



CORPORATE COMMUNICATION

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MEDIA RELEASE

Croatian consumers evaluated Podravka's products as the best ratio of price and quality

Podravka is the best Croatian company for price and quality ratio, as evaluated by the Croatian consumers, awarding it thus the Best Buy award. On behalf of Podravka the certificate was received by Management Board member Krunoslav Bešvir.

Apart from being evaluated as the best company, Podravka has won the certificates in the following categories: Ready-made meals (canned), Food seasonings, Packet soups, Canned vegetables, Canned fruit, Fish cans, Breakfast cereals, Condiments.

- Croatian consumers recognized Podravka's products for the best price and quality ratio in the market, and we have thus justified the trust of consumers in Podravka's brands. The brands can thus proudly wear the Best Buy Award sign reserved for products and services of supreme quality and excellent price, Podravka Management Board member Krunoslav Bešvir said upon receiving the certificate.

This is the first award of this certificate in Croatia, and the Croatian consumers and the Croatian public have decided on the winners. For the best price and quality ratio supplier in Croatia in the year 2010/2011 they chose Podravka that has won certificates in eight categories. This certificate is awarded by the Best Buy Award Croatia in cooperation with the companies Axios and PriceWaterhouseCoopers.