



THE ECO FLATRATE

Business Check

Customer Reference	
Test CreditCheck PDF EN	27.07.2011 10:51

Company Basic Information	
Name:	Red Bull GmbH
Status:	Company active
Registered Address:	Am Brunnen 1, 5330 Fuschl am See, Austria
Telephon:	0662/6582-0
Fax:	0662/6582-7010
E-mail:	info@redbull.at
Internet:	www.redbull.at
Industry:	Bottled and canned soft drinks
Trade register number:	FN 56247 t
UID:	ATU 33864707

Overall Rating	
	CreditCheck Rating: 5A1
	CreditCheck Score: 98
	Trend: unchanged
	The financial situation is strong.

Detailed Rating											
The analysis is based on various criteria which include:											
<ul style="list-style-type: none"> - The business is well established. - The location of the business indicates an average risk. - The business owns valuable property without any liens. - In the past we have not had any serious indication of payment problems. - There are recently published balance sheet data available. - The balance sheet analysis shows low borrowings. - Payments are processed promptly. - The business is operating in a line of business with low risk. 											
Payment Score: 83 - The company pays his bills prior to terms.											
Payment manner of the last months:											
1007	1008	1009	1010	1011	1012	1101	1102	1103	1104	1105	1106
80	77	76	75	75	71	69	72	75	79	81	80
Index Explanation											
Index Payment Manner						Index Payment Manner					

100 Anticipates	50 Slow to 30 days
90 Discount	40 Slow to 60 days
80 Prompt	30 Slow to 90 days
70 Slow to 15 days	20 Slow to 120 days
60 Slow to 22 days	10 Slow to 150 days

High Credit: 100.000.000,00

Total Credit Limit: 700.000.000,00

Subject company is considered trustworthy for all credit engagements.

Company Additional Information

Starting Year: 1987

The registered activity is Bottled and canned soft drinks.

Import countries: Germany, Far East

Export countries: Africa, Australia, Europe, Asia, North America, South America

Employees: 252

Fleet: 200 Car(s)

Land Registry Information

Land registry information is available as follows:

EZ 328/KG Fuschl (56102)

EZ 407/KG Fuschl (56102)

EZ 413/KG Fuschl (56102)

EZ 506/KG Fuschl (56102)

EZ 571/KG Fuschl (56102)

Financial ratios

Revenue

Sales (2009): 1.820.648.129,00

Sales (2008): 1.852.381.000,00

Sales (2007): 1.809.506.030,30

Sales (consolidated) (2010): 3.785.000.000,00

Balance sheet comparison

Balance sheet date	31.12.2007	31.12.2008	31.12.2009
Amounts in	'000s EURO	'000s EURO	'000s EURO
Net sales	1.809.506	1.852.381	1.820.648
Long term assets	331.370	381.768	365.964
Current assets	657.232	893.525	918.579
Equity + reserve before tax	723.457	747.773	788.827
Net worth to total assets (%)	71,08	58,21	61,02
Liabilities	199.899	430.304	389.626
Balance sheet total	1.017.712	1.284.510	1.292.631
Net operating income	308.489	98.899	208.397
Financial result	4.244	37.346	-62.537
Profit before tax	312.733	136.245	145.860
Net profit/loss for the year	234.545	120.672	123.121
Unappropriated retained profit/loss	641.548	647.733	688.132
Cash flow	288.405	156.257	251.813

Balance Sheet as at 31. Dec. 2009

A.ASSETS

I.Fixed assets	
1.Intangible assets	
a)Concessions, copyrights, patents as well as, similar rights and benefits and licences that were derived from these	10.704.798,47
b)Prepayments	33.000,00
Total amount of intangible assets	10.737.798,47
2.Tangible assets	
a)Developed properities with buildings on leasehold land	197.428.930,95
b)Plants and machinery	13.189,88
c)Tools, industrial & office equipment	78.901.509,39
d)Advanced payment & construction in progress	4.286.430,29
Total amount of tangible assets	280.630.060,51
3.Financial assets	
a)Holdings	4.100.000,00
b)Affiliated companies	60.093.778,16
c)Loans given -	10.238.069,88
d)Financial investments	164.752,00
Total amount of financial assets	74.596.600,04
Total amount of fixed assets and financial assets	365.964.459,02
II.Current assets	
1.Inventories	
a)Raw materials and supplies	7.768.617,97
b)Finished goods/products	7.517.157,80
c)Prepayments	39.747.575,83
Total amount of inventories	55.033.351,60
2.Receivables and other assets	
a)Trade accounts receivable	45.873.754,97
b)Dues from affiliated coompanies	691.536.520,61
c)Other receivables and assets	18.948.409,07
Total amount of accounts receivable	756.358.684,65
3.Securities and shares	
a)Other securities and shares	100.050.000,00
Total amount of the securities and shares	100.050.000,00
4.Cash in hand, cheques, other banks assets	
	7.136.479,98
Total amount of current assets	918.578.516,23
III.Deferred expenses and accrued income	
	8.088.370,97
TOTAL assets	1.292.631.346,22
B.LIABILITIES	
I.Equity	
1.Share capital	36.336,42
2.Profit reserve	
a)Legal reserves	3.633,64
b)other reserves	100.000.000,00
Total amounts of profit reserve	100.003.633,64
3.Unappropriated retained profit/loss	688.131.762,27
Total equity	788.171.732,33
II.Reserves before tax	
1.Revaluation reserve according to extraordinary depreciation	655.693,55
Total amount of reseves before tax	655.693,55
III.Provisions	
1.Provisions for severance pay	36.922.764,00
2.Provisions for pensions	443.268,00
3.Provisions for taxes	29.746.770,12
4.Other provisions	47.065.054,33
Total amount of provisions	114.177.856,45
IV.Accounts payable	
1.Liabilities due to banks	290.160.220,40

2.Trade accounts payable	38.184.552,07
3.Liabilities to affiliated companies	23.051.748,44
4.Group liabilities	2.245.626,77
5.Other liabilities	35.983.916,21
Total liabilities	389.626.063,89
TOTAL amount of liabilities and equity	1.292.631.346,22

Profit and loss account

1.Net sales	1.820.648.129,83
2.Manufacturing costs capitalized	1.197.048,72
3.Other operating income	
a)Gains on sales and attribution of fixed assets (except financial assets)	424.760,25
b)Income from the dissolution of reserves for estiment liabilities and accrued expenses	6.694.051,73
c)other	65.871.156,01
Total amount of other operating income	72.989.967,99
4.Cost of goods and external charges	-600.889.617,43
5.Labor cost	
a)Wages	-52.800,02
b)Salaries	-60.214.981,53
c)Expenditure on pension and severance pay	-1.092.135,94
d)Expenditure on statutory social security as well taxes and contributions related to earnings	-5.003.349,40
e)Other social expenditures	-1.549.394,66
Total labor cost	-67.912.661,55
6.Depreciation of tangible and intangible fixed assets	-33.849.604,63
7.Other operational expenses	
a)Taxes not relating to income and trade taxes	-835.886,60
b)Other	-982.950.641,11
Total amount of other operational expenses	-983.786.527,71
8.Net operating income	208.396.735,22
9.Financial income	30.336.758,58
10.Interest, - income from securities	17.942.125,59
11.Gains on sales and attribution of financial assets	4.300.000,00
12.Depreciation of financial assets and other short term securities	-94.842.030,00
13.Interest and similar expenses, of which - from affiliated companies	-20.273.362,35
14.Financial results	-62.536.508,18
15.Profit before tax	145.860.227,04
16.Taxes on income	-22.739.048,88
17.Net profit/loss for the year	123.121.178,16
18.Appropriations to untaxed reserves	-655.693,55
19.Profit/loss carried forward	565.666.277,66
20.Unappropriated retained profit/loss	688.131.762,27

Datum	Art
19. July 2011	Distinction Die Marke Red bull besitzt laut European brand institute den höchsten Markenwert Österreichs: EUR 13,4 Mrd (+ 11,9 %)
13. May 2011	Other events Verlust von Marktanteilen in Polen (lokaler Absatz - 12-13 %)
21. Jan. 2011	Financial indicators Geschäftsjahr 2010: Dosen-Absatz 4,204 Mrd (+ 7,6 %), Umsatz EUR 6,268 Mrd (+ 15,8 %), Mitarbeiter 7.758 (+ 12,43 %)
17. Dec. 2010	Other events Expansion: Vertrieb ab 2011 in China
3. Feb. 2010	Other events Das Unternehmen gewann einen Rechtsstreit gegen den schwedischen Konkurrenten "SM Group"; jenem ist es dadurch verboten, weiterhin "Red bat", einen Energy drink in Red Bull-ähnlichen Dosen, zu vertreiben.
10. July 2009	Distinction Laut Markenwertstudie "eurobrand 2009" steigerte sich der Markenwert von "Red Bull" um 126,79 % auf x 12,7 Mrd. und belegt somit den 1. Platz auf der Liste der wertvollsten Marken Österreichs.
30. Apr. 2009	Distinction

Company Registration Details

First registration:	5. Feb. 1987
Trade register number:	FN 56247 t
Share Capital:	36.336,42
Paid capital:	36.336,42
Legal Form:	limited liability company

Management

Position	Name	Town	
Managing Director	Dkfm. Dietrich Mateschitz	Fuschl am See	vertritt seit 05.02.1987 selbständig
Signing Authority	Rudolf Theierl	Hallein	vertritt seit 22.04.1996 gemeinsam mit einem weiteren Prokuristen
Signing Authority	Mag. Walter Bachinger	Fuschl am See	vertritt seit 05.05.1999 gemeinsam mit einem weiteren Prokuristen
Signing Authority	Dr. Volker Viechtbauer	Fuschl am See	vertritt seit 29.03.2000 gemeinsam mit einem weiteren Prokuristen
Signing Authority	Dr. Roland Concin	Attnang-Puchheim	vertritt seit 22.04.2005 gemeinsam mit einem weiteren Prokuristen
Signing Authority	Dr. Manfred Hüchel	Fuschl am See	vertritt seit 05.09.2007 gemeinsam mit einem weiteren Prokuristen

Partner

Name	Town	Holding	Amount
Distribution & Marketing GmbH			17.804,84
TC Agro Trading Company Ltd.			17.804,84
Chalerm Yoovidhya			726,73

Personal Data

Function	Name	Born on	Address
Managing Director	Dkfm. Dietrich Mateschitz 2004 to 2007: Managing Director Flugplatz Völtendorf Betriebs GmbH 2004 to 2007: Managing Director D & M Verwaltungs GmbH the following company(ies): since 13. July 1992: Managing Director Distribution & Marketing GmbH since 8. Feb. 1995: Managing Director Hochreit Liegenschaftsverwaltungs Gesellschaft m.b.H. since 5. July 2001: General Partner Dietrich Mateschitz KG since 13. Jan. 2004: Managing Director Projekt Spielberg GmbH since 27. Feb. 2004: General Partner Dietrich Mateschitz Verwaltungs OG since 23. Mar. 2004: Managing Director Dietrich Mateschitz Beteiligungs GmbH since 6. Dec. 2006: Managing Director Dietrich Mateschitz Liegenschaften GmbH	20. May 1944	Am Brunnen 1, 5330 Fuschl am See
Signing Authority	Rudolf Theierl 2005 to 2006: Managing Director AS Sportberatungs- und Verwaltungsgesellschaft m.b.H. 2003 to 2007: Signing Authority Distribution & Marketing GmbH 2005 to 2006: Managing Director Salzburg Sport GmbH the following company(ies): since 22. July 2003: Chairman Mentor Privatstiftung since 17. Aug. 2004: Vice Chairman Wings for Life - Spinal Cord Research Privatstiftung since 3. June 2005: Chairman FC Red Bull Salzburg since 2. Sep. 2005: President EC Red Bull Salzburg since 31. May 2006: Managing Director BULLIT GmbH since 30. Mar. 2007: Managing Director Red Bull Hangar-7 GmbH	16. Nov. 1949	Gänsbichlstraße 1, 5400 Hallein

since 31. Mar. 2007: Managing Director Salzburg Sport GmbH
 since 25. Apr. 2007: Managing Director Red Bulletin GmbH
 since 24. July 2007: Managing Director ServusTV Fernsehgesellschaft
 m.b.H.
 since 17. Aug. 2010: Managing Director Red Bull Air Race GmbH
 since 23. Dec. 2010: Managing Director Terra Mater Factual Studios
 GmbH

Signing Authority	Mag. Walter Bachinger	10. Sep. 1967	Am Brunnen 1, 5330 Fuschl am See
	<p>2004 to 2008: Signing Authority Projekt Spielberg GmbH & Co KG 2005 to 2008: Signing Authority Red Bull Hangar-7 GmbH & Co KG the following company(ies): since 15. Nov. 2005: Signing Authority Red Bull Hangar-7 GmbH since 17. May 2006: Signing Authority Red Bull Österreich Vertriebs GmbH since 17. May 2006: Signing Authority Red Bull Service GmbH since 31. May 2006: Signing Authority BULLIT GmbH since 24. Oct. 2006: Signing Authority Red Bull Creative GmbH since 10. Feb. 2007: Signing Authority CARPE DIEM GmbH & Co.KG since 8. Aug. 2007: Signing Authority Red Bull Media House GmbH since 5. Sep. 2007: Signing Authority Red Bull TV GmbH since 11. Sep. 2008: Signing Authority CARPE DIEM GmbH since 13. Dec. 2008: Managing Director STR-Beteiligungs GmbH since 11. Aug. 2009: Vice Chairman FC Red Bull Salzburg since 24. Feb. 2011: Managing Director Red Bull Business Support GmbH</p>		

Signing Authority	Dr. Volker Viechtbauer	20. Nov. 1964	Am Brunnen 1, 5330 Fuschl am See
	<p>2007 to 2008: Signing Authority CARPE DIEM GmbH & Co.KG 2004 to 2008: Signing Authority Projekt Spielberg GmbH & Co KG 2005 to 2008: Signing Authority Red Bull Hangar-7 GmbH & Co KG the following company(ies): since 6. Jan. 2005: Signing Authority Red Bull Hangar-7 GmbH since 3. June 2005: Vice Chairman FC Red Bull Salzburg since 17. May 2006: Signing Authority Red Bull Österreich Vertriebs GmbH since 17. May 2006: Signing Authority Red Bull Service GmbH since 31. May 2006: Signing Authority BULLIT GmbH since 24. Oct. 2006: Signing Authority Red Bull Creative GmbH since 5. May 2007: Managing Director STR-Beteiligungs GmbH since 8. Aug. 2007: Signing Authority Red Bull Media House GmbH since 5. Sep. 2007: Signing Authority Red Bull TV GmbH since 11. Mar. 2010: Signing Authority CARPE DIEM GmbH since 11. Mar. 2010: Signing Authority CARPE DIEM GmbH & Co.KG since 24. Feb. 2011: Managing Director Red Bull Business Support GmbH</p>		

Signing Authority	Dr. Roland Concin	10. Feb. 1952	Gmundnerstraße 27b, 4800 Attnang-Puchheim
	<p>the following company(ies): since 18. Aug. 2000: Proprietor Dr. Roland Concin since 17. May 2006: Managing Director Red Bull Service GmbH since 31. Mar. 2007: Signing Authority Salzburg Sport GmbH</p>		

Signing Authority	Dr. Manfred Hückel	2. Nov. 1966	Am Brunnen 1, 5330 Fuschl am See
	<p>the following company(ies): since 17. May 2006: Managing Director Red Bull Österreich Vertriebs GmbH since 11. Sep. 2008: Signing Authority CARPE DIEM GmbH since 12. Sep. 2008: Signing Authority CARPE DIEM GmbH & Co.KG</p>		

Financial Director:	Mag. Walter Bachinger		
EDP Manager:	Gerhard Strobl		
Technical Director:	Dr. Roland Concin		

Related Companies and parties

Subsidiaries

Name	Address	Reg-Nr	Held interest
Red Bull S de RL de CV, Ciudad de Mexico-Mexiko			100%
Red Bull Hangar-7 GmbH	Am Brunnen 1, 5330 Fuschl am See, Austria	FN 244788 h	100%
Red Bull Business Support GmbH	Am Brunnen 1, 5330 Fuschl am See, Austria	FN 359363 a	100%
Red Bull Air Race GmbH	Am Brunnen 1, 5330 Fuschl am See, Austria	FN 274088 x	100%
Red Bull Hungaria Kft, Budapest - Ungarn			100%
Red Bull GmbH, Freilassing - Deutschland			100%
Red Bull AG, Baar - Schweiz			100%
Red Bull Records Ltd., London - England			100%
Red Bull z.o.o., Warschau - Polen			100%
Red Bull Singapore Pte Ltd., Singapore - Singapur			100%
Red Bull Netherland B.V., Soesterberg - Niederlande			100%
Red Bull North America Inc., Pacific Palisades/CA - USA			100%
Red Bull SRL, Carate Brianza - Italien			100%
Red Bull Capital, K.K., Japan			100%
Red Bull Romania s.r.l., Bukarest-Rumänien			100%
Red Bull Asia Fze, Dubai-Vereinigte Arabische Emirate			100%
Red Bull Sweden AB, Schweden			100%
Red Bull Canada Ltd., Vancouver - Kanada			100%
Red Bull (Rus) OOO, Moskau - Russland			100%
Red Bull Argentina S.R.L., Buenos Aires - Argentinien			100%
Salzburg Sport GmbH	Am Brunnen 1, 5330 Fuschl am See, Austria	FN 190213 a	100%
Red Bull Technology Ltd, London - England			100%
Red Bull OY, Helsinki - Finnland			100%
Red Bull Slovakia sro, Slowakei			100%
Red Bull Ceska Republika sro, Prag- Tschechien			100%
Red Bull Österreich Vertriebs GmbH	Am Brunnen 1, 5330 Fuschl am See, Austria	FN 278713 y	100%
Red Bull Service GmbH	Am Brunnen 1, 5330 Fuschl am See, Austria	FN 278717 d	100%
BULLIT GmbH	Brunnbachweg 71, 5303 Thalgau, Austria	FN 278878 s	100%
Red Bull Creative GmbH	Arenbergstraße 29b, 5020 Salzburg, Austria	FN 284723 k	100%
Red Bull (Asien) AG, Baar- Schweiz			100%

There are other Subsidiaries

Related Companies

Name	Address	Reg-Nr	Held interest
Berger Logistik GmbH	Rettenbach 10a, 6241 Radfeld, Austria	FN 184194 z	50%
Red Bull Co Ltd., London-England			25%

Bankers

Name	Town
Bankhaus Carl Spängler & Co. Aktiengesellschaft	Zell am See
Erste Bank der oesterreichischen Sparkassen AG	Wien
Deutsche Bank Aktiengesellschaft	Innsbruck

History

The business was founded 12. Jan. 1987 as a limited liability company.

Name Change(s)

to 3. July 1996	RED BULL TRADING Gesellschaft m.b.H.
to 16. Nov. 2002	RED BULL GmbH
since 16. Nov. 2002	Red Bull GmbH

Address Changes

to 3. July 1996 5020 Salzburg, Alpenstraße 54
to 16. Nov. 2002 5330 Fuschl am See, Brunn 115
since 16. Nov. 2002 5330 Fuschl am See, Am Brunnen 1

Shareholder Changes

to 29. Apr. 1997 Red Bull Trading Gesellschaft m.b.H. in Liquidation
Holding: 100% 36.336,42
since 29. Apr. 1997 the latest trade register information is valid.

Mergers

Adoption due to merger

done on: 3. July 1996
Transferor company: RED BULL GmbH, Fuschl am See
Transferee company: Red Bull GmbH, Fuschl am See

Advice

All Currencies in EURO unless otherwise stated.

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