PODRAVKAS

CORPORATE COMMUNICATION

Koprivnica, 18 February 2014

MEDIA RELEASE

Podravka Group's provision program for 340 workers

Early this year Podravka started creating the provision program for surplus

workers. Consulting with the Workers Council was performed and Podravka

accepted the majority of suggestions provided by the Council, and concerning

the provision for surplus workers. This year's program will include 340 workers

of Podravka d.d., Danica d.o.o. and Belupo d.d., and a total of HRK 45 million

will be earmarked for implementing the Program.

"Implementing this Program we wanted to show our responsibility and social

sensitivity towards workers leaving our company, compliant to our current

capacities. Implementing it we make the remaining jobs sustainable and create

presuppositions for Podravka Group's future growth and development.

Providing severance payments which are higher than those required by law, we

want to thank our workers who have integrated their active life into this

company for their great contribution to the development of Podravka Group"

Zvonimir Mršić, Podravka Management Board President said.

Provision program is based on business reasons, and consists of 3 possible

models:

• severance payment amounting to net HRK 5,000.00 for each year spent

at Podravka Group, if the worker decides to accept the termination as on

31 March 2014,

lawfully set severance payments, with the use of proscribed period of

notice.

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workers who in 2014 comply with retirement conditions have been

offered the possibility to supplemental purchase of the retirement

conditions, pursuant to the Life-time severance payment Act i.e. pension

supplemental purchase, which means that they would immediately start

receiving their pension as if they worked until lawfully proscribed years of

service.

"We see this severance program as change of generations or rejuvenating the

company, in a manner that is socially responsible, and also acceptable for the

unions. In the upcoming period we expect new employment of workers with

university degree, and after many years also workers with secondary school

education. This is not a small number of our workers that are leaving the

company, but considering the economic situation, the offer from the Employer is

more than fair - Ksenija Horvat, Podravka Workers Council president and also

the main union commissioner of the Podravka PPDIV union said.

Podravka d.d.

Corporate Communication Department