



Q2 FY19

Three months ended 31 March 2019

Noteholder Presentation

23 MAY 2019

Make the day work.

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Presenters

David Flochel



CEO

Gabriel Pirona



CFO

Agenda

01 - Q2 Highlights

02 - Selecta Today

03 - Strategic Initiatives

04 - Q2 Financials

05 - FY19 Outlook



01

Q2 Highlights

lecta

LAVAZZA

LAVAZZA

TORINO, ITALIA, 1895

EXCELLENT
COFFEE!
CHF 2.00

Make the day work.

Q2 Highlights

—● Continued strong performance

Financial highlights

- **Revenue¹**

€408.6m, up 7.2% vs Q2 FY18



Organic revenue growth up 2.6% in Q2 FY19 vs Q2 FY18,
up from 1.2% growth in Q1 FY19 vs Q1 FY18

Organic growth up 6.3% YoY in Q2 FY19 vs 2.1% YoY growth
in Q2 FY18, excluding turnaround markets of France and UK

- **Underlying EBITDA¹**

€68.9m, up 16.8% vs Q2 FY18



Uplift achieved alongside continued investment in growth
initiatives and the benefit of the synergy programme

- **Underlying EBITDA¹ less net capex**

€36.5m, up 13.6% vs Q2 FY18



Increase delivered whilst continuing to invest in future growth

¹ At constant foreign currency rates. Constant foreign currency rates applied: CHF/EUR 1.15; SEK/EUR 9.65; GBP/EUR 0.88

01 Q2 Achievements

—● Continued strong performance

Strategic priorities

Q2 progress

01 Sales Excellence

- Retention rate reached 95.8%, demonstrating benefits of focused customer retention programme
- 1.8% net gains LTM March 2019

02 Pricing / SMD

- Launched category management and pricing programmes across portfolio using segmentation and location-specific pricing

03 Operational Excellence

- Continued investment in technology and systems to increase efficiencies, with telemetry roll-out programme completed in Public segment. Telemetry installed in more than 65,000 machines, up c.80% on prior year
- Awarded the 2019 Prize for Operational Excellence by MEDEF in partnership with AFQP in France

04 Technology & Innovation

- Continued successful roll-out of MicroMarkets concept; 110 sold at end of March 2019
- Newly developed touchscreen technology for unattended self service machines being tested in France and Switzerland

05 Asset Management

- Proactive portfolio management and refurbishment to extend machine lifecycle
- Active re-siting of underperforming machines

06 M&A

- M&A programme on track to deliver 3% to 5% annualised growth
- Good pipeline of further opportunities

07 People

- Focus on enhanced employee engagement programme, including bespoke training programmes for sales managers and leaders
- Roll-out of quality service training programmes for operational team



02

Selecta Today



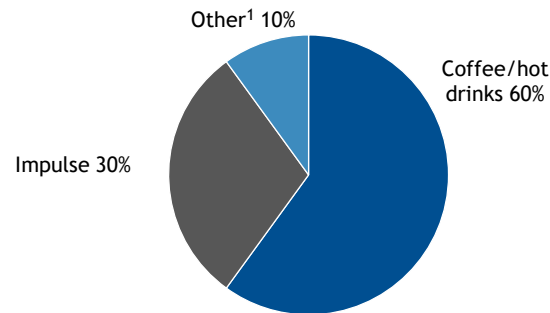
Make the day work.

The Leading Route Based Unattended Self-Service Retailer in Europe

Who we are

- Leading route based unattended self-service retailer with an installed base of 460k machines serviced by unique logistics network
- #1 or #2 position in 10 core markets, with typical share of 10-15%
- 3.5x larger than second largest player in Europe
- Operations in 16 countries covering c.90% of European GDP and c.75% of the population
- Serving over 10 million consumers daily via more than 3,800 routes
- Solid financial position, with long-term contracts up to 10 years, underpinned by high customer retention levels and organic revenue growth ahead of the broader addressable convenience market

What we sell



Unique Coffee Brand Portfolio



Impulse Offering



Snacks



Cold drinks



Healthy options



Fresh food

¹ Includes sale of machines to leasing partners, other goods and 3rd party servicing (mainly technical services)

Where we sell it

Workplace / Private Segment

49%

% of FY18 revenue



On-the-Go / Public Segment

35%

% of FY18 revenue



Trade

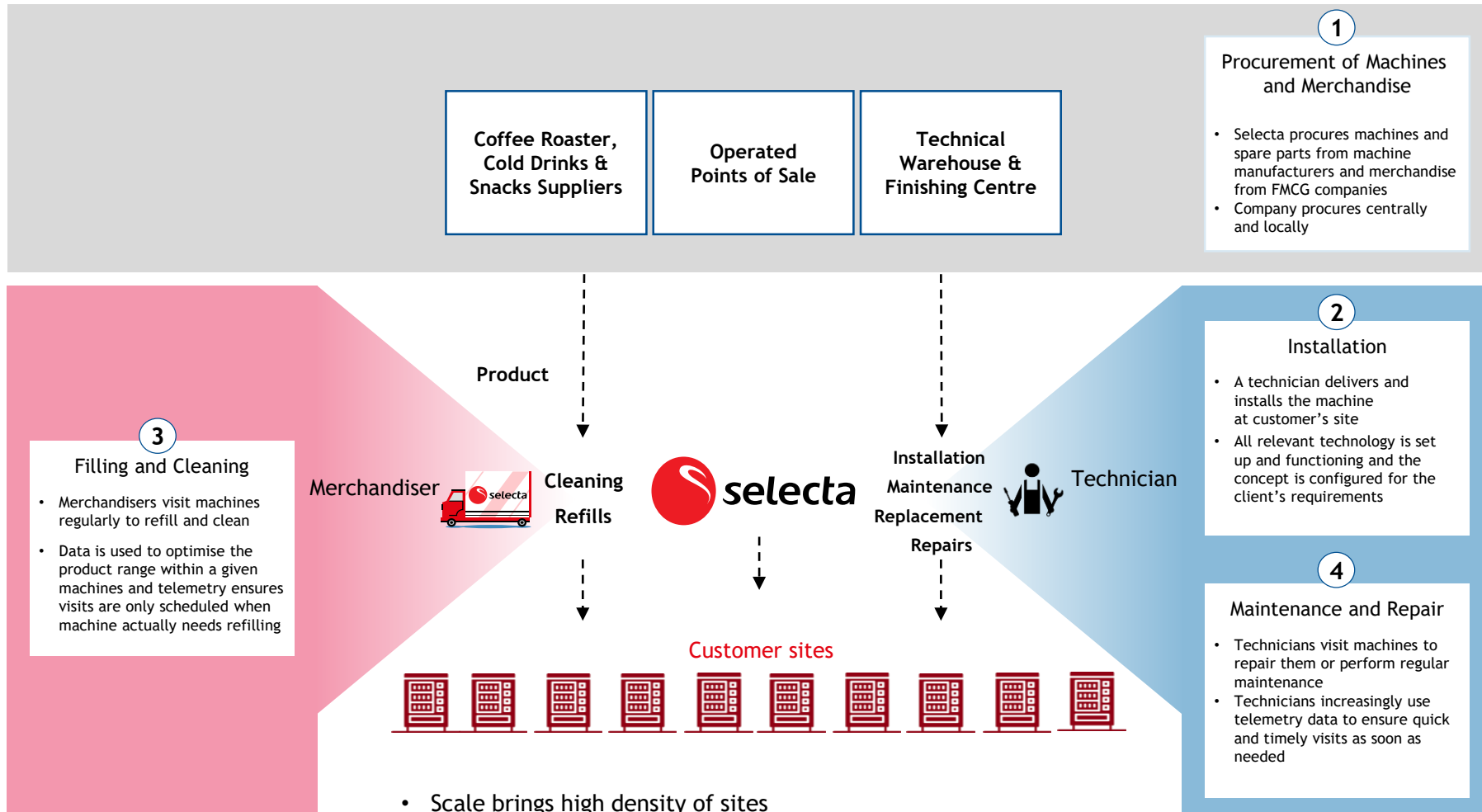
16%

% of FY18 revenue



02 Our Route-Based Model

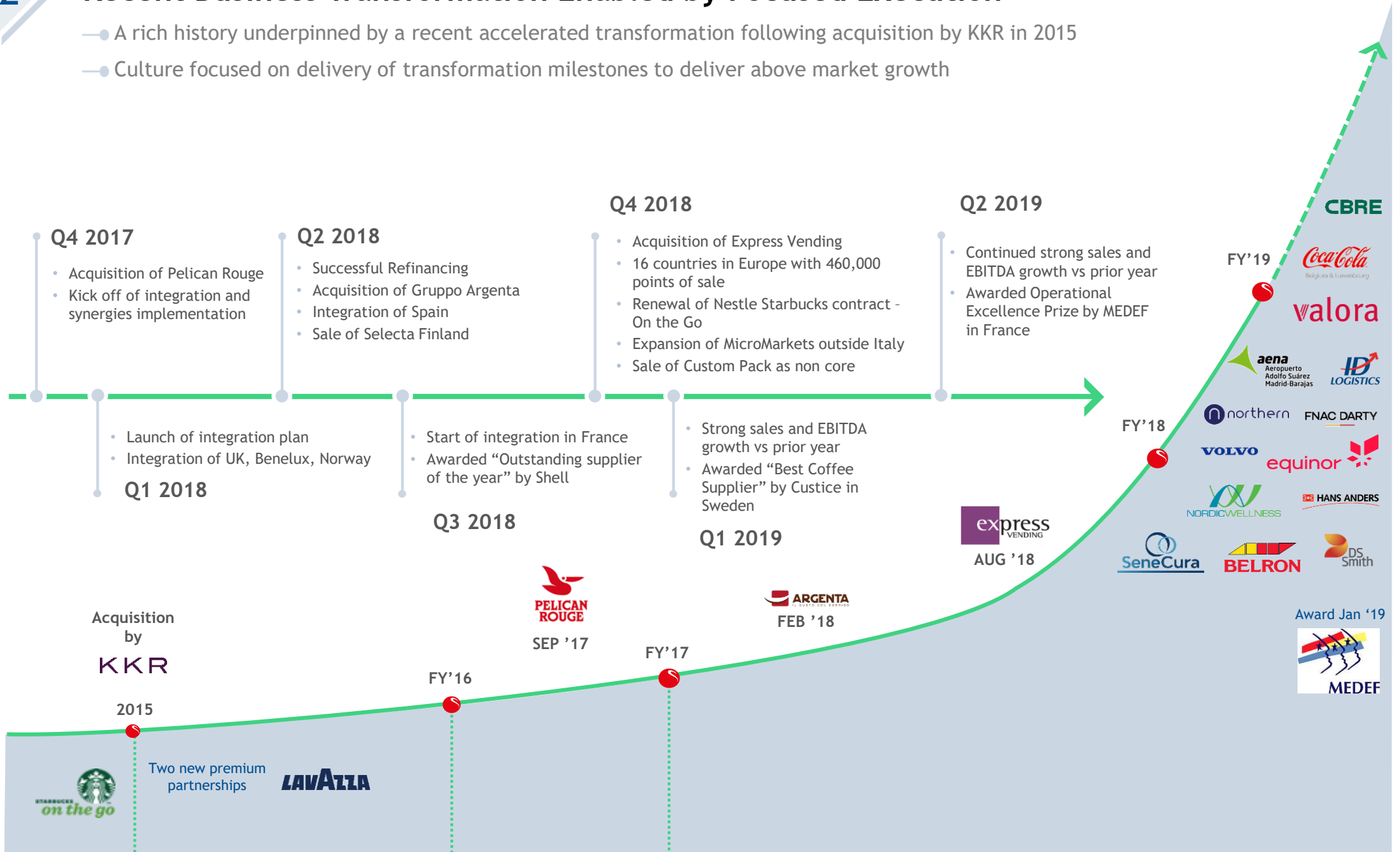
—● Scale Driven Business Model Creating Attractive Economics



- Scale brings high density of sites
- Enhances dynamic route planning
- Drives efficient and high quality customer service

Recent Business Transformation Enabled by Focused Execution

- A rich history underpinned by a recent accelerated transformation following acquisition by KKR in 2015
- Culture focused on delivery of transformation milestones to deliver above market growth



Only Pan-European, Geographically Diversified Unattended Self-Service Retailer

Recent transformative transactions have reinforced #1 position in Europe

■ Central¹ ■ North¹ ■ South, UK & Ireland¹



Gross Sales



Underlying EBITDA (margin)³



Market share



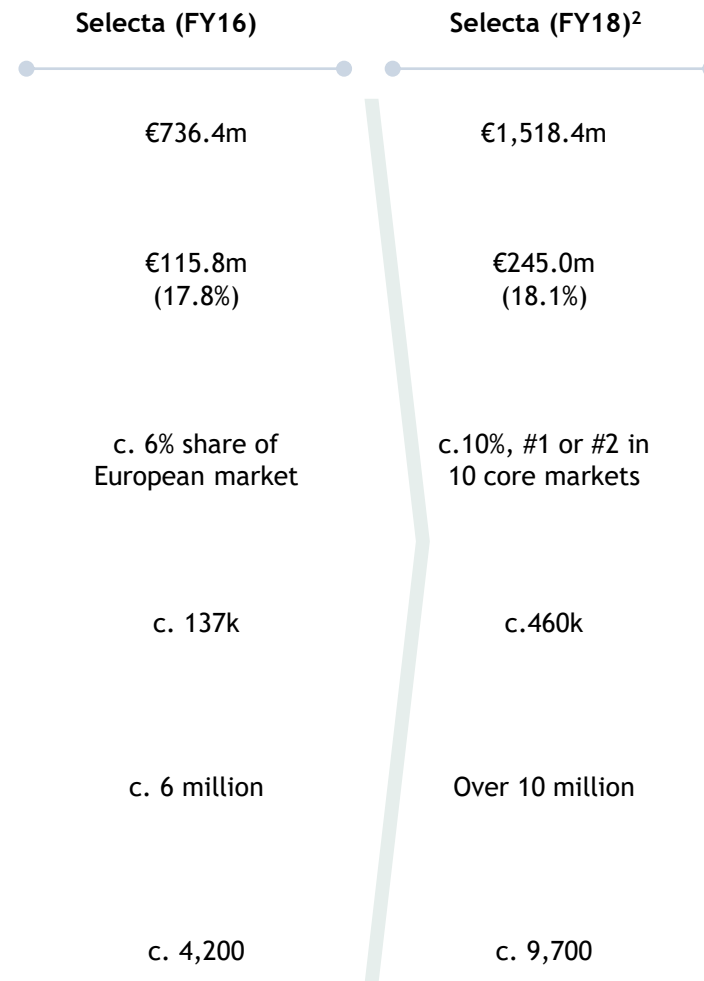
of POS



of consumers served per day



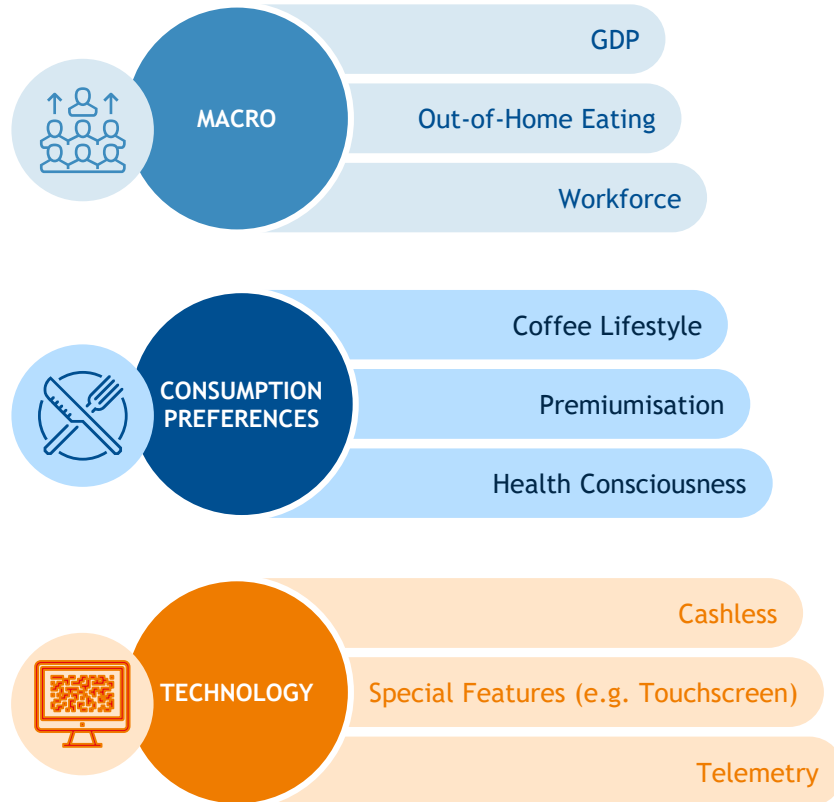
of employees



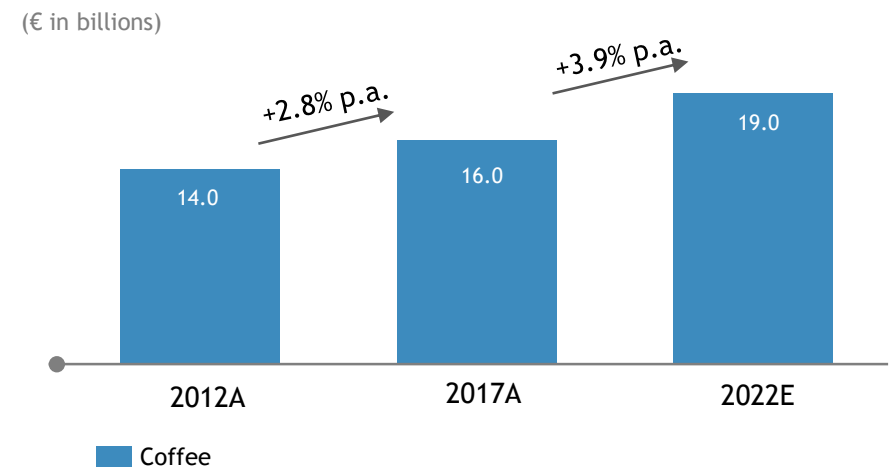
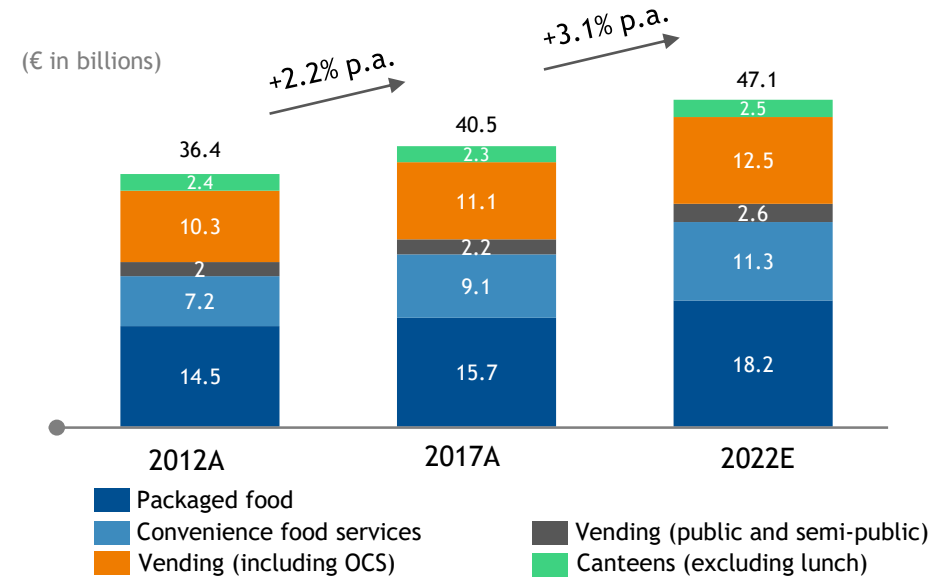
¹ North includes Netherlands, Norway, Sweden, Denmark, Finland, Belgium, Luxembourg and Roaster; Central includes Switzerland, Liechtenstein, France, Germany, Austria; South, UK and Ireland includes UK, Ireland, Spain, Italy and Express Vending.
² FY16 & FY18 numbers are a pro forma amalgamation of Selecta, Pelican Rouge, and Argenta and excluding Custompack (disposed of in FY18) - all at actual rates
³ Underlying EBITDA margin is % of Net Sales

Well Positioned to Take Advantage of Premium Coffee & On-the-Go Consumption Growth

Supportive tailwinds



Addressable convenience and coffee market growth¹



Source: OC&C analysis, Euromonitor

¹ Focus countries are: France, Germany, Italy, Netherlands, Sweden, Switzerland, Spain and the United Kingdom



03

Strategic Initiatives



Our Strategic Initiatives Driving Growth and Returns

— Key Pillars Underpin Recent Track Record and Robust Topline Growth

01 Sales Excellence

- Existing customer retention
- New business wins

02 Pricing / SMD

- Category management
- Smart pricing implementation

03 Operational Excellence

- Route based model
- Synergy achievement

04 Technology & Innovation

- eWallet, cashless
- New product concepts - MicroMarkets

05 Asset Management

- Focus on machine clean up and capital discipline
- Leverage capex free model and maximise refurbishment capabilities

06 M&A

- Natural consolidator in a fragmented market structure
- Internal capabilities

07 People

- Strong culture of excellence and focus on customer satisfaction
- Ongoing investment in training programmes

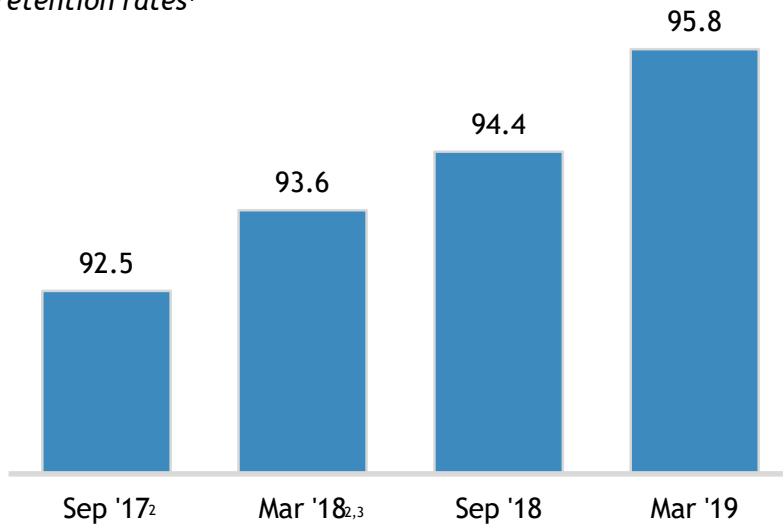
Focused Drivers of Organic Growth

Continued progress in Q2 FY19

Sales Excellence

High Retention Rates

% retention rates¹



- Strong retention across all countries, with particularly high levels in Nordics and Belgium
- Continued benefit from focused customer retention programmes and improved operational performance
- Q2 FY19 clients retained:

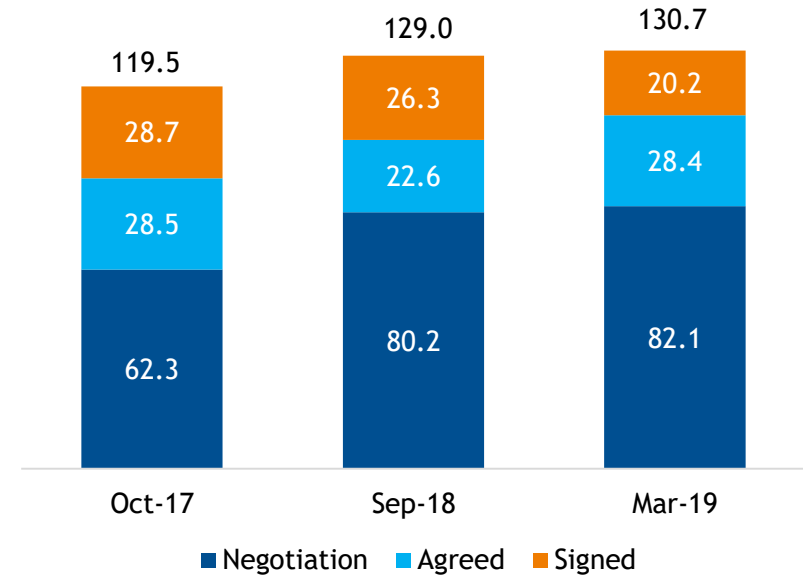


¹ LTM to end of month
² Includes estimations for pre-acquisition Pelican Rouge losses
³ H1 losses have been annualised for legacy Pelican Rouge entities



Continued Pipeline Growth (€m)

Net sales



- Focused approach on sustainable pipeline, new offerings and value proposition
- Benefits from sales force training and coaching programmes across all major markets
- Q2 FY19 notable wins include:

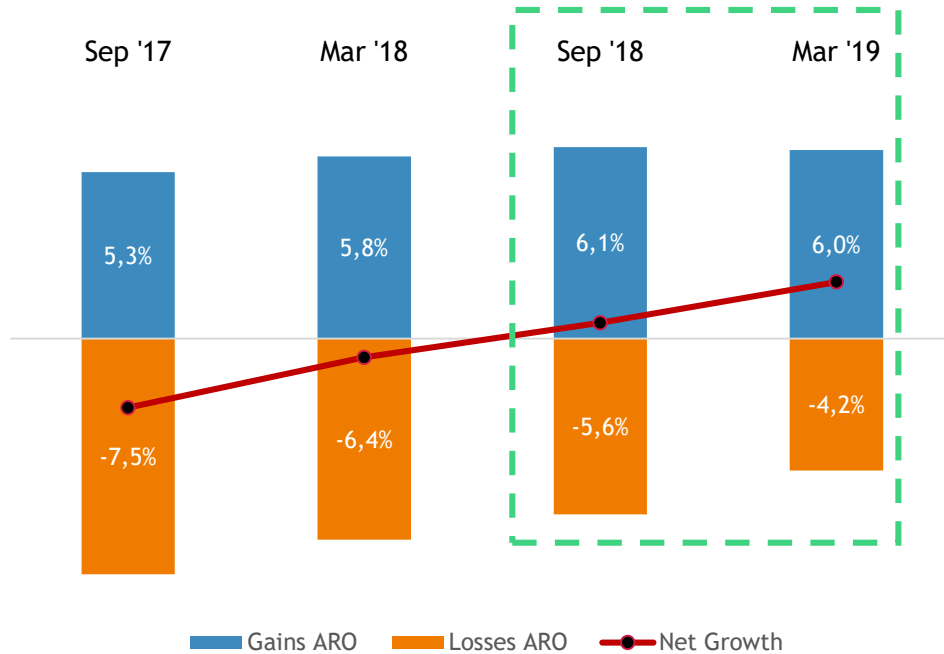


Focused Drivers of Organic Growth

—● Continued progress in Q2 FY19

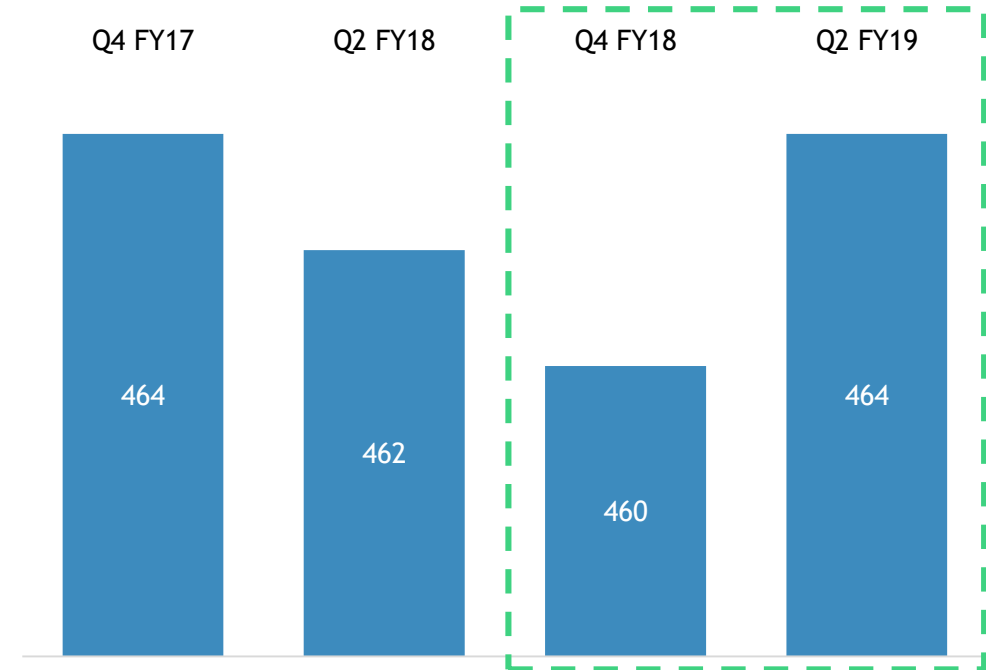
Sales Excellence

Continued Net Growth¹



- Investment in people and training delivering net growth
- Increase in business supported by international framework agreements
- Net growth in most markets, including the UK

Organic Portfolio Turnaround^{2,3}



- Proactive machine park management throughout transitional period
- Improved retention rates leading to portfolio net growth
- Two consecutive quarters of portfolio net growth
- Average of six month lag between contract losses/gains and machines in operation

¹ LTM to end of month

² Number of machines include Express Vending on a pro forma basis through all periods

³ Portfolio adjusted for the one-time disposal of Nespresso machines in France and specific portfolio management in Italy's OCS channel (reduction of < 1.5€ SMD machines)

Pricing / SMD - Significant Opportunity

—● Clear Program Leading to Early Results

Pricing / SMD

Dedicated Programme

Significant Opportunity

Dedicated Programme Lead

Category
Management
Impulse

*Right product in
right machine*

Category
Management
Coffee / Hot
Drinks

*Accelerate
premium coffee
concepts rollouts*

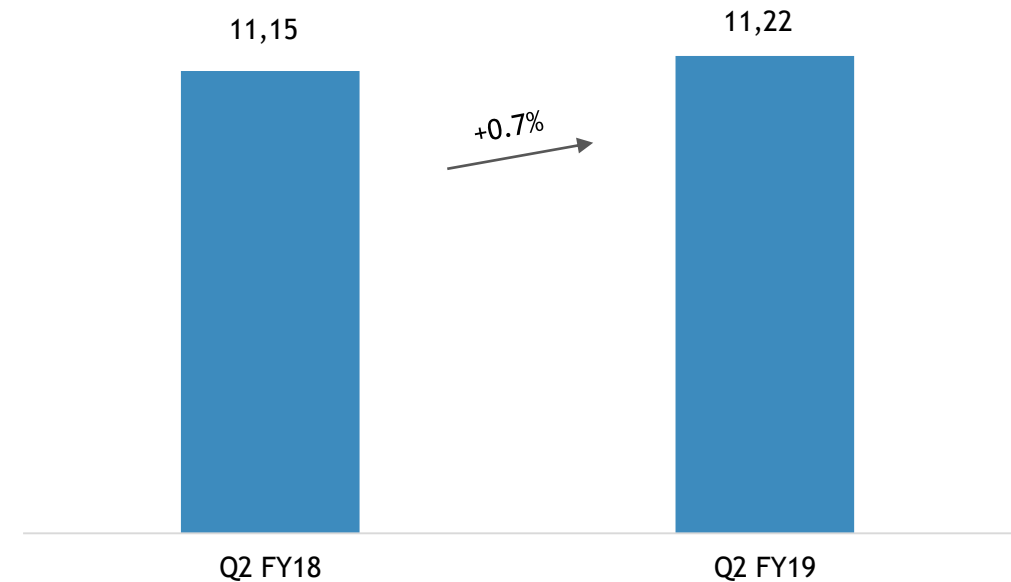
B2B2C
Pricing

*Increase customer
prices at machine*

B2B
Pricing

*Increase price to
B2B customer*

Sales¹/Machine/Day (€)



- Programme led by a Central Programme Coordination with strong local capabilities and support
- General pricing opportunities by following price / elasticity principles and a systematic approach
- Price differentiation by applying segmentation and deploying segment-specific and location-specific pricing strategy
- With telemetry, now equipped to better monitor and analyse sales data and unlock pricing capabilities including dynamic pricing

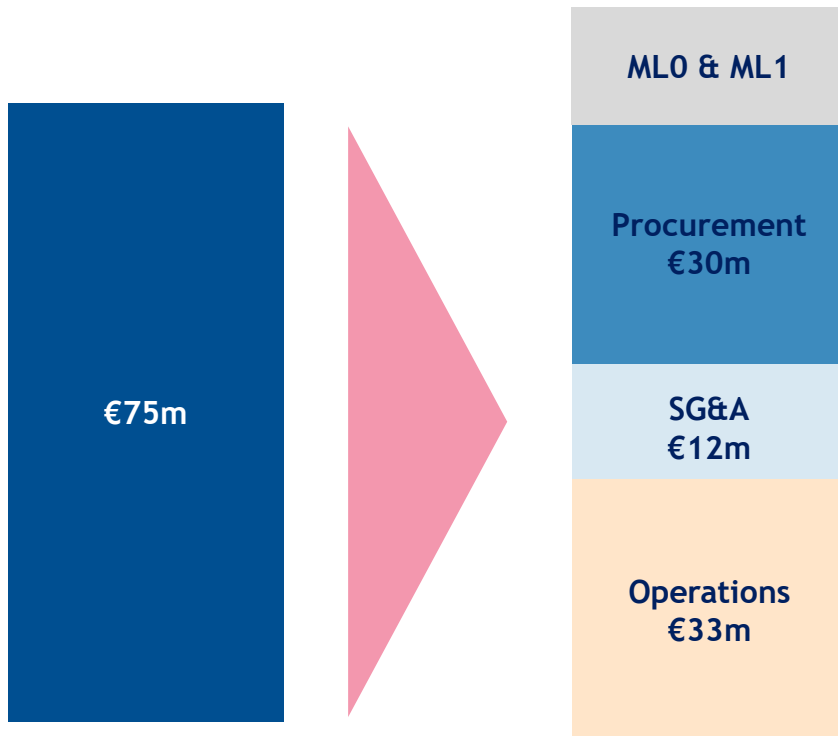
03 Operational Excellence - Synergies

— €75m of Synergies across Procurement, SG&A and Operations

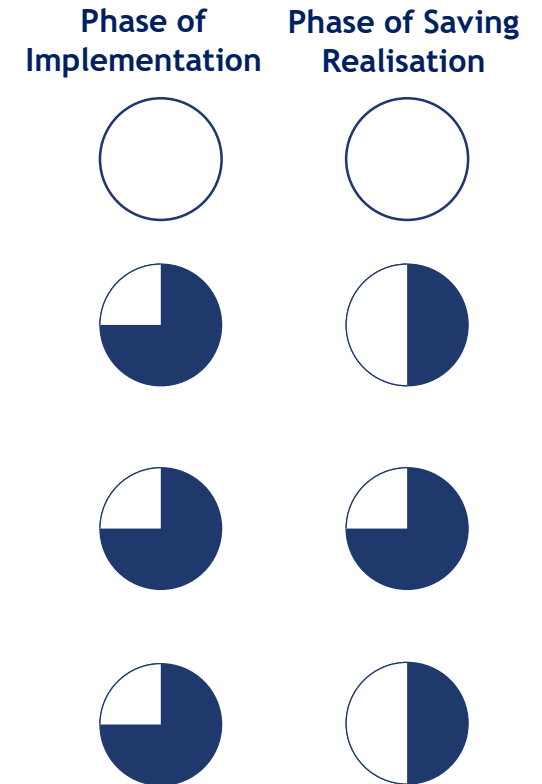
On track to achieve €75m annualised saving by the end of calendar year 2020

- Over-delivery and validation of early stage ideas (ML0 and ML1 potentials) enabled early upgrades of synergy programme from €52.5m in January 2018 to €60m in February 2018 and €75m in May 2018
- Synergy programme continues on track to deliver according to the latest plan, reaching €60m run rate by Q2 FY19
- Procurement savings delivering on track according to latest plan
- Programme reviewed and validated by industry leading consultants

Cost Synergy Categories and Savings



- 1 Further savings identified as new ML0 and ML1 initiatives implemented
- 1 Procurement synergies
- 2 In-sourcing coffee production
- 1 Consolidation of country HQs and Group HQ
- 2 Optimisation of overhead and corporate cost
- 1 Increase in density
- 2 Best Practice transfer

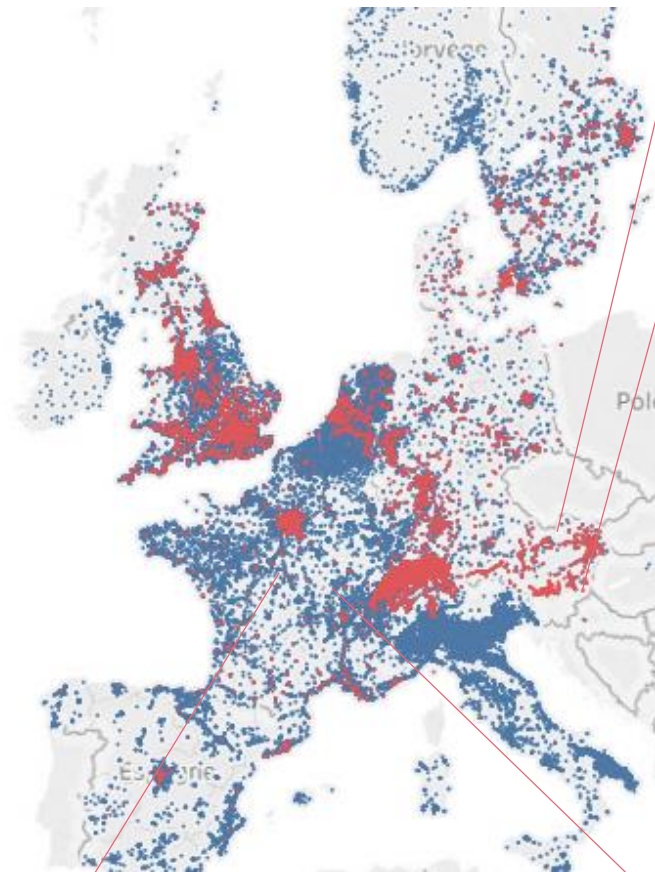


Telemetry - Austrian Case Study

—● Confirmed Benefits & Scalability - Roll-out Underway Across Multiple Geographies

Operational
Excellence

Technology &
Innovation



Austria Selected as Test for Scalability

- Mix of public and private, impulse & coffee
- Challenging geography & legacy points of sale base
- Flat organisation, reliant on group project support

Before ...

- Static route plans based on experience
- Product assortment issued on paper, high complaints due to stock-outs
- High admin workload, lengthy unreliable closing process
- 63 stock points for 37 refillers

... After

- Daily, dynamic route planning based on real-time forecasts
- Online management of assortment, real-time stock control
- Full reporting based on telemetry data with ~100% accuracy
- Centralised pre-kitting in core area (200km) + 23 local stocks

+80% fill rate per route (>30% route savings)

Inventory handling time cut by 60%
Waste reduced by 50%

+10% SMD public
+7% SMD private

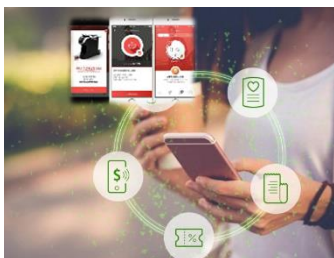
Largest Lightspeed Pre-Kitting Line in Europe

Aims to Set Industry Standard for Innovation

— Focus on Leveraging Latest Technologies to Enhance Offering

Cashless Payment Systems

- Increased convenience to customers and consumers
- Increased # of items sold per machine due to ease of use
- Higher customer spending as they are less keenly aware of money spent



Selecta User Interface

- Innovative interactive vending experience
- Allows for cost efficient refurbishment of old machines to latest technology



Selecta eWallet

- Unique consumer experience
- Allows for consumer interaction and dynamic promotions



Telemetry

- Telemetry further enhances benefits of route based model
- Fully connected machines enabling dynamic real time refill planning and remote monitoring
- Increased operational efficiencies, reduced downtime and costs, improved availability, real time performance data and better service
- Cuts merchandiser time by up to c.60%
- Public roll-out programme completed



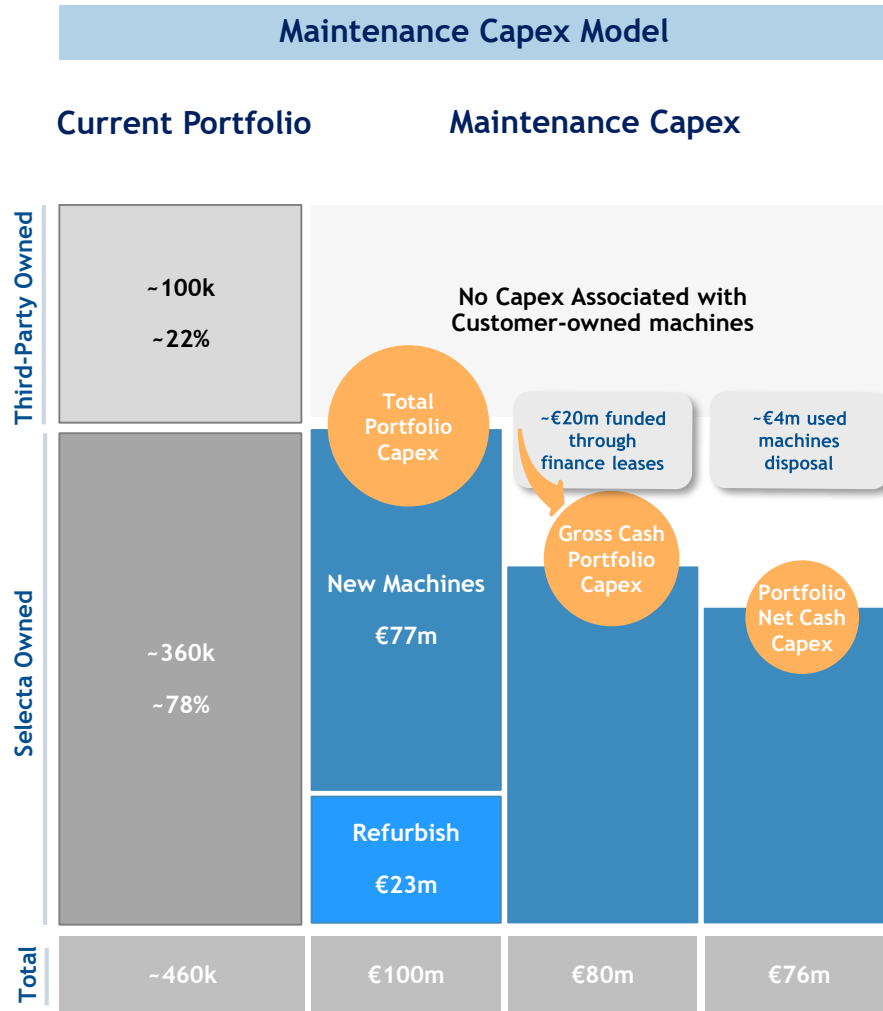
FOODIE'S Micro Markets

- Unmanned and unattended, 24h self-service stores
- Designed for the workplace offering wider product range
- MicroMarkets revenue is c.150% higher than an equivalent vending machine

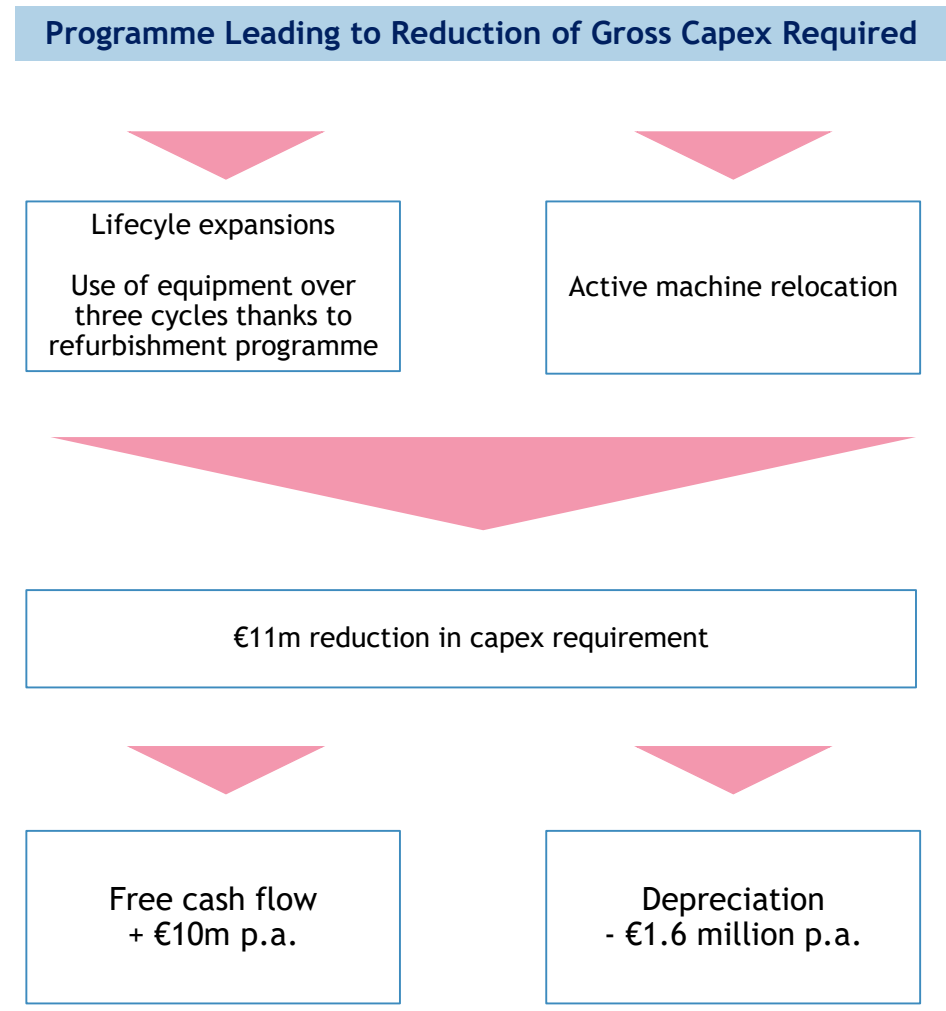
Investing Efficiently to Grow the Points of Sale

Asset Management

— Stable Maintenance Capex Requirements with Disciplined Capex for Growth



(Illustrative for €1.5bn revenue level)



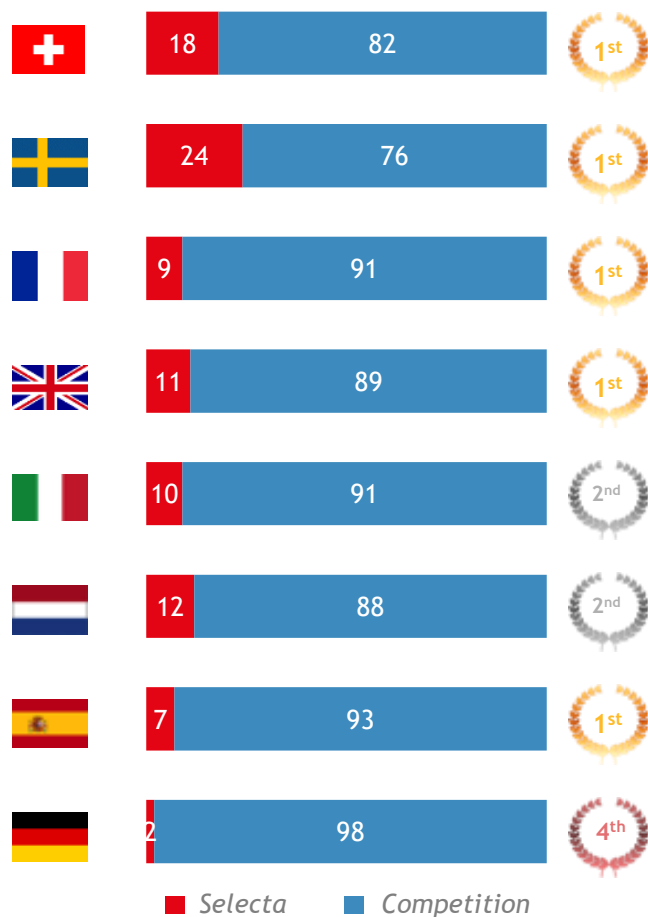
Selecta is the Natural Consolidator

— Strict M&A Criteria & Sizeable Target Pipeline

M&A

Fragmented Market Offers Opportunities

Market share¹ (%)



Source: OC&C analysis
¹ Market share in 2018A



denotes market share

Natural Consolidator With Proven Track Record

- Selecta well positioned as major consolidator in a highly fragmented market
- We estimate there are over 10,000 companies across Europe which offer attractive synergies
- Route-based model similar to leading European and North American businesses such as Rentokil, Bunzl and Cott
- Leading scale positions us as “an acquirer of choice” with significant potential for synergies
- Clear acquisition strategy to add 3-5% of sales per annum through acquisitions through well defined target types:
 - Bolt-on acquisitions with overlapping operations delivering immediate cost synergies
 - Bolt-on acquisitions with some overlapping operations synergies primarily in purchasing and some back office
- Strong execution capabilities with proven track record of integrating bolt-on acquisition to enhance market position


On track to achieve M&A growth targets

Management Team Provides Deep & Broad Experience



NON-EXECUTIVE

Andy Ransom



Rentokil Initial (CEO)
(LSE listed)

Non-Executive & Senior Independent Director
Joined in 2019

EXECUTIVE


David Hamill



ICI Paints (Chairman & CEO)
PHILIPS Lighting (President & CEO)

Executive Chairman
Joined in 2017

David Flochel



MARS drinks CEO
Unilever

CEO
Joined in 2016

FUNCTIONAL EXPERTISE

Gabriel Pirona



Photo-Me (LSE listed)
AVERY DENNISON

CFO
Joined in 2018

FUNCTIONAL EXPERTISE

Pascal Uffer



KKR
McKinsey & Company

COO
Joined in 2015

Ray Sparks



ICI
AkzoNobel

Group General Counsel and Company Secretary
Joined in 2018

Raymond Tunnisen



PELICAN ROUGE
ABInBev
Interbrew

CFO
Joined in 2014

Barbara Bucher



selecta
ALSTOM

HR Director
Joined in 2012

REGIONAL LEADERSHIP

Anthony Giron
MD France
Joined in 2016



V&D
HEMA
ATKearney

Thomas Nussbaumer
MD DACH
Joined in 1986



selecta

Jan-Marck Vrijlandt
MD BeneLux
Joined in 1995



selecta
MANNESMANN
H&B

Michael Bech-Jansen
MD Nordics
Joined in 2017




Experience
altia
BRITISH AMERICAN TOBACCO

Wes Mulligan
MD UK
Joined in 2017




DANWOOD
THORN LIGHTING PEOPLE
ANDREWS SYKES

Ana Rodicio
MD Spain
Joined in 2009



newrest
accenture

Stefano Fanti
MD Italy
Joined in 1988



ARGENTA
IL GUSTO COL SORRISO

Central

North

South & UK and Ireland

Investment case

—● The Opportunity

- Well positioned to take advantage of premium coffee and on-the-go consumption growth

- Leading market positions with scale driven business model creating attractive economics

- Leading the innovation and technological development in the industry

- Focused customer approach yields above market organic growth with bolt-on M&A to accelerate further

- Enhancing profitability through synergies, procurement and opex efficiency, as well as improving cash generation by reducing capital needs and creating working capital efficiencies

- Experienced management team is delivering strong financial returns



04

Q2 Financials



Make the day work.

P&L Summary

—● Q2 FY19

Revenue

- +7.7% reported, +7.2% to €408.6m at constant currency¹ (CC)

Net sales

- +7.8% reported, +7.4% to €369.0m at CC, driven by continued strong retention rates and an acceleration of new business pipeline
- Solid organic growth acceleration in the majority of markets, with turnaround markets France and UK stabilised and performing in line with expectations
- €17.3m¹ contribution from acquisitions including Express Vending

Underlying EBITDA

- +17.2% reported, +16.8% to €68.8m (CC) driven by:
 - The margin deriving from organic growth and acquisitions is compounded by €8.8m synergy savings delivered in the quarter
 - The increase in adjusted employee costs vs prior year reflects the impact of M&A additions and investment in capabilities. As a percentage of sales, adjusted employee costs reduced by 80 basis points.
 - Improved EBITDA margin by 40 basis points, mainly reflecting the efficiencies from the synergy programme and the higher density delivered through acquisitions

One-off adjustments

- €(19.4)m (CC) primarily due to:
 - Ongoing integration in France
 - M&A and corporate activities
 - Continued harmonisation of technology (telemetry and cashless installations) across existing machine park as part of integration programme
 - Phasing out of one-off adjustments as integration and corporate activities come to an end, expected to decrease from FY20

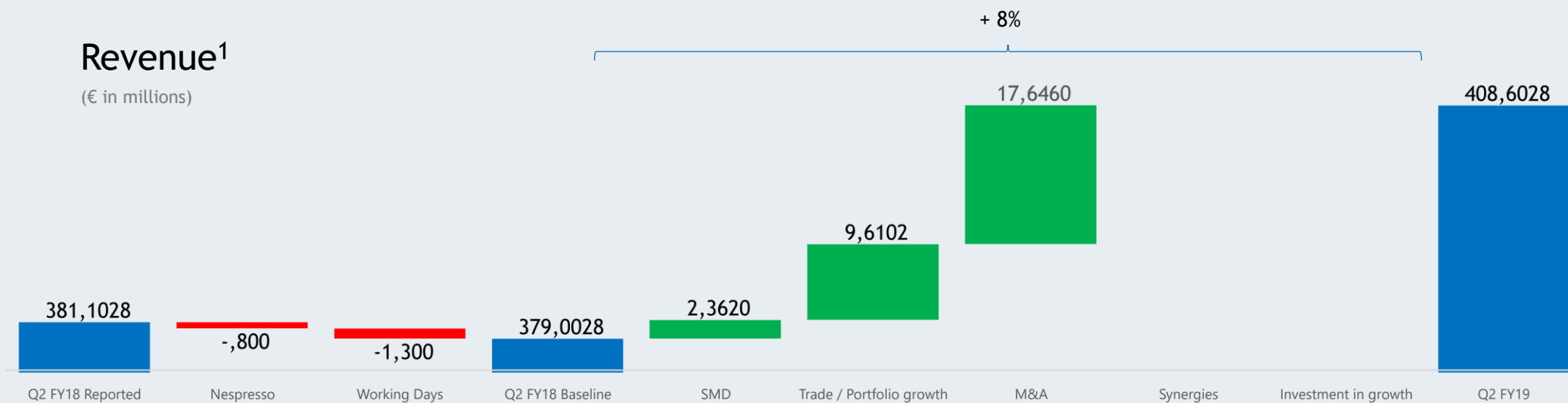
| €m | At Actual Rates | | | At constant currency ¹ | | |
|--------------------------------|-----------------|----------------------|--------------|-----------------------------------|----------------------|--------------|
| | Q2 FY19 | Q2 FY18 ² | Variance % | Q2 FY19 | Q2 FY18 ² | Variance % |
| Revenue | 408.3 | 379.2 | 7.7% | 408.6 | 381.1 | 7.2% |
| Vending fees | (39.7) | (37.4) | 6.1% | (39.6) | (37.5) | 5.5% |
| Net sales | 368.6 | 341.8 | 7.8% | 369.0 | 343.6 | 7.4% |
| Materials and consumables used | (140.9) | (127.1) | (13.8)% | (141.0) | (127.7) | 10.4% |
| Gross Profit | 227.7 | 214.7 | 13.0% | 228.1 | 215.9 | 5.6% |
| <i>% margin on net revenue</i> | <i>61.8%</i> | <i>62.8%</i> | | <i>61.8%</i> | <i>62.8%</i> | |
| Adjusted employee costs | (111.2) | (105.9) | 5.0% | (111.3) | (106.5) | 4.6% |
| Other operating expenses | (47.8) | (50.2) | (4.8)% | (47.8) | (50.4) | (5.3)% |
| Underlying EBITDA | 68.8 | 58.7 | 17.2% | 68.9 | 59.0 | 16.8% |
| <i>% margin on net revenue</i> | <i>18.7%</i> | <i>17.2%</i> | | <i>18.7%</i> | <i>17.2%</i> | |
| One-offs adjustments | (19.5) | (12.6) | 54.2% | (19.4) | (12.3) | 57.8% |
| Reported EBITDA | 49.3 | 46.1 | 7.1% | 49.6 | 46.8 | 6.0% |
| <i>% margin on net revenue</i> | <i>13.4%</i> | <i>13.5%</i> | | <i>13.4%</i> | <i>13.6%</i> | |

Revenue & EBITDA - Year on Year Strong Momentum

—● Q2 FY18 & Q2 FY19

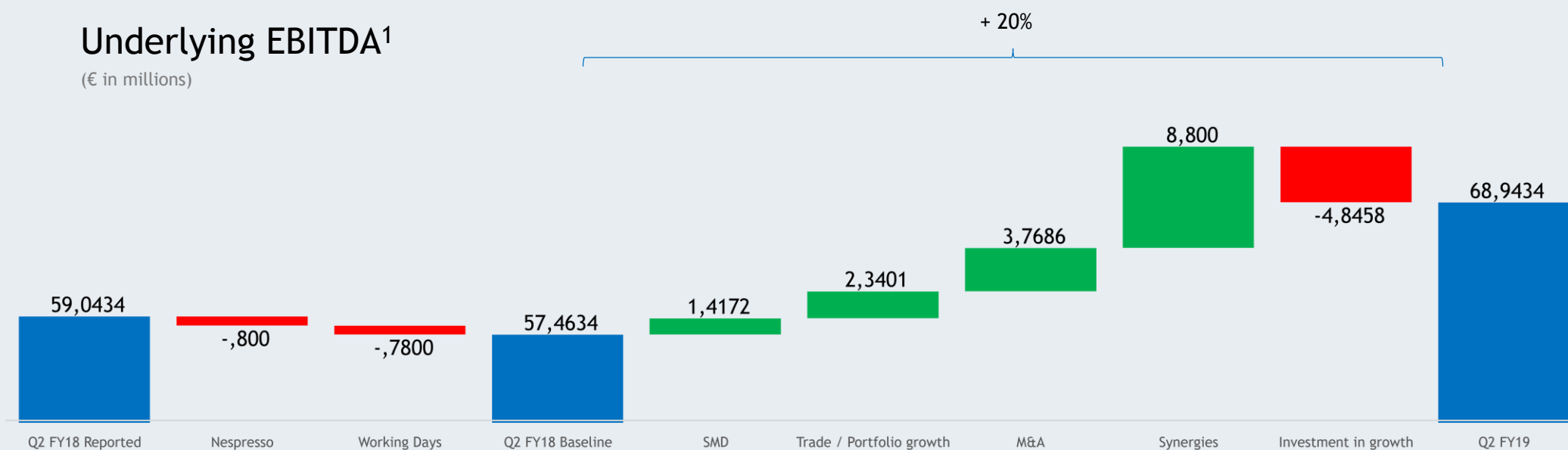
Revenue¹

(€ in millions)



Underlying EBITDA¹

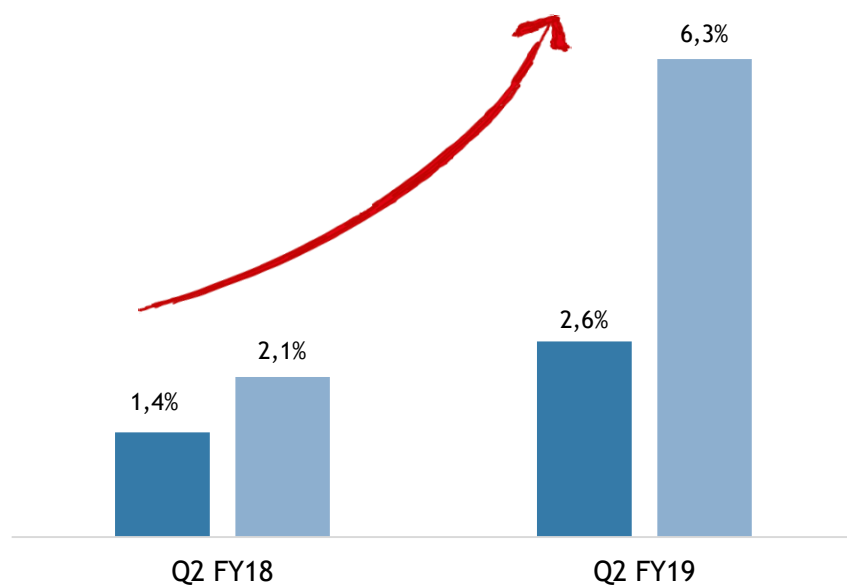
(€ in millions)



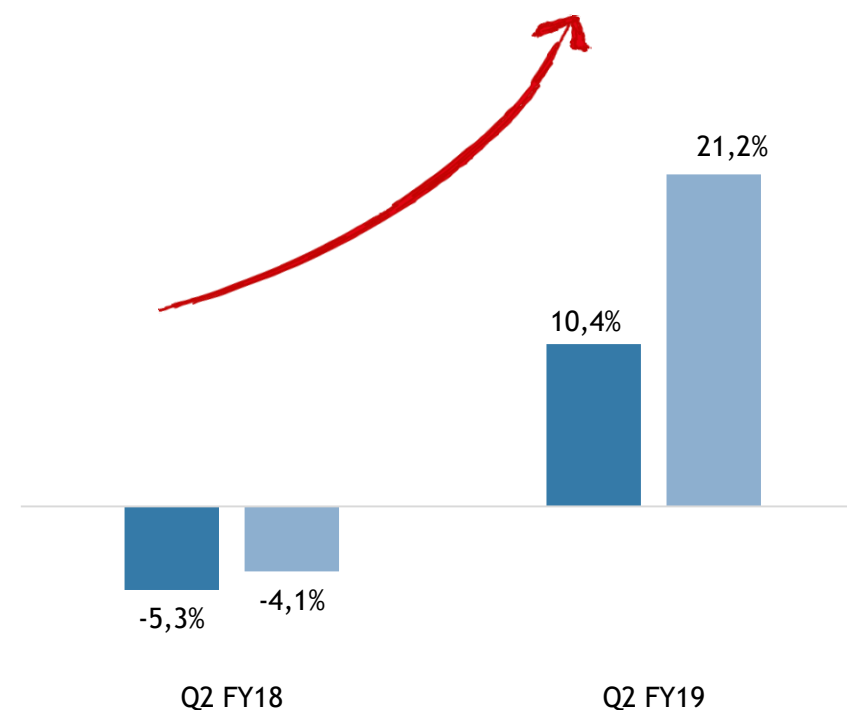
Strong Momentum - Year on Year Quarterly Organic Growth

—● Q2 FY18 & Q2 FY19

Organic Revenue Growth



Organic EBITDA Growth



■ Organic growth ■ Organic growth exclud FR & UK

Results by Segment at Constant Rates¹

—● Q2 FY19

South, UK and Ireland

- Approx. 37% of total revenue
- Revenue up 11.8% vs prior year, driven by increased market share through solid organic growth in Spain and Italy. Topline expansion in the UK lead by Express Vending
- Underlying EBITDA increased by 6.2%, benefiting from quality growth in Spain and Italy, whilst continuing to invest in capabilities

Central

- Approx. 36% of total revenue
- Revenue up 1.2% vs prior year, with Switzerland leading growth in the region, despite Germany showing adverse revenue progression compared to Q2 FY18 due to large promotions flattering prior year quarterly performance and continued turnaround in France
- Underlying EBITDA increased by 5.1% reflecting profitable growth in the region, compounded by cost efficiencies

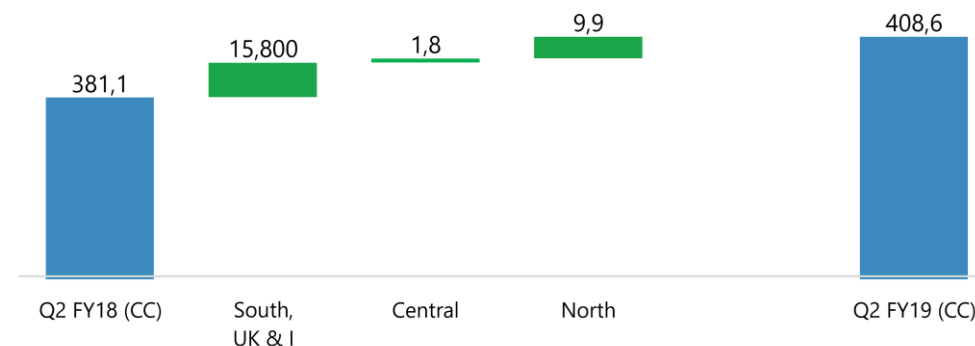
North

- Approx. 28% of total revenue
- Revenue up 9.5% vs prior year, driven by general strong organic growth across the region
- Strong performance in Norway driven by business development breakthroughs
- Underlying EBITDA increased by 32.9% reflecting the flow through from revenue growth

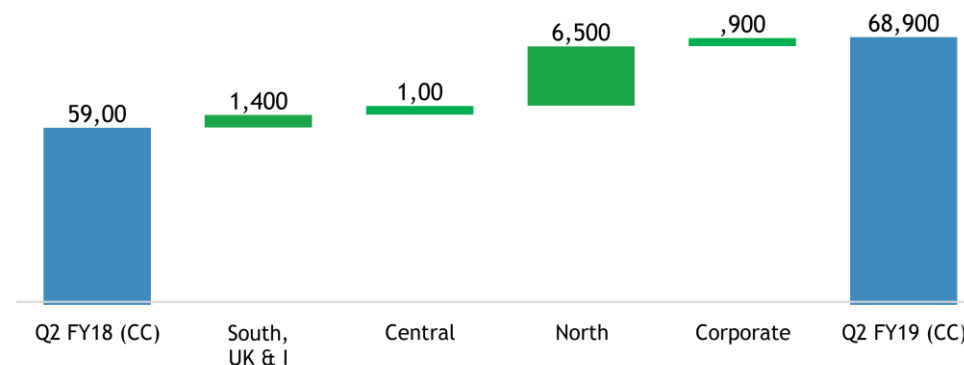
Corporate

- Lean corporate structure enabling period on period cost efficiencies

Revenue by segment^{1,2} (€m)



Underlying EBITDA by segment¹ (€m)



Liquidity at 31 March 2019

—● Q2 FY19

Liquidity summary

- Cash & cash equivalents of €99.9m at 31 March 2019
- Senior secure notes of €1,313.6m
 - €765m senior secured 5.875%
 - €325m senior secured floating rate notes
 - CHF250m senior secured 5.875%
- Revolving credit facility: €51.6m drawn at 31 March 2019 to finance acquisitions. Lower than in the prior quarter Q1 FY19: €83m
- Group available liquidity¹ €198.3m

Leverage ratio

- Pro-forma leverage ratio of 4.7x, consistent with prior quarter

At actual rates

| €m | March 2019 |
|---|----------------|
| Cash & cash equivalents | 99.9 |
| Factoring facilities | 0.1 |
| Reverse factoring facilities | 7.5 |
| Revolving credit facility | 51.6 |
| Senior notes | 1,313.6 |
| Accrued interest | 33.3 |
| Finance leases | 36.3 |
| Other finance debt | 19.7 |
| Total senior debt | 1,462.1 |
| Net senior debt | 1,362.2 |
| Underlying EBITDA last 12 months ² | 261.1 |
| Leverage ratio excluding exit run rate synergies | 5.2x |
| Available liquidity¹ | 198.3 |

| €m | March 2019 |
|---|------------|
| Underlying EBITDA last 12 months ² | 261.1 |
| Pro-forma leverage ratio (including full synergy programme) | 4.7x |

¹ Includes cash & cash equivalents and unused revolving credit facility
² LTM Underlying EBITDA at constant currency, on the proforma scope

Cash Flow Statement at Actual Rates

— H1 FY19

Cash generation highlights

H1 Free cash flow €16.4m, +59.1m vs LY

- Significant improvement in net cash generated from operating activities, from €(3.2)m to €82.1m thanks to
 - Expanded EBITDA generation
 - Tighter working capital management showing the early results of the company wide programme to further strengthen the structurally negative working capital (-€128.3m to 31/03/19)
- Re-investment in capex upfront in the year to accelerate growth

EBITDA less net capex (constant rates) ¹

| €m | Q2 FY19 | Q2 FY18 | Variance % |
|------------------------|---------|---------|------------|
| Underlying EBITDA | 68.9 | 59.0 | 16.8 |
| Net Capex ² | 32.4 | 26.9 | 20.5 |
| EBITDA less Net Capex | 36.5 | 32.2 | 13.6 |

Cash flow statement at actual rates

Significant improvement in structural cash generation

- Q2 Underlying EBITDA less net capex improved by 13.6% vs the prior year as
 - EBITDA expands in spite of our consistent investment in future growth (talent capability, technology)
 - Increased capex shows the consistent investment in our portfolio
- Benefits from programme to reduce capital requirements

Cash flow statement at actual rates

| €m | Six months ended 31 March | |
|--|---------------------------|---------------|
| | H1 FY19 | H1 FY18 |
| EBITDA | 99.1 | 83.1 |
| (Profit) / loss on disposals | (9.2) | (4.3) |
| Cash changes from other operating activities | (0.7) | (0.9) |
| Change in working capital and provisions | (7.1) | (81.1) |
| Net cash from operating activities | 82.1 | (3.2) |
| Cash capex net of proceeds | (56.4) | (30.8) |
| Finance lease payments | (9.3) | (8.7) |
| Other investing movements | 0.1 | 0.1 |
| Net cash used in investing activities excluding M&A | (65.6) | (39.5) |
| Free cash flow | 16.4 | (42.7) |
| Acquisition of subsidiary net of cash acquired | (17.0) | (20.7) |
| Free cash flow including acquisition | (0.5) | (63.3) |
| Proceeds/ repayment of loans and borrowings | (6.9) | 125.8 |
| Proceeds (repayment) from factoring | (3.0) | (4.0) |
| Interest paid and other financing costs | (53.2) | (33.9) |
| Financing related financing costs paid | (1.9) | (32.3) |
| Other | - | 6.8 |
| Net cash used in financing activities | (65.0) | 62.4 |
| Total net cash flow | (65.6) | (1.0) |

¹ Constant foreign currency rates applied: CHF/EUR 1.15; SEK/EUR 9.65; GBP/EUR 0.88

² Net capital expenditures is defined as capital expenditures less net book value of disposal of vending equipment

Outlook for FY 2019

—● Guidance

FY19 guidance upgraded¹

| | |
|-------------------|---------------|
| Revenue growth | 6.0% |
| Underlying EBITDA | €270m - €275m |
| Free Cash Flow | €90m-€100m |