

## **UNITED BREWERIES LIMITED**

PERFORMANCE HIGHLIGHTS – QUARTER ENDED JUNE 30, 2009.

- **PROFITS UP BY 57%**
- **SALES REVENUE UP 17%**
- **GROSS MARGIN INCREASE OF 200 BASIS POINTS**
- **MARKET SHARE UP 3%**

During the quarter ended June 30, 2009, UBL added to its market share, growing at 12.1% against industry average of 6.1%, powered by a 25% growth in strong beer.

UBL's market share excluding Andhra Pradesh stood at 51%. In Andhra Pradesh UBL along with SAB Miller restrained from supplying the market as the matter on price increase is currently pending decision from the AP High Court.

Kingfisher Premium & Kingfisher Strong continue to dominate their respective categories with Kingfisher Strong now being the undisputed single largest selling beer brand in India.

Kingfisher Blue has been very successfully introduced in select markets and has already powered ahead of competing brands in its category including multinational brands. The product, packaging and communication have been enthusiastically appreciated by the younger generation of emerging consumers. It is planned to roll out the brand in all other major markets. The success of Kingfisher Bohemia Wine continues and it has already become the leading player among premium consumers

Operating profits during the Q1 09-10 have grown by 30% as compared to the corresponding quarter of the previous year on the back of selective price increases and aggressive cost control.

The Company has plans to expand capacities in all key markets & the new green field in AP will be ready in time for the coming summer season. The acquisition of land for the green field in Karnataka is complete.

The Net Profit before Tax accounted for Rs. 562 million representing an increase of 54% over the corresponding previous quarter. The Profit after tax at Rs. 355 million shows an improvement of 57% over the same quarter of the previous year.