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Subject: **Notification on the adoption of the initial business strategy proposal through 2030 for Valamar group, the reorganization of the executive team, and long-term incentive plan**
(Inside information)

Valamar Riviera d.d., with its registered seat in Poreč, Stancija Kaligari 1, PIN: 36201212847 (hereinafter: the Company or Valamar), hereby informs that at its meeting held on 26 February 2026, the Supervisory Board of the Company has approved an initial business strategy proposal for Valamar group through 2030. The proposed strategy outlines an investment plan of approximately EUR 820 million, targeting the completion of key projects in the Parenzana and Brulo clusters in Poreč, as well as the Capo Fronte cluster in Rab. The plan includes enhancing the quality of hotels and campsites, further developing products and brands, and accelerating digital transformation through investments in advanced analytics, automation, and AI technologies.

By 2030, Valamar group aims to achieve revenues of up to approximately EUR 800 million, with approximately 50% of total revenues expected to be generated outside the peak tourist season. The Company will continue to strategically strengthen its direct sales channels, which are projected to contribute approximately 70% of total revenues. Valamar will continue to develop products and services in business, health and sports tourism, with a focus on active holidays and family tourism.

Valamar group's strategic objectives for the upcoming period include achieving double-digit percentage annual growth in both business performance and the group's fundamental value according to the relative multiplier method. Following the implementation of outlined strategic initiatives, target operating earnings (EBITDA) in 2030 are projected to range between EUR 220 million and EUR 240 million. The

Group also aims to deliver a dividend yield of approximately 4% for Valamar shareholders, depending on annual business performance and changes in share market price.

Valamar aims to further strengthen its position as the leading employer in the tourism sector by continuing to enhance working conditions and maintaining a strong focus on retaining domestic employees at the level above 60% of total workforce.

Valamar will continue to focus on achieving exceptionally high levels of guest satisfaction, targeting an overall guest satisfaction rate of 90%, with the objective that every third guest is a returning visitor. Valamar also intends to maintain a Gold-level ESG rating (EcoVadis) and will continue investing in sustainable and responsible tourism, caring for destinations, supporting local services, and improving the quality of life in communities where it operates.

With a view to executing its strategy through 2030, the Supervisory Board of Valamar has reappointed Željko Kukurin as President of the Management Board (CEO), and Marko Čižmek and Ivana Budin Arhanić as Members of the Management Board, for a new term ending 31 December 2030. In addition, two new members have been appointed to the Management Board: David Poropat, former Senior Vice President for Operations, and Davor Brenko, former Senior Vice President for Sales and Marketing. The newly appointed executive team of the Valamar will assume responsibility for strategic management of all business activities, ensuring consistent execution and delivery of Valamar's ambitious strategic goals by 2030.

At the same meeting, the Supervisory Board of the Company approved a new Long-Term Incentive Programme in shares for key executives for the period from 2027 to 2030, with the aim of providing additional motivation to management and aligning the Company's long-term growth objectives with shareholders' interests. This Programme represents a continuation of the policy of rewarding key executives that has been successfully implemented since 2023, encouraging loyalty, focus on achieving business objectives and enhancing value for shareholders.

The aforementioned strategic objectives outlined in the Valamar group 2030 initial business strategy proposal represent the Company's intentions and expectations based on currently available facts, information, knowledge and assumptions, as well as projections of future events. The strategic objectives are not a guarantee of future results and are subject to future events, risks and uncertainties, which may be beyond the Company's control or currently unknown to the Company. The Company will regularly report on the realization of strategic objectives, while adjusting strategic plans to business conditions on an annual basis. In the forthcoming period, the Company will carry out activities aimed at identifying the optimal financing model for the ambitious investment plan with projected total value of EUR 820 million. Upon its approval, the final business strategy of Valamar through 2030 will be presented to the investment public at Valamar Investor Day together with business results for the third quarter of 2026 and a report on the implementation of the previous strategy until 2026.

Valamar Riviera d.d.