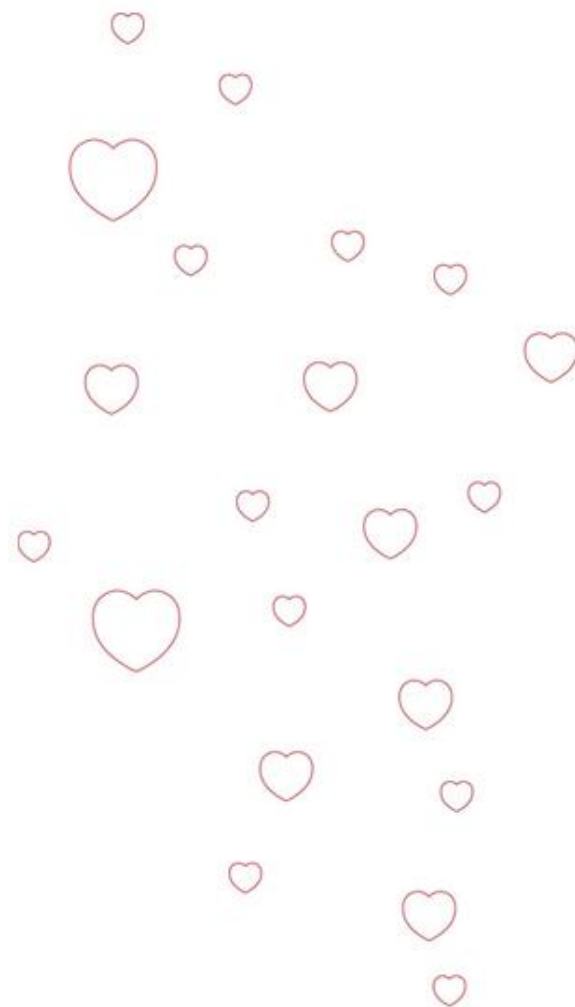


Podravka Group

Erste Group Investor Conference

5 - 9 October 2009, Stegersbach



Content

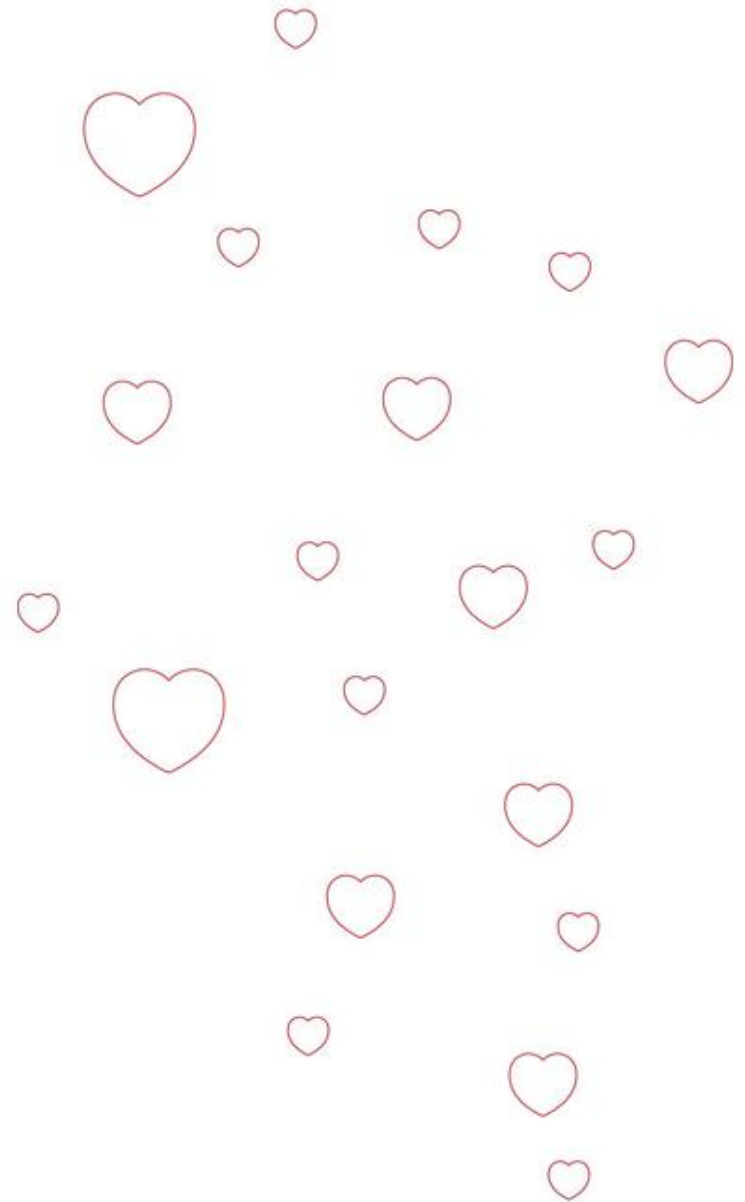
Overview

Sales

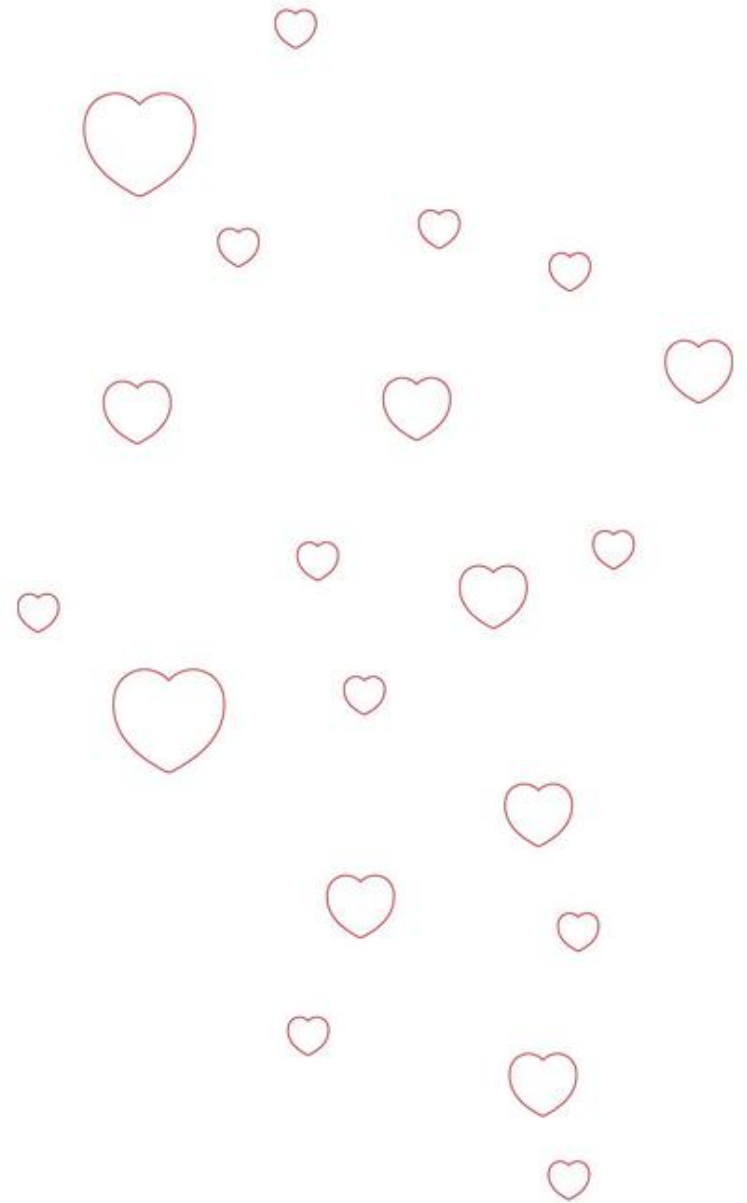
Business results

Share performance

Business priorities



Overview



Overview

One of the largest branded food companies in the region

- large brand portfolio
- international Superbrands

Podravka in Croatia

- the largest food company
- the second pharmaceutical company per MS

Production facilities

- mostly in Croatia (food, beverages and drugs)
- Czech Republic, Poland (food), Bosnia & Herzegovina (drugs)

Strong distribution network

- covering key emerging markets
- distribution agreements with Unilever, Hainz & Deit

6,830 employees

♥ SAD



♥ Australia

Strategic Business Areas (SBA)

STRATEGIC BUSINESS AREA

Food and beverages

Pharmaceuticals

Services

BUSINESS PROGRAM

Food

Food seasonongs

Meat

Beverages

Podravka dishes
Baby food
Sweets & snack
Fruits & vegetables
Side dishes
Fish & fishery products
Frozen food

Universal
Special
Meal makers

Canned meat
Sauces
Sausage products
Paté

Mineral water
Spring water
Ice tea
Juice
Syrup
Instant beverage
Tea

RX

OTC

Pharmacies

Alimentary tract & metabolism
Blood & blood forming organs
Cardiovascular system
Dermatologicals
Genito urinary system & sex hormones
General antiinfectives for systemic use
Musculo – skeletal system
Nervous system
Antiparasitic products
Respiratory system

OTC drugs
Food supplement
Herbal products

Process of restructuring

Catering



SBA Food and Beverages



- Podravka offers a wide range of high quality, safe and practical products, created by following modern technological processes from the best raw materials and by preserving nutrients.
- The products are distinguished by their quick and easy preparation making our need for food easier to satisfy, which leaves consumers with more time for themselves and their families.
- Only a high quality and proper diet can satisfy the body's needs for energy and necessary quantities of nutrients and health protectors. This is the underlying aspect Podravka always has in mind!



TalioNetta



WARZYWKO

Lino

Lino
lada



studena.



belsaď



Vital
Fini-Mini

fant



čokolešnik

čoko



Kviki



SBA Pharmaceuticals



- Belupo develops, improves and produces drugs on recipes, non-recipe products, cosmetics and products for hygiene by applying the latest methods that are used in the world.
- System of quality is based on solid production praxis in accordance with Croatian and American legal system.
- All raw material, as well as packing material, are obtained by authenticated and certificate suppliers and are tested according to the most rigid pharmacopoeia demands and the testing is being done according to the prescribed, valid analytic procedure in highly equipped laboratories – settled and organized according to the demands of good laboratory praxis.



BELUPO

NEOFEN[®]
forte

LUPOCET[®]
paracetamol

FARMAVITA

tablete
BELODIN[®]
loratadin

HERPLEX[®]

LUBORETA[®]
pilocarpum

AMINFLUORID[®]

FLOCETA[®]

BEVITAL[®]

BELOSEPT[®]
hoksetidin

Focusing on Podravka's strongest brands

43 markets



UNIVERSAL SEASONINGS

Vegeta is the best known genuine Croatian product. It is a unique mixture of spices enriched with several kinds of dried vegetables.

32 markets



**SOUPS, PODRAVKA DISHES,
PROCESSED FRUIT AND
VEGETABLE PRODUCTS,
CONDIMENTS, TEA, MEAT,
BAKERY PRODUCTS, FROZEN
PRODUCTS**

Podravka is the synonym for top quality, convenient and safe products. All the products of the Podravka brand are a result of a long-established tradition, the knowledge of our experts and the care for the health and well-being of our customers.

16 markets



BABY FOOD

Lino covers a wide range of baby food products distinguished by their superb quality and quick and easy preparation.

12 markets



PHARMACEUTICALS

Belupo is brand for quality and reliable products.

Focusing on R&D



- Podravka has established a highly expert Research and Development team that applies the latest methods used in the world.
- Podravka realized that modern technology and innovation are key factors for the future of the company.



R&D is responsible for:

- development of new products;
- continuous improving of existing products, considering latest trends in the world;
- continuous adjustment to national cuisines, taking into account characteristics of local taste.

Business activities

2008

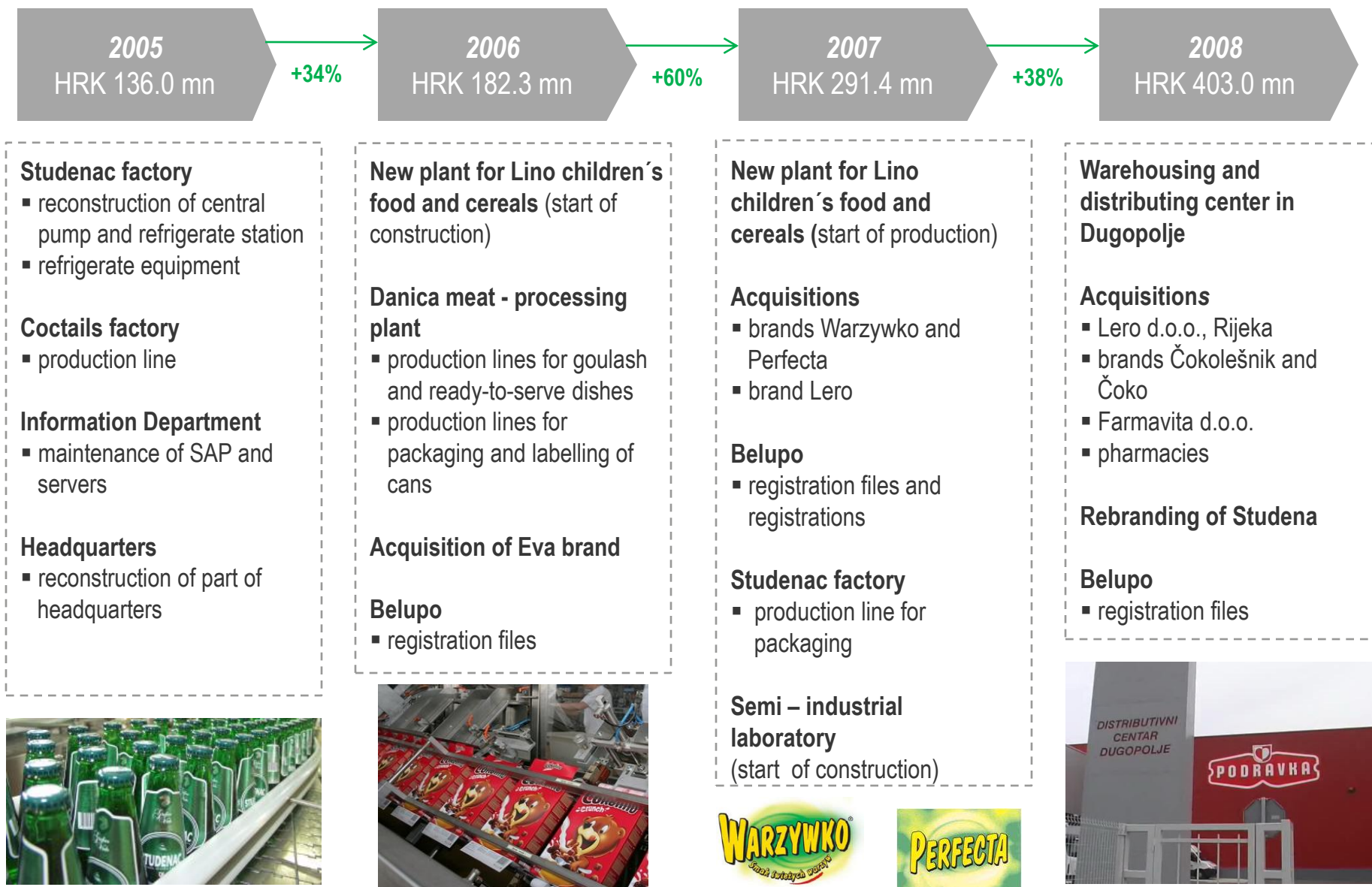
- Belupo entered in pharmacy business
- Belupo took over the leading position in the sales of OTC painkiller drugs in Croatian market
- a strategic cooperation between Belupo and Farmavita
- new members of the Supervisory Board and the Management Board
- new organization of SBA Food & Beverages
- Podravka purchased brands Čoko and Čokolešnik
- continuous sales growth of Podravka brands

1H2009

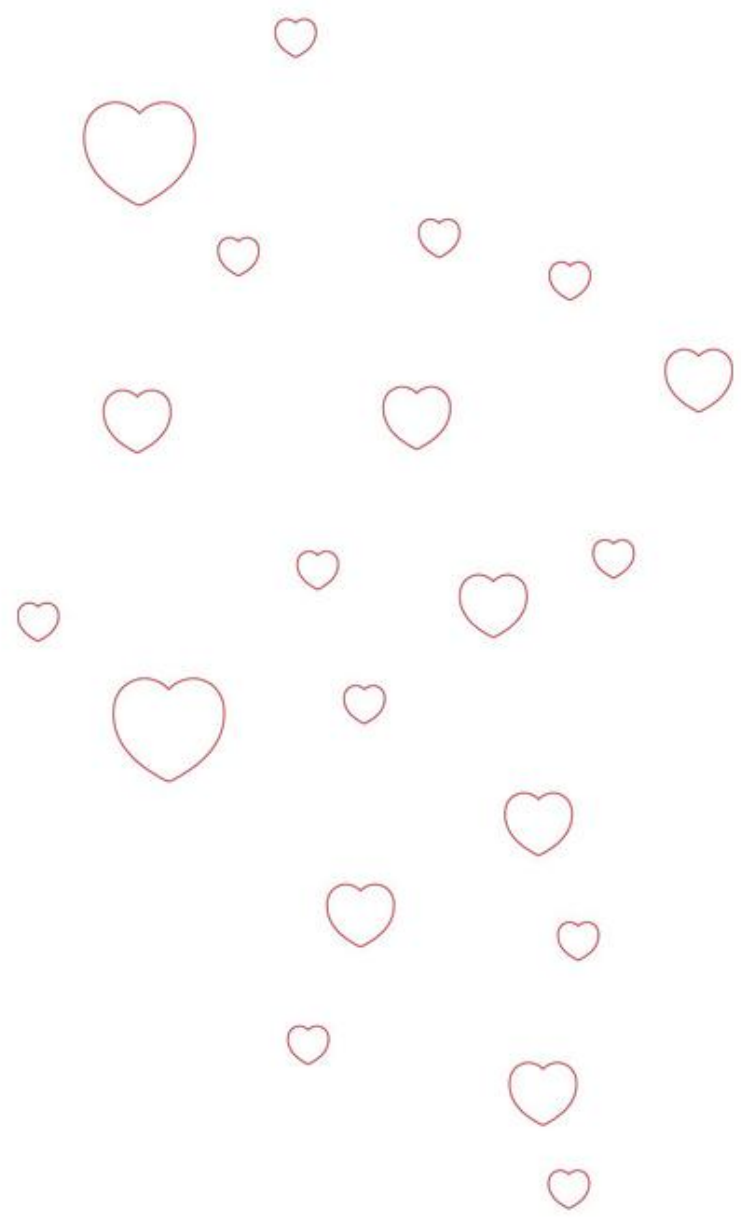
- acquisition of Belsad, a brand for marmalade and jam products
- establishment of a limited liability company in Turkey with headquarters in Istanbul
- production process optimization through efficient managing of human resources
- both a licence agreement, giving Podravka d.d. the right to use the brand «Gušti», and a service production agreement for the same brand were signed with Improm d.o.o. in liquidation
- the total value of capital investments was HRK 49.3 million



Capital investments



Sales

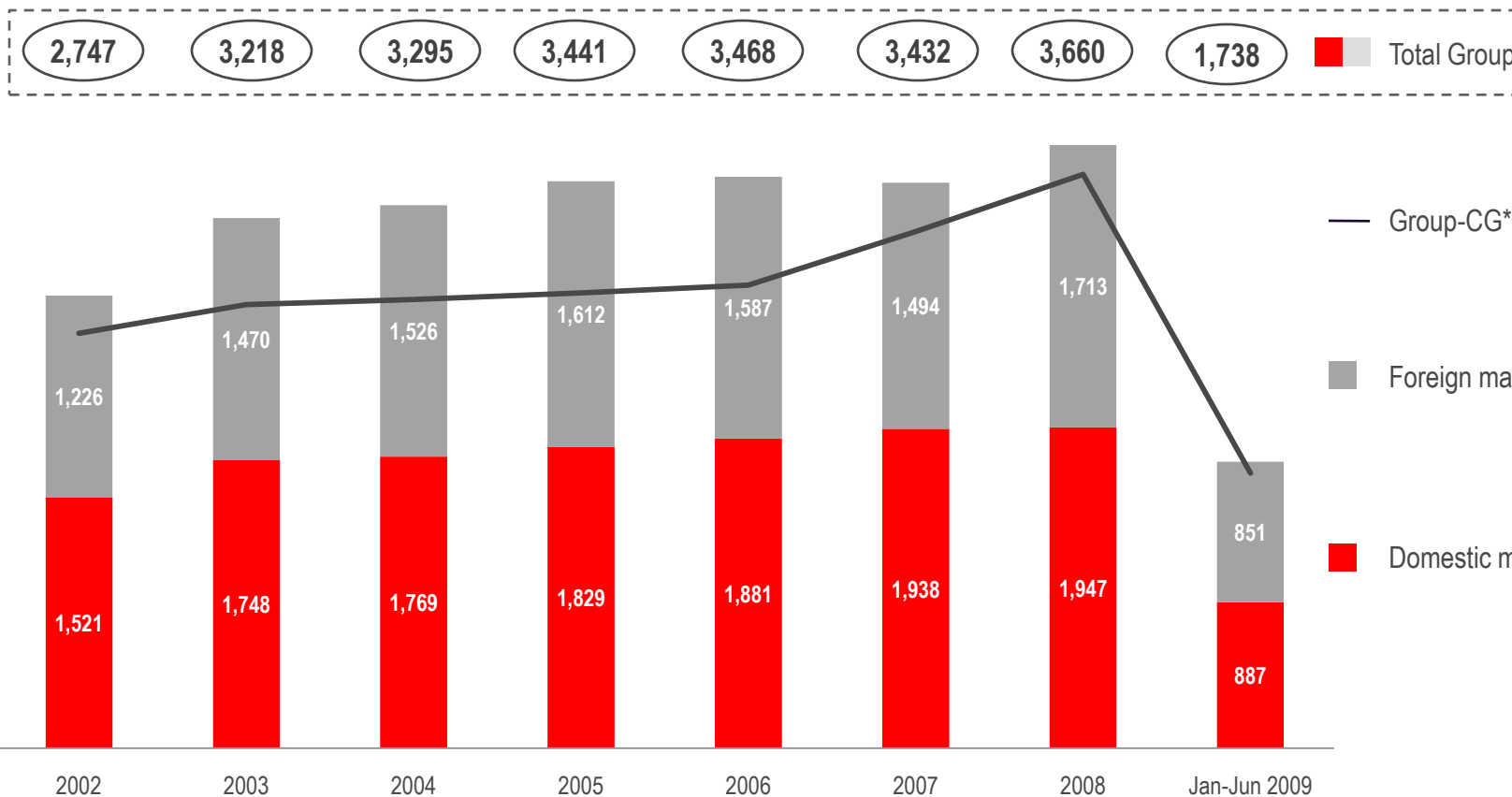


Sales of the Podravka Group

Sales growth on domestic and foreign markets

2002 – June 2009

in millions of HRK



CAGR*
2002 – 2008

4.9 %

5.6 %

5.7 %

4.2 %

* Compound Annual Growth Rate

**Group-CG Group without Commercial goods

Sales per SBA Jan-Jun 2009

SALES PERFORMANCE

Podravka Group

Group sales HRK 1,737.6 mn

Change (09/08) **+2%**

Food&beverages – CG HRK 1,298.7 mn

Change (09/08) **-2%**

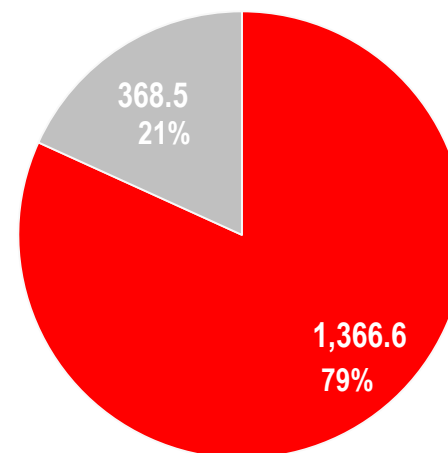
Commercial goods (CG) HRK 67.9 mn

Change (09/08) **+1%**

Pharmaceuticals HRK 368.5 mn

Change (09/08) **+18%**

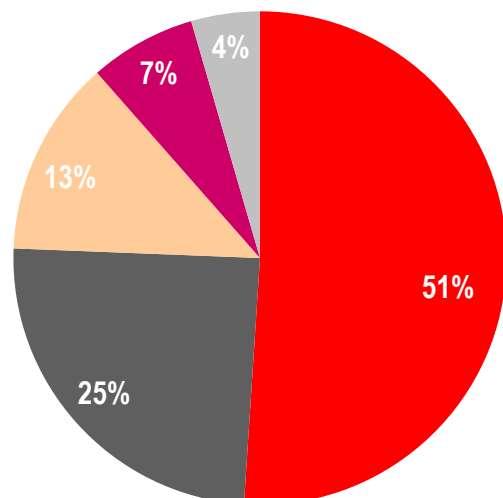
Sales structure per SBA (in millions of HRK)



■ Food and beverages	-2%
■ Pharmaceuticals	+18%
■ Total	+2%

Sales structure per markets

Sales structure per markets Jan-Jun 2009



■ Croatia

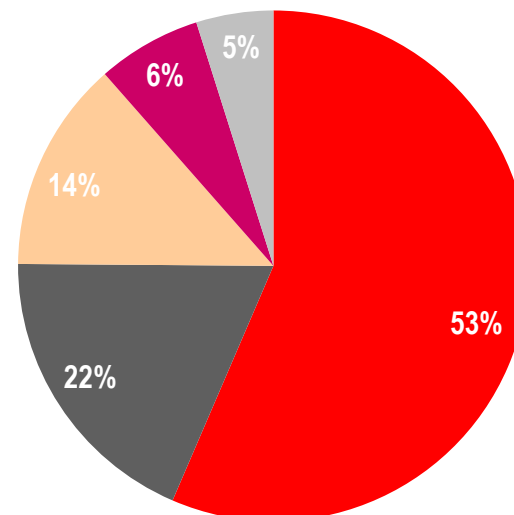
■ South-East Europe (Bosnia and Herzegovina, Montenegro, Kosovo, Macedonia, Slovenia, Serbia)

■ Central Europe (Czech Republic, Hungary, Poland, Slovakia)

■ Western Europe, overseas countries & the Orient (Australia, Austria, Benelux, France, Canada, Germany, USA, Scandinavia, Switzerland, Great Britain, other countries of WE)

■ Eastern Europe (Pribaltic, Romania, Russia, Ukraine, other countries of EE)

Sales structure per markets 2008



Sales breakdown Jan-Jun 2009

+1%

■ Podravka dishes

-3%

■ Food seasonings

+5%

■ Baby food, sweets and snack

+9%

■ Fish and fishery products

-1%

■ Meat products

-6%

■ Beverages

-12%

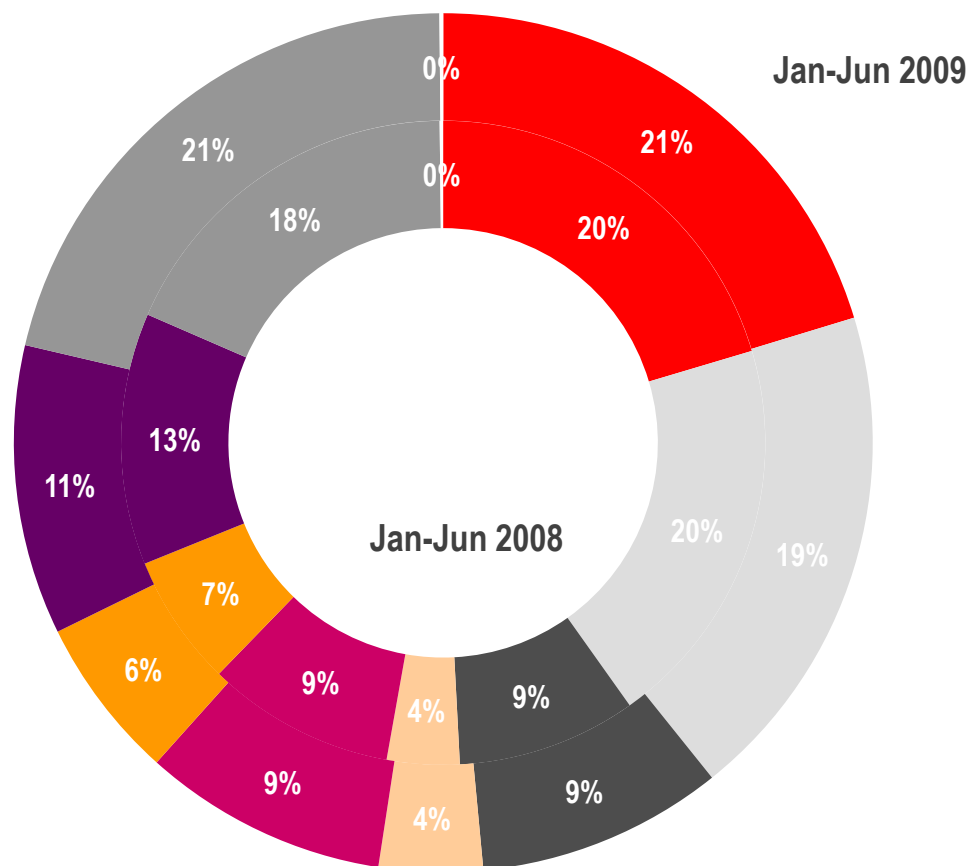
■ Other

+18%

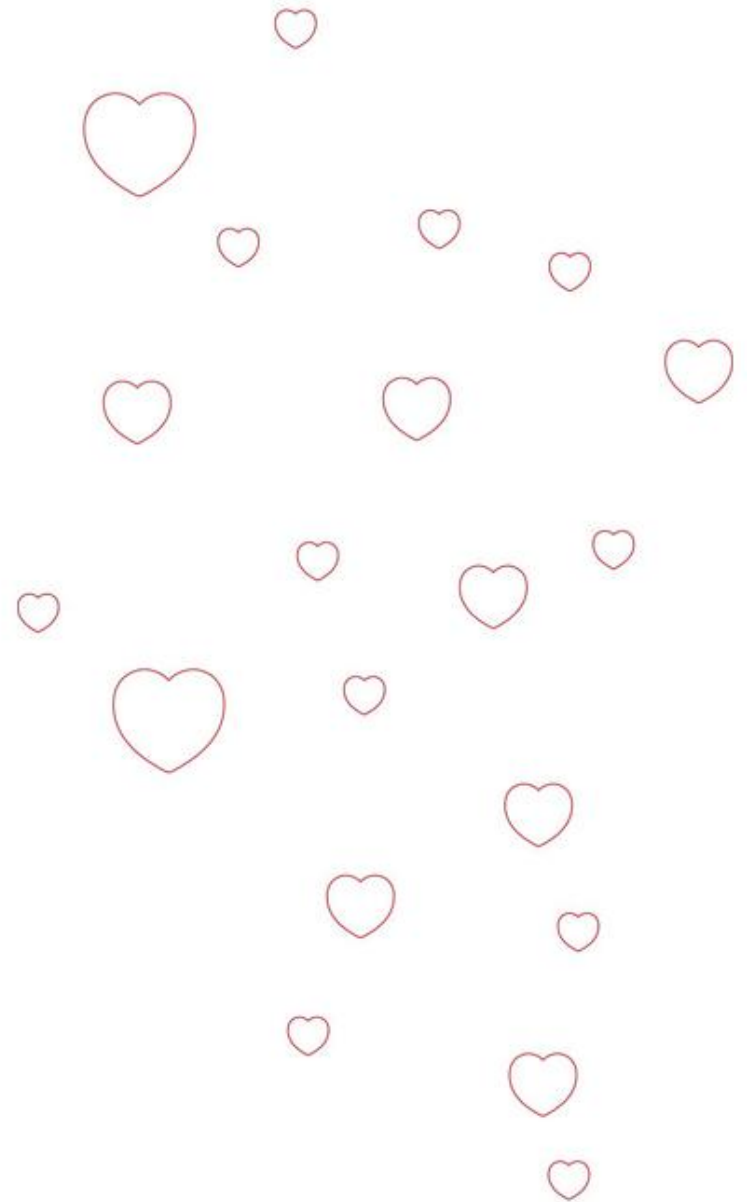
■ Pharmaceuticals

-14%

■ Services



Business results



Podravka Group business results for 2008

in millions of HRK

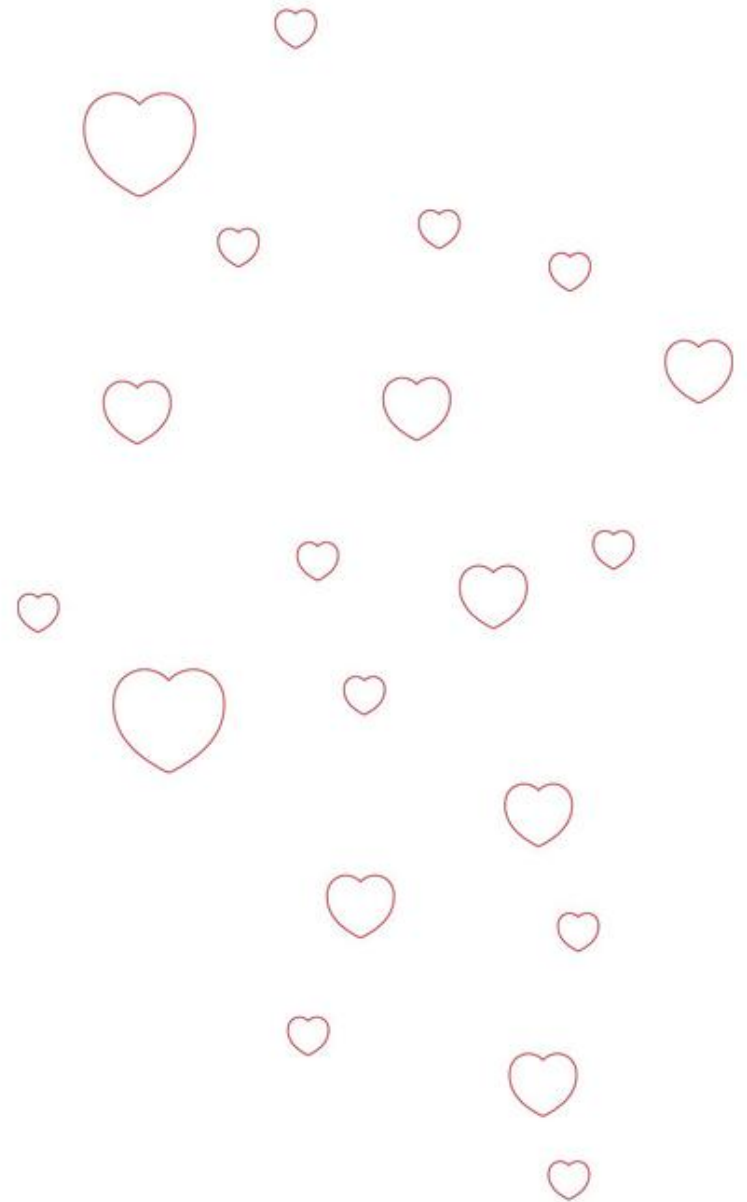
	Podravka Group			SBA Food & beverages			SBA Pharmaceuticals		
	2008	2007	08/07	2008	2007	08/07	2008	2007	08/07
Sales	3,660.0	3,431.8	7%	2,924.5	2,810.6	4%	729.0	614.3	19%
Gross profit	1,485.8	1,415.9	5%	1,063.1	1,038.3	2%	422.6	377.5	12%
EBITDA	318.5	255.8	25%	168.2	106.0	59%	150.2	149.6	0%
EBIT	158.5	92.3	72%	48.5	-23.6	306%	109.9	115.9	-5%
Net profit	44.6	18.3	144%	-27.6	-60.5	54%	72.2	78.9	-8%
Gross margin %	40.6	41.3	-70bp	36.4	36.9	-50bp	58.0	61.5	-350bp
EBITDA margin %	8.7	7.5	120bp	5.8	3.8	200bp	20.6	24.4	-380bp
EBIT margin %	4.3	2.7	160bp	1.7	-0.8	250bp	15.1	18.9	-380bp
Net margin %	1.2	0.5	70bp	-0.9	-2.2	130bp	9.9	12.8	-290bp

Podravka Group business results for Jan-Jun 2009

in millions of HRK

	Podravka Group			SBA Food & beverages			SBA Pharmaceuticals		
	Jan-Jun 2009	Jan-Jun 2008	09/08	Jan-Jun 2009	Jan-Jun 2008	09/08	Jan-Jun 2009	Jan-Jun 2008	09/08
Sales	1,737.6	1,708.9	2%	1,366.6	1,393.1	-2%	368.5	312.9	18%
Gross profit	708.0	712.1	-1%	518.4	526.5	-2%	189.6	185.6	2%
EBITDA	154.8	141.6	9%	90.8	73.6	23%	64.0	68.0	-6%
EBIT	73.9	65.6	13%	32.5	14.4	126%	41.4	51.3	-19%
Net profit	17.3	22.9	-24%	-4.1	-12.1	66%	21.4	35.0	-39%
Gross margin %	40.7	41.7	-100bp	37.9	37.8	10bp	51.5	59.3	-780bp
EBITDA margin %	8.9	8.3	60bp	6.6	5.3	130bp	17.4	21.7	-430bp
EBIT margin %	4.3	3.8	50bp	2.4	1.0	140bp	11.2	16.4	-520bp
Net margin %	1.0	1.3	-30bp	-0.3	-0.9	60bp	5.8	11.2	-540bp

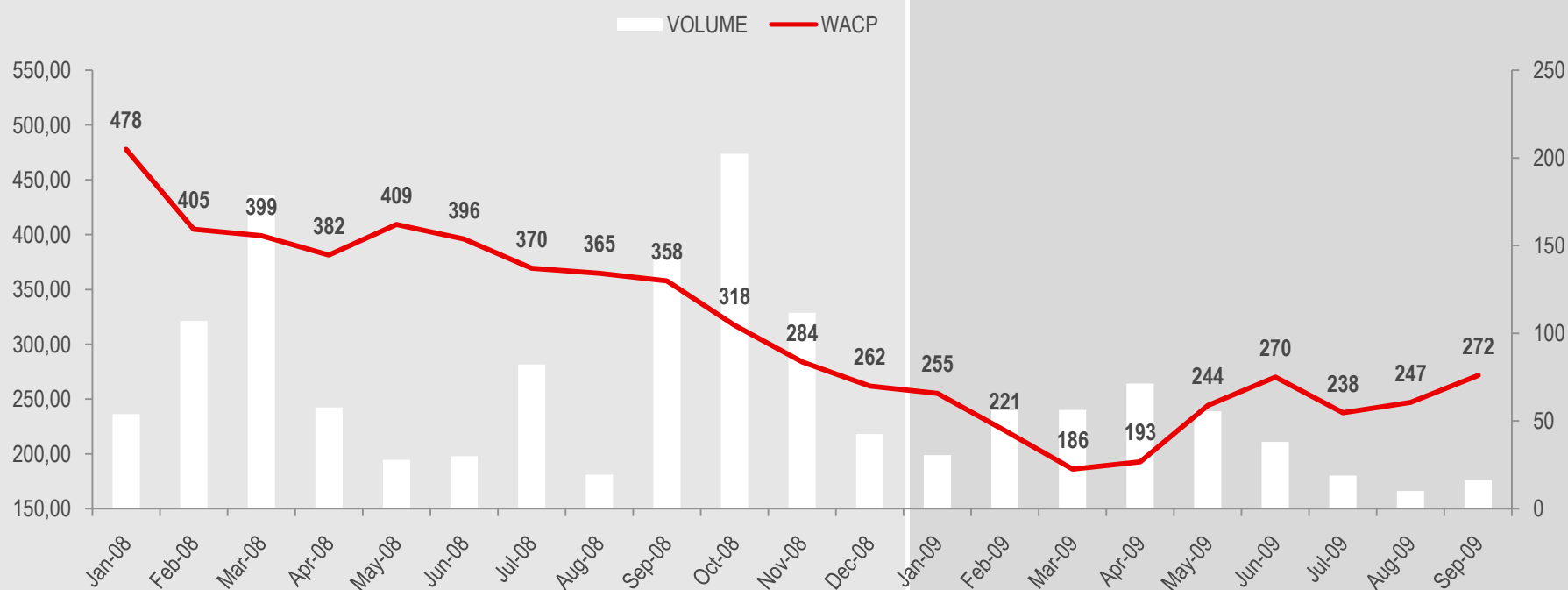
Share performance



Share price and volume movement 2008 - September 2009

HRK

'000 pieces



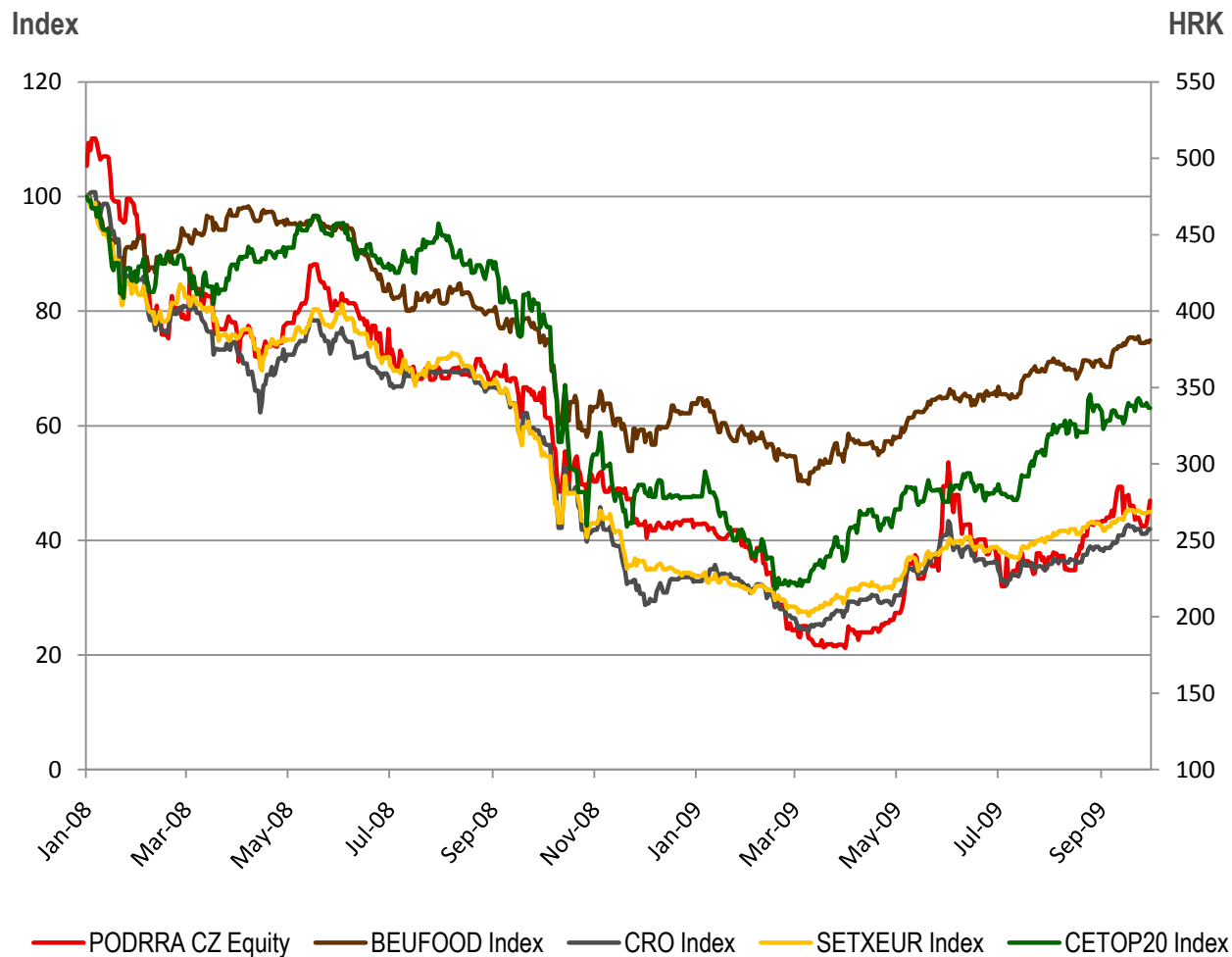
	2007	2008
EPS	3.4	8.4
P/E	151.0	31.0
BVPS	358.9	362.5
P/B	1.4	0.7
P/S	0.8	0.4
P/EBIT	30.0	8.9
P/EBITDA	10.8	4.4

Close price
Highest price
Lowest price
WACP
Turnover (HRK mn)
Market cap. (HRK mn)

2008	Jan-Sep 2009
261.00	284.95
514.00	312.99
237.00	176.00
361.14	225.78
375.50	78.68
1,414.60	1,544.43

Comparative indices movement

January 2008 - September 2009 (1 Jan 2008 = 100)



TICKERS / SYMBOLS

ZSE	PODR-R-A
BLOOMBERG	PODRRA CZ
REUTERS	PODR.ZA

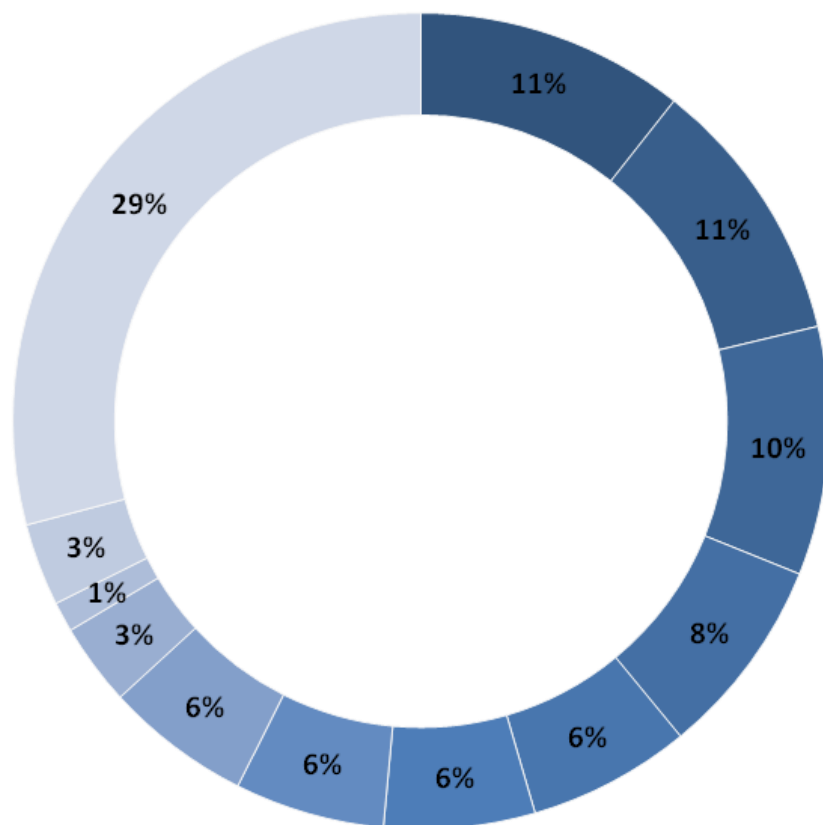
INDEX WEIGHTING (30/09/2009)

CROBEX	4.73%
CROEMI	7.21%
CROX EUR	5.90%
SETX EUR	1.26%

RECOMMENDATIONS

ERSTE	ACCUMULATE
FIMA	HOLD
HAAB	HOLD
RBA	HOLD

Shareholders structure as of 30 September 2009



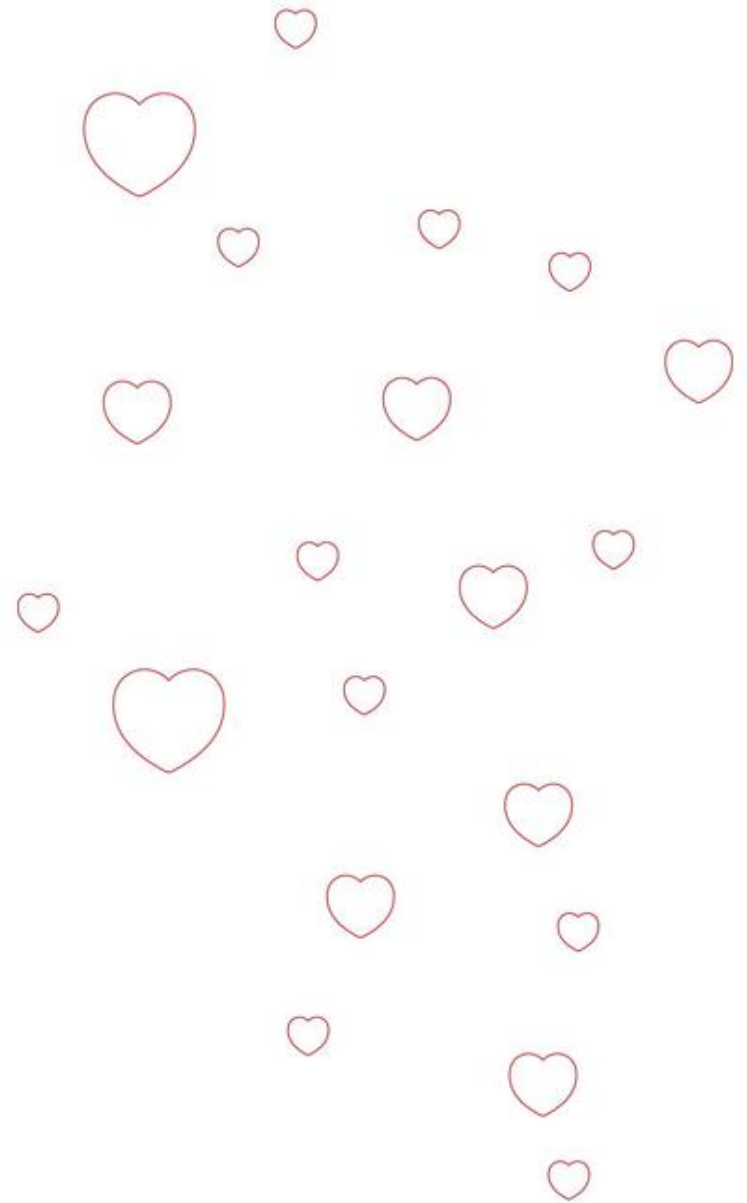
- ▶ TOP 10 67.95%
- ▶ other legal and natural persons 32.05%

FIMA AMI Ltd.	576,880
CPF/CIPI	575,598
CPF	533,476
Unicredit / Bank Austria AG	447,039
PBZ Croatia osiguranje d.d. MPF	349,974
AZ MPF	324,291
Kapitalni fond d.d.	321,804
Erste plavi MPF	313,133
Raiffeisen MPF	176,512
Slavonski closed end fund	64,433
Treasury account	177,511
Others	1,559,352

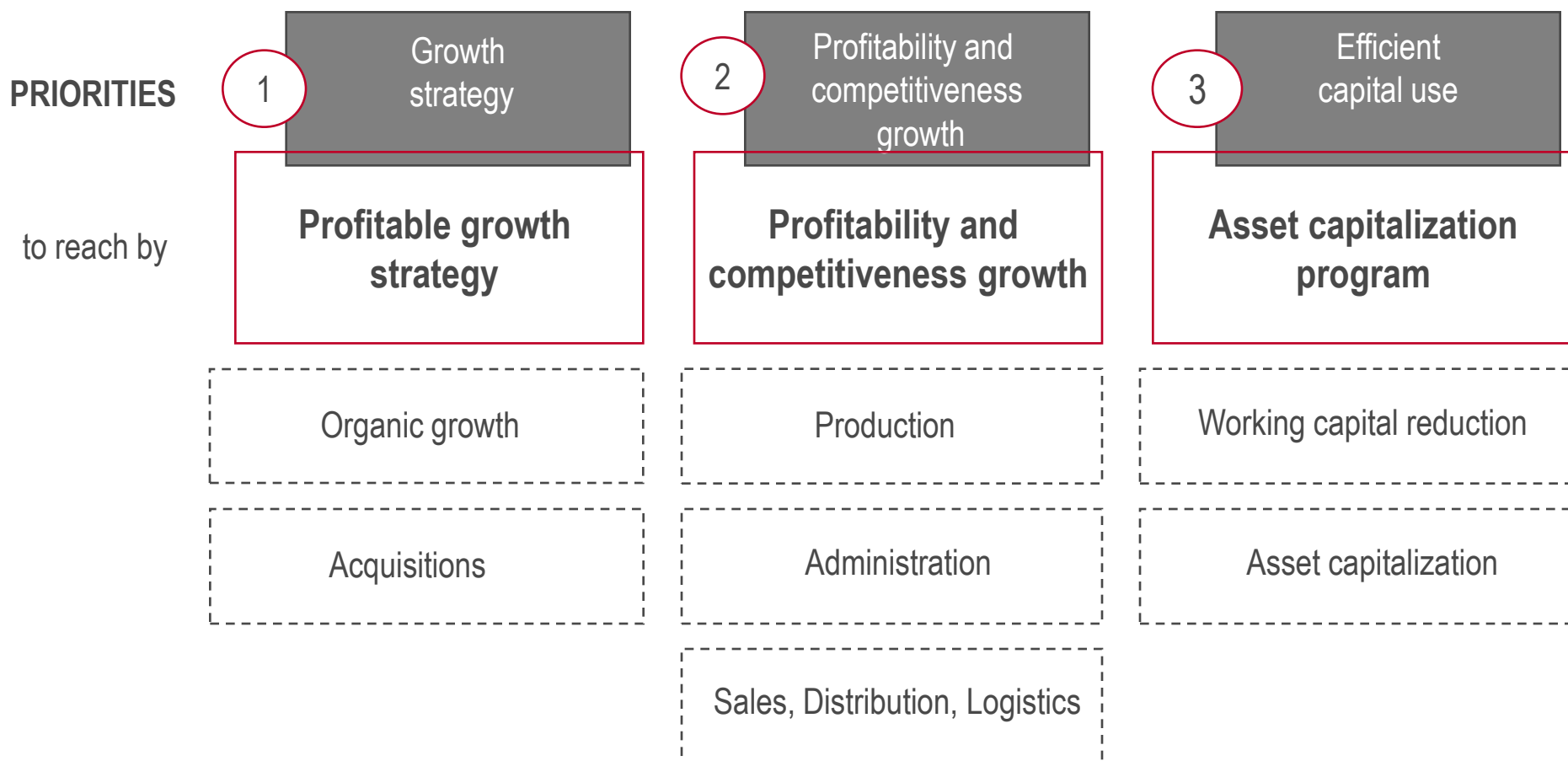
Total	5,420,003
--------------	------------------

CPF (Croatian Privatization Fund), CIPI (Croatian Institute for Pension Insurance), MPF (Mandatory Pension Fund)

Business priorities



Business priorities by 2011



Always with a heart

