

BOSQAR INVEST

Meritus ulaganja d.d.

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10000 Zagreb

Security:

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Regulated Market Segment:

Zagreb Stock Exchange, Official Market

Home Member State:

Croatia

Publication of Other Information

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Notice of Company Name and Visual Identity Change

The company Meritus ulaganja d.d. (hereinafter referred to as the "Issuer" or the "Company") hereby informs the public that on June 13, 2024, the Company's Management Board and Supervisory Board decided to change the Company's name and visual identity.

The Company's new name will be **BOSQAR d.d.**, and along with the name change, the visual identity and the brand under which it will continue to operate successfully - **BOSQAR INVEST** - will also change. Consequently, it has also been decided that the brand Mplus will continue to be used solely for the group's BPTO vertical.

As part of this transition, a new landing page has been created and is available at www.bosqar.com, where the new visual identity can be seen, and more information about the changes can be obtained.

The Company notes that the new website is not yet fully completed. The finalization is expected in September 2024. The current landing page is directly linked to and redirects to the official Investor Relations section on the existing website <https://mplusgroup.eu/>, where the Company communicates and publishes all required information until this section is fully transferred to the new website.

The Company also announces the creation of a new email address for investor relations, ir@bosqar.com, which is aligned with the new name and identity.

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The new brand architecture will enable simpler, more efficient communication with key stakeholders and clearer positioning in the Croatian and international markets.

"Market circumstances have changed significantly since the company, founded under the name Meritus ulaganja and positioned through the Mplus Group brand, successfully set out to conquer world markets. With the new name and brand, BOSQAR INVEST, we encompass all the diversity of our business verticals, describe our new strength, and emphasize our constant pursuit of excellence. We are showcasing new strength, as well as even higher and more ambitious goals in our business strategy and vision," **Darko Horvat, President of the Management Board of BOSQAR INVEST, said.**

BOSQAR INVEST brings together four business verticals: the BPTO vertical, which continues to operate under the brand name Mplus and is made up of the company M Plus Croatia d.o.o. and its subsidiaries, the HR vertical and companies that operate as part of the Workplace Group and are holders of Manpower licenses for eight countries in the region, the eCommerce business vertical, which under the brand name Eplus Ventures consists of companies that operate according to a common eCommerce business model, and the newest, food vertical (Future Food Solutions), an integral part of which Panvita Group companies should also become, upon obtaining the approval of the competent authorities for the protection of market competition.

Strong Growth and Expansion

Since 2016, the company has undergone significant changes due to accelerated expansion and growth. From the initial public offering of shares (IPO) in 2019, which raised more than 12 million euros, and the secondary one in 2021, when the value of the shares tripled, to pioneering moves on the Croatian capital market, such as the issue of the first green bond (SLB) in 2022, the path of BOSQAR INVEST was marked by partnerships with a number of institutional and private investors such as MidEuropa Partners, the European Bank for Reconstruction and Development (EBRD), pension and equity funds and development institutions, who recognized the company as a partner with whom they can realize their investment goals.

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Rebranding with Bruketa&Žinić&Grey Agency

The described Company's growth required a rebranding to reflect its evolving identity and ambitions as a leading international player in several industries and to prepare the group for a stronger global market presence.

BOSQAR hired domestic experts, the Croatian agency with an international reputation, Bruket&Žinić&Grey, for the rebranding job.

"Great brands are not created in the laboratories of branding agencies, but in the minds of visionaries who have the ability to realize their visions. Our job is to listen, ask questions, systematize and present these ideas in the best possible way. Within roughly 100 days, a brand strategy was created - the basis for all communication activities, including naming and visual identity - in a co-creation process involving all the company's key people. BOSQAR INVEST has its roots in the Latin word *boscus* – tree, which is an excellent metaphor for a company with strong roots, focused on growth and development, but also in the *boškarin*, a breed of cattle originating from Istria in northwestern Croatia, which reflects ambition and optimism through the association with Wall Street bulls. This timeless visual identity communicates the ambition of this company to last, with a small contemporary intervention, the original ligature between Q and A that evokes the company's bullish character. BOSQAR INVEST is an original brand equipped with knowledge, energy, and experience. It has long since outgrown its initial local or even regional frameworks. Its character will drive its further success," **Davor Bruketa, creative director and co-owner of the Bruketa&Žinić&Grey agency, said.**

The rebranding will support the achievement of BOSQAR INVEST's ambitious business goals. These include outgrowing competitors in business segments of interest within the region of Central and Eastern Europe (CEE) and the European Union (EU) and affirming leading positions in the markets where the group operates.

Meritus ulaganja d.d.