



**ATLANTIC GRUPA d.d.**  
**Miramarska 23**  
**10 000 Zagreb**

SECURITY: ATGR / ISIN: HRATGRRRA0003  
3ATG / ISIN: HRATGRO216A9  
LEI: 3157002G3ENYCZEB1A25  
HOME MEMBER STATE: Croatia  
REGULATED MARKET SEGMENT: Prime Market of the Zagreb Stock Exchange

**Zagreb, December 23, 2019**

### **Atlantic Takes Sells Bionatura as Part of its Focused Strategy**

In line with its corporate strategy of exiting small and non-core businesses, Atlantic Grupa has sold distribution of water bidons, which is the core activity of the company Bionatura Bidon Vode d.o.o., while maintaining the business connected with the brand Kala. Bionatura Bidon Vode d.o.o. was purchased by the owner of the company Aquaviva Dario Šimić, who thus strategically complemented existing business activities with the brand Aquaviva's.

The disinvestment process of non-core activities started two years ago with the company's exit from sports and functional food and continued after the company sold the segment of cosmetics and personal care products as well as the dietary supplement segment. At the same time, the company is placing a strong focus on the key areas that represent major growth generators (food and drinks as well as pharmaceutical business) as the basis for future transformation. This process includes targeted internationalization of brands with strong international potential as well as the development of distribution as an important lever for business growth, mergers and acquisitions.

Atlantic Grupa d.d.