

DRAFT AS OF April 03, 2017

MARS

Mars' Experience in the Ulyanovsk Region

Alexander Zobkov, April 10, 2017

Ulyanovsk Regional Briefing at the American Chamber of Commerce

Mars in a Moment



Mars Russia in a Moment



Factories:

- | | | | | |
|-----------------------|-------------------------|-------------------------|-------------------------|---|
| 1 Stupino – Chocolate | 3 Novosibirsk – Petcare | 5 Mirny – Petcare | 7 Odintsovo – Chocolate | 9 St. Petersburg – Wrigley |
| 2 Luzhniki – Petcare | 4 Likhovitsy – Food | 6 Cherdakly – Chocolate | 8 Dmitrov – Royal Canin | 10 Rostov-on-Don – Petcare (under construction) |

Ulyanovsk Region Proved Investment Attractiveness

Ulyanovsk region has delivered best on site selection criteria

Specific advantages

Strong local support

1 Convenient geographical location

- Close to key market areas
 - Central Russia
 - Supply to South and Urals

2 Strong regional infrastructure

- Well-developed transport infrastructure
- Available infrastructure
- Suppliers base

3 Favourable labour market

- High qualification, supported by:
 - Strong technical university
 - Local industries structure
- Comparable labour cost

4 Support from local authorities

- General support programs
 - Launched favourable investment climate development
 - Running investment support program in the government
 - Created legal investment legislation database



R. Smyth and S. Morozov signing an investment agreement

Mars in the Ulyanovsk region



Petcare factory in Mirny



Chocolate factory in Cherdakly

Investments 2007 – 2016 – RUR 8 Bln
New Direct Jobs – 600

Petcare Factory



- Whiskas, Kitekat, Pedigree, Chappi.

- 4 shifts 24 hours x 7 days

- Site size 21 hectares.

NEW PROJECT – Pet Nutrition Center



To be launched in Q3'2017

Area - 4200 sqm

Investments - RUR 782 M

Associates - 260 cats & 100 dogs



Chocolate Factory

- **Start of Construction** – May 2008
- **First Product** – April 2012
- **3 Production lines:**
 - Bounty;
 - Barline – Mars, Milky Way ,
 - Minis
- **Export to CIS, Middle East, North Africa**



Community Engagement in the Ulyanovsk region



Be prepared to school



Future Generation



Subbotnik – Cleaning Day in Cherdakly



Pet shelter support in Cherdakly

Thank you for your attention!

