

HOW A PET FOOD COMPANY FROM
UKRAINE ENTERED THE GLOBAL TOP 50

UNBREAKABLE

GLOBAL TOP-50 🏆

KORMOTECH



#49 OF TOP 50 PET INDUSTRY MANUFACTURERS IN THE WORLD 2023



#21 in the world

in terms of growth in the
pet industry 🐶🐱

1350+

employees

21 years

established since 2003

44

COUNTRIES
IMPORTING
OUR PRODUCT



LITHUANIA

25 000 tons per year



UKRAINE

82 000 tons per year



MAYBE YOU THINK OUR JOURNEY LOOKS LIKE THIS



MEOW. SO EASY!



THE BEGINNING

TODAY

FOR 21 YEARS KORMOTECH HAS GONE THROUGH 4 CRISES AND KEPT UP 🦵



DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH



DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH

REVENUE GROWTH

-1,6%

2014



YES. THIS IS A SLIGHT DROP

DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH

REVENUE GROWTH NEXT YEAR

-1,6%

18,8%

2014

2015



SIGNIFICANT INCREASE!

DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH

-1,6%

2014

18,8%

2015

24%

2020



DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH

-1,6%

2014

18,8%

2015

24%

2020

36,2%

2021

51

ALMOOOOST

#51!

ALMOOOOST

DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH

-1,6%

2014

18,8%

2015

24%

2020

36,2%

2021

25%

2022

51

55

DESPITE ANY CRISIS WE WERE CONTINUING TO GROWTH

-1,6%

2014

18,8%

2015

24%

2020

36,2%

2021

51

25%

2022

55

19,6%

2023

49

TOP-50 🏆



UKRAINIAN CRISIS IN 2022 WAS THE HARDEST ONE

REDUCTION OF THE DOMESTIC MARKET

CLOSED BORDERS

UNCERTAINTY ABOUT THE FUTURE

PET PARENTS MIGRATIONS

REDUCTION OF TERRITORY

FINANCIAL LOSS

INSECURITY AND FEAR

EMPLOYEES LEFT THE COUNTRY





February 2022

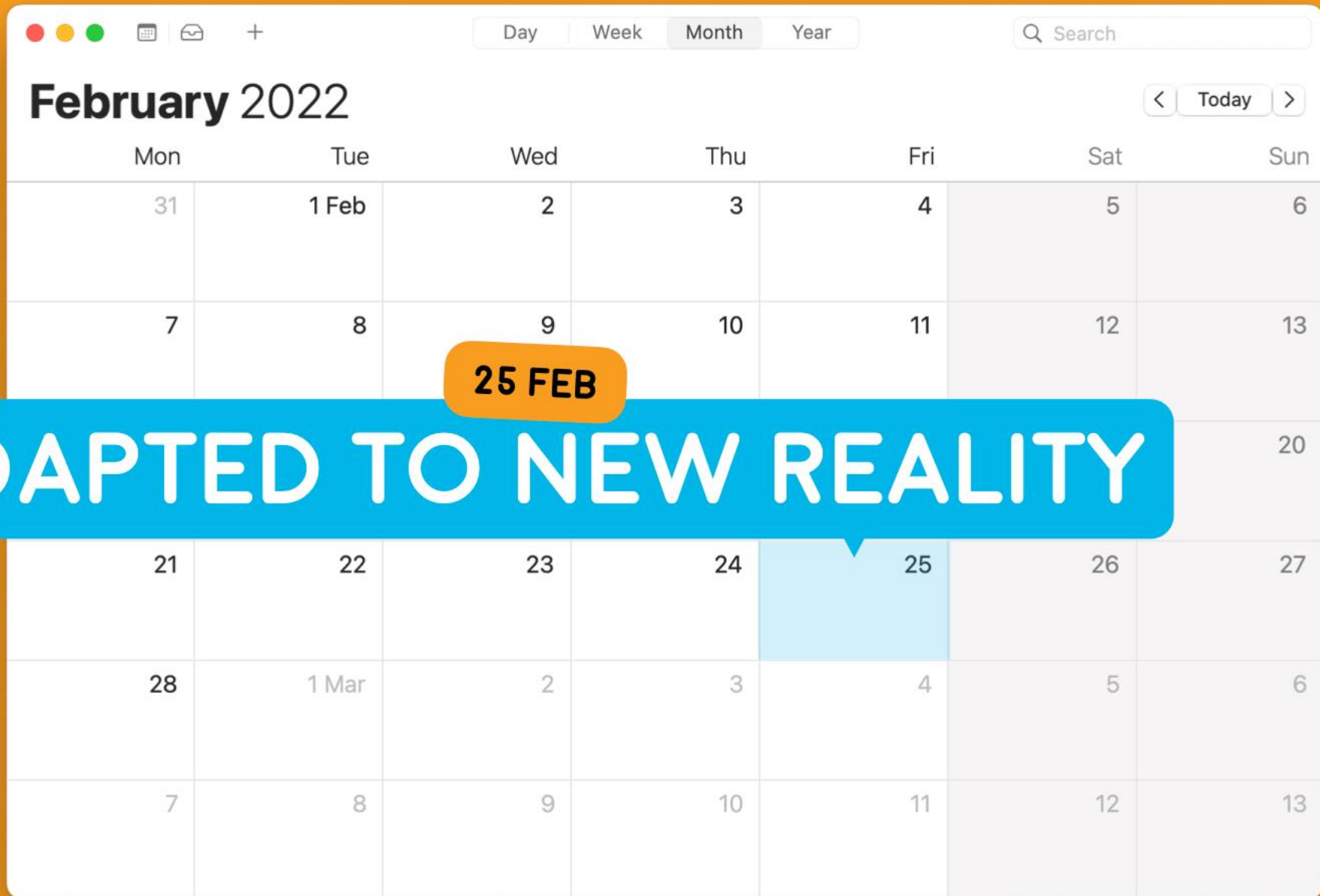
Search

< Today >

24 FEB

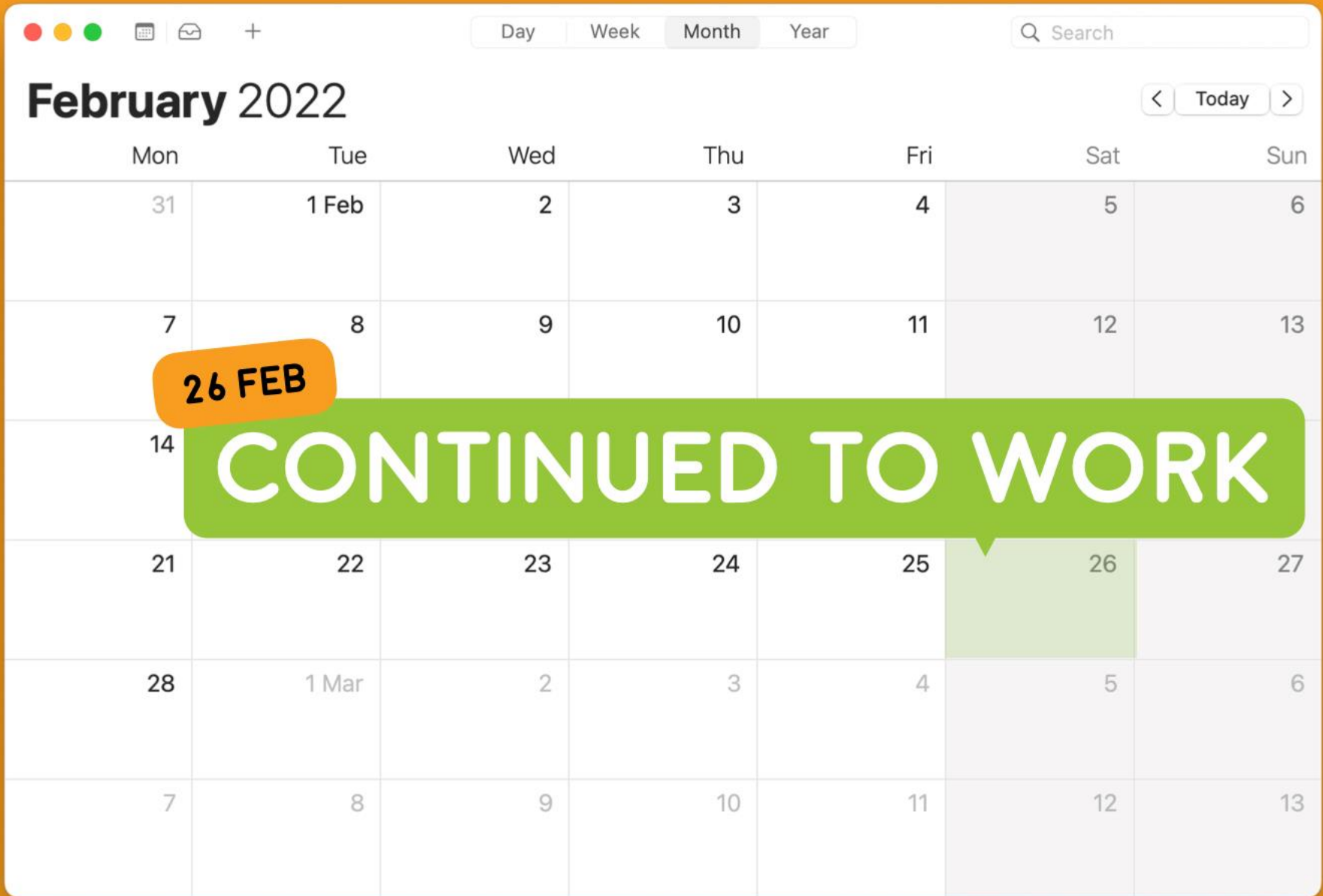
STOPPED PRODUCTION

Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	1 Feb	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	1 Mar	2	3	4	5	6
7	8	9	10	11	12	13



ADAPTED TO NEW REALITY

25 FEB



3 REASONS ⚡ WHY WE SUCCEEDED

1

ADAPTABILITY
& FLEXIBILITY

2

THINKING
OUTSIDE THE BOX

3

TRUSTING
RELATIONSHIP

1

reason

ADAPTABILITY & FLEXIBILITY

KORMOTECH HIRED WOMEN IN WAREHOUSES AND ADAPTED WORKING CONDITIONS



**Electric trolley
Still ECH 12C**

KG 1 500 kg





BEING PREPARED
FOR ANY MOMENTS IN A FRAGILE
UNBALANCED WORLD



BEING PREPARED
FOR ANY MOMENTS IN A FRAGILE
UNBALANCED WORLD



IS AN ADVANTAGE

2

reason

THINKING OUTSIDE THE BOX

before November 2023

land border through
Poland – the only export
option for Kormotech

November 2023

 **180-200 export-import**
of Kormotech operations under threat

before November 2023

land border through
Poland – the only export
option for Kormotech

November 2023

 **180-200 export-import**
of Kormotech operations under threat

 **up to 30 days car delay**
in electronic queue

before November 2023

land border through
Poland – the only export
option for Kormotech

November 2023

 **180-200 export-import**
of Kormotech operations under threat

 **up to 30 days car delay**
in electronic queue

 **loss up to €200K**
in peak load

Our solution

Found an alternative route by barge through the river in Romania 🇷🇴



Our solution

Found an alternative route by barge through the river in Romania 🇷🇴

Kormotech was the first company to join the Danube Way in Ukraine 🏆



A small, fluffy white dog with a purple collar is running through tall, green grass. The dog is looking towards the right of the frame. The background is a soft-focus field of tall grass under a bright sky.

**YOU GET PAID FOR
RESPONSIBILITY**

**AND WE ARE NOT AFRAID
TO TAKE THIS RESPONSIBILITY**

3

reason

TRUSTING RELATIONSHIP

SEP. 2023



200 000 000 UAH

in cash flow has been depleted

SEP. 2023



200 000 000 UAH

in cash flow has been depleted

€ 4 500 000

SEP

2

in co

as l



**I NEED TO ASK OUR SUPPLIERS
FOR AN EXTENSION ON PAYMENTS
DURING UKRAINE CRISIS**

SEP 07



SO WE CAN SETTLE THEM LATER
WHEN FUNDS BECOME AVAILABLE

supplier's response

**€100 mln – you may
not pay from June
to 15th of September**

supplier's response

€100 mln – you may
not pay from June
to 15th of September

other supplier's response

€100 mln – you may
not pay to 15th of September,
but there will be a 3% fee

supplier's response

€100 mln – you may
not pay from June
to 15th of September

*supplier factory
destroyed in August 

other supplier's response

€100 mln – you may
not pay to 15th of September,
but there will be a 3% fee


supplier's response

€100 mln – you may not pay from June to 15th of September

*supplier factory destroyed in August 

other supplier's response


€100 mln – you may not pay to 15th of September, **but there will be a 3% fee**

*the owner of the company serves in the Armed Forces of Ukraine 

supplier's response


€100 mln – you may
not pay from June
to 15th of September,

**NONE OF THEM ASKED FOR PAYMENTS
BEFORE THE AGREED DATE**  

*supplier factory
destroyed in August 

other supplier's response

€100 mln – you may
not pay to 15th of September,

*the owner of the company
serves in the Armed Forces
of Ukraine 

TRUST BETWEEN
PARTNERS –
IS A KEY





bravery



humanity

UKRAINIAN BUSINESS IS ABOUT



responsibility



thinking outside the box



ambition



creativity



antifragile



caring

someone

 find it difficult

someone

 find it difficult

 follow the system

someone


 find it difficult

 follow the system

 work by the rules

someone

 find it difficult

 follow the system

 work by the rules

 or just wait

someone

 find it difficult

 follow the system

 work by the rules

 or just wait

KORMOTECH

 adjust

someone

 find it difficult

 follow the system

 work by the rules

 or just wait

KORMOTECH

 adjust

 adapt

someone

 find it difficult

 follow the system

 work by the rules

 or just wait

KORMOTECH

 adjust

 adapt

 become stronger

someone

 find it difficult

 follow the system

 work by the rules

 or just wait

KORMOTECH

 adjust

 adapt

 become stronger

WE ARE ANTIFRAGILE 



KORMOTECH



**DIFFUCULTIES
MAKE US STRONGER**

ONLY INSTABILITY IS STABLE IN SUPPLY CHAIN

CREATE OPPORTUNITY ★

FROM UNCERTAINTY 🙄





**BUT THE BASIS
OF EVERYTHING**



KORMOTECH

**IS ALWAYS
PEOPLE**

Someone sees 👁️

A fragile woman,
mom of 2 kids 🧸

who in 2022 could
give up everything,
go to a safe place
and start a new life ✈️





160 PEOPLE

IN MANAGEMENT



I KEEP IN TOUCH

WITH 400 SUPPLIERS 🤝

AND PARTNERS 👤

THESE PEOPLE HELPED US GET TO WHERE WE ARE NOW



THESE PEOPLE HELPED US GET TO WHERE WE ARE NOW

AND WITH THEM WE ARE MOVING
FURTHER TOWARDS FUTURE GOALS 🎯



YOU CAN'T JUDGE THE QUALITY
OF A CREW BY HOW A SHIP
PERFORMS IN CALM WATER



**YOU JUDGE THE QUALITY
OF A CREW BY HOW A SHIP
PERFORMS IN ROUGH WATERS**



YOU JUDGE THE QUALITY
OF A CREW BY HOW A SHIP
PERFORMS IN ROUGH WATERS

BUT THE TIME IN CALM WATERS
IS WHEN YOU'RE BUILDING
RELATIONSHIP AND TRUST



trusting relationships are built on a

HUMAN APPROACH

 to the team

trusting relationships are built on a

HUMAN APPROACH

 to the team

 to partners & suppliers

trusting relationships are built on a

HUMAN APPROACH

 to the team

 to partners & suppliers

 to clients

trusting relationships are built on a

HUMAN APPROACH

 to the team

 to partners & suppliers

 to clients

 to pets



KORMOTECH

