

COMPANY OVERVIEW

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**ATLANTIC**  
G R U P A

COMPANY OVERVIEW 2017





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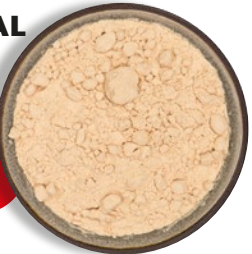
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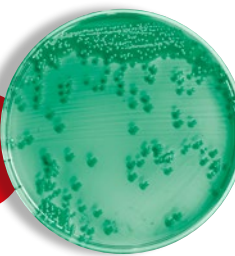
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ATLANTIC GRUPA

# ABOUT US



OCEAN OF  
OPPORTUNITIES  
— OCEAN OF  
EXCELLENCE

## ATLANTIC GRUPA

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**ATLANTIC GRUPA** is one of the leading food companies in the SEE region with renowned regional brands, as well as one of the leading FMCG distributors in the region. Atlantic Grupa's products are highly represented in Western European countries, and also in Russia and other Commonwealth of Independent States (CIS). Atlantic's headquarters are in Zagreb, production plants are situated in Croatia, Germany, Slovenia, B&H, Serbia and Macedonia, while operational companies and representative offices are located in 12 countries.



## A WORD FROM THE CEO

In 2016, Atlantic Grupa set the main direction of the company's further development in line with its strategic focus on intensive internationalisation of its business, primarily directed towards Western Europe, but also towards Eastern European countries. The region of Southeast Europe is in no way affected by this, as we continue to strongly develop our own portfolio and expand our distribution activities in the SEE area, but the goal of our internationalisation strategy is to significantly increase the share of total sales outside the regional market with limited growth opportunities. We plan to achieve this goal through the expansion of our distribution network to new markets, either with our own companies or with strong partners in these markets.

Among key business developments in 2016, in addition to the establishment of a strong distribution network in markets of Germany and Austria, we should point out further expansion of the distribution portfolio in the region, as well as continued development of regional top brands in the fast moving consumer goods category. This is best reflected in the latest survey carried out by the independent agency Valicon, placing four of Atlantic Grupa's own brands (Cedevita, Argeta, Smoki and Cockta) among the TOP 10 brands in five major regional markets. We are especially proud that – when observed by individual countries – Atlantic Grupa's brands have taken the lead in three countries: Argeta is the leading brand in Bosnia & Herzegovina and Macedonia, and Barcaffè is the leading brand in Slovenia.

Last but not least, it should be stated that, as a company listed on the ZSE, we have delivered promised results for 37 quarters in a row, ever since our IPO, and we are continually dedicated to risk management, liquidity maintenance and debt management.

Emil Tedeschi



# MANAGEMENT BOARD

## EMIL TEDESCHI

PRESIDENT AND CEO

**EMIL TEDESCHI** is the founder and majority owner of Atlantic Grupa. In his career he has received numerous professional and media awards and in 2010 received the state decoration of the President of the Republic of Croatia for his special contribution to Croatian economy. He was actively engaged in the process of Croatia's accession to the EU by participating in the work of the Parliamentary Committee overseeing the negotiating process. He was a member of the Social-Economic Council, President of the Croatian Employers Association in the period 2005 – 2007 and a member of the Council of Economic Advisers to the President of Croatia in the period 2010 – 2015. He is an Honorary Consul of the Republic of Ireland in the Republic of Croatia, a member of the Trilateral Commission, the INSEAD Alumni Association, the Programme Council of the Zagreb School of Economics and Management, the Business Council at the Faculty of Economics in Ljubljana, the Council of the University of Rijeka, and the Board of Trustees of the Moscow State Institute for International Relations.



## MLADEN VEBER

SENIOR GROUP VICE PRESIDENT

**MLADEN VEBER** joined Atlantic in 1996 as the Director of the Rijeka Distribution Centre, while as the General Manager of Ataco (a partnership company in B&H) he made a key contribution to its development as one of the leading distributors in B&H. In July 2001, he was appointed Vice President of Atlantic Trade responsible for brand management and international markets. In 2006 he was appointed Senior Vice President responsible for all business operations of Atlantic Grupa. Since 2001, he has been a board member of the Trade Association Council of the Croatian Chamber of Economy. He is the President of the Management Board of the Cedevita Basketball Club. He graduated from the Faculty of Mechanical Engineering and Naval Architecture at the University of Zagreb, and continued his education at the IEDC business school in Bled.



## NEVEN VRANKOVIĆ

GROUP VICE PRESIDENT

**NEVEN VRANKOVIĆ** joined Atlantic Grupa in 1998 as the Executive Director of Corporate Activities. In 2001 he was responsible for Atlantic Grupa's merger and acquisition activities, while in 2002 he was appointed Vice President for Corporate Activities. He gained his business experience by working in the legal department of Bergen Bank in Norway and as a career diplomat at Croatian embassies in Washington and Belgrade. He was a member of the Working Group for Preparing Negotiations for the Accession of the Republic of Croatia to the European Union for Chapter 6 – Company Law. He graduated from the Faculty of Law at the University of Zagreb and received his master's degree from the Washington College of Law, USA. Furthermore, he gained additional professional knowledge in the field of mergers and acquisitions at the INSEAD business school in France.



## ZORAN STANKOVIĆ

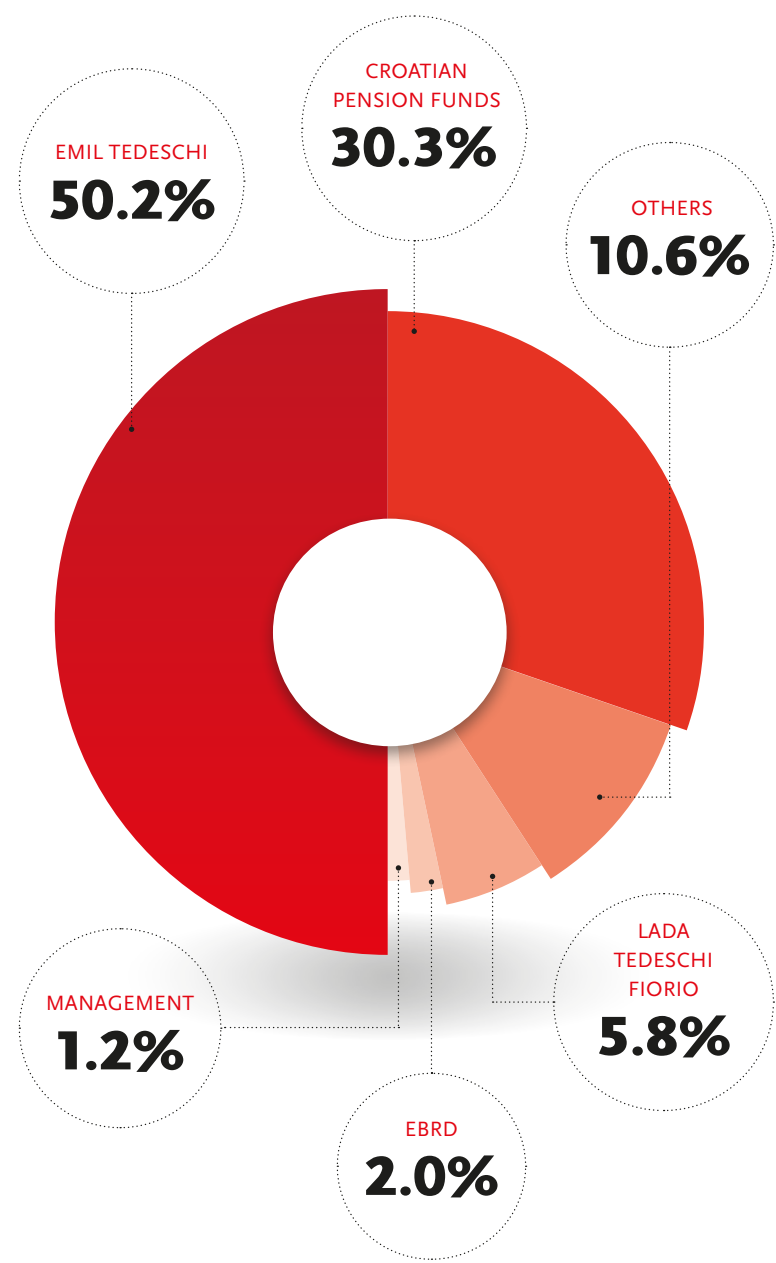
GROUP VICE PRESIDENT

**ZORAN STANKOVIĆ** joined Atlantic Grupa in February 2007 at the position of Vice President of Finance. Prior to that, he spent three years at Pliva as the Group's Director of Controlling responsible for the coordination and supervision of financial activities of Pliva's network of companies, both domestic and abroad. Before his arrival to Pliva, from 1995 to 2003, he worked at Arthur Andersen and Ernst&Young as a Senior Audit Manager responsible for key accounts. He is a member of the international Association of Chartered Certified Accountants. He graduated from the Faculty of Economics and Business at the University of Zagreb.

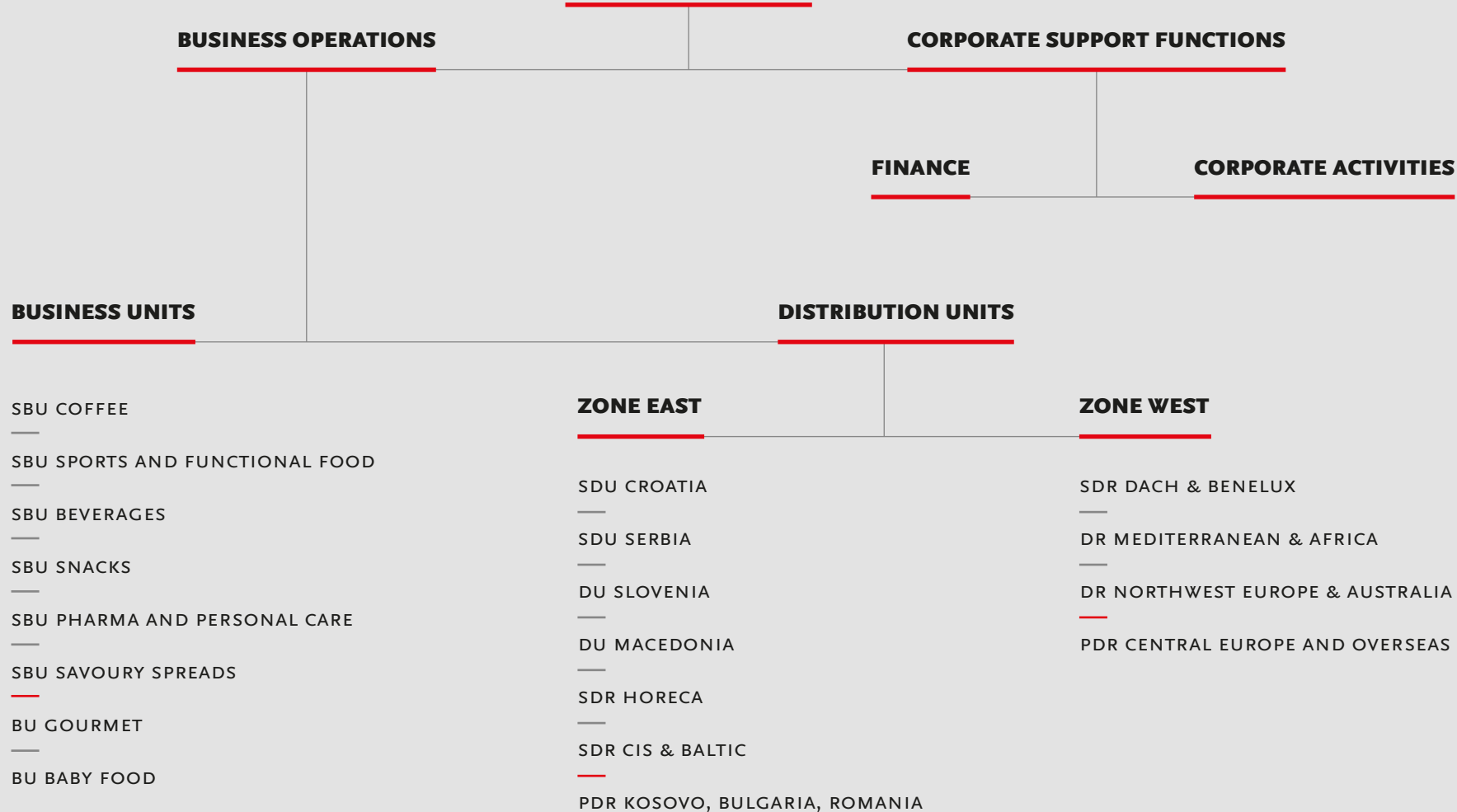




**OWNERSHIP STRUCTURE / DECEMBER 31<sup>ST</sup> 2016**



**ATLANTIC GRUPA**



SBU STRATEGIC BUSINESS UNIT, BU BUSINESS UNIT, SDU STRATEGIC DISTRIBUTION UNIT, DU DISTRIBUTION UNIT, SDR STRATEGIC DISTRIBUTION REGION, PDR PARTNER DISTRIBUTION REGION, DR DISTRIBUTION REGION, DACH GERMANY, AUSTRIA, SWITZERLAND

KEY FACTS

NO. OF EMPLOYEES

5,492

THE LARGEST PRIVATE COMPANY IPO IN CROATIA IN 2007

OWNER OF THE LARGEST PRIVATE PHARMACY CHAIN IN CROATIA

THE FIRST PRIVATE COMPANY FROM THE SEE TO HAVE AN ACQUISITION IN WESTERN EUROPE

46

MARKETING AWARDS – 9 INTERNATIONAL AND 37 REGIONAL

WIDE RANGE OF LEADING FOOD AND BEVERAGE BRANDS AND PRODUCTS

RESPECTIVE ASSORTMENT OF PERSONAL CARE BRANDS, FOOD SUPPLEMENTS AND OTC PRODUCTS

LEADING REGIONAL DISTRIBUTOR OF FMCG WITH TOP GLOBAL AND REGIONAL BRANDS

MILLIONS OF SATISFIED CONSUMERS

19

PRODUCTION FACILITIES IN 6 COUNTRIES

678.1

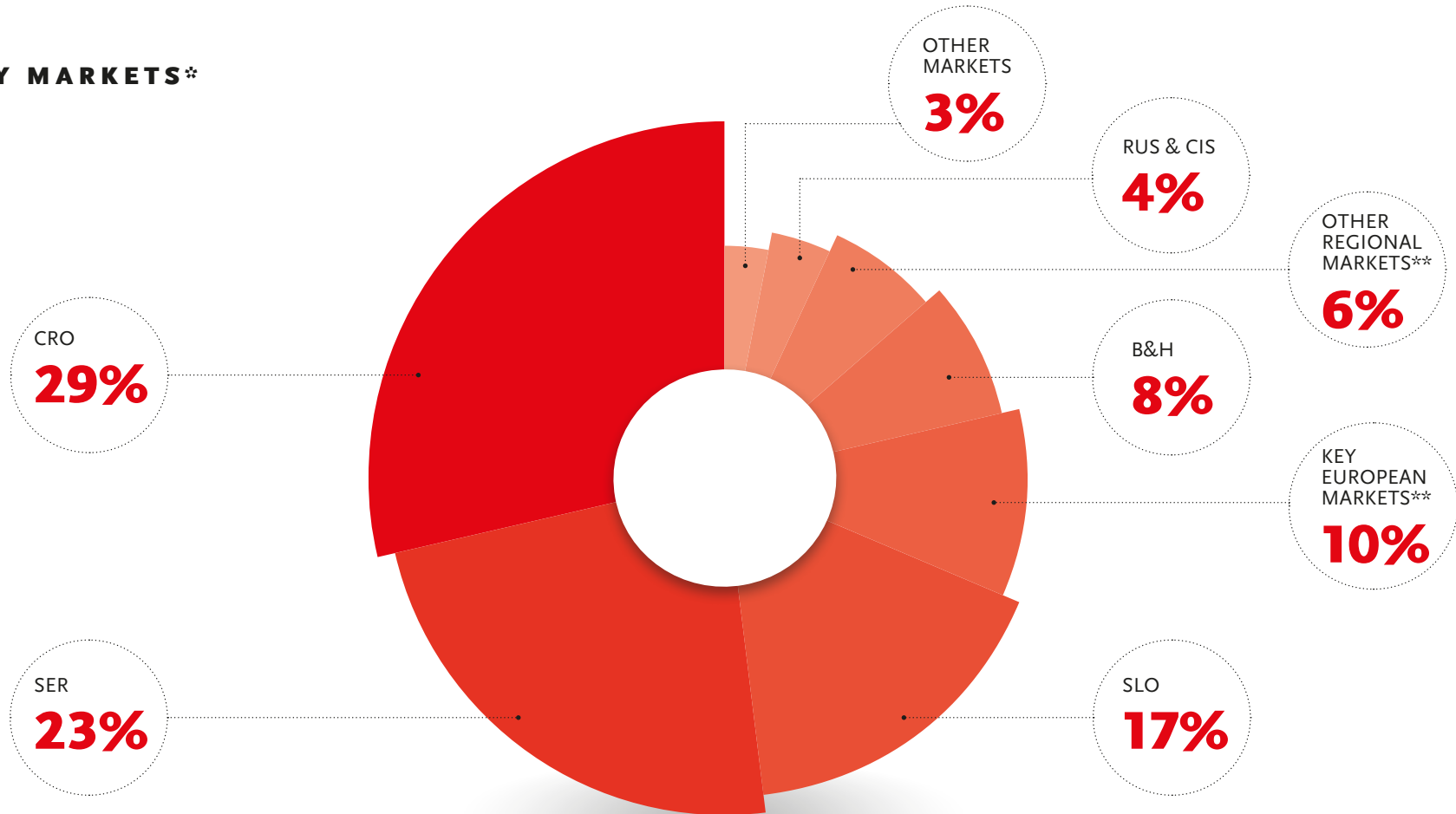
TURNOVER IN 2016 (MIO EUR)





In 2016 Atlantic Grupa recorded sales of EUR 678.1 million. The highest positive contribution came from the Strategic Business Units Savoury Spreads, Pharma and Personal Care, Snacks and Strategic Distribution Unit Croatia and the Strategic Distribution Region HoReCa.

**SALES BY MARKETS\***



\* SHARE IN TOTAL SALES, \*\* MACEDONIA, MONTENEGRO, KOSOVO  
 \*\*\* GERMANY, UNITED KINGDOM, ITALY, SWITZERLAND, AUSTRIA, SWEDEN, SPAIN

SOURCE: INTERNAL ATLANTIC DATA  
 ATLANTIC GRUPA'S REPORTING CURRENCY HRK, ALL FIGURES TRANSLATED AT EUR/HRK 7.6

# HISTORY

1991

Company incorporation and development of consumer goods distribution



2001

Acquisition of *Cedevita*, famous vitamin instant drink brand, and launch of business activities in Serbia



2003

Acquisition of *Neva*, the leading cosmetics producer in Croatia

2005

Acquisition of *Haleko* today's Atlantic Multipower in Germany, leading European producer of sports food



2007

Acquisition of *Fidifarm* in Croatia, the leading Croatian producer of vitamin products and food supplements



DROGA KOLINSKA

2010

Acquisition of *Droga Kolinska*, a regional food and beverage company and acquisition of *Kalničke vode Bio Natura*, Croatian bottling company



2015

Acquisition of *Foodland d.o.o.* and construction of the factory of Atlantic Multipower Croatia in Nova Gradiska



# VALUES

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We provide our colleagues, investors and business partners with infinite opportunities to grow, invest and progress. Together we will build visions and create lasting benefits, always keeping in mind our core values: CREATIVITY, symbolised by a wave; PASSION, symbolised by the sun; and GROWTH, symbolised by a mountain.



**PASSION – SUN** Our passion and the way we dive into our work shines like the Sun – our driving force that helps us swim that extra mile and achieve better results.



**CREATIVITY – WAVE** When we value openness to new ideas, diverse views and different people, the wave of curiosity allows us to always start afresh, improve our business processes and devise new solutions.



**GROWTH – MOUNTAIN** We take initiative and realise our goals, while being fair and keeping in mind our colleagues, customers, partners and the environment. Aspiring for more, climbing to the top of the mountain of success.

*Ocean of opportunities*



THINGS WE BELIEVE ARE  
INTEGRATED INTO THE  
ESSENCE OF OUR BRANDS





**VALICON**  
**TOP25**  
**REGIONAL**  
**BRANDS**  
**2016**

1. <i>soft drinks</i> 	2. <i>chocolate</i> 	3. <i>instant drink</i> ✓ 	4. <i>spices</i> 	5. <i>pa</i> ✓ 
6. <i>salty snacks</i> ✓ 	7. <i>chewing gum</i> ✓ 	8. <i>soft drink</i> ✓ 	9. <i>cream</i> 	10. <i>waters</i> 
11. <i>toothpaste</i> 	12. <i>soft drinks</i> 	13. <i>chips</i> 	14. <i>tissues</i> 	15. <i>soft drinks</i> 
16. <i>biscuits</i> 	17. <i>fabric softener</i> 	18. <i>soft drinks</i> 	19. <i>candies</i> 	20. <i>instant coffee</i> 
21. <i>biscuits</i> 	22. <i>bars</i> 	23. <i>razors</i> 	24. <i>chewing gum</i> ✓ 	25. <i>yoghurts</i> 

Brand strength is the criteria for rankings. Brand strength is calculated on the basis of brand recognition, experience and usage of a brand within a specific category. Results are weighted by country population size. Rankings are based on representative surveys conducted in the five biggest regional markets: Serbia, Croatia, Bosnia and Herzegovina, Macedonia and Slovenia. Survey methodology: conducted in September–October 2016; n=1000-1500 per country; sample representative on gender, age, education, region for population 15-65 years of age; mix-mode computer assisted interviewing, combined face-to-face and web interviewing.

For more info: [www.valicon.net/top25](http://www.valicon.net/top25)

# PRODUCTION NETWORK

## PRODUCTION FACILITIES

### COFFEE

Izola, **Slovenia**  
Belgrade, **Serbia**  
Glavičice, **B&H**  
Skopje, **Macedonia**

### SAVOURY SPREADS

Izola, **Slovenia**  
Sarajevo, **B&H**  
Zagreb, **Croatia**

### PHARMA & PERSONAL CARE

Zagreb, **Croatia**

### BABY FOOD

Mirna, **Slovenia**

### BEVERAGES

Apatovec, **Croatia**  
Zagreb, **Croatia**  
Rogaška Slatina, **Slovenia**  
Smederevska Palanka, **Serbia**

### SPORTS & FUNCTIONAL FOOD

Bleckede, **Germany**  
Nova Gradiška, **Croatia**

### SNACKS

Belgrade, **Serbia**  
Ljubovija, **Serbia**

### GOURMET

Igroš, **Serbia**

## OFFICES & FACTORIES

Croatia  
Bosnia & Herzegovina  
Germany  
Macedonia  
Serbia  
Slovenia

## REPRESENTATIVE OFFICES

Austria  
Great Britain  
Italy  
Montenegro  
Russia  
Spain

**12** COUNTRIES WITH REPRESENTATIVE OFFICES AND FACTORIES





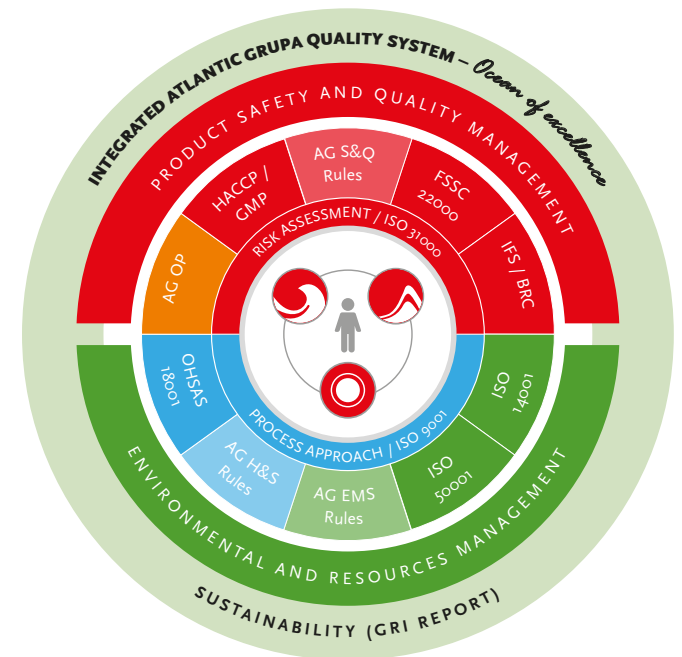


## QUALITY MANAGEMENT AND SUSTAINABILITY

**QUALITY** Our everyday policy is a policy of supervision and attention to the quality of our products and services. The focus of our integrated process management system is on the satisfaction of our customers.

**PRODUCT SAFETY** We manage our safety policy in accordance with legislation, markets, and customer requirements – product conformity is a must.

**ENVIRONMENT** We care about the environment and energy sources within our Environmental Management System (EMS) and Energy Efficiency Management System (EnMS) to protect our future.



ATLANTIC GRUPA

# **BUSINESS UNITS**

FOOD & BEVERAGES

**COFFEE**





THE REGION  
WAKES UP  
WITH US

## COFFEE

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Atlantic **COFFEE** brands compete in Standard Fresh Ground coffee (Turkish coffee), instant and espresso coffee segments and have impressive market-leading positions in the Adria region. The Strategic Business Unit Coffee is consequently the leading coffee producer in the region and by launching the new product Black'n'Easy has created a completely new category in the coffee segment and established its position as a leader in innovations. Key business strengths, such as a strong brand portfolio, product and regional know-how, flexible business operations, as well as a high quality product portfolio clearly support Atlantic's objectives.



# barcaffé

**BARCAFFÈ** The most loved coffee aroma and taste in Slovenia for more than 46 years, where every 7 out of 10 Slovenian coffee lovers begin their day with a cup of Barcaffè. The strongest FMCG brand in Slovenia (source: Valicon, 2017), with top quality products and an extensive product portfolio is also seducing Turkish coffee lovers in Croatia.

## More than 46 years of tradition.



## Most loved and no. 1 brand in Serbia.

**grand**  
K A F A

**GRAND KAFA** Thanks to its quality and originality, Grand kafa won the trust of Serbian coffee drinkers from its beginnings in the 1990's. Expanding to neighbouring countries Bosnia and Herzegovina and Macedonia, it managed to become the number-one Turkish coffee on these markets as well. The Grand kafa portfolio consists of different subbrands with different products, each one carefully made for its own group of coffee consumers.





## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 1

- STANDARD FRESH GROUND COFFEE (TURKISH COFFEE) AND ESPRESSO IN SLOVENIA
- STANDARD FRESH GROUND COFFEE (TURKISH COFFEE) IN SERBIA AND B&H

### NO. 2

- INSTANT WHITE CUP IN SERBIA AND SLOVENIA



COFFEE VOLUME SOLD IN 2016

**23,956 TONNES**

FOOD & BEVERAGES

**SNACKS**



SALTY OR SWEET  
— A PERFECT  
SNACK FOR  
EVERYBODY

## SNACKS

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Whether you like them salty or sweet, the **SNACKS** Business Unit will offer you a perfect snack for every occasion, any time. Our brands Smoki, Najlepše želje, Bananica, Prima and Štark enjoy great popularity and a leading position in the SEE region.



CREATED IN 1972, THESE WERE THE FIRST FLIPS PRODUCED IN THE SEE REGION



**BANANICA** The famous soft chocolate foam dessert, the first of its kind in the SEE region, is a product with more than seventy-five years of tradition and a brand loved by all generations. Bananica had its first product innovation launch since 1938 – “skroz čoko” Bananica.

BANANICA - THE ONE AND ONLY ORIGINAL CHOCOLATE COATED FOAMY DESSERT



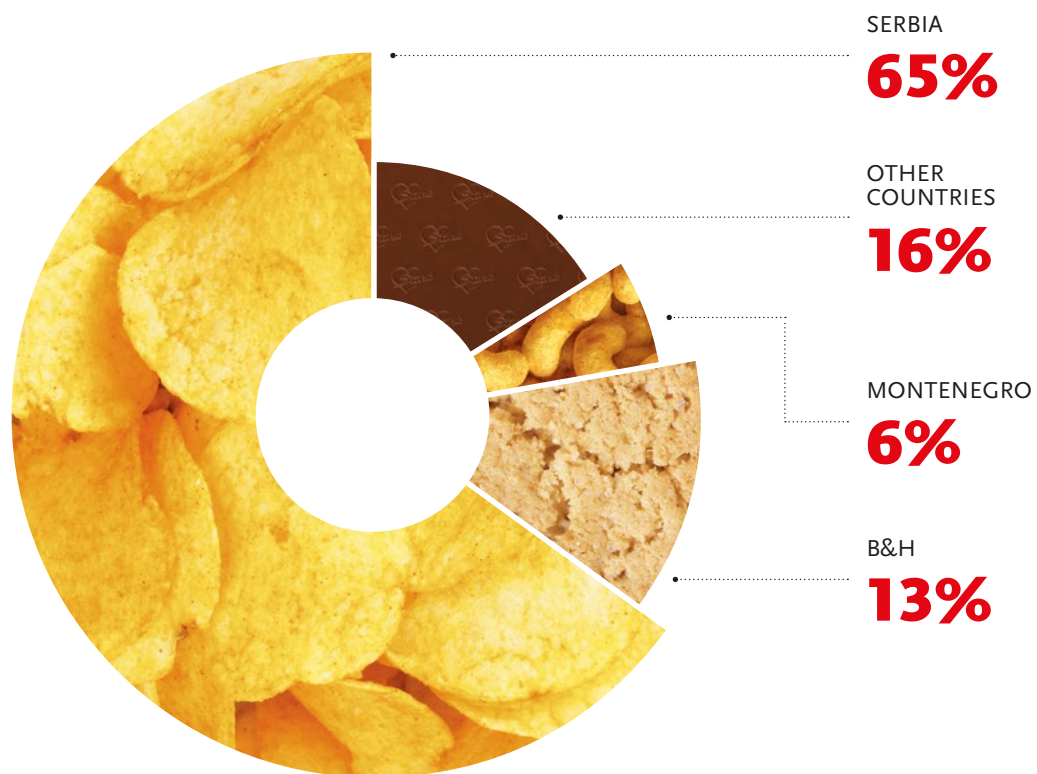
**NAJLEPŠE ŽELJE** chocolate, a delightful dessert made strictly from natural ingredients, offers a wide selection of flavours and shapes. Incredibly luring for chocolate gourmets, irresistibly amusing for children, a precious ingredient for cooks, your daily chocolate must or the perfect gift. Its special texture and long-lasting taste give “Najlepše želje” chocolates a luxurious note that is hard to resist.



**SMOKI** Smoki is made from premium quality corn meal, freshly baked peanuts and vegetable oil, with no additives at all. Smoki's unique taste made them the best flips and one of the most recognisable brands in the food industry in the region. The popularity of this product speaks for itself. Smoki has become the generic word for a collection of flips products. Aside from classic Smoki, the Smoki family has been growing year after year, adapting its portfolio to new trends and consumer demands. Smoki master brand retained its leading position across the region and successfully introduced the new Smoki Mega Hrsker sub-brand.



## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 1

- FLIPS IN SLOVENIA, B&H, SERBIA AND CROATIA
- BARS AND WAFERS IN SERBIA

### NO. 2

- STICKS AND CHOCOLATE TABLETS IN SERBIA



SNACKS VOLUME SOLD IN 2016

**28,149 TONNES**

FOOD & BEVERAGES

# BEVERAGES





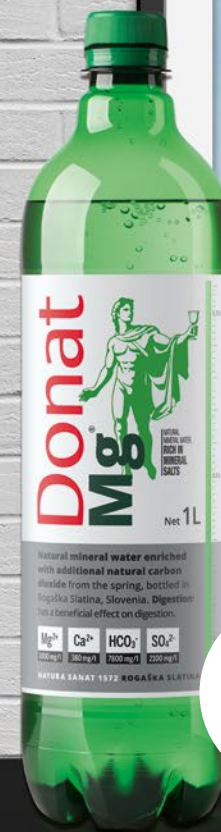
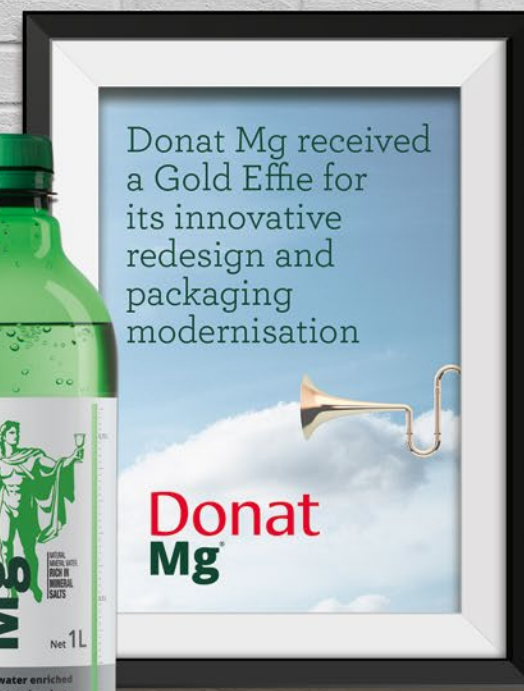
PERFECT  
COMBINATION  
OF NATURE  
AND VITAMINS

## BEVERAGES

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Cedevita, Cockta and Donat Mg are the flagship brands of the Atlantic **BEVERAGES** portfolio and appreciated by consumers in the region and beyond. Research of consumer needs, consequent marketing strategies, as well as the continuous development of new, and innovation of existing products have secured the leading market positions of these brands in the region.





**CEDEVITA** is considered in the region to be a synonym for a unique, smart and functional refreshment. Many generations grew up with CedeVita. Throughout its 48 years of existence, CedeVita showed its innovative nature with successful launches in the HoReCa and on-the-go channel as well as major brand relaunches which turned out to be loved by our consumers. Join the orange attitude!

**COCKTA** A cola drink that was born different and has conquered all generations in its 64 years of existence. The secret of the special Cockta taste lies in the unique blend of eleven herbs and the special aroma of dog rose combined with the freshness of lemon and orange flavours. Despite its long tradition, Cockta has become an innovative and modern brand in the last few years.

**DONAT Mg** A natural multifunctional mineral water with the highest level of magnesium in the EU, clinically proven to help regulate digestion. Its incomparable composition distinguishes Donat Mg worldwide. With over 400 years of tradition, Donat Mg alleviates the problems of modern life such as heartburn, muscle cramps, balances the proportion of acids and bases in the body, and much, much more.

## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 1

- VITAMIN INSTANT DRINKS IN SLOVENIA, CROATIA, B&H AND SERBIA

### NO. 2

- COLA CARBONATED SOFT DRINKS IN CROATIA

### NO. 3

- COLA CARBONATED SOFT DRINKS IN B&H AND SERBIA



BEVERAGES VOLUME SOLD IN 2016

**179,797,000 LITRES**

FOOD & BEVERAGES

# **SAVOURY SPREADS**





THE GOOD  
SIDE OF  
BREAD

## SAVOURY SPREADS

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**SBU SAVOURY SPREADS** offers handy and nutritious meals for all occasions, especially ideal when you lack time. Argeta, the SBU's flagship brand, is a modern, high quality, and innovative brand of premium savoury spread products, present in more than 20 countries worldwide. Montana is a premium sandwich brand in Croatia and Slovenia offering numerous sandwich tastes and on-the-go products such as salads and pancakes (crepes).



ONCE AGAIN, ARGETA RECEIVED THE SUPERIOR TASTE AWARD – THIS TIME FOR TUNA PATE, LIVER PATE, HUNTING PATE AND JUNIOR ORIGINAL PATE

~



**ARGETA**®

ARGETA is a premium savoury spread brand in the region, made from top-quality raw materials and seasoned with all-natural spices, without added preservatives. Its outstanding quality is only one of the reasons why Argeta is loved by consumers. Through its communication platform, "How do you love yours?", Argeta is becoming a true lovemark. In its more than 55 years of existence, Argeta has become a household necessity in the SEE region and has achieved remarkable success in other European countries. Argeta's brand portfolio consists of different sub-brands, each with its own target group.



.....  
**super  
 tasty**  
 .....

**MONTANA+** is a synonym for a super tasty sandwich for over 16 years in Croatia, available in more than 1000 points of sale, mostly petrol stations. In 2014 it entered the Slovene market as a unique triangle sandwich brand. Montana sandwiches are prepared in Croatia in a modern facility with care and love, just like homemade sandwiches from the best quality ingredients sourced locally, thus are very often the best and only super tasty snacking choice on-the-go.



**montana+**



## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 1

- SAVOURY SPREADS IN SLOVENIA, B&H, AUSTRIA, KOSOVO AND MACEDONIA

### NO. 2

- SAVOURY SPREADS IN CROATIA, SERBIA AND SWITZERLAND



ARGETA VOLUME SOLD IN 2016

**12,161 TONNES**

MONTANA VOLUME SOLD IN 2016

**1,786,000 UNITS**

FOOD & BEVERAGES

# **SPORTS & FUNCTIONAL FOOD**





FEED YOUR  
INNER  
CHAMPION

## SPORTS & FUNCTIONAL FOOD

---

### **SBU SPORTS AND FUNCTIONAL FOOD**

specialises in the development, production and sale of a wide portfolio of food for athletes, including recreational sports and health food products. Over 40 years of tradition and a leadership role in the industry have resulted in various functional lines under the leading brands Multipower, Multaben and Champ. In order to meet the specific needs of sports food consumers, special distribution channels were developed: fitness centres, sports shops, drug-stores and pharmacies, covering over 35000 outlets across Europe.



# 100% WHEY POWDER OWNS A SPORTS NUTRITION AWARD ON BEST TASTE WATER-BASED PROTEIN

**MULTIPOWER** The leading European sportsfood brand, a necessity for everyone in active training. The broad range of highly functional Multipower products facilitates the realisation of training goals with the aid of easy-to-digest and high-value combinations of proteins, amino acids, vitamins, with or without carbohydrates and a whole range of other top-quality essential nutrients required for sports. Multipower adapts to the individual needs of training and meets the needs of the user through these main segments.

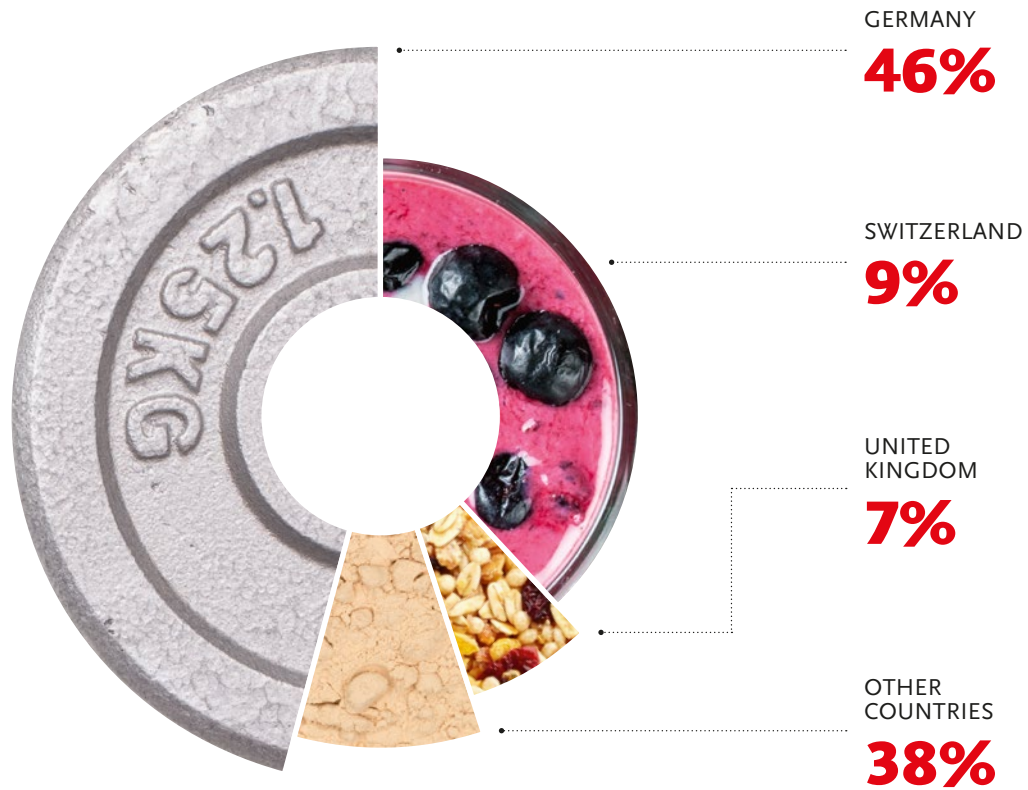


**CHAMP** A daily nutritional support system for younger persons who live and work intensely and whose free time and time spent at work is intertwined with physical and sports activities for which it is necessary to optimise the metabolic functions of the organism. The product offer is conceptualised according to functional segments depending on the intensity and nature of activities which in the end result in a specific effect.

**MULTABEN** A group of functional food products for the purpose of supporting weight loss, balance of the organism and personal well-being. According to its functional purposes, Multablen is categorised as a dietary brand.



## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

**NO. 3**

• PROTEIN POWDER IN GERMANY

”

ONLY THE BEST  
FOR YOUR BODY  
AND SPORT  
ACTIVITIES

FOOD & BEVERAGES

# BABY FOOD





FROM THE  
FIRST DAY  
OF LIFE

## BABY FOOD

---

Bebi brand was born almost forty years ago as a baby cereals brand. Since then Bebi's R&D department is constantly developing new products and expanding their portfolio to other **BABY FOOD** categories. Product quality and safety are the most important guidelines for Bebi's R&D, so only natural high quality ingredients are used in our production. To underline the long presence on the Russian market and the confidence in high quality products we provide our consumers with, a new communication campaign was launched with the slogan "Over 35 years of love and care". The campaign aimed to focus on our heritage and expertise.

# BEBI IS THE NO. 1 BRAND IN THE BABY BISCUITS SEGMENT IN LITHUANIA

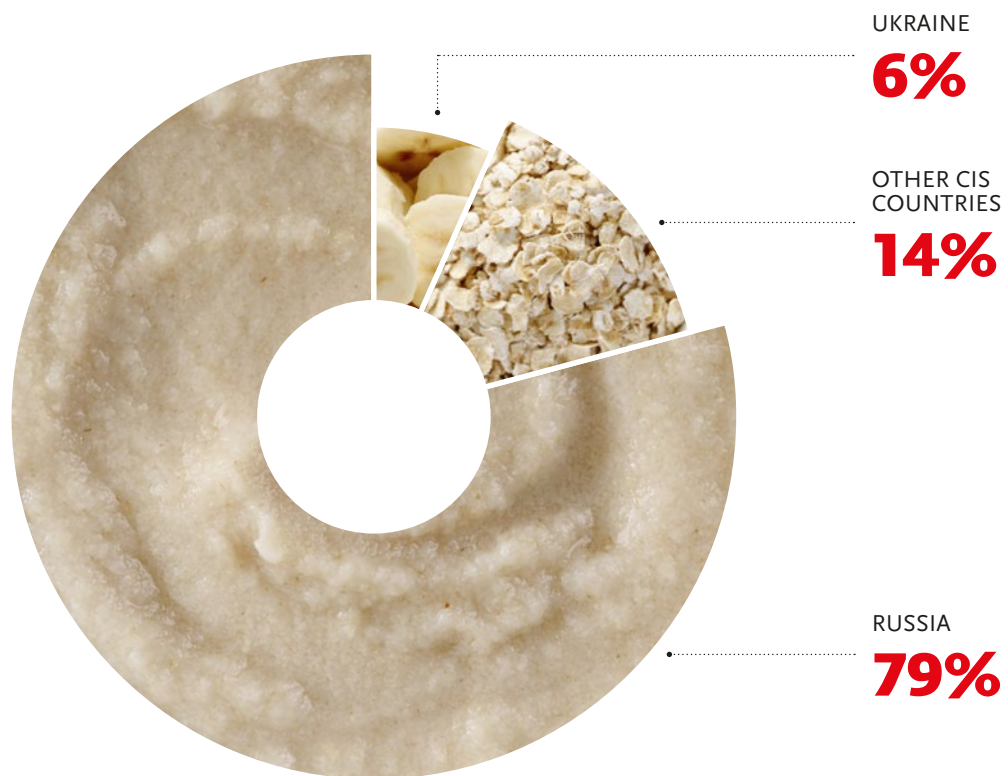
**Bebi**®

BEBI portfolio includes various products suited to satisfy all different needs from birth to baby's first meal: IMF, teas, cereals and biscuits.





## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 2

- BABY BISCUITS AND BABY CEREALS IN LITHUANIA

### NO. 3

- BABY CEREALS AND BABY TEAS IN THE UKRAINE
- BABY TEAS IN LITHUANIA



BEBI VOLUME SOLD IN 2016

**6,189 TONNES**

FOOD & BEVERAGES

**GOURMET**



FOOD FOR  
THE SOUL

## GOURMET

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**GOURMET** became a separate Business Unit in 2015, following the successful acquisition of the Foodland company by Atlantic Grupa. Foodland is an integral part of Atlantic Grupa, a multinational company whose business operations combine production, development, sales and distribution of consumer products, with market presence in more than 40 countries worldwide. The Foodland company was established in 1998 and headquartered in Belgrade, with a production facility located 250 km south of Belgrade, at the foot of the Kopaonik mountain, an ecologically preserved environment extremely rich in berries. In 2013, a new production unit in Igros was put into operation. The Amfissa brand was created in 1999, while the development of Granny's Secret began in 2003. The company has over time become synonymous with top quality – and nature's best.

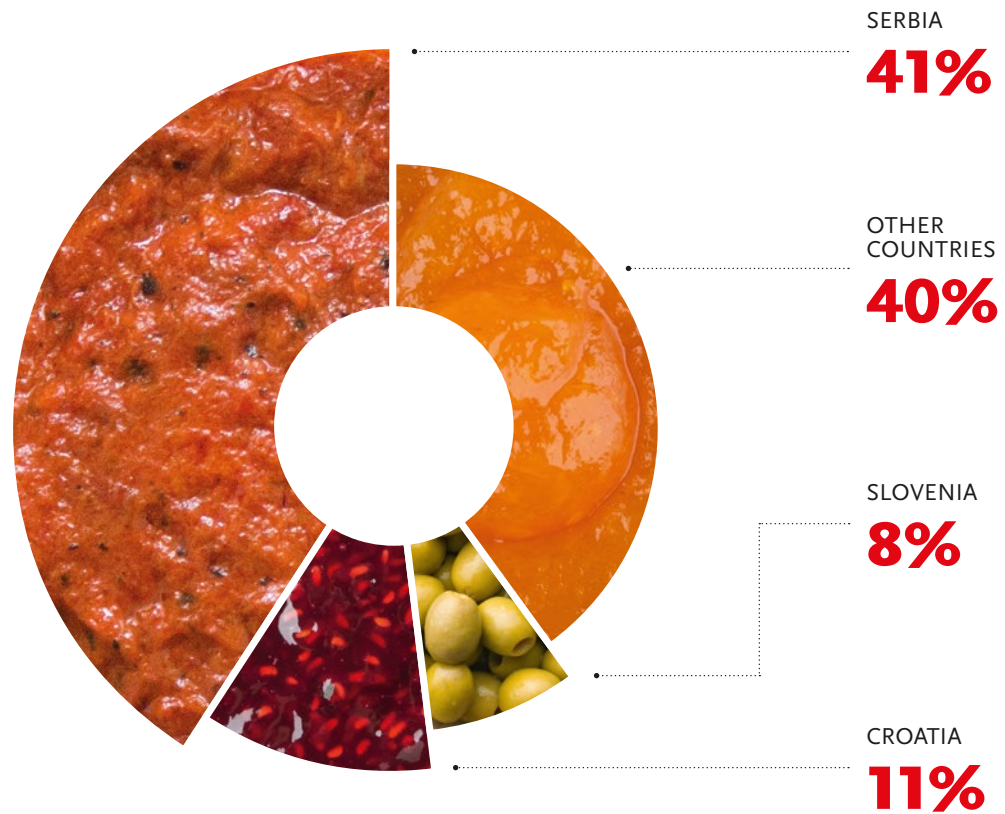


Granny's Secret Ajvar is awarded with prestigious international awards for taste and quality and classified as a product of superior taste.

**GRANNY'S SECRET** products are cooked in the same way as our grandmothers and their grandmothers used to do – they use carefully chosen fruits and vegetables and don't use any additives, preservatives, artificial colours and flavours. Everything is cooked slowly, at low temperatures. That's why the taste of Granny's Secret pepper products, jams, spreads and natural juices will remind you of the warmth of your grandma's kitchen. Granny's Secret is present in 28 markets on 5 continents. Products are available in most prestigious shops like El Corte Ingles, La Grande Epicerie, Les Galeries Lafayette or Selfridges.



## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 2

- AJVAR IN SERBIA

### NO. 3

- AJVAR IN CROATIA
- JAMS IN SERBIA AND CROATIA



GOURMET VOLUME SOLD IN 2016

**1,345,000 UNITS**



PHARMA & PERSONAL CARE

# PERSONAL CARE



WE TAKE  
CARE OF  
YOUR BEAUTY

## PERSONAL CARE

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The **PERSONAL CARE** unit has almost 100 years of tradition and experience in the production of cosmetic and hygienic products. Neva is the first Croatian company to introduce an integrated business system due to norms ISO 9001-2000 QAS / ISO 14001-2003 EMS. We are one of the biggest producers of private label lip balms, toothpastes and creams in the region. Melem, Plidenta and Rosal are top brands in the Personal Care portfolio with a wide range of products that have been dermatologically tested and created according to pharmaceutical principles, formula creation and modern technology.

## NEVA IS THE CATEGORY LEADER IN THE LIP CARE CATEGORY IN CROATIA, HOLDING THE NO. 1 POSITION WITH ITS 2 BRANDS, ROSAL LIP BALM AND MELEM

**ROSAL** is a renowned Croatian brand in the cosmetics segment, with a long lasting and successful tradition on the market. The first ROSAL cosmetics line was created in 1961, and today the range includes five segments with over 30 products designed to provide complete care for all body parts. All products are carefully designed to provide the optimal level of care for the entire family thanks to natural ingredients and their beneficial properties.

Through daily use, **MELEM** creams nourish the skin, making it resistant to external influences. It can be used anywhere and on any skin type or age. It contains no alcohol, preservatives, silicones, corticosteroids or antibiotics. The Melem portfolio includes different practical packaging of the Melem original cream and Melem lip balms.

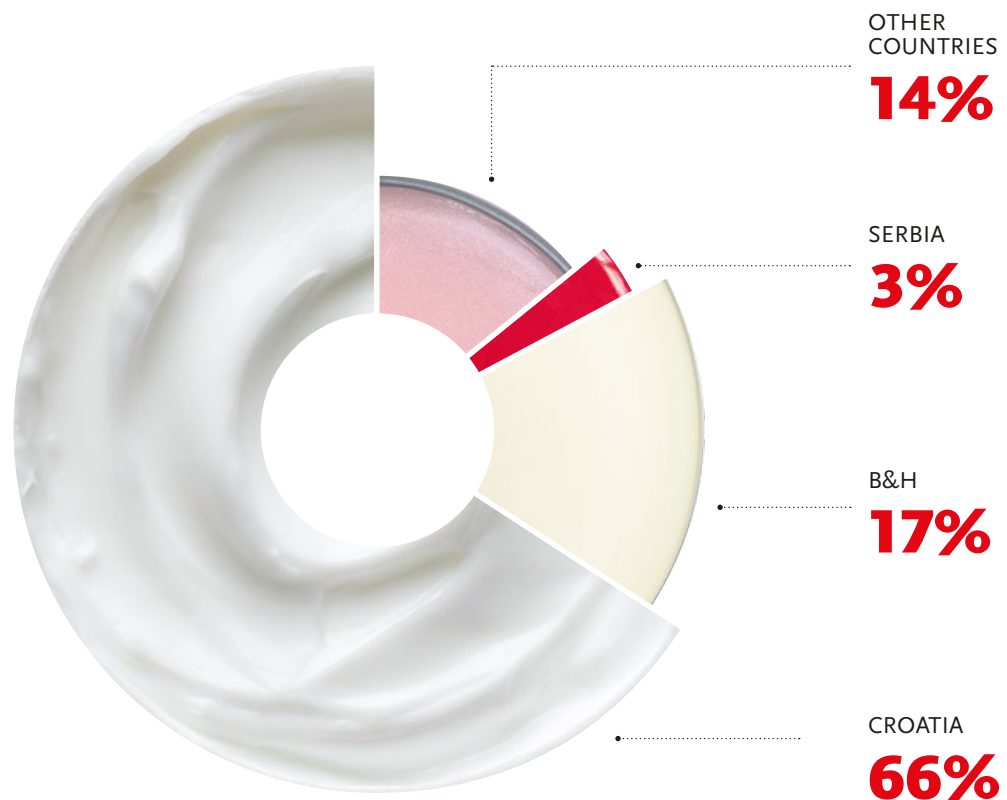
## PLIDENTA REMAINS ONE OF THE LEADING CROATIAN BRANDS

**PLIDENTA** is created for healthy and beautiful teeth. Its long-standing tradition on the Croatian market and own know-how, together with modern production and management methods, meets the needs of the most demanding consumers and satisfies all EU quality certificates and health regulations. Plidenta toothpastes are carefully designed over the years in accordance with the leading trends in oral hygiene.





## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

### MARKET POSITIONS

#### NO. 1

• LIP CARE IN CROATIA

#### NO. 2

• BODY CARE IN CROATIA



PERSONAL CARE VOLUME SOLD IN 2016

**8,073,000 ITEMS**

PHARMA & PERSONAL CARE

**PHARMA**



WE TAKE  
CARE OF  
YOUR HEALTH

## PHARMA

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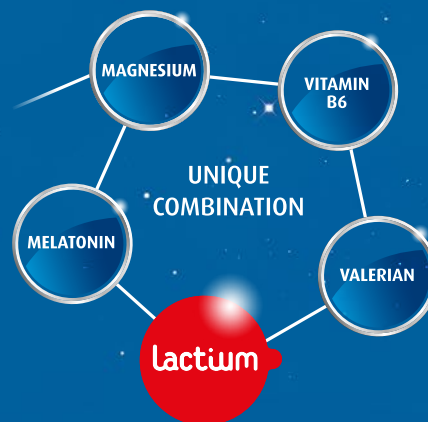
**SBU PHARMA** includes the operations of pharmacies and specialised stores for medicinal products joined in the Farmacia chain and the production of dietary supplements, over-the-counter (OTC) medicines, cosmetics and personal care products.





## MAGNESIUM NIGHT IS THE BEST SELLING NEW PRODUCT IN THE FOOD SUPPLEMENT CATEGORY IN 2016 IN CROATIA

**DIETPHARM** Fidifarm is the leading regional producer of food supplements and vitamin products under the brand name Dietpharm. Dietpharm offers a range of more than 90 products which are the result of carefully selected raw materials, highly developed technology, and highest standards in line with the strictest European and global requirements. With its name and reputation, and through constant laboratory control, Dietpharm guarantees top-quality composition, purity and organic origin of raw materials.

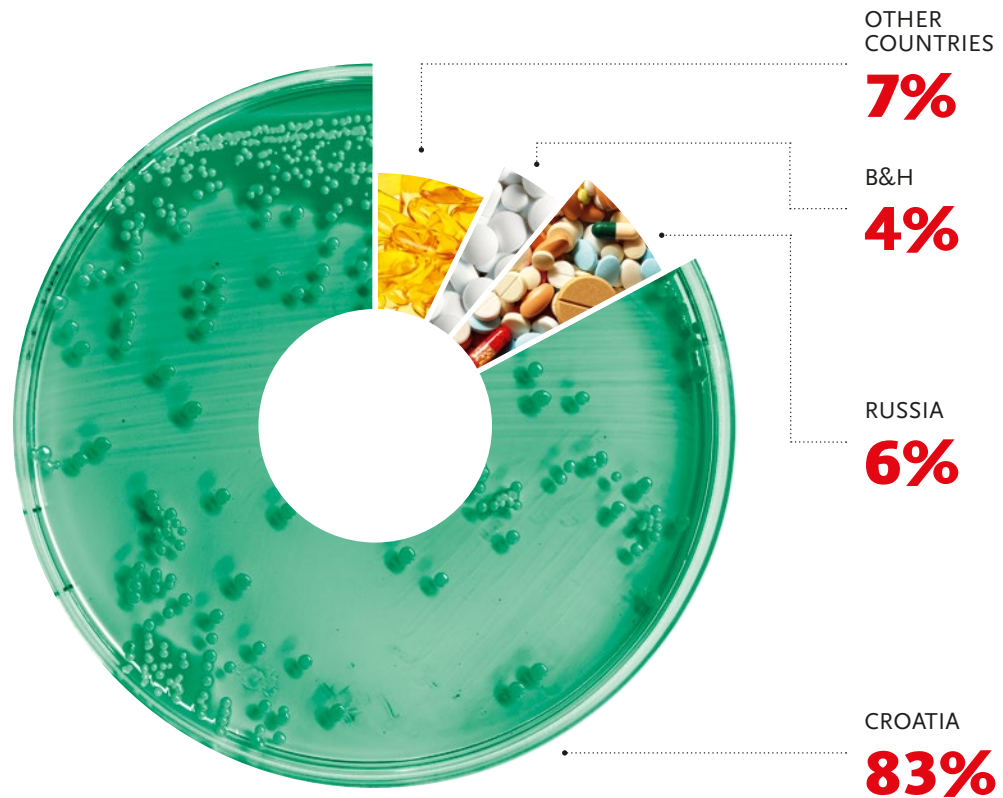


farmacia®   
farmacia® 

**FARMACIA** Croatia's largest private chain of pharmacies and specialised shops for medicines and food supplements. Our strategic goal is to further develop a pharmacy chain that is organised according to the highest standards of the profession, with quality that is well recognised by customers.



## SALES BY COUNTRIES



SOURCE: INTERNAL ATLANTIC DATA

## MARKET POSITIONS

### NO. 1

• FOOD SUPPLEMENTS IN CROATIA AND B&H

### NO. 2

• FOOD SUPPLEMENTS IN SERBIA

PHARMA VOLUME SOLD IN 2016

**3,951,000 ITEMS**

ATLANTIC GRUPA

# DISTRIBUTION





DISTRIBUTION



WE MAKE A  
DIFFERENCE

## DISTRIBUTION

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**ATLANTIC GRUPA** with its partner Ataco is the leading distributor of fast moving consumer goods in the region of South Eastern Europe, with 19 distribution centres in these markets, over a thousand vehicles and direct access to over 60 thousand sales points, and highly developed know-how in key account management, category management, logistics and trade marketing. Our experienced management and distribution operations are matched with excellent service, customer relations and market expertise.

## KEY BENEFITS

### THROUGH ITS UNIQUE COMMERCIAL APPROACH ATLANTIC MAKES A REAL DIFFERENCE BY PROVIDING:

- Negotiation power through the strength of a superstrong Atlantic distribution portfolio
- Benefits from regional negotiation synergy
- Fast implementation of new listings, must-have assortment, fair share of shelf and trade marketing activities
- “Perfect Store” visibility concept
- Strong in-house trade marketing capability and service
- Organisation flexibility and category/channel focused teams
- POS direct visit and strong merchandising team
- Goal oriented/incentivised team and KPI driven-based service model
- Supervised execution using state-of-the-art hardware/software tool and reporting platform

## ORGANISATION

### DEVELOPED NETWORK OF 19 DISTRIBUTION CENTRES

### COOPERATION WITH PARTNER DISTRIBUTION COMPANY ATACO

### DEVELOPED PARTNERSHIPS OR OWN DISTRIBUTION SYSTEMS IN WESTERN EUROPE, IN RETAIL, AS WELL AS IN SPECIALISED CHANNELS, HEALTH AND SPORTS IN PARTICULAR

### STRONG DISTRIBUTION OPERATION IN CIS COUNTRIES



## DISTRIBUTION BRANDS

### OWN BRANDS

ARGETA®

barcaffé

CEDEVITA

Donat  
Mg

grand  
K A F A

MULTIPOWER

Smoki

Cockta

Stark

Najlepše  
zele

Bonito  
prava kafa

Bebi

Banatica

DIETPHARM

SPORTS LINE  
Champ

Multaben

Prima

Granny's Secret

montana\*

Kala

plidenta

CHIPSOS  
chips

MELEM

ROSAL

Amfissa

KALNIČKA

### PRINCIPAL BRANDS

nutella

Kinder

Dove

Orbit

L'ORÉAL  
PARIS

Airwaves

durex

PHILIPS

SCHWARTAU

HiPP

LE PETIT  
MARSEILLAIS

RAUCH

Becutan

Pilsner Urquell

CORNY

BIC

STOCK

Bruschette  
Marretti

Beam SUNTORY

VITAMIN  
WELL

jgl  
Kao kap vode na dlanu

SUBRINA  
PROFESSIONAL

Del Castello

Regina

DURACELL

Kozel



## **LEADING DISTRIBUTOR OF TOP FMCG BRANDS**

- ATLANTIC is the leading full service distribution provider in the SEE region and Russia of both international and local top-quality FMCG brands that are global or regional category leaders.
- In selected Western-European countries we used our strong competences and know-how in developing our own distribution service to bring added value to external partners and brands.

## **STRENGTH OF DISTRIBUTION**

- DEEPEST and DETAILED DIRECT coverage in the SEE region.
- Multiple Channel coverage (Retail, Petrol, HoReCa, Pharma, B2B, B2C).
- Largest supplier to regional key accounts with MUST-HAVE brands in portfolio.

## **EXPERIENCE AND EXPERTISE TO RELY ON**

- Highly developed key account and brand operation management.
- Organisation, operating principles, know-how across the region.
- Operational synergies across markets.
- 26 years of experience in the distribution and development of premium brands.













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