



Your expert partner
in the organic food market





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

In 1974, in Turin, Pietro Bianchi opened a **small shop** for the production of cookies and the packaging of flours and organic cereals. He was among the first 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 oils 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.



[distributor]

prods solu

YOUR STRATEGIC
PARTNER IN THE
ORGANIC INDUSTRY



[supplier of] tions



Ki Group is specialized in the production and distribution of organic, biodynamic and natural products and offers professional advice to explain customized assortment in different sales channels. The company, according to its industry in Italy, developed an operative model that guarantees quality, expertise, innovation: meeting all the needs of whoever is looking for an exclusive partner together with which to create a selection of original and successful organic products.

The value creation of Ki Group is based on these three pillars:

Top brands – An assortment of the best Italian and foreign brands

We select quality products through:

- a platform that includes the largest **international brands** (often more innovative compared to the national ones and with attractive packaging) and the most important **local brands** (which are also products from our establishment Fonte della Vita, active in the production of high quality vegetable proteins);
- a constant and wide-ranging research that covers **all product categories**, also the most specific ones (for example specialized diets, vegan, gluten free, macrobiotic) which allows us to anticipate trends, intercepting the most interesting news on the market.

Unique partnership – A partner with over 40 years of experience

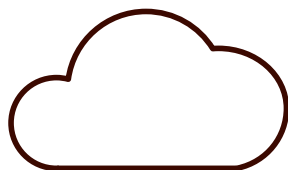
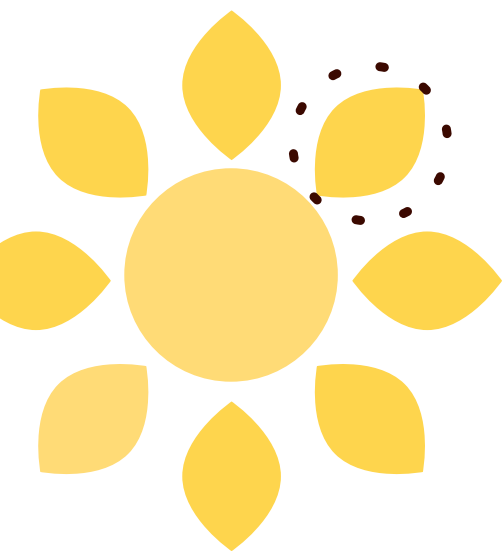
We create tailor made assortments and proposals through:

- our extensive market knowledge, deriving from the long experience in Italy of all organic product categories and success in all major distribution channels (specialized shops, herbalists, pharmacies, Horeca and Gdo);
- a **"turnkey"** service, unparalleled in Italy with organic products, which allows us to obtain the maximum potential in the shortest possible time and with the least amount of effort.

Excellent execution – Targeted initiatives for customer and consumer

We support sales through:

- tools that favor our **client's** business at the time of order and at the point of sale;
- proposals that improve and facilitate the purchasing choice of the **consumer**.



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A SELECTION OF THE BEST ORGANIC PRODUCTS



*Vegetable proteins,
"tofumini" and baked goods*



*Products based
on coconut*



*Dried fruit
and seeds*



Savory snacks



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



*Alternative vegan
meat and cheese*

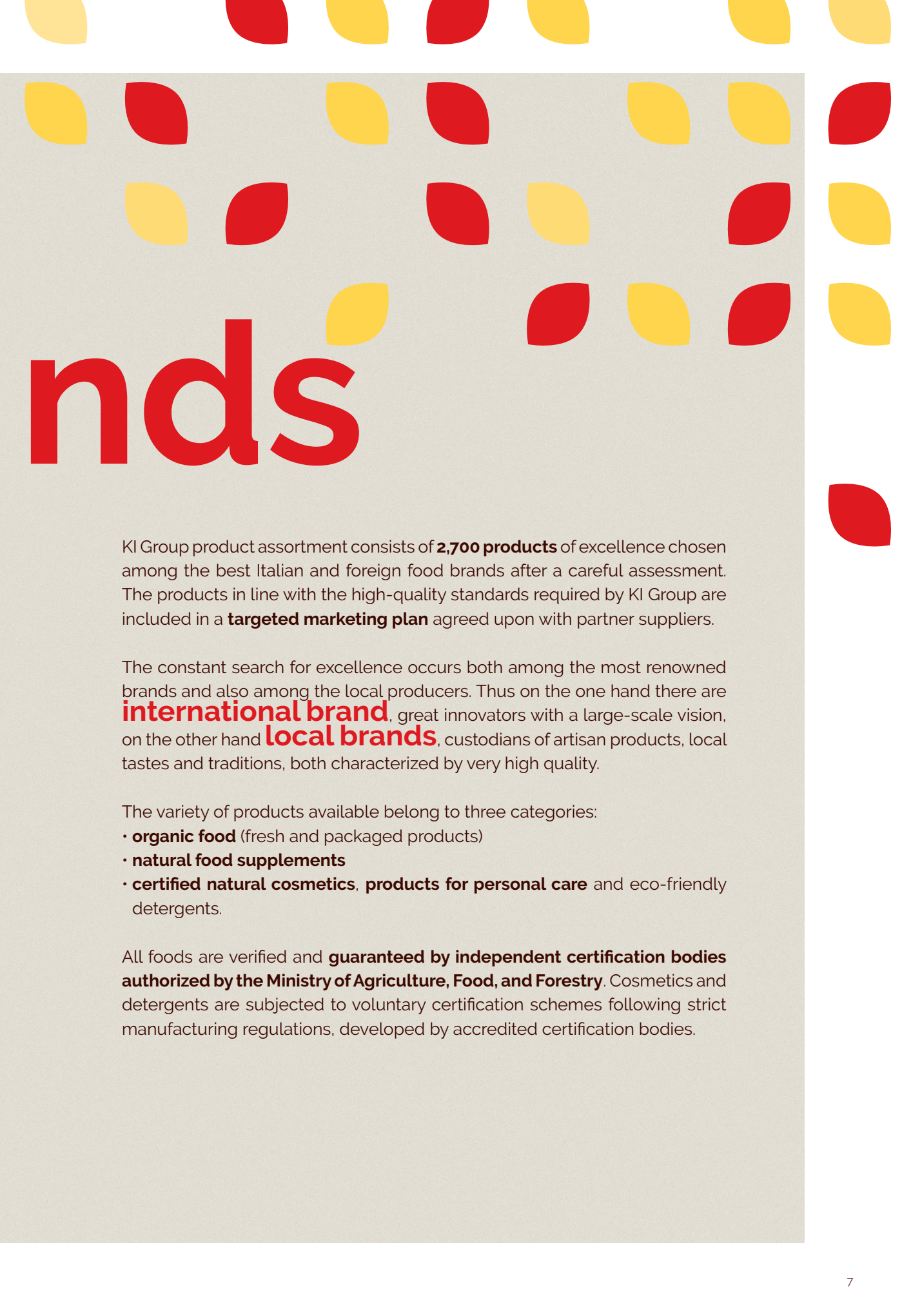


**THE ORIGINAL
OATLY!**
*Cream and
vegetable
beverages*



Sweet snacks





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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 **international brand**, great innovators with a large-scale vision, on the other hand **local brands**, custodians of artisan products, local tastes and traditions, both characterized by very high quality.

The variety of products available belong to three categories:

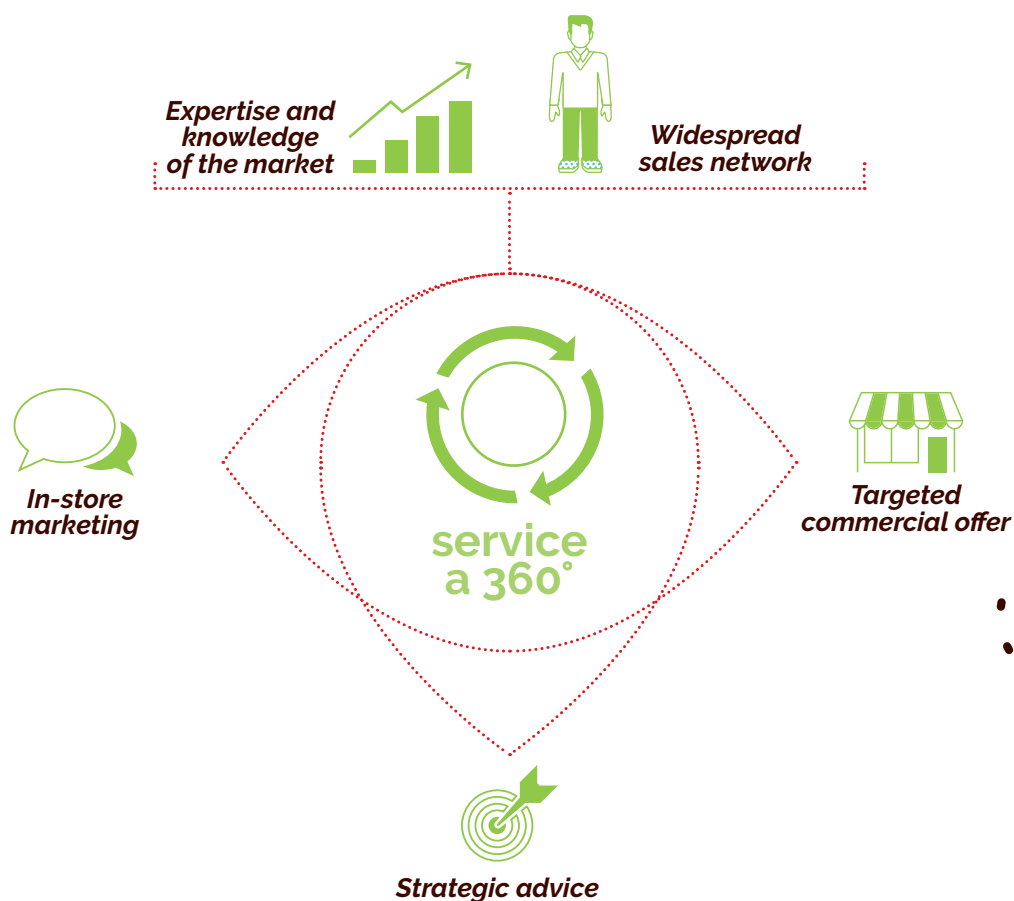
- **organic food** (fresh and packaged products)
- **natural food supplements**
- **certified natural cosmetics, products for personal care** and eco-friendly detergents.

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.



[unique] partner

THE EXPERTISE
OF A LEADER





ship

Thanks to its profound **market knowledge** and solid experience, KI Group is the best partner able to offer a **turnkey service** for each retailer that includes:

- **Strategic advice** to explain the best organic offers;
- **Customized commercial proposals** for different distribution networks;
- **In-store marketing** initiatives with ad hoc designed **plans for retail**.

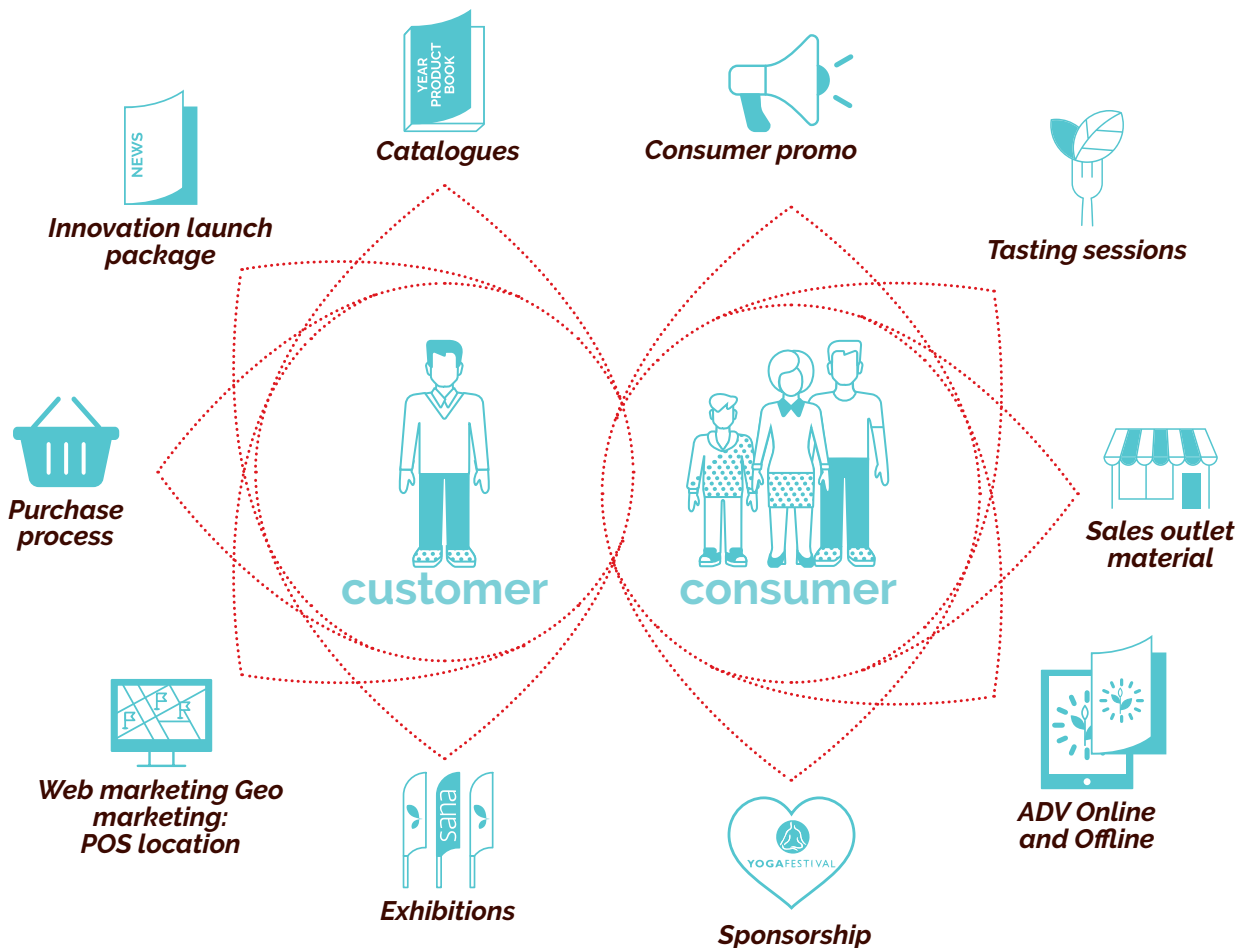
KI Group is an **expert and trusted interlocutor** who assures a selection of high quality organic products that can also capture the most demanding consumers, whatever the channel they are in: the company is active both in the historic ones (**specialized stores, herbalists , pharmacies**) and modern ones (**Horeca, Gdo**). In addition, thanks to a solid and **widespread coverage** and unlike any other competitor, it reaches more than **5,700 sales outlets** across the country.





[excellent] execu

THE CREATION OF CUSTOMIZED INITIATIVES



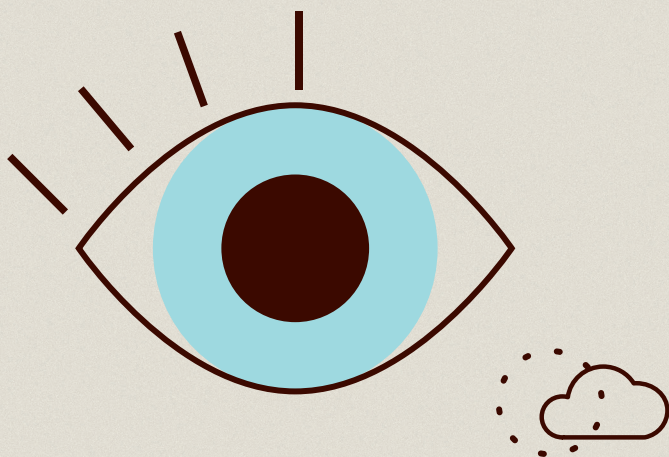
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Thanks to an internal team of experts in Consumer and Trade marketing, KI Group develops for each brand/client a custom marketing plan that includes tools to support the **customers'** activities and **consumers'** choices, transforming them into an experience of excellence.

The plan is built on initiatives of:

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

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





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