



Institutional Presentation

April 2013



- ★ Founded in 1997
- ★ Located in Veneto, Italy
- ★ General Manager: Mrs. Cinzia Fragiacomò
- ★ 25 years experience in food & wine and spirits segment
- ★ Web site: www.so-com.it





Why SoCom?

- ★ Leadership in commercial and financial consultancy in segment in South America
- ★ Strong experience and focus in leader importers/distributors in Brazil
- ★ Top brands and top class commercial portfolio from best wine regions in the world



Our business model focuses on:

- ★ Service: 25 years experience in wine segment with multilingual staff
- ★ Export and commercial logistics is managed in head office in Italy providing security and comfort to customers in other countries



Our business strategy focuses on:

- ★ Finding the right product for the right importer/distributor in each country
- ★ Developing and managing private labels
- ★ Managing marketing plans and OCM funds from the European Community
- ★ Wine & Food travel programs in main Italian wine regions (Piedmont, Veneto, Tuscany and Sicily)
- ★ Consultancy and participation in B&B segment
- ★ Management of temporary export occurrences (i.e. fairs)
- ★ Participation in wine & food fairs in Europe and South America
- ★ Relationship with government and press in Italy and South America



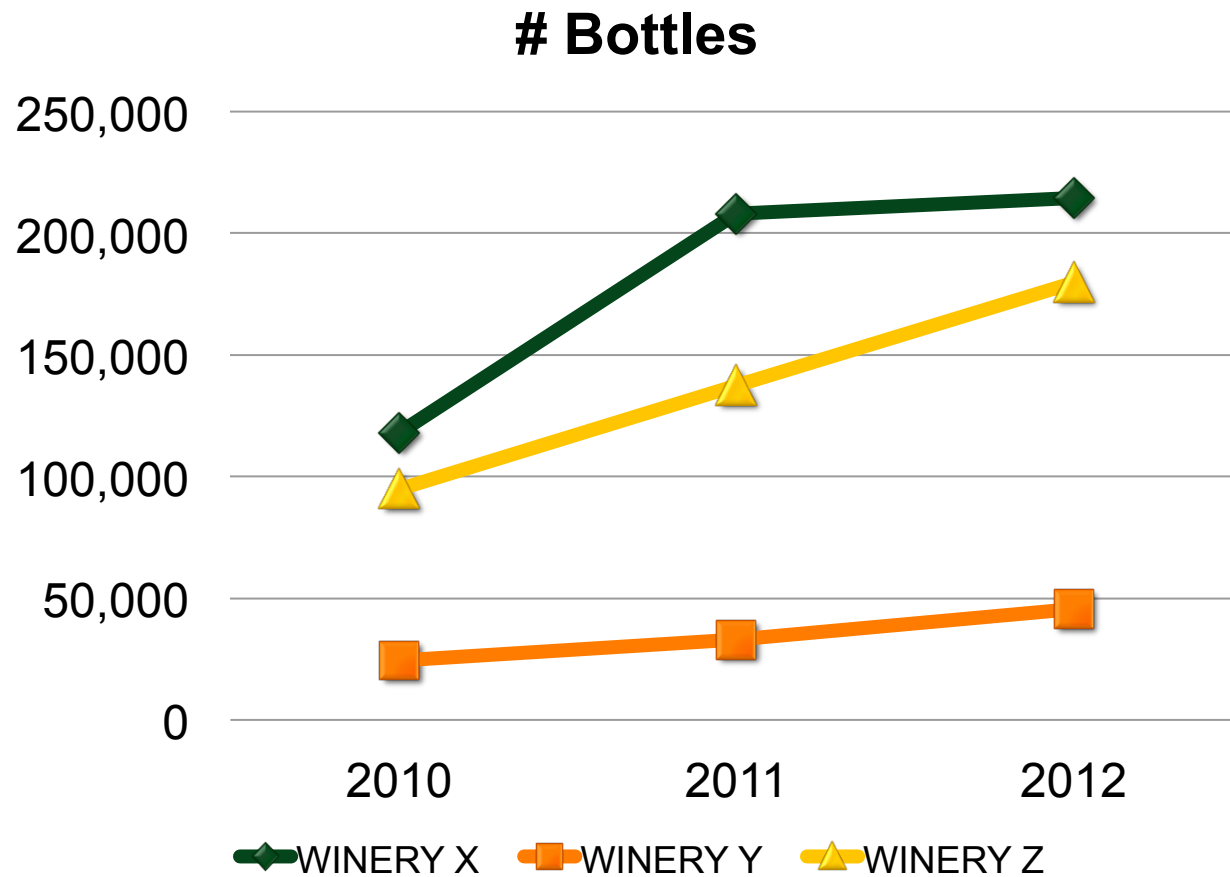
Some numbers:

- ★ More than hundred European wine brands distributed in Brazil
- ★ 700.000 bottles sold in 2012

Main important accounts in South America:

- ★ 12 national importers
- ★ 2 distributors
- ★ 2 regional supermarket chains
- ★ 2 national Web sellers
- ★ 6 wine stores
- ★ 1 monopoly

Right product, right customer.



Top partners in Italy

- ★ Antinori
- ★ M. Frescobaldi
- ★ Bellavista
- ★ Tenuta San Guido
- ★ Zenato
- ★ Zaccagnini
- ★ Consorzio per la tutela del Valpolicella
- ★ Consorzio del Prosecco D.O.C
- ★ Gambero Rosso
- ★ Consorzio Divinitalia



Marchesi de'
FRESCOBALDI



GAMBERO ROSSO





New projects 2013

- ★ Opening new strategic markets: Mexico, Colombia, Cuba, Costarica, Equator, Uruguay, Peru, ex. Yugoslavia
- ★ Expanding food segment developing portfolio to importers/distributors in Brazil (private label)



Contacts

Cinzia Fragiacomò

cinziafragiacomò@so-com.it

pubbliche.relazioni@so-com.it

Tel.: +39 0444 649713

Skype: cinziaf050567