



**ATLANTIC GRUPA d.d.**  
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### **Atlantic Grupa Enters into Strategic Partnership with Vivas**

*The collaboration is a part of Atlantic's well-defined strategy to take a leading position in the Croatian coffee market and realise expansion in the growing segment of out of home consumption.*

Near year-end, Atlantic Grupa entered into a strategic partnership with the network of Vivas cafés, which counts almost 300 coffee shops and bars. In this way, Atlantic significantly strengthened the espresso coffee segment, which is expected to grow eight million kuna in sales revenue thanks to the newly-established cooperation. The partnership with Vivas cafés and Dario Šimić, who developed a successful business model in this segment, is a part of a well-defined strategy aimed at developing coffee business in Atlantic Grupa, taking a leading position in the Croatian coffee market and realising expansion in the growing out of home segment.

"With approximately 24 thousand tonnes of coffee produced annually, Atlantic Grupa is the leading coffee producer in the region. We are the leading company in the Serbian market with our brand Grand kafa, undisputed leader in Slovenia with the brand Barcaffè and an ambitious contender for the leading position in the Croatian market, where our market share has increased from 4 to the current 15.5 percent since the Atlantic's acquisition of Droga Kolinska in 2010. With a share of almost 21 percent in total revenue, coffee is the largest individual business unit in Atlantic Grupa and certainly one of strategically most important units for the future business development", says Mate Štetić, the new General Manager of the SBU Coffee in Atlantic Grupa.

Atlantic Grupa's strategy is to advance its leading position in the coffee segment in South-Eastern Europe and to further enhance the consumer experience not only in this category but also in the categories such as savoury spreads, salty snacks, chocolate and fruit-flavoured soft drinks, which are marked by Atlantic's active presence and leading brands (Argeta, Smoki, Najlepše želje, Cedevita, Cockta). As a part of the main strategic goal, it is expected that the collaboration with Vivas cafés will further boost the out of home consumption of Atlantic's brands, especially in terms of coffee in the Croatian market.

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