

ATLANTIC news

Atlantic Grupa
Newsletter
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Quarterly issue



**Expansion of
distribution**

**Atlantic among the most
desirable employers**

Students to redesign Ralon

Alenka Klarica
new Business
Development
Director in SFF



Multipower
owner of IFS
standard



Plidenta
the best toothpaste



Atlantic Grupa and Erste Securities signed a market making agreement



Lada Tedeschi Fiorio and Zoran Stanković at the contract signing

Atlantic Grupa's Vice-President of Finance Zoran Stanković and a member of the Management Board of Erste Securities Zagreb Ltd Hrvoje Krstulović signed a market making agreement at the premises of the Zagreb Stock Exchange with which Erste Securities Zagreb Ltd are taking over the obligations of performing market making activities for the shares of Atlantic Grupa (ATGR-R-A) in the official quotation of the Zagreb Stock Exchange. "Since its initial public offering at the Zagreb Stock Exchange, Atlantic Grupa has been paying significant attention to transparent communication of the company's financial results as well as business model to the wider in-

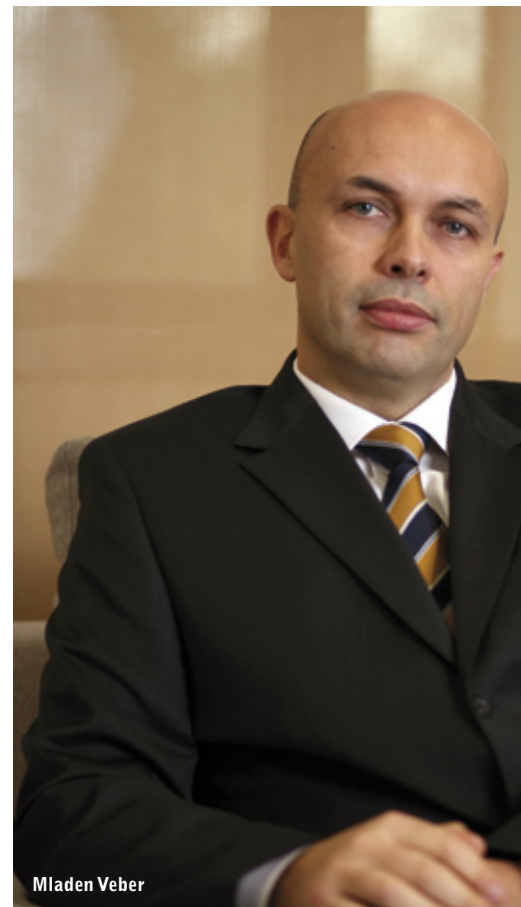
vestment community with the strategic goal of building trust in the company. Thanks to the stability of its business model and ownership structure, Atlantic Grupa's share substantially outperformed the local benchmark Crobex over the last two years, demonstrated as well by the East Capital's award in the category "Discovery of the Year" for 2008 in the competition of stock-listed Central and South East European companies as well as by the fact that the Croatian issue of the financial periodical Forbes placed Atlantic Grupa at the top of the most successful issues in the crisis year 2009." pointed out Zoran Stanković, Atlantic Grupa's Vice-President of Finance. Vice President for Business Development Lada Tedeschi Fiorio also commented on reporters' questions that the Atlantic Grupa will continue with the tested and successful business model of communication with investors based on transparency. "We will continue with the trends that we have set and that have resulted with a stable ownership structure and excellent position of our share in the capital market," explained Lada Tedeschi Fiorio.

Atlantic's Neva among the best in sustainable development

On 16 December, Tomislav Matusinović, Vice President for Consumer Health Care Division, on behalf of Neva received the award "Index DOP" in the category of mid-sized companies with which Neva was recognised as a company in which economic sustainability, integration of socially responsible business conduct into the business strategy, environmental protection and relations with community are some of the more significant business factors. A total of ten companies out of 42 which have successfully filled out questionnaires for the Croatian Socially Responsible Business Index have re-

ceived the award which is given for a second year in a row in the organisation of the Croatian Chamber of Economy in cooperation with the Croatian Business Council for Sustainable Development. Only 13 percent of the companies responded to the invitation to participate in Index DOP which was sent to 1,450 most successful small, medium and large companies according to the criteria of Zlatna Kuna, and from that percentage only 2.89% successfully completed the questionnaire, and Neva is one of those most successful two percent among medium-sized companies.

Atlantic Grupa c



Mladen Veber

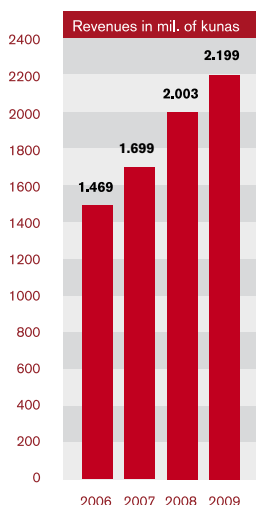
Atlantic Grupa concluded the year 2009 with increasing net profit in relation to the previous year by 24 percent to the amount of HRK 97.3 million and all



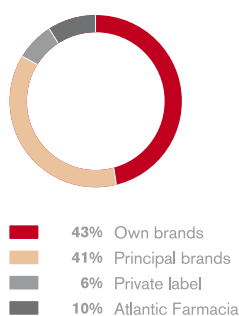
Tomislav Matusinović receiving the award

At the award ceremony it was emphasized that, at the time of crisis, socially responsible business conduct is needed more than ever because it reflects a company's discipline, its relations with partners, employees and community, market appearance as well as its relation to the environment.

concluded the year 2009 with good results



Sales by brands



that by giving an extra effort in this crisis economic surrounding. The company realised the total revenue of HRK 2.2 billion, which represents a growth of 10.1

percent in relation to the same period last year while operating profit was increased by 18.9 percent to HRK 153.8 million. The company realised growth in all key profitability indicators and the listed results are in full accordance with the Management Board's business plans announced at the beginning of 2009.

"We are proud of the fact that Atlantic Grupa managed to realise such double-digit growth of all indicators in the situation where the economy's realistic decline is almost six percent, personal consumption decrease is around eight percent and personal consumption has decreased due to increased taxes as well as decreased tourist spending. We owe such growth to the fact that in the previous year we have made significant steps forward in production, primarily with Cedevida GO! and also by entering into new partnerships, among which Ferrero, Karolina and Dvoržak pharmacies are more prominent, as well as by expanding our distribution channels" explained Emil Tedeschi, Atlantic Grupa's President of the Management Board.

"We expect that in 2010 the macroeconomic environment will be even more challenging for the real sector and that prudent risk management together with fur-

ther encouragement of innovativeness will be crucial in overcoming the unfavourable economic situation. From the view of Atlantic Grupa, we expect good results in the current year as well because Atlantic's growth depends primarily on the work and effort of all our employees and maintaining quality cooperation with our partners", he also commented. Last year started with the successful launching of Cedevida GO! - an innovative product that revolutionized the way this popular drink is used and made possible to have it on the go, which resulted in significant expansion of the consumer base to active and younger population. The year 2009 was also marked by cooperation with Nestlé in the HoReCa channel, takeover of distribution from a well-known Croatian manufacturer of biscuits and salty snacks Karolina as well as the beginning of distribution of the Ferrero assortment in Slovenia. Atlantic's pharmacy chain Farmacia grew by 12 new pharmacies by concluding a strategic agreement with the health institution Dvoržak, with which Farmacia confirmed its status as the largest private pharmacy chain in the country. The Sports and Functional Food Division launched a new "endurance" product line intended for recreational athletes and with the successful expansion in Sweden and Norway Multipower has, in the segment of sports food, taken the top of this niche. In the total sales of the company, the Croatian market participates with 60 percent and international markets with 40 percent. Germany remains the largest foreign market, while the largest sales growth, in addition to the Slovenian market which grew 138 percent, has been realised in Serbia with 32 percent.

Atlantic once again amongst the most desirable employers

The Internet portal Moj Posao carried out a study on the most eligible employers ranking Atlantic Grupa an excellent 13th place. Over 2,300 examinees participated in the study conducted in February 2009. The results indicated the examinees perception of companies according to their own choice (they did not offer any company's names in advance). This year's questionnaire in comparison with the last year's has shown that Atlantic Grupa and Drogerie Markt (DM) have made the most significant improvement in their public image. The participants in this study agreed that the essential factors which contribute

to the attractiveness of an employer are examinees perception of companies, a leading position in its sector, job security and the company's overall image in the business world. Harmonious interpersonal relations amongst the personnel also greatly influence employer's attractiveness. The results of this research are yet another indicator that Atlantic is a company which operates on healthy foundations, this quality has been recognised nationwide and has placed Atlantic with the top Croatian companies, amongst T-HT/T-Mobile, Agrokro, Ina, Vipnet, etc. In addition to that, Atlantic Grupa has renewed its Employer Par-



ner Certificate this year. Since 2007 the company has been a proud holder of the Certificate and every year it renews this Certificate with an increasingly higher percentage of the total score in all five assessed areas. Only 30 companies in Croatia have received this prestigious reward.

Atlantic engages students in a search for the new look of Ralon

Through the process of redesigning a legendary aftershave - RALON, Atlantic Grupa has decided to give senior students a chance to design the new look of the product which will be found in stores in a matter of months. The product, which has a cult status, has successfully maintained its market position for decades. Last year it was the second best-selling brand in the aftershave category with a 10% market share in Croatia. More than a hundred senior students from Zagreb, Rijeka and Split, who applied for the competition as a part of the CROPAK 2010 Creative Workshop for Students, will take care of the cult-status aftershave's refreshed look.

The project organisers gave the students their tasks in the introductory workshop held on March 6th, 2010. Atlantic Grupa was represented by Lejla Čaić, the Marketing Director for Cosmetics, and Marko Kufrić, the Brand Manager for Ralon. They presented the company putting a special emphasis on Ralon and their ideas of its future image.



Lejla Dautović Čaić and Marko Kufrić

"With this workshop, we wanted to give young and perspective future design experts a chance to help us refresh the Ralon brand with their creativity. Since some of the five products from the Ralon line will only be slightly redesigned, and some thoroughly, we cannot wait to see the final result after five weeks of this project. Ralon is one of our most legendary products, which was last redesigned nearly 25 years ago, so I think it is a great responsibility to work on a project with such a cult status", said Lejla Dautović Čaić, stressing that this project aims at strengthening public awareness of corporate social responsibility by encouraging and rewarding young and educated people for their work.

Cedevita wins the Trusted Brand award

According to the survey on which brands are most trusted called Trusted Brand, for a third year in a row Cedevita is the winner of this valuable award in the category of vitamin drinks which shows that it is a brand trusted by consumers, meaning that it has the trust of Croatian consumers to whom tradition, quality and price are what is most appreciated in brands. The ceremony of the third award Trusted Brand was held on 15 December at the premises of the Croatian Journalists' Association in Zagreb, and the award was received on behalf of Cedevita by Majda Berislavić. In 37 categories of products and services, the winners include 22 dome-



Majda Berislavić receiving the award



stic and 13 foreign brands. The survey was carried out by the publication Reader's Digest Croatia, published by Mozaik knjiga in cooperation with the agency Mediana Fides and with support of the Croatian Chamber of Economy.

The highest standards for Multipower manufacturing factory

Multipower manufacturing plant in Bleckede has recently become the proud owner of the IFS standards (International Food Standard), thus confirming the quality of raw materials used in production and the final product itself. This proves the transparency of the food transportation chain, which is one of the main aims of this standard. After the IFS audit, the Multipower production facility reached a higher level of standards with 96 points, which is a huge recognition for the Atlantic Multipower team and also pride of the whole Atlantic Grupa. "This success is a merit of all Multipower employees, whether they were working on the improvement of the ma-

nufacturing processes, improvement of audit process declarations, meticulous collection of declarations of compliance for processes, technical enhancements or anything else that raised our manufacturing facility to a higher level", said Zvonimir Brekalo, the Vice President of the SFF Division, especially praising Rainer Zirkelbach, Executive Director Production and Jutta Mahl Rubin, Quality Manager.



Jutta Mahl Rubin

Neva soon to enter Iran

The Consumer Health Care Division products will soon be present on the Iranian market which has a total of 80 million people. There are also plans to start distributing the whole cosmetics product range of the Health Care Division, which is yet another huge success for the Private Label section of this Divisi-

on. After two years of negotiations and the registration process finished, Atlantic's Neva has entered the final stage of its preparatory period with Iranian partners, which is considered to be the beginning of a successful cooperation. In February Neva was visited by the owner of the Tehran company that will import Neva's products, and by officials from Iran's Ministry of Health, headed by Maryam Mohseni, who is considered to be the top person for importing cosmetics to the Iranian market. During their visit they did a very thorough audit in Neva, which was appraised as excellent, and currently there is an ongoing final registration process in Iran, after which Neva will obtain the certificate for good manufacturing practice (GMP), issued by Iran's Ministry of Health.



Branko Fureš with future associates

Centravit kids chewing tablets - strawberry flavour



The care of child development begins with its conception and intensifies during pre-school and school age. While it grows, a child needs all the essential nutrients like vitamins, minerals and other active substances in doses which nowadays are difficult to intake through everyday nutrition. For this purpose Dietpharm offers a new multivitamin product for children aged four and over, as a complete supplement for strengthening their immune system. The tablet contains 20 different vitamins, minerals and oligoelements which are necessary in order to strengthen the immune system everyday and for the healthy growth and development of children. Their use is recommended in cases of weakened immune system, poor appetite, diet monotony, frequent infections and during convalescence periods.

Fitosterol + Omega3 30+30 capsules

Heart and blood vessel diseases, which are placed amongst the most common diseases of the contemporary world, are common in people with higher levels of fat in their blood or with diabetes, smokers and elderly people with atherosclerotic changes in their blood vessels. Precisely for these reasons, Dietpharm has presented a unique product on the Croatian market: a joint package of Fitosterol and Omega 3 capsules. End users now have access to complete assistance with managing higher levels of fat in their blood: Fitosterol to decrease higher levels of cholesterol and Omega 3 to deal with high triglycerides. Since omega-3 fat acids do not have an effect on the decrease in the level of triglycerides, helping only in regulation of triglyceride levels, it is essential to combine Fitosterol capsules with them.



Asepsoleta Liquid - hand hygiene at any time



The Consumer Health Care Division responded quickly to increased needs for antiseptic products and, in addition to the already well known Asepsoleta wet tissues, expanded its assortment with a liquid for dry hand washing Asepsoleta Liquid. The liquid is odourless while its simple application will provide consumers with the ever-important hand hygiene at any time.

Neva's new baby cream in pharmacies



To make a high quality baby cream is one of the unwritten goals of every pharmacy, so it didn't come as a surprise when Atlantic's Farmacia took an initiative in this field as well. During the standardization process of pharmacy services in Farmacia's pharmacies, it had been decided to develop a baby cream based on a unique recipe in the proven facility - in the sister company Neva. The author of the Galenus recipe, Arijana Meštrović, manager of the Atlantic Farmacia Education Centre, modified the basic prescription of old pharmacy tradition from Zagreb by adding pure lavender oil. Firstly, half a tonne of baby lanolin cream was made under the supervision of Atlantic's experts from Neva's R&D - Lana Brkić, Mirela Martinić and Ružica Puškar Ćurić.

Plidenta the best toothpaste



Plidenta has valuably and without a doubt kept the position of being the most sold toothpaste in the Republic of Croatia in the first quarter of 2009. In the past 12 months Plidenta has sold

Cedevita Lime in a bigger 1 kg package



Lime, one of the newest and most popular flavours within the Cedevita assortment, is available from now on in a bigger packaging, of 1 kilo, and has been launched to markets in Croatia and Slovenia. The Lime flavour is highly refreshing and qualifies this beverage as thirst-quenching.

Vitamin C and Sugar Free Vitamin C



Following the market needs and trends as well as its own wish for continuous expansion of its product assortment, Cedevita launched two new products on the market in the category of food supplements: VITAMIN C and Sugar Free VITAMIN C. The value of this form of vitamin C is that it may be prepared and used both as a separate refreshing vitamin drink and as an additive to other drinks such as tea. One dose (drink) contains 180 mg of vitamin C, which satisfies 3 RDA (or a triple recommended daily allowance of vitamin C). Vitamin C and Sugar Free Vitamin C are based on a lemon flavour which gives them an especially delicious and refreshing taste.

24 percent more toothpaste than Zirodent, 34 percent more than Signal and Aquafresh, 49 percent more than Colgate and 68 percent more than Vademecum. We must also mention excellent results in Bosnia and Hercegovina in 2010 where Plidenta is the second most sold brand of toothpaste. "Systematic investments in a high quality and innovative range in one of the leading divisions of Health is what keeps it on top of the competition", said Branimir Zoraja, Group Brand Manager.

Multivita branches out to Russia



Milan Cvrkota

The steady double digit growth rate of sales in Russia shows the huge potential that the Russian market has for the placement of Multivita's product range. Its products are well-known and appreciated in that market, which influenced the decision to open a Multivita branch office as a part of the Consumer Health Care Division in this demanding, yet perspective market. The accreditation process for the branch office will be finished in March, and there are plans for the registration of four new products in the form of fizzy tablets during 2010.

"Apart from Multivita's products, the branch office will also be dealing with future developmental possibilities and the introduction of other brands from the Consumer Health Care Division, such as Rosal LipBalm products. There are also plans to register four Fidifarm's products, and till the end of the year, six more new products will be registered as well. We are trying to have a constant presence of Multivita on that market, which we are trying to accomplish with the branch office. This is a great challenge for us, but it also presents new significant possibilities that we want to take advantage of", said Milan Cvrkota, Director of Representative office Multivita Russia.

The beginning of a "fresh distribution" in Serbia

Atlantic Belgrade entered the New Year with a lot of plans and ambition. For these reasons the company started in mid-January distributing Ferrero cold confectionery assortment (Kinder Milch Schnitte and Kinder Pingui) on the Serbian market. Once again this proved to be the strength of our distribution network. "We will also begin the distribution of Montana sandwi-

Expansion of



Ana Previšić and Zrinka Lukač

Distribution Division with extra revenues in 2010

"After Karolina, Ferrero and Italfood were introduced last year in the Distribution Division product range, this year we have added three new brands to the portfolio, which will add up to an extra 100 milli-

In the end of January Atlantic Grupa started distributing the impulse assortment of One2play company, one of the leading suppliers in the branch of toys, multimedia content, games, stickers, candies and gift programs of famous brands, respectively the owners of licenses such as Disney, The Dog, Gormiti, Ben Ten and others. With new partner Atlantic opens another chapter in the development of distribution business. Beginning of this cooperation was marked with successful and interesting kick-off meeting, where representatives of One2play company, but also leading characters of their program, presented assortment of the new principal.

At the beginning of cooperation Atlantic will include in its distribution network impulse assortment of mini toys already established with key customers - Burago cars, Atomic Gormiti, 14 species of DVD with cartoons and stickers for this year's World Cup Africa 2010 - in the first phase for the customers where One2play was not present. After that, already at the beginning of March, taking over the distribution of the above-mentioned assortment in the whole Croatian market is planned.

Besides, negotiations for distribution of mini assortment in the Slovenian and Macedonian



D. Novosel, M. Sinno, B. Dajč, M. Ivanković, I. Babić and M. Petrić

market are in a final stage.

Zrinka Lukač, director of business development in Distribution Division, stressed that this promising cooperation is a start for achieving this year's ambitious plans of Distribution Division. "Atlantic is present in almost 50.000 retail places in South Eastern Europe with a wide range of own and principal's brands in the impulse positions and therefore this agreement is an excellent opportunity for additional expanding of our distributive assortment and attracting new cu-

distribution

stomers. One2play proved to be a great partner because, as people from the company constantly emphasize, they always incline to synergy and business association on the "Win / Win" basis and actively look for partners in leading companies, which they once again proved in cooperation with the Atlantic Grupa," explained Zrinka Lukač. Ana Previšić will lead the assortment of a new principal in the Distribution Division Brands Management Department. Kick-off was organized before the



while the second, animated part of the meeting, was taken over by the most famous characters from One2play licenses - Minnie, Soft Sillies and Gormit that, besides education, finally danced with the people from Atlantic. One2play has ten years of experience in working with licensed products, marketing and selling in the market, and their licenses are presented through animated films on the most popular local TV programs, DVDs and other multimedia and print editions.

on Kuna in total revenues. The beginning of the year was marked by extending cooperation with Rauch in new distribution channels, the start of Ferrero cold confectionery assortment distribution and excellent cooperation with the company One2Play. "Our goal is to influence the business as much as

possible with new revenues, and to further enhance our well-known distribution services to become more appealing to potential partners or producers who want enhancement in this region", said Srećko Nakić, the Vice President of the Distribution Division.



beginning of the distribution so that the sales force of the Atlantic Grupa could get acquainted with the assortment of new principal, which was attended by about 120 trade representatives, managers, directors of distribution centers and key account managers from all over Croatia. At Zagreb kick-off in the "Zovko" hotel Dejan Maćešić, sales director of One2play presented the company and its assortment,



Hrvoje Valentić

ches to that area which is scheduled for early March. Due to all these distribution expansions, a new, so called, fresh division has been formed", announces Siniša Jurjević, Executive Director of Southeast market. "We have started to use both the good and bad experiences of our former distributors, in addition to new ideas and the good image that Atlantic Trade Belgrade has, making them the keys to our success", said Dobrovoje Bogavac, said self representative informing all travellers that since mid March they will have the possibility to enjoy in a wide assortment of Montana sandwiches.



Siniša Jurjević

Distribution Division with Rauch in new channels

In the beginning of March the Atlantic Grupa extended its current cooperation with Rauch, prominent manufacturer of fruit juices which has more than 90 years of experience in gastronomy, with a new distribution agreement. Therefore, Atlantic became the exclusive distributor in all channels for the total assortment, which involves all types of juices, nectars and beverages including ice tea, isotonic and cafemio (ice coffee). With this expanded cooperation Atlantic will - until now covering only HoReCa channel - enter the additional distribution channels where it was not present before.



Expanding distribution portfolio and entering new channels in the first quarter of another crisis year rejoices us very much and gives us motivation for further work. This agreement confirms that confidence between previous partners can further evolve at mutual satisfaction. We are particularly pleased that Rauch, who has from small family business became a prominent international company that develops high quality and healthy juices, recognized us as identical company with the same values", said Igor Babić, executive director for brand management.

AtlantIS, a new project of HR and IT



Igor Velimirović, Nataša Gembarovski, Ana Jožinec and Jelena Radojčić

In cooperation with their colleagues from the IT Department, Atlantic's HR Department has launched in the first stage of a completely new project for business process standardisation a unique tool for managing Human Resources in all of Atlantic's affiliates. The project is under the sponsorship of authorised members of the Finance and Corporate Affairs Management, who worked together with their colleagues from HR and IT on this valu-

able project. It will speed up and simplify procedures and at the same time save considerably.

Nowdays each of our operative companies has a separate personnel database, which is processed and unified manually for every necessary transaction or report. The goal of this project is to establish a unique personnel administration which would serve as a basic data register and a platform for all other functions.

The advantages of this project include cutting administration costs for payroll accounting, a unique reporting system, an overview and a unique database for the whole administration, increased quality and reduced time for data processing, integrating all HR applications and the standardization of requirements at group level. We expect to complete the first out of several stages of AtlantIS 's development and implementation at the beginning of June, when we expect to successfully start implementation in the company's daily business.

Atlantic gets a modern Education centre

The business premises of Atlantic's Pharma division in Heinzlova street, supervised by the company's Investment Unit, became wealthier at the beginning of the year for a modern, superbly equipped premises with the purpose of hosting Education centre programmes. The centre has two segments; a presentational part with 70 seats equipped with modern audio and video aids and an IT workshop with the possibility to create a network of 12 computers for IT seminars. The presentation centre provides an opportunity for holding interactive workshops, video recording for "on camera" trainings, as well as premises for presenting various projects and products. Having renovated the Education centre premises, we have obtained high quality office space available at all times, with the potential for new learning possibilities, competence development and the exchange



Jadranka Kovač Manenica

of knowledge, experiences and ideas, said Jadranka Kovač Manenica, Chief Executive of the Investment and Investment Maintenance Division.

The entire internship experience for Fidifarm's pharmacists



Internship program participants

The process of acquiring new know-hows and company identification are the reasons for additionally expanding the internship program for Farmacia's young pharmacists who had recently started their internship in Fidifarm in Rakitje, under the supervision of Natalija Kanački, the Medical and Pharmaceutical Services Manager. During this part of their internship, they have the chance to participate in the process of manufacturing Dietpharm's products, to become familiar with laboratory work, commercial operations and the contact centre. They may also see how the Marketing Division, Quality Control, Pharmaceutical Wholesaler and Medical and Pharmaceutical Service function. The interns have rated this additional part of their internship as highly valuable, because it gives them an insight into the functioning of a manufacturing facility such as Fidifarm, from manufacturing to planning marketing activities.

The first Atlantic Winter Cup - Jahorina 2010



Participants of Winter cup

In early February this year the snowy mountain of Jahorina hosted the senior Management team of Atlantic Grupa at the first Atlantic Winter Cup. The initiative for this joint team building came from its partner company Atac, as an act of motivation at the very beginning of yet another challenging year. It received an excellent response, while the atmosphere and Cup results completely justified the idea. The winter ambience, a comfortable mountain atmosphere of this Bosnian ski resort and well prepared facilitators ensured two days of successful snow sport competitions, while an internal workshop



for the reinforcement of managerial capacities inspired creative thinking about the methods of improvement in the field of human resources and processes management. Immediately upon arrival of the participants in the first Atlantic Winter Cup, the first competition and practice in sleigh riding and ice skating took place, while

at the Atlantic bar, where drinks were served at all times, new strategies regarding combinations and pairs were devised in order to finish the first game as successfully as possible. After a day full of activities, the participants warmed up and found entertainment in the warm ambience of Konoba. Entertainment was provided by Massimo and our well known DJ Keti and lasted till late in the night. Winter activities continued the following day, after an exhausting competition in snow rafting, the overall winners were already recognized, but there was one more game left to play. During the skiing activities, the most experienced par-

ticipants explored the steepest slopes of Jahorina, while the beginners practiced on the less demanding ones with their instructors. The game of Tug of War wrapped up the last day of competitions. The skilled hands of the 'Ledeni' (Ice) team led by Marija Sinno ensured first place of the Atlantic Winter Cup. The Winter Cup ended with an interesting workshop organised and hosted by the HR Department, which was inspired by a book by Manfred Kets de Vries called "The Leadership Mystique". The HR director Ana Jožinec and Ana Marušić, the employee development director, presented the leadership theory developed in the book to the Atlantic Management team and analysed the differences and relations between managers and leaders and a dual role of a leader. Through the presentation of the Atlantic model of individual characteristics they explained the results of a questionnaire completed by Atlantic employees, about the perceived profile of Atlantic manager. The purpose of such a social event and educative workshops was to additionally invest in managerial capacities and skills of the Atlantic management team.

HR workshop about goals in 2010

Early this year the Human Resources Department held its traditional workshop - this time in the snowy environment of Sljeme. Petra Wolle and Melanie Wenzel, our German colleagues also attended the workshop along with the Zagreb HR team. They analysed the focal points of the previous year and presented the fundamental goals for the year 2010.



Slimming programmes with Multipower and Farmacia



Mate Miliša

Within the scope of medical care services provided in Farmacia pharmacies in 20 locations throughout Croatia, a new service has been offered to customers from the beginning of March - a healthy slimming programme.

With the possibility to control body weight, the users of this service will be able to calculate their body mass index, determine their goal and consult Farmacia pharmacists in order to create a healthy menu and physical activity plan. The participants of the course will also be able to get a discount on sport & recreation programmes in partner fitness centres.

There are special menus for people with diabetes as well. During the consulting sessions and menu creations the focus is going to be on Multipower products. The participants will get special brochures on body weight regulation and physical activity, produced in



Andrea Koščec

accordance with recommendations made by the World Health Organisation and professional standards. The programme facilitator is Andrea Koščec, the pharmacy manager in Garden Mall, Zagreb.

Atlantic's pharmacists went through the training for this programme at the Education Centre and were prepared for providing that service by Multipower's nutrition consultant, Michael Karstens. Multipower will reward the most successful participant with promotional caps, T-shirts and products, and those who manage to achieve their goals will be eligible to win the Grand prize - a wellness weekend.

Rosal promotes and rewards

The pride of the Consumer Health Care Division - the Rosal brand - has recognised the need to intensify direct communication with its customers at the point of sale. For that reason it initiated a series of promotional activities for Rosal facial care products in the retail outlets of DM, Kozmo, Bipa and Mercator at the end of last year, with the purpose of raising brand awareness.

Promotions, with the purpose of educating and selling, aim at providing information about facial care products from the Rosal line and achieving direct communication with the consumers, whose purchase is rewarded with free gift. Purchase stimulation, creation of brand loyalty, highlighting the value and benefits of the use of Rosal's facial care products are the reasons for organising these promotions. They also provide the consumers with an opportunity to try the creams and to get Rosal loyalty gifts."This method of commu-



nication has received positive feedback from the consumers which recognised our aspirations to meet them at the point of sale, where the final decision about the purchase is made. This also builds trust and loyalty for future purchases", said Daniela Živković Simić, the Rosal brand manager.

Anabella Malbaša - Rosal LipBalm's new face

Hand in hand with modern communication trends, ROSAL LipBalm stepped out onto the virtual social network Facebook, and organised a completely democratic contest for its new brand endorser. Everyone interested had a simple task - to activate the ROSAL LipBalm application on Facebook and to upload a nice photo of their face. Anabella Malbaša from Rijeka was chosen out of 5 825 candidates. Her photo received an astounding 736.565 votes. The doors to the modelling industry with the help of



this contest, Rosal LipBalm and Facebook, have been opened for Anabella. Facebook applications are one of the most innovative and favourable models of marketing, creating positive associations between the brand and the consumer. They are also incredibly interactive. After the contest was finished, many different groups of Rosal LipBalm consumers were formed on Facebook under the names 'My name on your lips', 'You only get to kiss once' 'Kiss me, you little fool' and 'I remember the first kiss' which add up to nearly 20 000 users.

Cedevita tea the best way to fight against cold

Nearly 40% of all respondents who filled in the Intranet questionnaire have stated that they are fighting against winter colds by consuming different flavours of Cedevita tea. The new Cedevita 9 Vitamins drink ranked second in popularity amongst the employees, followed by the antibacterial spray Clean hands and Aseptoleta liquid, Dietpharm's Influstop and Multipower's multivitamins. In this questi-

onnaire, the employees have once again shown their loyalty to the Atlantic product portfolio when fighting against colds and the flu.

Against cold I usually use:



- 36.36% Cedevita tea
- 27.27% Cedevita 9 Vitamins
- 15.15% antibacterial spray Clean hands and Aseptoleta liquid
- 13.64% Dietpharm Influstop
- 7.58% Multipower multivitamines



Alenka Klarica

the new Business
Development
Manager of
the Sports
and Functional
Food Division

At the beginning of March, the managing team of the Sports and Functional Food Division is going to get an important addition on the position of Business Development Manager. Alenka Klarica is joining Atlantic on this position. She is a manager with extensive experience in sales, distribution channels, marketing and team management and her previous position was Market Director for Great Britain and Ireland with a reputable international company, Mars. The beginning of Alenka's career is connected with the very Atlantic Grupa, where she, as the first Training Manager in early 90s, participated in the selection of human resources that have been building Atlantic for nearly

two decades as a successful international company at present. As a Business Development Manager of the Sports and Functional Food Division, Alenka Klarica will manage strategic planning procedures, project development and business improvement in the Division on all levels, in accordance with the overall strategy of Atlantic Grupa. On this new position within the Sports and Functional Food Division, Alenka will be responsible for the development and implementation of the Division's marketing policy, as well as the development, coordination and use of marketing, production and technological synergies with other divisions in Atlantic Grupa. With her considerable experience in the markets of South East Europe, the European continent in general and experience in managing global processes within a large system, but also her knowledge of the basic principles of organization and business operation of Atlantic Grupa, she is a truly significant reinforcement of managerial capacities of our company in line with the ambitious plans for business development and global industry trends. Alenka Klarica started her business career in 1992, precisely in Atlantic,

as a young potential who transformed in a short period from a telephone operator to Training Manager function and finally to a Manager in charge of overall sales improvement responsible directly to the Chairman of the Board. With her transition to Mars in 1996, Alenka took over the responsibility for the complete sales of snacks and ice-cream assortment for the territory of Croatia and Bosnia and Herzegovina and since 1998 for Slovenian territory as well. Upon moving to Great Britain in 2001, she took over the function of a manager in charge of overall global processes in relation to international key customers, such as Wal Mart, Tesco and Carrefour. In 2004 she was appointed Manager of Great Britain's market with a focus on global development of Mars' petcare segment and she managed global strategy development teams in the food segment, global network development and European geographic development. In that position she implemented the consolidation and development of strategy for the newly-formed Mars Inc. Division that emerged from the acquisition and merger of three global businesses.



Majda Berislavić

Marketing
Services Manager

At the beginning of February, Majda Berislavić took up the Marketing Services Manager post after her longstanding career in Cedevisa, where she started as a Marketing Services associate in 2004. Majda graduated at the Faculty of Economics, and did her MA in Marketing Management in 2009. At her new post, she will be in charge of organization, management and control of the marketing services activities for arrangements and acquisitions of goods and services needed for carrying out the Consumer Health Care Division's marketing and sponsorship activities plan. She will also be responsible for monitoring, analysing and managing cost efficiency of the Marketing Division.



Lorna Luketić Mažić

HR consultant
in Human
Resources

Lorna Luketić Mažić is the new HR consultant in the Human Resources Department. She will be in charge of activities related to efficiency management, reward system, compensation and competence development. She will help identify and develop key skills, competences and know-how, as prerequisites for career development, analyse the needs for education and training at the company level, organise education as a part of the Atlantic Academy and also coordinate the introduction of new employees in the ALTA-NOVA system. Lorna Luketić Mažić gained her experience in the companies MojPosao and Selectio. She is a graduated economist. She will also advise management on all the efficiency management related questions and monitor the education process in the company. She had also attended the London CIPD (The Chartered Institute for Personnel and Development).

Functional reorganisation of the Legal Affairs Division

Since January the Legal Affairs Division of Atlantic Grupa has been operating in accordance with a new organisation focusing on the additional specialisation in individual areas of law, and thus on increasing work efficiency. The new organisation does not only reflect specialisation in certain areas of law as a function

nal corrective in work division, but also a divisional organisation within Atlantic Grupa. According to the new organisation Martina Perić Blaić carries out the function of the Management Secretary, with responsibilities for the legal aspect, Gordana Vučemilović assumes the function of the Director of Legal Affairs within the Distribution Division, Marijana Klobučar assumes the function of the Director of Legal Affairs within the Consumer Health Care Division, while Maja Krakar was promoted to the function of Director of Legal Affairs within the Pharma Division and Katarina Mindoljević to the function of Corporate Legal Affairs Director.





Andrija Žižić in action

In exciting NLB final Cedevita beats Partizan

The basketball players of Cedevita in their first season participating in the NLB regional league have accomplished excellent results. Not only have they ensured a place in the next season, already in the third round before the end they secured 7th place which leads them to the qualifications of the esteemed ULEB Euro-cup next season.

In a key game against one of their strongest opponents the always dangerous Partizan they triumphed with a result of 79-72. They showed their aggressive side and throughout the whole game had a solution for all of Partizan's familiar defenses. This impressive score announces an even better league, great games and results in the upcoming A-1 Croatian Champions League.

Atlantic's skiers take the bronze

Earlier this year once again Vip held its annual giant slalom ski race Vip Business Trophy for its biggest clients. This year's race was a huge success for Atlantic Grupa's participants. Igor Velimirović, Atlantic's IT and Communication Technology Director and Matija Gulić, a legal affairs officer, ranked excellent third place and won the bronze medal in the joint competition, while in the individual race Igor Velimirović was ranked third as well, and Matija Gulić was fifteenth. Taking part in this competition enabled Atlantic Grupa's skiers to defend the honour of their company and to qualify for next year's competition.



Matija Gulić

Dietpharm steps up for the abused children

In early March Atlantic's Fidifarm initiated a media charity action "Let's encourage abused children to speak". This initiative is taking place in the period between March 5 and April 5, 2010, in cooperation with "Brave phone". During this period Fidifarm will pay "Brave phone" 1 kuna for every sold Dietpharm product, in order to give support whether by consulting or helping abused and neglected children and

their families. Within the framework of this humanitarian action a rich media campaign has been arranged, which will include the launch of TV and radio commercials, advertisements in daily papers and even a hundred billboards. In addition to that, posters in Farmacia pharmacies with the slogan "Every child is entitled to a happy childhood" will remind us of this praiseworthy action.

