



# Croatian Telecom

Zagreb – 8 May 2024

Croatian Telecom Inc.

Radnička cesta 21, HR – Zagreb

Ordinary share: HT (ISIN: HRHT00RA0005)

LEI: 097900BFHJ0000029454

Listing: Zagreb Stock Exchange, Prime Market

Member State: Republic of Croatia

## New organization of Croatian Telecom's Management Board

The Supervisory Board of Croatian Telecom approved two important changes in Croatian Telecom's Management Board. Krešimir Madunović was appointed as a new member of the Management Board and Chief Operating Officer Residential (COOR) of Croatian Telecom. The role of the present member of the Management Board and Chief Human Resources Officer (CHRO) Ivan Bartulović, will have a broader scope of responsibilities, as under the new role he is to become member of the Management Board and Chief Operating Officer for Human Resources and Customer Operations (COO). Both these changes are effective as of 1 July 2024.

Krešimir Madunović's appointment as member of the Management Board and Chief Operating Officer Residential follows him holding the position of Director of the Residential Marketing Sector of Croatian Telecom, and in his new role he will be responsible for Residential Marketing, Brand Development and Management, Digital Business, Product development, Shops sales, Push Channels, Residential Steering, Channel Management and Customer Experience.

He started his career at HPT Mostar in 1997, and continued at T-Mobile where he held several managerial positions, after which in 2009 he assumed the position of Operations Director of the Sales Sector for SME of Croatian Telecom. He was appointed a member of the Iskon Management Board for Business Customers and Wholesale in 2013, and in 2016 he was appointed Iskon's CEO, a position which he held until the integration of Iskon into Croatian Telecom as of 1 January in 2024. He holds a degree from Faculty of Electrical Engineering and Computing from the University of Zagreb and has completed an MBA program at the IEDC Business School in Bled.

The organizational change in which Customer Operations (technical support and call center) are linked to Human Resources is a clear sign of an even more systematic bond between customer experience and employee experience, with the two areas inevitably connected. It is the result of Croatian Telecom's efforts to further strengthen its leading position in both customer and employee satisfaction. With this change, the present member of the Management Board, Ivan Bartulović, in addition to his existing responsibilities, becomes responsible for technical support for residential, business and ICT customers, as well as for the call center for residential customers.

*"Given Krešimir Madunović's 25 year experience in the telecommunications industry, his excellent knowledge of the local market, customer focus, and commitment to innovation, his appointment will contribute to the continued growth and business development of Croatian Telecom. The change aimed at enhancing the connection between employee and customer experiences confirms Croatian Telecom's continuous focus on building a company with the highest levels of customer and employee satisfaction, as well as its dedication to continuously raising them to new highs",* stated Elvira Gonzalez Sevilla, Chairwoman of Croatian Telecom's Supervisory Board.

As of 1 July 2024, the Management Board of Croatian Telecom will be comprised of Nataša Rapaić, CEO, Marijana Bačić, in charge of Business Customers, Boris Drilo, in charge of Technical and Information functions, Siniša Đuranović, in charge of Corporate Affairs, Matija Kovačević in charge of Finance, Ivan Bartulović, in charge of Human Resources and Customer Operations, and Krešimir Madunović, in charge of Residential Customers.



### Contact details

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#### About Croatian Telecom

Croatian Telecom (HT) is the leading provider of telecommunication services in Croatia, serving 0.7 million fixed lines, 2.3 million mobile customers and 0.7 million broadband connections through its Residential and Business divisions.