1949  The company foundation

1992  Transformation into the limited liability company

1996  Transformation into Joint Stock Company

2015  Employees  over 600
       Portfolio  280 SKUs +
       Turnover  over 62 mln EUR
Main office and production plant.

Marketing and Sales Department

<table>
<thead>
<tr>
<th>Białystok</th>
<th>Herbs Departments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warszawa</td>
<td>Marketing and Sales Department</td>
</tr>
<tr>
<td>Lublin</td>
<td>Main office and production plant. Production of herbs, teas and syrups</td>
</tr>
<tr>
<td>Wielbark</td>
<td>Herbs purchase points</td>
</tr>
<tr>
<td>Białystok</td>
<td></td>
</tr>
<tr>
<td>Fajsławice</td>
<td></td>
</tr>
</tbody>
</table>
MISSION

Drawing inspiration from **nature** and **respecting** its unique resources, we create **exceptional products**, whose quality exceeds the price, thus fulfilling the **consumers’** growing **needs** and providing them with new flavour experiences and **positive emotions**.

VISION

Herbapol cares about **true values** and draws ideas from **nature** in order to harmonise and develop **what is most precious**.
Ingredients used for production are gathered only in ecologically clean areas of Poland, mainly in Białostocki, Lubelski and Bieszczady regions – from both contracted and monitored plantations, as well as directly from nature.

The highest quality is paramount for us. We have obtained the following certificates:

- ISO 9001:2008
- ISO 22000:2005
- GMP (Good Manufacturing Practice)
- BRC Global Standards
- International Food Standard (IFS)
- ECO
“Herbapol-Lublin” S.A.
Where we are?

Export markets

- Europe: UK, IRL, DE, HU, BE, FR, GR, S, LT, LV, EST, RUS
- North America: USA, Canada
- Asia: Vietnam, Japan
- Middle East: Iran
- Australia

Key Accounts

- WHOLESALE
  - Tesco
  - Metro Group
  - Real
  - Auchan
  - Jerónimo Martins
  - Billa
  - O’Key
  - Maxima
  - Norfa
  - Rimi
  - Ramstor

- RETAILERS
- MANUFACTURERS

MORE THAN 18 COUNTRIES WORLDWIDE
Herbapol - Polish brand with over 67 years of experience, based on nature, tradition, and trust. The collection embraces syrups, many types of tea, herbs, jams, confitures, and preserves.

Big-Active – the brand appreciated for its originality and diversity, and above all for individual character. Dedicated for active people, open-minded, looking for challenges, ready to explore new areas – in short: "Discover what you like."

Green-UP – the brand embracing energy drinks winding you up for everyday challenges. Available in four fruit flavours. Energy that comes straight from nature.
HERBAPOL – BRAND RECOGNITION

85% KNOWS HERBAPOL AND HAS POSITIVE ASSOCIATION WITH THE BRAND

HERBAPOL – STRONG BRAND

Very strong brand awareness - 85% of Poles recognise the brand

Highly marked

Positive associations in all demographic groups

Main attributes – natural origin, purity, health, ecology, tradition, expertise
Leader in 5 categories

Vice-leader in 1 category
Sweet Home 420 ml: 18 flavours

A double dose of health 300ml

Syrup MAX 5 l i 3,85 l: 5 flavours

HERBAPOLO PORTFOLIO:
Fruit Syrups - Sweet Home
HERBAPOL PORTFOLIO: TEA

- FRUIT TEA
- HERBAL TEA
- FUNCTIONAL TEA
- BLACK & FRUIT TEA „Nasza”
- GREEN TEA
HERBAPOL PORTFOLIO: Herbal Dietary Supplements

Herbs in sachets or loose

Bratek fix / Viola tricolor / Heartsease in sachets; Dziurawiec fix/ Hypericum/ St. John's wort in sachets; Koper włoski fix / Fennel in sachets; Kora dębowa / oak bark; Rumianek / Matricaria / Camomille flowers; Krwawnik fix/ Archillea / Yarrow in sachets; Kwiat głogu fix / Crataegus monogyna / common hawthorn flowers in sachets; Lipa fix / Tilia / Lime tree in sachets; Pokrzywa / Urtica / Nettles leaves; Senes / Senna alexandrina leaves; Melisa fix / Melissa in sachets; Mięta fix / Mint / Mentha in sachets; Nagietek fix / Calendula / Marigold in sachets; Len / Linum / Flax seeds / Lini semen; Borówka Czernica / Vaccinium myrtillus / Bilberry; Rumianek fix / Camomille / Matricaria in sachets; Senes fix / Senna alexandrina in sachets; Skrzyp fix / Equiseti herba / horsetail in sachets; Szałwia fix / Salviae folium / Salvia in sachets; Świetlik fix / Euphrasiae herba in sachets; Ziele skrzypu / Equiseti herba
<table>
<thead>
<tr>
<th>Nazwa produktu</th>
<th>Latin name</th>
<th>English name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kłęczek tataraku</td>
<td>Calami rhizoma</td>
<td>Sweet flag or calamus</td>
</tr>
<tr>
<td>Kora dębu</td>
<td>Quercus cortex</td>
<td>Pedunculate oak bark</td>
</tr>
<tr>
<td>Kora kruszyny pospolitej</td>
<td>Frangulae cortex</td>
<td>Frangula Bark</td>
</tr>
<tr>
<td>Kora wierzby</td>
<td>Salicis cortex</td>
<td>Willow Bark</td>
</tr>
<tr>
<td>Korzeń lubczyka</td>
<td>Levistici radix</td>
<td>Lovage Root</td>
</tr>
<tr>
<td>Korzeń arcydzięglą</td>
<td>Angelicae radix</td>
<td>Garden angelica</td>
</tr>
<tr>
<td>Korzeń mniszka lekarskiego</td>
<td>Taraxaci radix</td>
<td>Dandelion Root</td>
</tr>
<tr>
<td>Korzeń prawoślazu</td>
<td>Altheae radix</td>
<td>Marshmallow Root</td>
</tr>
<tr>
<td>Kwiat bzú czarnego otarty</td>
<td>Sambuci flores gerebelt</td>
<td>Elderberry flowers grinded</td>
</tr>
<tr>
<td>Kwiatostan bzú czarnego</td>
<td>Sambuci flores tot.</td>
<td>Elderberry flowers</td>
</tr>
<tr>
<td>Kwiatostan głogu</td>
<td>Crataegi inflorescentia</td>
<td>Hawberry flowers</td>
</tr>
<tr>
<td>Kwiatostan lipy</td>
<td>Tiliae inflorescentia</td>
<td>Lime tree flowers</td>
</tr>
<tr>
<td>Kwiat jasnoty białej</td>
<td>Lamii albi flos</td>
<td>White nettle flowers</td>
</tr>
<tr>
<td>Liść borówek brusznicy</td>
<td>Vitis idaeae folium</td>
<td>Lingonberry leaves</td>
</tr>
<tr>
<td>Liść brzozy EKO</td>
<td>Betulae folium</td>
<td>White birch leaves ECO</td>
</tr>
<tr>
<td>Liść maliny</td>
<td>Rubi idaei folium</td>
<td>Raspberry leaves</td>
</tr>
<tr>
<td>Liść pokrzywy</td>
<td>Urticae folium</td>
<td>Nettle leaves</td>
</tr>
<tr>
<td>Owoc bzú czarnego</td>
<td>Sambuci fructus</td>
<td>Elderberry fruits</td>
</tr>
<tr>
<td>Owoc głogu</td>
<td>Crataegi fructus</td>
<td>Hawberry fruits</td>
</tr>
<tr>
<td>Owoc jarzębiny</td>
<td>Sorbi fructus</td>
<td>Rowan fruits</td>
</tr>
<tr>
<td>Ziele dziurawca</td>
<td>Hyperici herba</td>
<td>Perforate St John’s-wort</td>
</tr>
<tr>
<td>Ziele krwawnika</td>
<td>Millefolii herba</td>
<td>Yarrow</td>
</tr>
<tr>
<td>Ziele mniszka</td>
<td>Taraxaci herba</td>
<td>Common dandelion</td>
</tr>
<tr>
<td>Ziele piołunu</td>
<td>Absinthii herba</td>
<td>Absinthe wormwood</td>
</tr>
<tr>
<td>Ziele pokrzywy</td>
<td>Urticaeii herba</td>
<td>Nettle</td>
</tr>
<tr>
<td>Ziele skrzypu</td>
<td>Equiseti herba</td>
<td>Common horsetail</td>
</tr>
</tbody>
</table>
HERBAPOL PORTFOLIO:
JAM PRODUCTS

4 flavours of Traditional Jams and 1 Plum Spread

3 flavours of Confitures

3 flavours of Jam Pantry - Premium range
BIG-ACTIVE PORTFOLIO

RED TEA
GREEN TEA
FUNCTIONAL TEA
OTHERS
WHITE TEA, FLAVOURED BLACK TEA, FRUIT TEA

4 SKU
10 SKU
7 SKU
15 SKU
FUNCTIONAL COFFEE & HERBS

Functional Coffee

Monastic receipt herbs
• A "different" Energy Drink
• A natural and safe solution for intensive intellectual and physical effort
• Contains natural caffeine from guarana fruits
• 1 can of Green-Up with coffee from guarana gives considerably more energy than 1 cup of coffee
• Does not contain preservatives or artificial colorants
• Available in 4 flavours: pomegranate, cranberry, tropical, acai
HERBAPOL PRIZES AND AWARDS:
INTERNATIONAL

• „SIAL d’OR 2010”
• „The Best Energy Drink”
• „BRITISH-POLISH EXPORTER OF THE YEAR”
HERBAPOLOPRIZESANDAWARDS

DOMESTIC

• „TRUSTED BRAND” 2011

• „BRITISH POLISH EXPORTER OF THE YEAR” - British Polish Chamber of Commerce Annual Award 2009

• „PEARL OF THE FMCG MARKET 2008” - The prize in the category of „Juice, Nectars” for the Sweet Home Syrups: raspberry with rosehip, raspberry with cranberry, raspberry with lemon – prizewinner of all-Polish research prepared by Polish colony Institute for „Commercial News”

• „GOLDEN OTIS 2008” – for Figura 1 and Figura 2 in untionstipation product category – pharmaceutical prize awarded to producers of pharmaceutical market who in patients’ opinion produce the most trusted OTC products

• „MASTER 2008” for outstanding contribution into modernization and development of the Polish herbal industry – awarded Pharmaceutical Newspaper


• Prizewinner according to consumer report:
  2005, 2006 Fruit Syrup category
  2006, 2007 Herbal Tea category

• Product of 2006 - prizewinner in slimming products for Figura and SlimFigura Systems products - according to Reader’s Digest investigation

• „Business Gazelle 2006” for the most effective and dynamic companies according to „Business Pulse” Magazine in cooperation with Coface Poland

• Superbrands Polska 2004, the strongest Polish brand name according to independent Brand Council

• Polish Industry Minister Reward for Polish industry promotion in 2002
2014 “Super Produkt” by “Świat kobiety” magazine for Herbapol Tea Garden raspberry tea

2014 “Przebojowy Produkt FMCG” for Fruit Pantry Raspberry syrup 420 ml

2014 best product – Consumers choice, 1st prize for Tea Garden Raspberry tea

2014 “Przebój FMCG” for the whole Tea Garden line

2014 “Złoty Paragon” (2nd Prize) for Fruit Pantry Raspberry syrup 420 ml

2014 “Perła Rynku FMCG” – 1st Prize for the whole Tea Garden line

2014 “Hit Handlu” 2014 for Fruit Pantry Raspberry syrup 420 ml

2014 “Złoty Paragon” – Sale Leader for Tea Garden Raspberry tea
Thank you

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