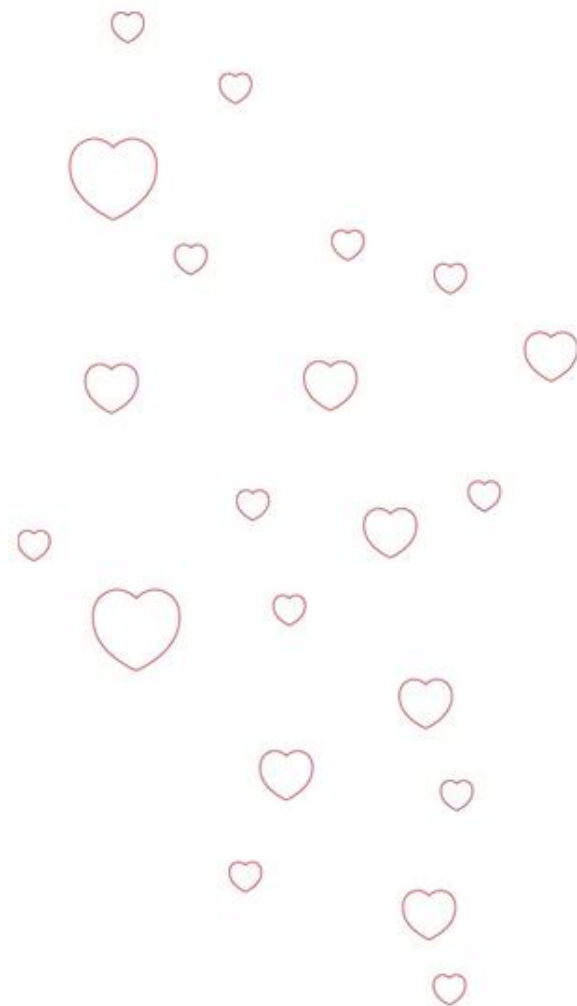


General Assembly

22 July 2009, Koprivnica



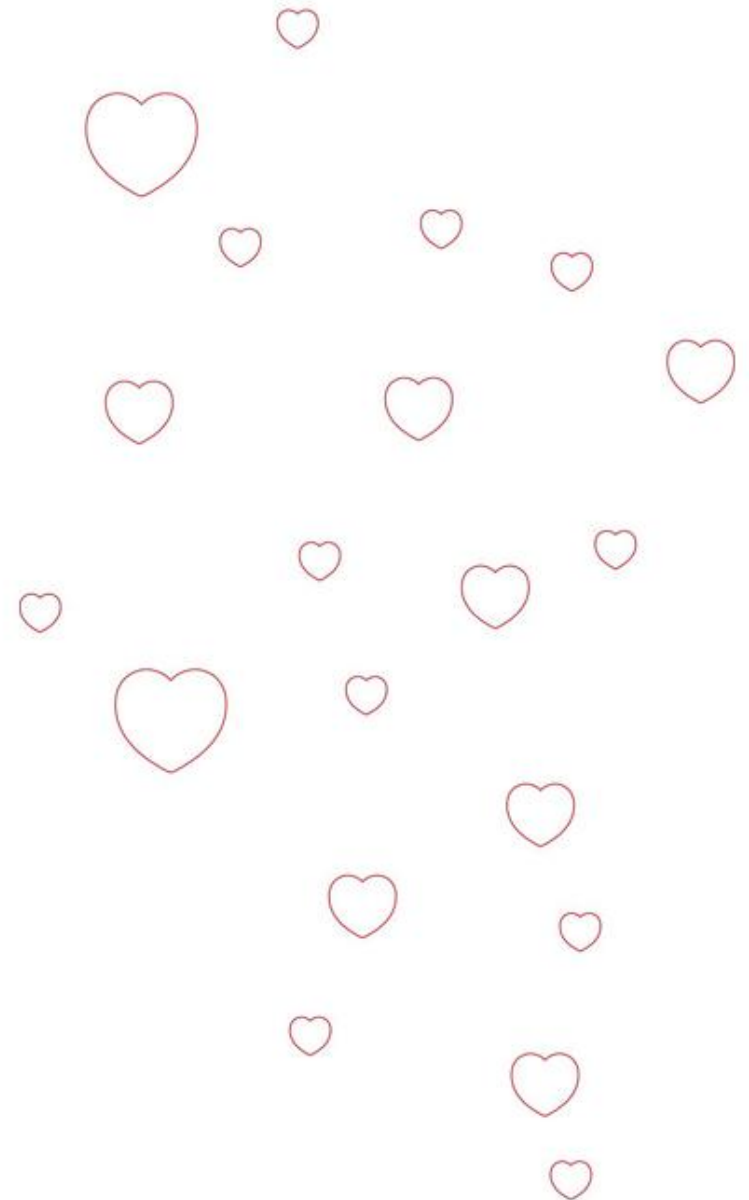
Content

Overview

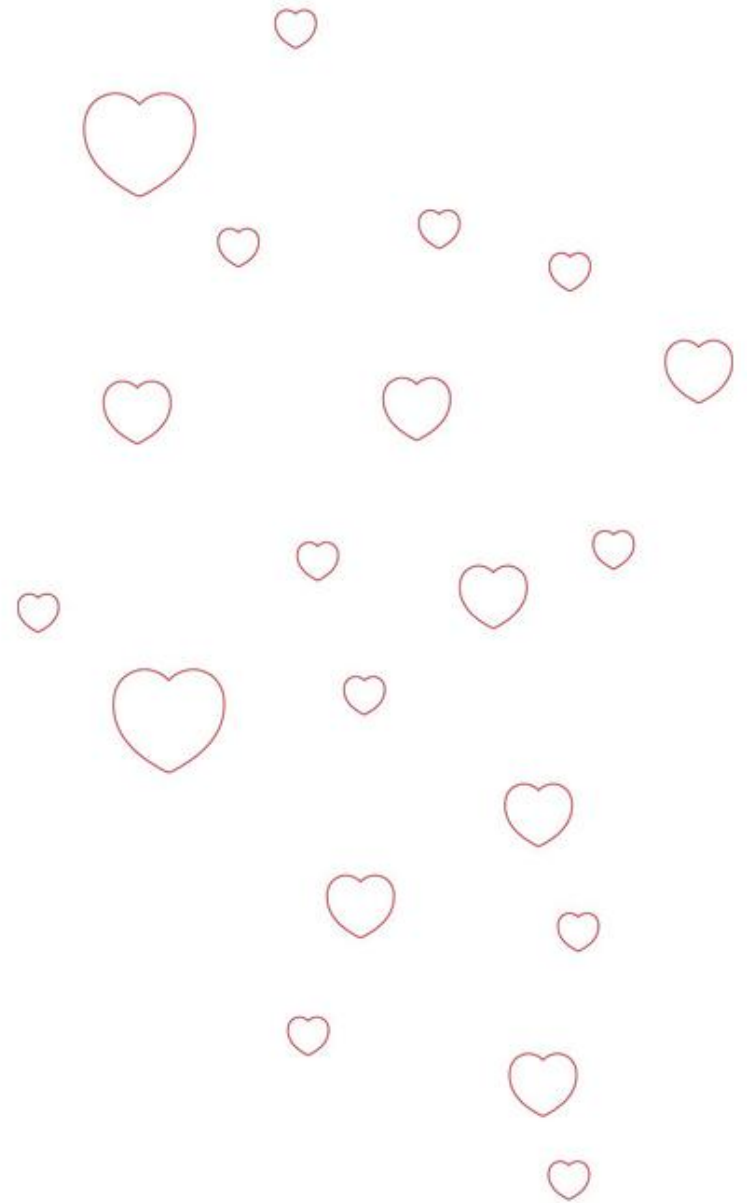
Business results 2008

Business results Jan - Mar 2009

Share performance



Overview



Growth and development of Podravka brands

SALES GROWTH OF PODRAVKA BRANDS

- sales decrease of Commercial goods was replaced by sales growth of Podravka brands
- sales growth of Podravka brands is registered on every market where Podravka operates

CONTINUOUS GROWTH OF PODRAVKA BRANDS

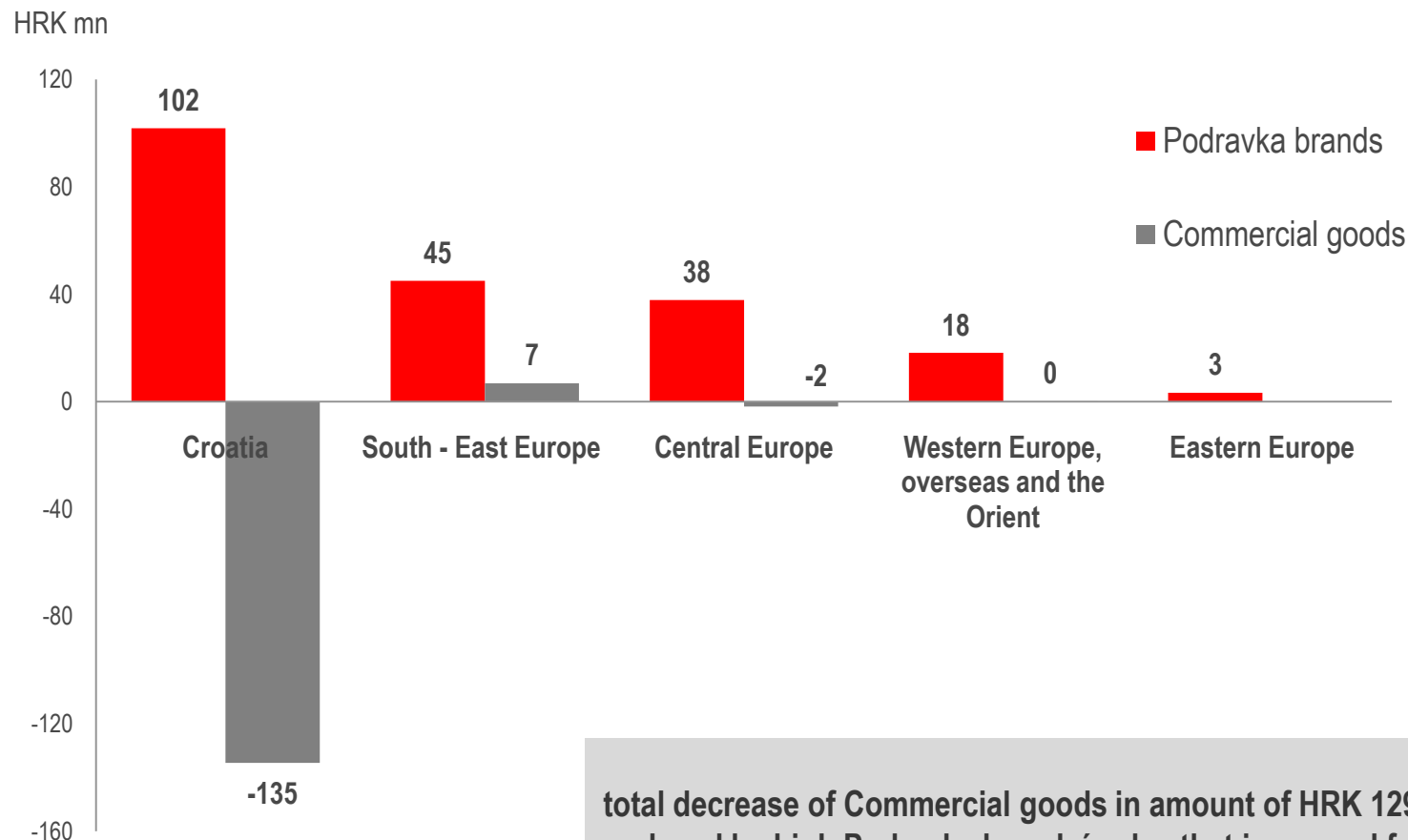
DEVELOPEMENT OF NEW PRODUCTS

- continuous investing in research and development
- semi-industrial laboratory for development of new products began with its production
- participation of Podravka's employees in evaluation of new products

HIGH LEVEL OF INNOVATION

Sales increase of Podravka brands

Sales increase / decrease of Podravka brands and Commercial goods (2008 / 2007)



total decrease of Commercial goods in amount of HRK 129.4 mn was replaced by high Podravka brands' sales that increased for HRK 206.1 mn

New products in product group Podravka dishes



Cream of mushroom soup is an extremely thick, cream soup with intensive flavour of boletes and button mushrooms complemented with fine pieces of mushrooms and spring onion and a carefully selected composition of spices that give the soup its characteristic taste.



Cream of asparagus soup is a thick, light coloured, creamy soup rich with white asparagus. The fine blend of flavour and ingredients are supplemented with tips and rings of green asparagus rounding the taste with curry.



Cream broccoli soup is a mild, creamy and thick soup from broccoli and a fine blend of selected spices that provide a full flavour. The soup is supplemented with broccoli tips that give an extremely delicious taste, attractive and appealing look.



Tomato cream soup is a thick, creamy soup with a natural, fresh aroma and colour and intensive taste coming from a high content of first-class tomatoes. Enriched with pieces of spring onion which give a special appearance and freshness, completing its characteristic flavour with a carefully selected composition of spices.



Cream of button mushroom soup has a specific, mild, rounded flavour and aroma of button mushrooms with a carefully selected blend of spices and rich pieces of button mushrooms and spring onion.

New products in product group Baby food and cereals



Lino biscuits

Lino biscuits enriched with 5 vitamins (B1, B2, B6, C, niacin) – for proper child growth and development, calcium – for strong bones and healthy teeth and iron – supports red blood cells and oxygen supply. Ergonomic design adapted to fit a child's hand.

Provita crunchy muesli with milk chocolate

Oat flakes with delicious milk chocolate offer an irresistible chocolate delight and supply of energy and nutrients.

Provita crunchy muesli with strawberry and yoghurt

Crunchy oat flakes contain valuable nutrients and are a natural source of dietetic fibre, and combined with strawberries provide an unforgettable morning delight with a mild fruit flavour.

Provita crunchy muesli with berries

Fresh berries are a natural source of vitamins, minerals and antioxidants, essential ingredients of any healthy diet. A meal of crunchy oat flakes with berries will mark each morning with irresistible rich tastes.

Provita crunchy muesli with white and dark chocolate

Crunchy oat flakes with cocoa prepared following a special recipe for true chocolate lovers. 40% of cocoa powder, rolls of white and dark chocolate will make each morning a unique chocolate experience.



New products in product group Beverages

Studena GO! Is intended for all who lead an active sports life. Its pleasant pear and apple based flavour is enriched with functional ingredients – herbal extracts of guarana, mate tea and mint, dietetic fibre and B vitamins.

Studena DEFENSE is intended for those who want to strengthen and protect their body in a simply way. It has a distinctive natural flavour of red orange and contains active green tea (EGCG) substance, vitamin C, zinc and selenium which build up your immunity.

Studena SHINE is for those who care about their looks. It has a gentle and mild, natural blackberry flavour, with herbal extracts of elder flower and aloe vera, with dietetic fibre, zinc and B vitamins.



Ice Tea – pomegranate – wild cherry is an uncarbonated, refreshing, non-alcoholic beverage made from herbal extracts of tea and pomegranate and wild cherry flavour, based on natural spring water Studena. The concentrated pomegranate fruit juice and mixture of fruit concentrates (wild cherry, lemon and elder), tea extract and natural aroma of pomegranate and wild cherry give a full and rich taste.

Ice Tea – red orange is an uncarbonated, refreshing, nonalcoholic, beverage made from tea extract and with the flavour of red orange. Spring water Studena, concentrated orange juice, tea extract, natural red orange aroma and herbal concentrates give a refreshing and distinctive taste.

New products in product group OTC drugs



Belmiran DAN and **Belmiran SAN** help alleviate difficulties caused by stress and insomnia. Belmiran DAN contains pasiflora extract with a soothing and relaxing effect which makes Belmiran DAN suitable for relieving displeasure, frustration and irritation.

Belmiran SAN which contains valerian, pasiflora and hops extracts with a soothing effect, reduces the time needed to fall asleep and enables deeper and better sleep and is therefore recommended for sleeping disorder treatment.



Alomax 5% suspension is a new drug on the Croatian market for treating androgenic alopecia. It is intended only for men. Alomax stimulates and strengthens hair growth and solves the problem of hair loss. It is recommended for men who have suffered hair loss problems for a shorter time.



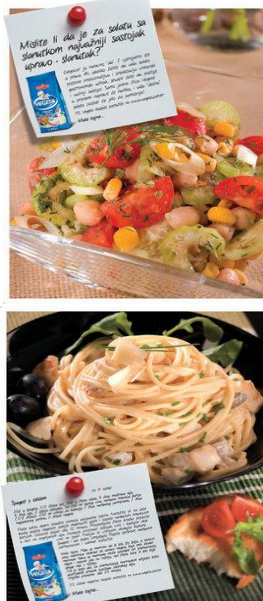
Ice Plus gel is specially formulated gel with menthol and eugenol and has an instant cooling and lasting effect. Ice Plus gel helps relieve pain, relax muscles and stimulate circulation.



NEOFEN plus gel alleviates pain and reduces inflammation and is applied for local treatment of neck, back, joint and muscle pain, swelling caused by sprains and other accidents and sports injuries, rheumatic pain and neuralgia.

Marketing activities of SBA Food & Beverages in 2008

July 2009



Novo!

Od sada i u novom pakiranju, u samostojećoj vrećici koja se jednostavno zatvara i čuva svježinu do sljedeće upotrebe.

S Vegetom se bolje jede!

Vegeta - originalni hrvatski proizvod

- bez aroma - samo pravo povrće
- za najbolji okus vaše hrane

Juhe s potpisom prirode

Krem juha od gljiva
Gobova kremna juha

200g

Od srca srce

Juhe s potpisom prirode

Krem juha od šparoga
Šparogeva kremna juha

200g

Od srca srce

Ukusna

Brzina

美味的

Tasty

Podravka čajna. U okusu je tajna.

studen.a. GO!
Aktiviraj se!

studen.a. DEFENSE
Osnaži se!

studen.a. SHINE
Zablistaj!

studen.a. funkcionalne vode

studeniziraj se!

Čak i sa studeniziranim vodom možete se osnažiti i zablistati. Studenizirana voda pomaže u borbi protiv umora, poboljšava vid, stabilizira krvni tlak, smanjuje stres i pomaže u borbi protiv bolesti. Studenizirana voda je idealna za sport, posao, studij i svakodnevnu uporabu.

Dobre stvari treba ponavljati!

Maži tu

Maži i tu

Podravka pašteta. U okusu je kvaliteta.

Domaća juha kakva bi trebala biti

Alpska juha

Svatovska juha

Od srca srce

Marketing activities of SBA Pharmaceuticals in 2008

Zdravo bud!

Blog: Zdravko Dren

19. 3. 2009. *Tko na lavi sjedi*
16. 3. 2009. *Blizi blizu*
12. 3. 2009. *Skins u meni!*

MAGLOVNICA ZDRAVLJE ŽIVOT LIJEKOV I ZDRAVOTNA TRAJLIČA

Žene
Muškarci
Djeca
Prehrana i zdrave navike
Bolesti
Metode liječenja
Brza dijagnoza
Kalkulatori i kalendari

Pretlost ovisi i o genima

Genetika bi mogla imati ne samo sekundarnu ulogu u aluminidiji preteranih masnoća u tijelu, nije to tek komotan izgovor...

Više »

BMI kalkulator

Budući da su dosadašnji načini izračunavanja primjenjene tabele težine imali neka zamerka, stručnjaci preporučuju pojednostavljen način...

Bazni metabolički indeks

Bazni metabolički indeks (bmi, BMI - Bazni metabolički indeks) je omjer mase i površine tijela koji je cijeli dan u istom stanju...

LUPOCET obitelj za zdravu obitelj!



Snižava povišenu temperaturu i uklanja bolove

Lupocet je lijek idealan za cijelu obitelj, oblicima i dozama prikladan svakoj dobnj skupini. Svi lijekovi iz Lupocet obitelji: Baby šepici, junior sirup, teen kapsule, tablete i šumeće tablete blagi su za želudac i sigurni za primjenu.



Vrijeme je alergija, otkrijte Belodin.

HLADI TRENUTNO I DJELUJE DUGOTRAJNO. ICE PLUS gel.

ICE PLUS gel

- pomaže kod bolova
- opušta napete mišiće
- potiče cirkulaciju

ICE PLUS je posebno formuliran gel s mentolom+eugenolom. Primjenjuje se kod sportskih i drugih ozljeda, artritisa, otekline, umornih nogu i ostalih tegoba gdje je potrebno intenzivno lokalno hlađenje.

BELUPO
www.belupo.hr www.zdravobud.hr besplatni info telefon 0800 20 30 40

Zdravo bud!

Blog: Zdravko Dren

Budi Zdravko Dren!

Tko na lavi sjedi
Blizi blizu
Skins u meni!
Žilava žena
Ključ je karmela

MAGLOVNICA ZDRAVLJE ŽIVOT LIJEKOV I ZDRAVOTNA TRAJLIČA

Pretlost ovisi i o genima

Optimizam štiti srce

BMI kalkulator

Budući da su dosadašnji načini izračunavanja primjenjene tabele težine imali neka zamerka, stručnjaci preporučuju pojednostavljen način...

Za dobar dan i za laku noc!

Belmiran DAN

Belmiran SAN

BELUPO
www.belupo.hr www.zdravobud.hr Besplatni info telefon 0800 20 30 40

Bezreceptni lijek za vašu alergiju.

NOVO! BELODIN Aler GEL

BELUPO

ALOMAX

5% Alomax za brzo rast

60 ml

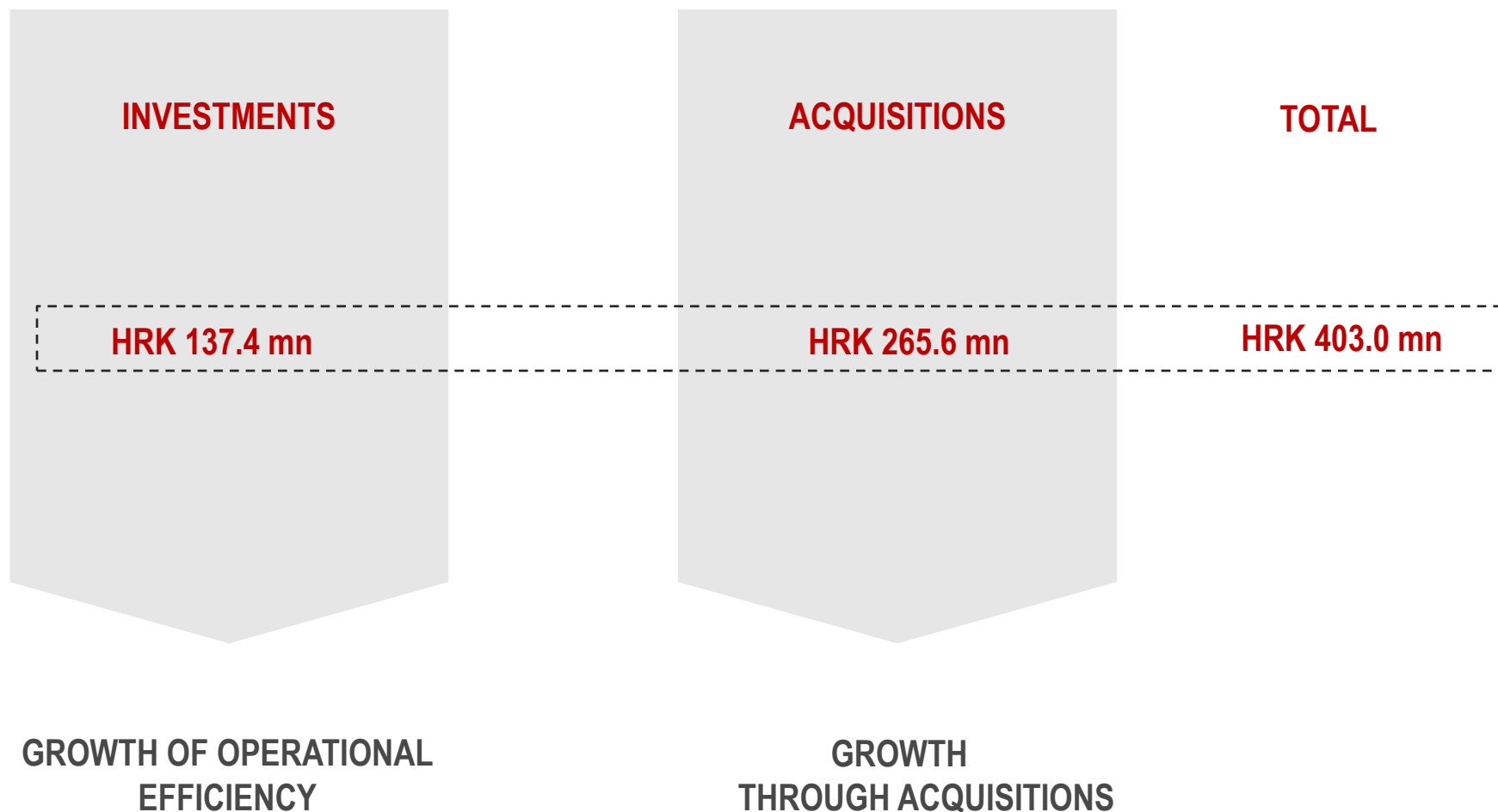
ČELAVOST NE NASTUPA ODJEDNOM!

Na prvi znak gubitka kose - potražite Alomax! Alomax je lijek koji potiče rast i čvrstoću vlastite kose. Rješava problem gubitka kose! Reagirajte na vrijeme i potražite Alomax u najbližoj ljekarni!

IZBJEGNITE ČELAVOST ZA DLAKU!

BELUPO
www.belupo.hr www.zdravobud.hr Besplatni info telefon 0800 20 30 40

Investments and brand acquisitions



Acquisition cycle in 2008

Čokolešnik and Čoko (Slovenia, 2008)



Čokolešnik and Čoko are famous regional brands in breakfast cereals segment

Farmavita d.o.o. (Bosnia and Herzegovina, 2008)



by strategic merger of Belupo and Farmavita, Belupo has strengthened its market position in Bosnia and Herzegovina and ensure further regional expansion

Lero d.o.o. (Croatia, 2008)



Podravka bought 100% stake in Lero d.o.o. Rijeka

Pharmacies (Croatia, 2008)

Pharmacy Romih
Pharmacy Crnošija
Pharmacy Kuruc
Pharmacy Sobol - Šnajdar
Medical institution Derjanović Pharm

Organizational changes

ORGANIZATIONAL CHANGES

- changes in the Management Board
- reduction of manager positions in the Headquarters
- balance of the salaries and benefits according to the manager positions

REORGANIZATION OF THE SBA F&B

- four business programs:
Food, Seasonings, Meat and Beverages
- optimization of the production processes (work force fluctuation, DEKRA canceled)
- outsourcing of the non-core business

IMPROVEMENT OF THE VERTICAL AND HORIZONTAL COMMUNICATION

NEW, MORE EFFECTIVE APPROACH IN MANAGING GROWTH AND BUSINESS COSTS

Strategic Business Areas (SBA)

STRATEGIC BUSINESS AREA

Food and beverages

Pharmaceuticals

Services

BUSINESS PROGRAM

Food

Seasonings

Meat

Beverages

RX

OTC

Pharmacies

Process of restructuring

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

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

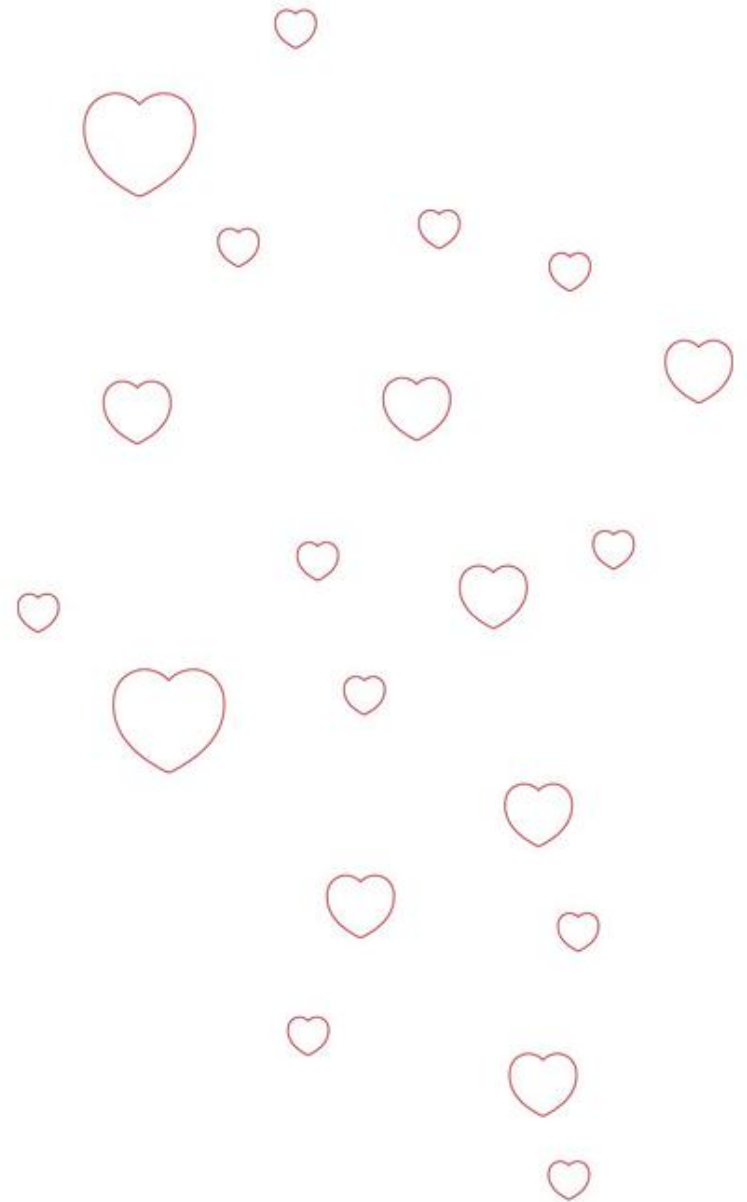
OTC drugs
Food supplement
Herbal products

Catering

BRANDS

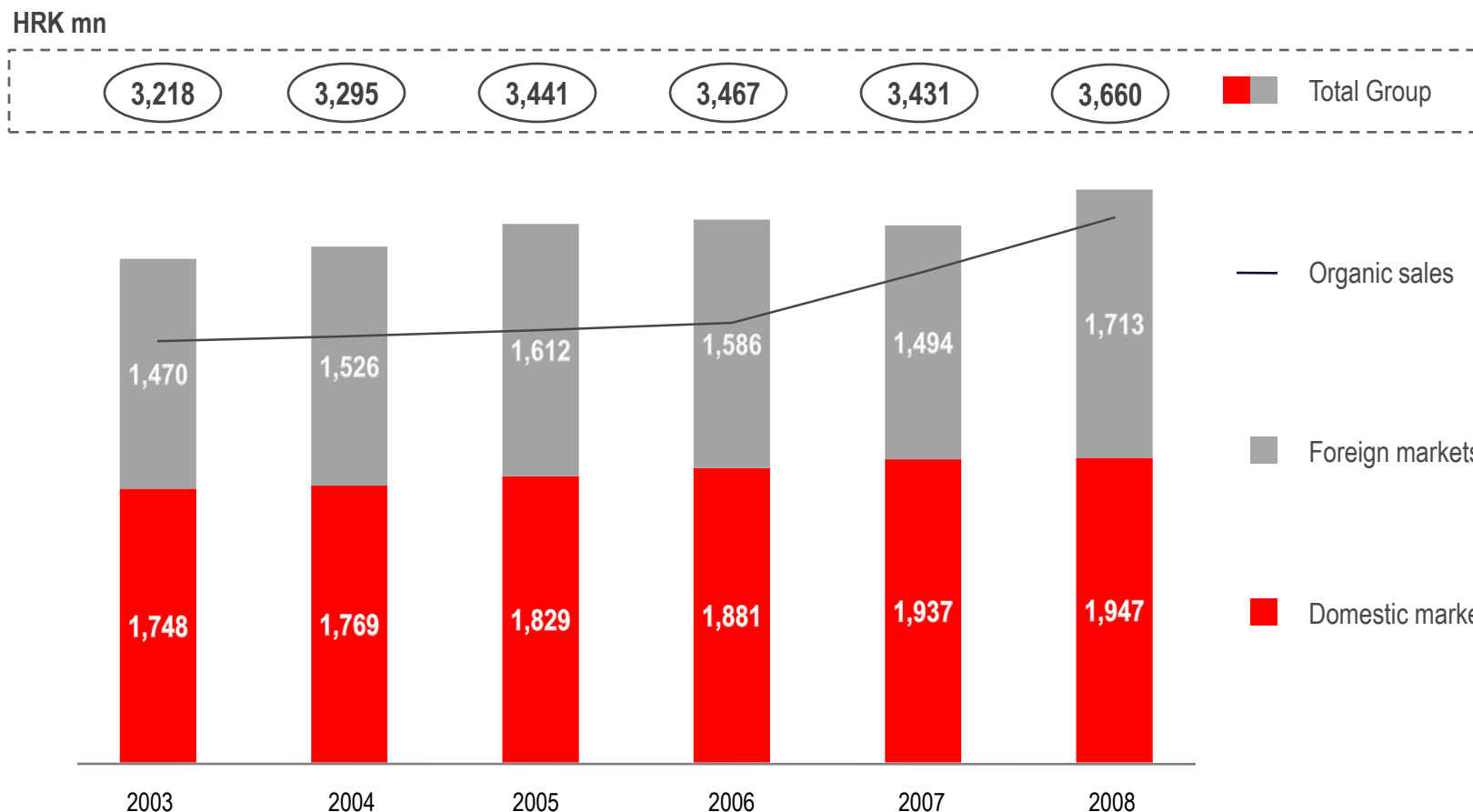


Business results 2008



Sales of the Podravka Group

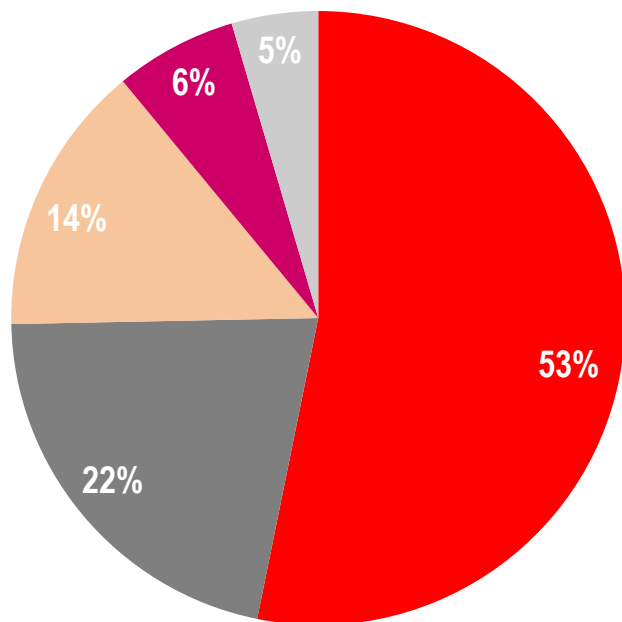
Sales growth on domestic and foreign markets 2003 – 2008



*Compound Annual Growth Rate

Sales structure per markets in 2008

Sales structure per markets for Podravka Group



■ Croatia

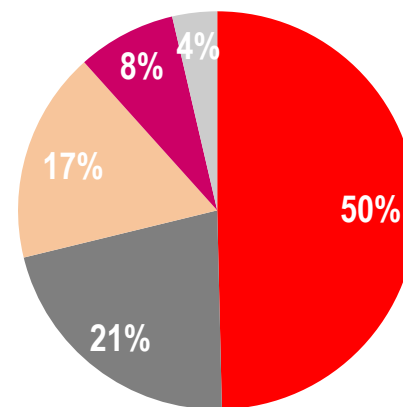
■ South-East Europe (Albania, Bosnia and Herzegovina, Montenegro, Kosovo, Macedonia, Slovenia, Serbia)

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

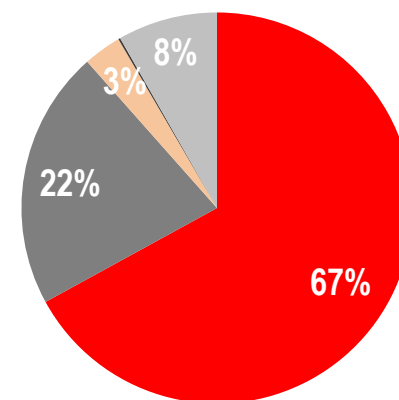
■ Western Europe, overseas countries & the Orient (Austria, Australia, Benelux, France, Canada, Germany, USA, Scandinavia, Switzerland, Great Britain, other countries of WE)

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

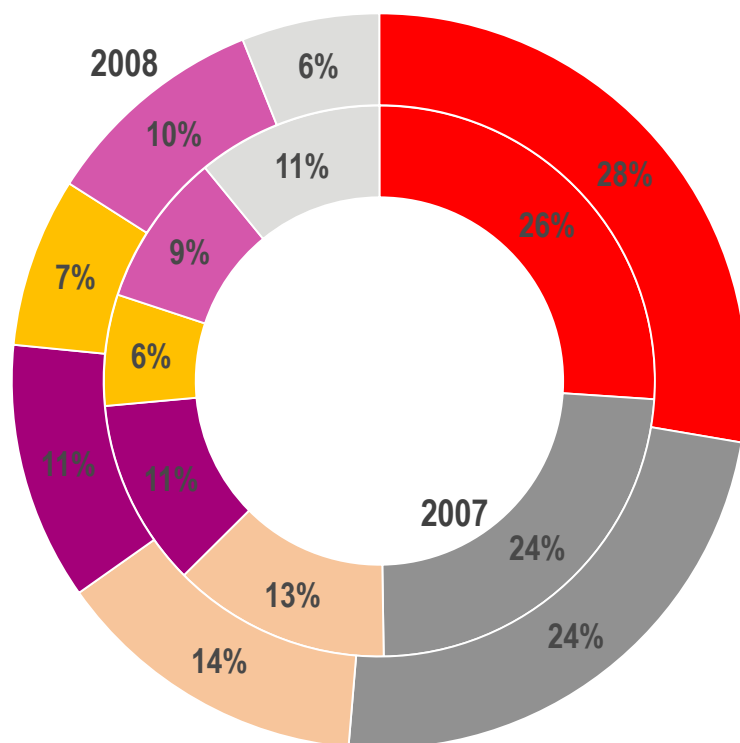
Sales structure of SBA Food & beverages per markets



Sales structure of SBA Pharmaceuticals per markets



SBA Food & beverages



■ Podravka dishes

■ Food seasonings

■ Meat products and Canned fish

■ Baby food, Sweets & Snack

■ Beverages

■ Other (F&B)

■ Commercial goods

+11%

+4%

+13%

+7%

+19%

+15%

-42%

Sales of SBA Food & beverages

HRK 2,924.5 mn

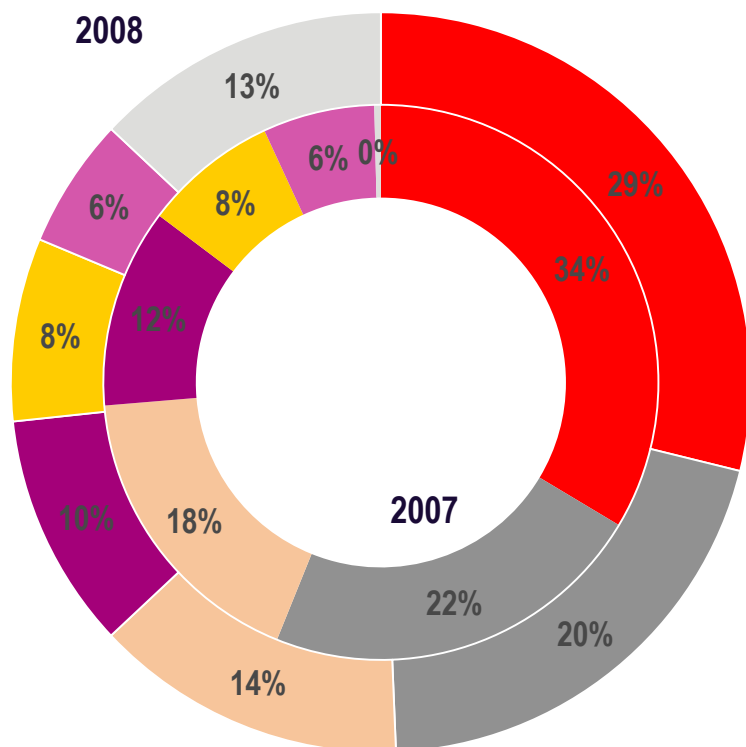
Sales growth of SBA Food & beverages

+4%

Sales growth of Podravka brands

+9%

SBA Pharmaceuticals



■ Blood & Blood forming organs, Heart & Cardiovascular system

+2%

■ Musculoskeletal & Nervous system

+8%

■ Dermatologicals

-8%

■ OTC

+5%

■ General anti-infectives & Antiparasitic Medicines

+21%

■ Respiratory, Digestive & Genitourinary system

+4%

■ Other

Sales of SBA Pharmaceuticals

HRK 729.0 mn

Sales growth of SBA Pharmaceuticals

+19%

Sales growth of Belupo brands

+5%

Business results of Podravka Group and Podravka d.d.

in millions of HRK

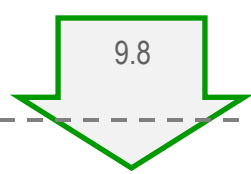
Podravka Group

	2008	2007	08/07
Sales	3,660.0	3,431.8	7%
Gross margin	1,485.8	1,415.9	5%
EBITDA	318.5	255.8	25%
EBIT	158.5	92,3	72%
Net profit	44.6	18.3	144%

Podravka d.d.

	2008	2007
	2,166.8	2,198.9
	666.6	708.2
	172.4	149.2
	81.5	50.2
	9.8	3.6

Gross margin %	40.6	41.3	-70 bp
EBITDA margin %	8.7	7.5	120 bp
EBIT margin %	4.3	2.7	160 bp
Net margin %	1.2	0.5	70 bp



Net profit Podravka d.d.

HRK 9,821,877.00



legal reserves (5%)

HRK 491,093.85



reserves for treasury shares

HRK 9,330,783.15

Business results by SBA

in millions of HRK

SBA	Food and beverages			Pharmaceuticals		
	2008	2007	08/07	2008	2007	08/07
Sales	2,924.5	2,810.6	4%	729.0	614.3	19%
Gross margin	1,063.1	1,038.3	2%	422.6	377.5	12%
EBITDA	168.2	106.0	59%	150.2	149.6	0%
EBIT	48.5	-23.6	306%	109.9	115.9	-5%
Net profit	-27.6	-60.5	54%	72.2	78.9	-8%
Gross margin %	36.4	36.9	-50bp	58.0	61.5	-350 bp
EBITDA margin %	5.8	3.8	200 bp	20.6	24.4	-380 bp
EBIT margin %	1.7	-0.8	250 bp	15.1	18.9	-380 bp
Net margin %	-0.9	-2.2	130 bp	9.9	12.8	-290 bp

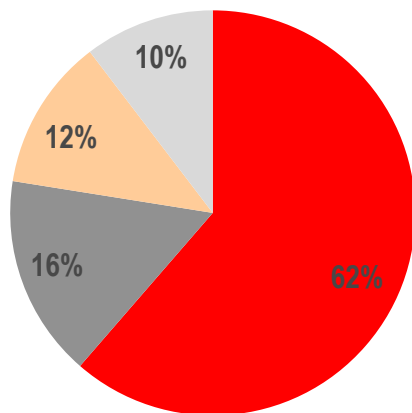
Structure of operating costs

HRK 3,543.6 mn

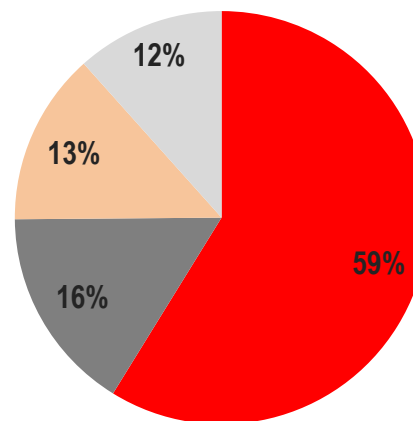
HRK 3,428.3 mn

OPERATING COSTS

2008



2007



	2008 / 2007	% of sales 2008	% of sales 2007
■ Cost of goods sold	+8%	59%	59%
■ Selling and distribution expenses	+5%	16%	16%
■ Marketing expenses	-6%	12%	13%
■ General and administrative expenses	-10%	10%	12%
■ ■ ■ ■ Total	+3%	100%	100%

Podravka Group balance sheet (summary)

PODRAVKA GROUP in millions of HRK	31 Dec 2008	31 Dec 2007
Non-current assets	2,269.1	1,994.3
Current assets	2,366.0	1,872.6
<i>Cash</i>	270.6	112.5
<i>Inventories</i>	631.8	594.5
Total assets	4,635.1	3,866.9
Long-term debt	916.3	467.5
Short-term debt	858.5	649.2
Shareholders' equity	1,929.4	1,945.0
Total liabilities and shareholders' equity	4,635.1	3,866.9
D/E	92%	57%
Net debt	1,504.2	1,004.2
Net debt / EBITDA	4.7	3.9
Interest coverage	1.7	1.6

	31 Dec 2008	31 Dec 2007
ROE	2.3%	0.9%
ROA	1.0%	0.5%

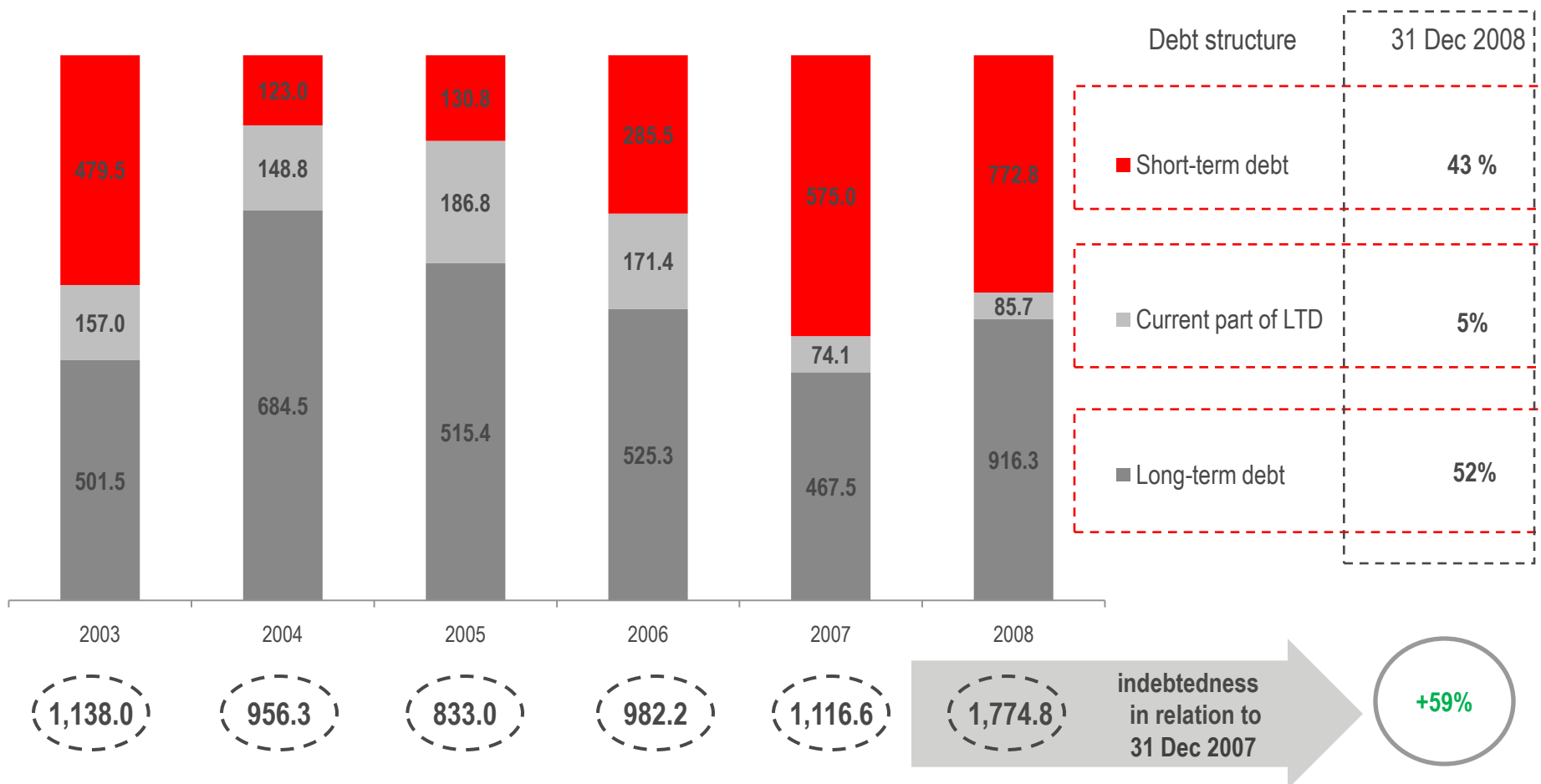
Podravka Group indebtedness movement

Indebtedness movement and debt structure

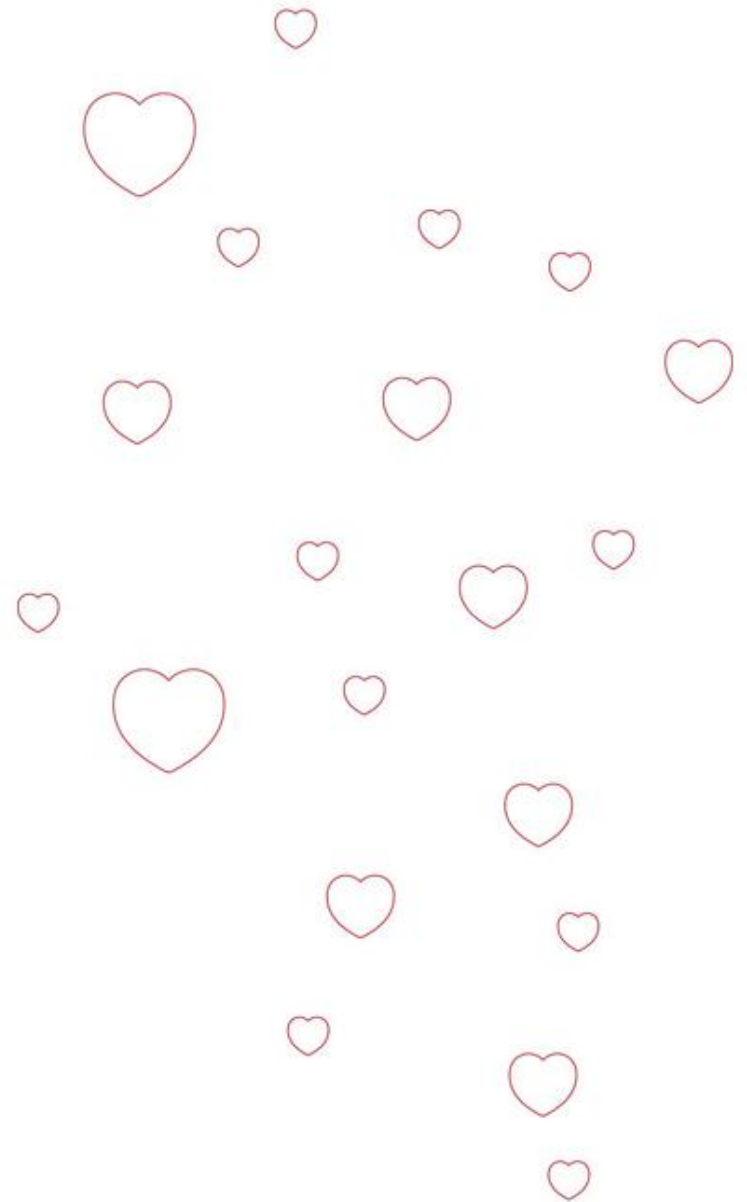
2003 - 2008

in millions of HRK

100%



Business results Jan - Mar 2009



Sales per strategic business areas Jan - Mar 2009

SALES PERFORMANCE

Podravka Group

Group sales HRK 798.1 mn

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

Food&beverages (without CG) HRK 603.8 mn

Change (09/08) **-3%**

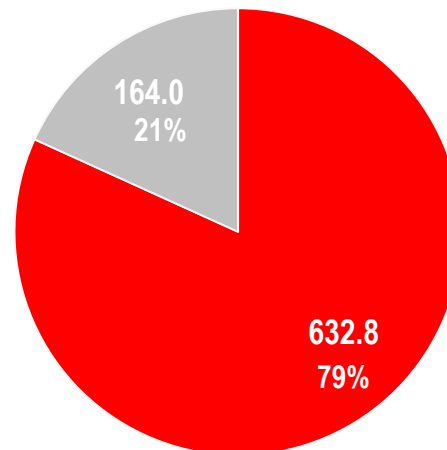
Commercial goods HRK 29.0 mn

Change (09/08) **+6%**

Pharmaceuticals HRK 164.0 mn

Change (09/08) **+23%**

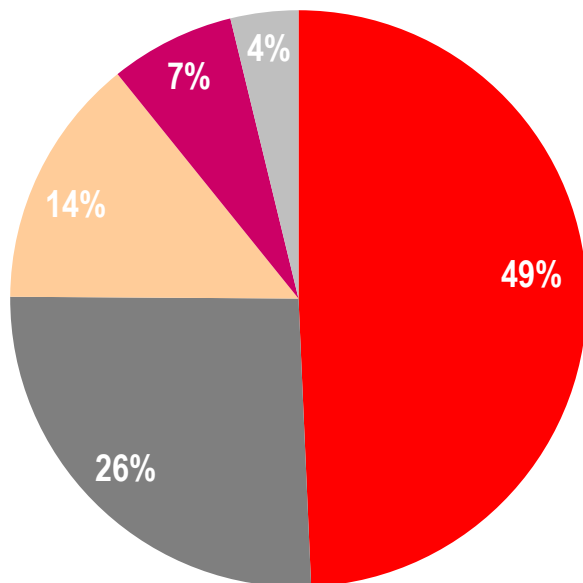
Sales structure per SBA



■ Food and beverages	-2%
■ Pharmaceuticals	+23%
■ Total	+2%

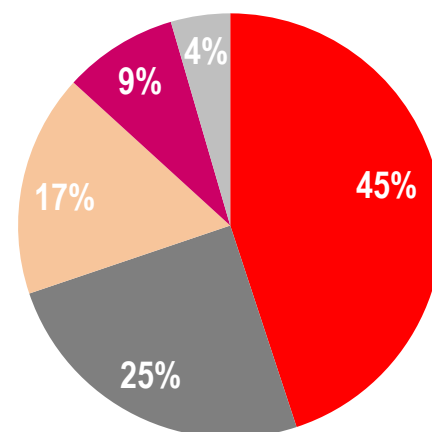
Sales structure per markets Jan – Mar 2009

Sales structure per markets for Podravka Group

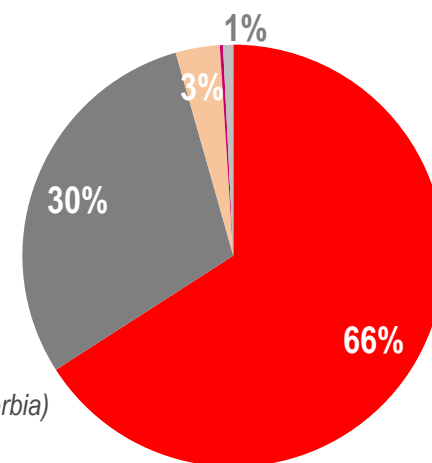


- Croatia
- South-East Europe (Albania, Bosnia and Herzegovina, Montenegro, Kosovo, Macedonia, Slovenia, Serbia)
- Central Europe (Czech Republic, Hungary, Poland, Slovakia)
- Western Europe, overseas countries & the Orient (Austria, Australia, Benelux, France, Canada, Germany, USA, Scandinavia, Switzerland, Great Britain, other countries of WE)
- Eastern Europe (Pribaltic, Romania, Russia, Ukraine, other countries of EE)

Sales structure of SBA Food & beverages per markets



Sales structure of SBA Pharmaceuticals per markets

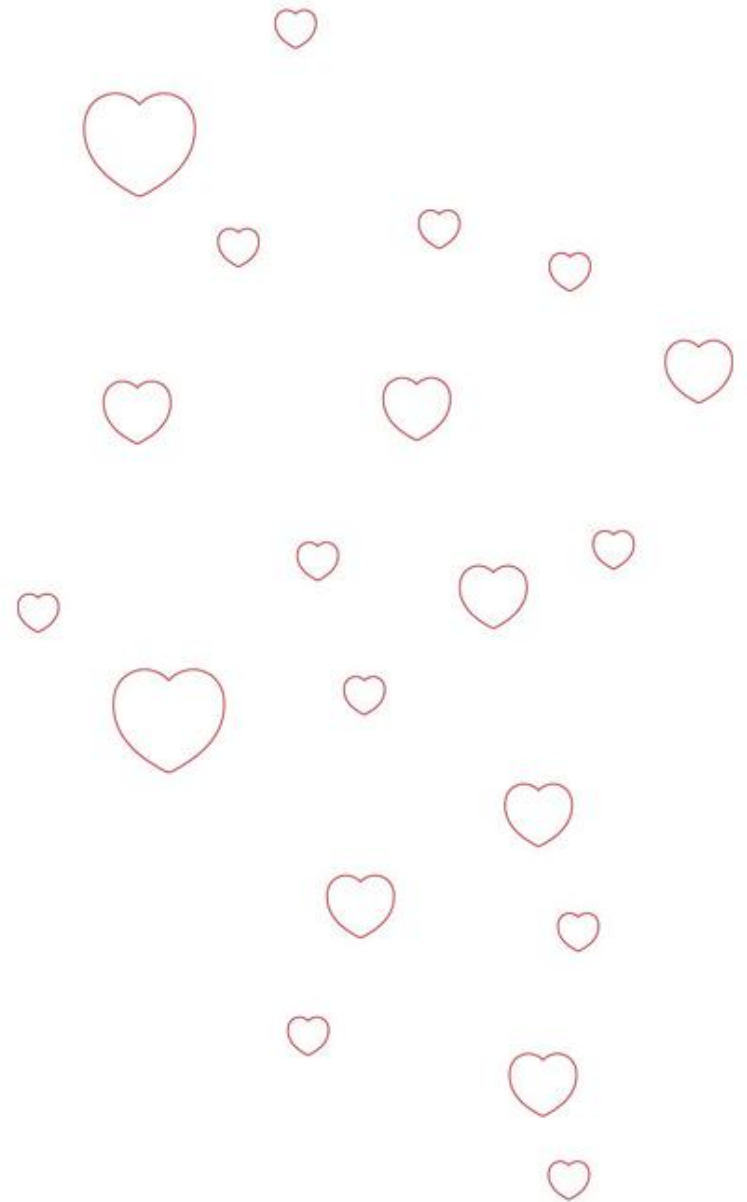


Podravka Group business results for Jan - Mar 2009

in millions of HRK

	Podravka Group			SBA Food & beverages			SBA Pharmaceuticals		
	Jan-Mar 2009	Jan-Mar 2008	09/08	Jan-Mar 2009	Jan-Mar 2008	09/08	Jan-Mar 2009	Jan-Mar 2008	09/08
Sales	798.1	784.1	2%	632.8	649.0	-2%	164.0	133.8	23%
Gross profit	326.3	324.1	1%	244.1	244.4	0%	82.2	79.7	3%
EBITDA	93.8	71.2	32%	69.0	49.1	41%	24.8	22.1	12%
EBIT	53.5	34.1	57%	39.9	20.2	98%	13.6	13.9	-2%
Net profit	6.2	15.8	-61%	4.8	7.4	35%	1.4	8.4	-83%
Gross margin %	40.9	41.3	-40bp	38.6	37.7	90bp	50.1	59.6	-950bp
EBITDA margin %	11.8	9.1	270bp	10.9	7.6	330bp	15.1	16.5	-140bp
EBIT margin %	6.7	4.3	240bp	6.3	3.1	320bp	8.3	10.4	-210bp
Net margin %	0.8	2.0	-120bp	0.8	1.1	-30bp	0.9	6.3	-540bp

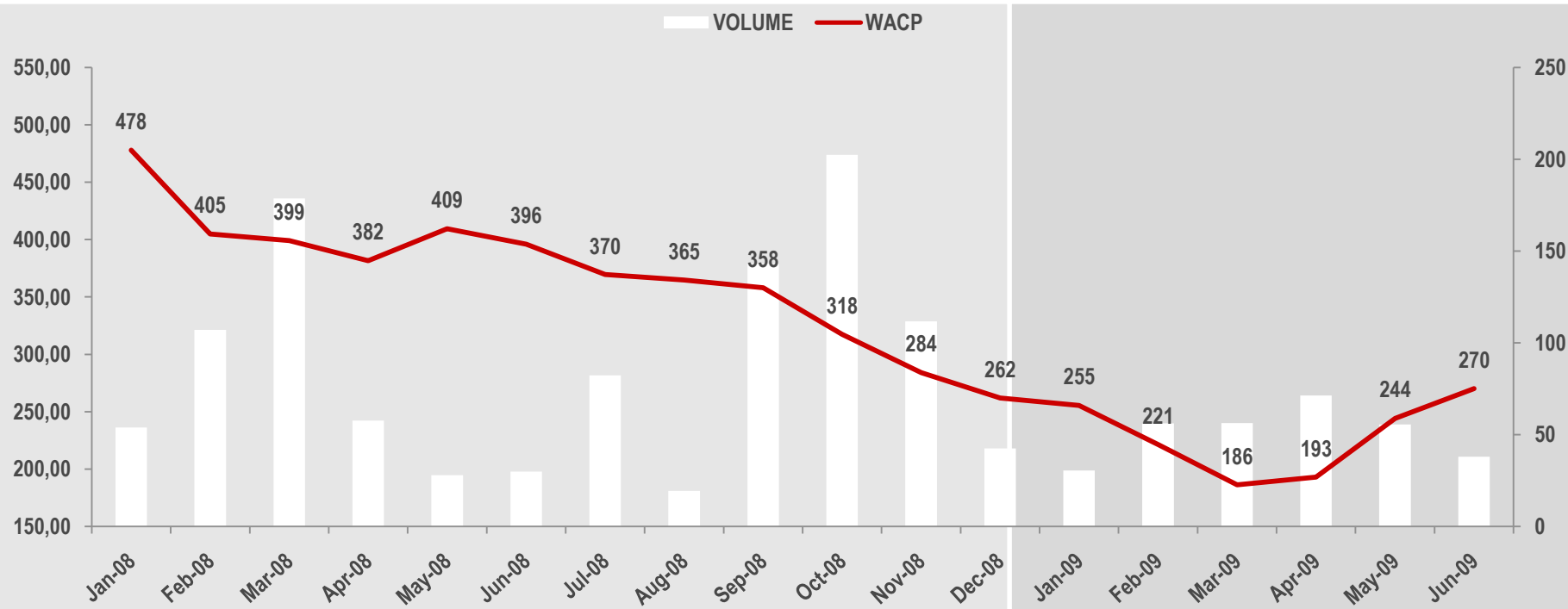
Share performance



Share price and volume movement

HRK

'000 pieces



2007 2008 Jan – Jun 2009

EPS	3.4	8.2	7.2
P/E	151.0	31.7	33.2
BVPS	358.9	356.0	362.5
P/B	1.4	0.7	1.5
P/S	0.8	0.4	0.4
P/EBIT	30.0	8.9	7.8
P/EBITDA	10.8	4.4	3.9

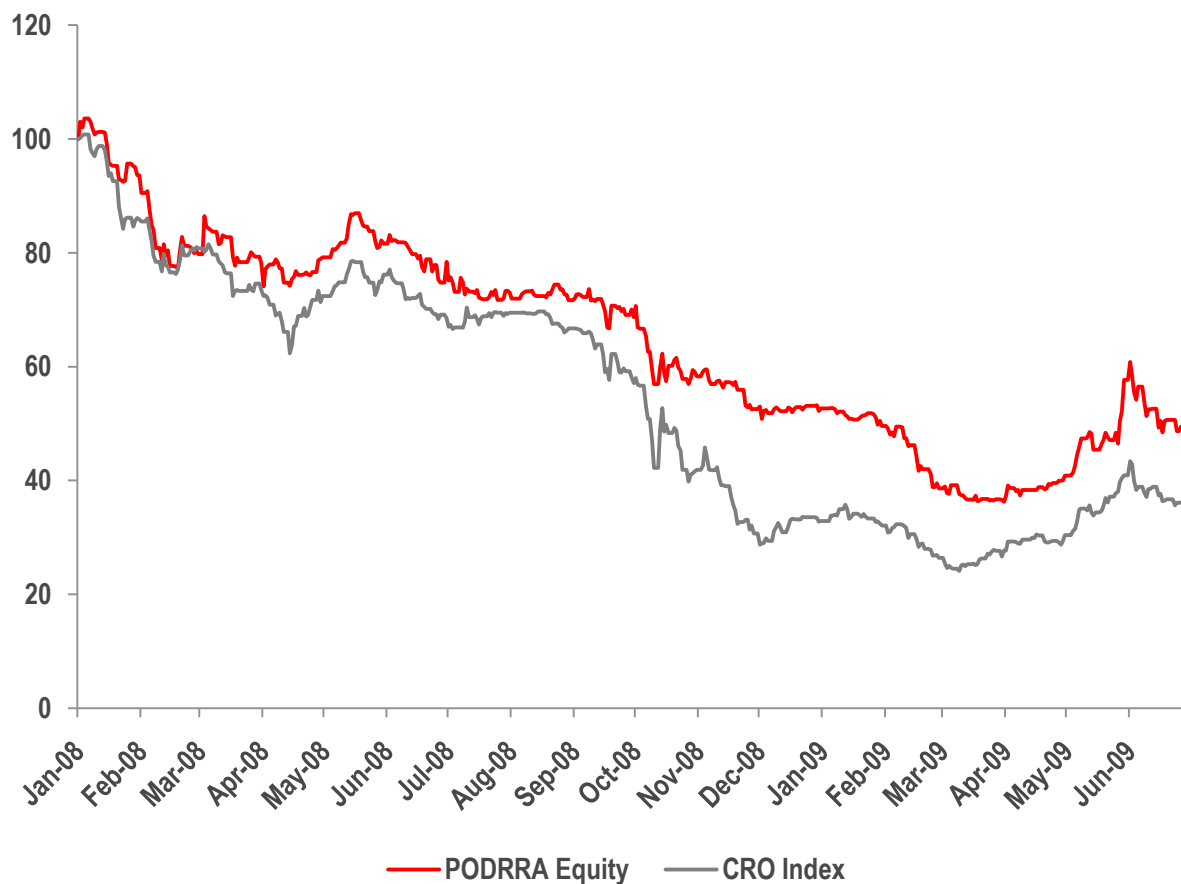
2008 Jan – Jun 2009

Close price	261.00	240.01
Highest price	514.00	312.99
Lowest price	237.00	176.00
WACP	361.14	221.92
Turnover (HRK mn)	375.50	67.33
Market cap. (HRK mn)	1,414.60	1,300.85

Comparative movement of PODR-R-A and CROBEX

Comparative movement of PODR-R-A and CROBEX

(1st Jan 2008 = 100)



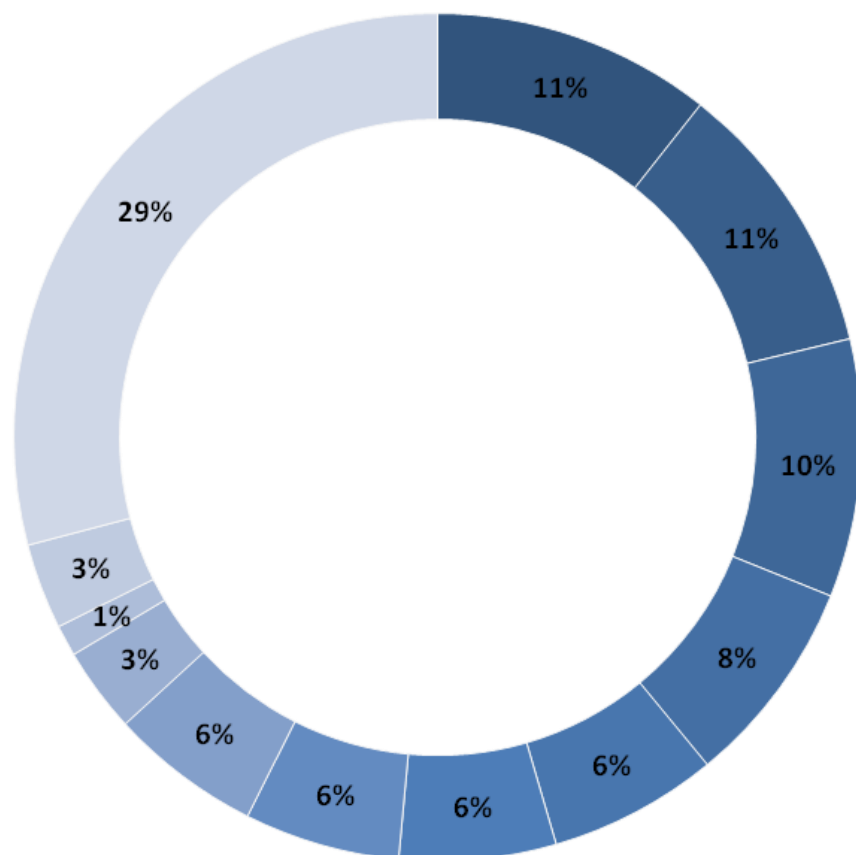
INDEX WEIGHT (30/06/2009)

CROBEX	4.972%
CROEMI	7.470%
CROX EUR	5.692%
SETX EUR	1.372%

RECOMMENDATIONS

ERSTE	ACCUMULATE
FIMA	HOLD
HAAB	HOLD
RBA	HOLD

Shareholders structure as of 15 July 2009



► **Top 10** 67.6%

► **other legal and natural persons** 32.4%

FIMA AMI Ltd.	576,880
CPF/CIPI	575,598
CPF	533,476
Unicredit Bank Austria AG	429,646
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	1,576,745

Total 5,420,003

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

Always with a heart

