



CORPORATE COMMUNICATION

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MEDIA RELEASE

Product Portfolio Review

In continuation of business rationalization process, which is aiming to increase the efficiency, Podravka Management Board decided at its today's session to review the product portfolio of the Food and Beverages business program, in order to define the product portfolio with a higher level of profitability.

The products achieving unsatisfactory annual sales and having a negative gross margin shall be considered in the first stage. This first step target is to reduce the product portfolio by approximately 500 stock keeping units.