



Ocean of opportunities

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ATLANTIC

GRUPA

**PRODUCTION +
DISTRIBUTION**

= Leading regional manufacturer and distributor of FMCG brands

- **17 production facilities in 5 countries**
- **Companies in 12 countries**
- **Over 5300 employees**



VALICON
**TOP25
 REGIONAL
 BRANDS
 2016**

	1. <i>bezalkoholna pića</i> 	2. <i>čokolade</i> 	3. <i>bezalkoholna pića</i> 	4. <i>začini</i> 	5. <i>paštete</i> 
	6. <i>slane grickalice</i> 	7. <i>žvakaće gume</i> 	8. <i>bezalkoholna pića</i> 	9. <i>kreme</i> 	10. <i>vode</i> 
	11. <i>zubne paste</i> 	12. <i>bezalkoholna pića</i> 	13. <i>čips</i> 	14. <i>maramice</i> 	15. <i>bezalkoholna pića</i> 
	17. <i>omekšivači</i> 	18. <i>bezalkoholna pića</i> 	19. <i>bomboni</i> 	20. <i>instant kave</i> 	21. <i>keksi</i> 
					22. <i>čokoladice</i> 
			23. <i>britvice</i> 	24. <i>žvakaće gume</i> 	25. <i>jogurti</i> 

Snaga brenda kriterij je za rangiranje. Snaga brenda izračunata je na temelju prepoznatljivosti, iskustva i korištenja brenda unutar konkretne kategorije. Rezultati su ponderirani veličinom populacije određene zemlje.

Rangiranje se temelji na reprezentativnom istraživanju provedenom na pet najvećih regionalnih tržišta - Srbija, Hrvatska, Bosna i Hercegovina, Makedonija i Slovenija.

Istraživačka metodologija: prikupljanje podataka u rujnu i listopadu 2016, n=1000 do 1500 po zemlji; uzorak reprezentativan po spolu, dobi, obrazovanju i regiji za populaciju 15 do 65 godina starosti; "mix-mode" računalom potpomognuto anketiranje koje uključuje reprezentativno web i dopunsko terensko anketiranje populacije bez interneta.

Za više informacija: www.valicon.net/top25

GROWTH BASED ON INNOVATIONS AND M&A

National company

1990's

- ❖ Distribution centres across Croatia
- ❖ Various distribution cooperations

Regional company

2000-2004

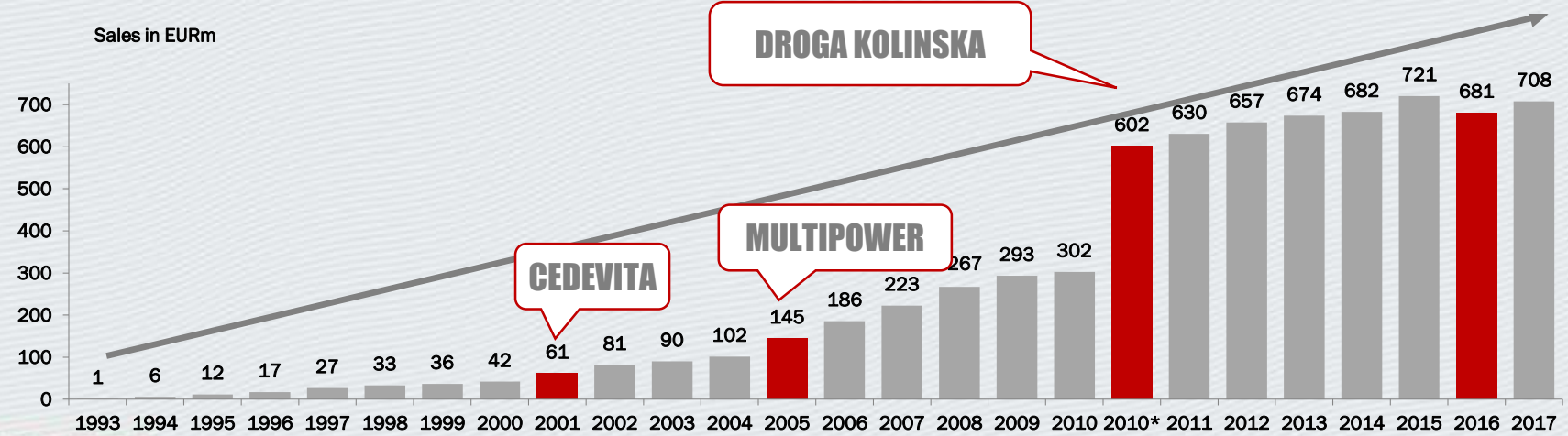
- ❖ Regional expansion
- ❖ 2001: Acquisition of CEDEVITA

European company

2005-2017

- ❖ 2010: Acquisition of DROGA KOLINSKA
- ❖ 2007: IPO
- ❖ 2005: Acquisition of MULTIPOWER

Sales in EURm



2010*: Pro-forma consolidated with Droga Kolinska

- 
- **FY17 sales: EUR 708m**
 - **FY17 EBITDA* : EUR 69m**
 - **MCap (04/05/2018) : EUR 432m**

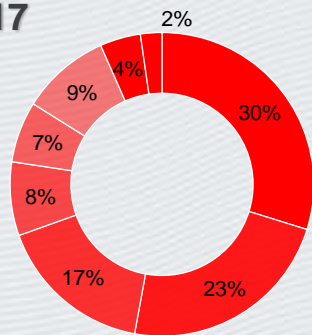
*Normalised

OUTLOOK:

- **FY18 sales: EUR 720m**
- **FY18 EBITDA: EUR 73m**

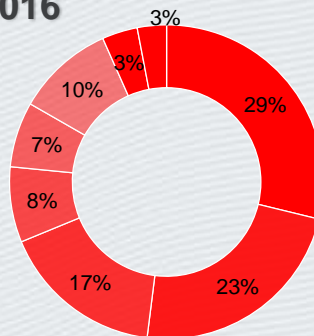
SALES BY MARKETS AND SEGMENTS

2017



- Croatia 29.8%
- Serbia 23.1%
- Slovenia 16.7%
- Bosnia and Herzegovina 7.8%
- Other regional markets* 6.5%
- Key European markets** 9.5%
- Russia and CIS 4.3%
- Other markets 2.3%

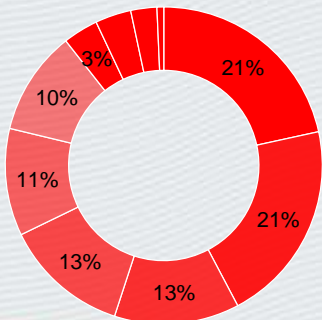
2016



- Croatia 28.8%
- Serbia 23.2%
- Slovenia 16.8%
- Bosnia and Herzegovina 7.8%
- Other regional markets* 6.7%
- Key European markets** 10.1%
- Russia and CIS 3.6%
- Other markets 3.0%

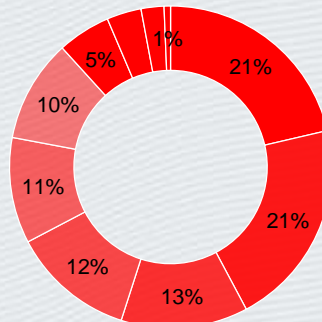
* Macedonia, Montenegro, Kosovo ** Germany, United Kingdom, Italy, Switzerland, Austria, Sweden, Spain

4% 3% 1%



- Principal brands 21.6%
- Coffee 20.7%
- Beverages 12.8%
- Sweet and salted snacks 12.8%
- Savoury spreads 11.0%
- Pharma & Personal care 10.6%
- Sports and Functional Food - own brands 3.6%
- Sports and Function Food - private label production 3.5%
- Baby food 2.7%
- Gourmet 0.7%

4% 2%



- Principal brands 21.4%
- Coffee 20.8%
- Sweet and salted snacks 12.8%
- Beverages 12.4%
- Savoury spreads 10.6%
- Pharma & Personal care 10.3%
- Sports and Functional Food - own brands 5.3%
- Sports and Function Food - private label production 3.5%
- Baby food 2.3%
- Gourmet 0.6%

Thank you for your attention