



ATLANTIC GRUPA d.d.
Miramarska 23
10 000 Zagreb

SECURITY: ATGR-R-A / ISIN:HRATGRRA0003
ATGR-O-169A / ISIN:HRATGRO169A0
QUOTATION: Zagreb Stock Exchange

Zagreb, 26 September 2013

Atlantic Grupa opening a new factory in Nova Gradiška

By signing a Preliminary Agreement at the Industrial park Nova Gradiška, Atlantic Grupa has started an investment in a new factory for production of energy bars, from the sports and functional food line. This is a project worth HRK 120 million, which will in the first year of production create 50, and with the planned business growth, a total of 160 new jobs. After the necessary preparations, construction of the factory is planned to begin in April 2014, and the first products from the new lines are expected to be on the market in the first quarter of 2015.

Atlantic Grupa is the leading European producer of sports and functional food under the Multipower brand, and it the greatest part of the product assortment in made in the company's facilities, in the environs of Hamburg and in Rogaška Slatina, while energy bars were so far manufactured under a contract with a third party. In accordance with the strategic determination to consolidate its own manufacturing, with an aim of maximum employment of the internal system synergies, upon finalizing investment in the new factory, the energy bars will in continuance be manufactured using own facilities.

"We embark on this project with a great pleasure, foremost because we are creating new value in a most direct manner – by building, manufacturing, employing and ultimately exporting our own high-quality products globally, primarily to the European market. New production facilities are designed in accordance with the highest standards in food industry, and represent an investment in further development of our sports nutrition segment, but also in a greater development in similar areas of Atlantic Grupa product assortment, in the South-East Europe region. We have encountered an exceptional understanding and cooperativeness from the local community representatives in Nova Gradiška, and it is our great pleasure that we have an opportunity to contribute to the development of this business zone, through development of our own business operations", said Emil Tedeschi, President and CEO of Atlantic Grupa.

"It is our great pleasure that Atlantic Grupa has chosen Industrial park Nova Gradiška as a business zone of the best quality, out of 93 analyzed business zones. It is a confirmation of attractiveness of the Industrial park as one of the most competitive investment destinations in Croatia, as well as a confirmation of the full commitment of the City for creating the optimum conditions for attracting investments and economic development of this region. We have found in Atlantic Grupa the top-grade and exceptionally fair partner, and we will do everything, just as in the course of the negotiations so far, so that this investment is only a beginning of a long-term, successful cooperation. Atlantic as the investor, can count on full professional support of the City and the Industrial park, at all stages of the project realization. We are looking forward to this cooperation", Željko Bigović, Mayor of Nova Gradiška City has commented.

Atlantic Multipower, as a pioneer in sports nutrition in Europe, has already been active for 28 years in the energy bar business. Atlantic's company with Hamburg headquarters is a leading European manufacturer of protein powder, with a highly developed technology and know-how in R&D, marketing and sales in this category. Comprehensive knowledge and experience in that field, in cooperation with the nutrition experts of the entire company, shall be put in function of preparing the new production facility. With a factory operating

in full capacity, and the ambitious plans of business development, the goal is to achieve a position of the leading manufacturer of functional bars in Europe.

Beside the sports nutrition segment, new factory from Atlantic Grupa portfolio in Nova Gradiška represents added value also in the other business segments of the company, through possibility of knowledge exchange and expanding the product assortment, in cooperation with other food related business sectors. Contemporary trends in nutrition increasingly steer the food manufacturing in a direction of healthy and functional diet, and the competencies within the system, using the new capacities, will be able to accommodate these needs and dietary habits in the high-speed lifestyles in the best possible way.

Atlantic Grupa d.d.