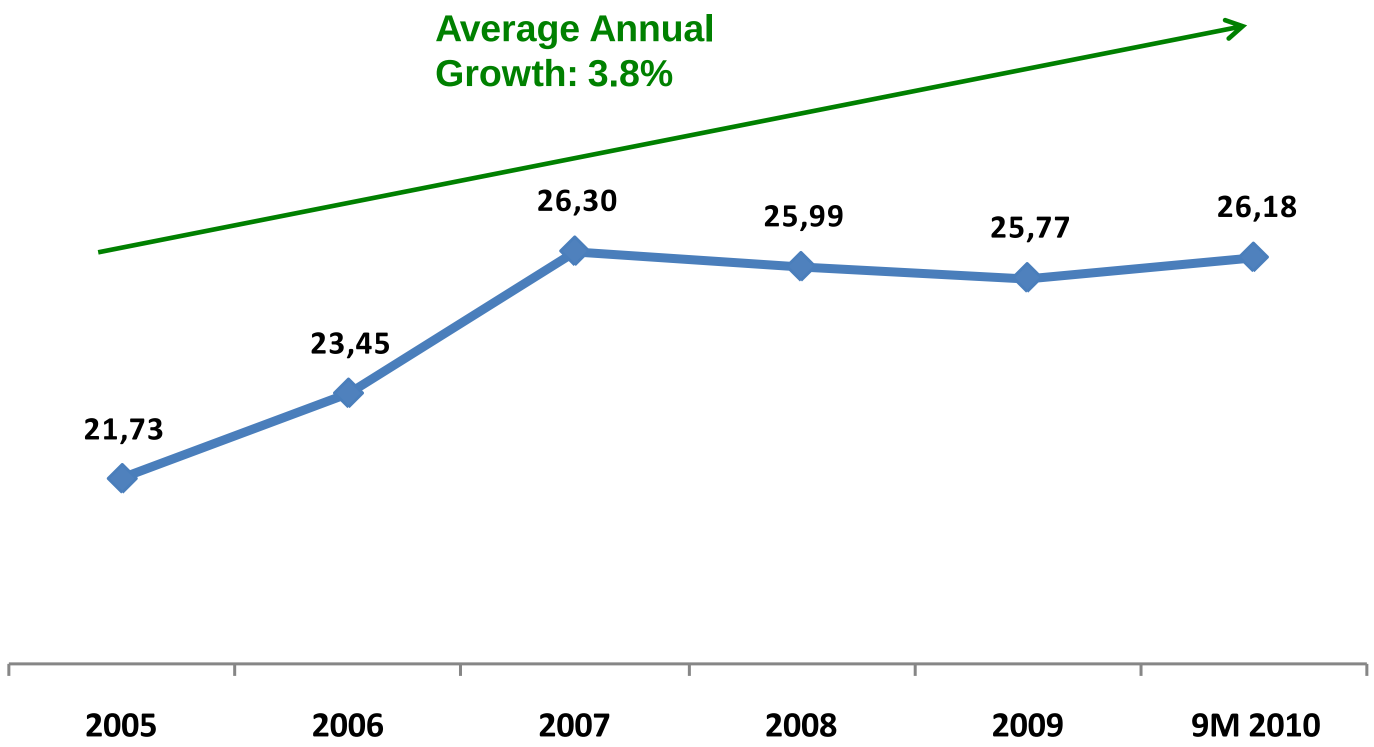



**After the economic downturn of 2009, in which Concha y Toro experienced a trade down in their portfolio of wines exported, the Premium growth is resuming, and its share over total export sales, begining to recover.**

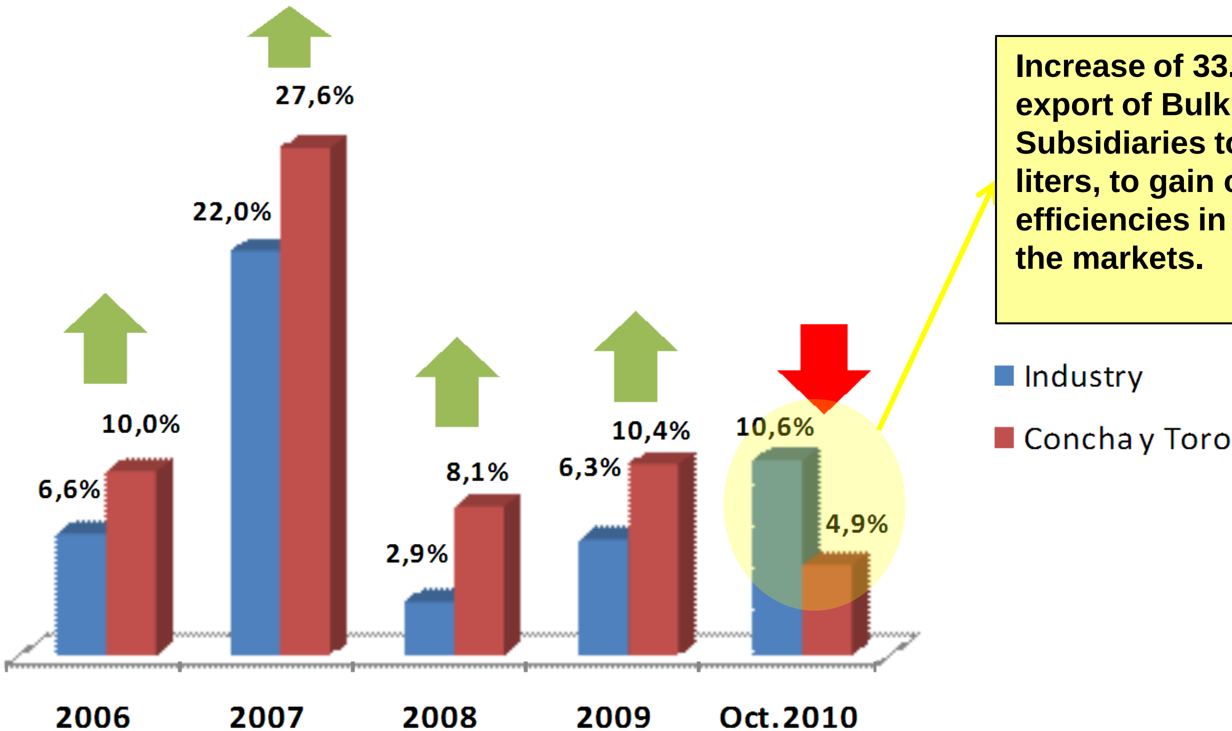
# Concha y Toro Export Sales

**(Average Price US$/9lt Case)**



# Outperforming the Chilean Industry

**(Volume - bottled exports)**




**Increase of 33.16% in the export of Bulk Wine to Subsidiaries to 8.0 million liters, to gain cost efficiencies in bottling in the markets.**

Source: Vinos de Chile

Includes bottled & Bag in Box

# Increasing market share over Chilean Exports

## Exports of 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% |
| Oct.2010 | 37.0% | 31.7% |

Source: Vinos de Chile

Includes bottled & Bag in Box

Concha y Toro

# Concha y Toro export growth by Region – by Volume

| Region | Mix of Export Sales | | % Change Volume | | | |
|---|---|---|---|---|---|---|
| | Volume 9M09 | Volume 9M10 | 2007 | 2008 | 2009 | 9M 2010 |
| Continental Europe | 19.4% | 18.9% | 0% | 11% | -3% | 4.9% |
| Nordics (SWE, FIN, NOR) (1) | 4.6% | 5.2% | 0% | 0% | 0% | 22.0% |
| UK | 29.7% | 27.9% | 84% | 7% | 20% | 1.0% |
| USA | 18.0% | 16.0% | 2% | 11% | 8% | -4.0% |
| Canada | 4.2% | 4.2% | 12% | 28% | 2% | 7.9% |
| Asia | 7.8% | 8.9% | 64% | 19% | 10% | 23.6% |
| Latin America | 5.6% | 5.1% | 30% | -11% | 19% | -1.4% |
| Brazil (2) | 1.2% | 2.8% | 0% | 0% | 0% | 156.6% |
| Caribe | 1.8% | 2.1% | 19% | 4% | 6% | 24.6% |
| Central america | 6.1% | 7.2% | 16% | 3% | 0% | 38.2% |
| Africa/Others | 1.6% | 1.7% | 85% | 37% | 27% | 20.4% |
| **Total** | **100.0%** | **100.0%** | **27%** | **9%** | **10%** | **8.2%** |

(1) Nordic's Subsidiaries Nordicas, CyT Sweden, CyT Finland y CyT Norway started their operations in 1H 2009

(2) VCT Brasil started comercial operations in April-May 2009

# Strong Distribution Network

- **268 independent distributors (for Chilean exports)**
- **Coverage: 135 Countries worldwide**
- **Direct Distribution:**

**UK**
- **Concha y Toro UK** (Since 2001)
- 4.236.400 cases to Sep 2010, 27.9% of exports

**Nordics**
- **Concha y Toro Nordics** (Sweden, Finland & Norway – Since 2009)
- 730.000 cases to Sep 2010, 5.2% of exports

**Brasil**
- **VCT Brasil** (Since 2008)
- 386.600 cases to Sep 2010, 2.8% of exports

**Singapore**
- **VCT Asia** (Since March 2010)
- Sales in the Region: 1.247.000 cases, 8.9% of exports

# Total Chilean exports by category

**(January – October)**

| | Jan - Oct 2010 | | | % Change 2010/2009 | | |
|---|---|---|---|---|---|---|
| | Liters ('000) | US$ ('000) | Av. Price US$/Ltr | Liters | US$ | Av. Price |
| Bottled | 378,870 | $ 1,105,296 | $ 2.92 | 10.6% | 11.6% | 0.9% |
| Bulk | 228,396 | $ 159,040 | $ 0.70 | 8.3% | 18.1% | 9.1% |
| Total | 607,266 | $ 1,264,336 | $ 2.08 | 9.7% | 12.4% | 2.4% |

Source: Vinos de Chile

**Strategic Plan 2020 Chilean Industry: US$ 3 bn – Target Anual Average Growth of 8.4%**

**Forecast 2010: 50 million 9 lt cases x US$ 26.8/Case = US$ 1.34 bn**
**Target 2020: 81 million 9 lt cases x US$ 37.0/Case = US$ 3.0 bn**

**Target Anual Average Growth: Volume: 4.94% / Value: 3.28% — 8.4% in Value**

Source: Vinos de Chile

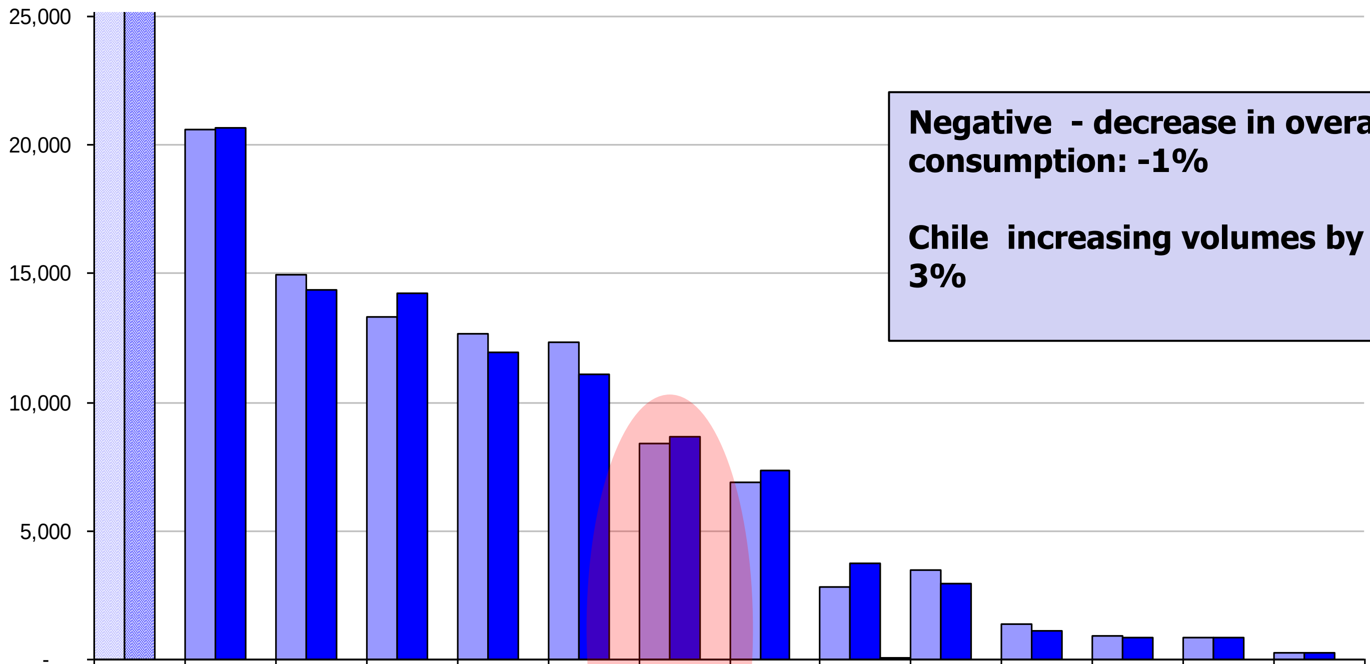
# Export – New World Producers

**(Bottled wine exports by volume – million liters)**

| | 2007 | 2008 | 2009 | 9M 2010 | % Change 2009/08 | % Change 9M 2010/09 |
|---|---|---|---|---|---|---|
| Australia | 579 | 513 | 460 | 431 | -10.3% | -8.0% |
| Chile | 375 | 386 | 410 | 339 | 6.4% | 12.6% |
| USA | 235 | 240 | 205 | 141 | -14.6% | -4.0% |
| South Africa | 191 | 224 | 239 | 173 | 6.8% | -2.9% |
| Argentina | 189 | 211 | 216 | 175 | 2.4% | 5.8% |

# UK Market – Consumption (Volume) Off Trade by Origin

**Off - Trade Wines by Country 1,000cs**



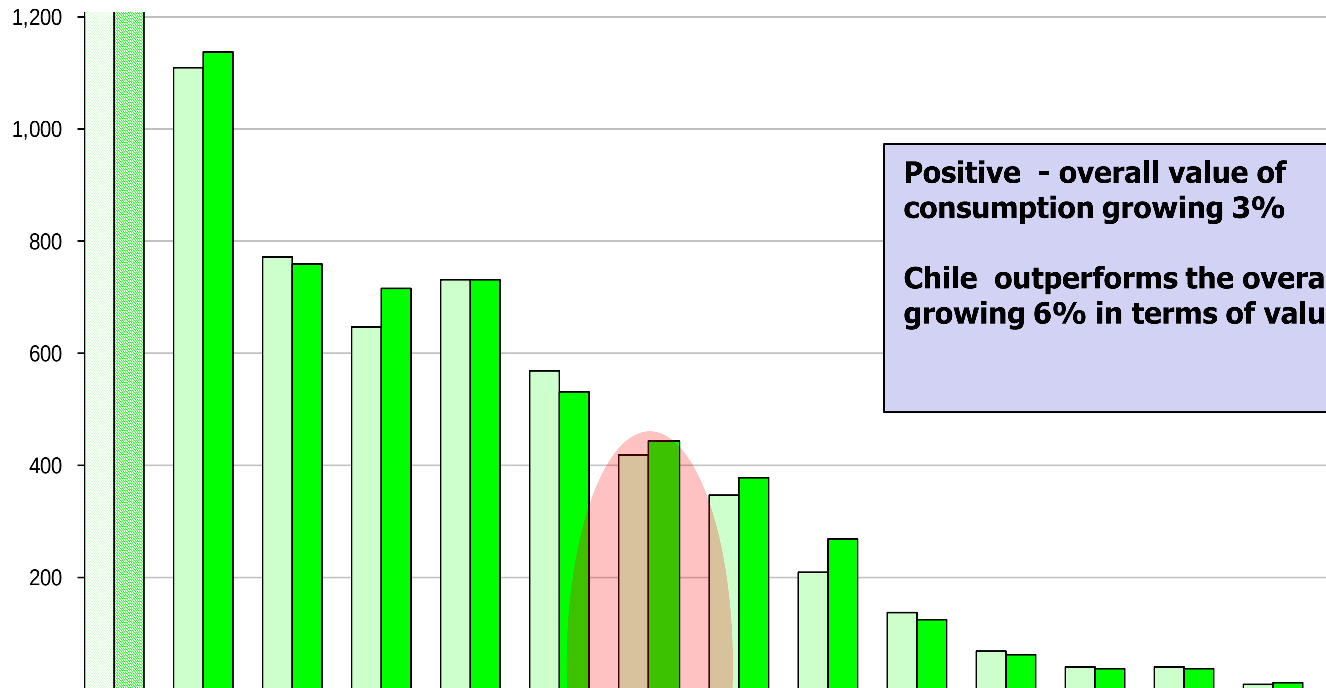

**Negative - decrease in overall consumption: -1%**

**Chile increasing volumes by 3%**

| | Light Wines | AUSTRALIA | USA | ITALY | FRANCE | SOUTH AFRICA | CHILE | SPAIN | NEW ZEALAND | GERMANY | ARGENTINA | PORTUGAL | HUNGARY | BULGARIA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MAT TO WE 03.10.09 | 99,220 | 20,585 | 14,961 | 13,318 | 12,655 | 12,334 | 8,421 | 6,860 | 2,804 | 3,494 | 1,393 | 947 | 884 | 239 |
| MAT TO WE 02.10.10 | 98,558 | 20,673 | 14,369 | 14,258 | 11,934 | 11,088 | 8,679 | 7,325 | 3,735 | 2,965 | 1,113 | 833 | 822 | 288 |
| MAT % Change | -1 | 0 | -4 | 7 | -6 | -10 | 3 | 7 | 33 | -15 | -20 | -12 | -7 | 20 |

# UK Market – Consumption (Value) Off Trade by Origin

**Off - Trade Wines by Country £m**

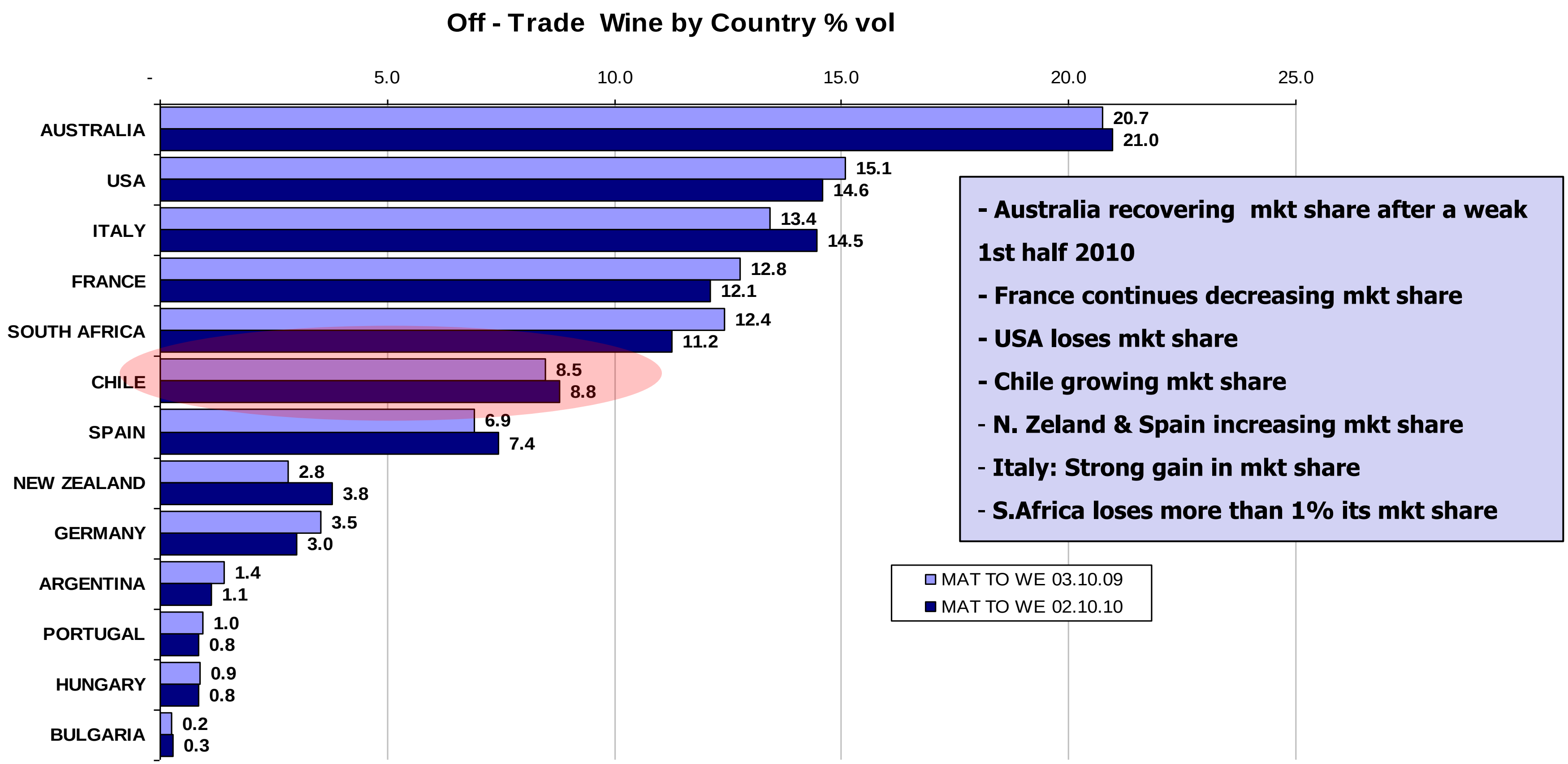



| | Light Wines | AUSTRALIA | USA | ITALY | FRANCE | SOUTH AFRICA | CHILE | SPAIN | NEW ZEALAND | GERMANY | ARGENTINA | PORTUGAL | HUNGARY | BULGARIA |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| MAT TO WE 03.10.09 | 5,121 | 1,110 | 773 | 647 | 731 | 567 | 420 | 346 | 210 | 136 | 70 | 40 | 42 | 9 |
| MAT TO WE 02.10.10 | 5,264 | 1,136 | 758 | 716 | 731 | 532 | 445 | 379 | 267 | 125 | 61 | 38 | 39 | 12 |
| MAT % Change | 3 | 2 | -2 | 11 | -0 | -6 | 6 | 10 | 27 | -8 | -13 | -7 | -7 | 29 |

**Positive - overall value of consumption growing 3%**

**Chile outperforms the overall trend growing 6% in terms of value.**

# UK Market – Market Share by Origin Off Trade




**- Australia recovering mkt share after a weak 1st half 2010**

**- France continues decreasing mkt share**

**- USA loses mkt share**

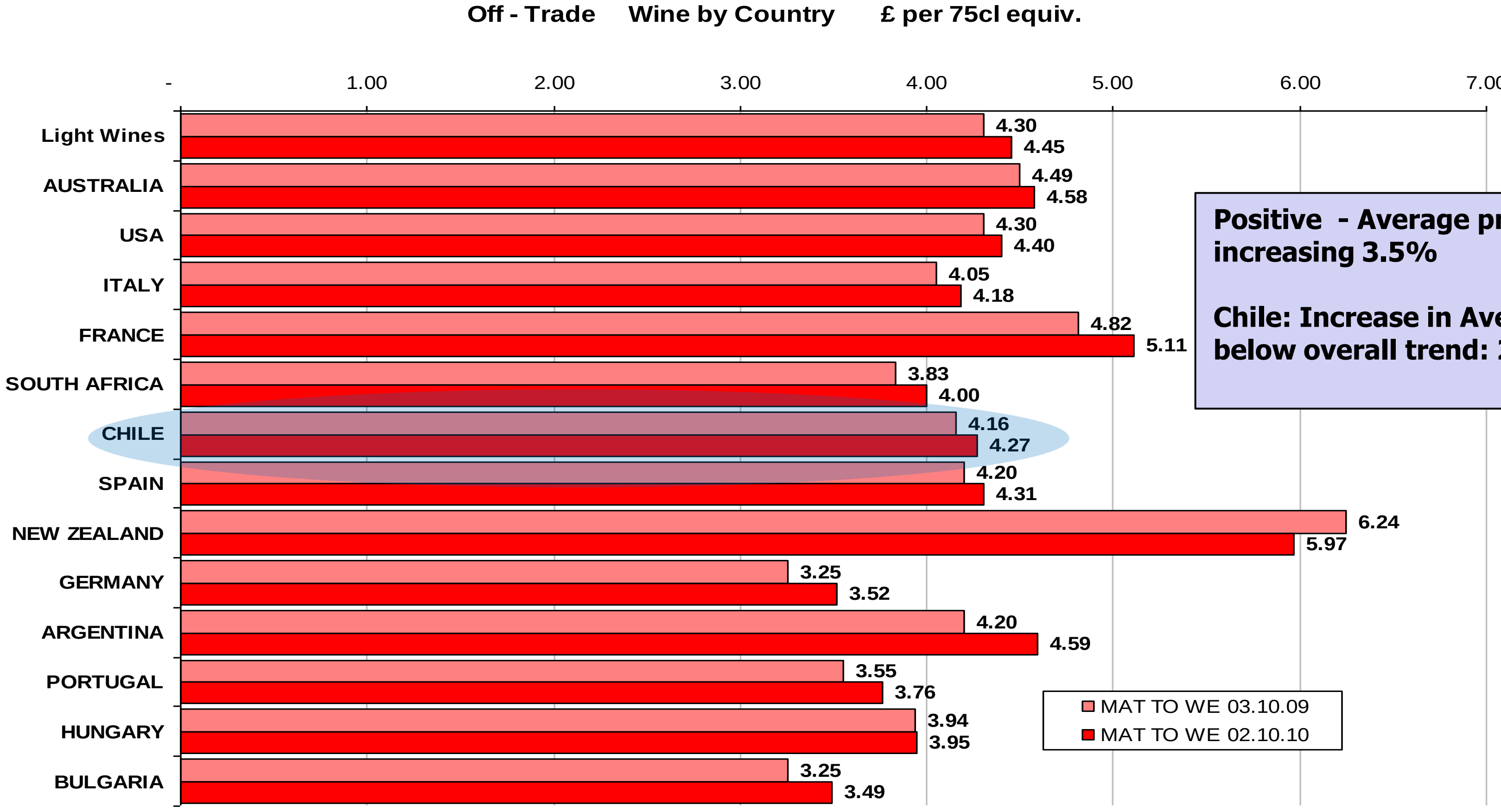
**- Chile growing mkt share**

**- N. Zeland & Spain increasing mkt share**

**- Italy: Strong gain in mkt share**

**- S.Africa loses more than 1% its mkt share**

# UK Market – Average Price per Origin Off Trade




**Positive - Average price increasing 3.5%**

**Chile: Increase in Average price below overall trend: 2.6%**

# US Market – consumption

- Despite the economic dowturn, in the US, the wine market has continued increasing in volume.
- Around 3% growth in Volume up to october 2010.
- Imported volumes of bottled wine increases by 9.1%, & Bulk decreases a 23.3%.

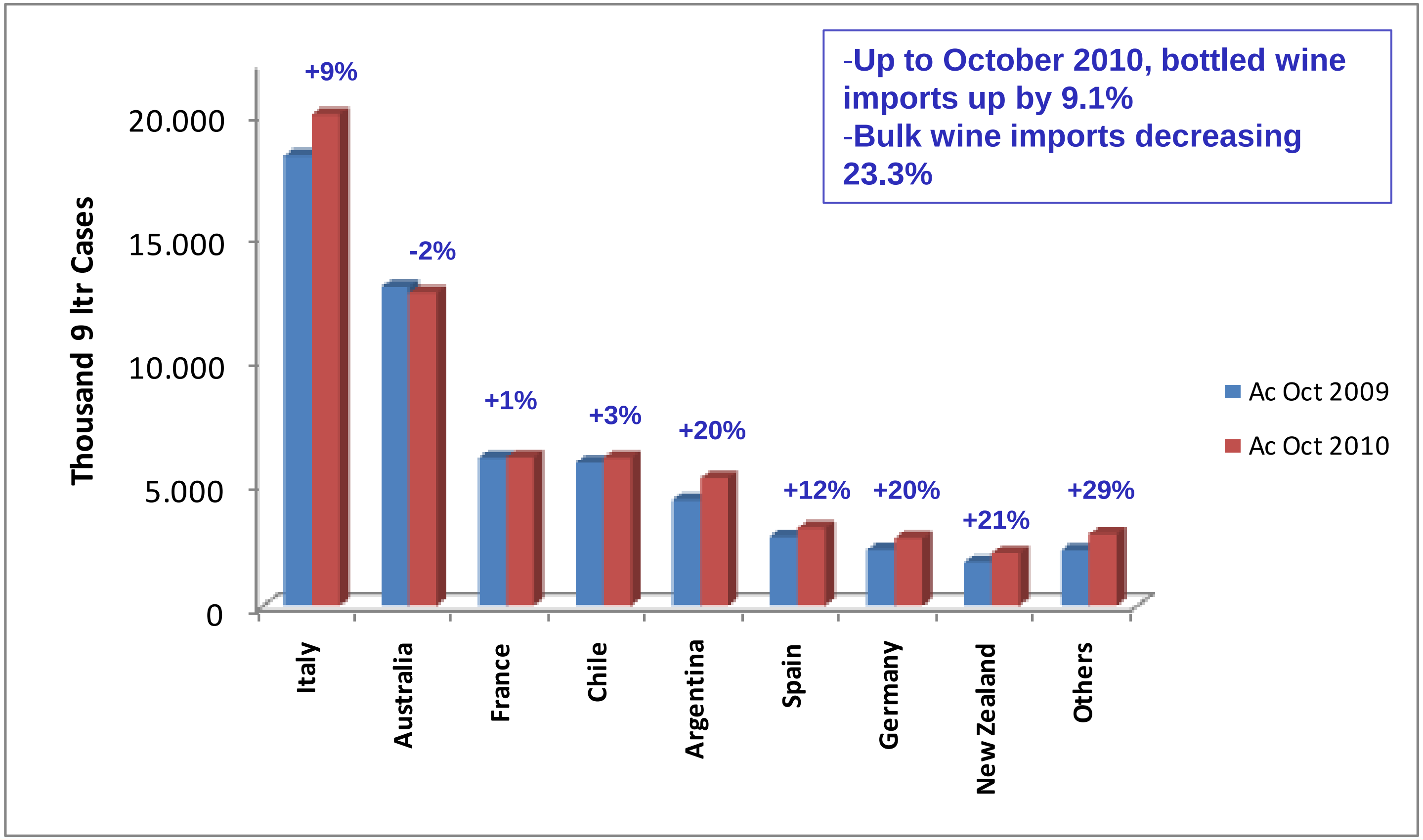
(million 9 liter cases)

| | | | | | 10 months to: | | |
|---|---|---|---|---|---|---|---|
| | **2006** | **2007** | **2008** | **2009** | **Oct-09** | **Oct-10** | **% Change** |
| Wines from USA | 213 | 217 | 222 | 222 | 159 | 164 | 3.3% |
| **Imported Wines** | **89** | **96** | **95** | **102** | **86** | **87** | **1.5%** |
| **Bottled** | **80** | **86** | **82** | **84** | **66** | **72** | **9.1%** |
| Bulk | 9 | 10 | 13 | 18 | 20 | 16 | -23.3% |
| Total Wine | 302 | 314 | 317 | 324 | 245 | 251 | 2.7% |

**Source: The Gomberg Fredrikson Report**

# Moderate increase in Chilean bottled table wine imports

**(Imported table wines shipments – Volume 10 months ended October)**



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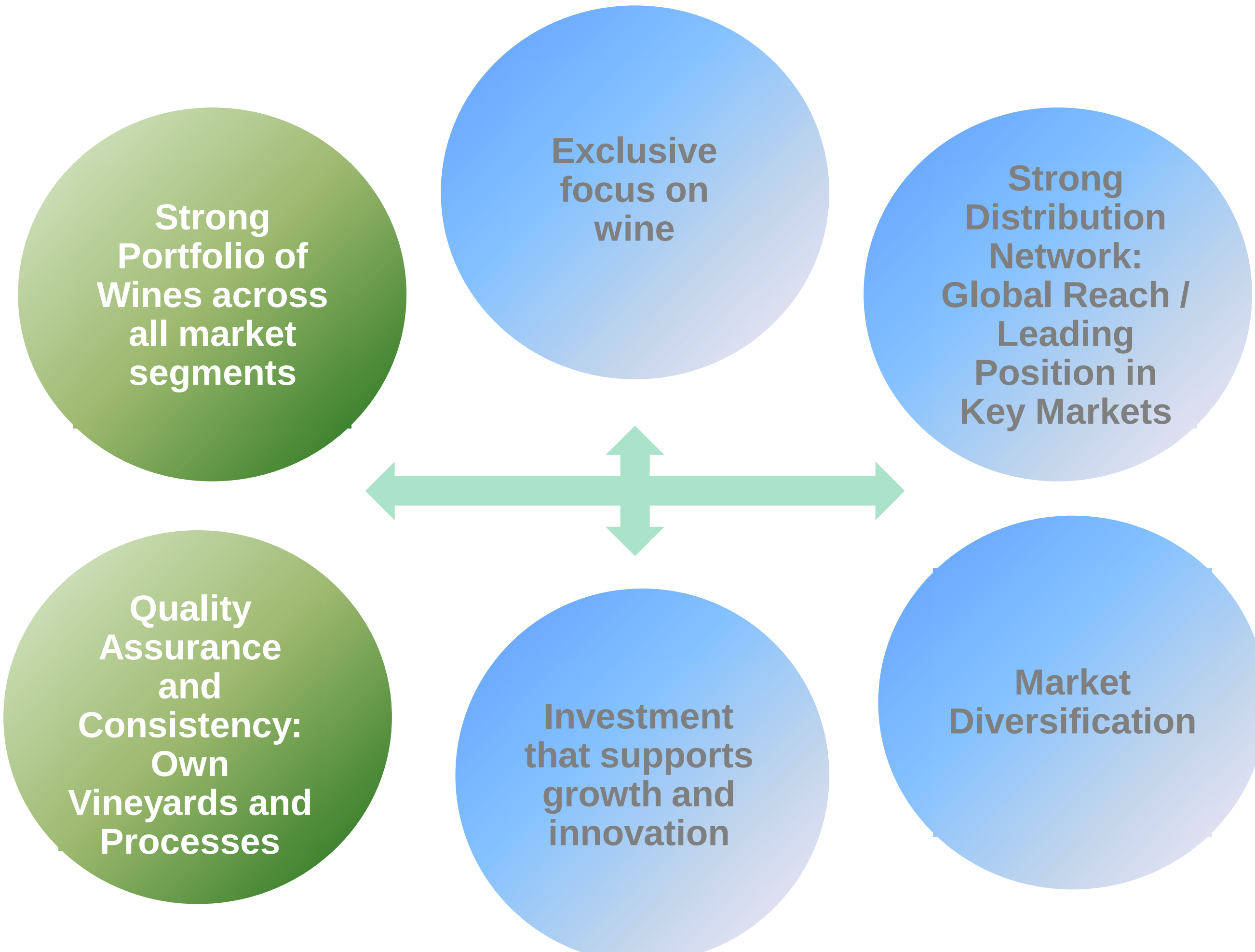
# Concha y Toro Business Model: **Key Factors**



# Concha y Toro portfolio


| | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Sug. retail price USA | US$4.99 | US$5.99 | US$9.99 | US$13 | US$16 | US$20 | US$30 | US$35 | US$70 | US$125 |
| Category | Bi-Varietal & Varietal | | Premium | | Super premium | | Ultra premium | | Icon | |

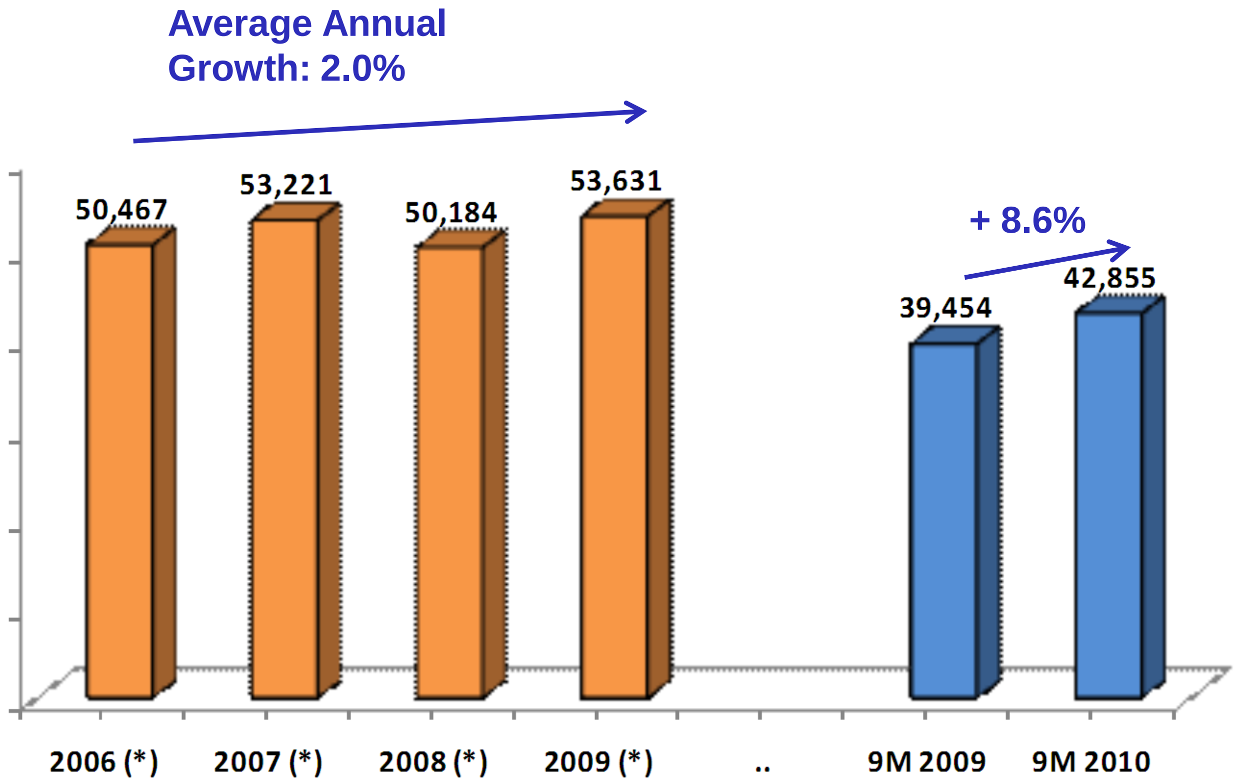
| | | | |
|---|---|---|---|
| % sales by volume | 79.4% | 19.4% | 1.3% |
| % sales by value | 63.8% | 30.8% | 5.4% |

# Cono Sur portfolio


| | | | | | | | |
|---|---|---|---|---|---|---|---|
| Sug. retail price | £5.99 | £7.99 | £8.99 | £8.99 | £9.99 | £12.99 | £30 |
| Category | Varietal | Premium | | | Super premium | Ultra premium | Icono |

# Domestic market Chile – Sales by value

**(million Ch$)**

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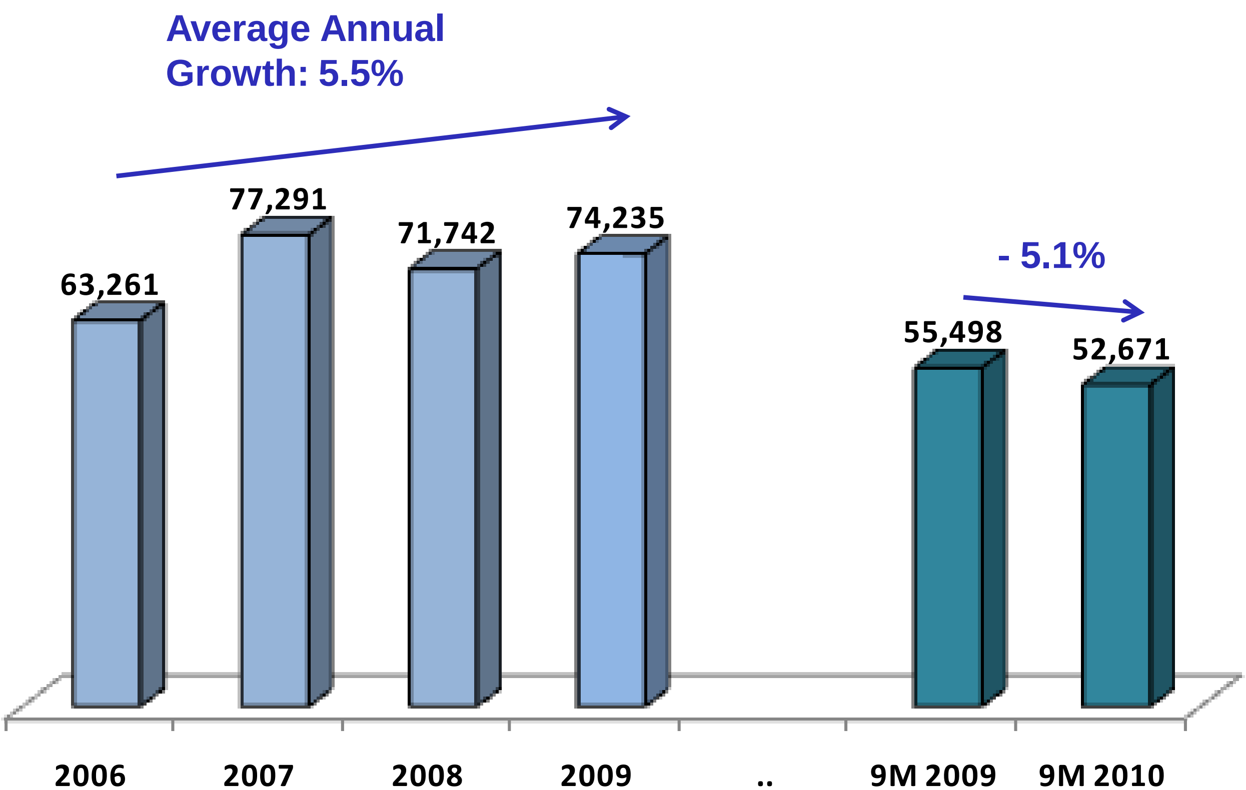
For 9M 2009 and 9M 2010, Sales are expresed in nominal terms.

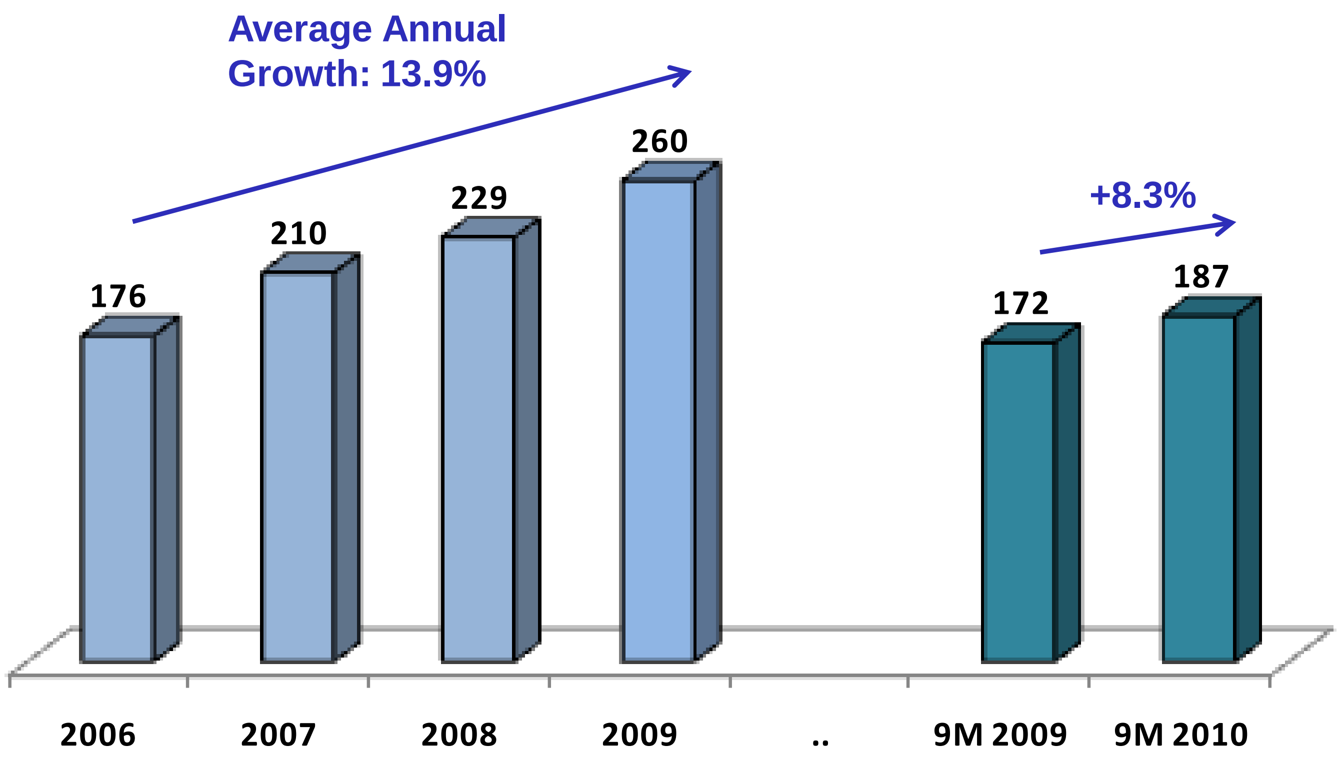
# Domestic market Chile – Sales by volume
**(Thousand Liters)**



Concha y Toro

# Domestic market Chile – Premium Wine growth

**(Thousand Cases)**



# Domestic Market Share

## (by volume)

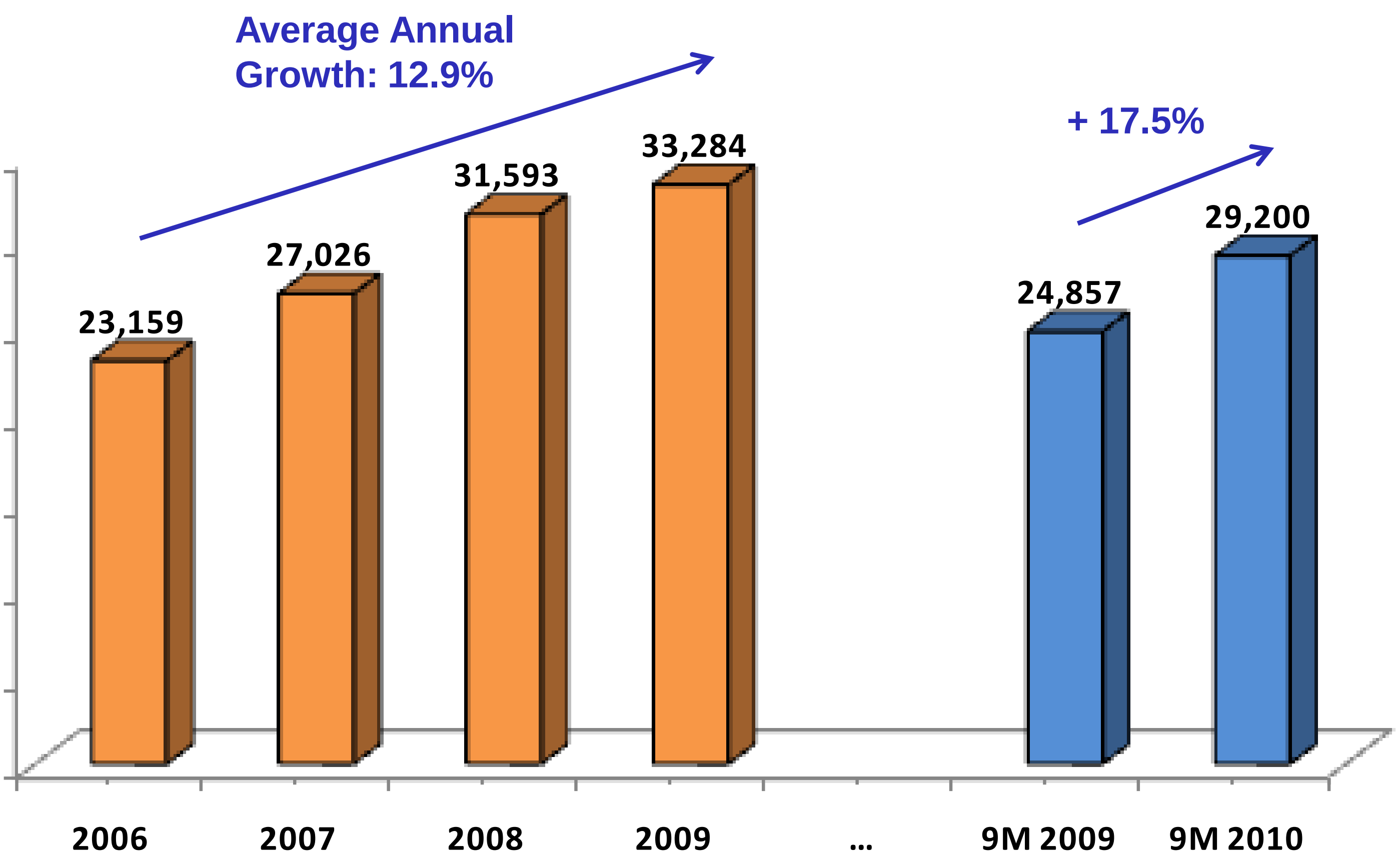
| | 2005 | 2006 | 2007 | 2008 | 2009 | Ac. Sep 10 |
|---|---|---|---|---|---|---|
| Concha y Toro | 27.1 | 28.6 | 30.0 | 29.7 | 31.5 | 30.7 |
| Santa Rita | 24.4 | 25.5 | 27.9 | 28.7 | 28.9 | 29.4 |
| San Pedro - Tarapacá | 21.7 | 21.9 | 21.8 | 23.0 | 22.5 | 24.3 |
| Santa Carolina | 3.2 | 3.1 | 2.3 | 2.0 | 1.8 | 1.8 |
| Others | 23.6 | 20.9 | 18.0 | 16.6 | 15.3 | 13.8 |

Source: Nielsen

# Trivento Export Sales - Argentina

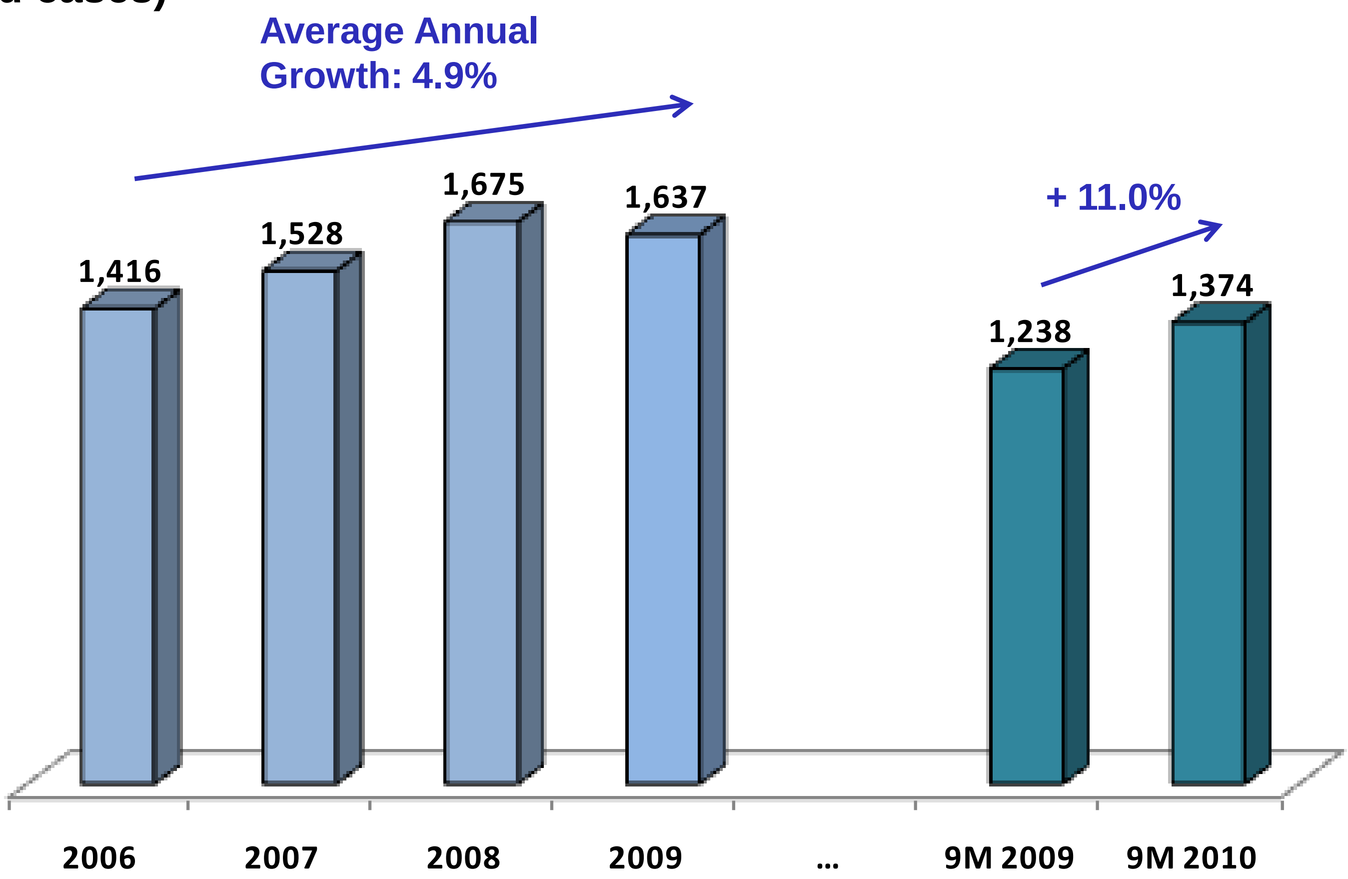
TRIVENTO
BODEGAS Y VIÑEDOS

**(Thousand US$)**

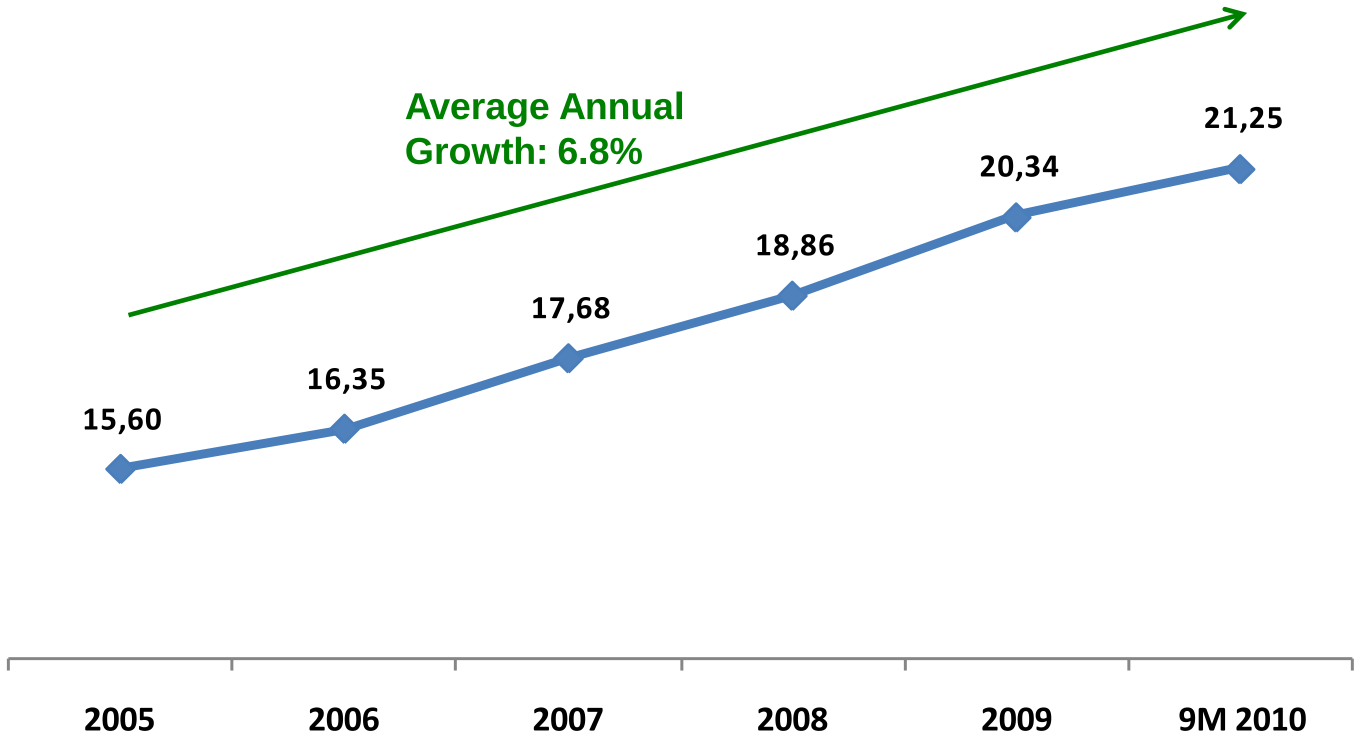


# Trivento Export Sales - Argentina

**(Thousand cases)**



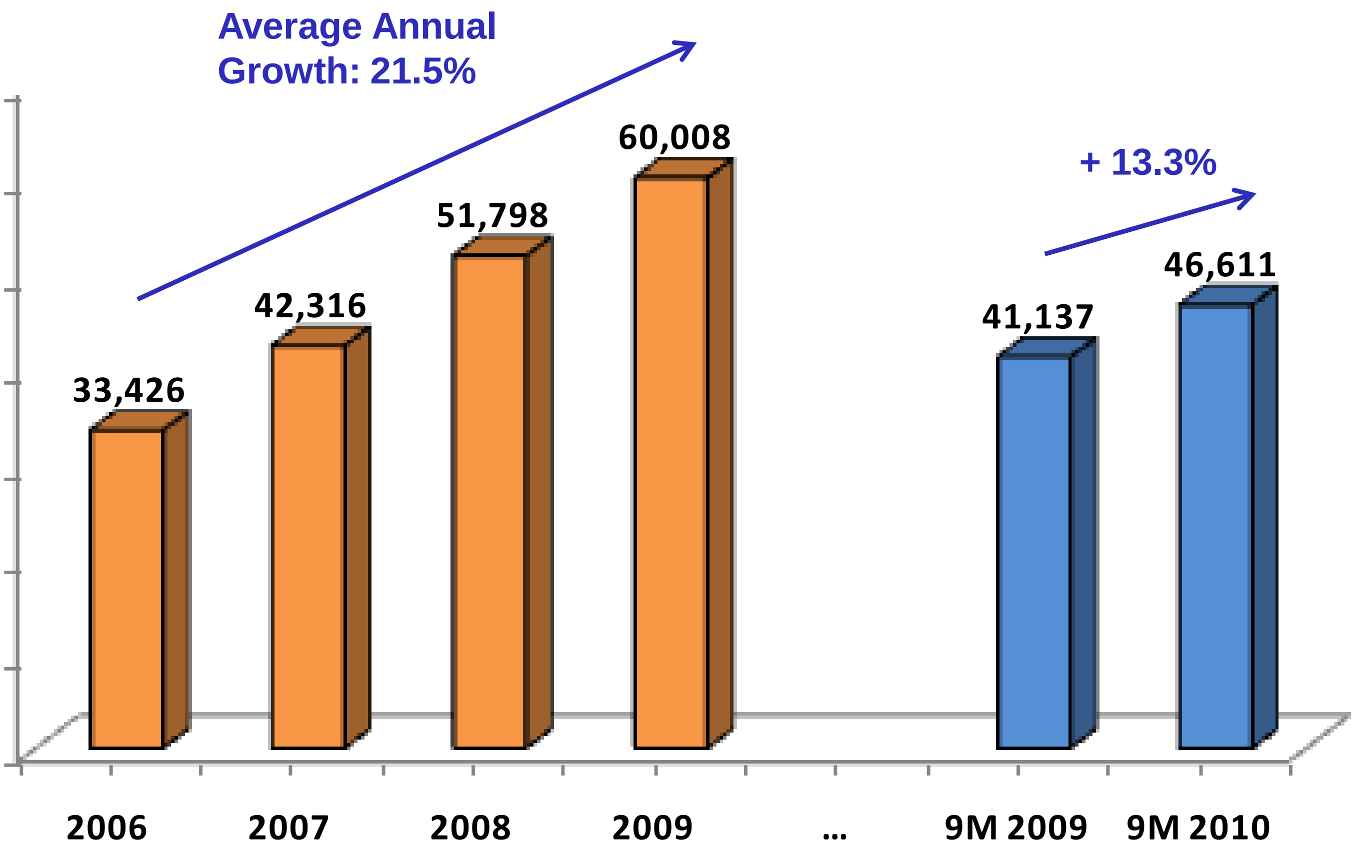
# Trivento Export Sales - Argentina
## (Average Price US$/Case)



# Trivento Domestic Sales - Argentina

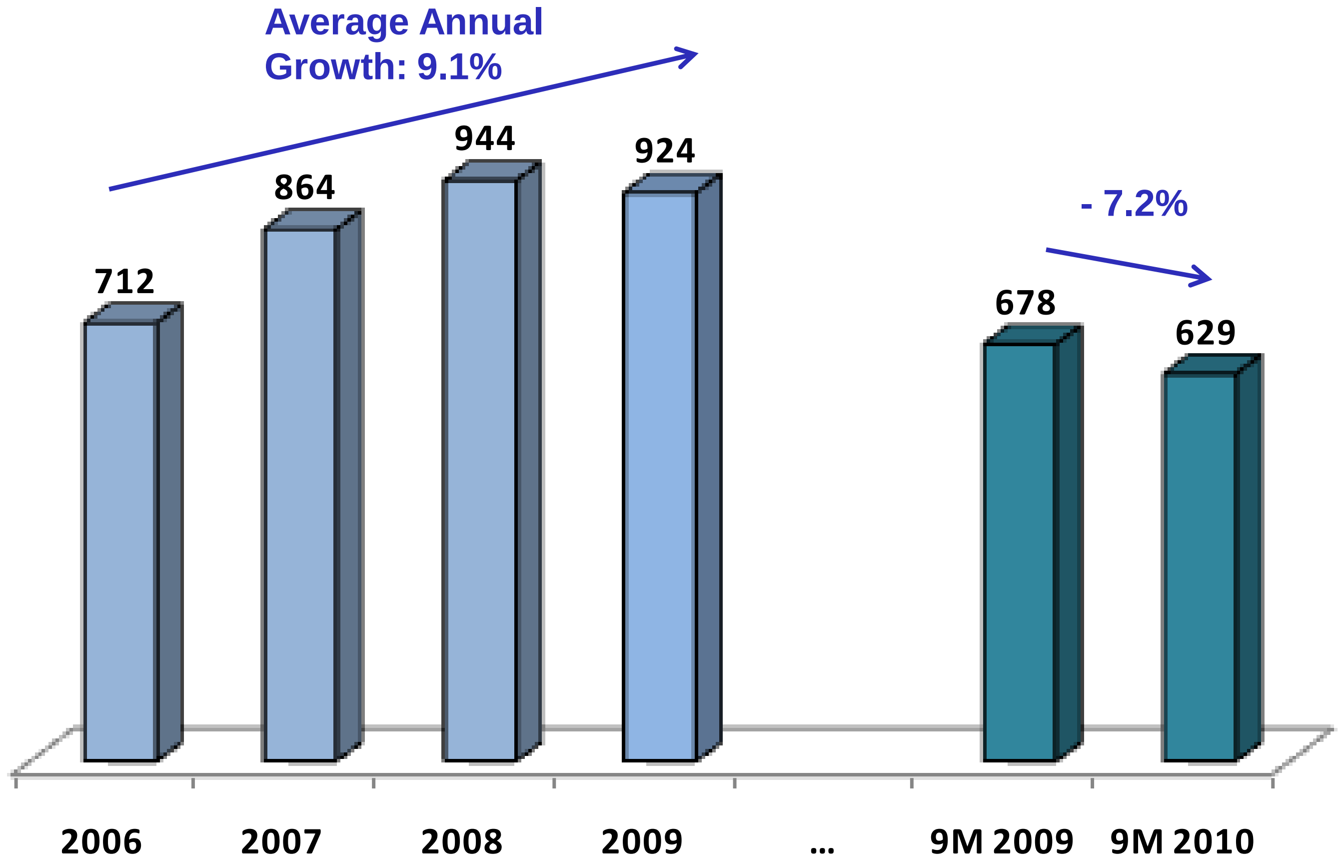
**(Thousand AR$)**

TRIVENTO BODEGAS Y VIÑEDOS



# Trivento Domestic Sales - Argentina

**(Thousand cases)**



# Trivento – portfolio

TRIVENTO
BODEGAS Y VIÑEDOS


| | Bi-varietal | Tribu | Reserve | Amado Sur | Golden Reserve | Eolo |
|---|---|---|---|---|---|---|
| *Category* | Bi-varietal | Varietal | Premium | Super Premium | Ultra Premium | Icon |
| *Price per case FOB* | USD18.5 | USD 24 | USD 34 | USD 50 | USD 75 | USD 300 |

# Total Argentine exports by category

**(January – October)**

TRIVENTO
BODEGAS Y VIÑEDOS

| | Jan - Oct 2010 | | | | | % Change 2010/2009 | | |
|---|---|---|---|---|---|---|---|---|
| | Liters ('000) | | US$ ('000) | | Av. Price US$/Ltr | Liters | US$ | Av. Price |
| Bottled | 193,887 | $ | 583,721 | $ | 3.01 | 4.2% | 18.0% | 13.3% |
| Bulk | 35,488 | $ | 27,926 | $ | 0.79 | -40.6% | -8.6% | 53.9% |
| Total | 229,375 | $ | 611,646 | $ | 2.67 | -6.7% | 16.5% | 24.9% |

Source: Caucasia Wine Thinking - Bodegas de Argentina

**Strong Positioning of Premium Wines in key Market: US**

CONCHA Y TORO

# Income Statement

(million Ch$)

| | 3Q 2010 | 3Q 2009 | Var % | 9M 2010 | 9M 2009 | Var % |
|---|---|---|---|---|---|---|
| **Income Statement** | | | | | | |
| **Net Sales** | **107,646** | **96,544** | **11.5%** | **274,224** | **260,056** | **5.4%** |
| Gross profit | 37,456 | 36,845 | 1.7% | 98,061 | 97,686 | 0.4% |
| % Sales | 34.8% | 38.2% | | 35.8% | 37.6% | |
| SG & A | (23,671) | (23,413) | 1.1% | (63,463) | (61,801) | 2.7% |
| % Sales | -22.0% | -24.3% | | -23.1% | -23.8% | |
| **Operating Income** | **13,785** | **13,432** | **2.6%** | **34,599** | **35,886** | **-3.6%** |
| **% Sales** | **12.8%** | **13.9%** | | **-12.6%** | **-13.8%** | |
| Non Operating Result | 2,183 | 2,121 | 2.9% | 4,654 | 6,702 | -30.5% |
| Income Taxes | (2,707) | (2,864) | -5.5% | (7,185) | (7,517) | -4.4% |
| **Net Income** | **13,260** | **12,689** | **4.5%** | **32,068** | **35,070** | **-8.6%** |
| EBITDA | 18,129 | 17,399 | 4.2% | 45,211 | 46,979 | -3.8% |
| % Sales | 16.8% | 18.0% | | 16.5% | 18.1% | |

# Exchange Rate Sensitivity

**As a % of Total Sales:**

| | Currency Mix | |
|---|---|---|
| | **Sep-09** | **Sep-10** |
| CLP | 20.8% | 22.4% |
| USD | 33.2% | 31.6% |
| GBP | 20.8% | 19.3% |
| EUR | 13.1% | 11.0% |
| CAD | 3.6% | 4.0% |
| ARG | 2.4% | 2.3% |
| SEK | 2.9% | 3.1% |
| NOK | 0.7% | 0.9% |
| BRL | 2.5% | 5.5% |

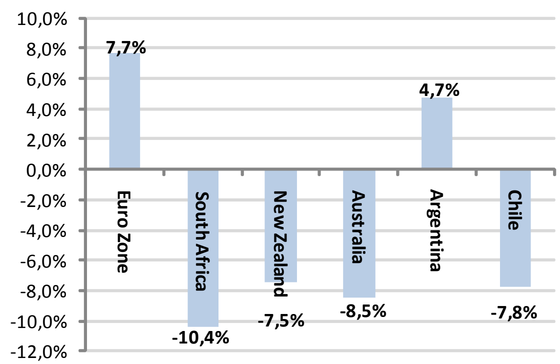
**As a % of Exports:**

| | Currency Mix | |
|---|---|---|
| | **Sep-09** | **Sep-10** |
| USD | 43.2% | 41.9% |
| GBP | 27.1% | 25.6% |
| EUR | 17.0% | 14.6% |
| CAD | 4.7% | 5.3% |
| SEK | 3.7% | 4.1% |
| NOK | 0.9% | 1.1% |
| BRL | 3.2% | 7.3% |

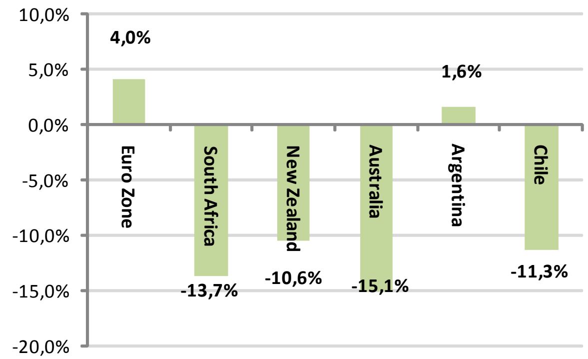
# Exchange Rate main producers

## From 01/01/2010 to 31/12/2010: 1 Year

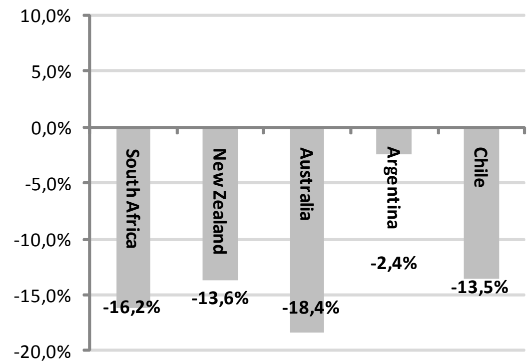
**Against US$:**




**Against GBP:**

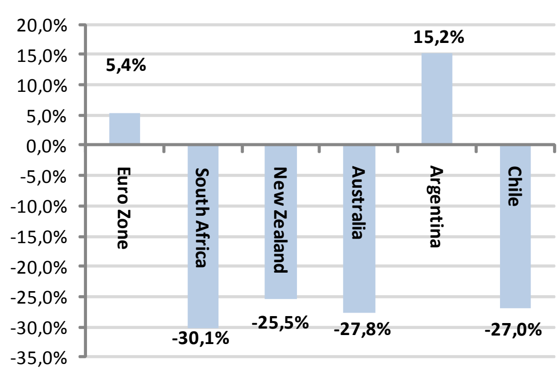



**Against EUR:**

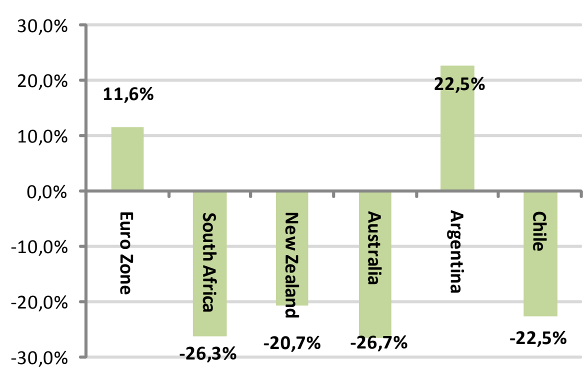



## From 01/01/2009 to 31/12/2010: 2 Years

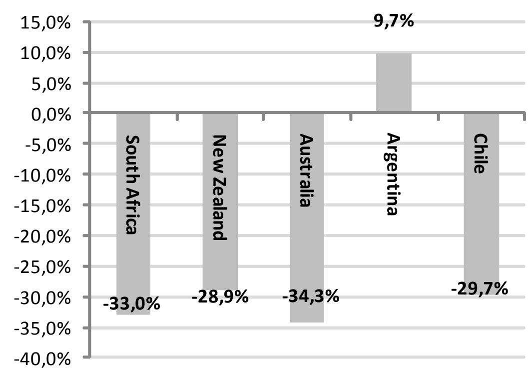
**Against US$:**




**Against GBP:**




**Against EUR:**



# Financial Debt

| Financial Debt* as of: | Sep-09 | | Sep-10 | |
|---|---|---|---|---|
| | Ch$ MM | Av. Interest rate | Ch$ MM | Av. Interest rate |
| UF | 50,138 | 4.06% | 40,169 | 3.90% |
| USD | 24,362 | 4.70% | 30,834 | 1.81% |
| CLP | 17,667 | 2.44% | | |
| GBP | | | 1,330 | 2.37% |
| ARG | 5,280 | 14.40% | 5,974 | 12.72% |
| **Total** | **97,447** | **4.43%** | **78,307** | **3.72%** |

*** Does not include interests accrued.**

**In nominal Chilean Pesos at the end of each period**

- **Reduction of 19.6% in Financial Debt (Ch$ 19,140 million)**
- **Decrease of 16.0% in the average interest rate (71 bp)**

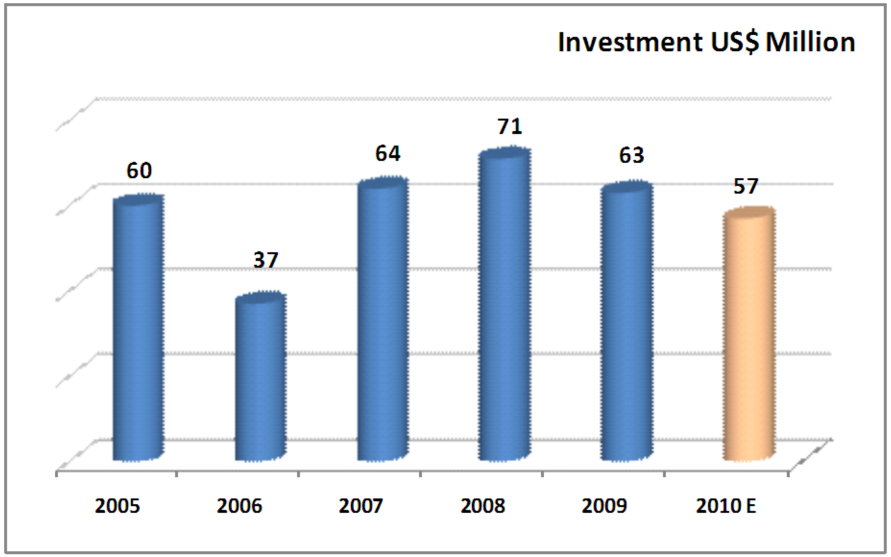
# Concha y Toro Business Model: Key Factors

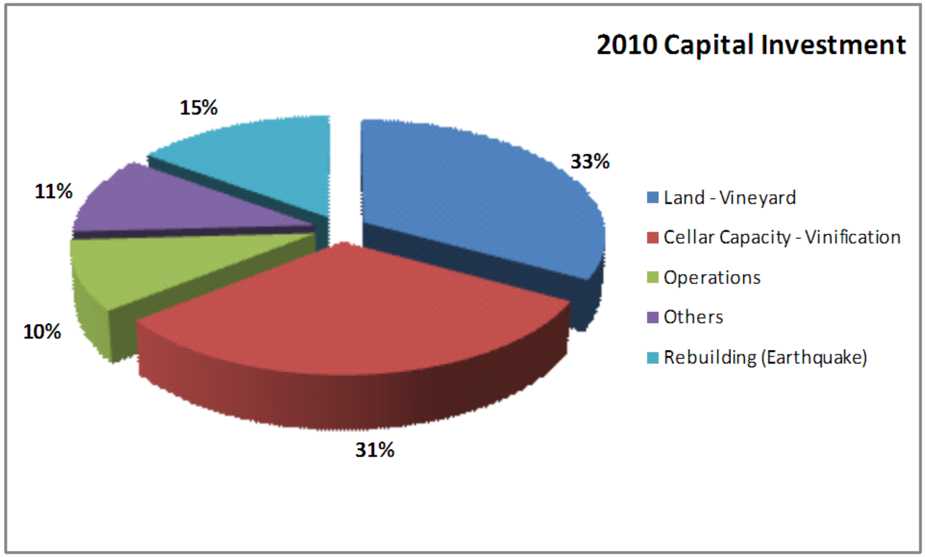
- Exclusive focus on wine
- Strong Portfolio of Wines across all market segments
- Strong Distribution Network: Global Reach / Leading Position in Key Markets
- Quality Assurance and Consistency: Own Vineyards and Processes
- Investment that supports growth and innovation
- Market Diversification

CONCHA Y TORO

# Sustained Investment over time

- **US$ 295 million between 2005 – 2009**
  - Vineyard expansion Chile & Argentina
  - Increasing cellar and vinification capacity
  - Improvements in bottling capacity and efficiency
  - Supply Chain

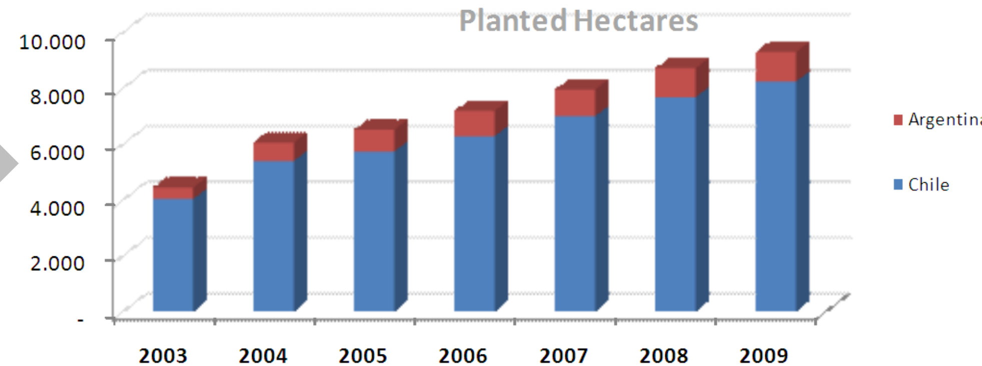


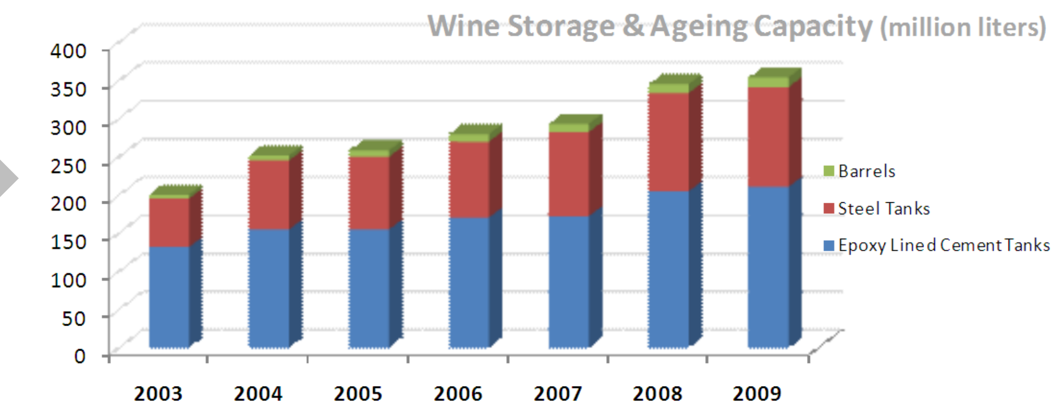
CONCHA Y TORO

# Capacity Increase – Support Growth

- Planted area growth of 109% in the last 6 years (CAGR = 13.1%)




- 77% increase in Wine Storage & Ageing Capacity in the last 6 years (CAGR = 6.5%)



CONCHA Y TORO

# Concha y Toro vineyard holdings

**(hectares)**

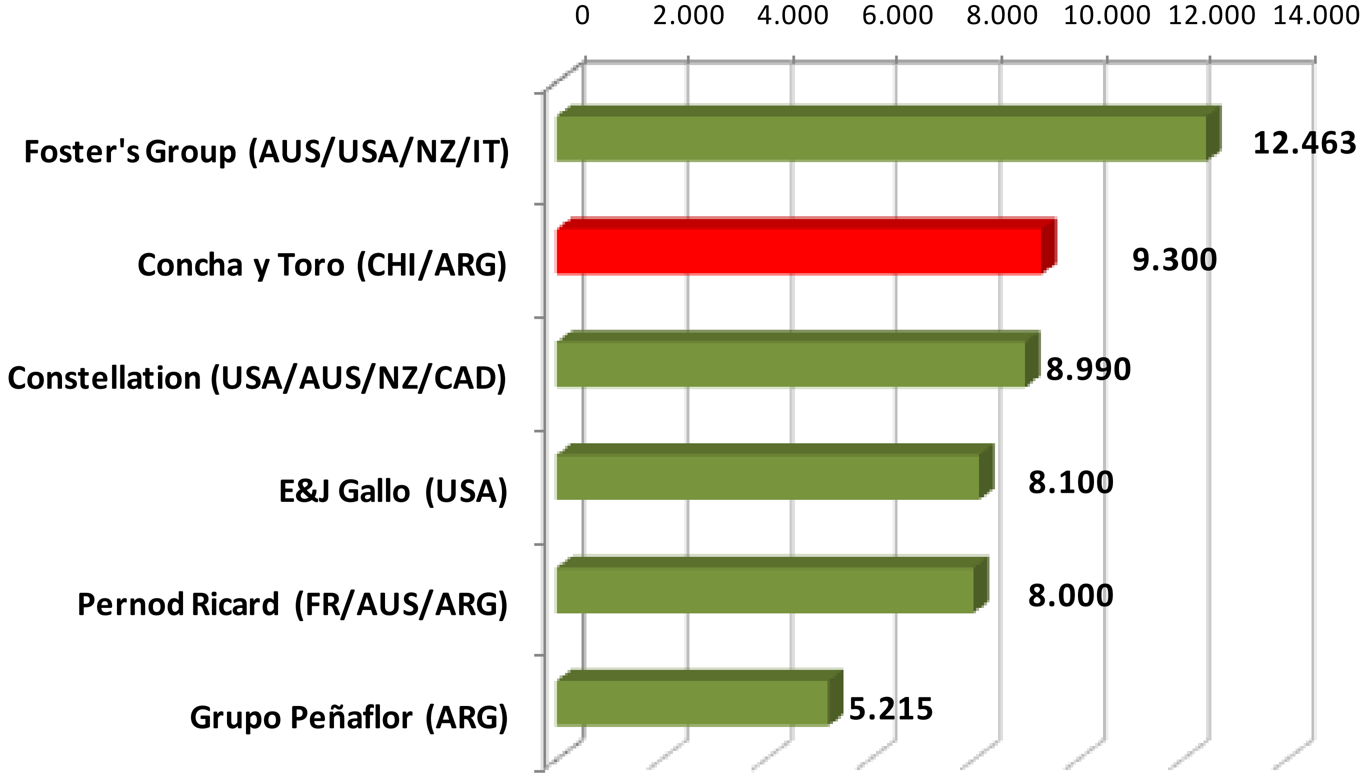
| | Vineyards Planted 2009 | Hectares to be planted | Total Hectares |
|---|---|---|---|
| **Valley - Chile** | | | |
| Limarí | **873** | 301 | **1,174** |
| Casablanca | **415** | 12 | **427** |
| San Antonio | **130** | - | **130** |
| Aconcagua | **-** | 129 | **129** |
| Maipo | **1,004** | 2 | **1,006** |
| Cachapoal - Rapel | **1,276** | 539 | **1,815** |
| Colchagua - Rapel | **1,700** | 67 | **1,767** |
| Curicó | **638** | 77 | **715** |
| Maule | **2,203** | 193 | **2,396** |
| **Total Chile:** | **8,239** | **1,319** | **9,559** |
| **Argentina:** | | | |
| Mendoza | 1,061 | 151 | 1,212 |
| **Total Holding:** | **9,300** | **1,470** | **10,771** |

# The Chilean Wine Industry – An overview

| | | |
|---|---|---|
| **Total Hectares 2009:** | **123,000** | **+1.7% Growth Rate 2009/2008** |
| **Total bottled wine exports** | **378,870** | **thousand liters (Oct 2010)** |
| **Concha y Toro:** | **37.0%** | **Mkt Share Volume Exported bottled wine (Oct 2010)** |
| | 30.7% | Mkt Share Vol Domestic Market (Sep 2010) |
| | 8,239 | Hectares Planted (2009) |
| | 323.3 | Storage capacity (million liters 2009) |
| **San Pedro - Tarapacá (CCU)** | **12.8%** | **Mkt Share Volume Exported bottled wine (Oct 2010)** |
| | 24.3% | Mkt Share Vol Domestic Market (Sep 2010) |
| | 4,055 | Hectares Planted (2009) |
| | 90.9 | Storage capacity (million liters 2009) |
| **Santa Rita (Cristalerias de Chile)** | **4.5%** | **Mkt Share Volume Exported bottled wine (Oct 2010)** |
| | 29.4% | Mkt Share Vol Domestic Market (Sep 2010) |
| | 3,272 | Hectares Planted (2009) |
| | 71.5 | Storage capacity (million liters 2009) |

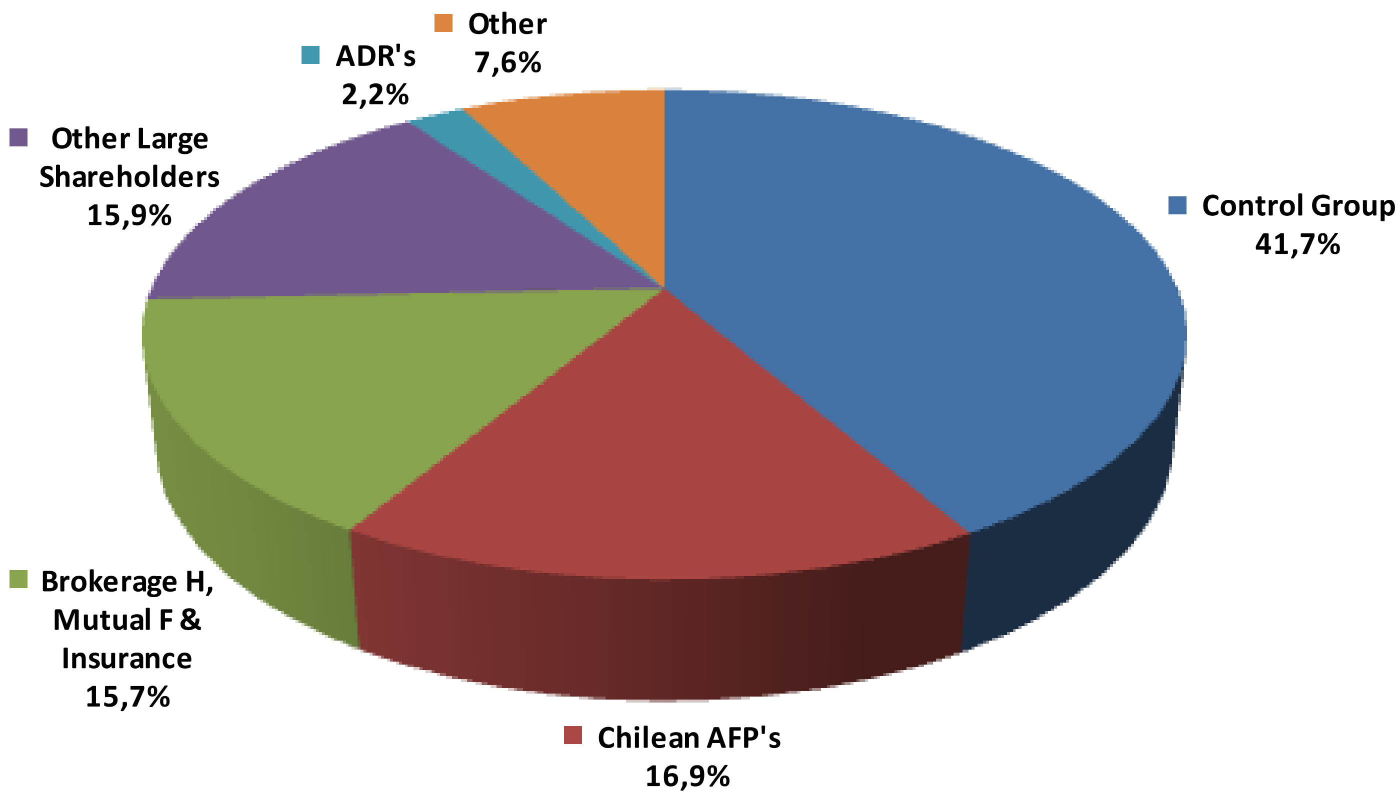
# Area planted – largest wineries

**(hectares planted)**




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

# Shareholder structure (Sept. 2010)



# Company Stock – Market Value