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Zagreb, 16 November 2021

regulated information

Atlantic Finds a Strategic Partner for the Mirna Production Plant – the family behind Austrian Company Gittis Naturprodukte GmbH

Atlantic Grupa and the family behind Austrian company Gittis Naturprodukte GmbH concluded an agreement for sale and purchase of the Mirna production plant in Slovenia. This marked a successful completion of the process initiated with Atlantic's sale of the baby food brand Bebi to the Serbian company Nelt Grupa last year, as well as a continuation of the process of disinvesting non-core business operations in line with Atlantic's corporate strategy. Gittis shall take over the entire production plant, along with its employees.

The plant in Mirna has been the site for production of the baby food brand Bebi product range, which has been sold on the Russian market and those of other members of the Commonwealth of Independent States for more than 35 years now. Following last year's sale of Bebi to Nelt Grupa, which already has its own capacities and expertise in the segment of baby food production, the Mirna production plant remained part of Atlantic Grupa. While the factory continued with service production of the Bebi cereal product range during the transitional period, a solution for the plant and its employees was actively sought through consideration of several alternatives, including production of a corresponding product range within Atlantic and cooperation with an adequate strategic partner.

The Pöll family turned out to be an ideal solution. Gittis founded in 1957 is a reputable Austrian company with baby food, cereal and bar production as its core business. The company has become a relevant producer and partner for numerous international customers. Our new strategic partner plans full activation of the Mirna production plant in the long term, as well as investments in its further technological development and its employees, thus promising a bright prospect for the location.

Atlantic Grupa d.d.