



CORPORATE COMMUNICATION

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*MEDIA RELEASE*

## **Podravka informed workers about business activities and development plans**

At the first of the several recently announced upcoming gatherings of Podravka's workers, that was held today at Podravka, the Workers Council informed the workers on the business activities in the previous period, while the Management Board president Zvonimir Mršić familiarized the workers with the situation in business and development plans.

Mršić reminded of the fact that the Management Board has reached a five-year plan, the purpose of which is a better, bigger and more efficient Podravka, with more potentials on domestic and international markets, and pointed out that there is a demanding task set before all Podravka employees to bring the company to the desired level. At the recently held General Assembly, the owners have accepted draft resolutions passed by the Management Board, which were focused on developing Podravka as a modern shareholding company, and on creating presuppositions for Company refinancing, satisfactory growth and further business internationalization.

"For the first time, Podravka has been registered as an international company, with headquarters in Koprivnica, and we have an international team that will be able to respond to the challenges of the markets on a global scale. If we want to be successful, we must make a more significant step forward towards internationalization and global business. In the next five years, it is our goal to be among 15 % of the most efficient companies with whom we compete, according to all criteria, and it is up to us to see whether we succeed or not" – Zvonimir Mršić said.

When commenting the resolution on divesting business programs Beverages, Bakery and part of the Frozen products portfolio, Mršić said that the project is currently in the stage of finding an appropriate partner, who will be able to take due care of these programs. He explained that some resolutions have to be made at a given moment, and that at these times Podravka has to focus on those programs that create profit, and stop dealing with everything that is directly burdening those programs that do create profit.

Should Podravka achieve results, owners will be patient, and president Mršić invited all employees to stand together united in achieving the goals set.