

# 2020 COMPANY OVERVIEW





**5**

ABOUT US



**21**

DISTRIBUTION



**27**

FOOD &  
BEVERAGES



**89**

PHARMA &  
PERSONAL CARE



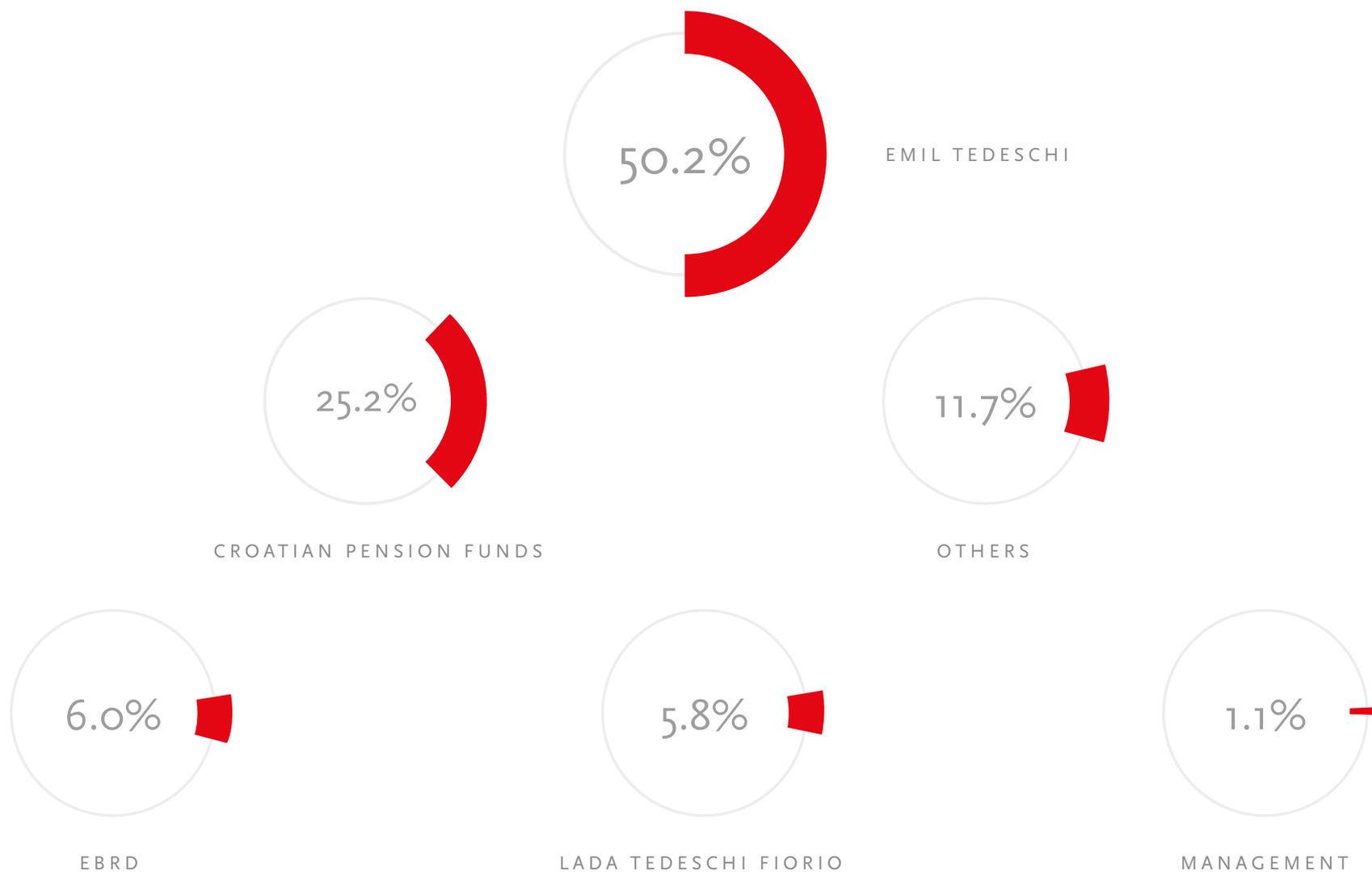




**ABOUT US** Atlantic Grupa is one of the leading food companies in the region with renowned regional brands, which besides the product range of external partners, supports its own distribution system on all the markets in the region. Atlantic Grupa's products are highly represented in Russia, in the CIS and Western European countries. The Company headquarters are in Zagreb, production plants are situated in Croatia, Germany, Slovenia, B&H, Serbia and Macedonia, while companies and representative offices are located in 12 countries.



# ATLANTIC GRUPA OWNERSHIP STRUCTURE\*



\*AS OF DECEMBER 31<sup>ST</sup> 2015



## ATLANTIC GRUPA MANAGEMENT BOARD



### EMIL TEDESCHI

PRESIDENT AND CEO OF ATLANTIC GRUPA

**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 the 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 from 2005-2007 and a member of the Council of Economic Advisers to the President of Croatia in the period from 2010-2015. He is an Honorary Consul of the Republic of Ireland in the Republic of Croatia and 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.

” **A WORD FROM THE CEO** In 2015, Atlantic Grupa set the main direction of the company's further development in line with its strategic focus on intensive internationalisation of operations, 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 the intensive development of our own portfolio and expansion of distribution activities in this area, but the goal of the 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, which on the level of internal organisation is reflected in establishing two distribution zones: Zone East and Zone West.

Among key business developments in 2015, in addition to the reorganisation of distribution operations and the establishment of distribution companies in markets Germany and Austria, we should also point out further expansion of the distribution portfolio in the region. At the same time, the company is continually dedicated to risk management, liquidity maintenance and debt management.

Due to all these factors, Atlantic Grupa, according to the latest Euromoney survey, the leading global financial magazine, was awarded as the best-managed company in Croatia and the best-managed company in the food and beverages sector in Central and Eastern Europe in 2015.

Emil Tedeschi,  
President and CEO



## ATLANTIC GRUPA MANAGEMENT BOARD



### 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 business school IEDC 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 business school INSEAD 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 Croatian Association of Certified Accountants as well as a member of the International Association of Chartered Certified Accountants. He graduated from the Faculty of Economics and Business at the University of Zagreb.



## ATLANTIC GRUPA KEY FACTS

TURNOVER IN 2015

**711.2 MIO €**

46 AWARDS



**5,387**

EMPLOYEES

MILLIONS OF SATISFIED CONSUMERS



**19**

PRODUCTION  
FACILITIES IN

WIDE RANGE OF LEADING  
FOOD AND BEVERAGE BRANDS  
AND PRODUCTS



OWNER OF A PHARMACY CHAIN  
IN CROATIA



**6**

COUNTRIES

LEADING REGIONAL DISTRIBUTION  
OF FMCG WITH TOP GLOBAL AND  
REGIONAL BRANDS

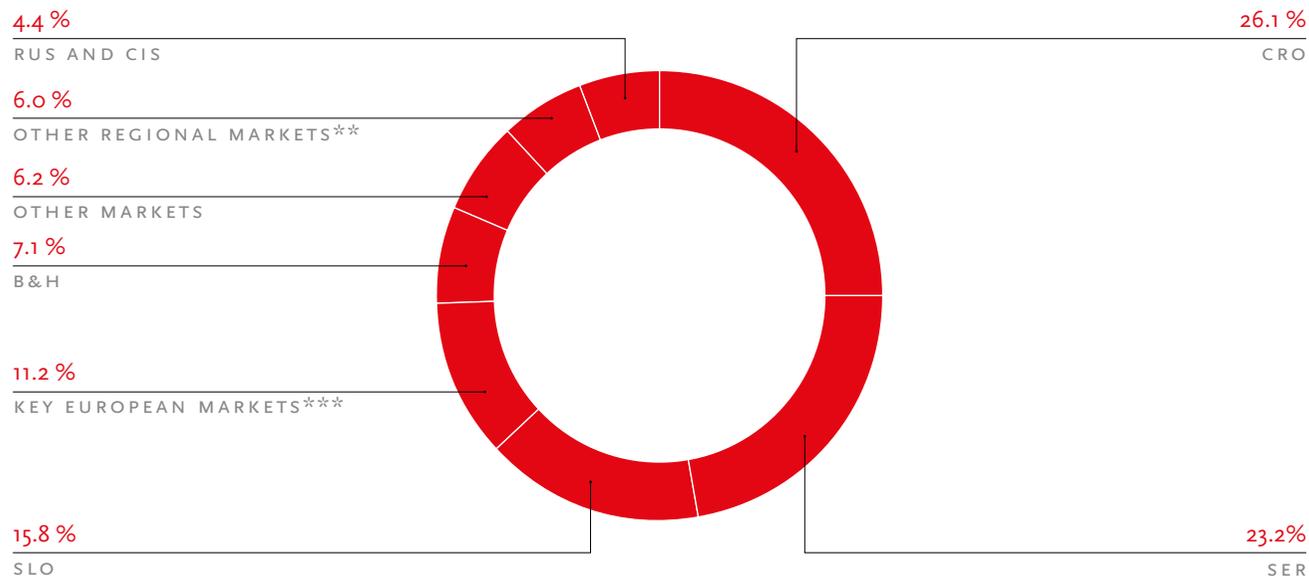


RESPECTIVE ASSORTMENT  
OF PERSONAL CARE BRANDS,  
FOOD SUPPLEMENTS AND OTC  
PRODUCTS



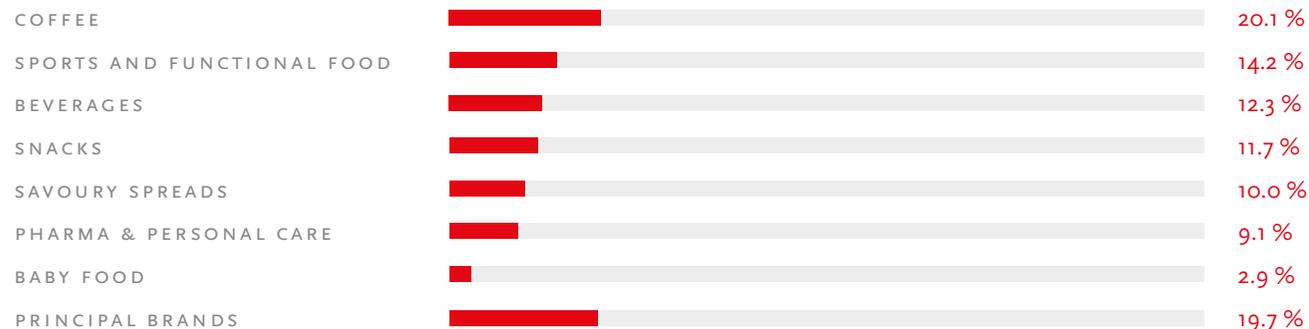
# ATLANTIC GRUPA KEY FIGURES 2015

## SALES BY MARKETS\*



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

## SALES BY CATEGORIES



In 2015 Atlantic Grupa recorded sales of EUR 711.2 million which is 5.6% higher compared to 2014. Earnings before interest, taxes, depreciation and amortization (EBITDA) fell by 5.0% to EUR 74.6 million while net profit grew by 13.6% to EUR 31.9 million. The highest contribution to the overall sales growth came from Strategic Distribution Units Croatia and Serbia with a growth of 11.1% and 8.5% respectively, followed by the Strategic Business Unit Coffee with a growth of 5.7%.

Sales profile by markets reveals that the largest growth was achieved in market Serbia (9.7%) and therewith this market comprised 23.2% in total sales, followed by 9.6% growth on the Croatian market, which is with 26.1% share in total revenues the largest single market of Atlantic Grupa.

Atlantic Grupa's own brands accounted for 65.3% of total sales, distribution of principal brands for 19.7%, the pharmacy chain Farmacia for 6.2%, while products that Atlantic Grupa produces as private labels for big business systems in Croatia and abroad accounted for 8.8% of total sales.

ATLANTIC GRUPA'S REPORTING CURRENCY HRK, ALL FIGURES TRANSLATED AT EUR/HRK 7.6



# ATLANTIC GRUPA HISTORY AND ORGANISATION

## CROATIAN COMPANY

**1991** Company incorporation and development of consumer goods distribution

## REGIONAL COMPANY

**1997** Investment in the distribution system in B&H

**2001** Acquisition of Cedevita, famous vitamin instant drink brand, and launching business activities in Serbia

**2003** Acquisition of Neva, the leading cosmetics producer in Croatia

**2004** Acquisition of Interchem Cosmetics production, a cosmetics producer well known for its Melem universal protective cream

## EUROPEAN COMPANY

**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

**2007** Acquisition of Multivita, vitamin instant drink brand, in Serbia

**2008** Acquisition of pharmacy institutions, subsequently forming the leading Croatian privately held pharmacy chain Farmacia

**2010** Acquisition of Droga Kolinska, a regional food and beverage company

**2010** Acquisition of Kalničke vode Bio Natura, Croatian bottling company

**2013** Establishing cooperation with Unilever

**2014** Acquisition of Prodis, distribution company in Slovenia and Croatia

**2015** Acquisition of Foodland d.o.o. and construction of the factory of Atlantic Multipower Croatia in Nova Gradiška

## ATLANTIC GRUPA

### BUSINESS OPERATIONS

### CORPORATE SUPPORT FUNCTIONS

#### BUSINESS UNITS

#### DISTRIBUTION UNITS

#### FINANCE

#### CORPORATE ACTIVITIES

SBU COFFEE

SBU SPORTS AND FUNCTIONAL FOOD

SBU BEVERAGES

SBU SNACKS

SBU PHARMA AND PERSONAL CARE

SBU SAVOURY SPREADS

BU GOURMET

BU BABY FOOD

#### ZONE EAST

SDU CROATIA

SDU SERBIA

DU SLOVENIA

DU MACEDONIA

SDR HORECA

SDR BALTIC & CIS

PDR KOSOVO, BULGARIA, ROMANIA

#### ZONE WEST

SDR DACH & BENELUX

DR MEDITERRANEAN & AFRICA

DR NORTHWEST EUROPE & AUSTRALIA

PDR CENTRAL EUROPE AND OVERSEAS



## ATLANTIC GRUPA NETWORK

REPRESENTATIVE  
OFFICES AND  
COMPANIES IN

# 12

COUNTRIES

### OFFICE + FACTORY

Croatia  
Bosnia & Herzegovina  
Germany  
Macedonia  
Serbia  
Slovenia

### OFFICE

Austria  
Great Britain  
Italy  
Montenegro  
Russia  
Spain

## PRODUCTION NETWORK

### COFFEE

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

### SNACKS

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

### SAVOURY SPREADS

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

### PHARMA & PERSONAL CARE

Zagreb, **Croatia**

### SPORTS AND FUNCTIONAL FOOD

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

### BABY FOOD

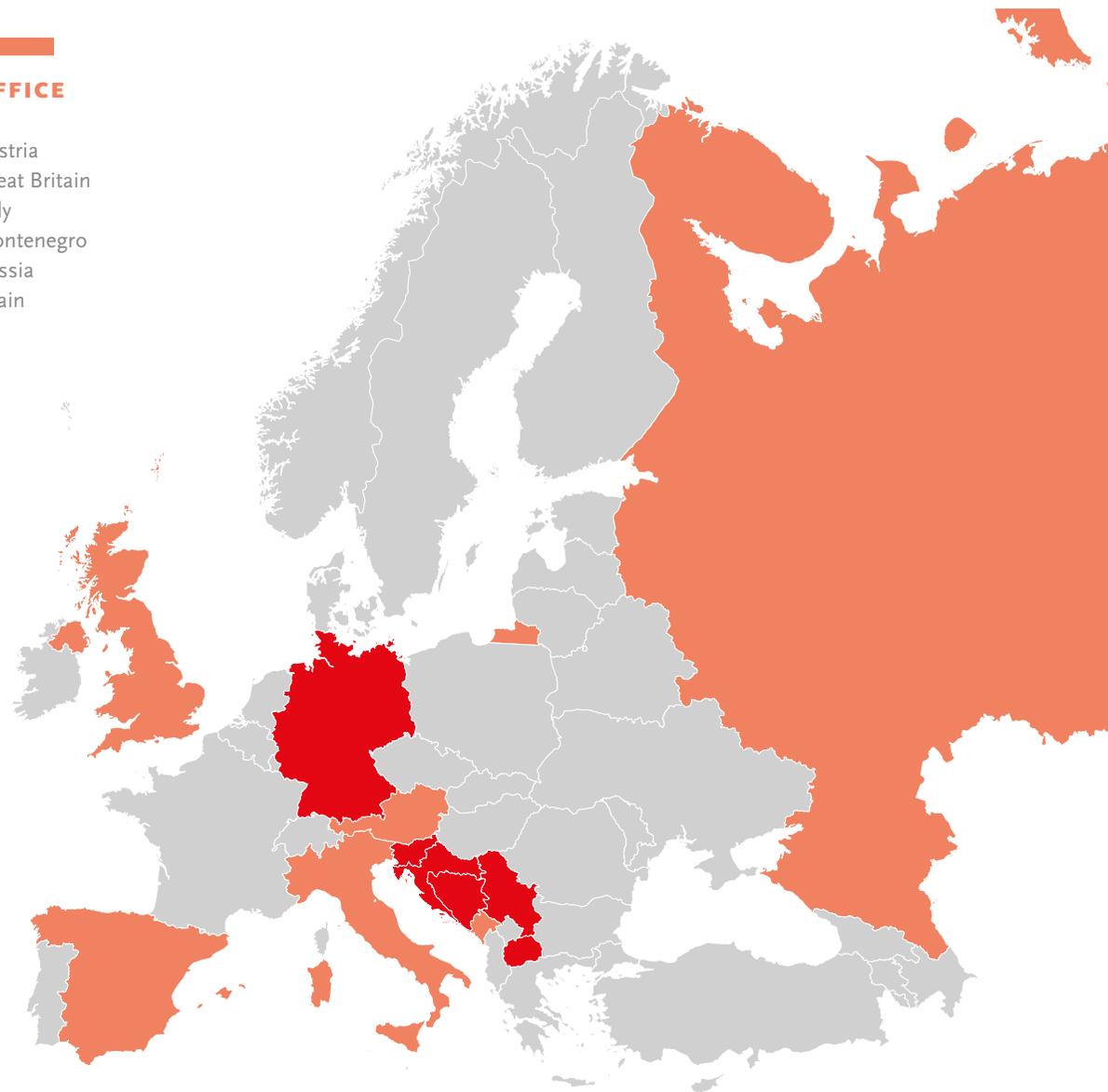
Mirna, **Slovenia**

### BEVERAGES

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

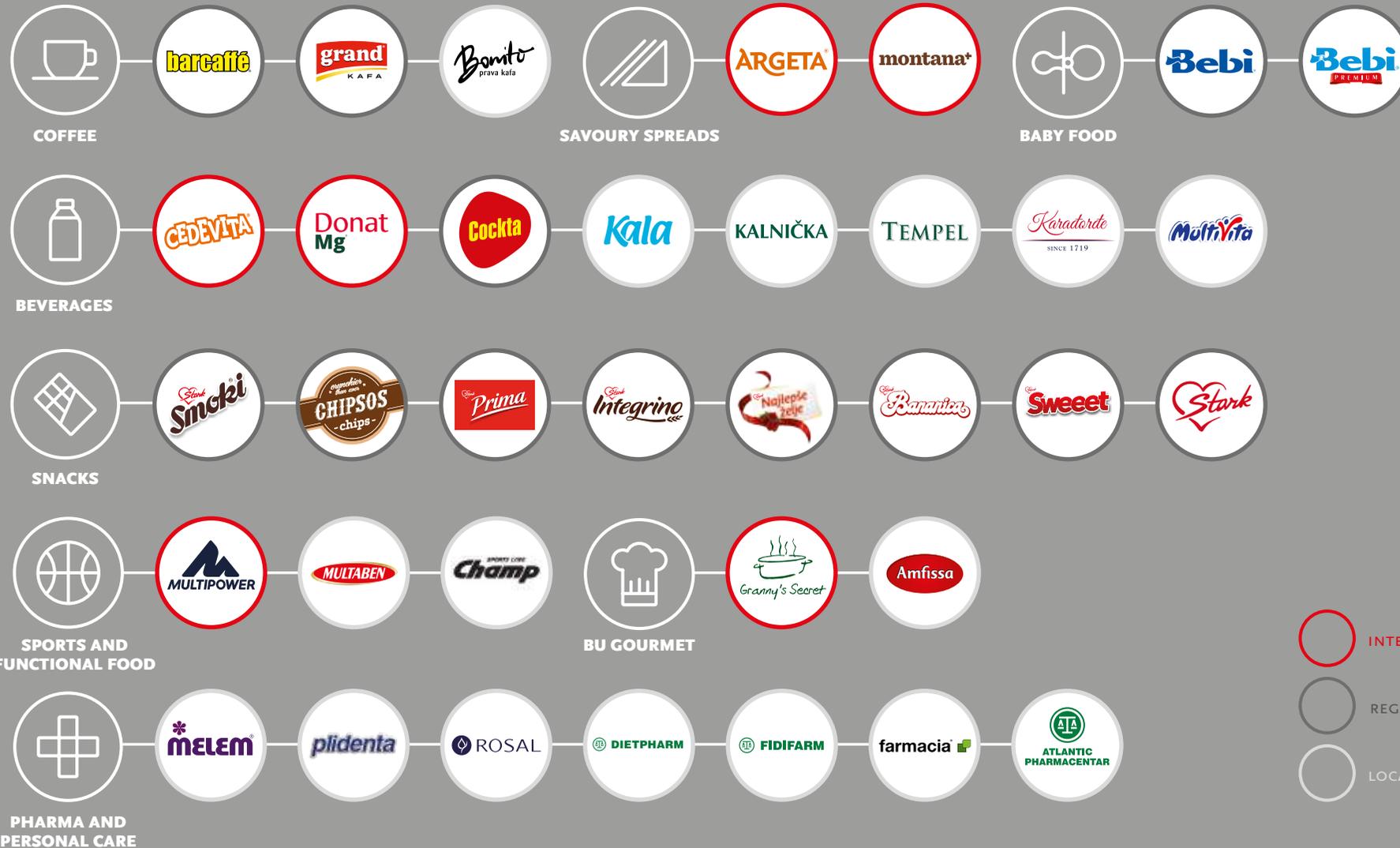
### GOURMET

Igroš, **Serbia**





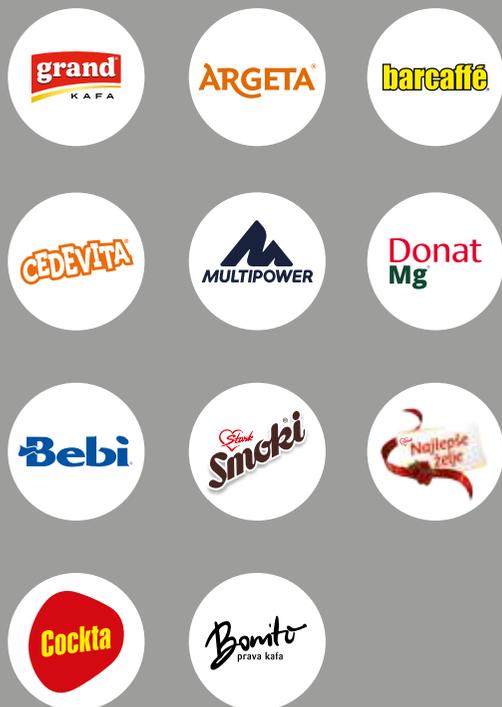
OUR BRANDS WITH DIFFERENT REACH





## ATLANTIC GRUPA BRANDS

### ATLANTIC BRANDS WITH SALES OF OVER EUR 15 MIO IN 2015



### LEADING CATEGORY POSITIONS

## No.1

#### SLOVENIA

Turkish coffee  
Espresso (in retail)  
Flips  
VID  
Savoury spreads

#### CROATIA

VID  
Food supplements  
Lip care  
Flips

#### B&H

Flips  
VID  
FAD  
Savoury spreads  
Turkish coffee

#### SERBIA

Turkish coffee  
Flips  
Bars  
Wafers  
VID

#### AUSTRIA

Savoury spreads

#### GERMANY

Protein powder

#### KOSOVO

Savoury spreads

#### MACEDONIA

Savoury spreads

## No.2

#### SLOVENIA

Cola CSD  
White cup

#### CROATIA

Turkish coffee  
Savoury spreads  
Body care

#### SERBIA

White cup  
Sticks  
Chocolate tablets  
FAD  
Chips  
Lip care

#### SWITZERLAND

Savoury spreads

#### UKRAINE

Baby cereals

#### LITHUANIA

Baby biscuits

## No.3

#### B&H

Cola CSD  
Chips

#### SERBIA

Cola CSD  
Savoury spreads  
Biscuits  
Black cup

VID STANDS FOR VITAMIN INSTANT DRINKS

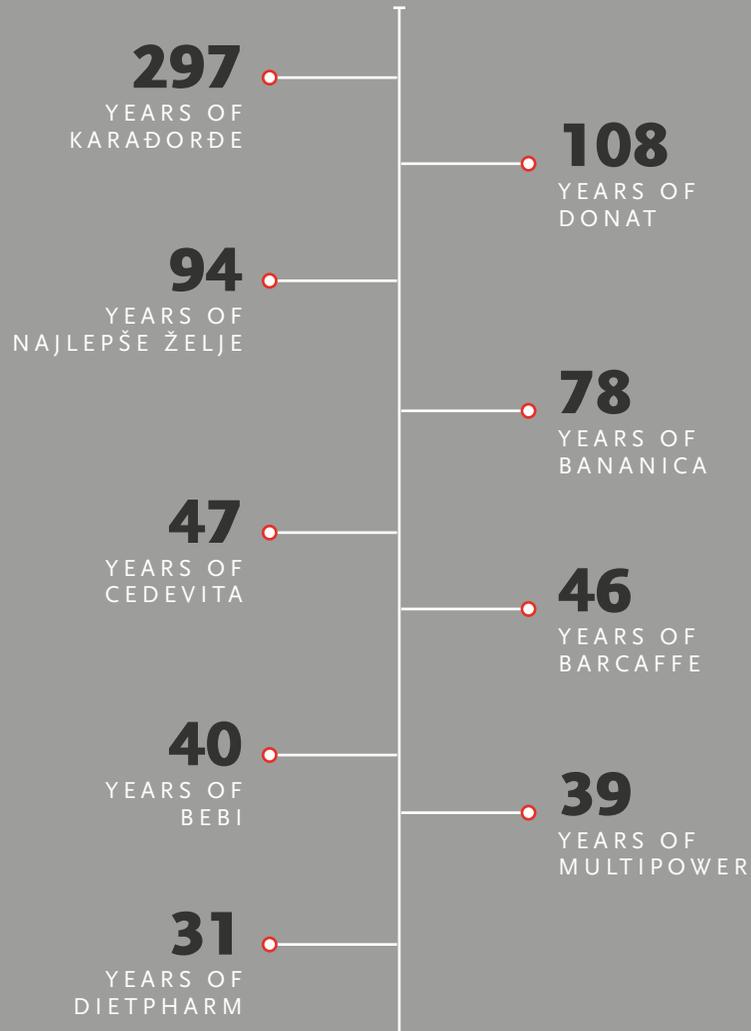
CSD STANDS FOR CARBONATED SOFT DRINKS

FAD STANDS FOR FOOD ADDITIVES



# ATLANTIC GRUPA BRANDS

## BRANDS TRADITION



## BRANDS FOLLOW THE COLOUR EMOTIONS GUIDE





## ATLANTIC GRUPA BRANDS

### OUR MEDIA EXPOSURE

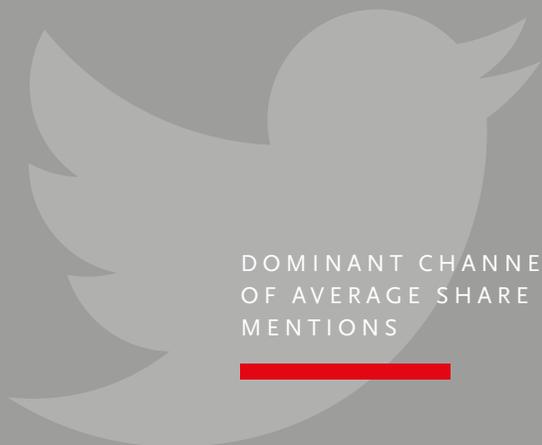


OVER 1000 HOURS ON AIR

IF ALL OUR COMMUNITY MEMBERS WERE A COUNTRY, THEY WOULD BE THE SIZE OF CROATIA!



IF ALL OUR YOUTUBE VIEWS WERE CITIZENS, TOGETHER THEY WOULD BE THE SIZE OF SWEDEN!



DOMINANT CHANNEL WITH 36% OF AVERAGE SHARE IN TOTAL MENTIONS



LOVE MARKS: SMOKI, CEDEVITA, BANANICA AND ARGETA



ON AVERAGE, WE HAVE 233 MENTIONS A DAY



# ATLANTIC GRUPA QUALITY MANAGEMENT AND SUSTAINABILITY

## QUALITY

Our everyday policy is a policy of supervision and attention to the quality of our products and services. In fact, everyone at Atlantic Grupa is committed to quality. An efficient quality system facilitates international competitiveness, ensures a high reputation for our products and a strong credibility with our clients and suppliers. Our process approach is a management model that is above all customer-oriented.

Our quality system is totally integrated and combines:

- the requirements of business process management,
- the highest product safety and quality assurance principles and
- the environmental management requirements.



THE FIRST ELECTRIC CAR IN ATLANTIC – OPPORTUNITY TO GROW IN HARMONY WITH NATURE

## PRODUCT SAFETY

We manage our safety policy in accordance with local and European legislation, markets, and customer requirements. In the food, cosmetic, and pharmaceutical industries with highly positioned brands, 100% product conformity is a must. The safety of products is managed using a chain perspective which incorporates control activities to eliminate any potential hazards that might affect this chain, from our suppliers, all the way to the final consumers.



WE CARE FOR OUR EMPLOYEES AND OUR EMPLOYEES CARE FOR SOCIETY

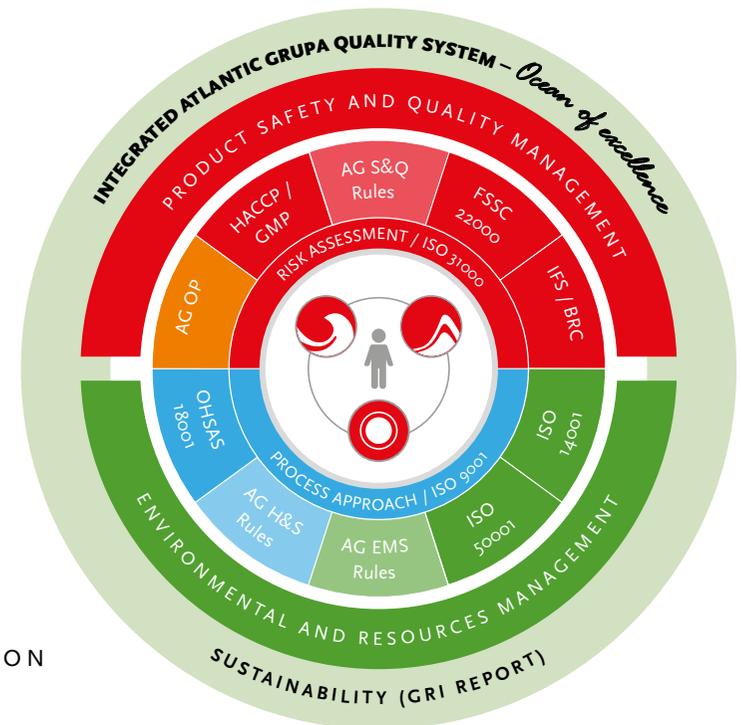
## ENVIRONMENTAL

Our concern for the environment has expanded from a local approach to the corporate level within a consistent Environmental Management System (EMS) with the main focus on protecting the future. By interconnecting on-going activities that are derived from the three dimensions – environment and energy efficiency, people and society, governance – Atlantic Grupa has taken a big step toward sustainability.

WE ARE ACTIVE IN NUTRITION AND BRANDS SOCIAL ACTIVITIES

WE ARE ACTIVE IN ENVIRONMENTAL ISSUES

WE ARE ACTIVE IN SOCIAL ISSUES





Atlantic Grupa is an inspirational company of people who do business in an inspirational company. Open-minded, curious and ambitious, 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

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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 accomplish better results. Giving our best to be the best. The dedication and emotions we put into our work help us achieve our goal of making the world around us a better place. We love what we do; we have fun and celebrate success. With our hearts and minds working as one, the future is bright – every cloud has the Sun's silver lining.



## CREATIVITY - WAVE

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Inspiration is like a wave washing over the shore, erasing the old and creating the new. 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. Continuous innovation is our primary tailwind, broadening our horizons and leading us to new victories that will shape our future and communities.



## GROWTH - MOUNTAIN

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On our way to the top, we move mountains and bravely overcome obstacles. However, we undertake this journey, and both its beautiful and challenging moments, with utmost responsibility. Stepping out of the comfort zone, we take initiative and realise our goals, while being fair and keeping in mind our colleagues, customers, partners and the environment. That is how we grow, how our markets, profit, brands and people grow – in every sense of the word. Aspiring for more, climbing to the top of the mountain of success.



# CORPORATE CULTURE = BRAND

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THINGS WE BELIEVE ARE  
INTEGRATED INTO THE  
ESSENCE OF OUR BRANDS







 **ATLANTIC**

**IVECO**

ZG 8095-AG

 **ATLANTIC**

**IVECO**

ZG 8095-AG

**ATLANTIC**

**CONDOR**





## ATLANTIC GRUPA DISTRIBUTION

DEVELOPED  
NETWORK OF

19

DISTRIBUTION CENTRES  
ACROSS EUROPE

MORE THAN

900

FIELD FORCES IN  
ACTION DAILY

DIRECT COVERAGE  
OF MORE THAN

60,000

SALES POINTS IN THE **SEE** REGION

2

NEWLY ESTABLISHED OPERATIONS  
(DCS) IN WESTERN EUROPE:  
VIENNA, FRANKFURT

OWN DISTRIBUTION  
OPERATION IN RUSSIA

3

ESTABLISHED OWN DISTRIBUTION  
OPERATIONS COVERING SPORTS,  
HEALTH, ETNO CHANNELS IN:  
UK, SPAIN, ITALY





## ATLANTIC GRUPA DISTRIBUTION

### LEADING DISTRIBUTOR OF TOP FMCG BRANDS

- ATLANTIC is the leading full service distribution provider in the SEE region 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 the markets.
- 25 years of experience in distribution and development of premium brands.

OWN BRANDS



PRINCIPAL BRANDS





**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













**COFFEE** Atlantic coffee brands compete in 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 objectives.



**BARCAFFÈ** The most loved coffee aroma and taste in Slovenia for more than 45 years, where every 7 out of 10 Slovenian coffee lovers begin their day with a cup of Barcaffé. One of the strongest Slovenian FMCG brands, with top quality products and an extensive product portfolio is also seducing Turkish coffee lovers in Croatia, as well as in Bosnia and Herzegovina since the end of 2013.

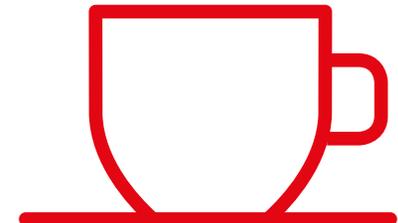


**GRAND KAFKA** Thanks to its quality and originality, Grand kafa won the trust of Serbian coffee drinkers from its beginnings in the 1990's. Expanding to neighbouring countries Bosnia and Herzegovina and Macedonia, it managed to become the number-one Turkish coffee on these markets as well. The Grand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



**BONITO** The youngest brand in the coffee portfolio with its smart-buy brand positioning, present on the Serbian and Bosnian markets.

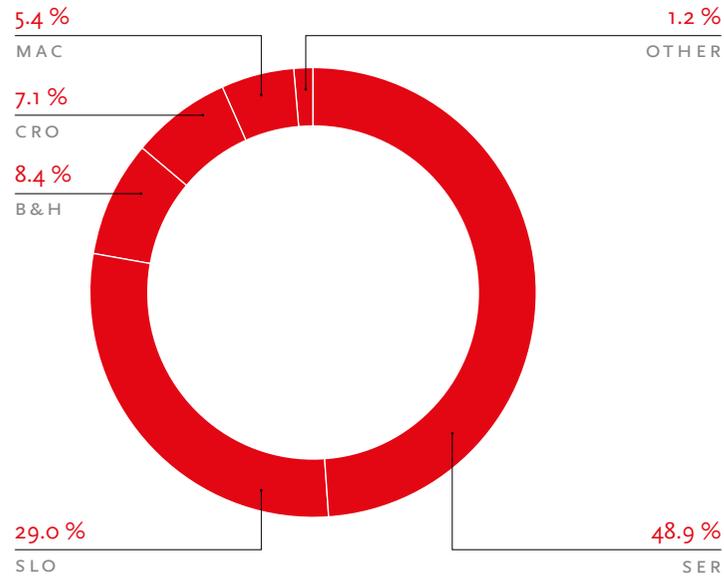
THE REGION  
WAKES UP  
WITH US





# COFFEE SALES

## SALES BY COUNTRIES



## SALES BY CATEGORIES



SOURCE: INTERNAL ATLANTIC DATA

# No.1

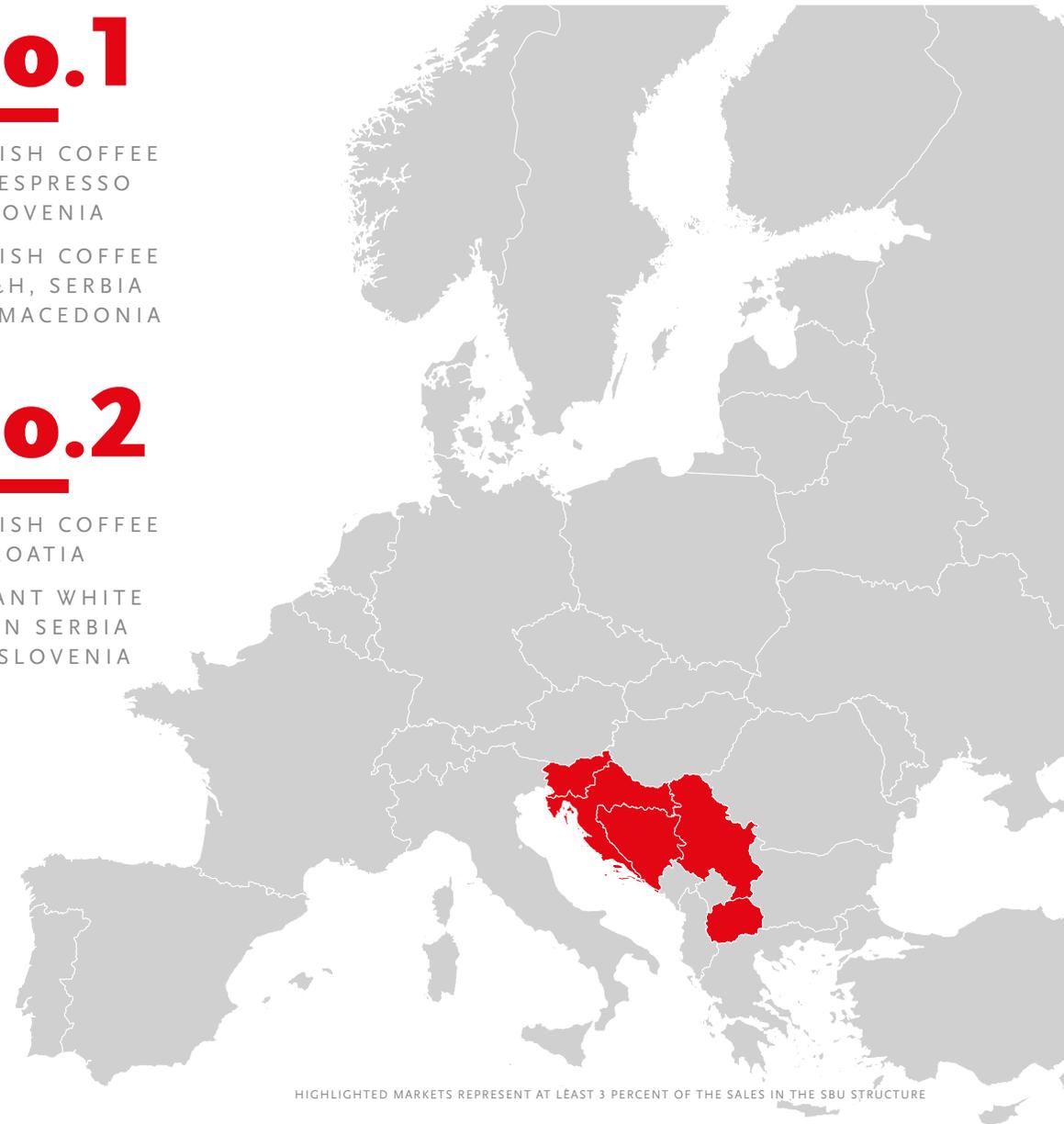
TURKISH COFFEE AND ESPRESSO IN SLOVENIA

TURKISH COFFEE IN B&H, SERBIA AND MACEDONIA

# No.2

TURKISH COFFEE IN CROATIA

INSTANT WHITE CUP IN SERBIA AND SLOVENIA



HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



## COFFEE HIGHLIGHTS 2015

COFFEE TONNES IN 2015

# 23,759

KAVAMANIJA LOYALTY PROGRAM RESULTED IN INCREASED VOLUME AND VALUE MARKET SHARE IN CROATIA

IN CROATIA BARCAFFE&GO EXCEEDED THE THRESHOLD OF ONE MILLION CUPS PER YEAR

GRAND KAVA TOOK 50% OF THE TURKISH COFFEE MARKET DURING THE »I SEE A SURE WIN« LOYALTY PROGRAM IN SERBIA

GRAND KAVA - FOR OVER 15 YEARS THE NO.1 BRAND IN SERBIA

BARCAFFÈ INSTANT PRODUCTS WON THE BEST BUY AWARD AND QUDAL – QUALITY MEDAL IN 2015

BONITO IS THE STRONGEST BRAND IN THE ECONOMY SEGMENT IN SERBIA

IN CROATIA, BARCAFFÈ TOOK MORE THAN A 13% BIG SLICE IN TURKISH COFFEE

BARCAFFÈ - MORE THAN 45 YEARS OF TRADITION

AROMA BEGAN GAINING SALES QUANTITIES AND SCORED AS THE 5<sup>TH</sup> BRAND ON THE SERBIAN MARKET

BARCAFFE ESPRESSO IS SERVED IN MORE THAN 3000 HORECA OUTLETS

GRAND KAVA SUCCESSFULLY ACHIEVED 2<sup>ND</sup> POSITION IN THE INSTANT WHITE CUP SEGMENT IN SERBIA



### GRAND KAFA GOLD

Grand Kafa Gold is an original blend of selected coffee beans made according to a special recipe and designed for those who enjoy the traditional flavour of homemade, strong Turkish coffee with rich foam.



### GRAND AROMA

Grand Aroma was created as a response to Grand consumers' desires for a different, sophisticated and more urban concept of a black coffee experience. Grand Aroma Dekofe is a selection of carefully chosen coffee beans from which caffeine is extracted in a completely natural way.



### GRAND DE LUXE

Grand De LUXE is a premium brand within the strong black coffee palette. It was designed for true coffee connoisseurs and lovers, hedonists who seek the very best. Its luxurious package makes it an ideal gift.



### GRAND BLACK'N'EASY

Grand Black'n'Easy is a revolutionary coffee which has created a completely new coffee category. It is 100% coffee, containing the smell, taste and quality of traditional (Turkish) coffee, but at the same time takes the best of instant coffee and that is its easy and quick preparation which is adjusted to the time and conditions in which we live. Because many coffee lovers like their coffee sweet, we created Black'n'EasySugar, instant Turkish coffee with added sugar.



### GRAND KAFA INSTANT

Grand Kafa Instant is a wide range of products adjusted to the modern way of life and new consumer needs. Besides standard instant coffee, there is a variety of products of different tastes and functional benefits, mainly in the ziml and ziml segments, as well as in the ice coffee and cappuccino segment.



### BONITO





## BARCAFFÈ ROAST AND GROUND

Barcaffè roast and ground segment offers a wide range of coffee products in different packaging for various occasions. Turkish coffee lovers can choose between **Classic line** - the first and the most recognisable Barcaffè coffee products, **Dekofe** for those who like to enjoy their cup of coffee without caffeine and **Filter** for those keen on filter preparation. The Barcaffè range can satisfy even the most demanding of coffee lovers with its two premium products: **Barcaffè Bio** for those who support sustainability and **Barcaffè Selection** for the most demanding Turkish coffee lovers, made from 100% Arabica coffee beans with its extensions **Irish cream** and **Chocolate**.



## BARCAFFÈ BLACK'N'EASY

Barcaffè Black'n'Easy the coffee of the new generation is a real Turkish coffee, that can boast a rapid method of preparation, which was until now exclusively characteristic of instant coffee. Barcaffè Black'n'Easy is a revolutionary innovation in the segment of coffee which represents a response to a fast and modern way of living. Because many coffee lovers like their coffee to be sweet, we created **Black'n'Easy Sugar**, instant Turkish coffee with added sugar.



## BARCAFFÈ FREEZE LATTE MACCHIATO

Barcaffè Freeze Latte Macchiato iced coffee in a cup is ready for immediate ice-cold refreshment! It contains coffee extracts made from 100% Arabica and lower sugar content compared to other products in this category.



## BARCAFFÈ BLACK CUP

Classic Barcaffè Pleasant aroma, strong taste and excellent solubility provide you with a cup of delicious coffee in a few moments.



## BARCAFFÈ WHITE CUP

You can have the unique flavour of your favourite Barcaffè coffee with you at all times. Products from the **Barcaffè instant coffee** range are conveniently packaged enabling you to enjoy a cup of luscious coffee anytime and anywhere. You can choose from a wide range of different products: **3in1** and **2in1** mixes; irresistible **cappuccinos**, products from the **ice coffee** range and products with functional benefits, like **Slim&Fit**. Barcaffè instant products will surely awaken your senses and fill you with energy.



## BARCAFFÈ ESPRESSO

Espresso coffee lovers can enjoy their cup of espresso at various HoReCa points throughout the region or simply on the go with **Barcaffè&Go**.









**BEVERAGES** 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** Synonymous with in-home healthy refreshment in the region. During its 40 years of existence, many generations have grown up with CedeVita, which has successfully expanded its product portfolio to other objectives and categories, such as teas and candies.



**COCKTA** A cola drink that was born different and has conquered all generations in its 62 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 brand in the last few years by launching new, special tastes.



**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 world-wide. Donat Mg with over 400 years of tradition 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. Since 1908 NATURA SANAT. DONAT Mg.



**MULTIVITA** products are actively present in markets of Serbia, Bosnia and Herzegovina, Croatia, Montenegro and especially Russia. Multivita effervescent tablets are dietary supplements (dietary products) ideal for meeting the daily vitamin and mineral needs which are hard to meet in an everyday diet.



ATLANTIC GRUPA IS A REGIONAL PLAYER ON THE WATER MARKET WITH PRODUCTION PLANTS IN SLOVENIA, CROATIA AND SERBIA, WHERE WE BOTTLE MINERAL AND SPRING WATERS FROM INTACT NATURE. ALL ATLANTIC WATERS HAVE A VERY LONG TRADITION.

### *Karadorde*

SINCE 1719

**KARADORDE** First records of the spring of Serbian Karadorde go way back to 1719. Besides heritage, their origin is also proof of quality.

SERBIA



### TEMPEL

**TEMPEL** Slovenian water brand Tempel comes from Rogaška Slatina, birthplace of the legendary Donat Mg.

SLOVENIA



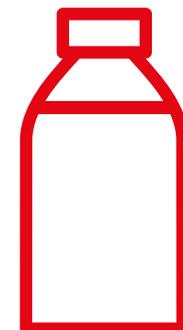
### *Kala* KALNIČKA

**KALA & KALNIČKA** Kala and Kalnička are hidden in the deep forests beneath the Croatian mountain of Kalnik.

CROATIA



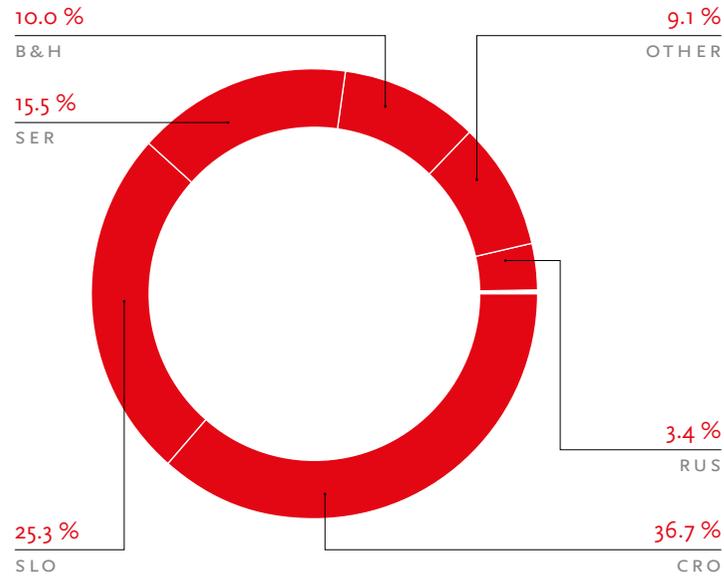
QUENCHING  
YOUR THIRST  
WHEREVER  
YOU ARE



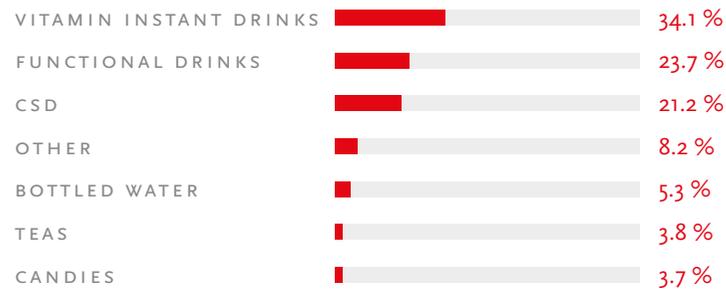


## BEVERAGES SALES

### SALES BY COUNTRIES



### SALES BY CATEGORIES



SOURCE: INTERNAL ATLANTIC DATA

## No.1

VID IN RETAIL IN SLOVENIA, CROATIA, B&H AND SERBIA

VID IN HORECA IN CROATIA

FOOD ADDITIVES IN B&H

## No.2

COLA IN SLOVENIA

FOOD ADDITIVES IN SERBIA



HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



## BEVERAGES HIGHLIGHTS 2015

BEVERAGES 000 LITRES IN 2015

# 182,573

CEDEVITA IN THE HORECA CHANNEL HAS THE HIGHEST GROWTH RATE VS THE PREVIOUS YEAR SINCE 2008, WITH THE HIGHEST SALES IN HISTORY OF 37 MIO PIECES IN THE REGION

30  
DONAT Mg IS SOLD IN 30 COUNTRIES

2015 VS. 2014 LITRES

# +3.4%

WITH THE FRESH DOSE OF 9 VITAMINS REVOLUTIONARY NEW DESIGN, CEDEVITA NOT ONLY REJUVENATED ITS LOOK BUT ALSO CHANGED THE WAY THE CONSUMERS EXPERIENCE OUR PRODUCT. ALSO, CEDEVITA HAS ACHIEVED EXCELLENT SALES RESULTS OF +15% VAL. VS 2014

DONAT Mg: A YEAR OF "DIGESTION": CLINICAL PROOF THAT DONAT Mg STIMULATES DIGESTION WAS STRONGLY SUPPORTED BY CONSUMER AND MEDICINAL COMMUNICATION

CEDEVITA CONTINUES WITH SUCCESSFUL NEW PRODUCTS, ELDER&LEMON 200g IN PEAK SEASON ADDED 1.3% TO CEDEVITA VALUE MARKET SHARE IN CROATIA

CEDEVITA HAS ONCE AGAIN DEMONSTRATED BRAND STRENGTH, ACCORDING TO VALICON CONSUMER RESEARCH CEDEVITA IS IN 4<sup>TH</sup> PLACE IN THE TOP 25 BRANDS IN THE REGION (ADRIATIC REGION WITHOUT MONTENEGRO AND KOSOVO)

DONAT Mg LAUNCHED A VIRAL VIDEO "ROYLET" AND REACHED OVER 2.9 MILLION YOUTUBE USERS AND 1.8 MILLION ROYLET VIDEO VIEWS

IN RUSSIA DONAT Mg IMPROVED OVERALL BRAND STRENGTH BY INCREASING LEVELS OF BRAND RECOGNITION AND EXPERIENCE



## BEVERAGES HIGHLIGHTS 2015



DONAT M<sub>g</sub> WAS REWARDED WITH 5 PRIZES IN 2015

COCKTA DELIGHTED THE BRITISH FINANCIAL TIMES AND CAME FOURTH IN THEIR COLA TASTE TEST. IN THEIR OPINION IT IS PROBABLY THE BEST COLA IN THE WORLD

PUC PUC NEW BRAND LAUNCH SURPASSED EVEN THE MOST OPTIMISTIC SALES EXPECTATIONS WITH 5.2 MILLION PIECES SOLD IN THE REGION

COCKTA WAS A EURO EFFI FINALIST

AG LEADING POSITION ON THE HOD WATER MARKET WAS FURTHER STRENGTHENED WITH 15% SALES VOLUME GROWTH



COCKTA REACHED MORE THAN 690,000 FANS ON FACEBOOK

SUCCESSFUL LAUNCH OF A NEW BRAND AND CATEGORY – MULTIVITAMIN INSTANT TEA CEDEVITA MONSTEA

KALA, KALNIČKA AND KARAĐORĐE HAVE BEEN REDESIGNED AND MODERNISED

FOR THE 2<sup>ND</sup> YEAR IN A ROW COCKTA BRAND STRENGTH INDEX OUTPERFORMED COCA COLA'S IN SLOVENIA

OUR CLASSIC TEAS CEDEVITA AND NATURAVITA WERE SOLD TO OUR LONG-TIME STRATEGIC PARTNER, SPIDER GRUPA, BUT AG REMAINS ITS DISTRIBUTOR



### CEDEVITA AT HOME

Cedevita is an instant vitamin drink for every occasion, suitable for all ages, for any time of day. Mixed with water Cedevita always provides a healthy refreshment and it is especially recommended for people with poor eating habits (lack of fruits and vegetables and avoiding certain foods) and for people on a vegetarian diet. Cedevita has a **beneficial effect on strengthening the immune system and restores energy** and is recommended for increased physical and/or mental activity.



### CEDEVITA HORECA

Cedevita in its 19 g packaging for 0.25l of drink is intended exclusively for catering. Cedevita is recognised as an important partner and supplier in the **Horeca** sales segment and is an indispensable offer in cafes today.

### CEDEVITA ON-THE-GO

Cedevita also offers **on-the-go refreshment** adjusted to all who live in motion and actively enjoy their free time. The well-known favourite Cedevita can be found an **innovative packaging** and it may be freshly prepared and available any time you want! Cedevita on-the-go consists of a cap that contains Cedevita granules and a bottle of spring water. The product contains only **natural aromas** and does not contain preservatives.





## CEDEVITA KIDS

Cedevita **KIDS** products are represented by the greatest Cedevita pirate team! The **KIDS** products are slightly adapted and next to 9 vitamins they also contain **calcium**. Cedevita **KIDS** comes in two flavours: **Tropic** and **Orange**.



## CEDEVITA CANDIES

Cedevita **Candies** are multivitamin candies with a long-standing tradition and high quality. They are the only compressed candies containing fruit and 9 vitamins. Cedevita **PUC PUC** is sweet popping candy with 9 vitamins.



## CEDEVITA MONSTEA

Multivitamin **instant tea** - a unique combination of real tea flavour and instant drink convenience.



## MULTIVITA

Multivita are **effervescent tablets** of superb composition and perfect taste, created to make you stronger and prepared for all the challenges of modern life.





### COCKTA CLASSIC

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The secret of the special **Cockta** taste lies in a unique blend of eleven herbs, with the extract of dog rose providing its characteristic aroma, while its incredible freshness comes from lemon and orange flavours.



### COCKTA LIME + GINGER

---

A hot new refreshing combination in Cockta's collection of flavours. **Cockta Plus Lime & Ginger** brings you spicy and daring new refreshment! Created for even more flavour, created for flavour plus!

### COCKTA MANDARIN

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**Tasty Mandarin** in combination with the flavour of Cockta.



### COCKTA EASY (WITH STEVIA)

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**Cockta Easy** is a light sugar-free Cockta, full of taste! It contains no sugar. An easy mixture of bubbles and lemon is refreshing and ideal for hot summer days.



### COCKTA BLACK TONIC

---

This **new revolutionary flavour** is a combination of gently bitter tonic and the legendary Cockta recipe with added caffeine. The exclusive bottle is made of 100% recycled black glass.





## DONAT Mg

Donat Mg is a natural multifunctional product. It is an excellent laxative and natural agent that helps soothe heartburn, improves the metabolism and digestive system, compensates for a lack of magnesium, enriches the body with minerals, balances the proportion of acids and bases in the body, and takes care of the electrolyte balance.



## CROATIA

### KALA & KALNIČKA

Kala, natural spring water, and carbonated mineral water Kalnička, are the youngest water brands in the Atlantic water family, arising from Izvori Kalnika spring sources. The newest addition to the Kala family are Kala flavoured waters in three excellent flavours; Lime & Mint, Lemon & Green tea and Elderflower. All Kala flavoured waters contain the smart sugar Palatinose and have a low GI.



## SERBIA

### KARAĐORĐE

Karađorđe natural mineral water, with or without added carbon dioxide, is an appropriate and healthy mineral supplement to your daily diet.



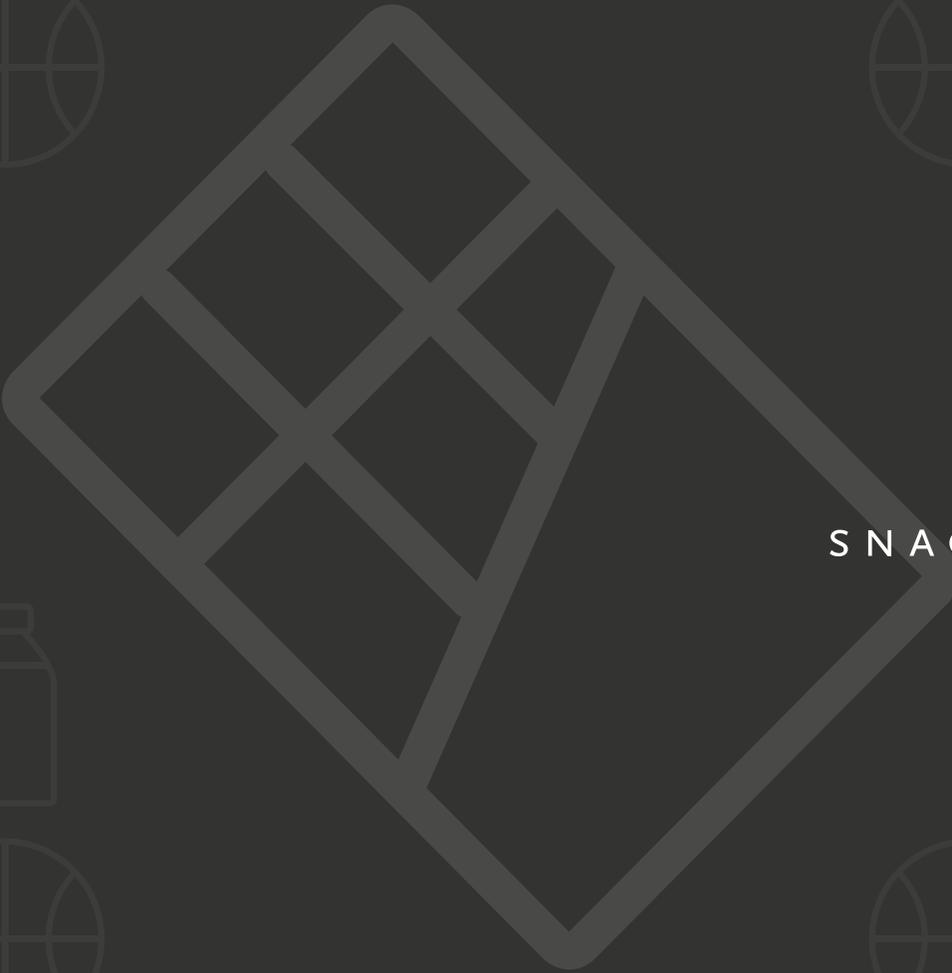
## SLOVENIA

### TEMPEL

Tempel is a carbonated mineral water from Rogaška Slatina with more than 100 years of existence.







SNACKS



**SNACKS** 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.



**SMOKI** Created in 1972, these were the first flips produced in the SEE region. 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.



**BANANICA** The famous soft chocolate foam dessert, 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.



**SWEET** One of the youngest brands in the Štark portfolio is an irresistible sweet temptation. It is a delicious combination of fresh crunchy biscuits and caramel peanut content, coated in a rich cocoa dressing.



**NAJLEPŠE ŽELJE** 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.



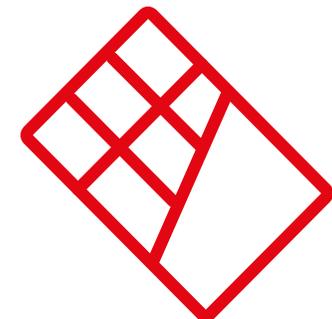
**ŠTARK BISCUITS** Štark biscuits, made according to grandma's recipe with the best quality ingredients, are soft sweets in various shapes and flavours. A sweet delight!

**ŠTARK WAFERS** Known not only for its purple packaging, but also for a crispiness and flavour that takes us back to childhood, Štark's Napolitanke have marked the youth of many generations.

**ŠTARK CEREALS** Our current range of Integrino made out of whole grain cereals with rich taste is now enriched with a healthy new product - Integrino Musli, as an alternative for those who want more than just a meal. Natural ingredients in Integrino Musli are a source of fibre, vitamin B, calcium and iron and are available in three variants: Classic, Tropic and Choco. Consumed with milk or yogurt, Integrino Musli is a healthy breakfast intended for everyone that cares about their health. Give your body the necessary nutrients and energy it needs to stay active and dynamic throughout the day with new Integrino Musli!

**CHIPSOS** The story of Chipsos starts with quality and ends with Muchos Buenos enjoyment. In between there is special breed of potato, ideal for chips, and a recipe for the perfect balance of salt, oil and crunchiness. Chipsos are neither too oily, nor too salty, they are just as they should be. Our little perfection is born to be everyone's treat.

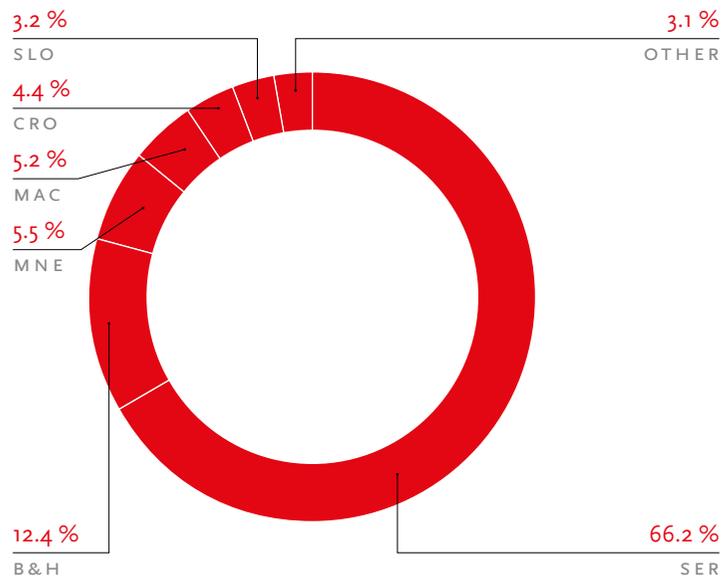
SALTY OR  
SWEET A  
PERFECT  
SNACK FOR  
EVERYBODY



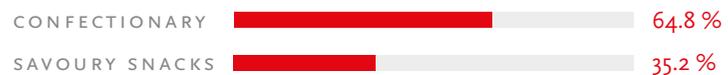


## SNACKS SALES

### SALES BY COUNTRIES



### SALES BY CATEGORIES



SOURCE: INTERNAL ATLANTIC DATA

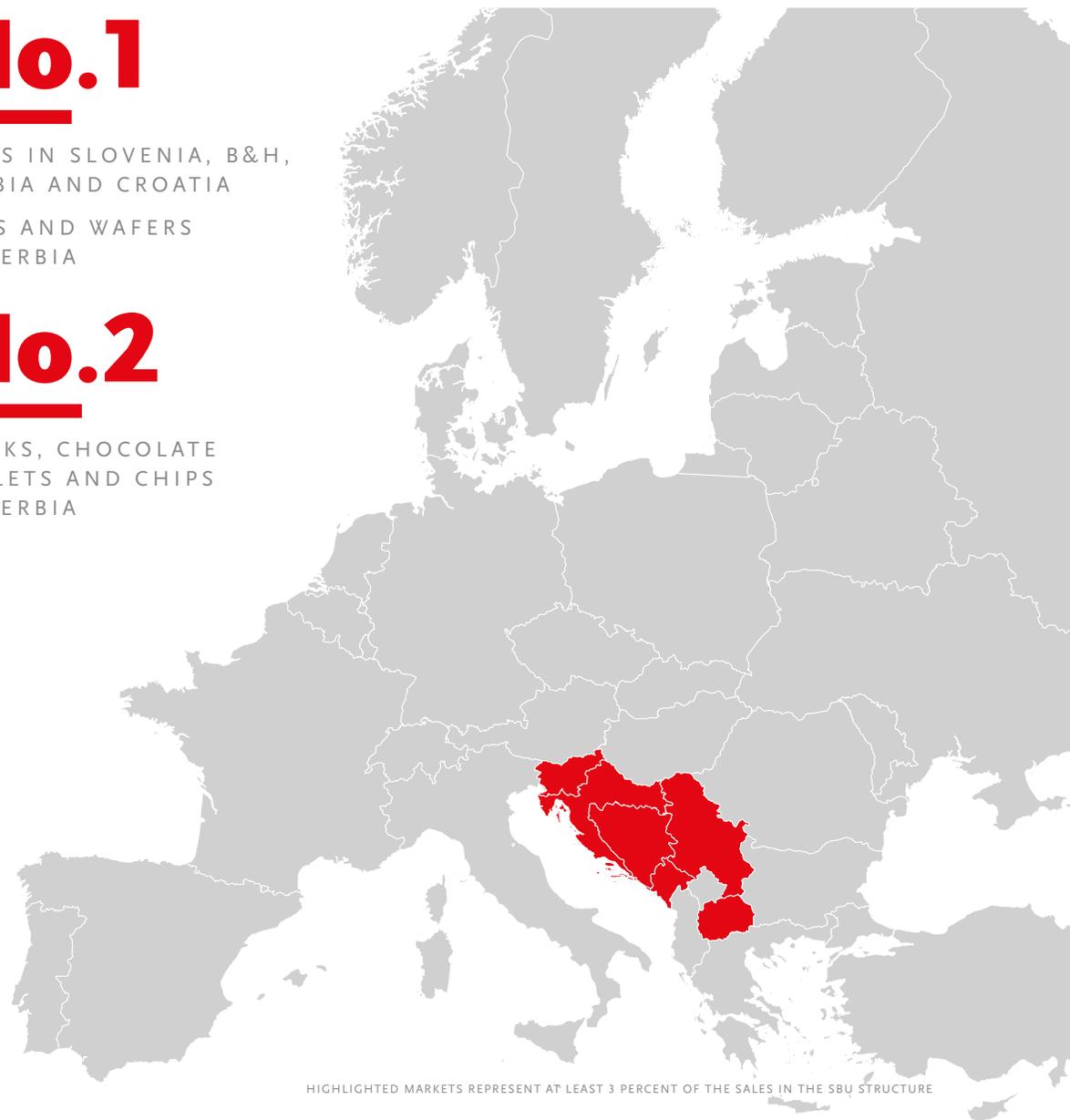
## No.1

FLIPS IN SLOVENIA, B&H,  
SERBIA AND CROATIA

BARS AND WAFERS  
IN SERBIA

## No.2

STICKS, CHOCOLATE  
TABLETS AND CHIPS  
IN SERBIA



HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



## SNACKS HIGHLIGHTS 2015

SNACKS TONNES IN 2015

27,323

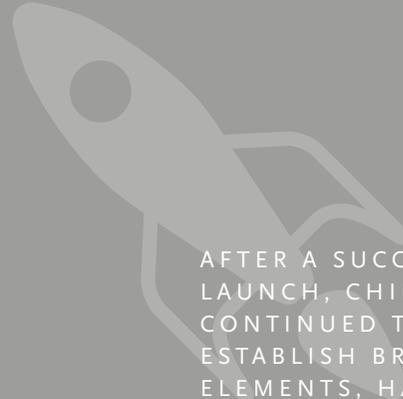
CAGR TONNES 2010-2015

2.6%

ŠTARK STRENGTHENED ITS LEADERSHIP POSITION IN THE COUNTLINES SEGMENT IN SERBIA, KEEPING MORE THAN 1/3 OF THE TOTAL COUNTLINES VOLUME MARKET

BANANICA BECAME LEADER IN THE BANANA CREAM SEGMENT IN B&H

WAFERS - ATLANTIC RETAINED THE NO. 1 POSITION IN SERBIA



AFTER A SUCCESSFUL LAUNCH, CHIPSOS CONTINUED TO ESTABLISH BRAND IMAGE ELEMENTS, HAVING THE FIRST CUSTOM-MADE TV COMMERCIAL FOR EVERY MARKET IN THE REGION

SMOKI MASTER BRAND HAD THE HIGHEST BRAND STRENGTH INDEX IN SLOVENIA, SERBIA AND B&H MARKETS



SMOKI SUCCESSFULLY DEFENDED ITS LEADING POSITION ACROSS THE REGION AND ALSO REACHED THE LEADING POSITION ON THE CROATIAN MARKET

PRIMA HAS RETAINED A STRONG 2<sup>ND</sup> POSITION IN SERBIA AND ACHIEVED THE HIGHEST MARKET SHARE GROWTH IN SERBIA

NAJLEPŠE ŽELJE STRENGTHENED IT'S NO. 2 POSITION AND MENAZ GAINED NO. 3 POSITION

NAJLEPŠE ŽELJE LAUNCHED THE NEW SUBBRAND NAJLEPŠE ŽELJE LOL

NAJLEPŠE ŽELJICE SUCCESSFULLY REPOSITIONED ITS PORTFOLIO AND INCREASED SALES



## SMOKI

Smoki original has been a growing family over the last several years.



## SMOKI SMOKIĆ

Peanut flips with the authentic taste of its big brother, Smoki, and a new original shape of a dog bone, are the ideal munchable snack for kids.



## SMOKI KING SIZE

From the limited edition for Smoki's 40th birthday Smoki King Size has become a vertical extension of Smoki designed for original, brave and adventurous people. Smoki's recognisable original taste now in bigger sized flips.



## CHIPSOS

A new category in the chips snack portfolio - CHIPSOS: Classic Salty, Ribbed Salty, Paprika Flavour, Ribbed Paprika Flavour, Pizza Flavour, Cheese Flavour, Ribbed Piquant Spices Flavour.



## ČOKO SMOKI

Light chocolate and crunchy with an original combination of flips and 75% real milk chocolate.



## PRIMA STICKS

Prima sticks redesigned portfolio come in two flavours: Salty and Peanut.



## PRIMA MULTIGRAIN EXTRUDED SNACK

Prima MULTIGRAIN extruded snacks come in 3 SKU: Classic integral, Yogurt&Basil and Tomato.





## NAJLEPŠE ŽELJE CHOCOLATE TABLETS

A wide selection of flavours, made of strictly natural ingredients and always ready to pleasantly surprise you with something new.



## NAJLEPŠE ŽELJICE

Najlepše željice: fun product line, specially made for kids.



## NAJLEPŠE ŽELJE DESSERTS

Najlepše željice desserts are an exclusive Soko Štark portfolio product that includes different flavours: Cherry, Nougat, Vanilla Crispy, Rum.



## BANANICA

Banatica The one and only original chocolate coated foamy dessert.



## NAJLEPŠE ŽELJE MINI

Najlepše željice mini are prepared for you in a practical packaging, providing a real taste of pleasure wherever you are.



## NAJLEPŠE ŽELJE CHOCOLATE BARS

The irresistible taste of chocolate in convenient 30-gram packages, a size created to be there for you all the time.



## SWEET

Sweet A unique combination of crunchy biscuit, tasty fillings, nuts and cocoa dressing.





## INTEGRINO MUSLI

Rich in dietary fibre and a source of vitamin B, calcium and iron, **Integrino Musli** is the best meal to start your day. With natural ingredients in **Integrino Musli Classic**, **Tropic** and **Choco** you will stay positive, active and alert throughout the day!



## INTEGRINO

Made of **whole-wheat grains**, which are an important part of a healthy, balanced diet.



## ŠTARK KOLAČIĆI (COOKIES)

We are certain that the combination of **high-content choco chips (19%)** and **hazelnuts** will stir sweet memories and give you full enjoyment that evokes all of your senses.



## KEKSIĆI & ČOKO KEKSIĆI

**Keksići** are delicious vanilla-flavoured tea biscuits. With a cocoa coating, **Čoko keksići** and new **Čoko keksići orange** are the right combination – full of taste that gently melts in your mouth.



## ČOKO KOLUĆIĆI

A **fully coated cookie ring** satisfies tea lovers who like to eat cookies with their tea.



## WAFERS

The **wafers** family is becoming enriched with new flavours every year.







SAVOURY SPREADS



**SAVOURY SPREADS** 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 offers a range of delicious sandwiches, available in Croatia, Slovenia and Serbia.



## ARGETA®

**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 has been proven by mothers, the strictest jury, in the 2013 “Approved by Moms” campaign as well as numerous quality awards (Superior Taste Award, Best Buy). 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. The Argeta brand portfolio consists of different sub-brands, each with its own target group.

## montana<sup>+</sup>

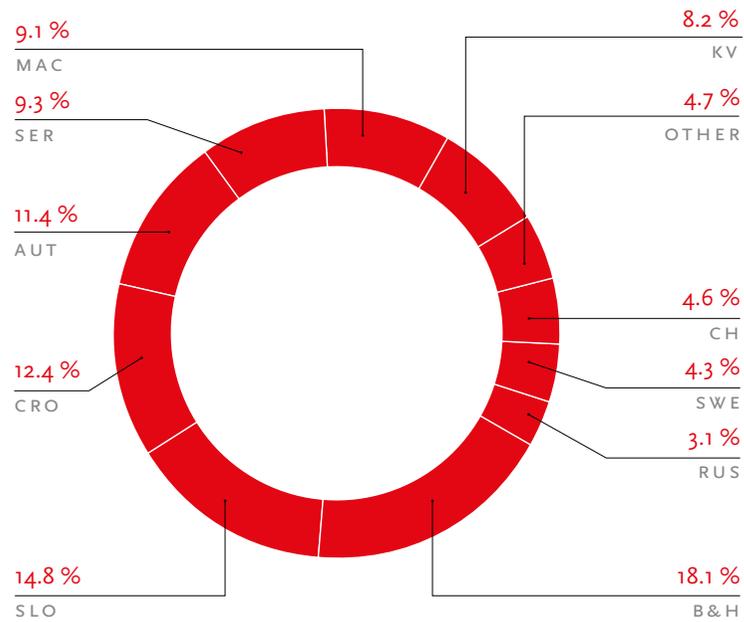
**MONTANA** Montana has been synonymous with tasty sandwiches for 16 years in Croatia and is available at more than 1000 points of sale. It is also available in Slovenia. Montana sandwiches are prepared from the best quality ingredients, just like home-made sandwiches, but under perfect sanitary conditions. That is why they are an ideal choice to satisfy hunger while travelling.

THE GOOD  
SIDE OF BREAD



## SAVOURY SPREADS SALES

### SALES BY COUNTRIES



### SALES OF ARGETA BY CATEGORIES



SOURCE: INTERNAL ATLANTIC DATA FOR SPREADS CATEGORY

# No.1

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

# No.2

SPREADS IN CROATIA AND SWITZERLAND



HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



## SAVOURY SPREADS HIGHLIGHTS 2015

ARGETA TONNES IN 2015

11,228

ARGETA RECORDED  
BEST MARKET SHARES  
EVER IN AUSTRIA AND  
SWITZERLAND

ARGETA HAS CHANGED ITS  
PRODUCT LOOK AND LAUNCHED  
A NEW, CONSUMER FRIENDLY  
»EASY-PEEL« OPENING

ARGETA CAGR TONNES  
2010-2015

2.6%

ARGETA IS THE NO. 1 SELLING SPREADS BRAND ON THE  
AUSTRIAN MARKET



MONTANA 000 UNITS IN 2015

2,040

ARGETA ENTERED THE SARDINE-BASED  
PÂTÉ SEGMENT WITH A COMPLETELY  
NEW SARDINA ADRIATICA PÂTÉ AND  
ENTHUSIASTICALLY ADDRESSED  
THE COMPETITION

ARGETA CHANGED TIN PACKAGING  
INTO 100% RECYCLABLE ALU CAN  
PACKAGING, WHICH GENERATES 35%  
LESS WASTE PACKAGING ON THE  
MARKET

MONTANA CAGR 000  
UNITS 2010-2015

0.2%

MONTANA'S NEW DESIGN LAUNCH  
HELPED IMPROVE MONTANA'S IMAGE  
AND SALES ON THE SLOVENIAN AND  
CROATIAN MARKET

MONTANA ENTERED A NEW SALES  
CHANNEL IN SLOVENIA AND NOW  
MONTANA SANDWICHES ARE ALSO  
AVAILABLE IN CAFES



## ARGETA

The **Argeta** range of various meat and fish spreads are handy and nutritious meals for all occasions. Argeta spreads are made from top quality natural ingredients, in modern production facilities with the following certificates: ISO 9001, ISO 14001, HALAL. Argeta spreads have no added preservatives. A great solution for a tasty and fresh meal in a matter of minutes, that leaves you much more time for the people you love most.



## ARGETA JUNIOR

**Argeta Junior** spreads have a milder, less spicy taste, making them particularly popular with children. They are produced from high quality ingredients, seasoned with natural spices and produced without preservatives. They also do not contain any flavour enhancers. A special treat for children is the product extension Argeta Snack - a combination of spreads and grissini that you can take with you anywhere you go.



## ARGETA EXCLUSIVE

**Argeta Exclusive** is Argeta's prestige line, dedicated to those who know how to enjoy life, and love to indulge in gourmet delights. For obligatory holiday pampering at the end of the year, consumers were delighted by the new Argeta Exclusive Chef's Selection, a package of three flavours that were developed over the last three years in cooperation with chefs from some of the best restaurants in the region.



## ARGETA DELIGHT

Argeta Delight spreads are made of high-quality ingredients. They contain 30% less salt and fat and they are made without flavour enhancers and without preservatives. Just perfect for a light snack! You can choose between chicken, turkey and tuna spread. Every day has its own delight. For a joyful life without a guilty feeling.



## MONTANA TRIANGLE

Montana is a synonym for triangle prepacked sandwiches in the region, they are handy and ready for a quick and nutritious meal on the go. A new MINI form of the Montana triangle sandwich launched as an answer for children who need a smaller amount of food per one portion. And a MAXI version for those who need more than just a regular-sized sandwich to satisfy their hunger.



## MONTANA CLASSIC

Regionally the most common form of sandwich, prepared like a homemade sandwich in safe environment. In 2015 a new version of classic sandwiches was launched, with more interesting and trendy bread and new packaging design.



## MONTANA VENDING

Montana Vending sandwiches, specially designed to fit into vending machines, to grab and go in places where there are not many other healthy options.









**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 healthy food products. Over thirty years of tradition and a leadership role in the industry have resulted in various functional lines under the leading brands Multipower, Multabon and Champ. In order to meet the specific needs of sports food consumers, special distribution channels were developed: fitness centres, sports shops, drugstores and pharmacies, covering over 35000 outlets across Europe.



**MULTIPOWER** The leading European sports-food 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.

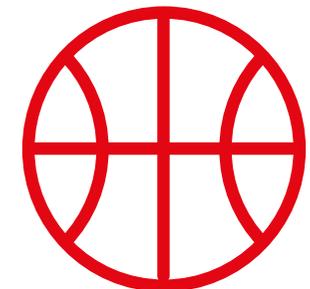


**MULTABEN** A group of functional food products for the purpose of supporting weight loss, balance of the organism and personal well-being. According to its functional purposes, Multaben is categorized as a dietary brand.



**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.

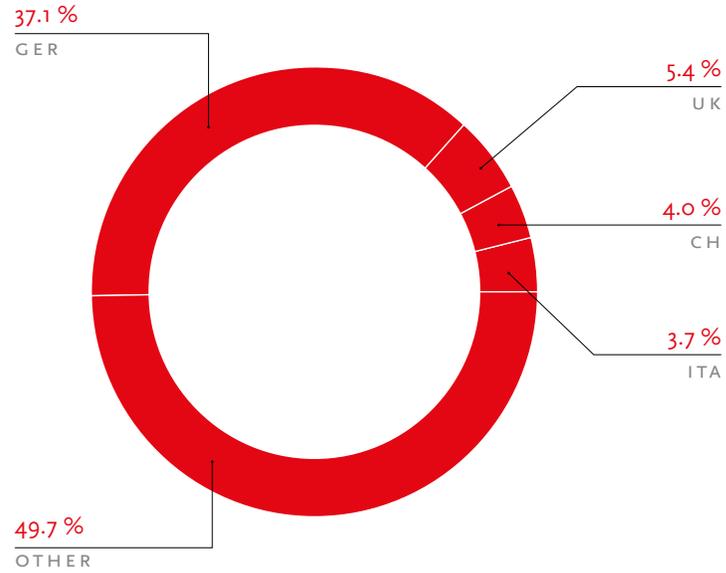
FEED YOUR  
INNER  
CHAMPION



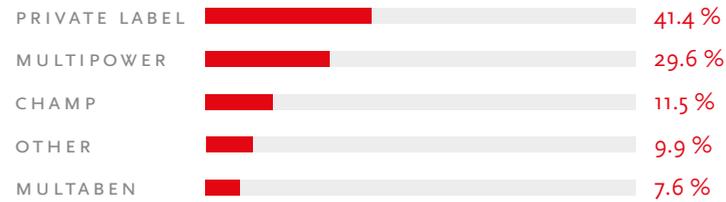


## SPORTS & FUNCTIONAL FOOD SALES

### SALES BY COUNTRIES



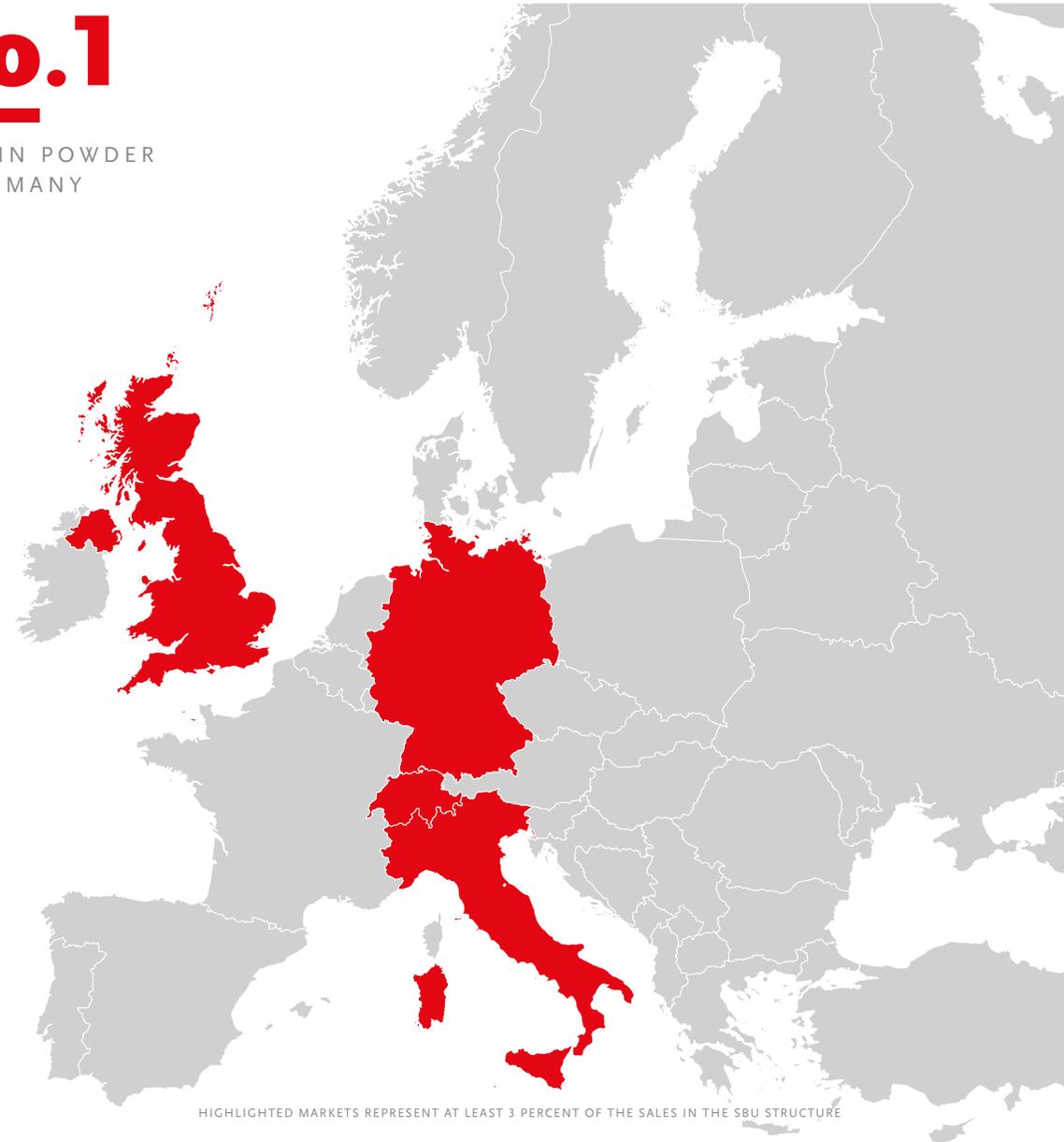
### SALES BY BRANDS



SOURCE: INTERNAL ATLANTIC DATA

# No.1

PROTEIN POWDER  
IN GERMANY





## SPORTS & FUNCTIONAL FOOD HIGHLIGHTS 2015

39

MULTIPOWER - EUROPEAN BRAND  
FOR 39 YEARS

ATLANTIC MAINTAINED THE LEADER  
POSITION ON THE GERMAN SPORTS  
NUTRITION MARKET

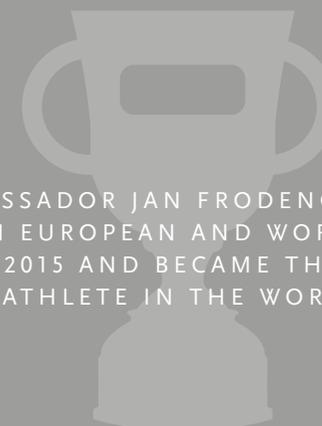


MULTABEN IS A LEADING DIETETIC BRAND IN TERMS OF VOLUME IN  
GERMANY

MULTIPOWER INCREASED MASSMARKET SALES BY 40%



MULTIPOWER AMBASSADOR JAN FRODENO  
WON THE IRONMAN EUROPEAN AND WORLD  
CHAMPIONSHIP IN 2015 AND BECAME THE  
MOST POPULAR TRIATHLETE IN THE WORLD





## MULTIPOWER SPORTSFOOD

Before, during, or after training, as a **food supplement** or a **replacement**, MultiPower offers palatable and fresh ready drinks based on a concentrate or a powder which, depending on the function, are prepared with water or milk. Products can be found in conventional packaging, in different forms: **ready-to-drink drinks**, **protein powders for preparation of shakes mixed with water or milk**, **bars**, **capsules**, **ampules**, whether for direct consumption during the performance of activities or for consumption at home in practical packaging. MultiPower adapts to the individual needs of training and meets the needs of the user through the main segments.





## MULTABEN

According to their functional purpose, these products are divided into two lines:

- **Balance Bars**, a tasty wellness bar that helps the body and spirit to preserve balance and vitality
- **Figur**, a complete meal replacement in various forms envisioned as a healthy diet with emphasis on the protein base including recommended doses of vitamins, minerals and fibres.



## CHAMP

Champ products are grouped in three different lines:

- **Muscle**, for engaging in activities that require the intensive work of muscles or a strengthened muscle mass,
- **Shape**, physically active and sports persons who wish to decrease their intake of calories,
- **Energy**, supplies the organism with required quality energy and hydration for successful endurance of an active day.





B A B Y F O O D



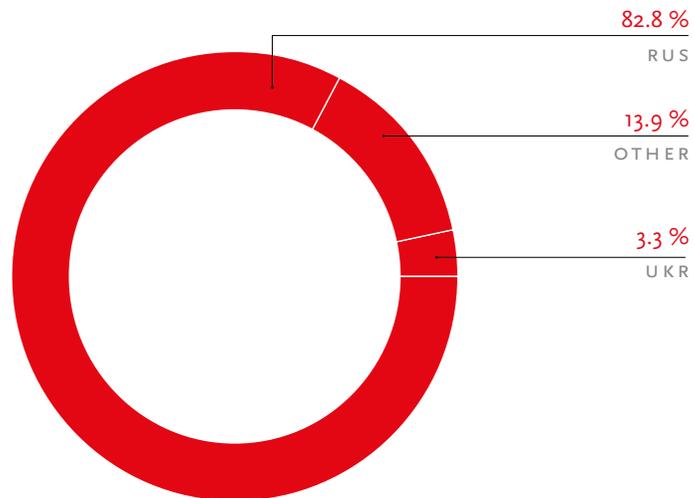


**BABY FOOD** Bebi brand was born almost forty years ago as a baby cereals brand. Since then Bebi's R&D department is constantly developing new products and expanding their portfolio to other baby food categories. Product quality and safety are the most important guidelines for Bebi's R&D, so only natural high quality ingredients are used in our production. To underline the long presence on the Russian market, and our 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.

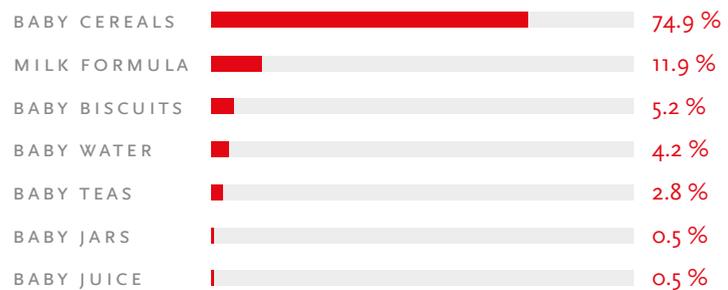


## BABY FOOD SALES

### SALES BY COUNTRIES



### SALES BY BRANDS



SOURCE: INTERNAL ATLANTIC DATA

# No.2

BISCUITS IN LITHUANIA  
CEREALS IN LITHUANIA



HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



BEBI TONNES IN 2015

**8,068**

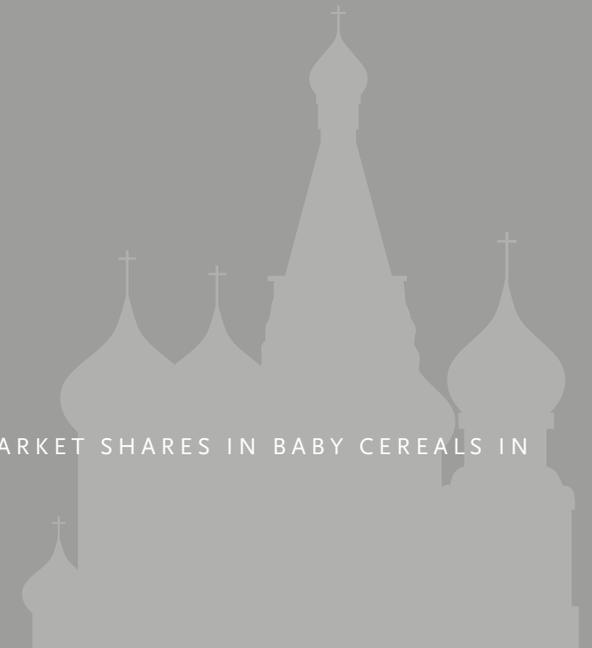
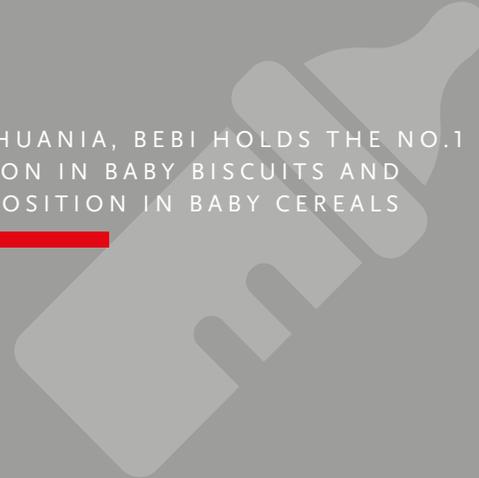
CAGR TONNES 2010-2015

**1.1%**

IN LITHUANIA, BEBI HOLDS THE NO.1 POSITION IN BABY BISCUITS AND NO.2 POSITION IN BABY CEREALS

BEBI MAINTAINED ITS MARKET SHARES IN BABY CEREALS IN RUSSIA

BEBI MAINTAINED THE LEADING POSITION IN THE BABY CEREALS SEGMENT IN THE UKRAINE





## BEBI CEREALS

The total portfolio redesign was finalised in 2015. The brand architecture was changed and focus was placed on the high marginal sku. To close the portfolio gap 2 skus were launched - **Corn with Milk** and **5 Cereals with Raspberry and Apricot**. Focus on the growing niche segment identified the opportunity for launching **Goat milk cereals**, that was successfully executed in the second half of 2015.



## BEBI TEAS

Bebi tea is a very healthy and tasty drink for babies, containing specially selected herb and fruit mixes, bringing maximum benefits to the baby. Bebi teas come in **four tastes** on the Russian and CIS markets. Produced in Germany, all Bebi teas undergo strict raw material control and are of the highest quality.



## BEBI BISCUITS

Bebi biscuits "Bebiki" with vitamins and minerals are a perfectly balanced product, preparing babies for "adult" food and developing their chewing skills. The Bebiki biscuit recipe was developed bearing in mind the nutritional requirements of babies 6 months old and over. Bebiki "Gluten Free" is a unique product.



## BEBI IMF

Bebi IMF is produced in Denmark and meets the highest raw materials quality requirements, ensuring special Baby Food quality. Bebi IMF ensures **healthy growth** and harmonious baby development. In 2015 **Baby Formula 0-12** was relaunched with probiotics added to the recipe.







BU GOURMET





**BU 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 the 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.



## BU GOURMET INTRODUCTION



**GRANNY'S SECRET** What makes our grandmothers' recipes so delicious? They are cooked in the traditional way, lovingly, using carefully chosen fruits and vegetables. They did not use any additives, preservatives, artificial colours and flavours and cooked everything slowly, at low temperatures. At Granny's Secret, we cook in the same way as our grandmothers and their grandmothers used to do. That's why the taste of our pepper products, jams, spreads and natural juices will remind you of the warmth of your grandma's kitchen.



**AMFISSA - ALWAYS WELCOME!** Products that I can eat every day. Practical for storage and use. Always available, enriching any meal and making it healthier and tastier. The main products are prime quality green olives, cucumbers, ajvar and peppers.

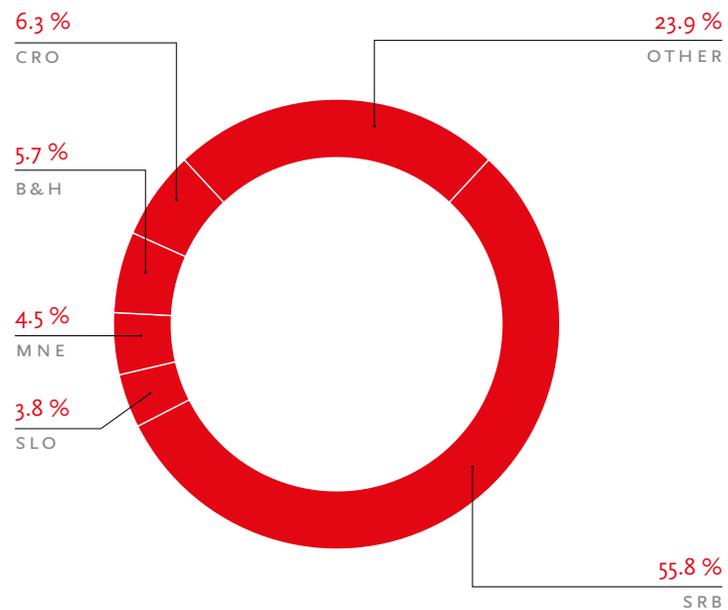
NATURE'S  
BEST „



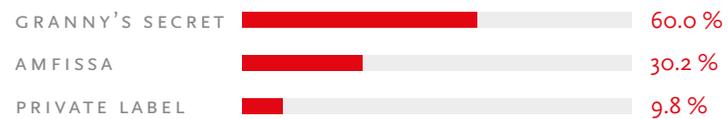


## BU GOURMET SALES

### SALES BY COUNTRIES



### SALES BY BRANDS



SOURCE: INTERNAL ATLANTIC DATA FOR SPREADS CATEGORY

HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



## BU GOURMET HIGHLIGHTS 2015

GOURMET 000 UNITS  
IN 2015

# 1,971

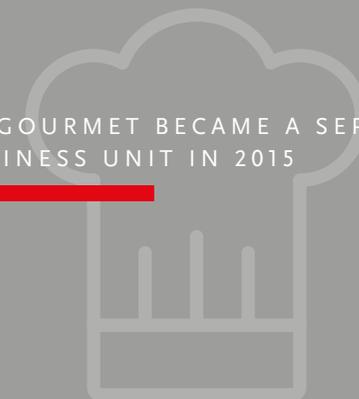
GRANNY'S SECRET WON THE WORLD'S ORIGINAL MARMALADE AWARD 2015 AT THE MOST PRESTIGIOUS WORLD JAM FESTIVAL IN THE UK

GRANNY'S SECRET WON GREAT TASTE AWARD – ONE GOLD STAR FOR RASPBERRY JUICE IN THE UK



GRANNY'S SECRET – THE FINEST SELECTION OF TRADITIONAL TASTE

BU GOURMET BECAME A SEPARATE BUSINESS UNIT IN 2015



AMFISSA – ALWAYS WELCOME



**NEW!**

AMFISSA'S NEW LOOK PLANNED FOR 2016



### EXTRA JAMS

Granny's Secret Extra Jams – Jars of these sweet spreads reveal the mysterious power of fruit. Only first-class fruit is welcome in our jams and marmalades. With no artificial colours, flavours or preservatives, no gluten and no additives, our products owe their durability and taste to natural lemon juice. Like our grandmothers, we cook them long and carefully at low temperatures so as to preserve all of the aromatic properties of fruit, which makes our jams and marmalades so irresistible.



### LIGHT EXTRA JAMS

Granny's Secret Light Extra Jams – The mysterious ally of all jam aficionados who keep track of their calorie intake. From grandma's kitchen comes a proven jam recipe that owes its deliciousness to fructose rather than sugar. We dedicated this fruit delicacy to true fans of grandma's jam who want to avoid gaining weight because of their love for sweet bites. Relax with our Light Extra Jams with as much as **30% less calories** and enjoy the sweet taste of tradition.

### WHOLE FRUIT PRESERVES

Granny's Secret Whole Fruit Preserves – The secret of these small, sweet bites lies in great skill. They are prepared long, with a lot of love and diligent hands, who carefully select and treat each fruit. This sweet pearl of traditional cuisine is cooked for hours at low heat, with constant stirring. Its sweetness, fruit preservation and quality are the result of an authentic manner of preparation that is centuries old. That's why the experience of taste from each and every one of our jars of whole fruit preserves is so fruity and precious.





## AJVAR

Only the best varieties of pepper can become part of the secret of our Ajvar. Carefully roasted, peeled and minced, pepper reigns supreme in our traditional Ajvar, far from sugar, preservatives and additives. In this way, our Ajvar preserves all of the aromatic, as well as nutritional, characteristics of peppers. In **Ajvar Hot**, **Ajvar with Tomato and Spices**, and **Ajvar Green**, our peppers are combined with selected first-class vegetables. The flavours and aromas of our traditional pepper products help protect true quality from oblivion.



## JUICES

We'll let you in on a secret. The freshest and most natural **fruit juices** are obtained by grinding, not pressing, whole fruit. In this way, all of the important fruit ingredients that you love are preserved. In addition to high fruit content, our fruit juices also contain fruit peel ingredients, which are an irreplaceable source of nutrients. The fruit is sweetened with another fruit, using the sweetness of white grape juice instead of sugar. Our grandmothers knew how important fruit is for health and longevity, and this makes juice made from their own recipe – priceless.





## AMFISSA

Its product range combines green olives, cucumbers, ajvar and peppers.



## GREEN OLIVES



## PEPPERS



## CUCUMBERS



## AJVAR







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



## PERSONAL CARE INTRODUCTION

**plidenta**

**PLIDENTA** Its long-standing tradition on the Croatian market and own know-how, together with modern production and management methods, put Plidenta among the modern regional toothpaste brands that continuously apply constant technological, market, and marketing innovations. All Plidenta toothpastes are entirely the fruits of the knowledge, experience, and innovativeness of Croatian experts, who monitor scientific developments, technology, and demands made by experts in the field of oral health protection. The toothpastes are produced according to GMP and ISO integrated quality norms. The raw materials are obtained from Western European suppliers and satisfy all EU quality certificates and health regulations. The products do not contain harmful abrasive materials nor are they tested on animals.

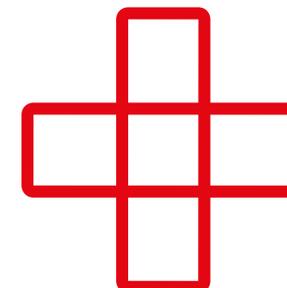
 **ROSAL**

**ROSAL** Rosal is a renowned Croatian brand in the cosmetics segment, with a long lasting and successful tradition on the market. All products from the Rosal brand line have been dermatologically tested and created according to pharmaceutical principles, formula creation and modern technology. The products are divided into categories according to their functionality: facial care, hand care, nail care, lip care and universal care.

 **MELEM**

**MELEM** Melem is an original Croatian cream which acts as prevention - intensely nourishing and improving the general skin condition, restoring its suppleness and elasticity, softening dry skin all over the body and forming a protective layer that prevents the skin from cracking. It has a therapeutic effect - Melem rejuvenates the skin and alleviates skin problems with reliable revitalizing action.

WE TAKE  
CARE OF  
YOUR  
BEAUTY





almagea

Revolucija iz prirode

Novalac  
Najbolji izbor  
zdravstveni

SENSILAB

L'PIAGE

VICHY

VICHY

LA ROCHE-POSAY





## PHARMA INTRODUCTION



**DIETPHARM** Dietpharm is the leading regional producer of food supplements and vitamin products. Dietpharm offers a range of more than 80 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 the top-quality composition, purity and organic origin of raw materials. FIDIFARM is the brand name that includes OTC medicines for different indications.



**MULTIVITA** Multivita brand is a synonym for effervescent tablets with highest quality composition and delicious taste, created to make you strong and fit for all the challenges of modern lifestyle. It is a leading vitamin C effervescent brand in Russia, and well recognized throughout SE Europe.



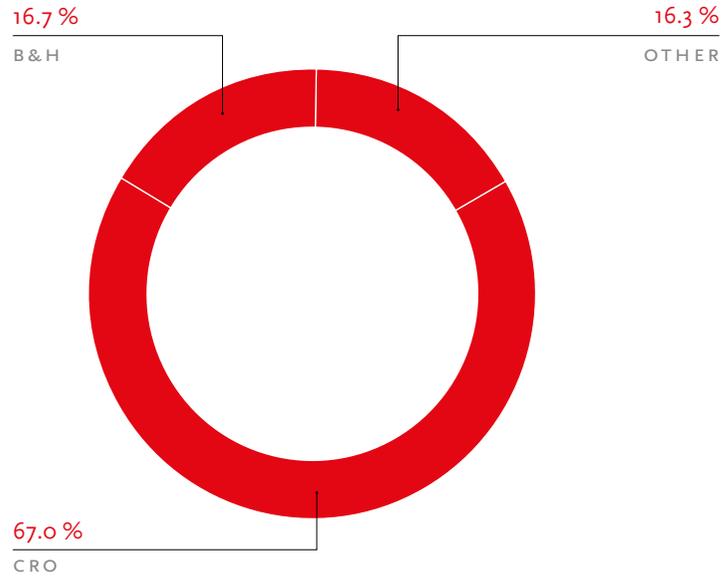
**ATLANTIC PHARMACENTAR** The drug wholesaler supplies 1,200 pharmacies and specialized stores on the Croatian market. The drug wholesaler distributes more than 50 different brands, and in addition to intragroup principals provides support to many external partners. Atlantic Pharmacentar is the exclusive representative of world famous cosmetic brands Phyto and Lierac.



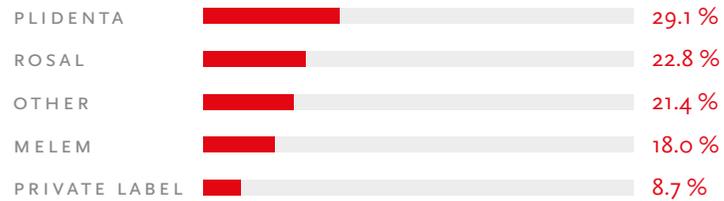
**FARMACIA** Croatia's largest private chain of pharmacies and specialised shops for medicines and food supplements. Our strategic goal is to further develop a pharmacy chain that is organised according to the highest standards of the profession, with quality that is well recognized by the customers.



### SALES BY COUNTRIES



### SALES BY BRANDS



SOURCE: INTERNAL ATLANTIC DATA

# No.1

LIP CARE  
IN CROATIA

# No.2

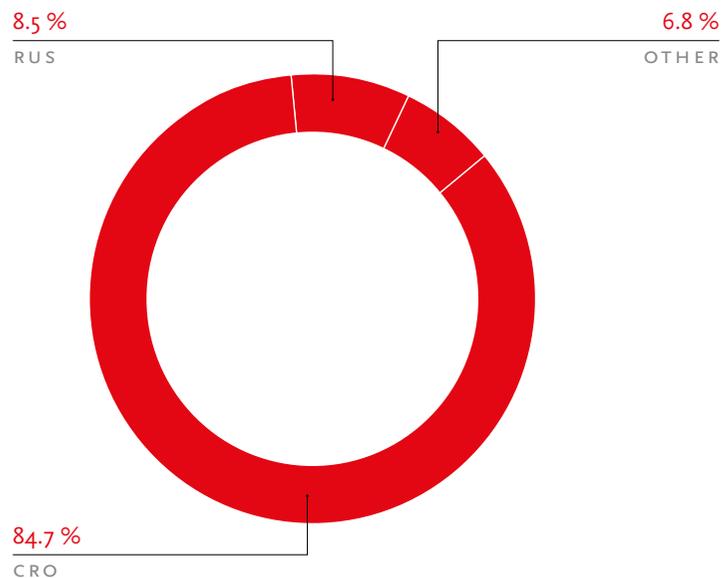
BODY CARE  
IN CROATIA  
LIP CARE  
IN SERBIA





# PHARMA SALES

## SALES BY COUNTRIES



## SALES BY CATEGORIES



SOURCE: INTERNAL ATLANTIC DATA

# No.1

## FOOD SUPPLEMENTS IN CROATIA



HIGHLIGHTED MARKETS REPRESENT AT LEAST 3 PERCENT OF THE SALES IN THE SBU STRUCTURE



## PHARMA & PERSONAL CARE HIGHLIGHTS 2015

PERSONAL CARE 000  
ITEMS IN 2015

8,519



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 LIP BALM LAUNCHED 2 NEW SKUS UNDER THE NAME INK(REDIBLE) COLORS, OFFERING INTENSIVE CARE AND LONG LASTING COLOR

PHARMA 000 ITEMS IN 2015

4,088

PLIDENTA LAUNCHED A NEW INNOVATIVE SUBLINE OF SPECIAL MEDICAL TOOTHPASTES PLIDENTA HEALTHCARE AGAINST MOST COMMON ORAL DISEASES AND CONDITIONS

FARMACIA OPENED 4 NEW PHARMACIES REACHING A TOTAL NUMBER OF 77 IN 2015

DIETPHARM IS A REGIONAL MARKET LEADER IN THE FOOD SUPPLEMENTS MARKET. THE BRAND IS MOST SUCCESSFULL IN THE MAGNESIUM, EYE HEALTH AND HEMORRHOIDS TREATMENT SEGMENT.

PHARMA CAGR 000  
ITEMS 2010-2015

2.1%

THE QUALITY OF DIETPHARM PRODUCTS HAS BEEN RECOGNIZED AND AWARDED IN 2015: TOP QUALITY QUDAL MEDAL IN THE OMEGA 3 FATTY ACIDS CATEGORY (CROATIA), TOP QUALITY QUDAL MEDAL IN THE LIVER REMEDIES CATEGORY (CROATIA), BEST BUY AWARD IN OMEGA 3 FATTY ACIDS CATEGORY (SERBIA)

DIETPHARM IS BREAKING ALL RECORDS IN THE IRON SUPPLEMENTATION SEGMENT WITH THE BRAND FLORADIX: SALES GROWTH 14% IN 2015



## PLIDENTA

In its broad range of products, **Plidenta** offers toothpastes adapted to various needs, always providing the top quality demanded by its consumers.



## ROSAL BODY

**Rosal Body** creams due to their high quality ingredients, intensively nourish and protect skin, giving it hydration and vitality throughout the day.



## MELEM

Through daily use, **Melem** nourishes the skin, making it resistant to external influences. It can be used on the skin and mucous membranes, regardless of the consumer's age because it contains no alcohol, preservatives, silicones, corticosteroids or antibiotics. The Melem portfolio includes different practical packaging of the Melem original cream and the Melem lip balm. The **Melem soap** is the newest member of the Melem family, providing another occasion to use this favourite brand. **Melem Pharma**, with its pharmaceutical formulas, fights atopic dermatitis and acute skin irritations.



## ROSAL FACE

The range of **Rosal face** creams intensely hydrates and regenerates all skin types, from dry and sensitive to normal. The perfect combination of active ingredients renews and deeply nourishes the skin, leaving it fresh and radiant. Dermatologically tested.



## ROSAL HANDS

**Rosal hand** creams moisturize and nourish dry skin, while reducing the damaging effect of external factors with unique formulations enriched with vitamins, antioxidants and natural oils.



## ROSAL LIP BALM

**Rosal Lip Balm** lip care products, both basic care and balms that contain shine and colour pigments, are specially created to meet the demands of diverse daily lip care and protection. Since the skin on the lips is exceptionally thin and sensitive and tends to dry and crack, all Rosal Lip Balm products contain UVA and UVB protection, Vitamins A and E and natural caring oils. **Rosal Lip Balm INK (REDIBLE)** coloured balms together with care also offer trendy colours for the lips!





### DIETPHARM

New stars launched in 2015: **Makulin Fresh eye drops** – innovative formulation, great treatment for redness and dryness of the eyes. **Hemo protect capsule** – together with Hemeroprotect cream gives the best relief for problems with hemorrhoids. **Omega Maslina capsule** – Olive oil is well known as beneficial for our health, so we have put together the best olive oil and omega fatty acid ingredients, creating a unique product for a healthy heart.



All OTC medicines packages were redesigned in 2015. **C 1000** effervescent tablets are **breaking records in sales** which are up 60% in comparison with the previous year.



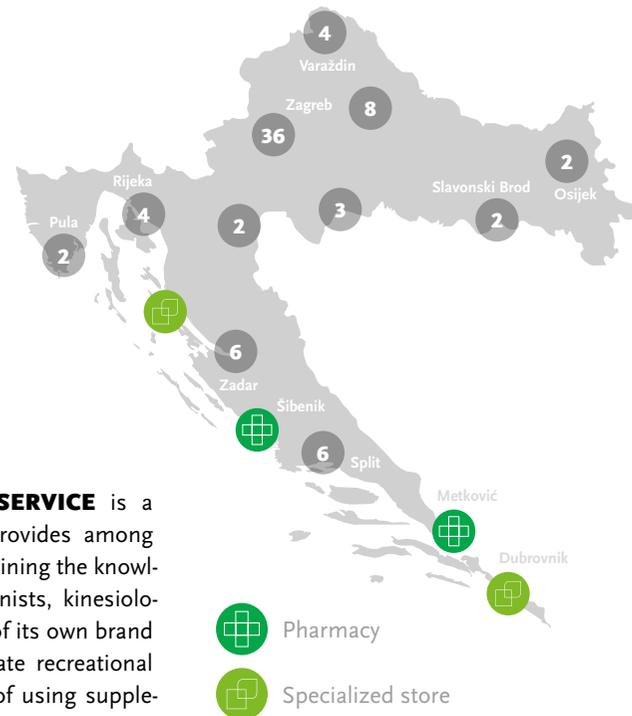
### MULTIVITA

Multivita effervescent tablets are ideal for meeting the daily vitamin and mineral needs which are hard to meet in an everyday diet. **Multivita's Vitamin C** has been present on the Russian market for over 15 years, and can be found in over 80% of pharmacies in Russia.





Farmacia strongly cultivates its difference from other pharmacy chains based on continuous training, following professional, health and market trends, and with its numerous projects transformed into easily accessible services patients go to Farmacia as their first choice for help with health issues or a desire to improve the lifestyle habits.



**PHYTO-AROMATHERAPY COUNSELLING** is available to anyone, whether it is a question of maintaining the body in a healthy state or people who are in need of expert diagnosis of problems, professionally made preparations as individualized therapy, or patients with severe health issues. The counselling functions as a multi-disciplinary team of experts: PhDs in phyto-aromatherapy and a team of pharmacists.

**NUTRITIONAL COUNSELLING** is designed for individuals who want to correct their dietary habits, and by regulating and balancing their diet reach the desired goal, whether it be a healthier weight or alleviating a medical condition. The client is monitored, controlled and guided by a nutritionist towards the goal through the creation of individual menus and diet plans.

**SPORTS COUNSELLING SERVICE** is a service that only Farmacia provides among the pharmacy chains, by combining the knowledge of pharmacists, nutritionists, kinesiologists and premium products of its own brand Multipower in order to educate recreational athletes about the right way of using supplements and exercise methods.

**PAEDIATRIC COUNSELLING** takes place at 16 Farmacia locations which are evenly distributed all over Croatia, where parents can consult 8 partner paediatricians about the most common children's issues, from the youngest age until the end of school.

**CARDIAC COUNSELLING** takes place in 3 pharmacies in Zagreb, with emphasis on primary and secondary cardiovascular prevention, where cardiovascular patients can receive counselling from a cardiologist regarding therapeutic and diagnostic procedures.

A unique and exclusive offer and targeted professional recommendations regarding top cosmetic products remain a leitmotiv and one of the most recognized qualities of Farmacia, with further brand segmentation carried out in 2015. Global beauty trends are implemented in real time at top locations, so in addition to novelties, end customers have access to the new categories and through our locations can educate themselves about the new trends in skin care and health, directly at the locations or by following detailed posts on social networks and websites.



Sports nutrition counselling  
**farmacia**  
 Find out more about our services at [www.farmacia.hr](http://www.farmacia.hr)



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