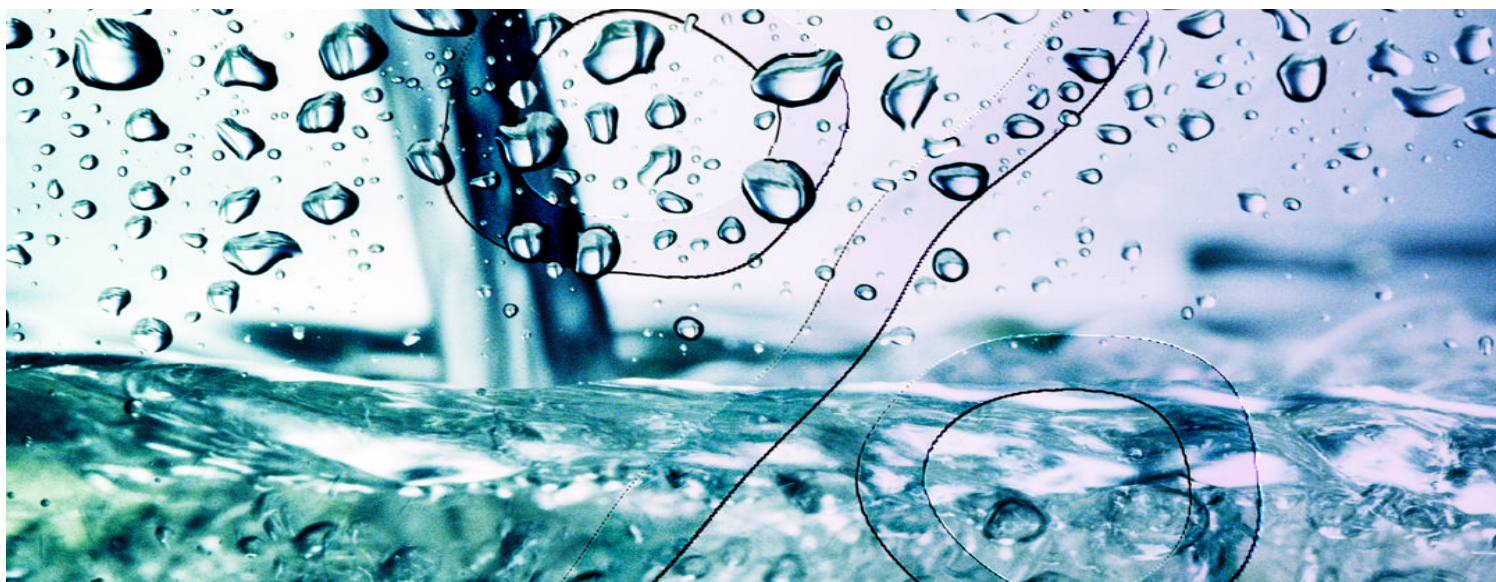
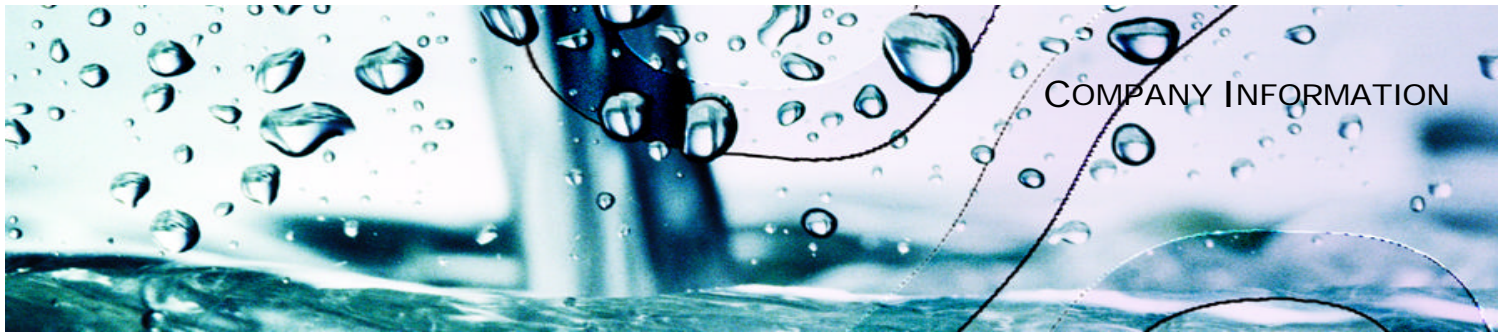


Scandinavian Beverage Group



Company Facts and Figures





COMPANY VISION

SBG's vision is to be the partner of choice for both our suppliers and the trade

COMPANY STRATEGY

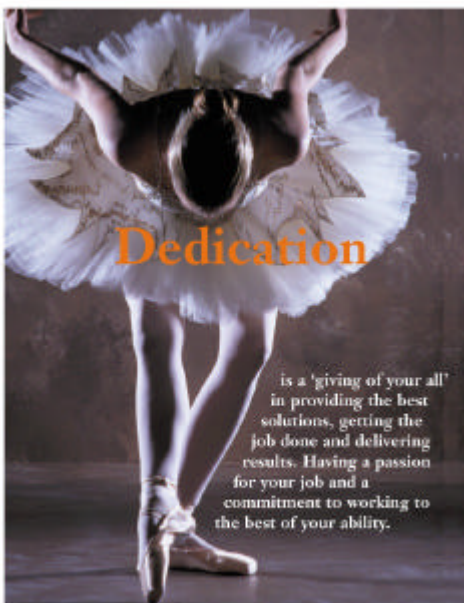
Provide best service to suppliers through:

- Leading edge in all major beverage segments in the Nordic market
- Having the very best sales and marketing companies locally
- State of the art logistics and financial support to our companies
- Investing in our subsidiaries and people, to ensure that they can provide the best service to suppliers and the trade, today and in the future

Develop Company profitability by:

- Focusing on growth areas
- Investing in our business structure to give SBG companies competitive advantages
- Develop an environment based on the SBG core values:

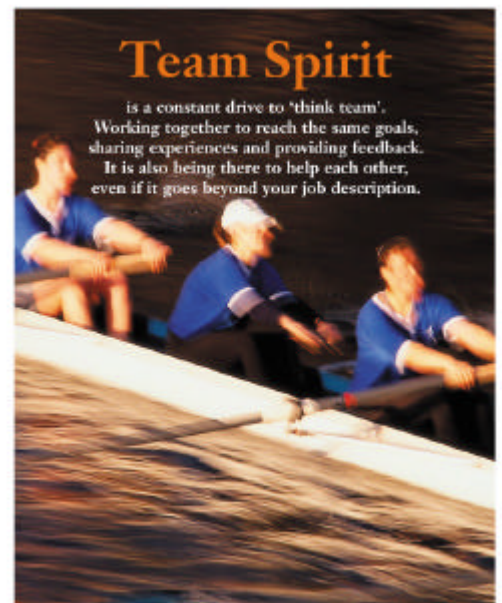
DEDICATION



COURAGE



TEAM SPIRIT



CORE BUSINESS AREAS :

Logistics: Beverages, Fast Moving Consumer Goods, Duty-Free
 Beverages: Wine & spirits: Import, marketing and sales to the monopoly, HoReCa and Duty Free
 Low & non alcoholic beverages: Import, marketing and sales to retail, service stores and Duty Free

OWNERS (percentage) :

CVC Capital Partners	44,6
Vinpartner AS	22,3
Steinar Mikkelsen AS	22,3
Management/others	10,6

EMPLOYEES (in total in the SBG subsidiaries 240):

Norway 100
 Sweden 112
 Finland 28

PRODUCTS :

Approx. 1700 products from 350 different suppliers

- Wine: 40mill ltr
- Beer, cider and soft drinks: 18mill ltr
- Logistics: 70mill ltr

NORDIC WINE & SPIRIT CONSUMPTION

	Sweden	Finland	Norway
Total wine consumption	162 mill. ltrs	46 mill. ltrs	51 mill. ltrs
Total spirit consumption	30 mill. ltrs	42 mill. ltrs	11 mill. ltrs

HISTORY

1925: S.Lund established
 1950: Frode Hermansen (Vincompagniet) established
 1992: Norwegian Beverage Group established (MS Vin & Sprit)
 1995: Efta Surveillance Authority recent opinion – new structure in the business
 1995: Brand Partners AS and VSD Logistics AS established
 1996: April 10th– first sales day as private importers, Best Buys International AS established
 1998: Ølcompagniet AS established
 2000: Strøm AS and Bibendum AB incorporated in NBG Group, changing names from NBG to SBG
 2001: Ancrona AB (BCS) becomes part of SBG, new BCS company established, Bevco AB
 2002: Start up of Bevco AB, Interbev AB, Premium Wines Norway/Sweden, SBG Services Sweden and VSD Logistics AB, Oy Wennerco AB becomes a part of SBG – SBG is referred to in international business press as the “leading Pan-Nordic Giant”
 2003: Consolidation of Ølcompagniet and Vincompagniet into Bibendum as (Norway). Bibendum companies established in Finland and Norway, creating Bibendum Nordic
 2003: Philipson & Söderberg joins the Scandinavian Beverage Group – SBG doubles market share in Sweden



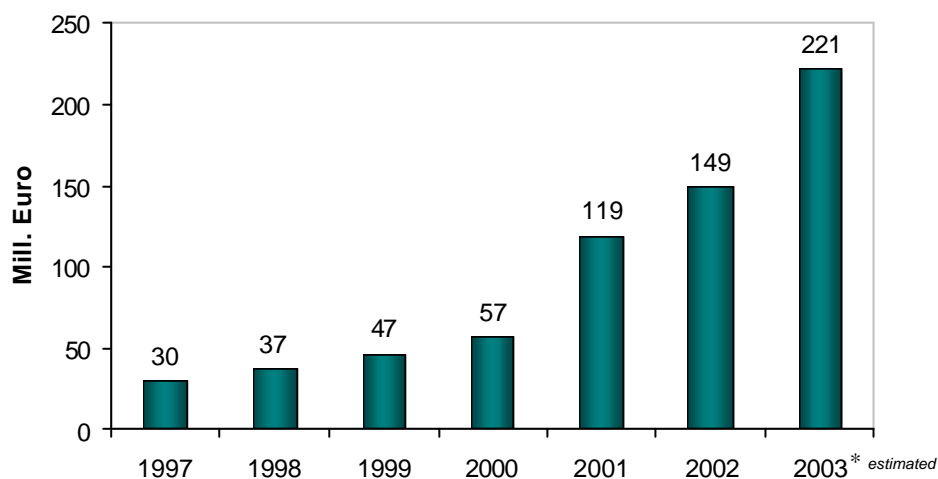
COMPANY INFORMATION

COMPANY STRUCTURE

	Beverages	Logistics	Support
Norway	Bibendum Strøm Brand Partners Best Buys Premium Wines Interbev	VSD N	SBG Services N
Sweden	Bibendum Premium Wines Ancrona	VSD S	SBG Services S
Finland	Bibendum Wennerco	VSD F	SBG Services F

SBG will expand in to Denmark Q3 2003

SBG REVENUE (excl. taxes) 1997 - E2003



KEY FIGURES (Mill. Euro)

	E2003
Total Sales excl. taxes:	221
Of which sales NORWAY	100
Of which sales SWEDEN	100
Of which sales FINLAND	21

For further information, please visit us at: www.scandinavianbeveragegroup.com