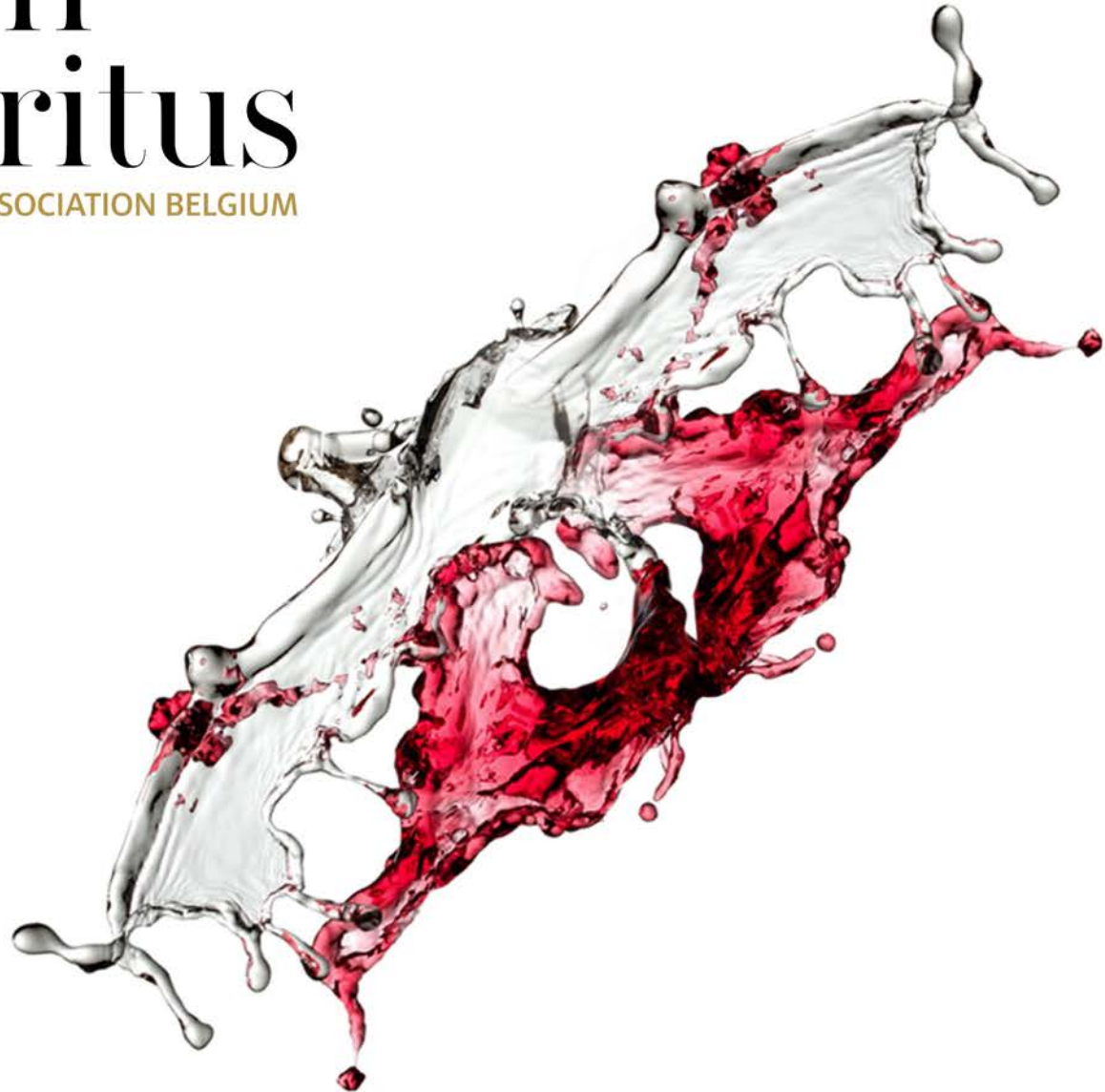


V Vinum
& Spiritus
ASSOCIATION BELGIUM

ExCo
22.05.2017



Agenda

- 1. Verwelkoming - Accueil**
- 2. Communication Ctee**
- 3. Business ctee**
- 4. Belgian production**
- 5. Importers/Distributors**
- 6. Retail**
- 7. V&S Governance**
- 8. Varia - Divers**

1. Verwelkoming - Acceuil

REPUTATION > TAX

Communication
Reputation

Alternative excise duty
architecture

Public Affairs

Retail Alliance



TAX > REPUTATION

2. Communication Ctee

Proposal Re-engineering Com/Reputation



2. Communication Ctee

Voorstellen MDB (persbericht 24/3/17)

- 16/18 : aan -16 jaar mag enkel bier of wijn worden verkocht
- Reclame campagnes via tv, radio (of bioscoop) moeten vooraf aan de JEP worden voorgelegd. Inbreuken worden strenger bestraft
- Leeftijdslot op drankautomaten
- Vrijwillige vermelding van minimumleeftijd op het etiket
- 'Accijnsverhoging werd reeds in 2016 doorgevoerd'

- **Ondanks objectieve feiten blijft deze regering negatief tav ethylalcohol**
- **V&S wil deze trend bijsturen dmv een zichtbare en aangehouden CSR inspanningen waarvan de thema's in overleg met bevoegde overheden worden bepaald**
- **Ondanks diverse toenaderingspogingen blijven contacten met MDB voorlopig uit**

2. Communication Ctee

CSR Campagne ism Carrefour



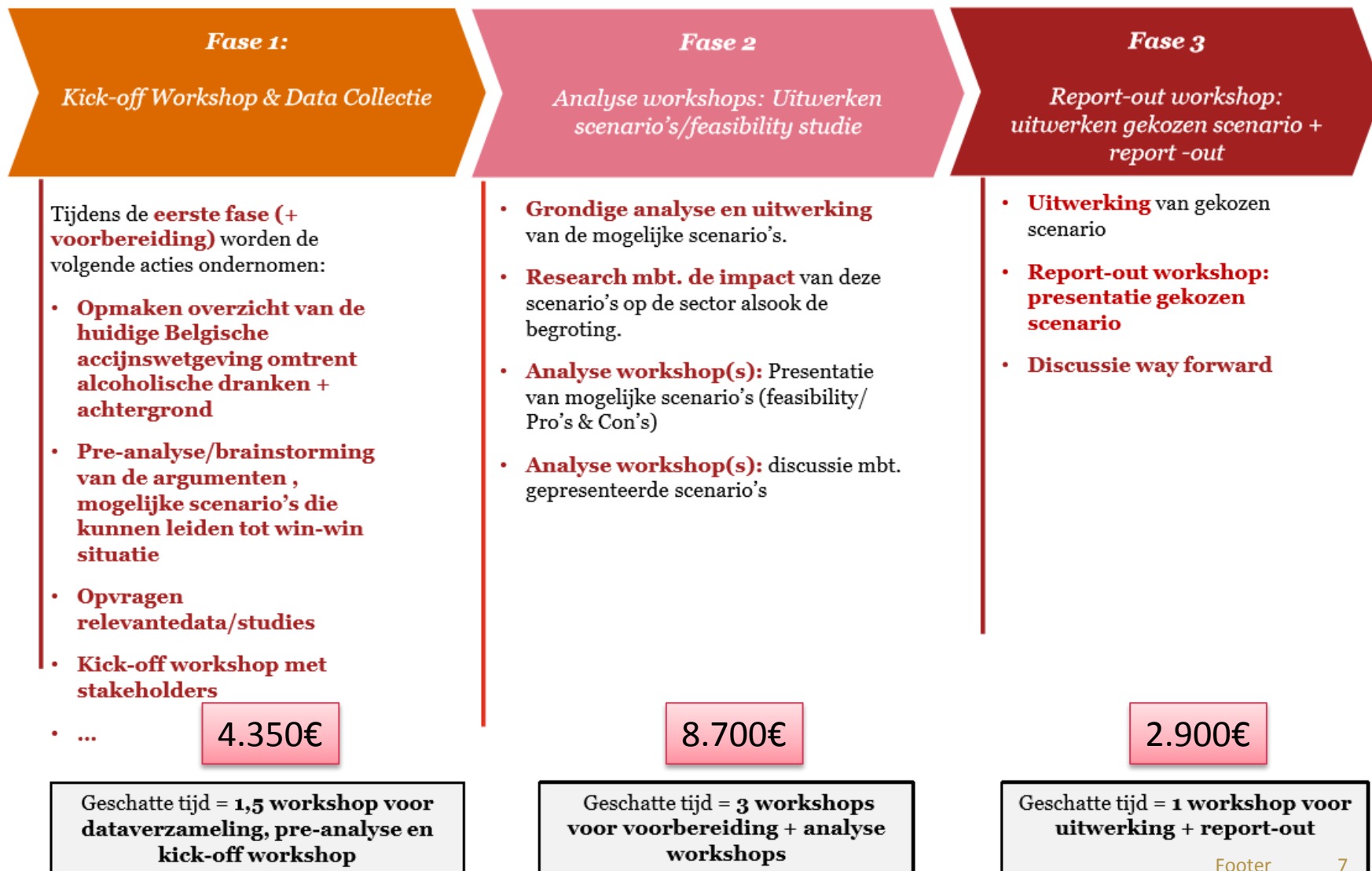
CSR = reputatie

Ingaan tegen trend ivm
gematigde
alcoholconsumptie is
slecht voor je reputatie
(= vorm)

Geen enkele richtlijn is
100% wetenschappelijk
juist
(= inhoud)

3. Business Ctee

Voorstel Alternatieve Accijnsarchitectuur



3. Business Ctee

Voorstel Alternatieve Accijnsarchitectuur

Understanding and vision

What we understand Vinum et Spiritus' needs and goals are:

1. VeS wants to **gain insights into the current situation**: how the Belgian excise duty system for alcoholic beverages functions (as compared to selected other EU member states), and what it means for the producers, Government revenue and consumers;
2. On **selected key issues**, VeS wants to gain an in-depth understanding on **possible alternatives** available to improve the excise tax related business environment and the impact on key stakeholders.
3. Based on **well developed arguments** (and a matching strategic vision), VeS wishes to continue its **constructive dialogue with the Belgian administration and government towards an improved (excise tax) business environment for the wines and spirits industry**.

Team

We propose a **small and dedicated core team of experts** from our Brussels-based Customs & excise group. These subject matter experts all have multiple years of experience working on various excise duty related projects in general. These projects include ad hoc as well as strategic advice to stakeholders in the spirits sector, policy work for the EU Commission, etc.

Given its strategic importance, both Fernand Rutten and Daan De Vlioger (CV's attached) will be directly and closely involved in the execution of the entire project.

Where appropriate this team can also leverage on the expertise, experience and contacts of the **European network** of Deloitte excise subject matter experts.

All activities, decisions and deliverables will be developed in close collaboration and alignment with VeS

Approach

We propose a 3-phased approach:

Phase 1: Analysis + overall picture of the Belgian excise regime, with different facets benchmarked against other EU member states (Phase 1a) Identify and elaborate on the **key barriers and competitive disadvantages** and develop **high level smart business asks** (Phase 1b).

Phase 2*: **Develop a deepened set of achievable, motivated initiatives** (asks), including their impacts (benefits) for the different stakeholders involved

Phase 3*: **Deepen the selected initiatives into a set of targeted arguments feeding VeS' renewed strategic vision and to serve as a basis for public-private dialogue**. Continued support to VeS as strategic partner and excise SME for further development and realization of opportunities benefiting the sector.

Timing and financials

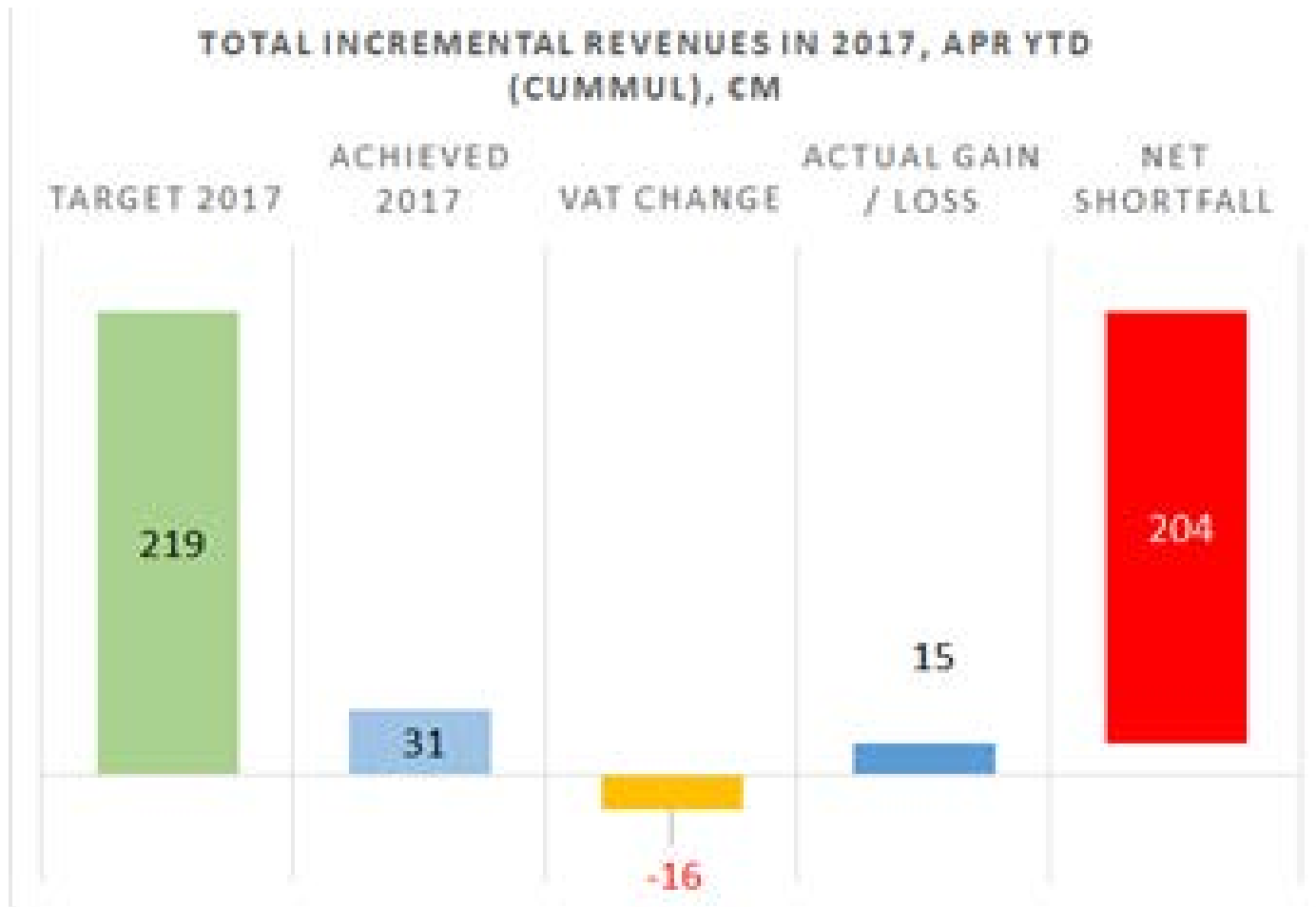
We understand the economic and political landscape requires swift action. In order to allow VeS to grasp the current momentum, phases 1 should be initiated asap and lead towards tangible, **initial results in the first week of June**.

Subsequently, and subject to VeS decision, phases 2 and 3 can be initiated as of June 2017.

- **Our fee for the services under phase 1 (1a and 1b) until the first week of June, leading towards a vision report deliverable would be an estimated EUR 25.000.**
- For our further services (i.e. the activities under phase 2 (finetuning of analysis and further development of asks) and phase 3, a further agreement is to be made upon VeS decision to further engage Deloitte for these activities.

3. Business Ctee

Recettes Accises Janvier – Avril 2017



4. Belgian Production

Fiches Techniques

Fiche technique Genièvre



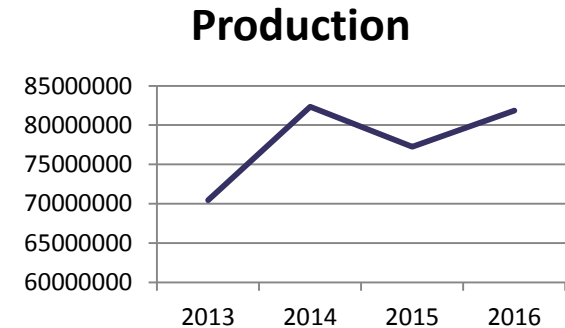
Fiche technique Whisky Belge



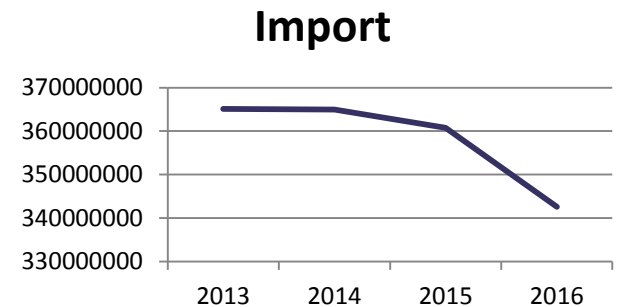
4. Belgian Production - statistics

Vin, mousseux et PI en Litres; Spiritueux en LAP

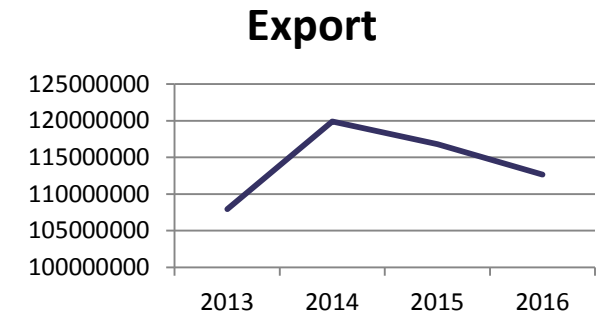
	2013	2014	2015	2016
	Production/ Productie			
Vin tranquille + pétillant	347.344	323.566	606.741	505.240
Mousseux	187.001	382.875	421.614	294.500
Produits intermédiaires	2.026.711	1.701.317	1.263.233	1.280.876
Alcools + moutwijn	12.264.911	13.368.767	13.752.165	13.819.108
Cidres & autres boissons fermentées	55.616.839	66.547.694	60.581.380	65.335.497
Total	70.442.806	82.324.219	76.625.133	81.235.221



	Importation/ Invoer			
Vin tranquille + pétillant	258 608 917	262 894 916	260 702 310	248 090 717
Mousseux	47 959 744	43 761 030	40 534 626	38 403 207
Produits intermédiaires	30 032 651	30 325 490	30 307 011	27 146 791
Alcools + moutwijn	20 960 756	21 926 193	23 729 608	22 430 225
Cidres & autres boissons fermentées	7 535 636	6 033 763	5 493 804	6 517 518
Total	365 097 704	364 941 392	360 767 359	342 588 458



	Exportation/ Uitvoer			
Vin tranquille + pétillant	26 166 410	28 997 433	30 981 058	26 786 302
Mousseux	2 140 704	2 196 791	2 291 247	2 238 625
Produits intermédiaires	3 360 179	3 052 955	3 011 630	2 841 393
Alcools + moutwijn	17 284 987	21 716 078	21 878 246	22 270 861
Cidres & autres boissons fermentées	58 988 993	63 950 802	58 636 392	58 521 348
Total	107 941 273	119 914 059	116 798 573	112 658 529



Spirits : Productie SQ , Import lichte daling, Export lichte stijging

5. Importers / Distributors



Rdv 24.05.2017

Uitdagingen op de markt?

Hoe kunnen we elkaar versterken?

6. Retail

Roundtable on health & X-border

THINK TANK

Top retailers, top brands,
associations



THE RETAIL SOCIETY
the business club for retail & fmcg



CORE VALUES

Fact & Figures
Defend common interest
Integration: 1 Voice
Strategic issues
(No Sugar taks > Health)
Pro-Active & Permanent

OUTPUT

Data analysis
4 Reports/y
Workshops with decision
makers in retail, FMCG,
politics
Creating media attention
for retail and consumers

STRATEGIC FOCUS

SHORT TERM

1. HEALTH
Tax shift, excise duties,
fats & sugars, alcohol,
packaging,
Mobility, ...)
2. X-BORDER
E-commerce, low end
retail, fashion;
(on/offline)

Ambassadorship
50.000€

7. V&S Governance

Budget 2017: GA approved

	2014	2015	2016	2017 prévisions
COTISATIONS / BIJDAGEN	383.385 €	365.610 €	366.254 €	422.050 €
AUTRES PROD. D'EXPLOITATION	19.289 €	14,244 €	12.314 €	10.890 €
PRODUITS FINANCIERS EXTRAORDINAIRES & PLUS-VALUE	237 €	63 €	133 €	60 €
Entrées - Inkomsten	402.911 €	379.917 €	378.701 €	433.000 €
SERVICES ET BIENS DIVERS (FONCTIONNEMENT)	124.414 €	92.280 €	89.019 €	108.329 €
REMUNERATIONS, CHARGES. SOC. ET PENS.	262.235 €	257.469 €	271.204 €	317.952 €
AUTRES CHARGES D'EXPLOITATION	5.211 €	4.751 €	5.496 €	5.681 €
AUTRES CHARGES FINANCIERES	391 €	762 €	612 €	420 €
Sorties - Uitgaven	392.251 €	355.262 €	366.331 €	432.382 €
RESULTAT DE L'EXERCICE – RESULTAAT VAN HET BOEKJAAR	10.660 €	24.655 €	12.299 €	617 €
AMORTISSEMENTS	13.077 €	11.349 €	11.675 €	11.675 €
Résultat à reporter	-2.417 €	13.306 €	624 €	- 11.058 €

7. V&S Governance

Budget 2017: Situation at end April 2017

Tranches	2017	TVA	Total	2017	Total	2017	PAYE
T1	650	136,5	786,5	17	11 050,00	11	7 150,00
T2	1 300	273	1 573,00	9	11 700,00	4	5 200,00
T3	1 700	357	2 057,00	12	20 400,00	8	13 600,00
T4	2 000	420	2 420,00	6	12 000,00	3	6 000,00
T5	2 350	493,5	2 843,50	8	18 800,00	1	2 350,00
T6	2 800	588	3 388,00	3	8 400,00	2	5 600,00
T7	3 350	703,5	4 053,50	5	16 750,00	5	16 750,00
T8	4 000	840	4 840,00	6	24 000,00	3	12 000,00
T9	4 850	1 018,50	5 868,50	1	4 850,00	1	4 850,00
T10	6 000	1 260,00	7 260,00	2	12 000,00	1	6 000,00
T11	7 600	1 596,00	9 196,00	1	7 600,00	1	7 600,00
T12	10 000	2 100,00	12 100,00		0		0
T13	12 500	2 625,00	15 125,00	5	62 500,00	2	25 000,00
T14	15 500	3 255,00	18 755,00	2	31 000,00		0
T15	20 750	4 357,50	25 107,50	1	20 750,00		0
T16	26 000	5 460,00	31 460,00	1	26 000,00	1	26 000,00
T17	33 000	6 930,00	39 930,00		0		0
T18	40 000	8 400,00	48 400,00		0		0
T19	49 000	10 290,00	59 290,00	2	98 000,00	1	49 000,00
MA	1 200	252	1 452,00	2	2 400,00	1	1 200,00
Extra	1 200	252	1 452,00	2	2 400,00	2	2 400,00
Gde distrib	20 000	4 200,00	24 200,00	1	20 000,00	1	20 000,00
				83	410 600,00		210 700,00
A payer							199 900,00
Budget prévisionnel sur base des grilles 2016					422 000,00		
Différence des rentrées par rapport aux prévisions					-11 400,00		

7. V&S Governance

Budget 2017: spending forecast end 2016

In		Out	
Basic budget Q1/Q4	433K€	Basic cost	377K€
		3rd FTE (Q2/Q4)	39K€
Extra campaign budget Q1	120K€	Extra campagne Q1	120K€
		Representation (Q2)	17K€
	553K€		553K€

- By further limiting the scope in time of representation cost to Q2, by using as of Q2 the 3rd FTE in preparing performant basic activity over Q3/Q4, the budget gap can further be reduced to an acceptable level
- If needed, additional budget (via mobilization new members) will allow additional spending on representation as of Q3.

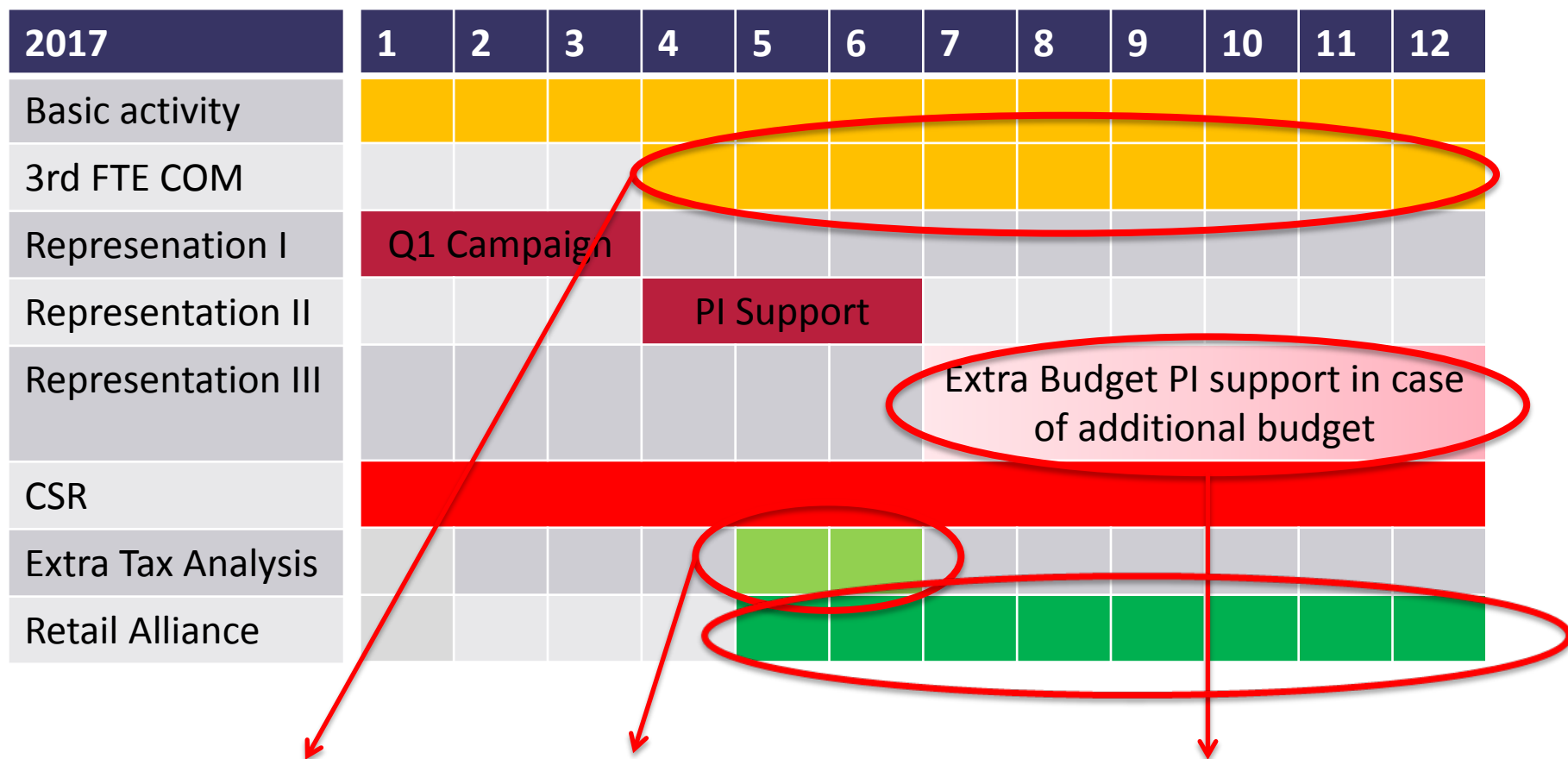
7. V&S Governance

Budget 2017: spending forecast end April (figures)

IN			OUT	
422	Cotisations		377	Budget de base
11	Autre prod d'exploitation		120	Campagne Q1
120	Extra budget (3x40)		43	YouEngine 2017
14	Provision COM 2016		17	PI Q2
14	Extra contribution BF		15	PwC/Deloitte 2017
581			572	
70	Contributions CSR		70	Campagne CSR
651			642	
90	Extra Budget		40	PI Q3/Q4
			50	Retail Ambassadorship

7. V&S Governance

Budget 2017: spending forecast end April (visual)



7. V&S Governance

- Chairman Communication Ctee

- Project new members

8. Varia - Divers



Alcohol smokkel



Impact grensaankoop op recyclage



Lidmaatschapsbijdrage V&S