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LA
LERVIG



Anders Heide Kleinstrup

CEO




WHO ARE WE?

- Ranked amongst the top 15 most recognized craft breweries in Europe (Wine and Food, 2018)
- Ranked as one of the best breweries in Scandinavia (Bloomberg, 2017)
- Ranked amongst the top 100 best breweries in the world (RateBeer, 2018)
- 2 of the top 100 Best Beers in the world (Rate Beer, 2018)
- 24 passionate people from all over the world

LERVIG WORLDWIDE

A large container ship is docked at a pier. The ship is dark blue with a yellow crane on its deck. The pier is filled with stacks of shipping containers in various colors, including blue, white, and red. Some containers have logos like 'MAERSK' and 'P&O Nedlloyd'. In the background, there is a cityscape across the water.

- Exporting almost 50% of our production
- LERVIG is exporting over 30 different countries
- Big plans for continuous internationalization

A hand holding a can of Supersonic beer against a scenic mountain and lake background. The can is white with green diagonal lines and text. The background shows a large lake, mountains, and a person's legs in outdoor gear.

Transform or die:
From industrial beer to craft

SUPERSONIC

MORE THAN DOUBLEHOPPED WITH CITRA
DOUBLE IPA 8.5% ALC
330 ML

Craft remains a threat for Industrial Beer and Spirits

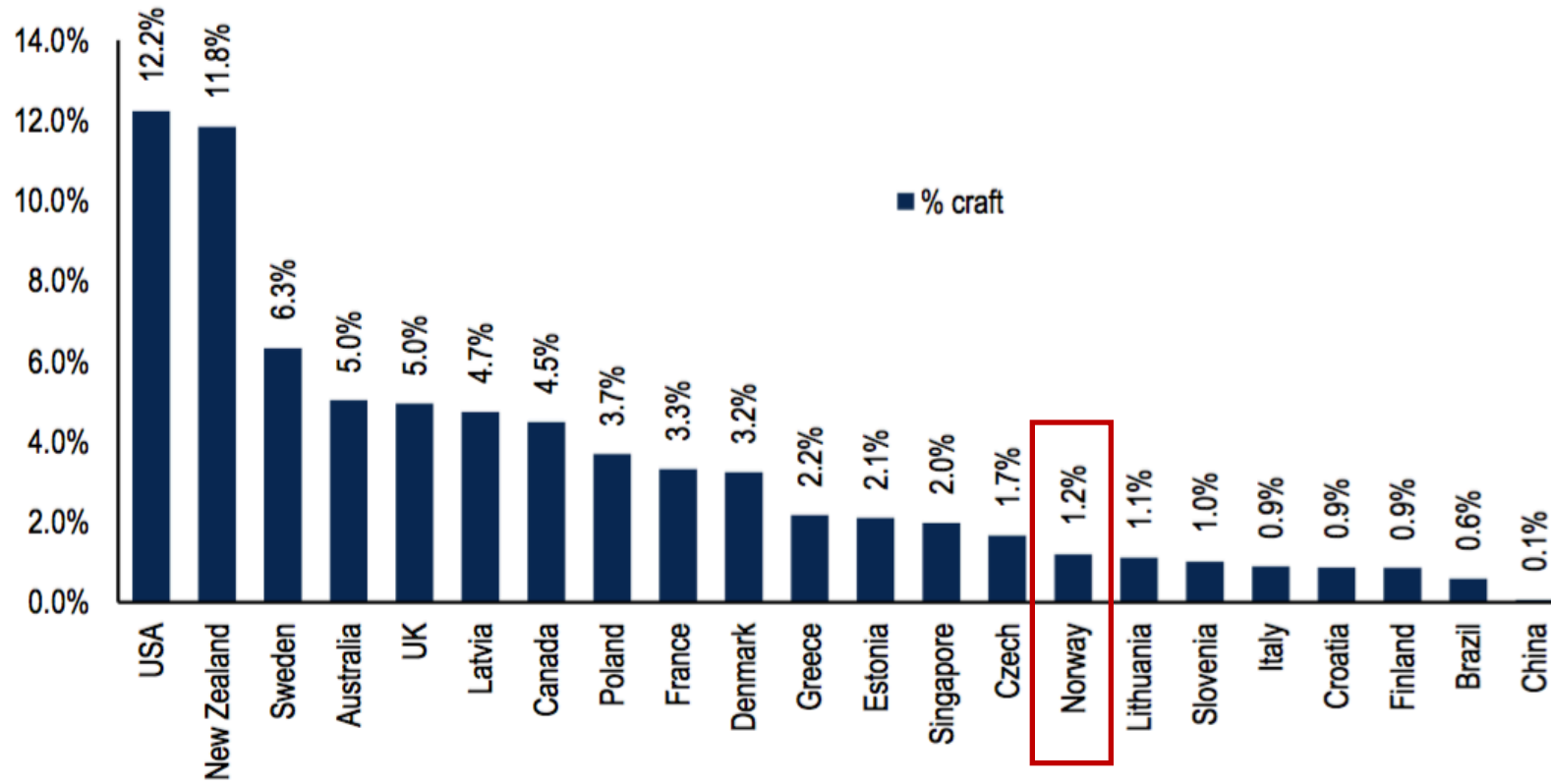
- Craft beer continues to grow even when beer consumption overall is declining in many markets around the world.
- The global craft beer market accounts for 311 792 560 NOK and with an expectation to attaining a Component Annual Growth Rate (CAGR) of 14.1% during the forecast period of 2018-2023

Source: Research and Markets (2018)

Not a fad, craft is here to stay

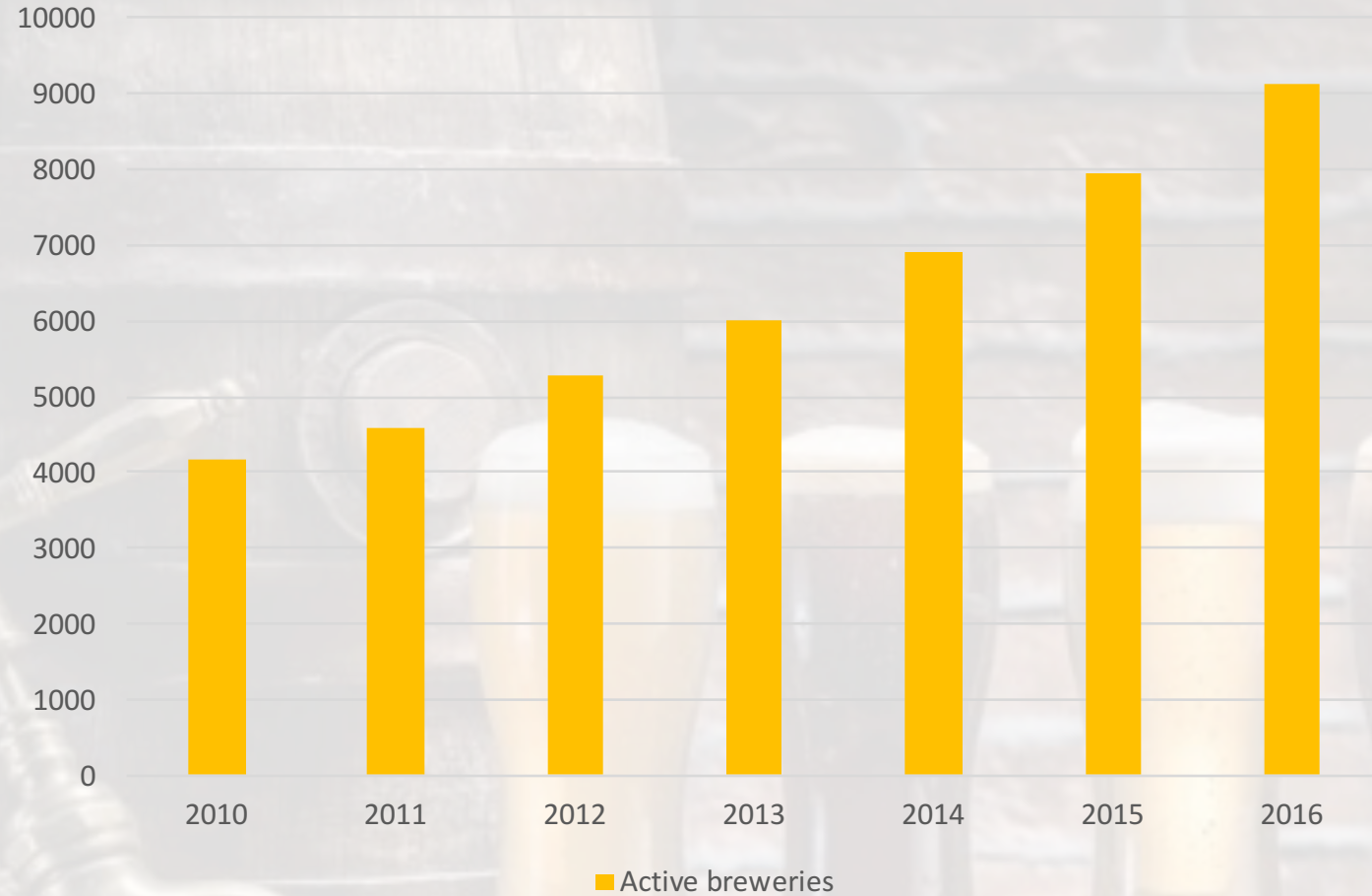
- Consumers are searching for innovative beverages, in addition to local and premium brands. Craft appears well positioned to address these needs.
- Craft beer is 3% of the global beer market, and it expected to grow to 6% share by 2022 (GlobalData Consumer)

Chart 20: Craft penetration by volumes in top markets (2015)

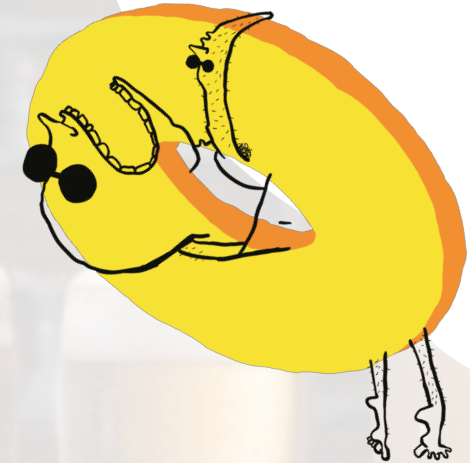


Source: GlobalData Consumer

Total European active breweries continues to grow...



From 4.168 in 2010
to 9.115 in 2016

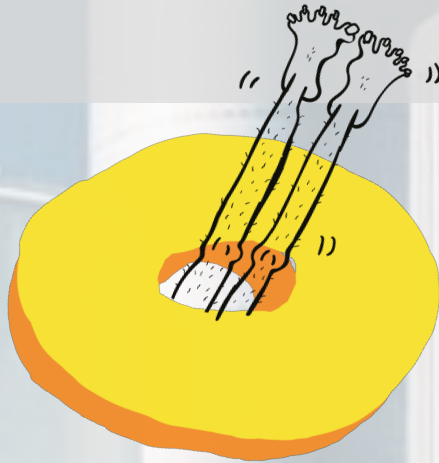


Source: Beer Statistics

And this represented 128.594 full-time positions

But also...

- 1) Visibility for local communities and Country of Origin
- 2) Tourist attraction



... We usually have +30 tours on average around the brewery per month

We want to give back to the local
community



... and build an international brand from
the Norwegian West Coast





We have started to put Norway on the map with regards to the craft beer industry

"In Stavanger, Norway's third largest city, stands the famous LERVIG"

Food and Wine (2017)



THE PROJECT



Bekhuskaien



NEW BREWERY

- We have submitted a planning application to build a new brewery in the centre of Stavanger. We currently have two applications pending and we are waiting for feedback.
- Working with COBE architects in Copenhagen on the design

BUT NOT JUST A BREWERY...

- It will be a hub for Stavanger
- Street Food village
- Restaurants/bars
- Skate Park
- Harbour Bath
- Roof Top
- Sports area
- Kayak

