

# R JELÍNEK

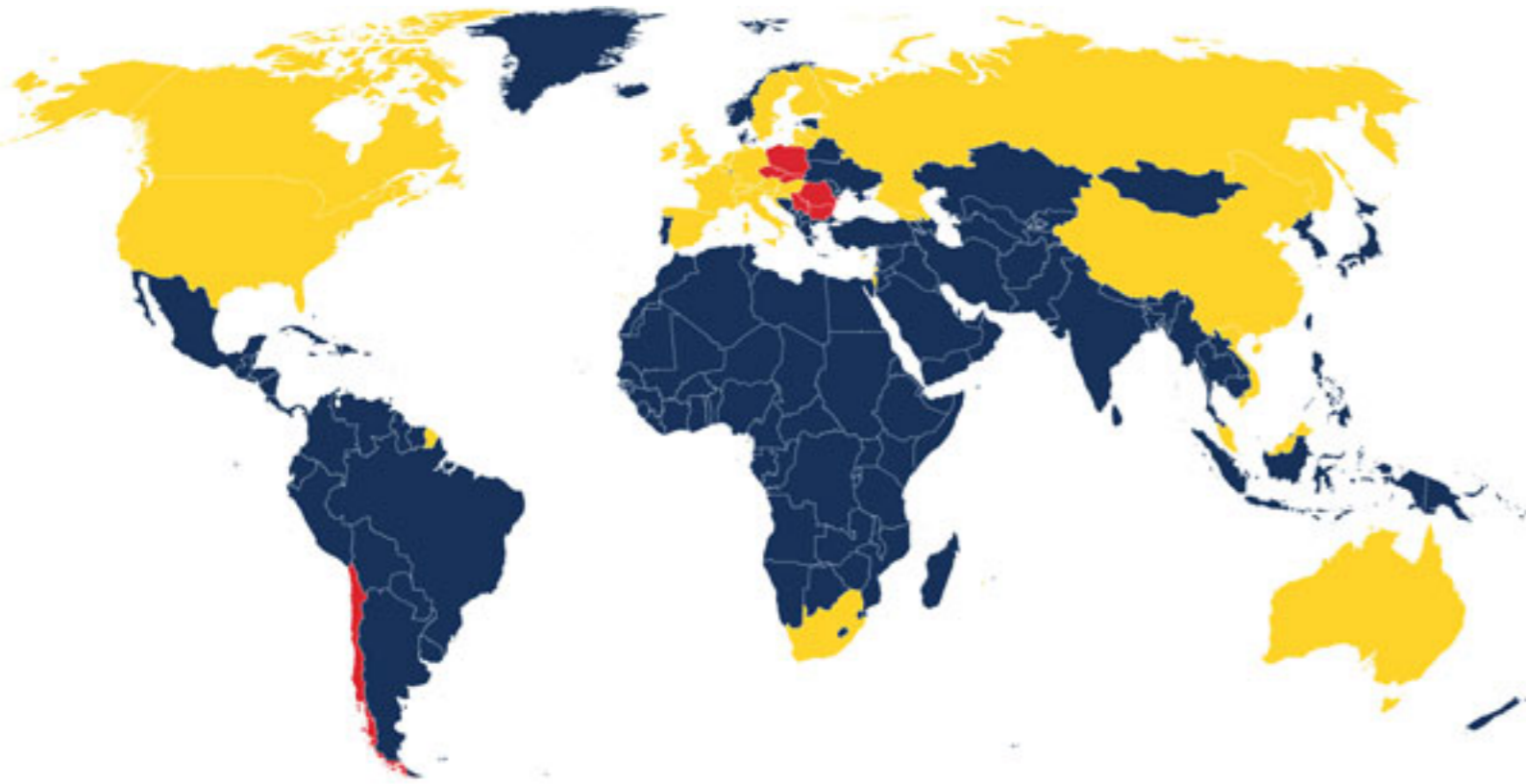
R.JELINEK GROUP SE



ANNUAL REPORT

2010

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Note: The financial figures in the Annual Report are re-calculated to EUR using the valid exchange rates of 31 December 2010 (25,06 CZK/EUR, 4,28 RON/EUR, 1,96 BGN/EUR, 619,87 CLP/EUR, 3,96 PLN/EUR).

R.JELINEK GROUP SE

# Introduction of the Chairman of the Board of Directors

I.





Dear Shareholders,

Let me present you the annual report for the past year on behalf of the Company's Board of Directors.

The first year of operation of our Company was a year of very intensive efforts related to the creation of **a long-term structure of the whole R.JELINEK GROUP**, including many changes in the companies which are now our subsidiary companies.

The purpose of these changes is enabling further international development of the group, standardization of the management and funding of the whole group, which was not supported any more by the legal and organizational state valid at the end of 2009, in view of the fast development of international activities.

**The long-term vision of R.JELINEK GROUP is being the biggest manufacturer – and a reliable one at the same time – of fruit distillates, with products of the highest quality, including growing our own fruits.**

The new Board of Directors and Supervisory Board were registered in the Register of Companies as of 30 March 2010, and the Company began operating under the existing name and with the existing registered office at Vizovice.

In accordance with the project of division of the RUDOLF JELÍNEK a.s. Company using the method of **spin-off by merger** of the part of assets being spun off with the R.JELINEK GROUP SE successor company, our Company took over assets in the value corresponding to the amount of EUR 6.257 million as evaluated by a sworn expert; those assets especially represent **trademarks** and **financial investments** in companies. As a consequence of this transaction, the registered capital was increased to the amount of EUR 6.345 million as of 27 July 2010 and divided among the shareholders of RUDOLF JELÍNEK a.s.

The most important step in creating the group was the purchase of the substantially majority share in the RUDOLF JELÍNEK a.s. Company and the related **increase in the registered capital of R.JELINEK GROUP SE** by EUR 12.689 million in monetary investments to the actual amount of EUR 19,033,974.-. The increase in the registered capital was registered in the Register of Companies as of 27 December 2010.

The whole process will end this year by the planned approval of the change in the registered office and its transfer to the Netherlands, and then by the definitive issue of shares and termination of the repeated exchange of the Company's shares in the nearest future.

**R.JELINEK GROUP SE** created **profit before taxation** in the amount of **EUR 145,611.-** in 2010. Total sales reached EUR 354,070.- and consist mainly of receipts from license fees for the use of trademarks and logos, which were fixed as long-term ones in contract made with the subsidiary companies. **The net profit**, after entering legal entity income tax in the amount of EUR 49,282.- and deferred tax in the amount of EUR 44,174.- into accounts, is **EUR 140,503.-**

**The Company's total assets** stabilized at the value of **EUR 22.958 million** at the end of 2010. The equity capital of EUR 19.210 million represents 83 % of the total balance sum.

Together with the shares, the Company took over an investment credit provided by the Česká Spořitelna bank last year, which we were repaying on due dates. The other loans accepted were provided by the Company's shareholders. Arranging for standardized bank funding will be a task for the Company's Board of Directors after the Company's new registered office is registered.

Total earnings of the Group reached **EUR 25.954 million** last year. Taking the whole macroeconomic environment into account, it is surely a success that all the subsidiary companies except one were profit-making last year. It amounts to **EUR 1.556 million** in sum, the profit of R.JELINEK GROUP SE included, and is a stable basis for the development and further investments in the forthcoming years.

**In 2010, R.JELINEK GROUP paid the total of EUR 13,774 thousand of the excise tax, EUR 363 thousand of the income tax and EUR 4,037 thousand of the value added tax.**

**To conclude, please let me thank, on behalf of the Board of Directors, to all the employees of the subsidiary companies, to all business partners and shareholders of the Company for work done, support and confidence in the products and services provided by R.JELINEK GROUP SE in 2010.**

With the wish of a common success,

Ing. Pavel Dvořáček  
Chairman of the Board of Directors



- II. 1. General Information
- II. 2. Company Bodies
- II. 3. Organizational Structure



 CHILE - R.JELINEK L.A. - S.A.

 USA, Canada

## II. 1. General Information

## II. 2. Company Bodies

<b>Business Name:</b>	R.JELINEK GROUP SE
<b>Registered Office:</b>	Razov 472, 763 12 Vizovice, Czech Republic
<b>Web pages:</b>	<a href="http://www.rjelinek.com">www.rjelinek.com</a>
<b>Id. No.:</b>	28960858
<b>Legal form:</b>	Joint Stock Company
<b>Registered capital:</b>	19.033.974 EUR
<b>The Company's Bodies:</b>	Board of Directors Supervisory Board

### Board of Directors

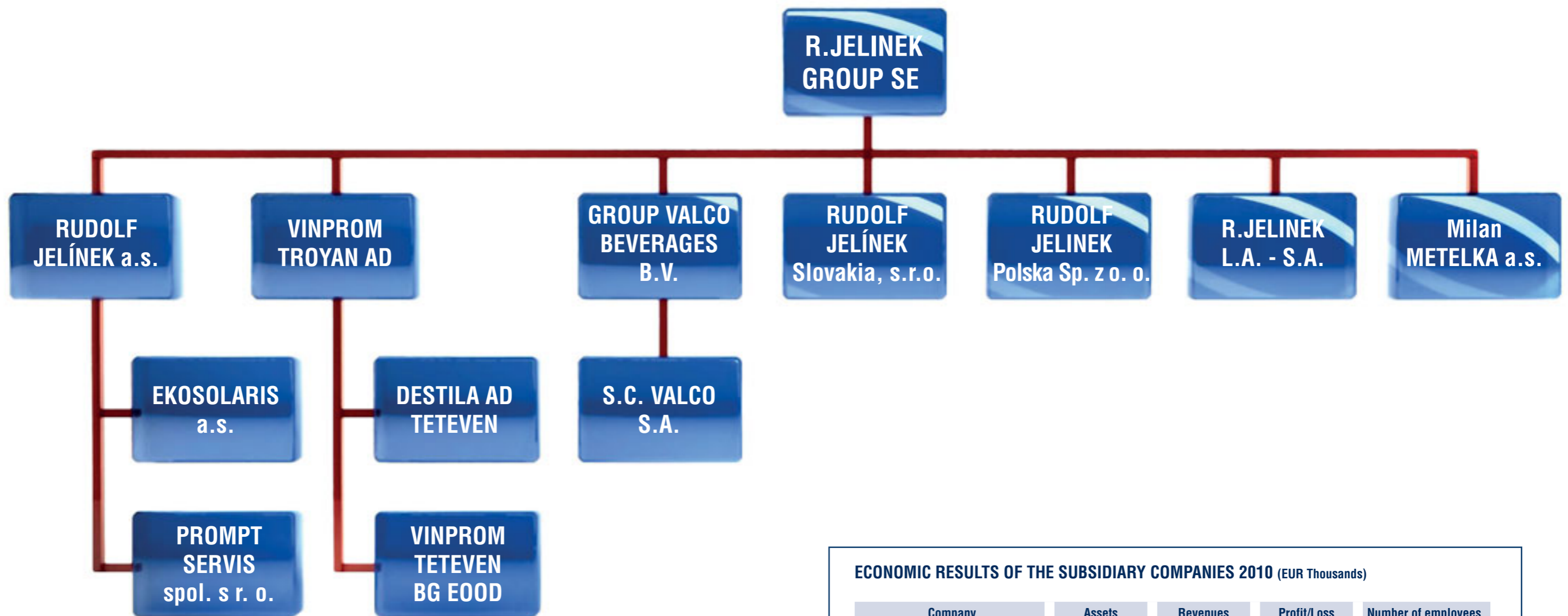
Chairman:	Ing. Pavel Dvořáček
Member:	Ing. Zdeněk Chromý
Member:	Ing. Lumír Zakrvač
Member:	Ing. Martin Déva

### Supervisory Board

Chairman:	Ing. Miroslav Rychna
Member:	Ing. Přemysl Kovář
Member:	Ing. Leoš Kvapil



Vizovice in the early 20th century.



**ECONOMIC RESULTS OF THE SUBSIDIARY COMPANIES 2010 (EUR Thousands)**

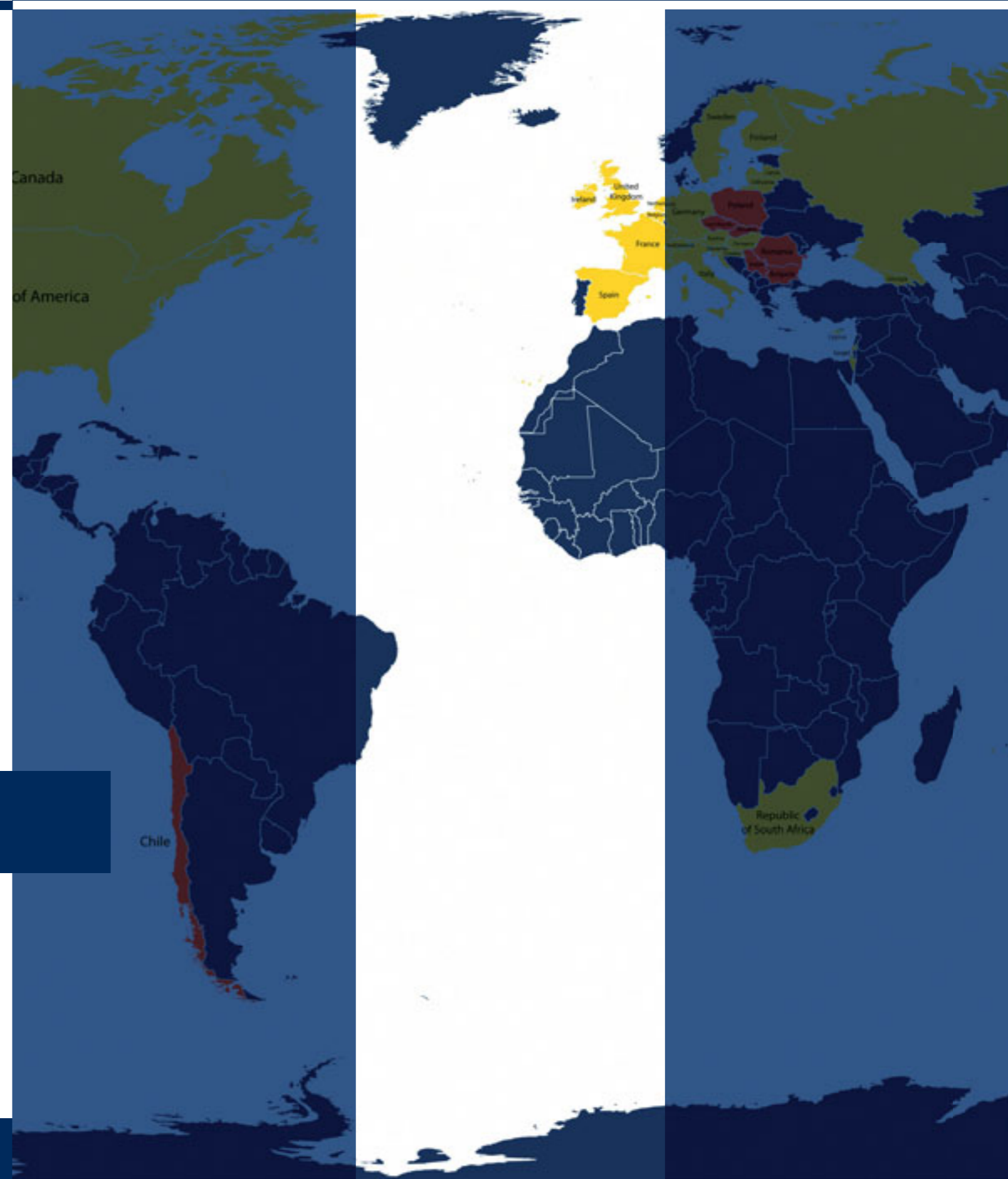
Company	Assets	Revenues	Profit/Loss	Number of employees
RUDOLF JELÍNEK a.s.	20 986	14 646	1 070	100
R. JELINEK L.A. – S.A.	2 403	2 200	221	8
VINPROM TROYAN AD	2 793	1 649	140	26
RUDOLF JELÍNEK Slovakia, s.r.o.	1 983	4 425	22	7
S.C. VALCO S.A.	1 542	1 889	13	21
RUDOLF JELINEK Polska Sp. z o. o.	30	239	2	0
Milan METELKA a.s.	1 361	817	-55	7
<b>Total</b>	<b>31 098</b>	<b>25 864</b>	<b>1 412</b>	<b>169</b>

## Subsidiary Companies

- III. 1. RUDOLF JELÍNEK a.s.
- III. 2. R.JELINEK L.A. – S.A.
- III. 3. Group Valco Beverages B.V.
- III. 4. VINPROM – TROYAN AD
- III. 5. RUDOLF JELÍNEK Slovakia, s.r.o.
- III. 6. RUDOLF JELINEK Polska Sp. z o. o.
- III. 7. Milan METELKA a.s.



Belgium, France, Great Britain, Netherlands, Spain





**Registered office:** Razov 472  
763 12 Vizovice  
Czech Republic

**Legal form:** Joint-stock company

**Web:** www.rjelinek.cz

**Id. No.:** 499 71 361

**Incorporation:** 1894

**Registered capital:** 9,332,888 EUR

**RJG's share:** 91 %

**Number of employees:** 100



#### The Company's Bodies:

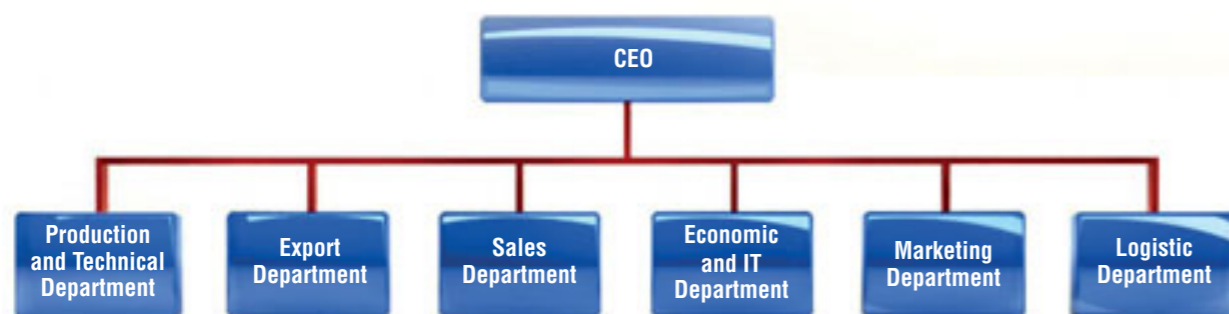
##### Board of Directors

Chairman: Ing. Pavel Dvořáček  
Vice Chairman: Ing. Zdeněk Chromý  
Member: Ing. Markéta Matějčňá

##### Supervisory Board

Chairman: Ing. Miroslav Rychna  
Member: André Lenard  
Member: RNDr. František Vlček

#### Organizational Structure



The RUDOLF JELÍNEK joint-stock company, which is the most important company within R.JELINEK GROUP's property portfolio, is engaged in the production of alcoholic beverages, especially fruit distillates. The tradition of production of fruit distillates at Vizovice goes back as far as to 1585. In 1882, Zikmund Jelínek appeared at Vizovice in the position of the director of a distillery for the first time, and he rented the distillery from 1886 on. The Company itself was established at the end of the century before last, in 1894.

Slivovice (plum brandy), produces in several variants (white, golden, jubilee, kosher etc.), is the Company's flagship. It also produces branded fruit distillates of the highest quality, like pear, apricot, cherry or apple brandy.

The Company continues with the tradition of exporting its products abroad, which Rudolf Jelínek commenced by exporting kosher distillates to overseas markets in the USA as early as in 1934. Exportation now represents 34 % of the Company's sales.

## THE COMPANY'S PORTFOLIO

### Fruit Distillates

**Slivovice** (plum brandy) is typically Moravian plum distillate. The Slivovice by Jelínek is traditionally produced using three-stage distillation of well-matured plums. Other fruit distillates in the portfolio are pear, apricot, cherry and apple brandies.

### Premium Products

#### Kosher Distillates

Kosher distillates are products manufactured without the use of any raw materials, production equipment or procedures that contradict the regulations of the Jewish faith. The production of kosher distillates takes place under the supervision of rabbis of the Orthodox Union of American. The kosher certificate awarded by the Orthodox Union of America certifies the utmost quality of the distillate.

#### Untraditional Distillates

Really unique products in the sphere of distillate production can be found among the products of RUDOLF JELÍNEK – 13 kinds of special distillates (Višňovice – Sour Cherry brandy, Černý rybíz - Black Currant, Ostružinovice – Blackberry brandy, Oskerušovice – Chequers brandy, Kdoulovice – Quince brandy, Jahodovice – Strawberry brandy, Borůvkovice – Bilberry brandy, Malinovice – Raspberry brandy, Červený jeřáb - Rowanberry brandy, Pivní pálenka – Beer brandy, Jadernička – Apple brandy, Trnkovice – Sloe brandy, Mirabelkovice – Yellow Plum brandy). The untraditional distillates are distilled using the most modern Holstein distillery, which is able to preserve the typical smell and taste of fruits.

#### Vizovická slivovice

The vintage series of the Slivovice brandy of the Company's own orchards at Vizovice. It is limited series, the first vintage of which was launched in 2008.

#### The Moravian Spirit line

Other spirits with added distillate bring the smell and taste of the most popular fruit distillates. The range includes eight flavours (plum, golden plum, pear, apricot, cherry, apple, raspberry, strawberry)

#### Branded Spirits

Plum vodka, Slováká borovička, Gold Cock Whisky, Praděd, Praděd Bitter, Premium line, Plum liqueur, Absinth, R. JELÍNEK VODKA, Švejk's line (Tuzemák, Vodka, Pepermint, Griotte) etc.



## FRUITS AND ORCHARDS

RUDOLF JELÍNEK a.s. is one of the biggest processors of fruit, especially plums for the production of plum brandy. The Company's efforts to continue with the tradition and history of orchard farming led to the foundation of the Company's own plum orchards at Vizovice. The orchards have the area of 50 ha at present and nine varieties of extraordinary quality and hardiness are planted there - Čačanská Lepotica, Stanley, Gabrovská, Hanita, Presenta, Valjevka, Toptaste, Katinka and Čačanská Rodná.



## CULTURAL EVENTS

The premises of RUDOLF JELÍNEK are suitable for social events due to their size, advantageous location and background near road infrastructure. The area for 20 000 visitors is used mainly for cultural events during the summer season. The unique environment of the Walachian nature and the irreproducible atmosphere of the original liqueur factory intensify the experience and, among other things, enable the visitors to take a look at the Company's history, traditions and products. The best known and the most traditional events held on the premises of the factory are indisputably the Masters Of Rock festival, Vizovice Jelínek's Degustation or the Vizovické Trnkobraní (Vizovice Plum Harvest festival).

### Recreational Resorts

RUDOLF JELÍNEK a.s. is the owner and keeper of two recreational resorts that are found in the midst of the forests of the Chříby highlands in the region of Zlínský Kraj:  
Lesní penzion Bunč – [www.bunc.cz](http://www.bunc.cz)  
Rekreační areál Kamínka – [www.kaminka.cz](http://www.kaminka.cz)

## DISTILLARY LAND

The excursion and visitors' centre called Distillery Land enables you to penetrate the secrets of the production of traditional plum brandy. It offers a visit to the Holstein distillery, distillery museum, homogenization, the area for maturation of whisky and golden plum brandy, bottling plant, and the degustation of products and the possibility of shopping in the company shop are a matter of course.

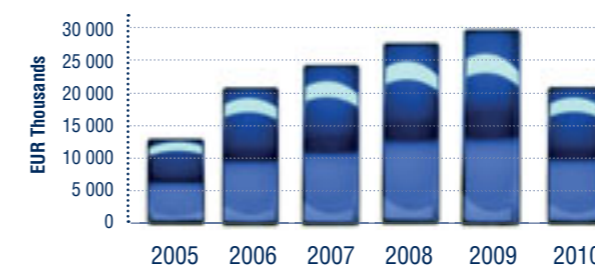
The rooms of the Distillery Land can also be rented for company events, parties, expositions, presentations etc.  
[www.distilleryland.cz](http://www.distilleryland.cz)



## ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of RUDOLF JELÍNEK a.s. (Thousands EUR)	2005	2006	2007	2008	2009	2010
Total Assets	14 107	20 750	24 130	27 475	29 747	20 986
Total Revenues	11 251	14 268	15 650	18 274	16 877	14 646
Profit/loss (before tax)	354	1 170	1 267	1 656	1 284	1 070
Excise Taxes Paid	9 946	10 791	11 732	12 445	12 015	9 178

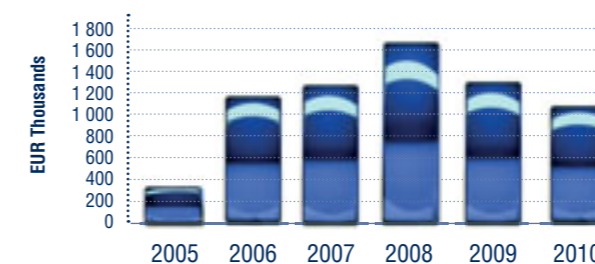
Total Assets 2005 – 2010



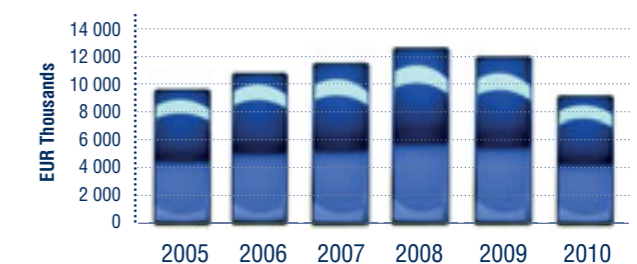
Total Revenues 2005 – 2010



Profit before Tax 2005 – 2010



Excise Taxes Paid 2005 - 2010



**Registered office:** Camino a Nueva Aldea Km 8  
Quillón, VIII.  
Chile

**Legal form:** Joint-stock company

**Web:** www.rjelinek.cl

**Id. No.:** 76.006.183-2

**Incorporation:** 2007

**Registered capital:** 1,572,086 EUR

**RJG's share:** 80 %

**Number of employees:** 8

**The Company's Bodies**

**Board of Directors**

Chairman: Pavel Dvořáček  
Member and CEO: Martin Déva  
Member: Hugo Pedrotti

R.JELINEK L.A. – S.A. is specialised in buying up fruits and the subsequent production of fruit distillates and their sale in large-volume packages (mainly Williams pear brandy). 100 % of the production is destined for the European Union market. The main export markets are Germany, Italy and the Czech Republic.

Chile, together with China, Argentina and the Republic of South Africa, belongs to the biggest producers of pears outside Europe. The pears harvested in Chile are of a high-quality, with high sugar content at the same time, and are ideal for the production of pear distillate.

R.JELINEK L.A. – S.A. increased its registered capital from **EUR 1,257,085.66** to the present **EUR 1,572,085.66** by issuing new shares in 2010. The registered capital was increased by the issuance of 315 pieces of new ordinary shares up to the current number of 1,565, of the nominal value of EUR 1,000 each.



*La Destilería*



**FRUITS AND ORCHARDS**

At present, the subsidiary company in Chile owns land of the area of 33 ha. It plans planting 3 ha, where the soil was cultivated during 2010, with pear trees in 2012, and 4.5 ha more in 2013. The Williams variety will have the maximum representation here; about 10% of trees will be of the Packhams variety for reasons of pollination. The orchards will be equipped with irrigation systems.

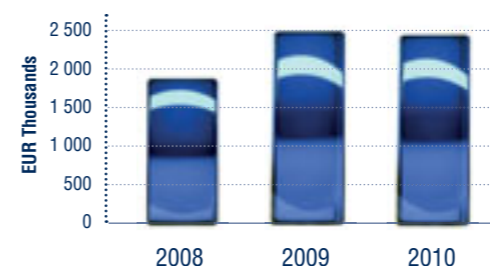
The main fruit growers' intention is buying more agricultural land of the area of about 100 ha and founding the main pear orchard there. The selection of the locality (up to the distance of about 50 km from the Company's headquarters) is already taking place, and the Company will probably purchase the selected plot during 2011.



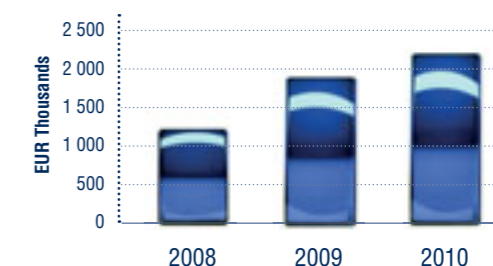
**ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES**

Economic results of R.JELINEK L.A. - S.A. (Thousands EUR)	2008	2009	2010
Total Assets	1 858	2 493	2 403
Total Revenues	1 244	1 821	2 200
Profit/loss (before tax)	108	55	221
Excise Taxes Paid	0	0	2

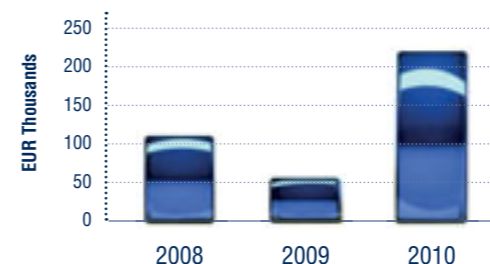
**Total Assets 2008 – 2010**



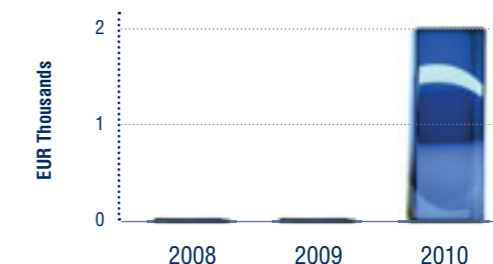
**Total Revenues 2008 – 2010**



**Profit/Loss before Tax 2008 – 2010**



**Excise Taxes Paid 2008 - 2010**



# III. 3. Group Valco Beverages B.V.

## GROUP VALCO BEVERAGES B. V.

**Registered office:** Zijlstraat 2  
3111PS Schiedam  
The Netherlands

**Legal form:** B. V.

**Tax Reg. No.:** 24468773

**Entry into the Company:** 2009

**Registered capital:** 800,000 EUR

**RJG's share:** 51 %

### The Company's Bodies

**Executive Managers:** Pavel Dvořáček  
Henricus Teodorus Franciscus Jansen

The Group Valco Beverages Company was founded in 2009 as a holding company and has two shareholders at the moment – R.JELINEK GROUP (51 %) and UTO International Ventures B. V. (49 %). The only asset of Group Valco Beverages B. V. is the majority share in the Romanian company of S.C. VALCO S.A. (78.15 %).

## S.C. VALCO S.A.

**Registered office:** Seini, Str. Somes nr. 44  
jud. MARAMURES  
ROMANIA 435400

**Legal form:** Joint-stock company

**Web:** www.distileriilevalco.ro

**Tax Reg. No.:** RO2197570

**Entry into the Company:** 2009

**Registered capital:** 189,454 EUR

**Share of Group Valco Beverages:** 78.15 %

**Number of employees:** 21

### The Company's Bodies

#### Board of Directors

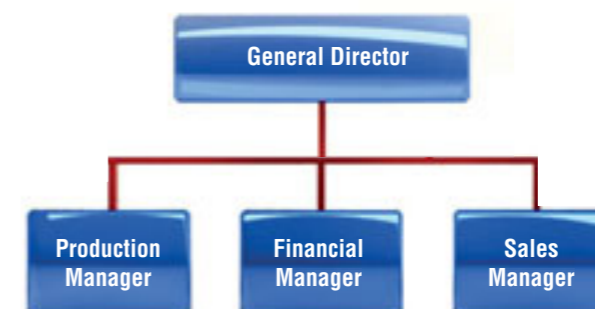
**Chairman:** Zdeněk Chromý  
**Member:** Jiří Koňářík  
**Member:** Radovan Seibert  
**Member:** L. W. De Jong  
**Member:** J. W. Hoogland

#### Supervisory Board

**Chairman:** Maria Vezentan  
**Member:** Maria Pop  
**Member:** Anamaria Vavrek Czompa



## Organizational Structure



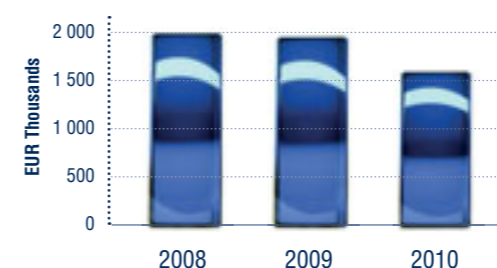
**S.C. VALCO S.A.** is based in the city of Seini, Maramures province, and is the biggest manufacturer of fruit distillates in Romania. VALCO products are available in the majority of retail chains. The Romanian language has several traditional names for plum brandy and fruit distillates. **Tuica** – low-degree distillate made from plums only. **Palinca** – usually 40% distillate (name protected for the regions of Transylvania and Hungary). **Horinca** – 50% plum distillate (the name is used in the province of Maramures only, in the region associated with the best plum brandy in Romania).

A new item in the Company's portfolio is the offer of selected products by RUDOLF JELÍNEK a.s. (Slivovice, Plum liqueur, Praděd Bitter, Plum vodka and others) and the METELKA liqueurs.

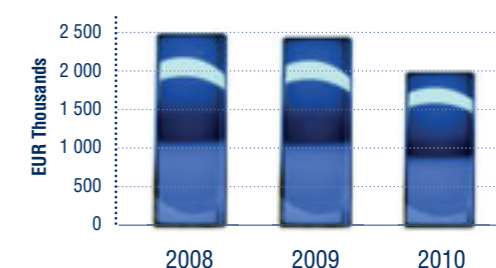
## ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of S.C. VALCO S.A. (Thousands EUR)	2008	2009	2010
<b>Total Assets</b>	1 954	1 942	1 542
<b>Total Revenues</b>	2 484	2 451	1 889
<b>Profit/loss (before tax)</b>	362	-419	13
<b>Excise Taxes Paid</b>	784	798	519

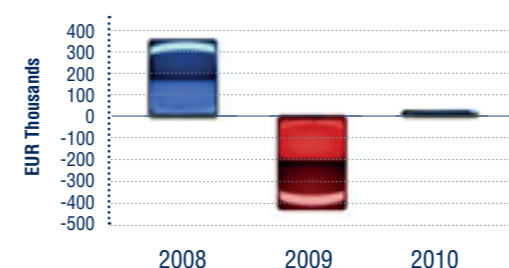
Total Assets 2008 – 2010



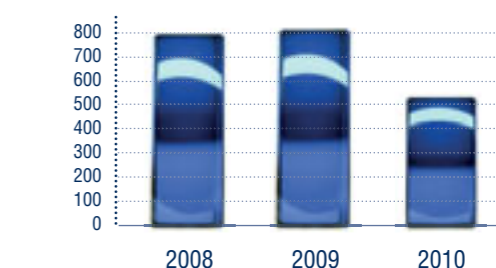
Total Revenues 2008 – 2010



Profit/Loss before Tax 2008 – 2010



Excise Taxes Paid 2008 - 2010



# III. 4. VINPROM – TROYAN AD

**Registered office:** Akad. A. Bolevski St., no. 16  
Troyan  
Republic of Bulgaria

**Legal form:** Joint-stock company

**Web:** www.vinprom-troyan.bg

**Tax Reg. No.:** BG110030644

**Entry into the Company:** 2007

**Registered capital:** 762,610 EUR

**RJG's share:** 94.53 %

**Number of employees:** 26

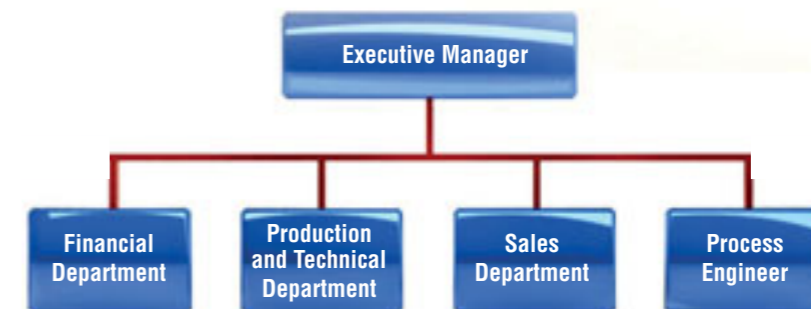
**The Company's Bodies:**

**Board of Directors**

Chairman: Ing. Pavel Dvořáček  
Member: Ing. Ivanka Manojlova Stančeva  
Member: Ing. Lumír Zakravač  
Member: Ing. Markéta Matějčková  
Member: VINEX PRESLAV a.s.



**Organizational Structure**



The VINPROM TROYAN is the biggest and best known Bulgarian manufacturer of fruit distillates, especially the plum rakija. The company is based in the city of Troyan situated at 160 km northwest from Sofia, under the mountains of Stara planina, and has very favourable climatic conditions for plum growing. The beginnings of the manufacture of plum rakija date from mid-19th century. The Troyan plum rakija has been manufactured exclusively from plums harvested in the Troyan area, which is confirmed by the registration in the European register of Geographic Origin Protection of products.

The basis of the product portfolio is the plum rakija, which is delivered to the market as “obyknovena” or as the vintage, multi-year plum brandy that matures in oak barrels. The oldest Troyan plum brandy on the market is named “Reserva”, with the maturation period of at least 25 years. The Company also offers other fruit distillates like pear, apricot, cherry and apple brandy.

The main customers are partner wholesale stores which cover the whole territory of Bulgaria in full and possess a distribution network for retails and restaurants. The products are also listed in the majority of retail chains.

VINPROM TROYAN owns shares in two subsidiary companies: **DESTILA AD** (93.9 %) and **VINPROM TETEVEN BG EOOD** (100 %). VINPROM TROYAN is also the exclusive distributor of **VINPROM TETEVEN** distillates, selected products by **R. JELÍNEK** and the **METELKA** liqueurs on the Bulgarian market.

One of the most important steps in 2010 was the increase in the Company's registered capital by 1,425 thousand BGN (from BGN 66 thousand to BGN 1,491 thousand) by issuing 712,617 pcs of new shares. A remarkable improvement of the ratio between the equity capital and the outside capital occurred due to the supply of additional funds, the equity capital being increased by 76 % up to the value of **BGN 3,962 thousand**.

**ORCHARDS**

In 2010, VINPROM TROYAN invested in the purchase of land for the purposes of foundation of their own plum orchards. 35 ha were purchased to date. The aim for 2011 is preparing the soil and beginning with the planting of trees.

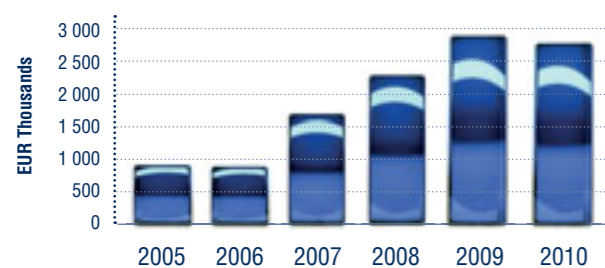
**CULTURAL EVENTS**

Growing plums and distilling them, drying them or processing to plum jam and other products is one of the symbols of the city of Troyan, and that's why an annual feast of plums and plum rakija has been held since 1993. The event takes place on the last weekend in September, and the nearby village of Orešak participates in it in addition to Troyan. In 2011, the 19th regular Plum Feast will take place on 24 September, and the VINPROM TROYAN Company will participate actively in it for the first time, as a significant industrial processor of plums and manufacturer of the well-know plum rakija. The Company prepares an Open Day within the celebrations, for the visitors to be able to learn about the manufacturing process of their favourable drink in more detail, and they will also get to know the Company's history and present life, as well as the tradition of growing and processing plums in the Troyan region.

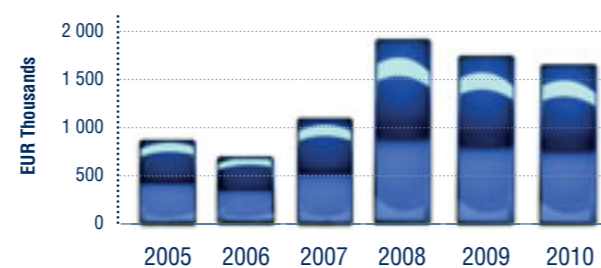
## ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of VINPROM TROYAN AD (Thousands EUR)	2005	2006	2007	2008	2009	2010
Total Assets	950	932	1647	2303	2892	2793
Total Revenues	899	713	1126	1921	1765	1649
Profit/loss (before tax)	21	24	207	225	235	140
Excise Taxes Paid	348	131	513	788	637	723

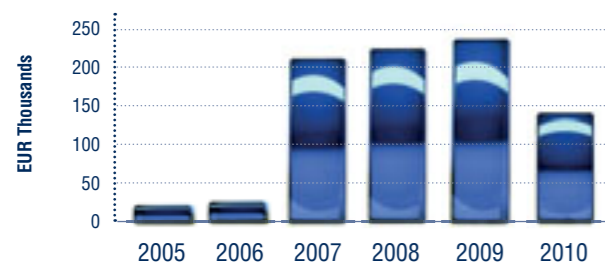
Total Assets 2005 – 2010



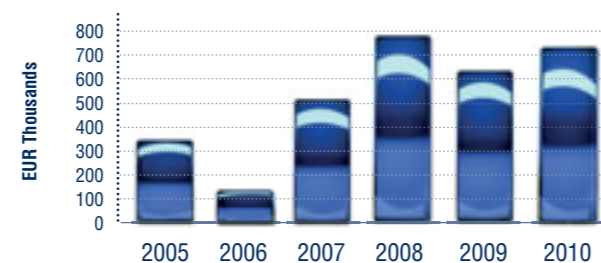
Total Revenues 2005 – 2010



Profit before Tax 2005 – 2010



Excise Taxes Paid 2005 - 2010



# III. 5. RUDOLF JELÍNEK Slovakia, s.r.o.

**Registered office:** Kráľovská 1  
909 01 Skalica  
Slovak Republic

**Legal form:** Limited liability company

**Web:** www.rjelinek.sk  
www.monin.sk

**Tax Reg. No.:** SK2020110136

**Incorporation:** 1999

**Registered capital:** 99,582 EUR

**RJG's share:** 100 %

**Number of employees:** 7

**The Company's Bodies**

**Executive Managers:** Ing. Pavel Dvořáček  
RNDr. František Vlček



The RUDOLF JELÍNEK Slovakia, s.r.o. Company based at Skalica was founded in 1999 as the exclusive importer of RUDOLF JELÍNEK products to the Slovak Republic. The Company's portfolio now consists of many kinds of fruit distillates in all price categories, delivered in the most varied types of packages.

In addition to fruit distillates, the manufacturer's offer includes Plum Vodka, R. JELÍNEK Vodka, Slovácká borovička, herbal distillates Luhačovická and Praděd, Plum liqueur and other spirits. The Company's portfolio comprises the total of about 70 items of the RUDOLF JELÍNEK brand.

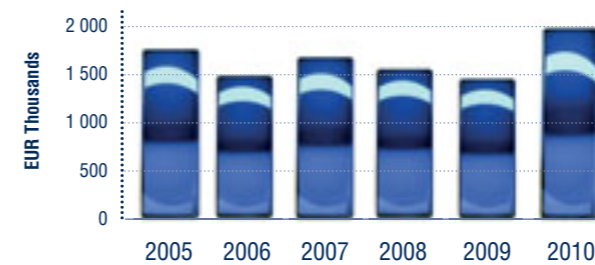
The Company became the exclusive distributor of the French brand of **MONIN** in 2001. A wide range of products for barmen, for the preparation of mixed drinks and coffees, is offered under this brand. The Company's range of products includes more than 40 kinds of bar syrups, 10 kinds of bar liqueurs, chocolate toppings, Opies cocktail cherries and other products.

The Company has also been the exclusive distributor of **METELKA** liqueurs and Bulgarian distillates and wines by **VINEX PRESLAV** since 2009.

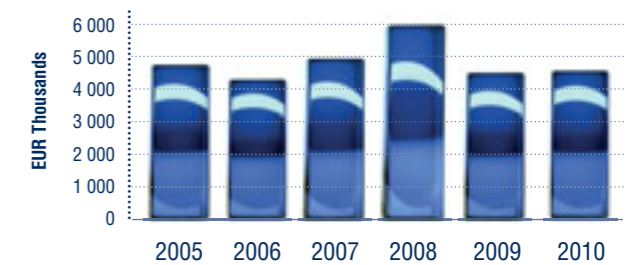
## ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of RUDOLF JELÍNEK Slovakia, s.r.o. (Thousands EUR)	2005	2006	2007	2008	2009	2010
<b>Total Assets</b>	1798	1496	1666	1544	1470	1983
<b>Total Revenues</b>	4796	4255	4981	5997	4420	4425
<b>Profit/loss (before tax)</b>	22	14	15	57	1	22
<b>Excise Taxes Paid</b>	-	-	2177	2696	2114	2772

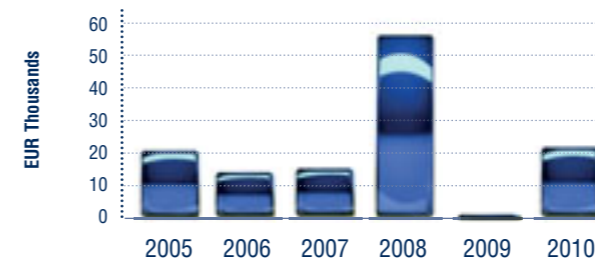
Total Assets 2005 – 2010



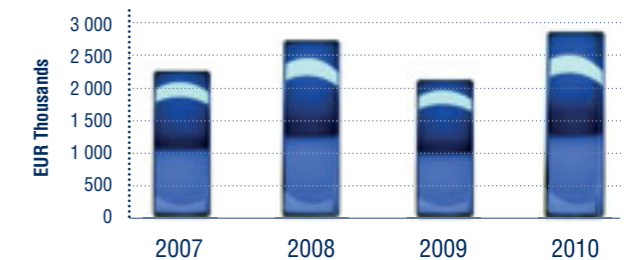
Total Revenues 2005 – 2010



Profit before Tax 2005 – 2010



Excise Taxes Paid 2007 - 2010



# III. 6. RUDOLF JELINEK Polska Sp. z o. o.

**Registered office:** Grazyńskiego 339  
43-346 Bielsko – Biała  
Republic of Poland

**Legal form:** Limited liability company

**Web:** www.rjelinek.cz

**Tax Reg. No.:** PL 5472072127

**Incorporation:** 2007

**Registered capital:** 25,253 EUR

**RJG's share:** 100 %

**The Company's Bodies**

**Executive Managers:** Ing. Martin Déva  
Ing. Hana Holubová



RUDOLF JELINEK Polska was founded in June 2007. The main scope of activities is the distribution of products of the R. JELÍNEK brand in the Republic of Poland and the mediation of the sale of distillates in large-volume packages on the local market.

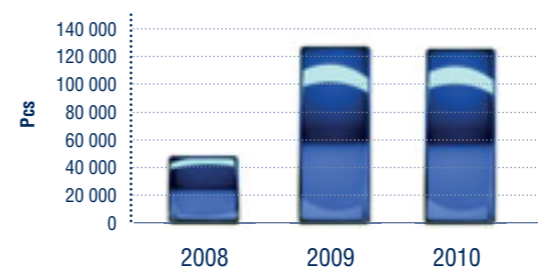
The range of products offered includes over 10 R. JELÍNEK products. The product most in demand in Poland are Švejk Tuzemák, Moravská švestka zlatá (Moravian Golden Plum), Moravská švestka (Moravian Plum), Slivovice bílá (Plum Brandy White) and Absinth.



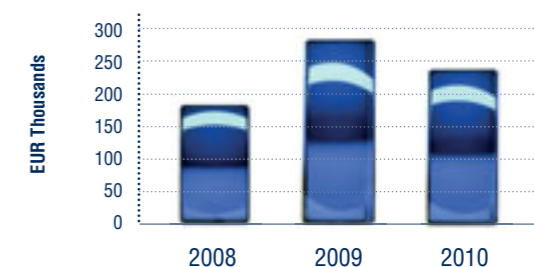
## ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES

Economic results of RUDOLF JELÍNEK Polska Sp. z o. o.	2008	2009	2010
Sales (pcs)	50 321	126 830	126 402
Revenues (EUR Thousands)	180	281	239

Total Sales 2008 – 2010



Total Revenues 2008 - 2010





**Registered office:** Moravské Prusy 119  
682 01 Prusy-Boškůvky, Vyškov  
Czech Republic

**Legal form:** Joint-stock company

**Web:** www.metelka.cz

**Id. No.:** 29182867

**Entry into the Company:** 2010

**Registered capital:** 877,893 EUR

**RJG's share:** 5 %

**Number of employees:** 7

**The Company's Bodies**

**Board of Directors**

Chairman: Milan Metelka  
Member: Ing. Pavel Dvořáček  
Member: Jan Metelka

**Supervisory Board**

Chairman: Zlata Zelová  
Member: Vladimíra Metelková  
Member: Ing. Dagmar Dėvová

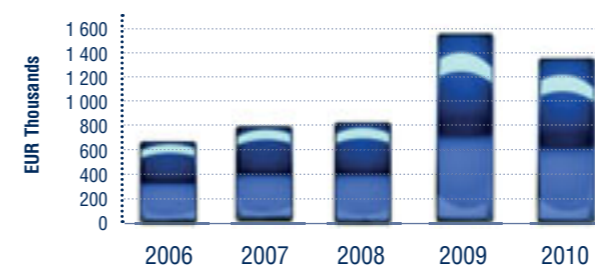


The manufacture of liqueurs and spirits in Antonín Metelka's family began in Vyškov, Southern Moravia, in 1935. The principal products were Režná (Rye spirit), Rum, Griotka (Cherry brandy), Praděd herbal liqueur, Wolga fine bitter liqueur, Rosbašský liqueur, Liqueur de Chartreuse, Hubertus special herbal liqueur for hunters and other spirits and liqueurs popular at that time. Their growing influence on the market was dampened by the beginning of World War II and the introduction of spirit rationing for domestic producers of alcoholic beverages. The owner's son Bohumil Metelka finished his studies at a distillery school in 1946 to 1947 and continued with his father's business. However, the Company's bloom ended involuntarily in 1948, when the Communist Party seized political power, and thus private enterprise in then Czechoslovakia was brought to an end. After the fall of the Communist regime in 1989, Mr. Bohumil Metelka passed his experience in the branch to his son Milan, who began building a family liqueur factory at Moravské Prusy at the end of 1991, thus continuing with the tradition of the alcoholic beverages production, which goes on to date.

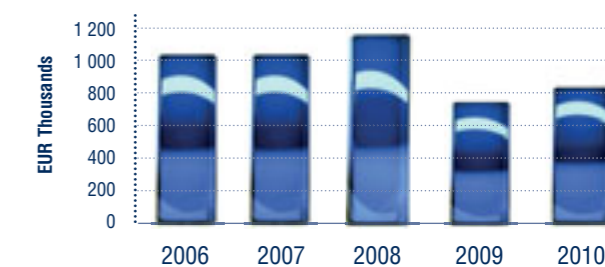
**ECONOMIC INDICATORS OF THE COMPANY'S ACTIVITIES**

Economic results of Milan METELKA a.s. (Thousands EUR)	2006	2007	2008	2009	2010
Total Assets	668	794	822	1 547	1 361
Total Revenues	1 037	1 034	1 157	740	817
Profit/loss (before tax)	17	13	43	1	-55
Excise Taxes Paid	536	675	676	555	580

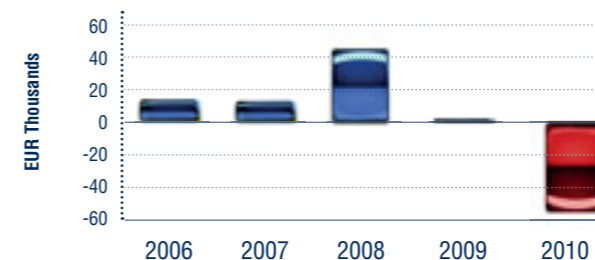
**Total Assets 2006 – 2010**



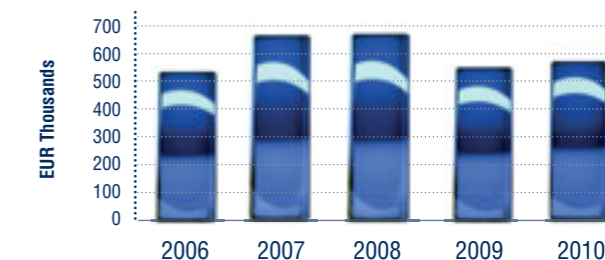
**Total Revenues 2006 – 2010**



**Profit/Loss before Tax 2006 – 2010**

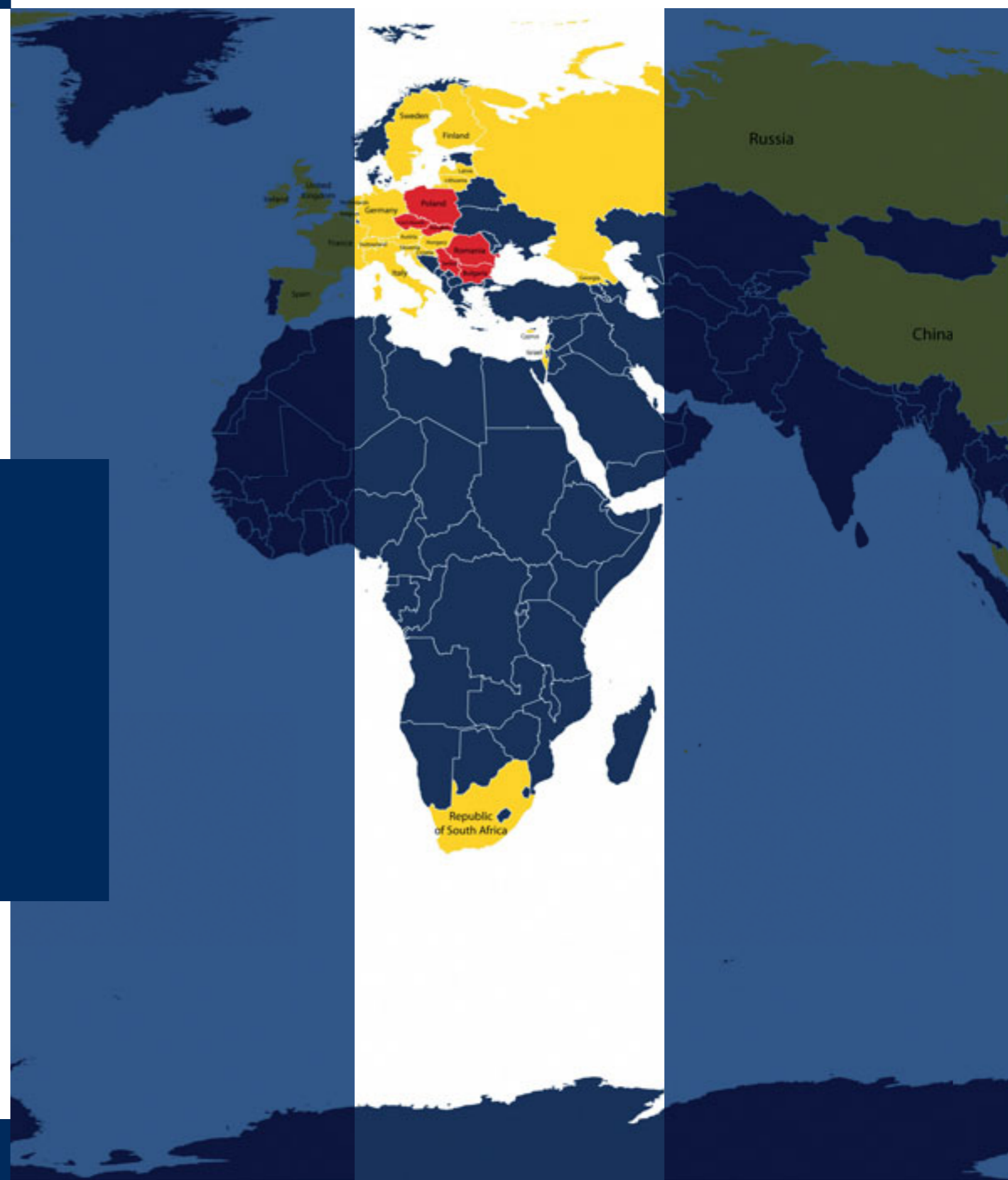


**Excise Taxes Paid 2006 - 2010**



## Export Markets

- IV. 1. USA and Canada
- IV. 2. Europe
- IV. 3. Russia, China and other export markets



- SK - RUDOLF JELÍNEK Slovakia, s.r.o.
- BG - VINPROM TROYAN AD
- PL - RUDOLF JELINEK Polska Sp. z o. o.
- RO - GROUP VALCO BEVERAGES B.V./S.C. VALCO S.A.
- CZ - RUDOLF JELÍNEK a.s., Milan METELKA a.s.
- Austria, Croatia, Cyprus, Georgia, Germany, Finland, Hungary, Israel, Italy, Latvia, Lithuania, Republic of South Africa, Russia, Slovenia, Sweden, Switzerland

## IV. 1. USA and Canada

USA as the export destination has quite a long tradition commenced by Mr. Rudolf Jelinek with the first export of kosher plum brandy in 1934. This export developed into repeated business as early as in 1930ies and took roots on the key markets in New York and Chicago. The Company managed to maintain the export activities to the USA, though with breaks, after the War until 1990ies, which was a valuable asset for the new level of penetration to that key market during the last ten years.

An essential expansion of product distribution into 30 states of the USA occurred in this period, when the Group's products are frequently sold not only in the key territories like New York, New Jersey, Chicago, California, Florida, but also by distributors in Utah, Colorado, Kentucky or Las Vegas.

A major shift also happened in the system of making business on that market, where direct relations with distributor companies in the individual states, contacts with retailers and, thanks to them, with the customers, are under control by means of a partner company that provides import services.

The customer community in the USA is very wide, but it can be divided into three basic groups, with a certain simplification: Czech community in the USA that can be found throughout the country, from California and Texas up to New York, where the probably most typical place is the Zlata Praha restaurant in New York Queens.

East-Europeans from Serbia, Croatia, Poland, Romania or Bulgaria, who highly appreciate slivovitz and fruit distillates, are found mainly in Chicago. This market has the most products and specialities from Europe in the USA; on the other side, there is strong competition and price pressure here.

The "Jewish market" is very interesting and requires high credibility of the brand and a high quality standard. It must be proved by a kosher certificate issued by a renowned certification organization, in our case by OU (Orthodox Union of America), provided that the manufacturer meets strict production criteria under the supervision of an authorised rabbi.

All products exported to the American market have a kosher certificate. The basis of the offer of products consists of plum brandy – 5-year white, 10-year golden and newly also Silver Slivovitz Kosher for Passover. Pear Williams Brandy, a Williams variety pear distillate, and Bohemia Plum, fine, three times distilled grain vodka with delicious plum flavour are being built their position on the market.

The extension of the offer by adding Troyanska Bulgarian plum brandy and Romanian Valco Palinca was a new impulse for the development of overseas activities during the last years. These new brands by our subsidiary companies made possible for us to address new customer groups, as well as to get new business partners from among the distributors.

The United States belongs to the most important markets for the whole R.JELINEK GROUP, not only for the high margins on exports, but also because products of all the main brands of the Group are traded on this market.

The Company is also present on Canada's market, another important market on the North American continent. This market, divided into provinces, is a specific problem of the "Monopoly State". The Province governments control the import, wholesale and sometimes even retailing, and the suppliers must be represented by licensed brokers. At presents, our products are actively delivered to the provinces of Ontario, Quebec, Alberta and British Columbia.



## IV. 2. Europe

### Western Europe

R.JELINEK GROUP belongs to the world's biggest manufacturers of fruit distillates. The European fruit distillate market is chiefly the domain of a few markets. The most important players in the branch of fruit distillates (spirits) include Germany, Austria, Italy, Switzerland. At present, products by R.JELINEK GROUP are represented on those markets, exported repeatedly, and the offered portfolio is being actively extended. One feature applies to all these markets: they are very demanding as far as quality concerned, and they are proud of their domestic production.

At present, our products can be also found on the shelves of several chain networks like METRO Austria. Germany is one of the most important markets as to the number of customers. Here, the knowledge of the brand is obvious especially in eastern regions of Germany (former GDR).



The Company also has a very strong position in bulk deliveries (deliveries of distillates in tanks) to West European countries. These are especially the deliveries of Williams pear distillate from our subsidiary manufacturing company in Chile. European producers of pears, and, subsequently, the manufacturers of the Williams distillate, are not able to provide sufficient production volumes to cover the constantly growing consumption of this product.

Deliveries take place in shipping containers of the volume of 24,000 lt. After arrival at German ports, the containers are distributed directly to customers throughout Western Europe. German consumers belong to the biggest buyers and consumers of our Williams pear brandy. Italy occupies the second place.

The Romanian company of Valco and the Bulgarian company of Vinprom Troyan are also successful in exporting to Western Europe, especially to Germany and France. The exports include especially Palinca Premium, Palinca, Tuica and Troyanska otležala rakija.

### Central and Eastern Europe

**Slovakia** represents the historically biggest export market with a dynamic growth. The foundation of the subsidiary company in 1999 was an important milestone of the export to the Slovak market. At present, distribution is provided by 25 business partners. The biggest distributors are KON-RAD, IMS, TOP LIMO, SMANDRA, CBA SK or HEINEKEN. Thanks to these distributors, products of the brands R. JELÍNEK, METELKA and VINPROM TROYAN are delivered to the network of independent wholesale, retail, snack bars, petrol stations etc.

R. JELÍNEK products are present in all foreign chains operating in Slovakia (Tesco, Metro, Ahold, Kaufland, Lidl and Billa).

The total of 100 items is exported to the Slovak market. The TOP product among the sales is plum brandy offered in several variants (white, golden, jubilee, kosher etc.). The category that grows most is pear brandy and other products with pear flavour.

The market of **Poland** is a promising one both as to the number of inhabitants and as to the popularity of spirits. The Company has a representation there, too. 13 items of the R.JELÍNEK brand are delivered to selected wholesalers as well as to retail chains (Kaufland, Makro, Lekkerland etc.). The most demanded products of the portfolio offered are Švejk Tuzemák, Moravská Švestka and Absinth. For the Company, Poland also represents an important buyer of distillates and macerated extracts in large-volume packages.

**Romania and Bulgaria** are special export markets due to the bases in the form of the subsidiary manufacturing companies. R.JELÍNEK products are distributed both to wholesale stores and to the chain networks on both markets. The Romanian customer has taken liking for plum flavours in the form of Plum liqueur or white plum brandy; Absinth, Plum vodka, Griotte or Plum liqueur enjoy the biggest consumption on the Bulgarian market.

## IV. 3. Russia, China and other export markets

### Russia

R.JELINEK GROUP began trading in branded products with the Czech-Russian company named OOO SEMI Trade, seated in Moscow, through our subsidiary company RUDOLF JELÍNEK a.s. in autumn 2003. The cooperation continues to date, call it successful. In 2010, the record number of bottles was exported, with record sales. The structure of goods sold is very varied. Genuine distillates are sold most, especially plum brandy and pear brandy; liqueurs and traditional Czech spirits are also successful. Typical customers in Moscow are chiefly Czech restaurants, special boutiques that focus exclusively on selling alcohol, and smaller regional trade networks.

### China

You can meet products by R.JELINEK GROUP on five continents of the world. Within the strategy of R. JELÍNEK mark enforcement, even more distant markets than Europe were gained during the past years. This concerns especially the market of China, where the Company has had direct agency since 2009. Products are not only delivered to bars and restaurants there, but they are also offered by means of an e-shop. The main export product for Chinese market is absinth, vodka, herbal liqueurs and whisky.

### Other Export Markets

R.JELINEK GROUP products find fans even on more exotic markets. We managed to export our products to the Georgian market last year. Our products are offered together with Czech beer on that distant market. The pleasing news is that the products delivered to that market belong to our Company's flagships (especially fruit distillates).

An export to the African continent – the Republic of South Africa – has a long history. As to the composition of the range of products, the principal products on those markets are tried global products like vodka, absinth, whisky, liqueurs and a small quantity of fruit distillates.

Export to Singapore, which serves as the entrance gate to South-Eastern Asia, was carried out together with the export to the African continent. The consignment contained an overall summary of our range of products.

### CURRENT EXPORT MARKETS OF R.JELINEK GROUP SE

Canada, USA, Germany, Austria, Switzerland, Italy, Spain, France, the Netherlands, Latvia, Cyprus, Lithuania, Finland, Sweden, Poland, Slovakia, Hungary, Romania, Bulgaria, Russia, Israel, China, Chile, Republic of South Africa, Israel, Georgia, Vietnam, Singapore, Australia



**R. JELÍNEK** Zázrak zvaný slivovice.

# Trademarks of the Company



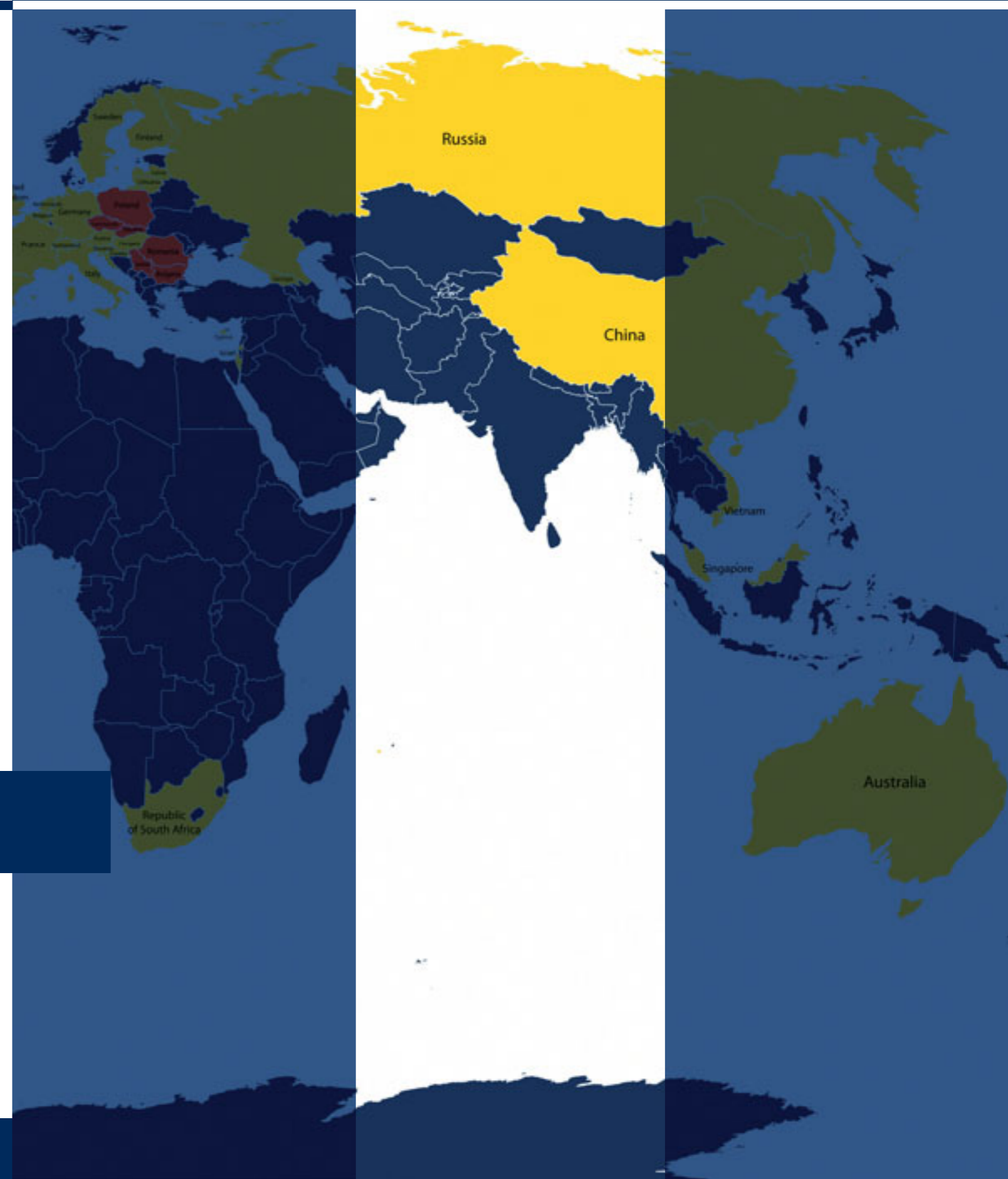
Australia, China, Russia, Singapore, Vietnam

# Trademarks of the Company

Trademark		Registration Number of the Trademark					
Name	Type	Industrial Property Office, Prague	Industrial Property Office of Slovak, Banská Bystrica	World Intellectual Property Organization, Geneva (International registration)	Office for Harmonisation in the Internal Market, Alicante (Trade mark of EU)	Polish Patent Office, Warsaw	U.S. Patent and Trademark Office
Bottle (Raspberry)	Three dimensional	152860					
Decanter bottle (clock 0,5 l)	Three dimensional	202852		920790			
Decanter bottle (clock 0,05l)	Three dimensional	202853					
ORIGINAL PLUM VODKA	Combined	253816		817974			
SINCE 1894 R. JELÍNEK PLUM FLAVORED VODKA	Combined	247181		789417			
R.JELINEK	Combined	233545		797304			
R.JELÍNEK Original Czech Distilleries	Figurative				7168214		
jelinek	Word					232613	
R. Jelínek							2666039
Round logo „Deer“	Figurative	117184	117184	287525 486262			
MARTY BRANDY	Word	251871					
Bottle (Kirsch)	Three dimensional	243524					
VIZOVGNAC BRANDY	Word	246800					
R.JELINEK SLIVOVICE SPIRIT DISTILLED FROM PLUMS	Combined	233544					
R.JELINEK TŘEŠNOVICE JEMNÁ SPIRIT DISTILLED FROM CHERRIES	Combined	233682					
R.JELINEK HRUŠKOVICE JEMNÁ SPIRIT DISTILLED FROM PIERS	Combined	233683					
R.JELINEK MERUŇKOVICE JEMNÁ SPIRIT DISTILLED FROM APRICOTS	Combined	233684					
R.JELINEK JABLKOVICE JEMNÁ SPIRIT DISTILLED FROM APPLES	Combined	233685					
Bottle (carafe)	Three dimensional	233304					

Trademark		Registration Number of the Trademark					
Name	Type	Industrial Property Office, Prague	Industrial Property Office of Slovak, Banská Bystrica	World Intellectual Property Organization, Geneva (International registration)	Office for Harmonisation in the Internal Market, Alicante (Trade mark of EU)	Polish Patent Office, Warsaw	U.S. Patent and Trademark Office
SLIVOVITZ KAREL SINGER	Combined	154330		302249 494369			
SLOVÁCKA BOROVIČKA JUNIPER BRANDY R.JELINEK	Combined	117183	117183	298992 493082			
SLIVOVICE PLUM BRANDY	Combined	172478					
SLIVOVITZ PLUM BRANDY	Combined	172430					
PRADĚD	Combined	158265					
PRADĚD	Word	176007					
GOLD COCK WHISKY	Word	176008					
Czech Whisky Gold Cock ORIGINAL RECIPE	Combined	245245					
APRICOT BRANDY	Combined		151986				
MORAVSKÁ ŠVESTKA	Word	449696					
RUDOLF JELÍNEK VIZOVICE CZECH REPUBLIC	Whisky Bottle Three dimensional				5652383		
R.JELINEK	Three dimensional				7584113		
JELÍNKOVO TRNKOVÁNÍ	Word	272376					
TRNKOBRANÍ	Word	217607					
VIZOVICKÉ TRNKOBRANÍ	Combined	238749					
VELKÁ CENA VIZOVIC V POJÍDÁNÍ TRNKOVÝCH KNEDLÍKŮ	Word	261735					
VELKÁ CENA VIZOVIC V POJÍDÁNÍ ŠVESTKOVÝCH KNEDLÍKŮ	Word	261736					
JELÍNKŮV VIZOVICKÝ KOŠT	Word	270481					
S CHUTÍ DO ŠVESTEK	Word	271638					
NA POČÁTKU BYLA ŠVESTKA ...	Word	465362					

- VI. 1. Balance sheet as of 31. 12. 2010
- VI. 2. Profit and loss account as of 31. 12. 2010
- VI. 3. Cash flow statements as of 31. 12. 2010
- VI. 4. Auditor's Report to Shareholders of the company R.JELINEK GROUP SE



 China, Russia

# VI. 1. Balance sheet as of 31. 12. 2010

Approved by MF ČR Nr.500/2002 Sb. The Company will submit the Czech Statutory Financial Statements in full format with the Income Tax Return to the following: 1 x district office of the state financial authority	<b>Balance sheet in full format</b>  <b>31. 12. 2010</b> (In thousands of Czech crowns)	Name and regist. office of company:  R.JELINEK GROUP SE Razov 472 Vizovice
Year 2010	Month 12	IČO 28960858

Ident. a	ASSETS b	Line. c	Current period			Prior period
			Gross 1	Adjust. 2	Net 3	Net 4
	<b>TOTAL ASSETS (A. + B. + C. + D.)</b>	<b>001</b>	<b>578781</b>	<b>-3456</b>	<b>575325</b>	<b>206411</b>
A.	Receivables for subscriptions	002	0	0	0	0
B.	<b>Fixed assets</b>	<b>003</b>	<b>570545</b>	<b>-3456</b>	<b>567089</b>	<b>180669</b>
B.I.	<b>Intangible fixed assets</b>	<b>004</b>	<b>88205</b>	<b>-3456</b>	<b>84749</b>	<b>88205</b>
B.I. 1.	Incorporation expenses	005	0	0	0	0
2.	Research and development	006	0	0	0	0
3.	Software	007	0	0	0	0
4.	Valuable rights	008	88205	-3456	84749	88205
5.	Goodwill	009	0	0	0	0
6.	Other intangible fixed assets	010	0	0	0	0
7.	Intangible fixed assets under construction	011	0	0	0	0
8.	Advance payments for intangible fixed assets	012	0	0	0	0
B.II.	<b>Tangible fixed assets</b>	<b>013</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
B.II. 1.	Land	014	0	0	0	0
2.	Buildings, halls and structures	015	0	0	0	0
3.	Movable fixed assets	016	0	0	0	0
4.	Perennial crops	017	0	0	0	0
5.	Breeding and draught animals	018	0	0	0	0
6.	Other tangible fixed assets	019	0	0	0	0
7.	Tangible fixed assets under construction	020	0	0	0	0
8.	Advance payments for tangible fixed assets	021	0	0	0	0
9.	Adjustments to acquired assets	022	0	0	0	0
B.III.	<b>Financial investments</b>	<b>023</b>	<b>482340</b>		<b>482340</b>	<b>92464</b>
B.III. 1.	Shares and ownership interests with controlling influence in enterprises	024	481885	0	481885	92464
2.	Shares and ownership interests with substantial influence in enterprises	025	0	0	0	0
3.	Other securities and ownership interests	026	455	0	455	0
4.	Intercompany loans	027	0	0	0	0
5.	Other financial investments	028	0	0	0	0
6.	Financial investments in progress	029	0	0	0	0
7.	Advances provided for financial investments	030	0	0	0	0

Ident. a	ASSETS b	Line. c	Current period			Prior period
			Gross 1	Adjust. 2	Net 3	Net 4
C.	<b>Current assets</b>	<b>031</b>	<b>7950</b>	<b>0</b>	<b>7950</b>	<b>25703</b>
C.I.	<b>Inventory</b>	<b>032</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
C.I. 1.	Materials	033	0	0	0	0
2.	Work-in-progress and semi-finished products	034	0	0	0	0
3.	Finished products	035	0	0	0	0
4.	Animals	036	0	0	0	0
5.	Merchandise	037	0	0	0	0
6.	Advance payments for inventory	038	0	0	0	0
C.II.	<b>Long-term receivables</b>	<b>039</b>	<b>2639</b>	<b>0</b>	<b>2639</b>	<b>0</b>
C.II. 1.	Trade receivables	040	0	0	0	0
2.	Receivables - controlling influence	041	0	0	0	0
3.	Receivables - substantial influence	042	0	0	0	0
4.	Receivables from partners and participants in an association	043	0	0	0	0
5.	Long-term advance payments	044	0	0	0	0
6.	Estimated receivables	045	0	0	0	0
7.	Other receivables	046	2639	0	2639	0
8.	Deferred tax receivables	047	0	0	0	0
C.III.	<b>Short-term receivables</b>	<b>048</b>	<b>2980</b>	<b>0</b>	<b>2980</b>	<b>22596</b>
C.III. 1.	Trade receivables	049	267	0	267	0
2.	Receivables - controlling influence	050	45	0	45	22596
3.	Receivables - substantial influence	051	0	0	0	0
4.	Receivables from partners and participants in an association	052	0	0	0	0
5.	Social security and health insurance	053	0	0	0	0
6.	Due from state-tax receivables	054	2668	0	2668	0
7.	Short-term advance payments	055	0	0	0	0
8.	Estimated receivables	056	0	0	0	0
9.	Other receivables	057	0	0	0	0
C.IV.	<b>Financial assets</b>	<b>058</b>	<b>2331</b>	<b>0</b>	<b>2331</b>	<b>3107</b>
C.IV. 1.	Cash	059	0	0	0	3107
2.	Bank accounts	060	2331	0	2331	0
3.	Short-term financial assets	061	0	0	0	0
4.	Short-term financial assets in progress	062	0	0	0	0
D.I.	<b>Accruals</b>	<b>063</b>	<b>286</b>	<b>0</b>	<b>286</b>	<b>39</b>
D.I. 1.	Deferred expenses	064	286	0	286	39
2.	Complex deferred expenses	065	0	0	0	0
3.	Accrued revenue	066	0	0	0	0



Ident. a	LIABILITIES b	Line c	Current period 5	Prior period 6
	<b>TOTAL LIABILITIES (A. + B. + C.)</b>	<b>067</b>	<b>575 325</b>	<b>206 411</b>
<b>A.</b>	<b>Equity</b>	<b>068</b>	<b>481 402</b>	<b>159 887</b>
<b>A.I.</b>	<b>Registered capital</b>	<b>069</b>	<b>476 991</b>	<b>158 997</b>
<b>A.I. 1.</b>	<b>Registered capital</b>	<b>070</b>	<b>476 991</b>	<b>158 997</b>
2.	Own shares	071	0	0
3.	Changes in registered capital	072	0	0
<b>A.II.</b>	<b>Capital funds</b>	<b>073</b>	<b>0</b>	<b>0</b>
<b>A.II. 1.</b>	<b>Share premium</b>	<b>074</b>	<b>0</b>	<b>0</b>
2.	Other capital funds	075	0	0
3.	Gains or losses from revaluation of assets and liabilities	076	0	0
4.	Gains or losses from transformation transactions	077	0	0
<b>A.III.</b>	<b>Reserve funds, indivisible fund and other funds created from net profit</b>	<b>078</b>	<b>904</b>	<b>904</b>
<b>A.III.1.</b>	<b>Legal reserve fund/Indivisible fund</b>	<b>079</b>	<b>904</b>	<b>904</b>
2.	Statutory and other funds	080	0	0
<b>A.IV.</b>	<b>Profit (loss) of previous years</b>	<b>081</b>	<b>-14</b>	<b>-14</b>
<b>A.IV. 1.</b>	<b>Retained earnings from previous years</b>	<b>082</b>	<b>0</b>	<b>0</b>
2.	Accumulated losses from previous years	083	-14	-14
<b>A.V.</b>	<b>Profit (loss) of current period (+/-)</b>	<b>084</b>	<b>3 521</b>	<b>0</b>
<b>B.</b>	<b>Not-own capital</b>	<b>085</b>	<b>93 923</b>	<b>46 524</b>
<b>B.I.</b>	<b>Provisions</b>	<b>086</b>	<b>1 235</b>	<b>0</b>
<b>B.I. 1.</b>	<b>Provisions according to special legal regulation</b>	<b>087</b>	<b>0</b>	<b>0</b>
2.	Provision for pensions and similar liabilities	088	0	0
3.	Provision for corporate income tax	089	1 235	0
4.	Other reserves	090	0	0
<b>B.II.</b>	<b>Long-term payables</b>	<b>091</b>	<b>84 385</b>	<b>36 849</b>
<b>B.II. 1.</b>	<b>Trade payables</b>	<b>092</b>	<b>0</b>	<b>0</b>
2.	Payables - controlling influence	093	68 643	20 000
3.	Payables - substantial influence	094	0	0
4.	Payables to partners and participants in an association	095	0	0
5.	Long-term advances received	096	0	0
6.	Bonds issued	097	0	0
7.	Long-term bills of exchange to be paid	098	0	0
8.	Estimated payables	099	0	0
9.	Other payables	100	0	0
10.	Deferred tax liability	101	15 742	16 849

Ident. a	LIABILITIES b	Line c	Current period 5	Prior period 6
<b>B.III.</b>	<b>Short-term payables</b>	<b>102</b>	<b>3 166</b>	<b>53</b>
<b>B.III. 1.</b>	<b>Trade payables</b>	<b>103</b>	<b>52</b>	<b>53</b>
2.	Payables - controlling influence	104	2 005	0
3.	Payables - substantial influence	105	0	0
4.	Payables to partners and participants in an association	106	0	0
5.	Payables to employees	107	31	0
6.	Payables to social security and health insurance	108	4	0
7.	Due to state-taxes and subsidies	109	614	0
8.	Short-term advances received	110	0	0
9.	Bonds issued	111	0	0
10.	Estimated payables	112	0	0
11.	Other payables	113	460	0
<b>B.IV.</b>	<b>Bank loans</b>	<b>114</b>	<b>5 137</b>	<b>9 622</b>
<b>B.IV. 1.</b>	<b>Long-term bank loans</b>	<b>115</b>	<b>1 163</b>	<b>5 425</b>
2.	Short-term bank loans	116	3 974	4 197
3.	Short-term financial assistance	117	0	0
<b>C.I.</b>	<b>Accruals</b>	<b>118</b>	<b>0</b>	<b>0</b>
<b>C.I. 1.</b>	<b>Accrued expenses</b>	<b>119</b>	<b>0</b>	<b>0</b>
2.	Deferred revenues	120	0	0


<b>Date:</b> 30. 3. 2011	<b>Signature of the statutory representatives:</b> 
<b>Legal form:</b> Join-stock company	<b>Activity:</b> Production of spirits
<b>Note:</b>	

# VI. 2. Profit and loss account as of 31. 12. 2010

Approved by MF ČR Nr.500/2002 Sb. The Company will submit the Czech Statutory Financial Statements in full format with the Income Tax Return to the following: 1 x district office of the state financial authority	<b>Profit and loss account          in full format</b>  <b>31. 12. 2010</b> (In thousands of Czech crowns)	Name and regist. office of company:  <b>R.JELINEK GROUP SE</b> Razov 472 Vizovice
Year 2010	Month 12	IČO 28960858

Ident. a	Text b	Line c	Accounting period	
			Current 1	Prior 2
I.	Revenues from merchandise	01	0	0
A.	Cost of goods sold	02	0	0
+	Sales margin	03	0	0
II.	Production	04	8 873	0
II. 1.	Revenues from own products and services	05	8 873	0
2.	Change in inventory of own production	06	0	0
3.	Capitalisation	07	0	0
B.	Production consumption	08	449	0
B. 1.	Materials and energy consumption	09	0	0
2.	Services	10	449	0
+	Added value	11	8 424	0
C.	Personnel expenses	12	167	0
C. 1.	Wages and salaries	13	0	0
2.	Remuneration of board members	14	153	0
3.	Social security and health insurance expenses	15	14	0
4.	Social expenses	16	0	0
D.	Taxes and fees	17	14	0
E.	Depreciation of intangible and tangible fixed assets	18	3 456	0
III.	Proceeds from disposals of fixed assets and material	19	0	0
III.1.	Proceeds from disposals of fixed assets	20	0	0
2.	Proceeds from disposals of material	21	0	0
F.	Net book value of fixed assets and material sold	22	0	0
F. 1.	Net book value of fixed assets sold	23	0	0
2.	Net book value of material sold	24	0	0
G.	Change in operating provisions and adjustments and complex deferred expenses	25	0	0
IV.	Other operating revenues	26	1	0
H.	Other operating expenses	27	1	0
V.	Transfer of operating revenues	28	0	0
I.	Transfer of operating expenses	29	0	0
*	Operating profit (loss)	30	4 787	0

VI.	Proceeds from sale of securities and ownership interests	31	0	0
J.	Securities and ownership interests sold	32	0	0
VII.	Revenues from financial investments	33	0	0
VII. 1.	Revenues from intercompany securities and ownership interests	34	0	0
2.	Revenue from other securities and ownership interests	35	0	0
3.	Revenues from other financial investments	36	0	0
VIII.	Revenues from short-term financial assets	37	0	0
K.	Expenses relating to financial assets	38	0	0
IX.	Revenues from revaluation of shares and derivatives	39	0	0
L.	Expenses relating to revaluation of shares and derivatives	40	0	0
M.	Change in financial provisions and adjustments	41	0	0
X.	Interest revenue	42	157	0
N.	Interest expense	43	880	0
XI.	Other financial revenues	44	501	0
O.	Other financial expenses	45	916	0
XII.	Transfer of financial revenues	46	0	0
P.	Transfer of financial expenses	47	0	0
*	Profit (loss) from financial operations	48	-1 138	0
Q.	Income tax on ordinary income	49	128	0
Q. 1.	- due	50	1 235	0
2.	- deferred	51	-1 107	0
**	Ordinary income	52	3 521	0
XIII.	Extraordinary revenues	53	0	0
R.	Extraordinary expenses	54	0	0
S.	Income tax on extraordinary income	55	0	0
S. 1.	- due	56	0	0
2.	- deferred +/-	57	0	0
*	Extraordinary income	58	0	0
T.	Transfer of profit or loss to partners (+/-)	59	0	0
***	Profit (loss) of current accounting period (+/-)	60	3 521	0
****	Profit (loss) before taxation (+/-)	61	3 649	0

Date:	Signature of the statutory representatives:	
30. 3. 2011		
Legal form:	Activity:	Note:
Join-stock company	Production of spirits	

# VI. 3. Cash flow statements as of 31. 12. 2010

R.JELINEK GROUP SE

As of 31. 12. 2010

In thousands of Czech crowns	Current period
P. Cash and cash equivalents, beginning of year	3 107
<b>Net operating cash flow</b>	
Z. Accounting profit (loss) from ordinary activities	3 649
A.1. Non-cash transactions	5 167
A.1.1. Depreciation of fixed assets	3 456
A.1.2. Change in:	988
A.1.2.1. adjustments to assets	0
A.1.2.2. reserves and adjustments	1 235
A.1.2.3. deferred and accrued expenses	-247
A.1.3. Profit(-) Loss(+) on disposal of fixed assets	0
A.1.4. Profit(-) Loss(+) on sale of securities	0
A.1.5. Revenue from dividends and profit distribution	0
A.1.6. Expense and revenue interests accounted for	723
<b>A.* Net operating cash flow before financial items, changes in working capital and extraordinary items</b>	<b>8 816</b>
A.2. Change in working capital	20 416
A.2.1. Change in receivables	18 410
A.2.2. Change in short term payables	3 113
A.2.3. Change in inventory	0
A.2.4. Change in short term financial assets	0
A.2.5. Change in deferred tax receivable/liability	-1 107
<b>A.** Net operating cash flow before financial balances, taxation and extraordinary items</b>	<b>29 232</b>
A.3. Interest paid excluding amounts capitalised	-880
A.4. Interest received	157
A.5. Income tax paid on ordinary income	-2 668
A.6. Receipts and disbursement from extraordinary items	0

A.7. Deferred tax	1 107
<b>A.*** Net operating cash flow</b>	<b>26 948</b>
<b>Investment activity</b>	
B.1. Acquisition of fixed assets	-389 876
B.1.1. Acquisition of tangible fixed assets	0
B.1.2. Acquisition of intangible fixed assets	0
B.1.3. Acquisition of financial investments	-389 876
B.2. Revenues from sales of fixed assets	0
B.2.1. Proceeds from sales of tangible and intangible fixed assets	0
B.2.2. Proceeds from sale of financial investments	0
B.3. Advances and loans to related persons	0
<b>B.*** Net cash flow from investment activity</b>	<b>-389 876</b>
<b>Financial activity</b>	
C.1. Change in long-term liabilities and bank loans	44 158
C.2. Increase and decrease in equity from specified transactions	317 994
C.2.1. Subscription of shares and investments	317 994
C.2.2. Equity paid to shareholders	0
C.2.3. Cash gifts, subsidies for equity and other shareholders contribution	0
C.2.4. Loss settlement from shareholders	0
C.2.5. Payments from funds created from net profit	0
C.2.6. Paid dividends and profit shares including paid withholding tax	0
C.2.7. Deferred tax from prior periods	0
C.3. Received dividends and profit shares	0
<b>C.*** Net cash flow from financial activity</b>	<b>362 152</b>
<b>F. Net increase or decrease in cash balance</b>	<b>-776</b>
<b>R. Cash and cash equivalents, end of period</b>	<b>2 331</b>

# VI. 4. Auditor's Report to Shareholders of the company R.JELINEK GROUP SE

## Review report to the shareholders of R.JELINEK GROUP SE

Name of the Company R.JELINEK GROUP SE  
Identification number 28960858  
Seat of the Company Vizovice, Razov 472, PSČ 763 12  
Legal form European company  
Main activity Holding company

We have reviewed the accompanying financial statements of the Company R.JELINEK GROUP SE, which comprise the balance sheet as of 31 December 2010, the income statement for the period then ended, and a summary of significant accounting policies and other explanatory notes. Information about the Company R.JELINEK GROUP SE is presented in Notes to these financial statements.

The Statutory Body of the Company R.JELINEK GROUP SE is responsible for the preparation and fair presentation of these financial statements in accordance with Czech accounting regulations. This responsibility includes: designing, implementing and maintaining internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Our responsibility is to issue a report on these financial statements based on our review. We conducted our review in accordance with the International Standard on Review Engagements 2400. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement.

A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.

**Based on our review, nothing has come to our attention that causes us to believe that the accompanying financial statements do not give a true and fair view of the financial position of the Company R.JELINEK GROUP SE as of 31 December 2010, and of its financial performance for the year then ended in accordance with Czech accounting regulations.**

In Hradec Králové on 16 May 2011

Auditing firm:



HK Audit, s.r.o. licence No. 229  
Velké náměstí 149, Hradec Králové

Auditor:



Ing. Zdeněk Kuča  
Certificate No. 1634

