vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo. Viñamar. Casa Rivas. Argentina. La Celia. Tamarí

2015050063497
22/05/2015 - 11:19 Operador: LADIAZ
Nro. Inscrip:393v - División Control Financiero Valores
SUPERINTENDENCIA VALORES Y SEGUROS

Santiago, 20 de Mayo de 2015

Señores
Superintendencia de Valores y Seguros
Presente

REF.: Información de Interés para el Mercado

De nuestra consideración:

Por medio de la presente envío a Uds., Información de Interés para el Mercado en Inglés, que ha sido publicada en la página web de la sociedad, www.vsptwines.com, sección Legal y Corporativa.

Le saluda atentamente,

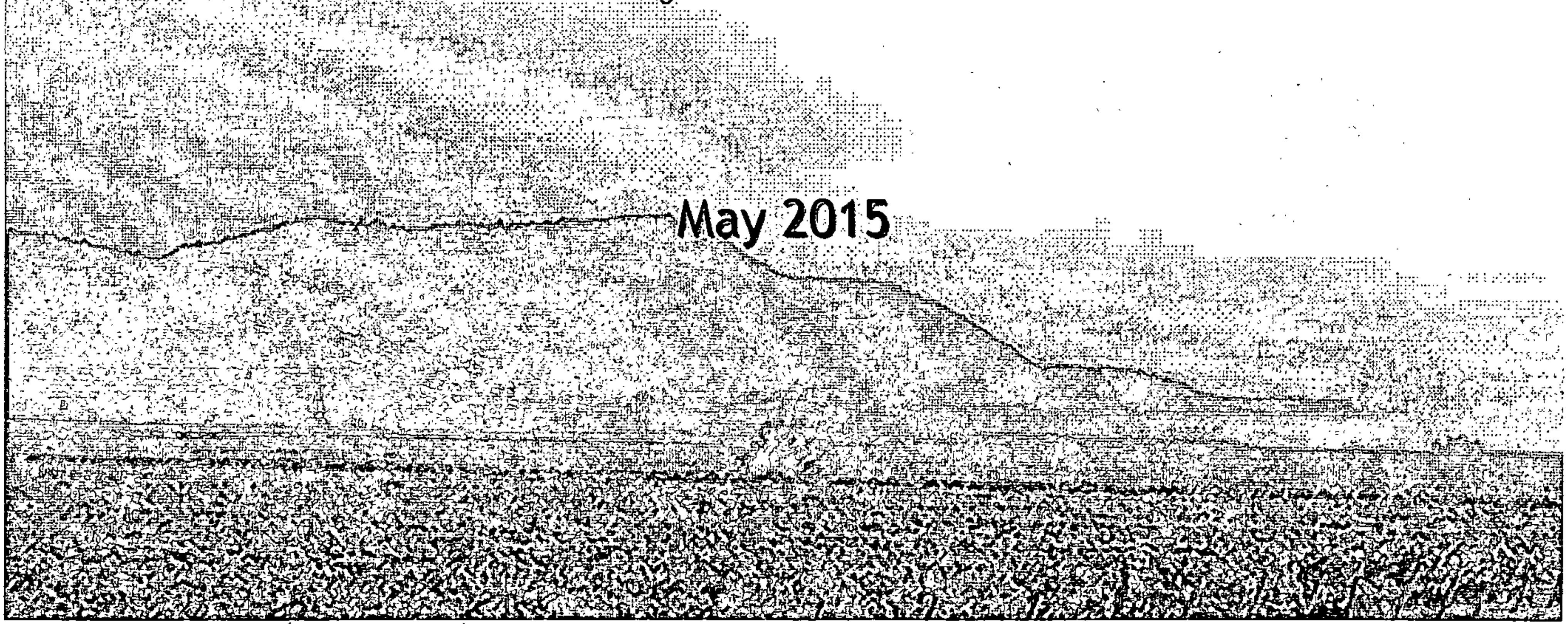
Germán Del Río López
Gerente de Administración y Finanzas
Viña San Pedro Tarapacá S.A.
Registro Valores 0393

c.c.: Lo citado
Bolsa de Comercio de Santiago
Bolsa Electrónica de Chile
Bolsa de Corredores, Bolsa de Valores – Valparaíso
Archivo.

SISTEMA DE GESTIÓN DOCUMENTAL DIGITALIZADO S.G.D.

vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo.
Viñamar. Casa Rivas. Argentina. La Celia. Tamarí



May 2015

Disclaimer

Statements made in this presentation related to VSPT's future performance or financial results are "forward-looking statements" within the meaning of section 27ª of the U.S. Securities Act of 1933, as amended, which are not statements of fact and involve uncertainties that could cause actual performance or results to materially differ. Forward looking statements include, without limitation, any statement that may predict, forecast, indicate or imply future results, performance or achievements, and may contain words like "believe", "anticipate", "expect", "envisages", "will likely result" or any other words or phrases of similar meaning.

Our forward looking statements are not guarantees of future performance, and our actual results or other developments may differ materially from the expectations expressed in the forward looking statements. As for forward looking statements that relate to future financial results and other projections, actual results will be different due to the inherent uncertainty of the estimates, forecasts and projections. Because of these risks and uncertainties, potential investors should not rely on these forward-looking statements. Our independent public accountants have not examined or compiled the forward-looking statements and, accordingly, do not provide any assurance with respect to such statements. No representation or warranty, express or implied, is or will be made or given by us or any of our affiliates or directors or any other person as to the accuracy or completeness of the information or opinions contained in this presentation and no responsibility or liability is or will be accepted for any such information or opinions.

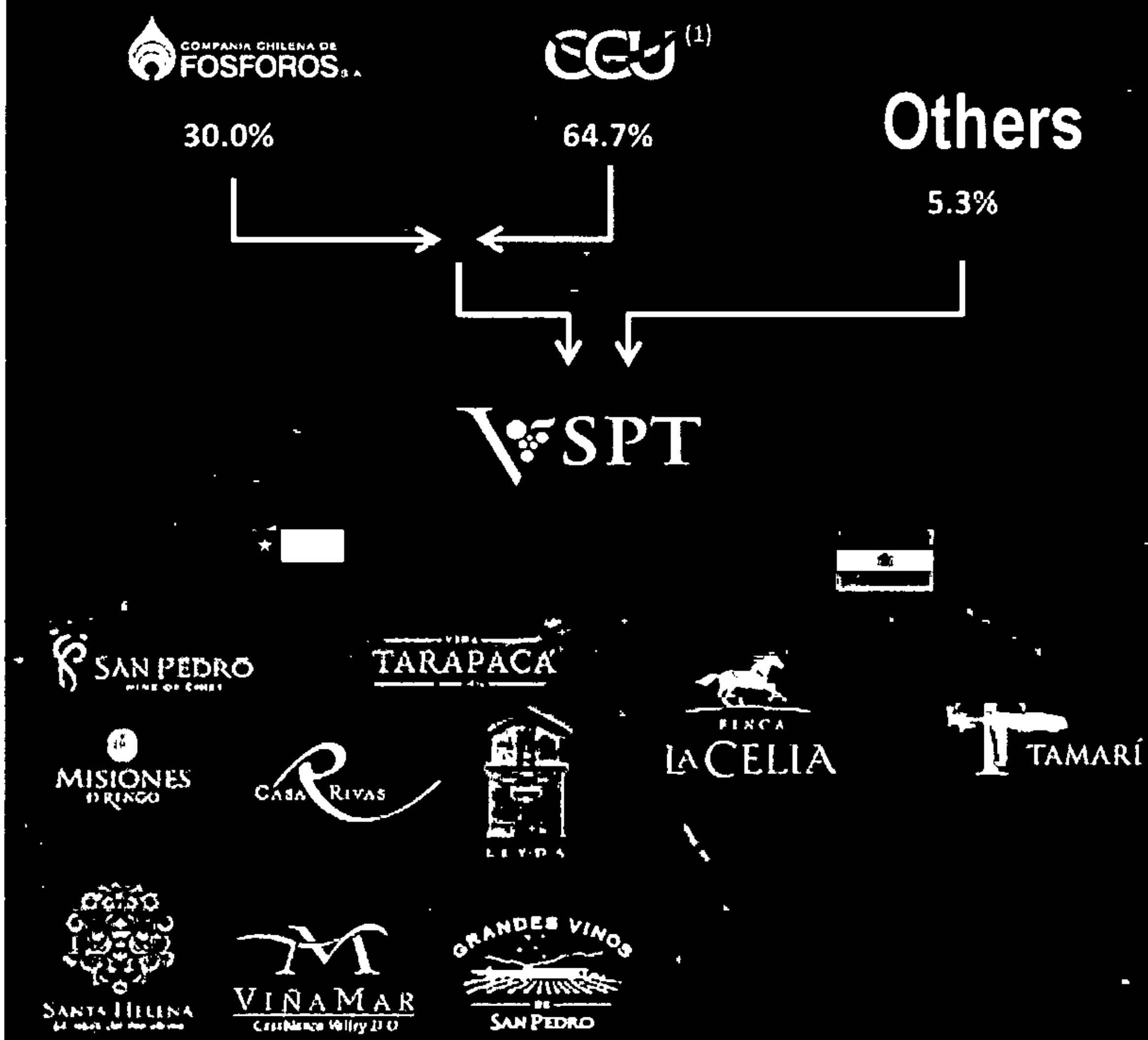
Although we believe that these forward-looking statements and the information in this presentation are based upon reasonable assumptions and expectations, we cannot assure you that such expectations will prove to have been correct. The forward-looking statements represent VSPT's views as of the date of this presentation and should not be relied upon as representing our views as of any date subsequent to the date of this presentation as we undertake no obligation to update any of these statements. Listeners are cautioned not to place undue reliance on these forward-looking statements as such statements and information involve known and unknown risks.

This presentation and its contents are proprietary information and should not be reproduced or otherwise disseminated in whole or in part without our prior written consent. Recipients of this presentation are not to construe the contents of this summary as legal, tax or investment advice and recipients should consult their own advisors in this regard.

Investor: Before making an investment decision, you should thoroughly inform yourself about the financial situation of the Company and evaluate the convenience of making such investment.

Viña San Pedro Tarapacá is registered in the Registro de Valores N°0393, as of the 15th of October 1991.

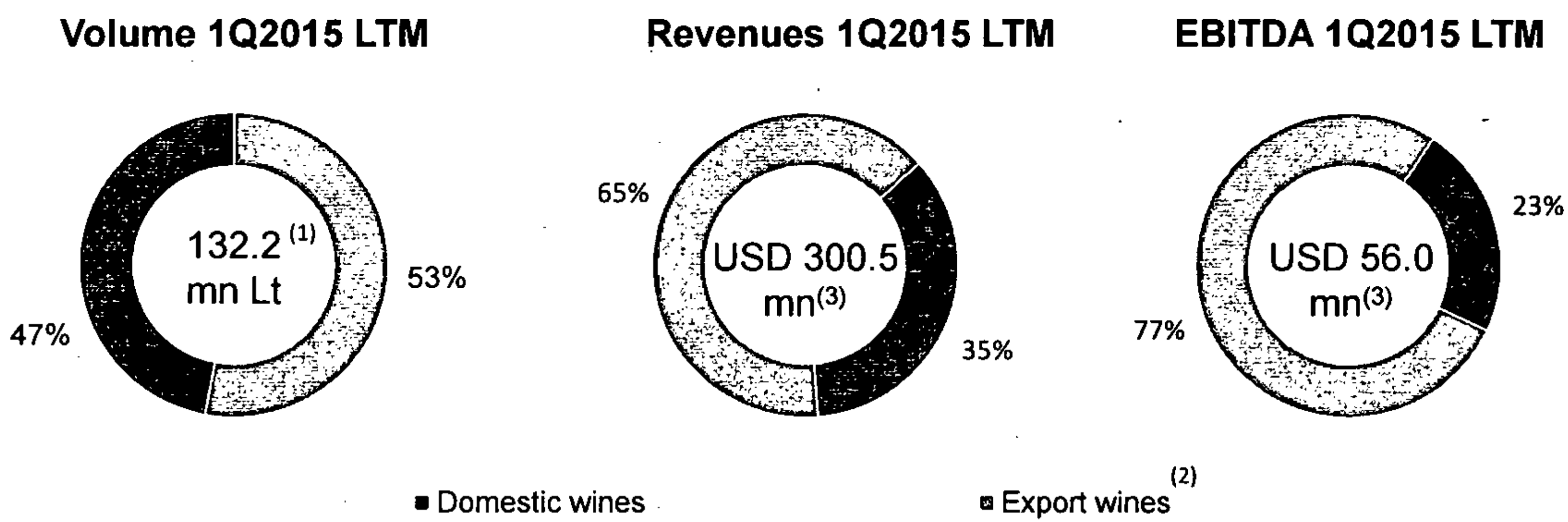
VSPT



- VSPT is an affiliate company of CCU, the largest Chilean beverage company, accounting revenues for USD 2,277 million and EBITDA for USD 439 mn[(2)]. CCU is controlled by Luksic Group, one of the largest Chilean industrial conglomerates.
- USD 300.5 million in revenues[(2)]
- 130.6 million liters sold
- Exports to over 80 countries
- 4,207 planted hectares[(5)]
- Second largest Chilean winery in terms of exports (by volume) with 13.6% market share[(3)]
- Leadership in the domestic market with 27.2% market share[(3)]
- Book Value USD 319.5 million[(4)]

(1) CCU's stake as of December 2014
(2) Average exchange rate as of March 31st, 2015 LTM: 1 USD = $588.31
(3) Value, Nielsen
(4) Exchange rate as of March 31st, 2015 : 1 USD = $626.87
(5) 1 hectare = 2.47 acres

VSPT's inancial summary



(1) Does not consider bulk wine sales
(2) Considers exports from Argentina
(3) Average exchange rate as of March 31st, 2015 LTM: 1 USD = $588.31

Vineyard & brand diversi ication, covering full price spectrum

SAN PEDRO

VIÑA TARAPACÁ

SANTA HELENA

MISIONES DE RENGO

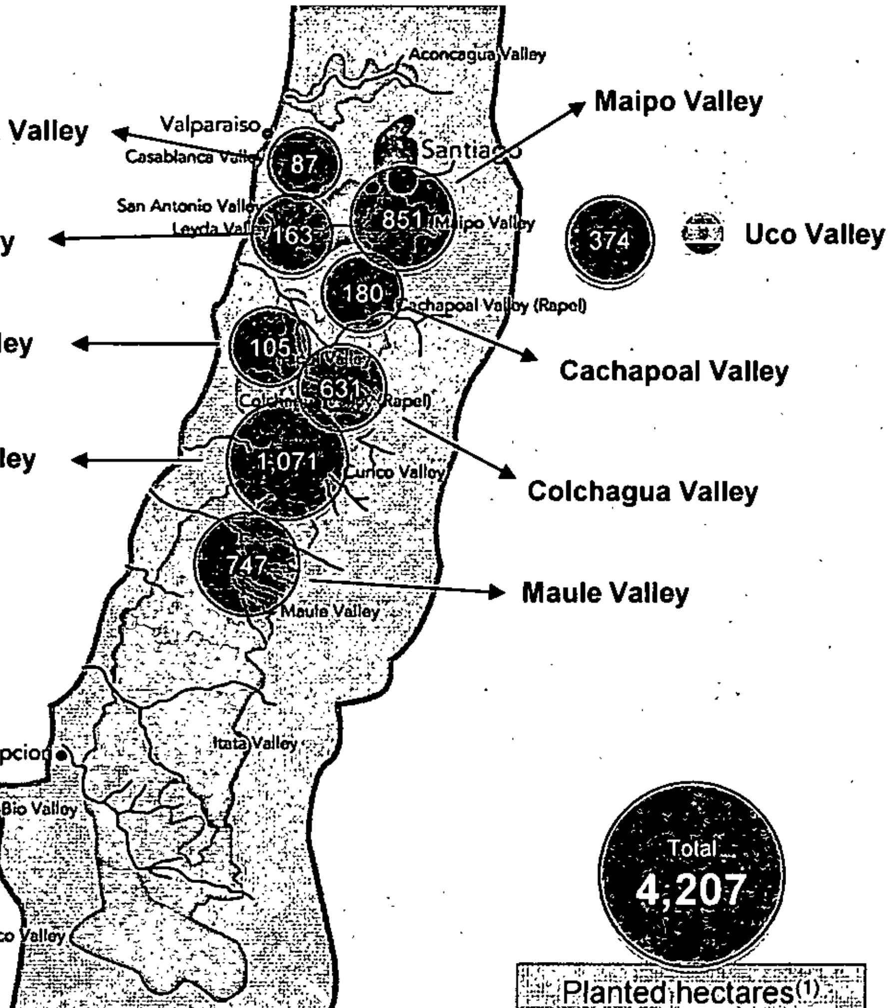
L E Y D A

VIÑAMAR
Casablanca Valley D.O.

FINCA LA CELIA

BODEGA TAMARI

Presence in Chile's major wine-producing valleys



Planted hectares(1)
(10,392 acres)

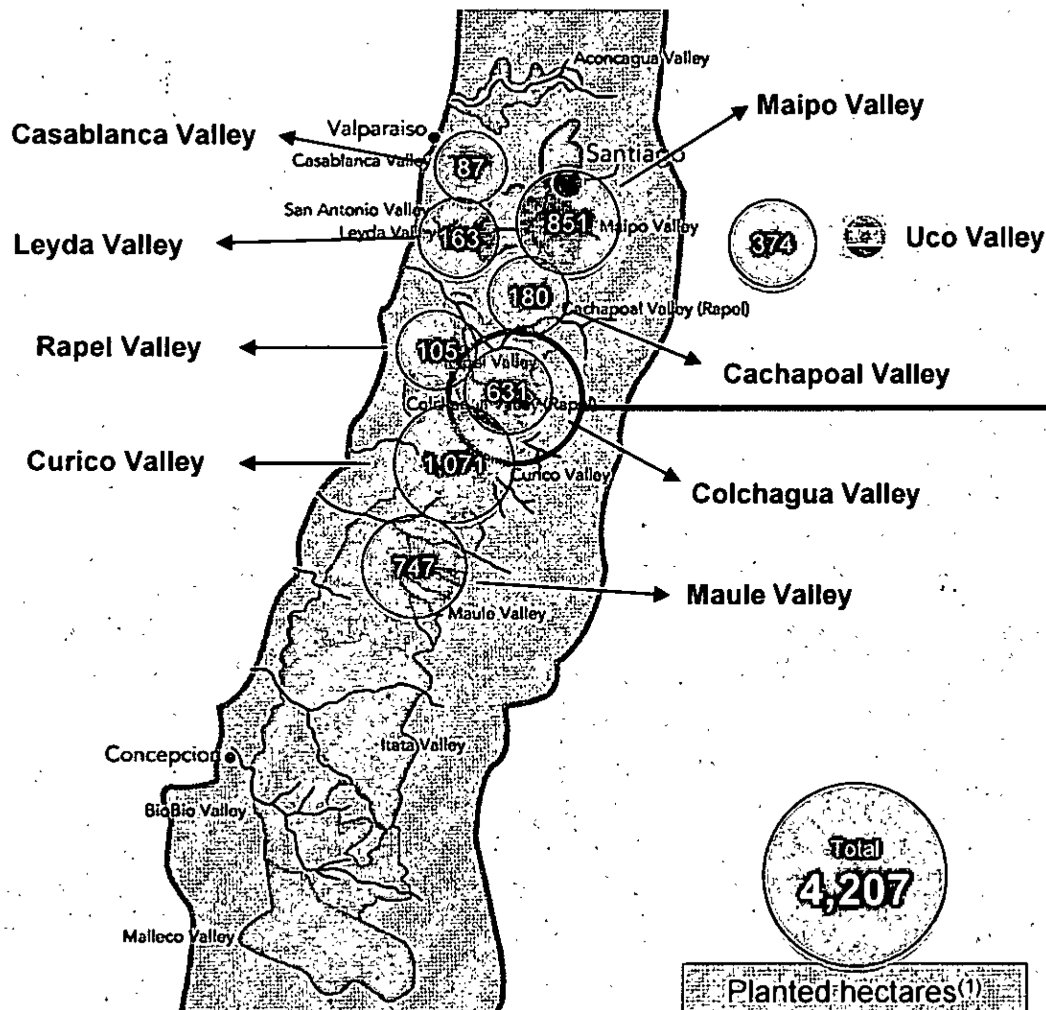
Vineyard	Max. Packaging capacity (M9LC/yr)	Cellar capacity (MLt)
Molina	7.0	38.8
Lontué	7.4	13.3
Isla de Maipo	2.0	27.5
La Celia	0.9	7.4

Note: Does not include sites in Santa Helena, Grandes Vinos de San Pedro (Totihue) and Viñamar in Casablanca.

Vineyard	Planted hectares
San Pedro	2,378
Tarapacá	588
Santa Helena	408
Viña Mar/Casa Rivas	297
Leyda	163
Subtotal Chile	3,834
Finca La Celia	374
Total VSPT	**4,207**

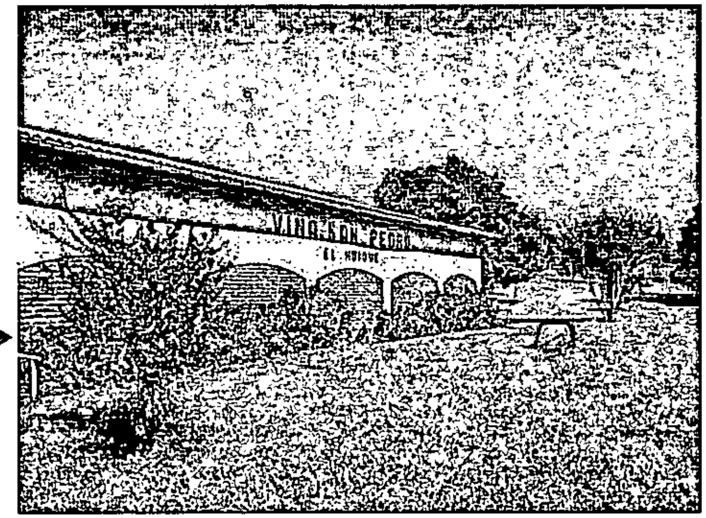
(1) Planted hectares include productive sites as well as in development
1 hectare = 2.47 acres

Presence in Chile's major wine-producing valleys



Planted hectares(1)
(10,392 acres)

During 2014 VSPT acquired 350 Ha in Colchagua valley

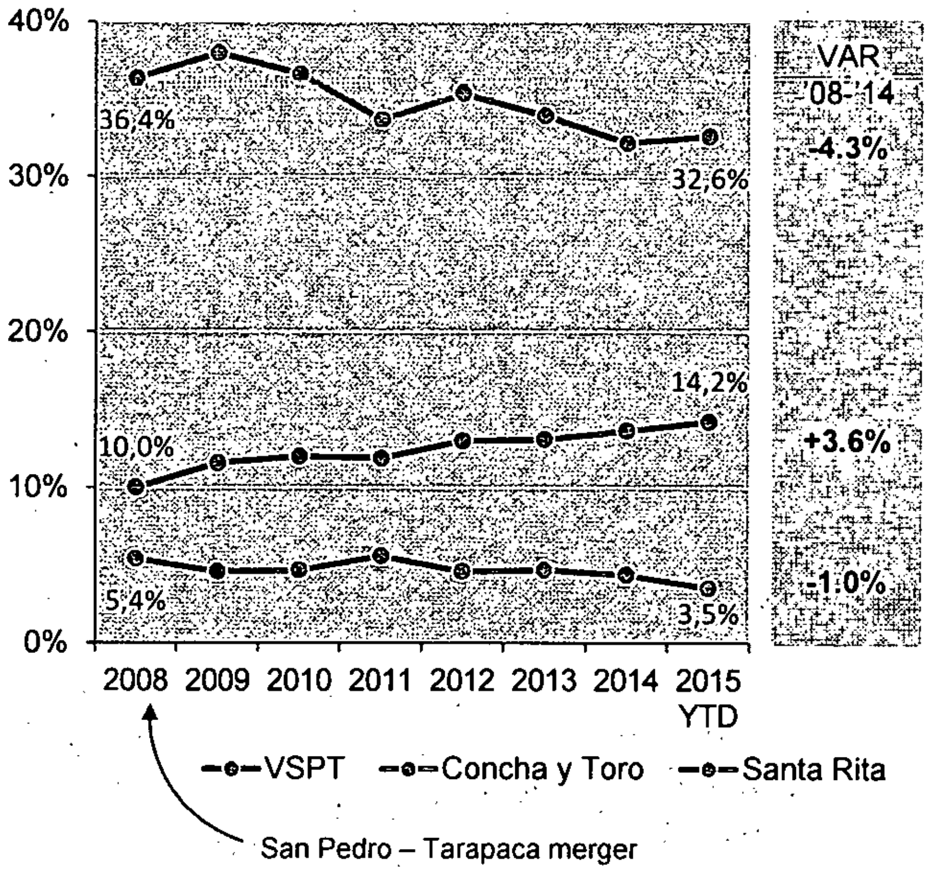


(1) Planted hectares include productive sites as well as in development
1 hectare = 2.47 acres

Remarkable performance in in erna ional markets…

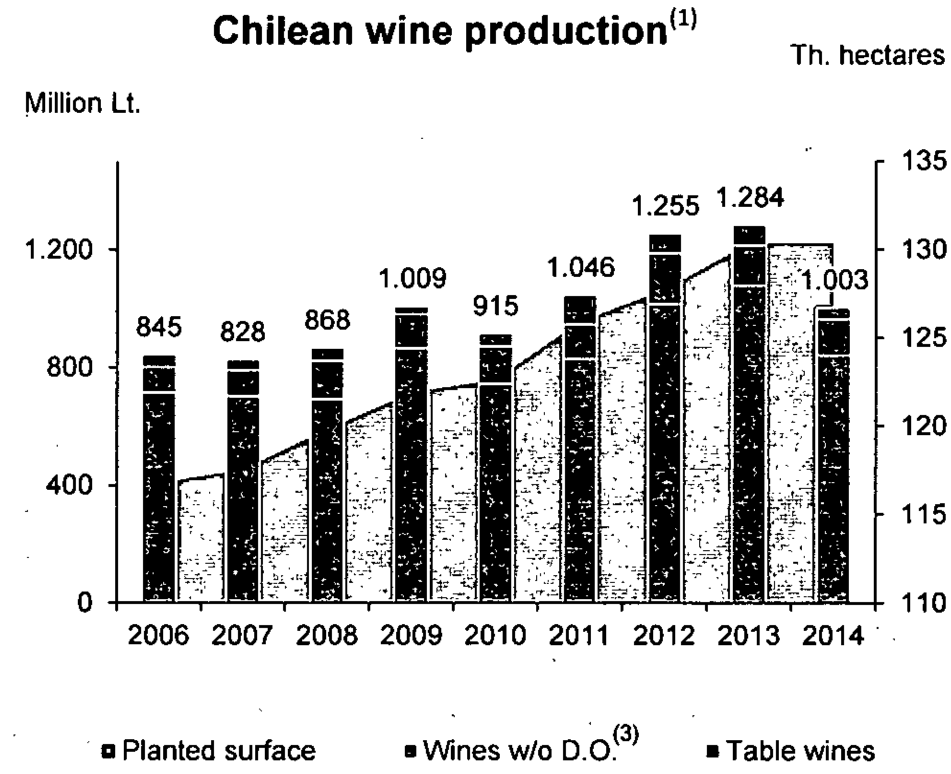
Bottled and packaged wine exports 2014 [1]		
Vineyard	Revenue (USD mn)	Volume (Th 9LC)
Viña Concha y Toro	463.7	17,092
Viña San Pedro Tarapacá	179.1	7,237
Viña Santa Rita	85.8	2,328
Viña Santa Carolina	63.4	2,683
Viña Luis Felipe Edwards	64.2	2,343
Viña Errázuriz	45.1	927
Viña Montes	37.7	627
Viña Undurraga	25.7	832
Viña Carta Vieja	25.1	994
Others	575.8	18,107
Total	**1.565**	**53,168**

Market Share (bottled and packaged wine exports by volume) [1]



(1) Vinos de Chile

...alongside a Chilean wine indus ry hat presents sustained growth...

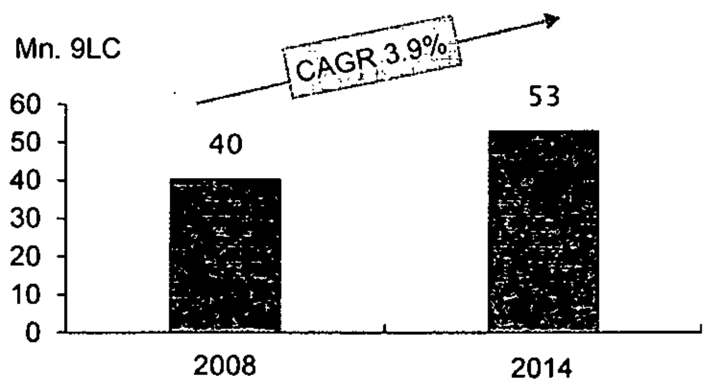


(1) ODEPA , Chilean Ministry of Agriculture
(2) Vinos de Chile
(3) Wines without Denomination of Origin

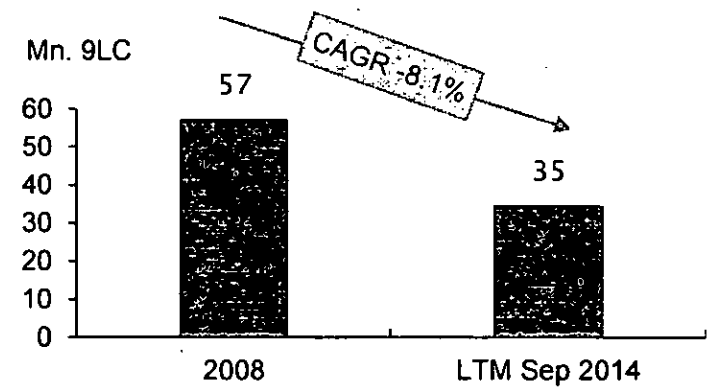
...in absolu terms and rela ive to new world comparable countries...

New world countries bottled wine exports[1]

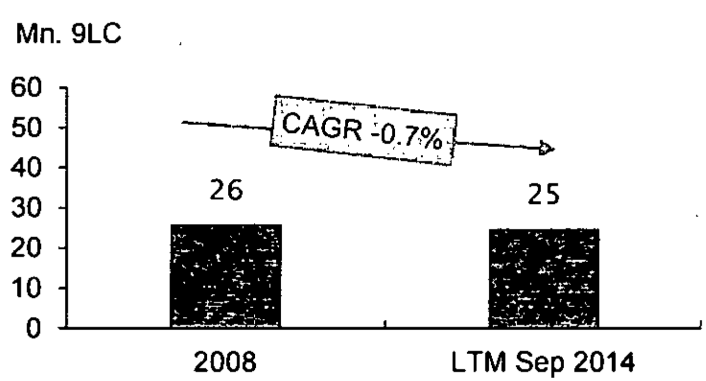
Chile



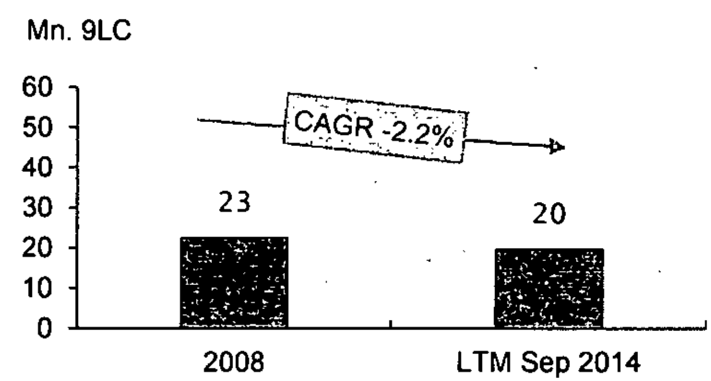
Australia



USA



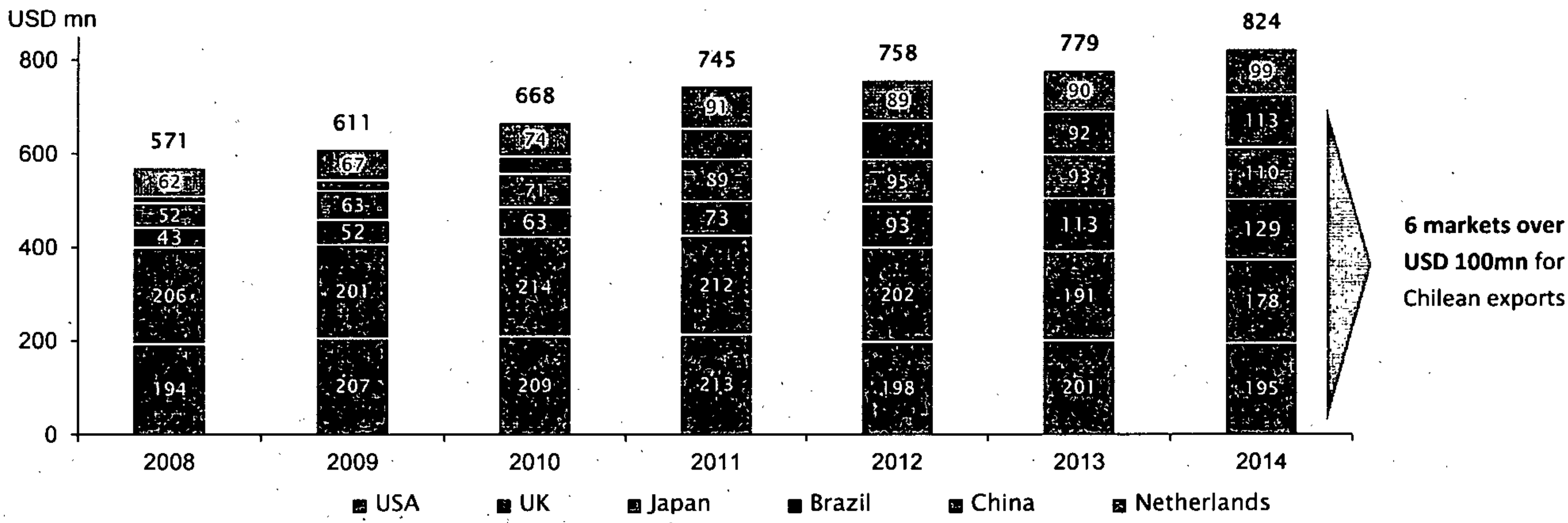
Argentina



(1). Vinos de Chile

... wi h exports exceeding USD 100mn wi hin several markets...

Chilean exports[1]



VSPT position in each market within Chilean companies[2]

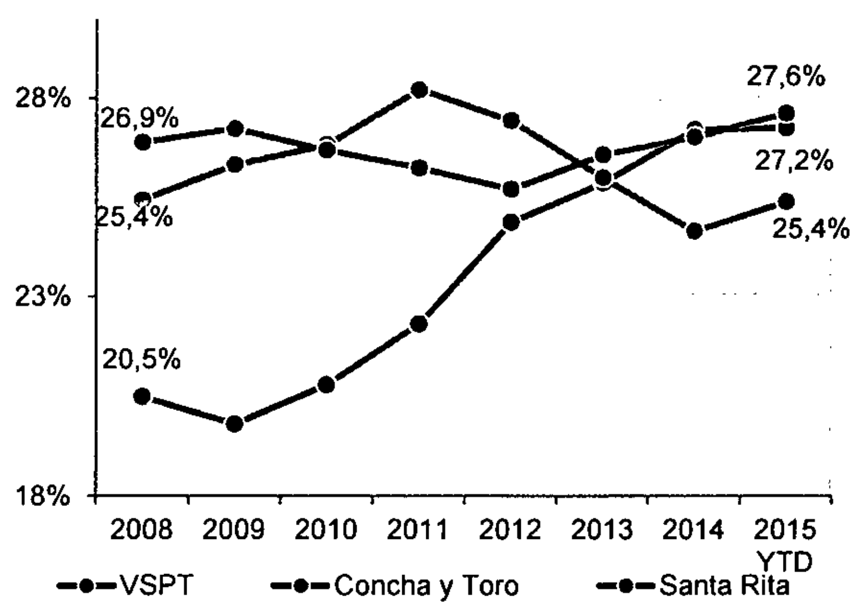
VSPT ranking	2	3	2	2	3	3
Revenues (USD mn)	17.2	9.1	19.6	20.5	10.8	9.2

(1) Vinos de Chile
(2) As of December 2014

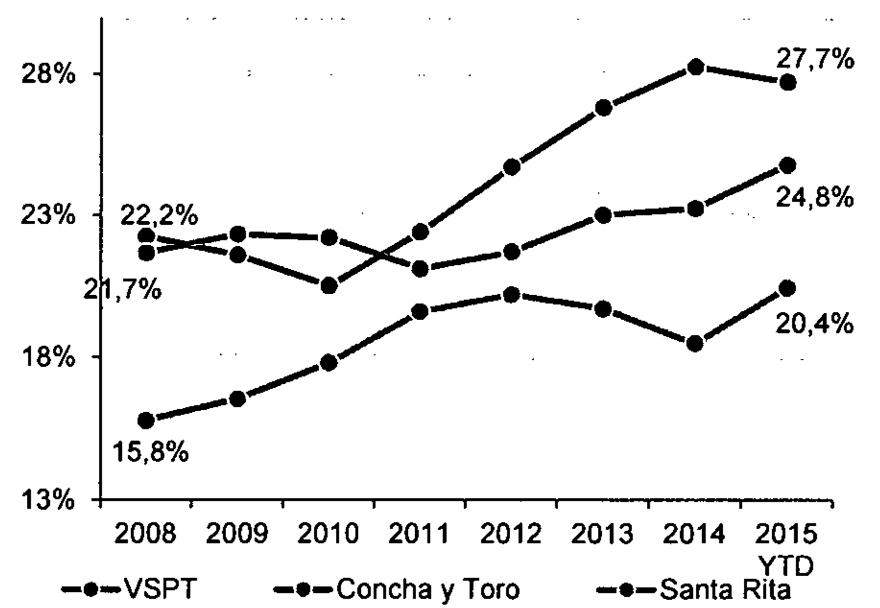
VSPT has consolidated its leadership in he domestic market…

- Domestic market size: 24 mn 9LC
- Growing share of premium wines (46% of market share by revenues)
- VSPT is the market leader accounting revenues for USD 108 mn
- Imported wines penetration is relatively low

Market Share [1]
(domestic sales revenue)



Market Share [1]
(premium wine, volume)



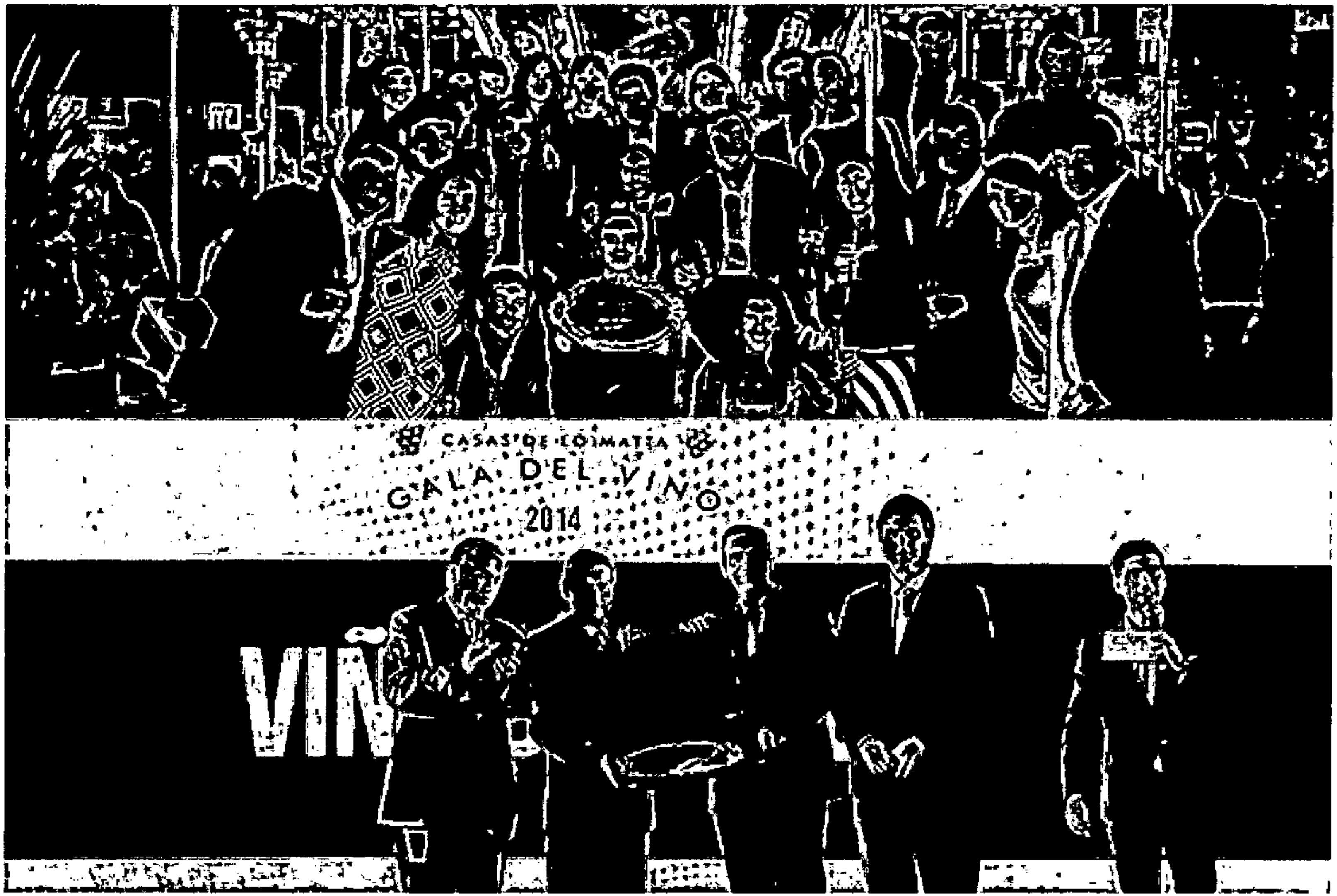
(1) AC Nielsen

...based on the quality and recognition of its wines

Vineyard	Wine	Awards
San Pedro	1865 Single Vineyard Cabernet Sauvignon - Syrah	2011: 93 Pts. AWOCA[1] 2011: 91 Pts. Wine Spectator 2010: 91 Pts.[3] Decanter
San Pedro	Tierras Moradas Carmenère	2013: Top Wine Wine Spectator
Viña Tarapacá	Gran Reserva Carmenère	2008: Top Value Wine Spectator 2008: Gold Medal IWC[2] 2007: 90 pts. Robert Parker
Santa Helena	Santa Helena Selección del Directorio Gran Reserva	2011: 87 pts. "Best Buy" Wine Enthusiast
Misiones de Rengo	Gran Reserva Cuveé Carmenère	2011: Great Gold Medal, Brussels World Contest 2010: Gold Medal, Brussels World Contest
Viña Mar	Rosé	2013: Gold Medal, Brussels World Contest
Leyda	Reserva Syrah	2010: Regional Trophy, Decanter Wine World Awards 2011: 5 Stars Decanter
Leyda	Lot 21 Pinot Noir	2013: 92 Pts. Wine Advocate 2012: 91 Pts.[3] Wine Advocate

(1) Annual Wines of Chile Awards
(2) International Wine Challenge
(3) 2014 Award

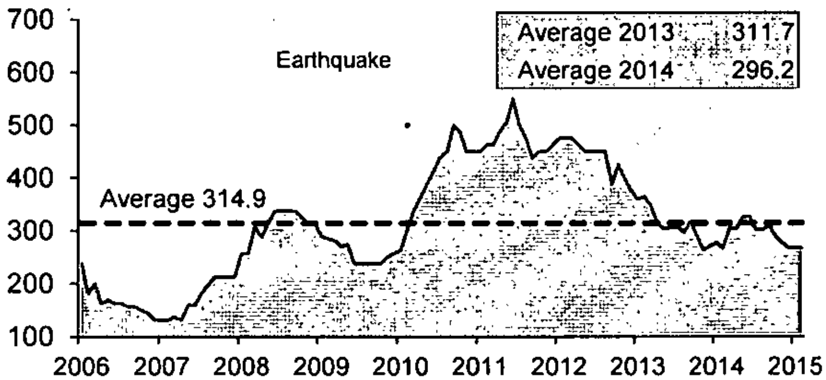
...and his reputation



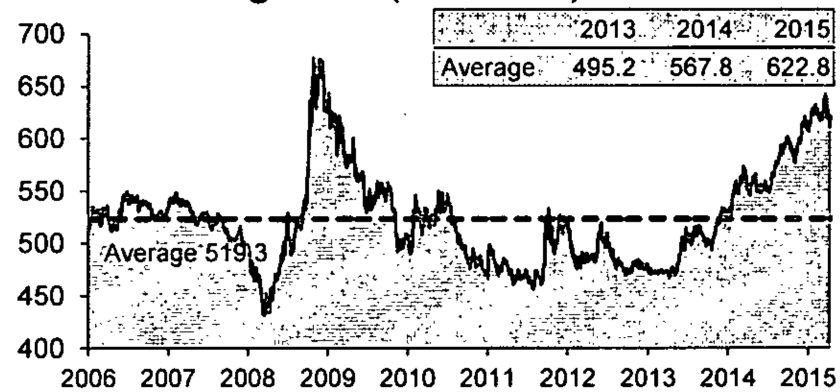
During 2014 Wines of Chile chose VSPT as the winery of the year

Financially, he indus ry begins o ace a brighter cycle, with stable stocks

Wine cost (CLP/lt.) [1]



Exchange rate (CLP/USD) [2]

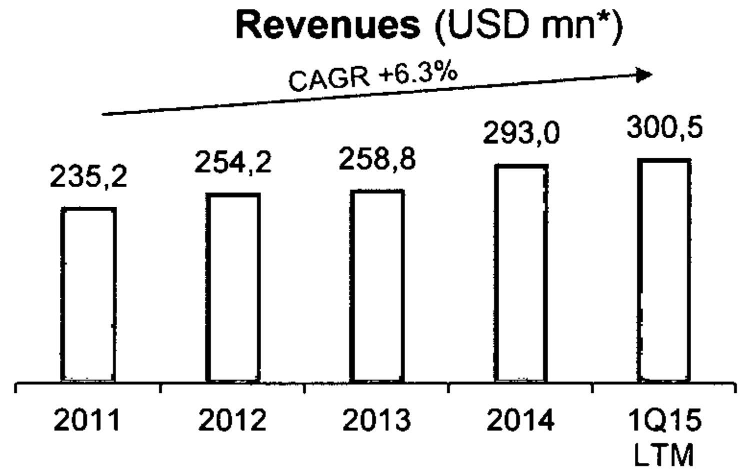


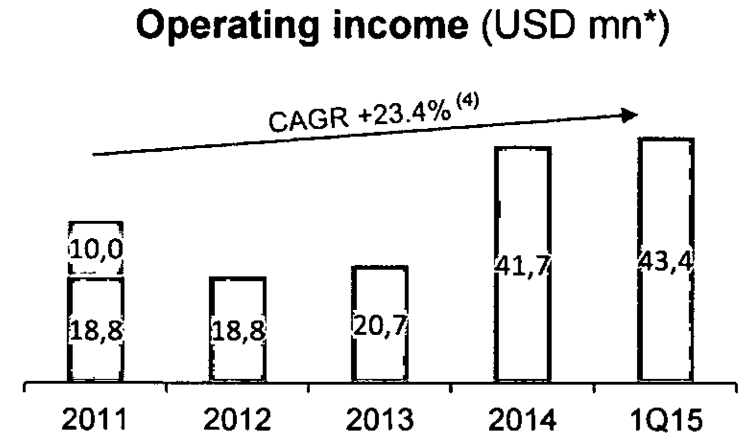
Market balance (Mn Lt)

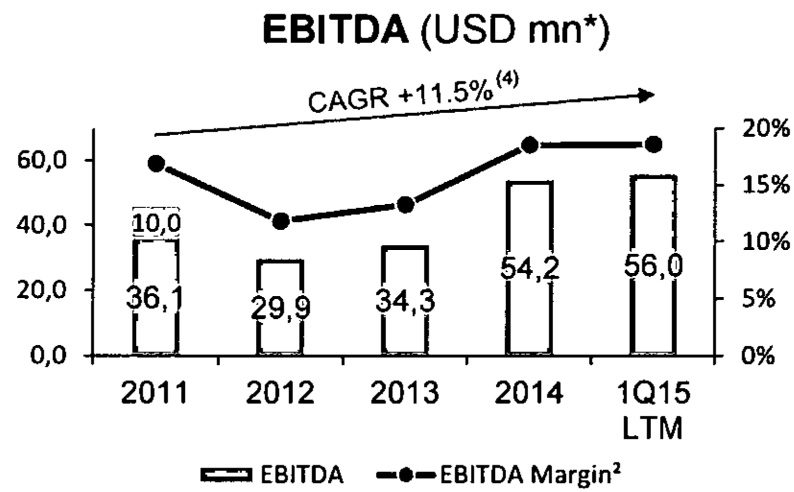
Year	2012	2013	2014
Sales	1,061	1,165	1,124
Production	1,255	1,282	1,003
Stock	1,043	1,182	1,083

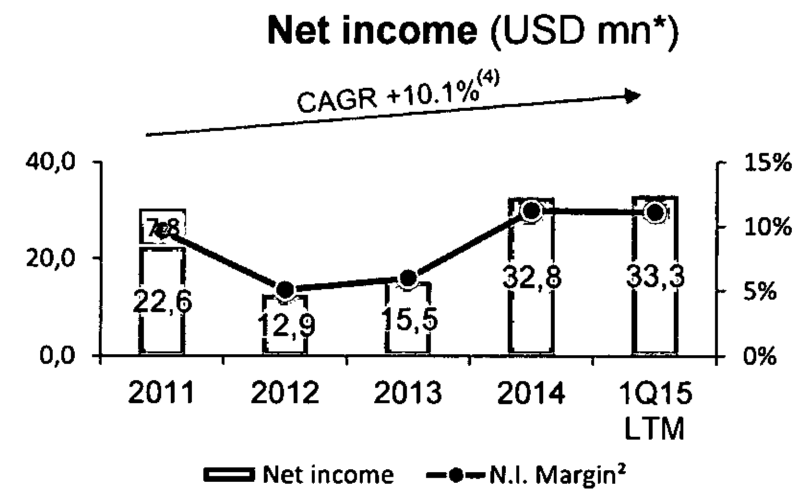
(1) ODEPA, Chilean Ministry of Agriculture. For 2013 and 2014, wine cost is a weighted average of cabernet granel and white wine producer price.
(2) Central Bank of Chile

Despite the challenging environment, VSPT has grown in the last years...







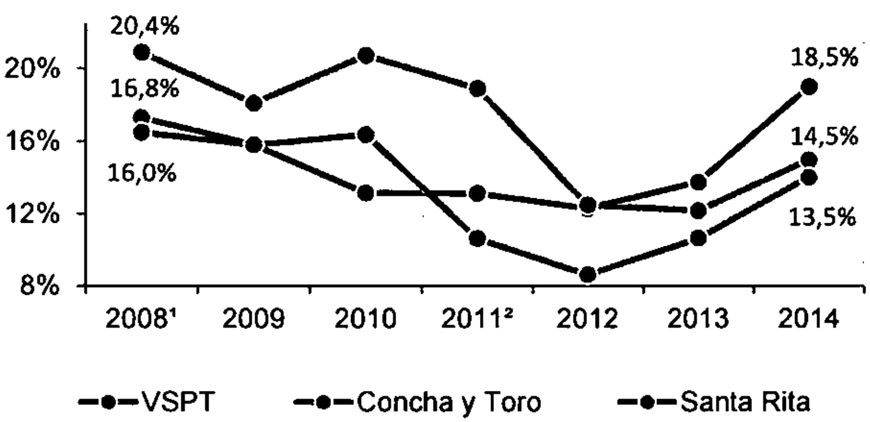


(*) Exchange rate: 1 USD = $588.31 (1Q2015 LTM) for all years
(1) USD 10.0mn correspond to insurance compensation for the 2010 earthquake
(2) Margins does not include insurance compensation for the 2010 earthquake
(3) Compensation for the 2010 earthquake is not adjusted for taxes

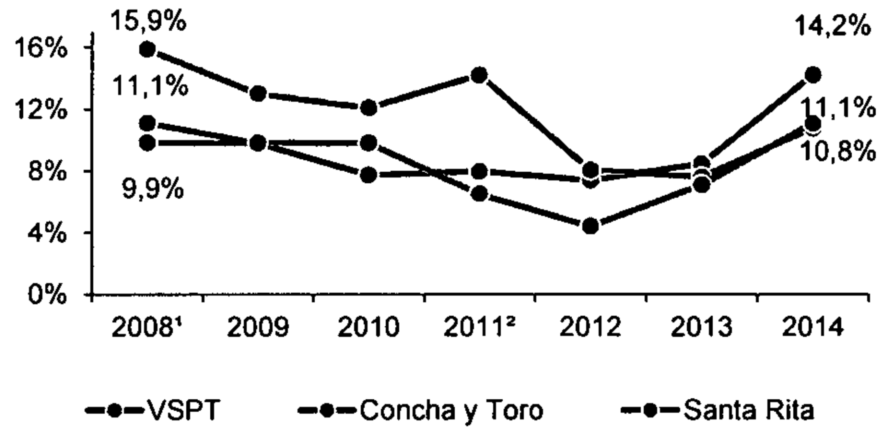
(4) Does not include insurance compensation

....wi h solid results in rela ive and absolute erms....

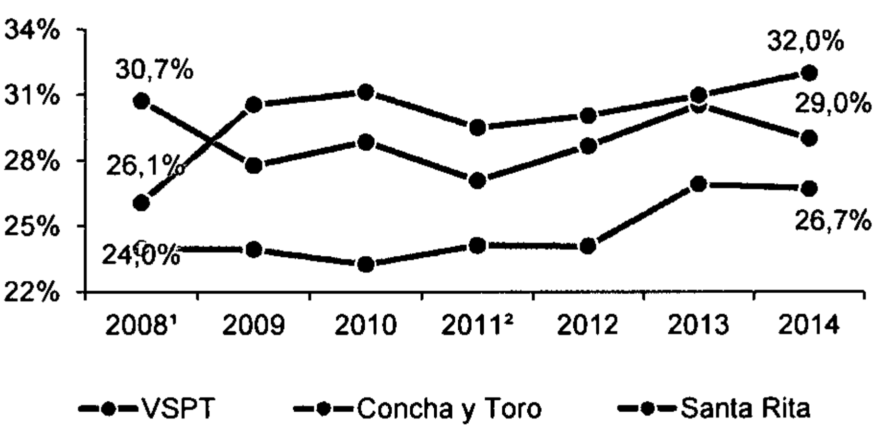
EBITDA margin



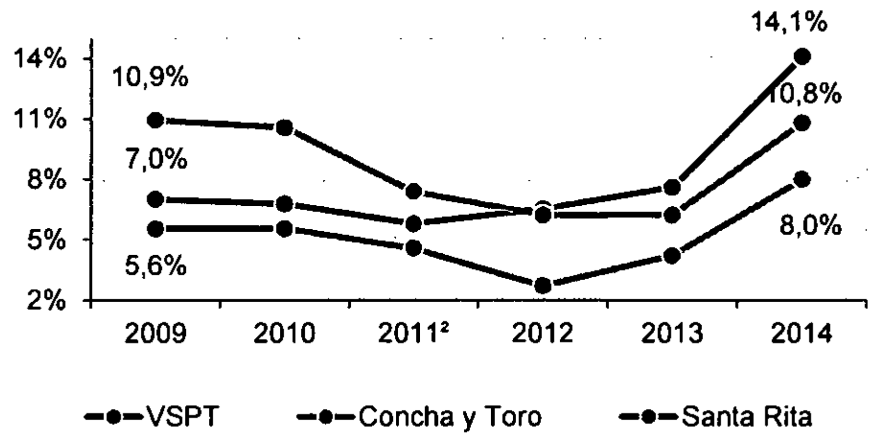
Operating margin



SG&A/Sales



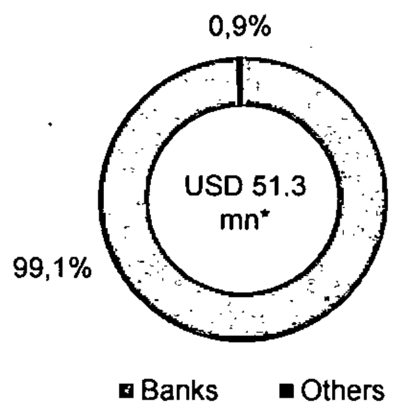
ROCE



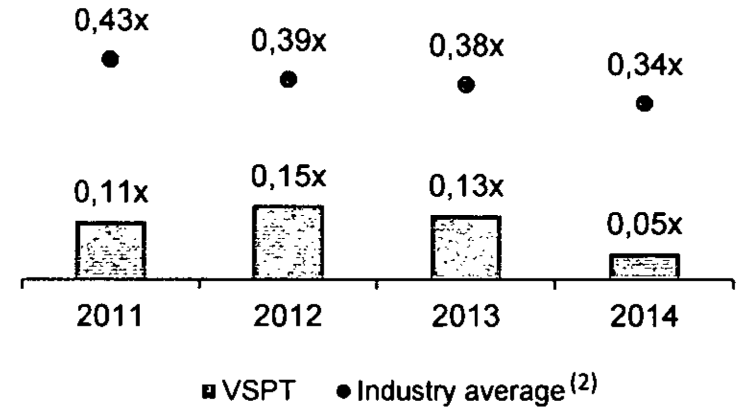
(1) Includes 4th term of Viña Tarapacá
(2) Does not include 2010 earthquake insurance compensation (USD 10.0mn)

...and a solvent financial position

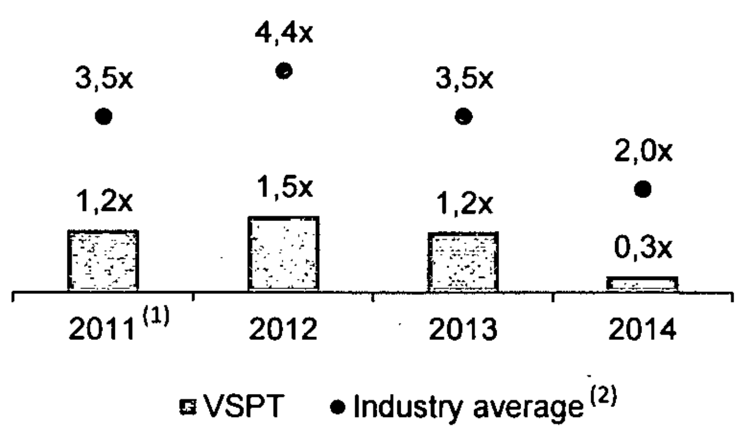
Financial debt (Mar-2015)



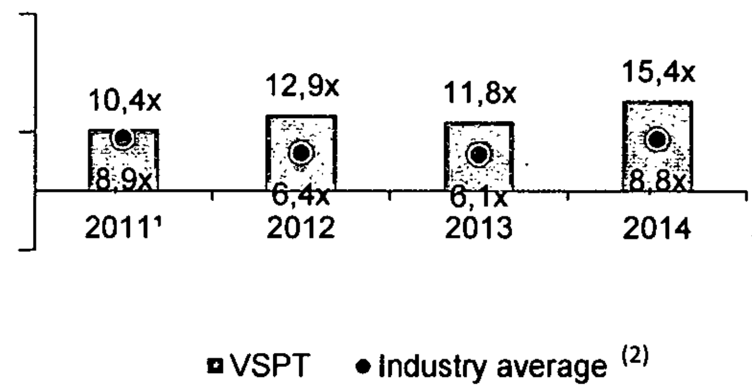
Net Debt/Equity



Net Debt/EBITDA



EBITDA/Financial expenses



(*) Exchange rate as of March 31st, 2015: 1 USD = $626.87
(1) Does not include 2010 earthquake insurance compensation
(2) Industry average considers Concha y Toro and Santa Rita

Solid corporate governance

Chairman
Pablo Granifo Lavín
B.B.A
Chairman Banco de Chile

Vice-chairman
René Araneda Largo
B.B.A.
Chairman Vinos de Chile

Board of Directors
Carlos Mackenna Iñiguez
Civil Engineer
Independent director

Felipe Joannon Vergara
B.B.A.
Chairman SAAM

Patricio Jottar Nasrallah
B.B.A.
CEO CCU

Jorge Luis Ramos Santos
B.B.A.
Director CCU (Heineken)

Philippe Pasquet
Trade Factor
Director CCU (Heineken)

José Luis Vender Bresciani
B.B.A.
Chairman Fósforos

Gustavo Romero Zapata
Economist
Vice-chairman Fósforos

Francisco Pérez Mackenna
B.B.A.
Board's advisor

Investment highlights

1. Leadership in the domestic market
   - Leader in premium and fine wine segment at a local level
2. Second largest Chilean winemaker in terms of exports with 14.2% (YTD) market share
3. Balanced wine portfolio reflected in brands with great potential
4. Exports growth opportunity (Chile and Argentina) with potential for greater efficiency due to economies of scale
5. Solid financial position

vspt.wine.group

Chile. San Pedro. Tarapacá. Leyda. Santa Helena. Misiones de Rengo.
Viñamar. Casa Rivas. Argentina. La Celia. Tamarí

May 2015