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- regulated information

We continue to strengthen customer experience in the category of chocolate

Atlantic Grupa and Barry Callebaut, the world's leading manufacturer of high-quality chocolate and cocoa products – have concluded a collaboration agreement that will improve the production and quality of Atlantic's established portfolio in the chocolate range, under Atlantic Štark brand, which has been present in Serbia since 1922.

Partnership with Barry Callebaut is fully in line with Atlantic Štark Strategic priority to focus on further development of our chocolate portfolio. "We are looking forward to work closely with Barry Callebaut team on different areas and I'm certain that our partnership can bring many good benefits for both our companies, all with the single goal to offer new exciting propositions to our consumers and customers. And I think there is no better day to announce this new chocolate partnership than today, on a World Chocolate day!", –said on that occasion Marko Njavro, the Managing Director of Atlantic Štark.

Atlantic Štark is the first regional strategic partner of Barry Callebaut and its factory in Novi Sad. The supply will also include cocoa with Cocoa Horizons certificate, a sustainability initiative whose mission is to improve the livelihoods of cocoa farmers and their communities through the promotion of sustainable, entrepreneurial farming, improved productivity, and community development, which protect nature and children.

About Barry Callebaut company (www.barry-callebaut.com):

With annual sales of 6.4 billion Euros in fiscal year 2019/20, the Barry Callebaut company from Zurich, Switzerland is the world's leading manufacturer of high-quality chocolate and cocoa products – from sourcing and processing cocoa beans to producing the finest chocolate. The Group operates more than 60 production facilities across the globe and employs more than 12,000 people.

In order to help shape a sustainable cocoa and chocolate future, Barry Callebaut established the Cocoa Horizons Foundation as a means to scale impact and drive on-the-ground change in cocoa growing communities. The Foundation collaborates with farmers to understand and address the challenges they are facing and to enable them to have decent livelihoods.

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