



your trusted distribution  
partner



# [a] leader [in the] organic food [industry since the] beginning

In 1974, in Turin, Pietro Bianchi opened a **small shop** that he named KI for the production of cookies and the packaging of flours and organic cereals. He was among the first ones in Italy to believe that a **natural and balanced diet** is essential for people's well-being and health.

Today that small shop has turned into KI Group, a **stock market listed company**, a **leader** in the production and **distribution of organic, biodynamic and natural products**.

- **50** million euros in turnover
- **150** employees and contractors
- **more than 5,700 stores served** over different channels
- **2,700** organic and natural products (fresh and packaged foods, supplements, cosmetics, personal care products, household detergents and much more)
- **220** marketed brands, including **16 company-owned brands** (among the main ones: KI, Fonte della Vita, Spighe&Spighe, La Forneria, Crudigno, BuonBio, Fresco&Bio, Natipuri).

In addition to operating as a distributor, KI Group operates also as a **direct producer** through two companies: **La Fonte della Vita** (vegetable proteins) and **Organic Oils** (extra virgin olive oil and seed oils). Furthermore, it is an exclusive retail licensee of **Almaverde Bio** brand with **Organic Food Retail**.

KI Group with its products meets the needs of health-conscious **consumers, intolerants** to specific foods, **supporters of vegetarian choices and alternative diets** or simply interested in the maintaining their **psychological and physical well-being**.

# THE EXPERIENCE OF AN EVOLVING HISTORY

1974

*KI Group* was established in Turin as a precursor company in the distribution of organic and specialized natural products.

1988

*KI Group* transformed itself: new shareholders and managers worked alongside the founder in managing the company.

2006

*KI Group* joined Bioera, the strongest group in Italy in the natural business.

2013

*KI Group* became listed on the Milan Stock Exchange.

*KI Group* started a joint venture with Almaverde Bio.

2016

*KI Group* expanded its operation by entering into new sales channels: hypermarkets, supermarkets and horeca.

Building a long lasting brand



# [a dual] leader





# ship

## [platform]

## HOW WE CREATE OUR SUCCESS

KI Group leadership is based on **3 success factors**, and each one requires a **dual approach** that we call our “**Dual Leadership Platform**”.

### **Everywhere** - Distribution network

The products are sold through the channels historically related to the target “**CORE**” (for example, specialized food stores) and those emerging “**NEW OPPORTUNITIES**” (for example, HORECA, hypermarkets and supermarkets).

### **Top brands** - Product quality

The assortment comprises internationally renowned “**GLOBAL BRANDS**”, and “**LOCAL JEWELS**”, excellences linked to local traditions.

### **Excellent execution** - Marketing initiatives

The company strategy is supported by separate marketing tools: those directed to the “**CUSTOMER**” and those for the “**CONSUMER**”.

The ability to **combine different aspects** is the base of KI Group's competitive advantage: this determines **our success and the success of our partners**.



every

A SOLID  
SALES AND  
DISTRIBUTION  
NETWORK





# where

KI Group has a solid and articulated sales organization, **unique in Italy** in the organic food sector. It is a leader in the distribution with more than **5,700 customers** across the country and it is **constantly expanding**.

The company accesses various sales channels thus meeting the needs of different types of consumers.

The products are distributed through **two macro-networks**:

- **core channels**, the so called "historical" point of sales , such as **specialized food stores**, **herbalist's shops**, and **pharmacies**.
- **new opportunities**, the channels reached since 2014, such as the **large-scale distribution chains** (hypermarkets and supermarkets) and the **horeca** industry.

In addition to Italy, KI Group is investing to develop foreign markets including the main **European markets** and those **outside Europe**.

THE WIDEST NETWORK DISTRIBUTOR  
WITH OVER **5,700 CUSTOMERS**  
DIRECTLY SERVED **ALL OVER ITALY**



## **1,500** ORGANIC FOOD SHOPS

*ALMOST 100% COVERAGE OF ORGANIC FOOD SHOPS*

**KI GROUP ROLE:** "BEST PARTNER"



## **1,500** HERBAL SHOPS

*Almost 100% coverage of herbalist's shops that carry food*

**KI GROUP ROLE:** "A TRADITIONAL POINT OF REFERENCE FOR ORGANIC PRODUCTS"



## **1,700** PHARMACIES

Due to de-regulation, Pharmacies are searching new alternative categories of products, to reduce their dependence on traditional medicine and regain lost profitability.

**KI GROUP ROLE:** "A TRUSTED PARTNER FOR NATURAL NUTRITION AND WELLNESS"

[channels]

# opportunities]



## MODERN TRADE

*hypermarkets and supermarkets*

*KI Group works with leading groups of modern trade where the demand for organic products is strongly growing.*



## AWAY FROM HOME

*Horeca - food service - vending*

*Consumers are increasingly looking for organic products out of home. KI Group is expanding its sales network to take advantage of this trend.*



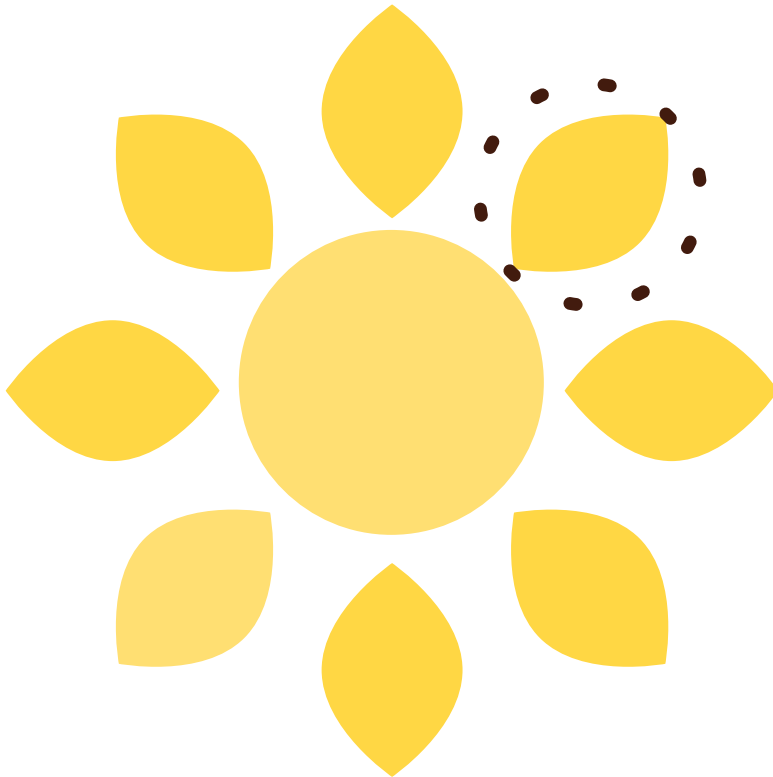
## EXPORT

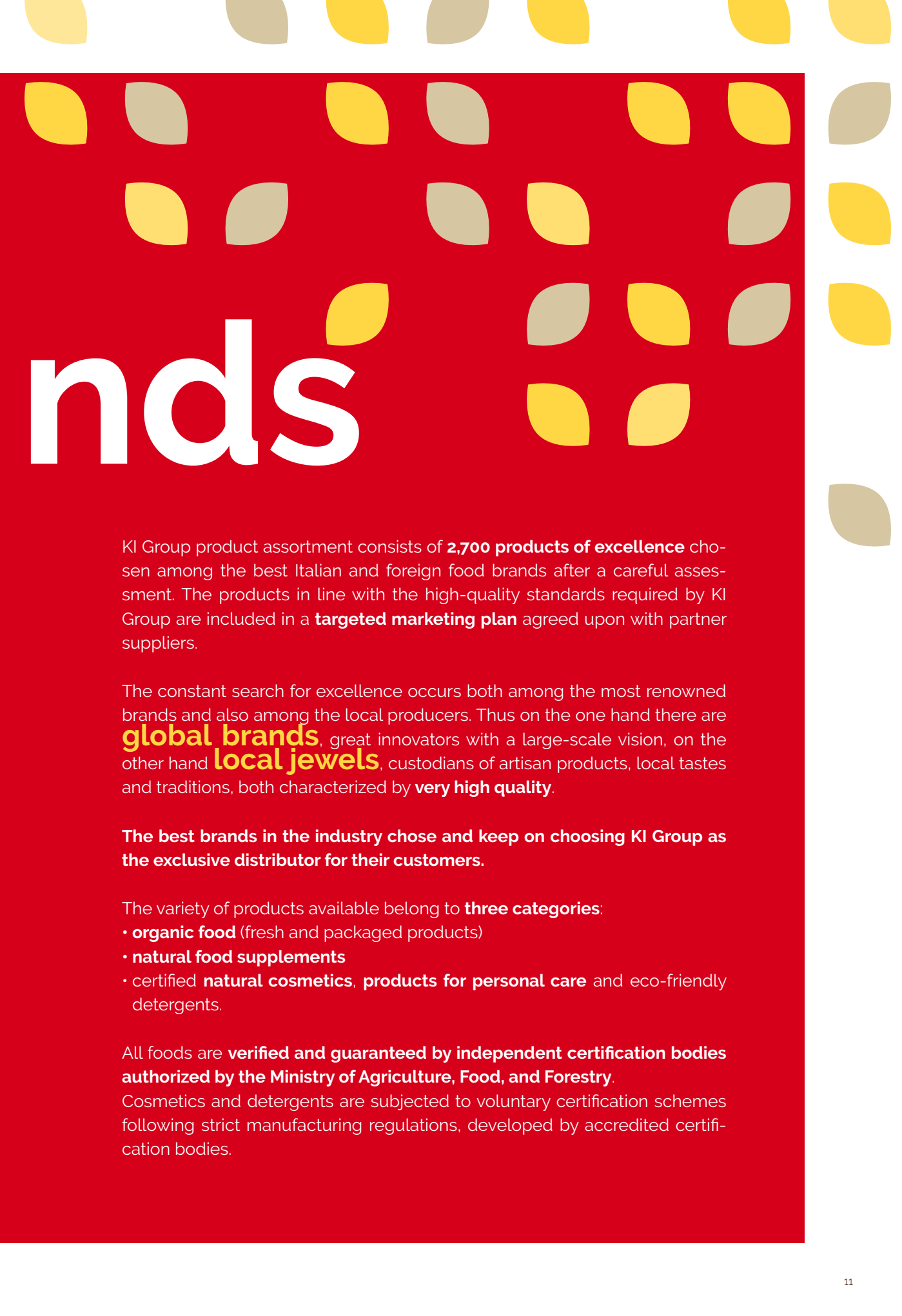
*KI Group is present and it is strengthening its presence in the main European countries (Germany, France, Spain and Benelux) and those outside Europe (China, Singapore, Hong Kong and Taiwan).*



# [top] bra

PRODUCT  
ASSORTMENT:  
WIDE &  
COMPLETE





# nds

KI Group product assortment consists of **2,700 products of excellence** chosen among the best Italian and foreign food brands after a careful assessment. The products in line with the high-quality standards required by KI Group are included in a **targeted marketing plan** agreed upon with partner suppliers.

The constant search for excellence occurs both among the most renowned brands and also among the local producers. Thus on the one hand there are **global brands**, great innovators with a large-scale vision, on the other hand **local jewels**, custodians of artisan products, local tastes and traditions, both characterized by **very high quality**.

**The best brands in the industry chose and keep on choosing KI Group as the exclusive distributor for their customers.**

The variety of products available belong to **three categories**:

- **organic food** (fresh and packaged products)
- **natural food supplements**
- certified **natural cosmetics**, **products for personal care** and eco-friendly detergents.

All foods are **verified and guaranteed by independent certification bodies authorized by the Ministry of Agriculture, Food, and Forestry**.

Cosmetics and detergents are subjected to voluntary certification schemes following strict manufacturing regulations, developed by accredited certification bodies.

THE ORIGINAL  
**OAT-LY!**  
Cream and vegetable beverages



**Provamel**  
Cream beverages and vegetable desserts



**Fonte della Vita**  
Vegetable proteins, ready meals, condiments and sauces



**FIT FOOD**  
Cold cuts and vegetarian German sausages



**Ki**  
Cereals, seeds, legumes, flakes, flours, sweeteners, macrobiotic and gluten-free products



**BuonBio Ki**  
Bread, special pasta, confectionery, tomato, and derivatives, cubes and broths



**lima**  
Vegetable beverages, condiments, sauces, soups...



**PRIMEAL**  
Cereals, flour, quinoa, quinoa pasta, sweet snacks



**Verde&Bio**  
Cookies, snacks, bread and bread substitutes

**Allos**  
Cookies, sweet snacks, cereals, creams and patés



**Le Pain des fleurs**  
Bread substitutes



**RAPUNZEL**  
Muesli and spreadable creams, Swiss chocolate, yeast, whole foods, legumes, pasta, cheeses, wines



**LOGONA**  
Hair and oral care products, beauty creams, body washes, deodorants

**hübner**  
Natural supplements, and cosmetics



**CRUDIGNO**  
Oil

**Ki GROUP**  
**TOP BRANDS**  
GLOBAL / LOCAL

[brands]

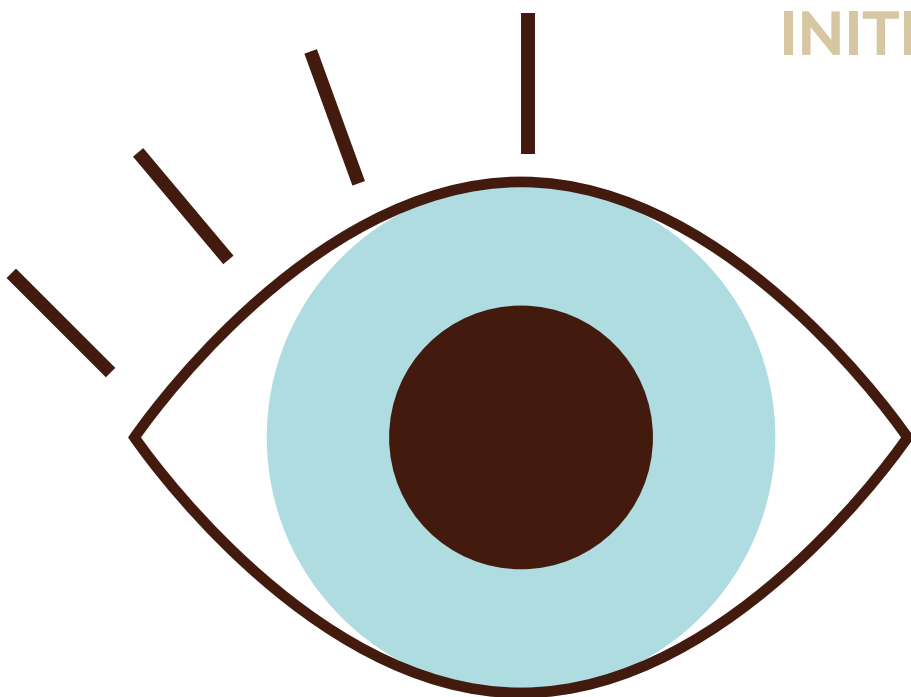
## [jewels]





excel

"AD-HOC"  
MARKETING  
INITIATIVES





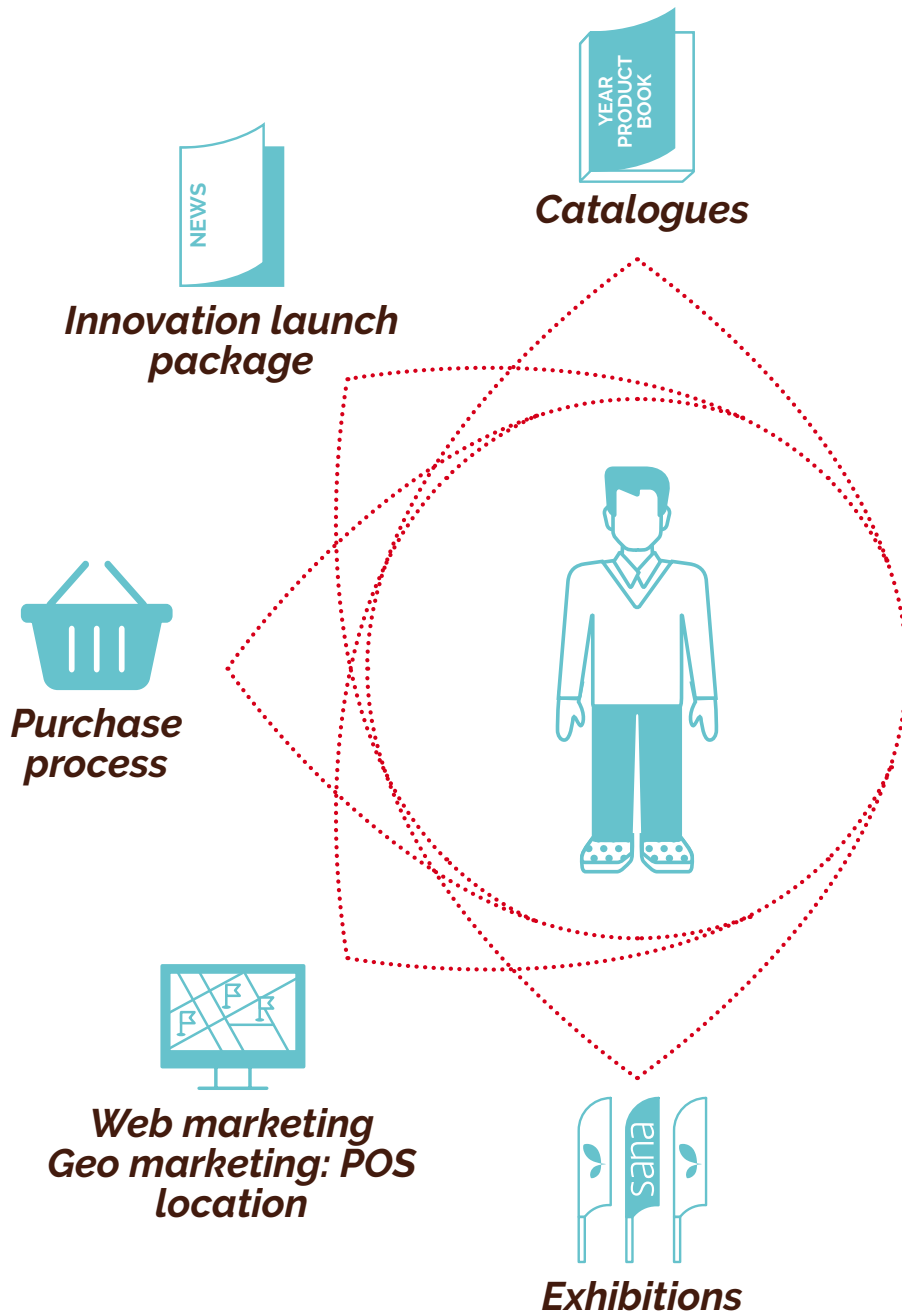
# lent [execution]

Thanks to its extensive experience in the industry (over 43 years) and to an internal team of experts in Consumer and Trade marketing, KI Group develops for each brand a custom marketing plan that includes tools to support the **customers'** activities and **consumers'** choices, transforming them into an experience of excellence.

The plan is built on two pillars:

- **Trade marketing support** (catalogues, web marketing and innovation launch package)
- **Consumer marketing activation** (online and offline advertising, tasting sessions, consumer promotions).

The goal is to create an excellent **customer and consumer experience**.



CUSTOMER

- **Catalogues** An always updated Health Food Store catalogue, Herbal Shop catalogue and Export catalogue.
- **Innovation launch package**  
"New products and deals" folder: 3,500 copies every two months, for specialized stores and pharmacies.  
Complete support for retailers to promote product visibility at the sales outlets.
- **Purchase process**  
6 different ways to place orders: by phone (e.g. Tele-selling) or online and hand-held devices.  
Complete logistical support.
- **Web marketing, Geo marketing: POS location** Geolocation of partner sales outlets through the [kigroup.com](http://kigroup.com) website.
- **Exhibitions** Participation in exhibitions dedicated to sector operators to meet new resellers.



**Consumer promo**



**Tasting sessions**



**Sales outlet material**



**ADV  
Online and Offline**



**Sponsorship**

• **Consumer promo**

"Great organic brands": 11 issues per year, 120,000 flyers.

"I love bio": 3 issues per year 400 sales outlets.

"Premium shop Provamel": promotions and tasting in sales outlets.

• **Tasting sessions** In-store promotions in 300 sales points in Italy.

• **Sales outlet material** Brochures, posters, self-standing displays. Information and indicators for more convenient and more conscious purchases.

• **ADV Online** communication (website, social, Google Ad) and **Offline** (trade press).

• **Sponsorship** Support for sector-related events, such as the Yoga Festival, with the distribution of products, show-cooking, and cooking courses.



# [your] trusted distribution partner

## PARTNERSHIP VALUES

### A strategic fit

The purpose of a partnership can and should be that of **complementing and mutually leveraging** the partner companies' **core abilities** and **resources**.

To develop a partnership capable of ensuring **constant growth and building market control advantages**, such as the ones obtainable through a direct subsidiary, but with considerably **lower investments and costs**.

### Long term vision

It is more than joining forces to achieve tactical advantages. It requires partners to focus on gains to be enjoyed for years to come.

- **Exclusivity**
- **Mid-term plans sharing**

### Flexibility

In order to successfully tackle the changes occurring in this market sector, our partners need to adopt a flexible approach whose effectiveness can be significantly increased by mutual trust and understanding.

**Over 50%** of our **distributed brands** turnover comes from business relationships with suppliers that were **started more than ten years ago**.

# [keep on] future promise

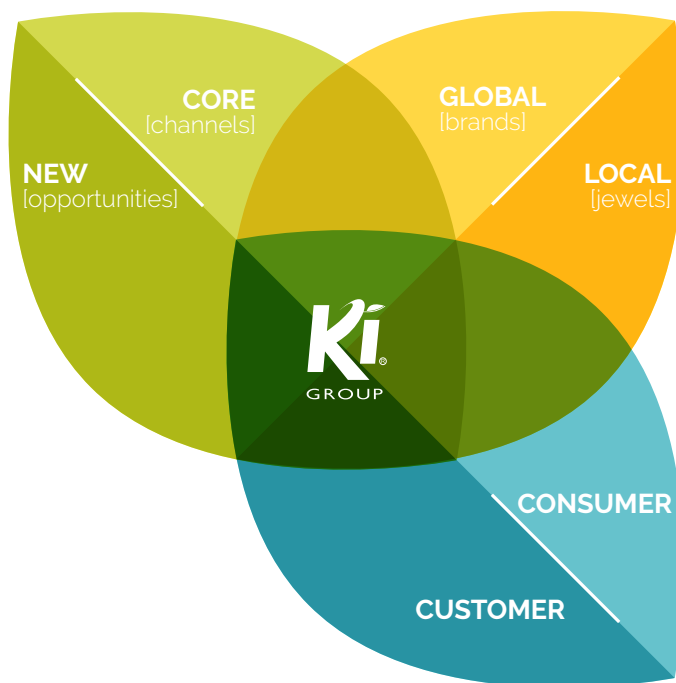
KI Group wants to continue growing exploiting **3 identified critical success** factors:

**1\_Everywhere, 2\_Top brands, 3\_Excellent execution**

combined with the **"Dual leadership platform"** at the service of its partners.

## Everywhere

[**Expand** the distribution in existing channels and serve new channels]



## Top brands

[**Discover** the "talents" in every category]

## Excellent execution

[**Strengthening** the marketing actions]

[join us and let's **build a long lasting leadership together**]



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