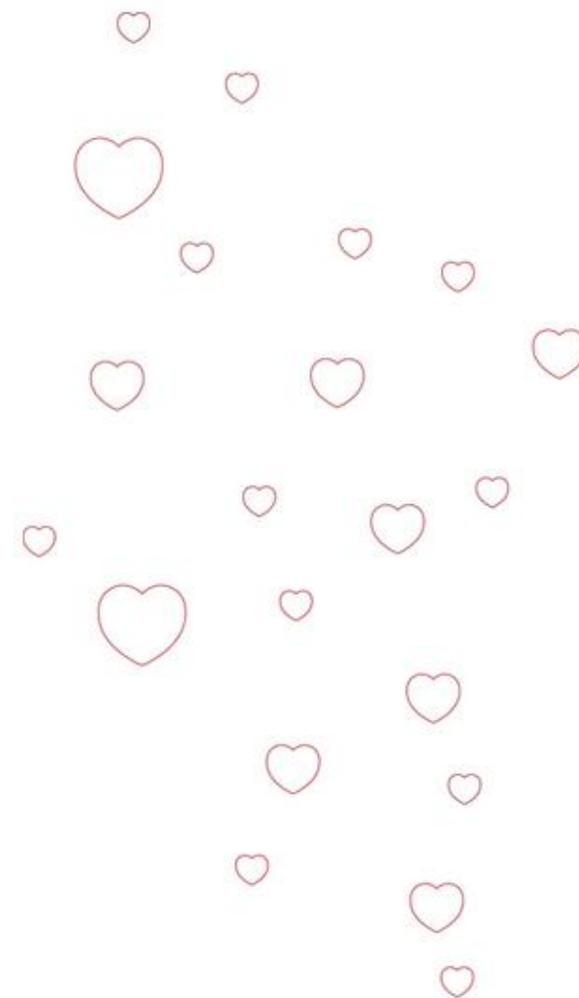


Podravka Group

Business results for 2009



Content

Overview of key events

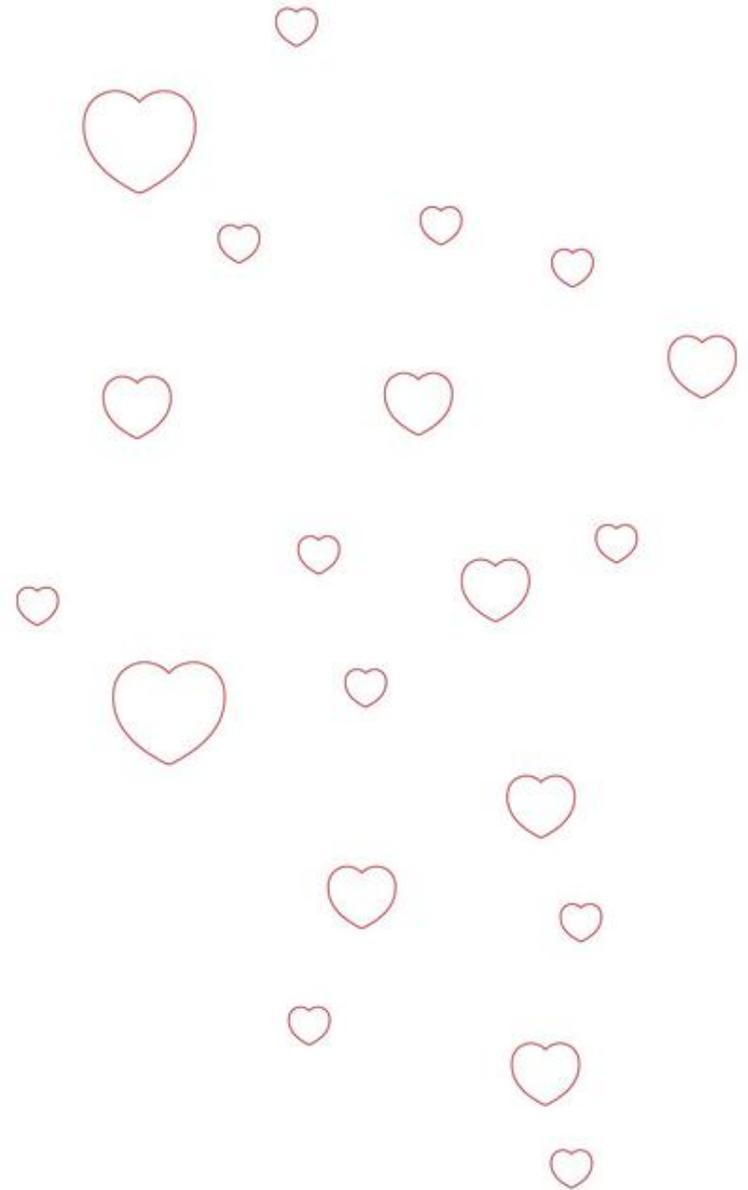
Sales

Business results

Costs / Expenses

Share

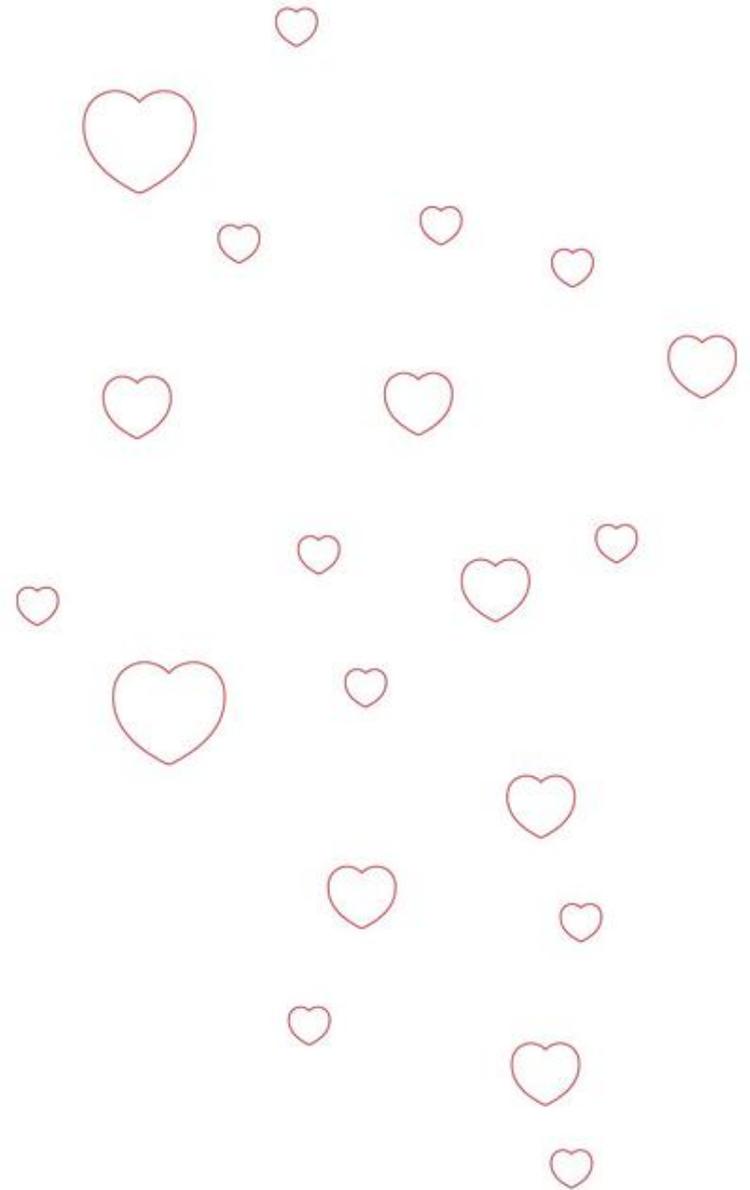
Guidelines for 2010



Disclaimer

This presentation contains certain forward-looking statements with respect to the financial condition, results of operations and business of the Podravka Group. These forward-looking statements represent the Company's expectations or beliefs concerning future events and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements.

Overview of key events



Overview of key events

Vegeta, Podravka's international known brand, celebrated its 50th birthday and the beginning of a new investment cycle of new product creation

warehousing and distributing center opened in Dugopolje

establishment of a limited liability company in Turkey

Belupo's health institute Deltis Pharm d.o.o. entered the wholesale drug business thus joining Pharma Net

the operating expenses / costs marked decrease of HRK 131.7 mn

the total value of one-off items amounted HRK 388.4 mn

the total value of capital investments amounted HRK 128.6 mn

Podravka d.d. issued the first instalment of commercial bills amounting EUR 18 mn, and the total value of the Issue Program was HRK 350 mn

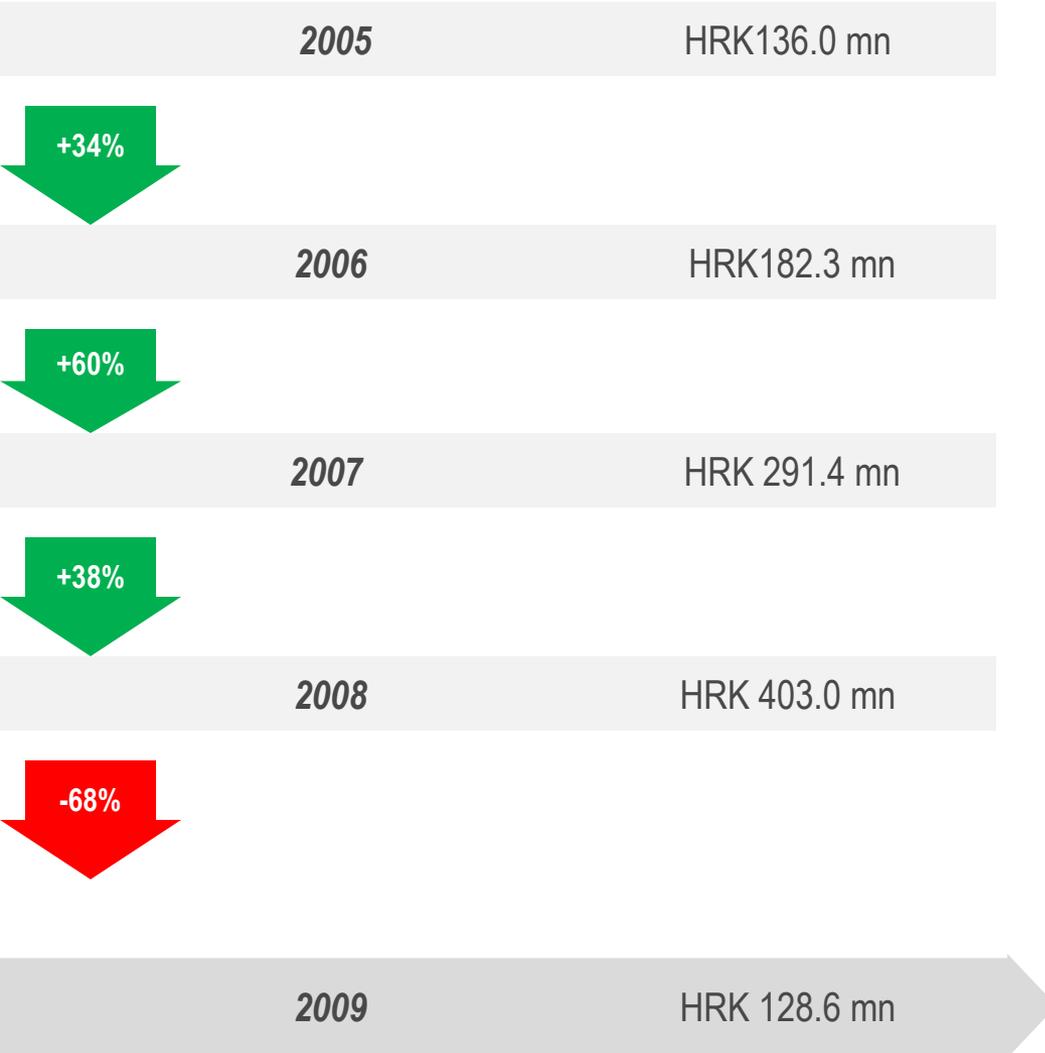
Podravka d.d. cancelled 257 work contracts in compliance with the Program for taking care of redundant labour with stimulating severance payments, all for the purpose of rationalizing expenses

The Supervisory Board and the Management Board of Podravka d.d. brought a Decision to restart the production of olive oil and olives under the brand SMS

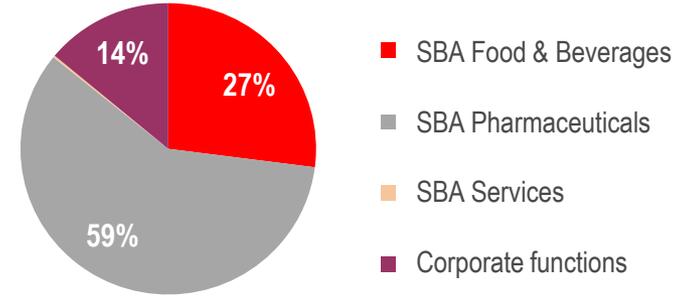
The Government of Republic of Croatia reached a decision on listing Podravka d.d. among companies of special national interest

changes in Management Board and Supervisory Board of Podravka d.d

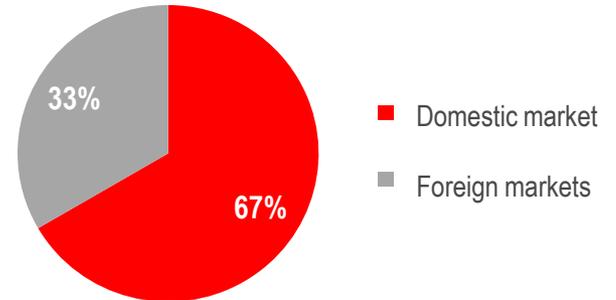
Investments



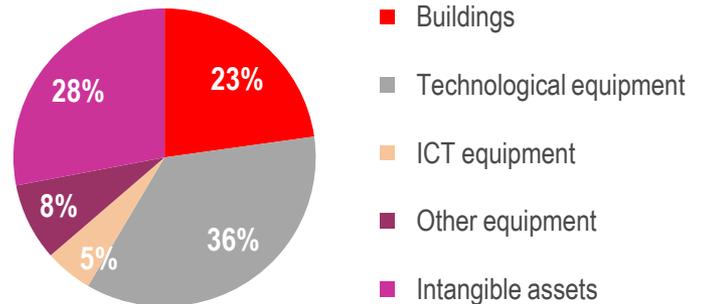
Investments per Strategic Business Areas



Investments per markets



Investments per nature



New products in BP Food seasonings



Vegeta Natur is an entirely natural seasoning consisting of nine vegetables. For one packaging of Vegeta Natur, 450g of fresh vegetables are used. The product does not contain any flavour enhancers, aromas or colorants.



Vegeta mild pepper mix is a fully balanced food seasoning which apart from red pepper contains other spices. Vegeta mild pepper mix will enrich the taste of your food, especially stews, paprikash, meat and fish dishes, meat marinades, sauces and grilled dishes.

Fant turkey and zucchini mix is an ideal base for preparing a light, healthy and delicious meal.

Fant hake à la codfish mix contains a carefully selected combination of vegetables and spices that enable quick and easy preparation of this delicious meal.

Fant baked potato mix contains a carefully selected combination of spices and vegetables which turns this plain dish into a meal that will attract even the most demanding potato fans.

Fant baked beans mix will make baked beans quick and easy to prepare with an unforgettable taste.

Fant meat balls mix contains all ingredients except meat necessary for preparing juicy meat balls.

Fant seasoning mix for noodles with chicken and mushrooms, spaghetti Bolognese and spaghetti carbonara are intended for those who need a light and quick meal. Such a meal can be prepared by using new Fant seasoning mix for noodles, a fine selection of spices and other ingredients that give your meal an irresistible taste and individual touch.



New products in BP Food

Čokolino chocolate flavoured instant cocoa **drink**, enriched with vitamins and calcium. Convenient, quick and easy to prepare.



Muffins, Brownies and Chocolate Muffins - are intended for young busy women who do not have much time on their hands and want to serve their families a sweet and delicious desert. Preparing cakes with these products is fast and simple, and an ideal ratio of ingredients is a guarantee for success.



Tuna salad Dalmatina and Tuna salad Mediterana represent a high quality and nutritive meal rich in dietary fibre from various vegetables with all-present Omega 3 fatty acids and pieces of tuna fish.



Kviki peanuts and **Kviki gric paprika** are an excellent products that guarantee crunchy satisfaction for all consumers.

Čokolino ice-cream chocolate & milk, Schwarzwald ice-cream and Banana-split ice-cream - new ice-creams with an extraordinary creamy structure and attractive appearance, which are a source of energy and refreshment.



New products in BP Beverages

Lerovita orange, lemon and cranberry – instant beverage with orange, lemon and cranberry flavour in 15 gram packaging. Lerovita is an extremely refreshing drink rich in vitamins.



Studena cranberry – açai and Studena pear - apple Sport are aromatised water based on spring water Studena. Characterised by a very low content of calories compared to the usual refreshing non-alcoholic beverages and with the addition of B vitamin. Aromatised water Studena is the perfect refreshment combining the crystal lightness of spring water and full fruit flavour.



Blueberry flavoured tea has a recognizable taste and it provides a sense of relaxation and refreshment. Like fruit in your cup, this Podravka tea will provide an aromatic pleasure as both warm or cold drink.

New products in BP Meat



Green bean and meat stew – is a high quality ready-to-serve canned meal that needs just to be heated before serving and in 2-3 minutes you can enjoy a delicious and nutritious meal containing selected vegetables and high quality meat in a traditional style sauce.

Čobanac – is a ready-to-serve canned meal containing pieces of mixed meat (beef and pork) in a very piquant sauce dominated by a sharp taste of the finest red peppers, prepared following a traditional, experienced recipe. The product requires just 2-3 minutes of heating before serving and if desired you may add boiled dumplings and sprinkle with chopped cloves.

Both products are prepared without any additives (E-numbers) and their shelf life is extended only by thermal treatment at temperatures over 100°C in a vacuumtight can.



Chicken paprikash contains no additives and is made of the best mixed chicken meat in fresh red pepper sauce and seasoned with fine and spicy pepper.

A convenient easy-open packaging with lid enables quick and easy preparation of chicken paprikash as an independent meal or as a delicious side dish.



Home-made cracklings, blood sausages, pressed sausages and lard are innovated products that through recipes and production procedures carry on the traditional folk spirit used for creating these products and following the principles of our ancestors. The products have appeared on the market in a new and attractive, red and white checked design that corresponds to the traditional, home cuisine of continental Croatia.

New products in category OTC drugs



Omegatenzin is recommended for people suffering from hypertension and cholesterol together with regular medical treatment. With its extremely high concentration of omega-3 fatty acids, Omegatenzin protects the cardiovascular system.



Neofen direkt belong to the non-steroid group of anti-inflammatory drugs and anti-rheumatics that relieve pain, lower high temperature and have anti-inflammatory effect.

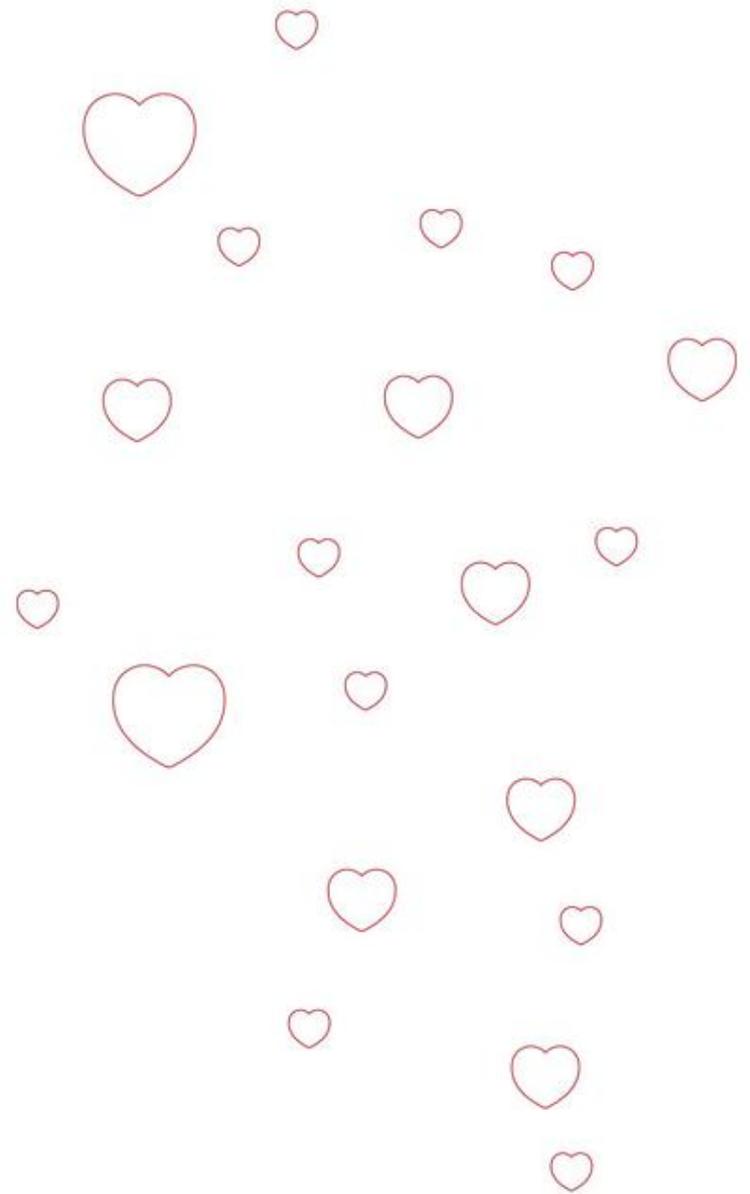


Diabetil is a new product Belupo has developed for regulating the level of blood sugar. Diabetil is intended for those with a mild or moderately increased level of blood sugar and type 2 diabetes within a special nutrition plan.

Hederan herbal syrup based on ivy smoothes all types of cough and alleviates expectoration. Belupo's formulation of Hederan herbal syrup free of sugar, alcohol and artificial colours and with a pleasant taste enables a wide application for all age groups and is suitable even for children and diabetics.



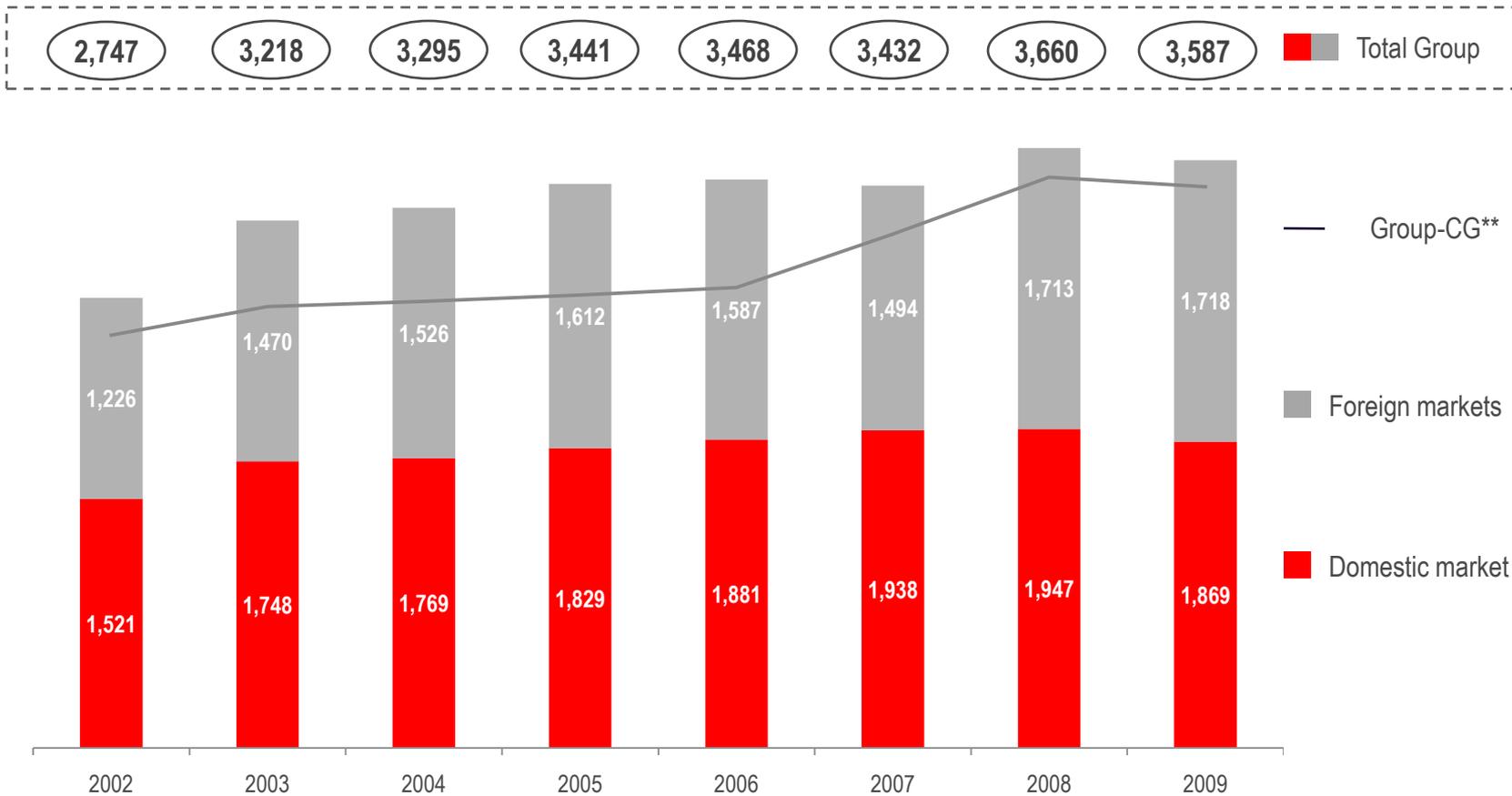
Sales



Sales of the Podravka Group

Sales on domestic and foreign markets
2002 – 2009

in millions of HRK



CAGR*
2002 – 2009

3.9%

4.5%

4.9%

3.0%

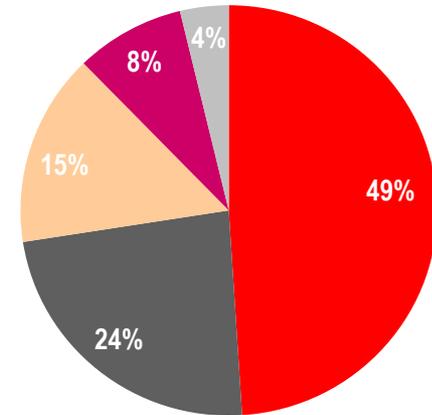
*Compound Annual Growth Rate

**Group-CG Group without commercial goods

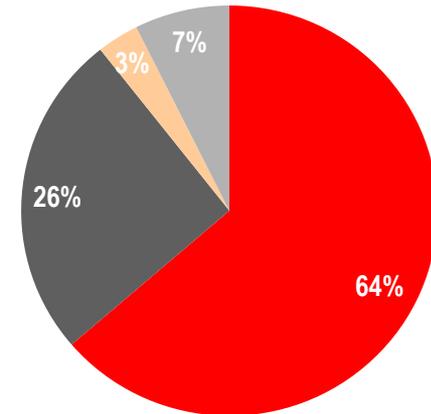


Sales structure per markets

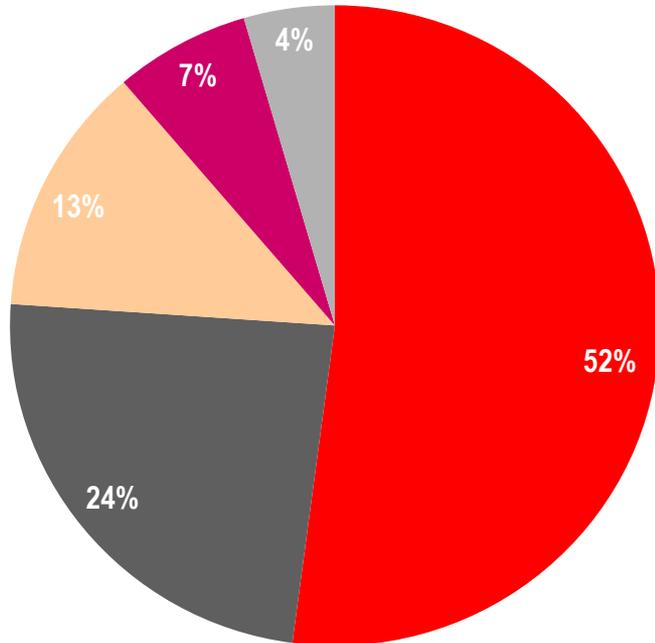
Sales structure of SBA Food & beverages per markets



Sales structure of SBA Pharmaceuticals per markets



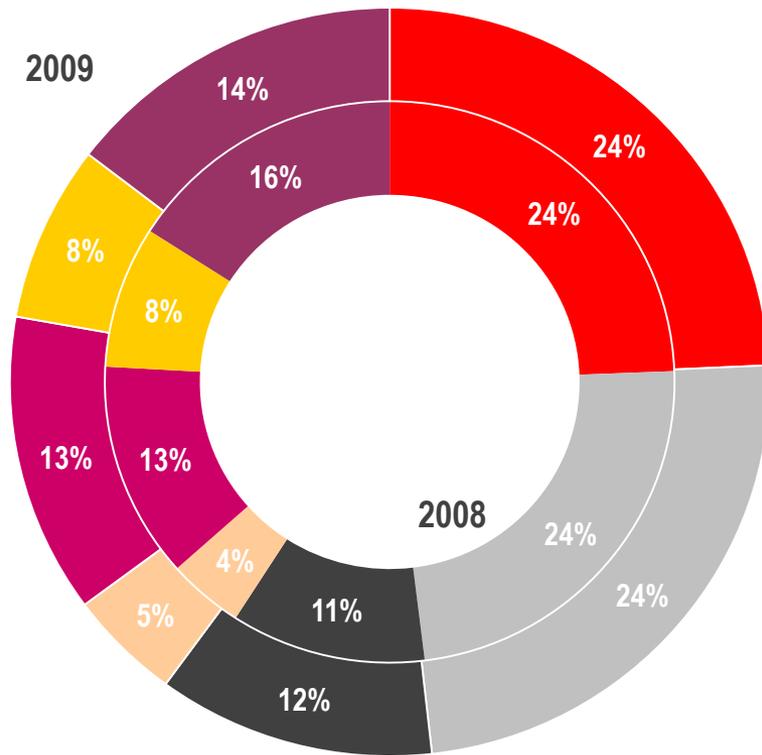
Sales structure of Podravka Group per markets



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

SBA Food & Beverages

Sales structure of SBA Food & Beverages per product group



Sales of SBA Food & Beverages

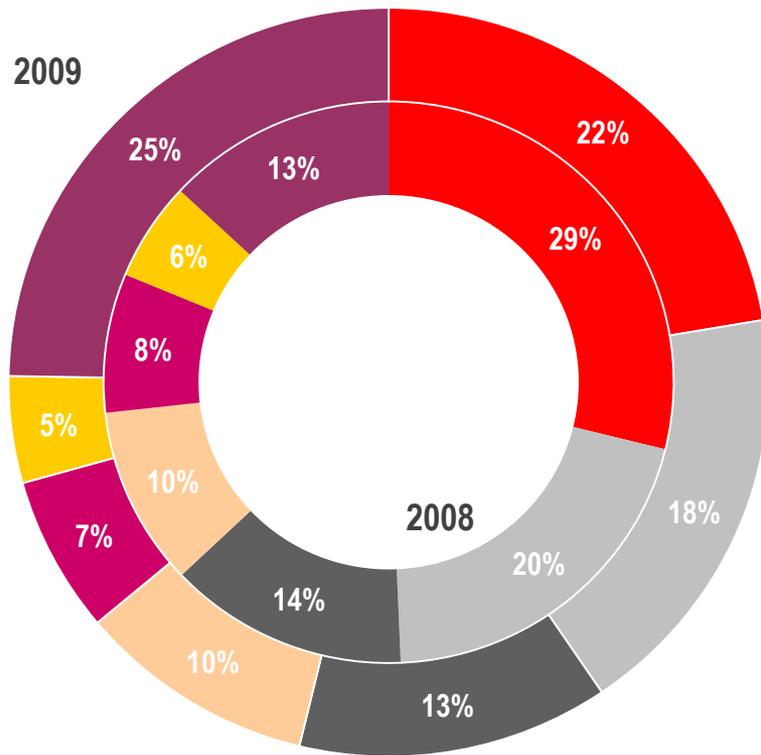
HRK 2,829.7 mn

Total sales decrease of SBA Food & Beverages

-3%

SBA Pharmaceuticals

Sales structure of SBA Pharmaceuticals according ATK classification



■ Blood & Blood forming organs, Heart & Cardiovascular system	-20%
■ Musculoskeletal & Nervous system	-9%
■ Dermatologicals	0%
■ OTC	+1%
■ General anti-infectives & Antiparasitic Medicines	-13%
■ Respiratory, Digestive & Genitourinary system	-17%
■ Other	+95%

Sales of SBA Pharmaceuticals **HRK 752.7 mn**

Total growth of sales of SBA Pharmaceuticals **+3%**

Croatian market

Market characteristic

total sales **HRK 1,868.6 mn**

total sales decrease **-4%**

sales decrease of Podravka brands **-2%**

sales decrease of commercial goods **-14%**

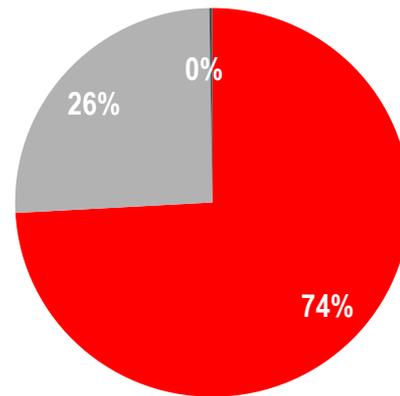
Lerovita powdery beverages achieved success on market

sales increase of Baby food **+5%**

sales growth of OTC drugs **+5%**

continous sales growth of Lupocet and Neofen

Sales per SBA



- SBA Food & Beverages
- SBA Pharmaceuticals
- SBA Services *

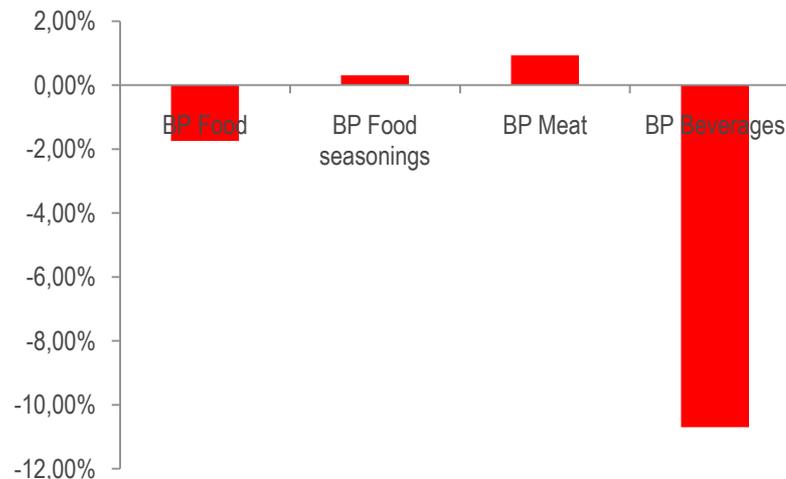
change

-4%

-2%

-28%

Organic sales per Business programs



* sales of SBA Services is realized on Croatian market only and shall not be a part of the analysis which follows as in the total sales of the Podravka Group it accounts for just 0.1%

Market characteristic

total sales **HRK 860.1 mn**

total sales increase **+9%**

sales increase of Podravka brands **+4%**

sales growth of canned fish **+8%**

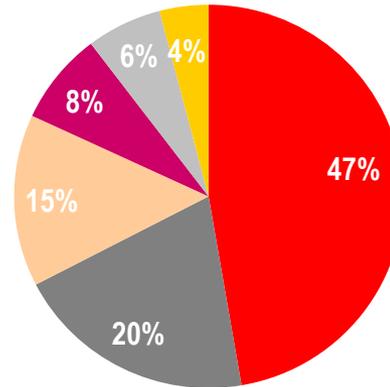
sales growth of food seasonings **+7%**

Slovenia: very good sales of Čoko and Čokolešnik

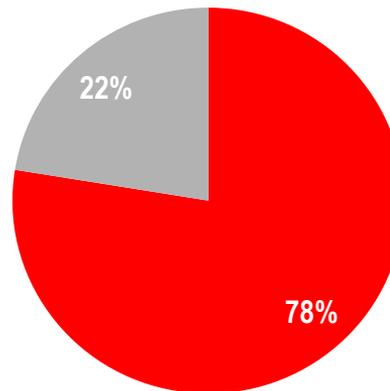
Slovenia: sales growth of Podravka brands **+10%**

B&H: continous sales growth of Farmavita d.o.o.

Sales per countries



Sales per SBA



change

Bosnia and Herzegovina	+15%
Slovenia	+10%
Serbia	-4%
Macedonia	+3%
Montenegro	+9%
Other countries	+10%
SBA Food & Beverages	+6%
SBA Pharamaceuticals	+24%

SEE: Albania, Bosnia and Herzegovina, Montenegro, Kosovo, Macedonia, Slovenia, Serbia

Market characteristic

total sales **HRK 454.1 mn**

total sales decrease **-13%**

sales decrease of Podravka brands **-14%**

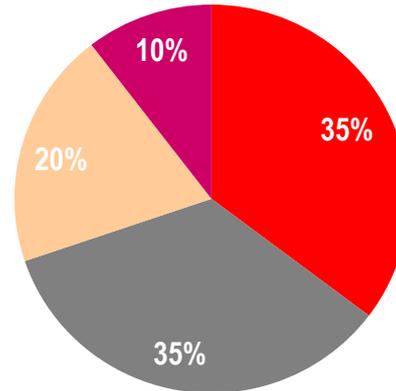
Poland: depreciation of the Polish zloty (-18%)
generated lower sales in HRK

Poland: increased sales volume **+5%**

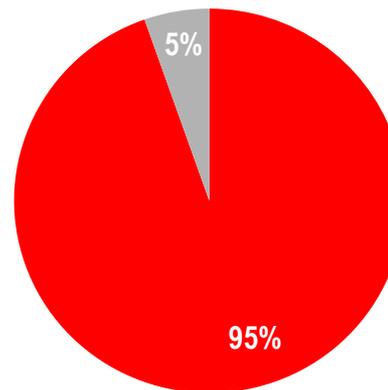
Czech Republic: sales drop of Rice and legumes
in B2B segment

Hungary: sales increase of Eva canned fish **+80%**

Sales per countries



Sales per SBA



change



Western Europe, Overseas countries & the Orient

Market characteristic

total sales **HRK 242.1 mn**

total sales increase **+3%**

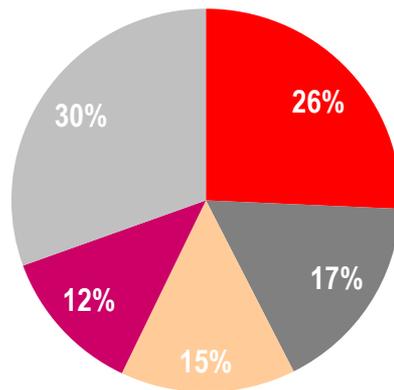
sales increase of Podravka brands **+7%**

Germany: sales increase of food seasonings **+5%**

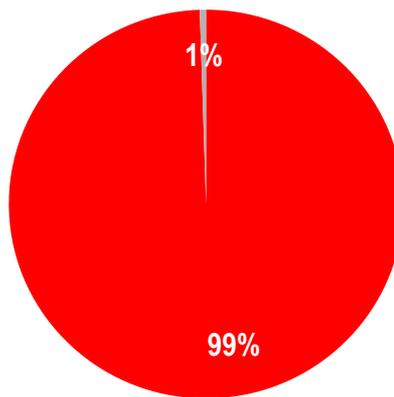
USA: sales increase of food seasoning **+17%**

Pharmaceuticals: sales increase in Turkey

Sales per countries



Sales per SBA



change

Germany	+3%
Australia	+6%
USA	+14%
Austria	+17%
Other countries	-8%
SBA Food & Beverages	+3%
SBA Pharmaceuticals	-4%

WE, OC & the Orient: Austria, Australia, Benelux, France, Canada, Germany, USA, Scandinavia, Switzerland, Great Britain, other countries of WE

Market characteristic

total sales **HRK 162.2 mn**

total sales decrease **-3%**

sales increase of Podravka brands **+3%**

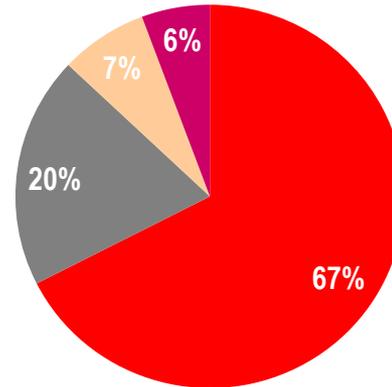
Russia: sales decrease of food seasonings **-7%**

Russia: sales drop of SBA Pharmaceuticals **-7%**

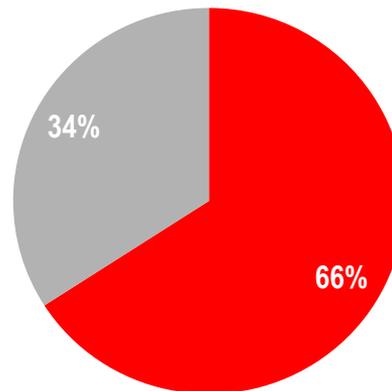
Romania: sales increase of food seasonings **+40%**

Romania: sales decrease of dermatologicals

Sales per countries



Sales per SBA

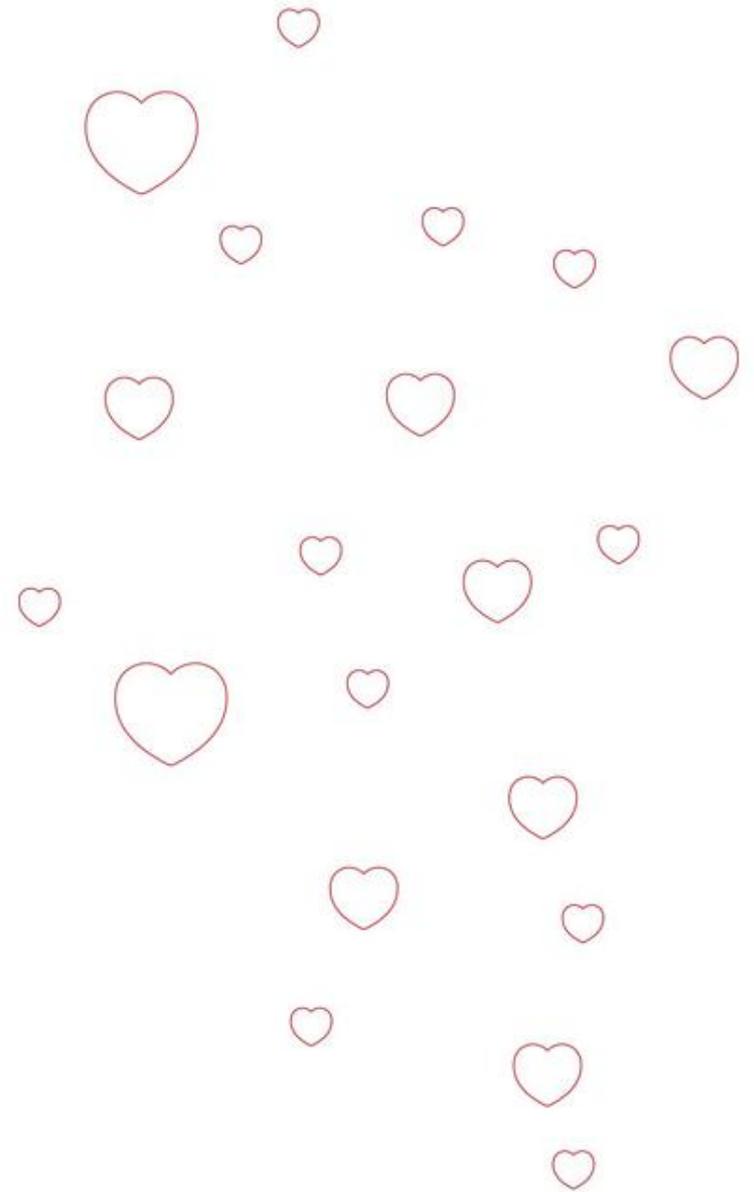


change

Russia	-8%
Romania	+32%
Pribaltic	-23%
Other countries	+8%
SBA Food & Beverages	0%
SBA Pharmaceuticals	-8%

EE: Pribaltic, Romania, Russia, Ukraine, other countries of EE

Business results

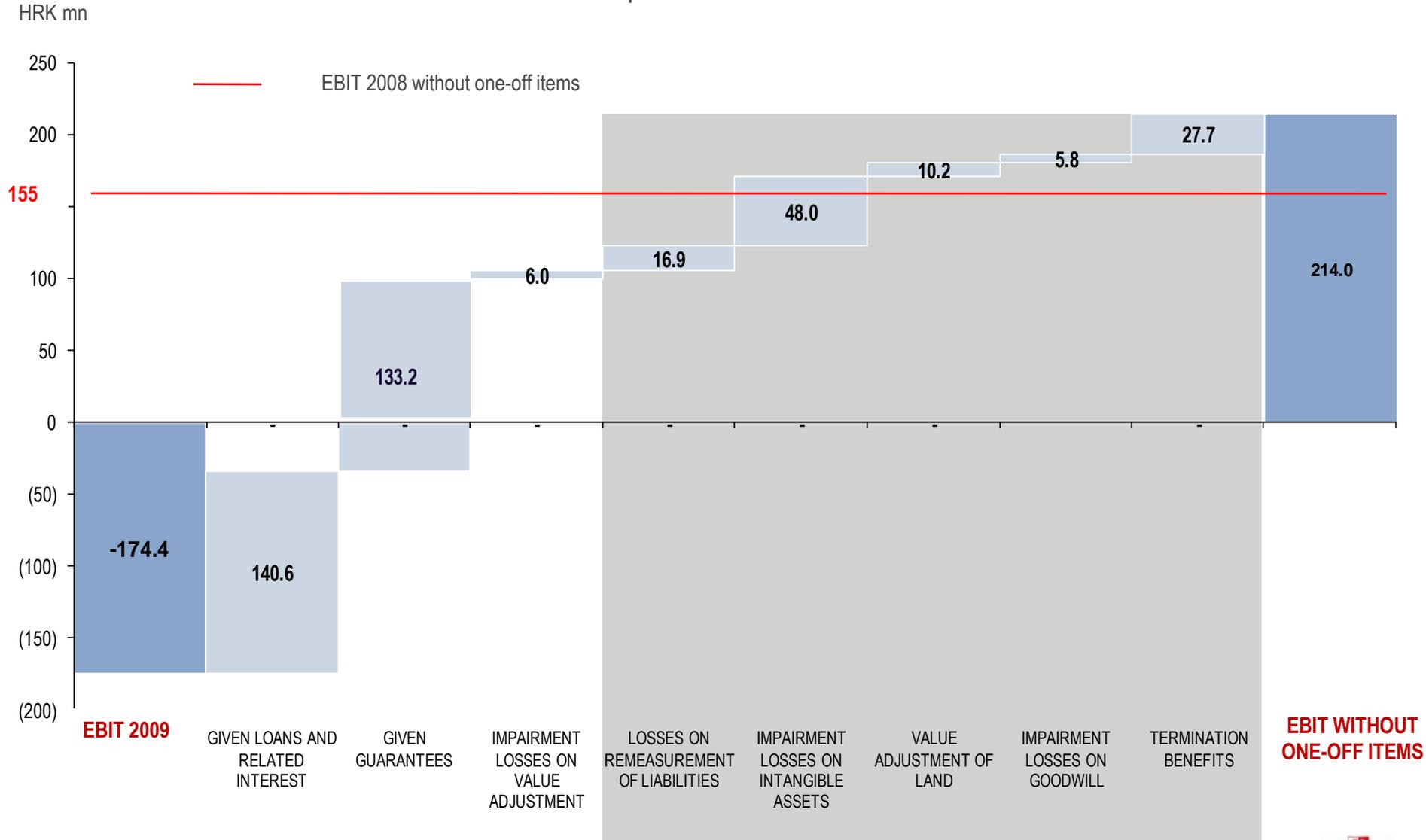


Podravka Group business results

PODRAVKA GROUP	HRK mn					
	REPORTED RESULTS		RESULTS CORRECTED FOR ONE-OFF ITEMS		<i>change reported results</i>	<i>change results corrected for one-off items</i>
	2009	2008	2009	2008	2009 / 2008	2009 / 2008
Sales	3,587.1	3,660.0	3,587.1	3,660.0	-2%	-2%
Gross profit	1,445.5	1,485.8	1,445.5	1,485.8	-3%	-3%
EBITDA	-17.8	321.4	369.6	311.9	-106%	18%
EBIT	-174.4	161.4	214.0	155.4	-208%	38%
Net profit	-288.1	47.6	100.3	41.6	-705%	141%
<i>Profit margins %</i>						
Gross margin	40.3	40.6	40.3	40.6	-30bp	-30bp
EBITDA margin	-0.5	8.8	10.3	8.5	-930bp	170bp
EBIT margin	-4.9	4.4	6.0	4.2	-930bp	180bp
Net margin	-8.0	1.3	2.8	1.1	-930bp	170bp

EBIT without one-off items

Podravka Group EBIT for 2009 without one-off items



Business results of SBA Food & Beverages

SBA FOOD & BEVERAGES		HRK mn					
		REPORTED RESULTS		RESULTS CORRECTED FOR ONE-OFF ITEMS		<i>change reported results</i>	<i>change results corrected for one-off items</i>
		2009	2008	2009	2008	2009 / 2008	2009 / 2008
Sales		2,829.7	2,922.7	2,829.7	2,922.7	-3%	-3%
Gross profit		1,048.5	1,063.1	1,048.5	1,063.1	-1%	-1%
EBITDA		-153.0	171.2	224.8	160.4	-189%	40%
EBIT		-267.8	51.5	110.1	40.7	-620%	170%
Net profit		-332.5	-24.8	45.3	-35.5	-1242%	227%
Profit margins %							
Gross margin		37.1	36.4	37.1	36.4	70bp	70bp
EBITDA margin		-5.4	5.9	7.9	5.5	-1.130bp	240bp
EBIT margin		-9.5	1.8	3.9	1.4	-1.130bp	250bp
Net margin		-11.8	-0.8	1.6	-1.2	-1.100bp	280bp

Business results of SBA Pharmaceuticals

SBA PHARMACEUTICALS		HRK mn					
		REPORTED RESULTS		RESULTS CORRECTED FOR ONE-OFF ITEMS		<i>change reported results</i>	<i>change results corrected for one-off items</i>
		2009	2008	2009	2008	2009 / 2008	2009 / 2008
Sales		752.7	730.9	752.7	730.9	3%	3%
Gross profit		396.9	422.6	396.9	422.6	-6%	-6%
EBITDA		135.2	150.2	145.7	155.0	-10%	-6%
EBIT		93.4	109.9	104.0	114.7	-15%	-9%
Net profit		44.5	72.4	55.0	77.1	-39%	-29%
Profit margins %							
Gross margin		52.7	57.8	52.7	57.8	-510bp	-510bp
EBITDA margin		18.0	20.6	19.4	21.2	-260bp	-180bp
EBIT margin		12.4	15.0	13.8	15.7	-260bp	-190bp
Net margin		5.9	9.9	7.3	10.5	-400bp	-320bp

Podravka Group balance sheet (summary)

PODRAVKA GROUP HRK mn	31 /12/2009	31/12/2008
Non-current assets	2,131.3	2,269.3
Current assets	2,005.4	2,365.8
<i>Inventories</i>	646.8	631.8
<i>Trade and other receivables</i>	1,187.0	1,286.9
<i>Cash and cash equivalents</i>	145.3	419.2
<i>Other current assets</i>	26.3	27.9
TOTAL ASSEST	4,136.7	4,635.1
Shareholders' equity*	1,597.7	1,889.3
Non-current liabilities	826.1	952.0
<i>Long-term borrowings</i>	789.2	916.3
<i>Other non-current liabilities</i>	36.8	35.7
Current liabilities	1,678.6	1,759.6
<i>Trade and other payables</i>	849.1	884.5
<i>Short-term borrowings</i>	805.1	858.5
<i>Other current liabilities</i>	24.5	16.7
TOTAL EQUITY AND LIABILITIES	4,136.7	4,635.1

* attributable to the equity holders of the parent

DEBT RATIOS**	31 /12/2009	31/12/2008
Debt/ equity*	100%	94%
Debt / assets	39%	38%
Net debt	1,449.0	1,355.5
Senior net Debt	3.9	4.3
Interest coverage	2.2	1.5

LIQUIDITY RATIOS**		
Cash ratio	0.2	0.5
Quick ratio	0.8	1.0
Current ratio	1.2	1.3

PROFITABILITY RATIOS**		
ROE	6.3%	2.2%
ROA	2.4%	0.9%

**ratios are calculated without one-off items

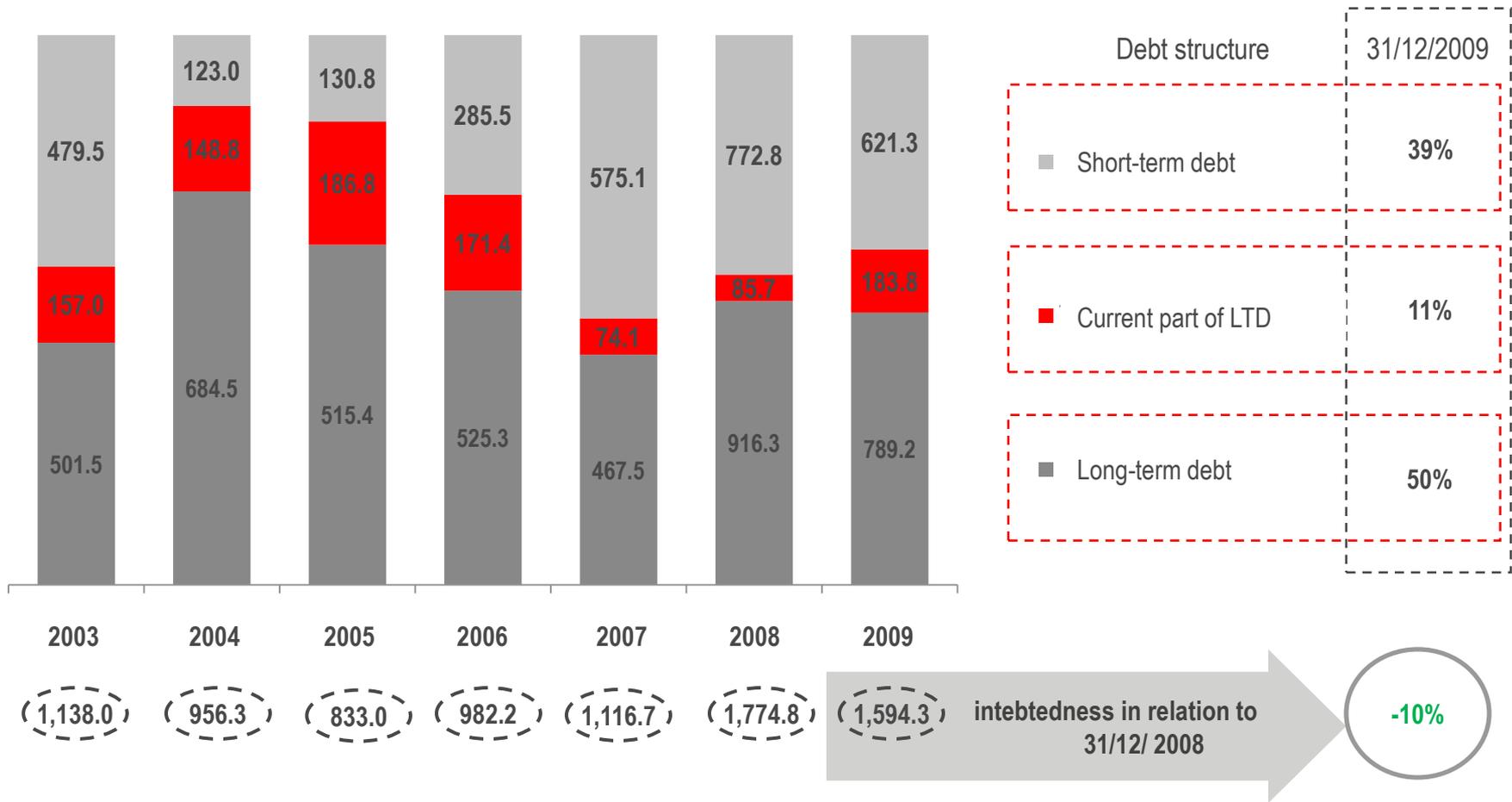
Podravka Group indebtedness movement

Indebtedness movement and debt structure

2003 - 2009

100%

HRK mn

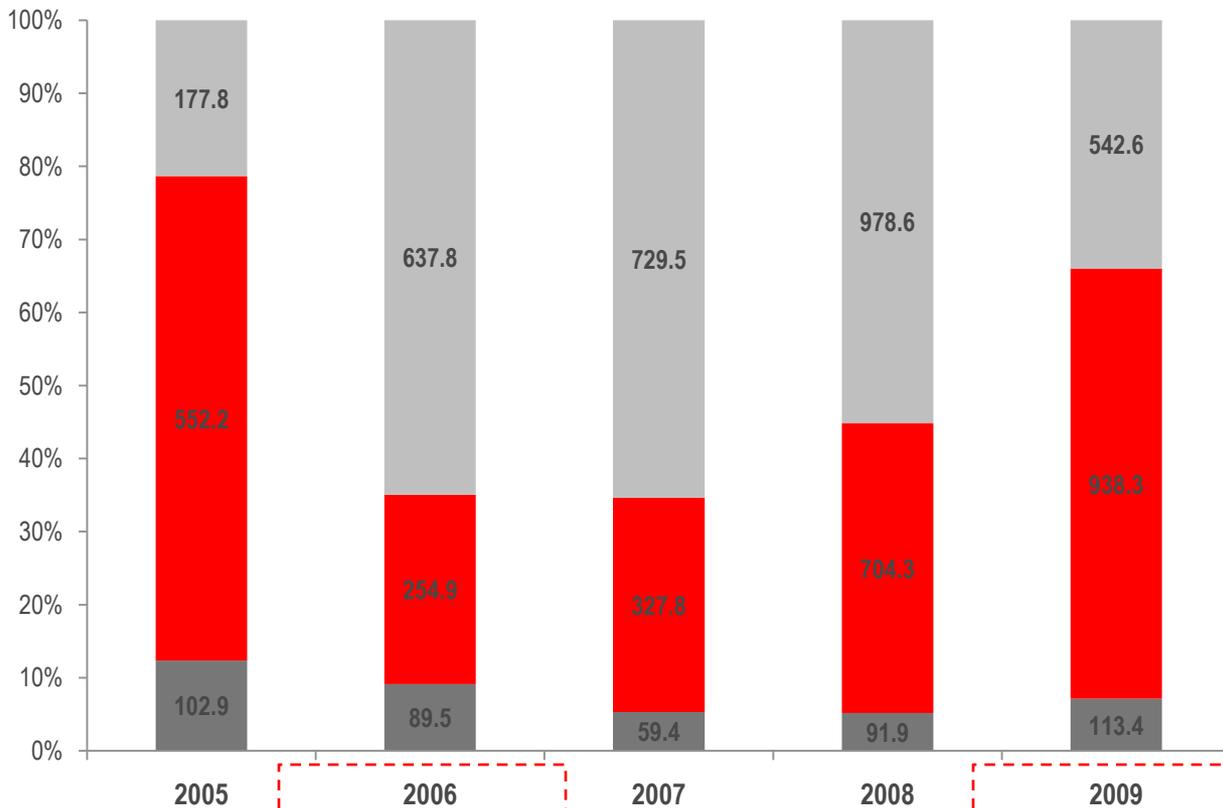


Currency structure of the Group's debt

Currency structure of the Group's debt

2005 - 2009

HRK mn



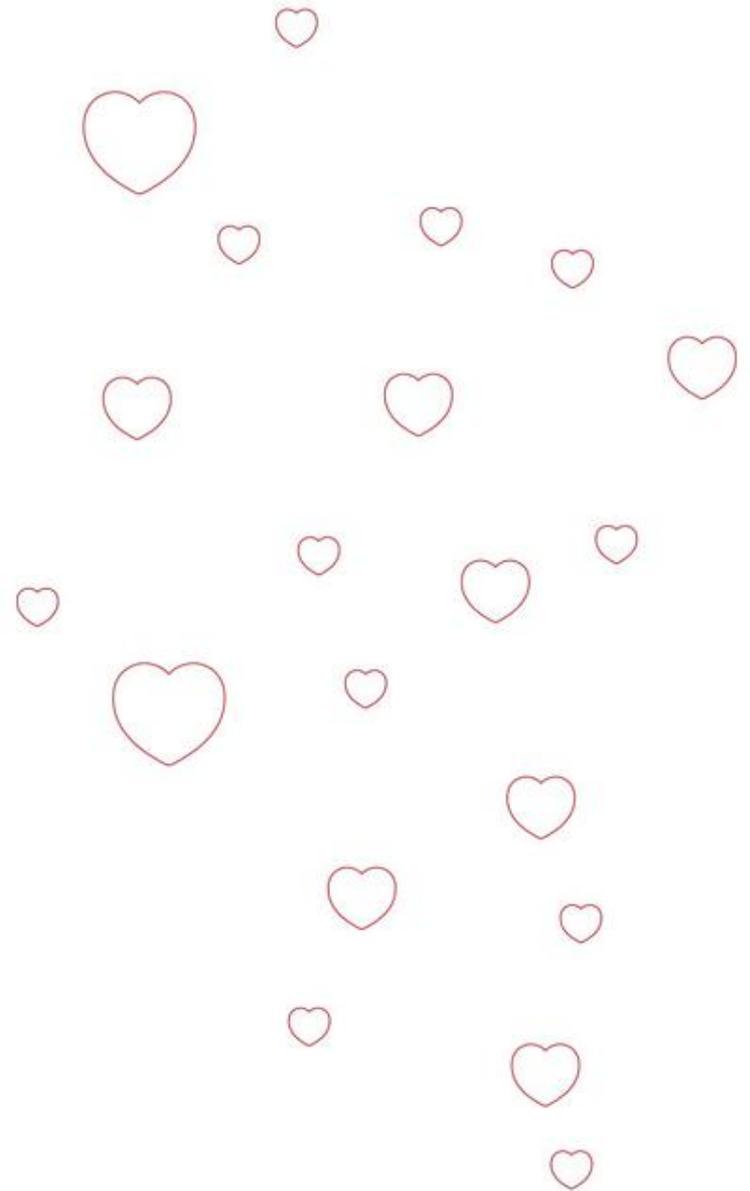
2006
debt refinancing by new corporate bond denominated in HRK

2009
first tranche of commercial bills

	Debt structure per currency on 31/12/2009		2009 / 2008
■ HRK	34%		-45%
■ EUR	59%		+33%
■ other currencies	7%		+23%



Costs / expenses

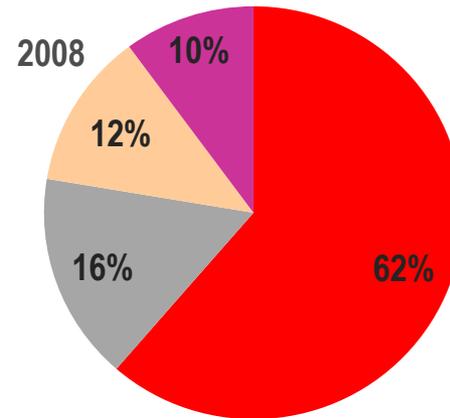
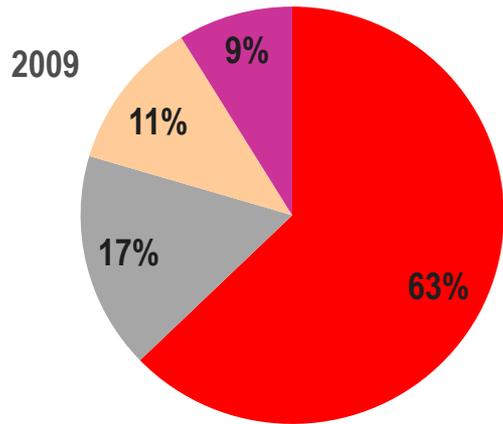


Structure of operating costs / expenses

3,411.9 HRK mn

3,543.6 HRK mn

COST / EXPENSES



	2009 / 2008	% of sales 2008	% of sales 2008
■ Cost of goods sold	-1%	60%	← 59%
■ Selling & distribution costs	-1%	16%	← 16%
■ Marketing expenses	-9%	11%	← 12%
■ General & administrative expenses	-16%	8%	← 10%
■ TOTAL	-4%	95%	← 97%

Marketing activities of SBA Pharmaceuticals in 2009

Belmiran[®] DAN ublažava napetost i stres

Belmiran[®] SAN osigurava mirnu noć i kvalitetniji san

7 Me izdava novitacije
7 Trajanje primjene nije ograničeno.

Vrijeme je alergija, otkrijte Belodin.

Bezreceptni lijek za vašu alergiju.

Bezreceptni lijek za vašu alergiju. Belodin je siguran i učinkovit lijek za alergiju. Nema potrebe za prethodnom konzultacijom s liječnikom. Belodin je siguran i učinkovit lijek za alergiju. Nema potrebe za prethodnom konzultacijom s liječnikom.

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LUPOCET[®]

Snižava povišenu temperaturu i uklanja bolove

Lupecet je lijek idealan za cijelu obitelj, oblicima i dozama prilagođen svakoj dobnoj skupini. Svi lijekovi iz Lupecet obitelji, baby čepčići, junior sirup, teen kapsule, tablete i šumeće tablete blagi su za želudac i sigurni za primjenu.

BELUPO HRVATSKA KVALITETA ZA EUROPSKU BUDUĆNOST

praktičan na putu, na poslu, kod kuće
ugodnog okusa jagode otapa se u ustima - bez vode

NEOFEN direkt

EURAND MICROCAPS[®] tehnologija

BELUPO NEOFEN direkt - Pametniji od bolova

Prije primjene obavezno pročitajte uputu! Za obavijesti o indikacijama, mjerama opreza i nuspojavama upitajte ljecnika ili sekamika.

Zelite

čisti ten • zdravu i sjajnu kosu • čvrste nokte?

Rješenje za Vas su **BEVITAL[®]** dražeje

BEVITAL[®] dražeje sadrže:

- inaktivni pivski kvasac – najbogatiji prirodni izvor vitamina B kompleksa, esencijalnih aminokiselina, visokovrijednih bjelanjčevina i minerala
- vitamin C

Vitaminski kompleks poboljšava prokrvljenost kože, sprječava njeno prebrzo isušivanje i omogućuje regeneraciju površinskog sloja kože. Sudjeluje u važnim metaboličkim procesima u kožnoj kosi. Esencijalne amino kiseline iz pivskog kvasca važni su sastojci keratina te omogućuju pravilnu keratinizaciju kose. Vitamin C ima važnu ulogu u stvaranju kolagena i obnavljanju stanica kože te ima antioksidativno djelovanje. Dime opreza: Izbijetno izbjegavati radikalni koji mogu uzrokovati isušivanje, beranje i prerano starenje kože.



Primjena: 3 x 2 dražeje na dan tijekom mjesec dana

BEVITAL[®] - jer zdravlje i ljepota izvire iznutra!

Bevital info telefon: 0800 20 30 40
E-mail: bezreceptni@bep.hr



Awards in 2009

Trusted Brands Croatia 2009 Awarded by: Reader's Digest

In the category of all-purpose seasonings, Podravka's brand Vegeta was awarded, while Podravka's brand Lino was awarded in the category of baby food, second time in a row. Belupo's brand Neofen received the same award in the category of painkiller drugs.



Produkt Roku Poland 2009 Awarded by: Produkt Roku

According to independent consumer research, Podravka's Chopped Tomato and Pelati have won the award Product of the year in Polish market.



Superior Taste Award Awarded by: International Taste & Quality Institute, Bruxelles

Podravka's Plum Jam and Sardines in Olive Oil received the Superior Taste Award for excellent taste and high product quality.



Hit FMCG - Poljska Awarded by: Życie handlowe (polish journal for traders)

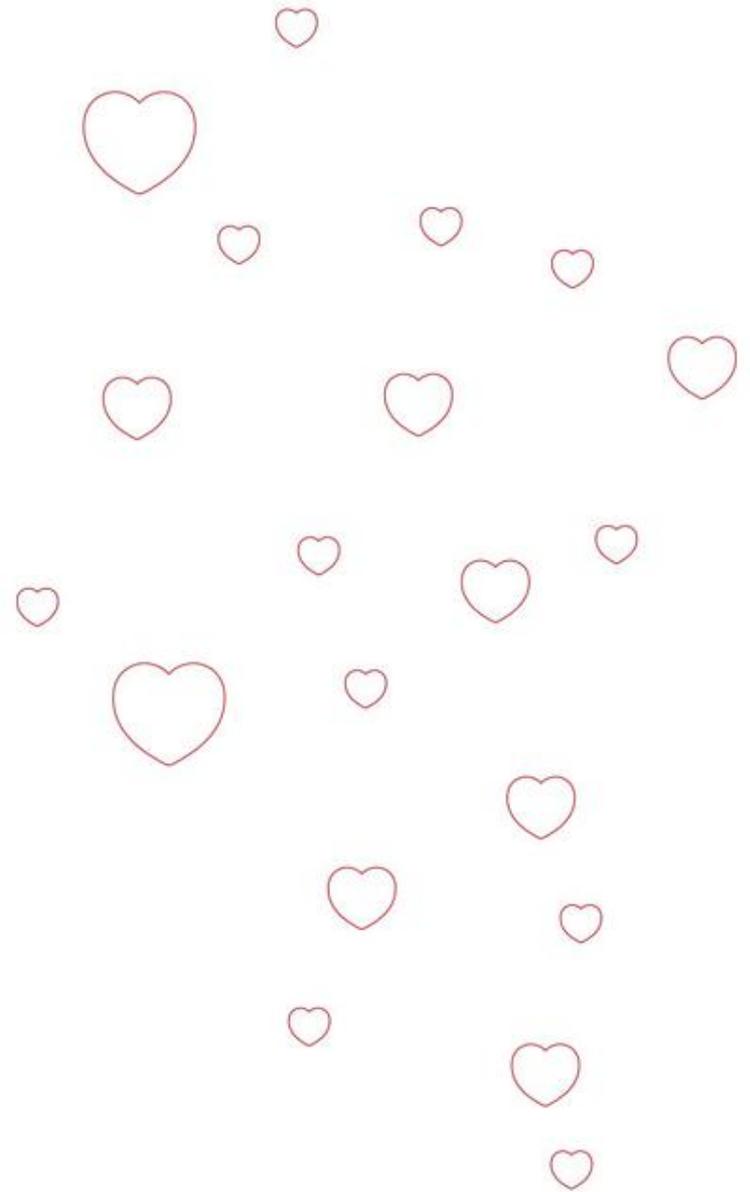
In the category of all-purpose seasonings, Vegeta took the first position, and Podravka's brand Warzywko took the second position.



CERTIFICATE

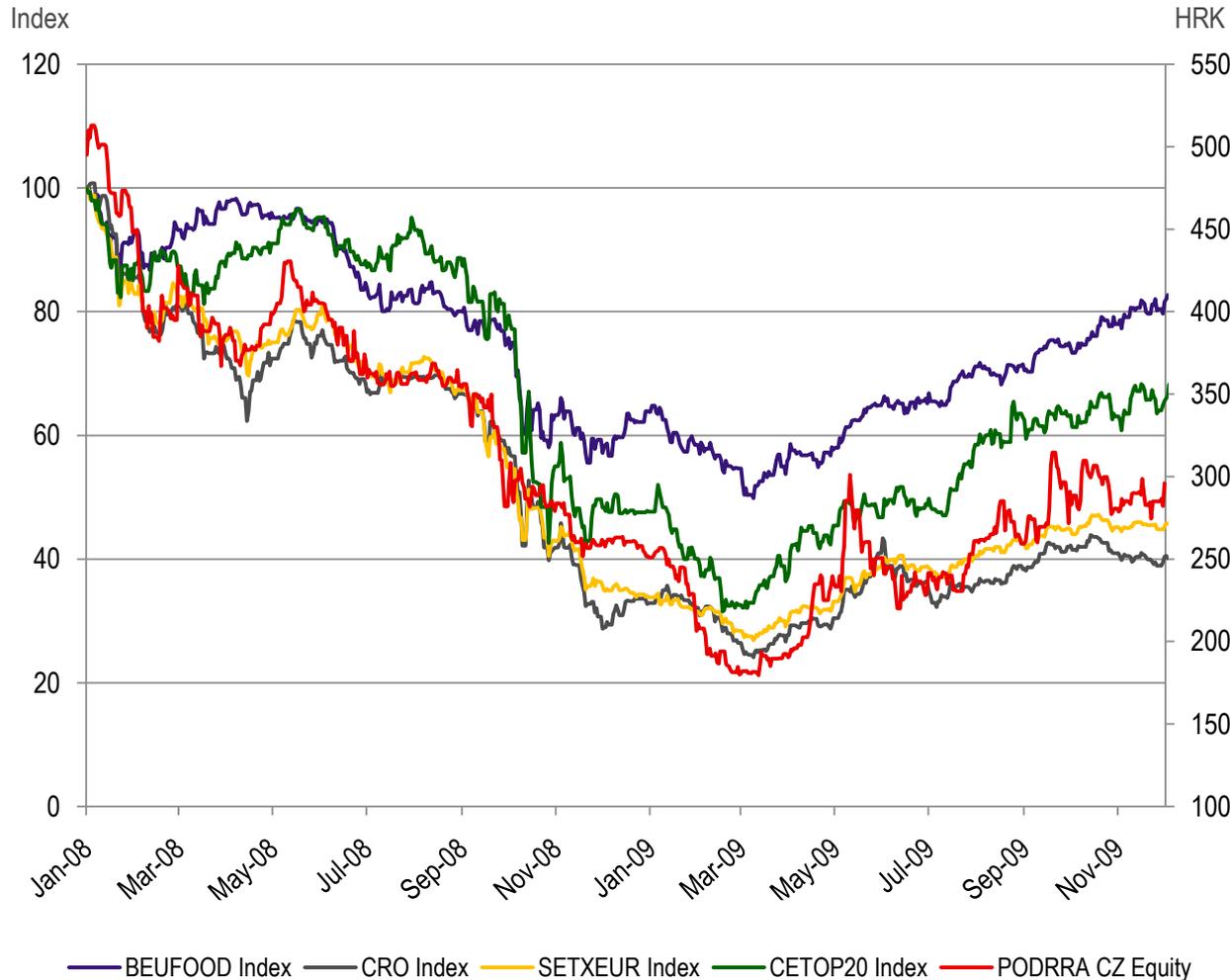


Share



Comparative indices movement

January 2008 - December 2009 (1st January 2008 = 100)



INDEX WEIGHTING (31/12/2009)

CROBEX	5.609%
SETX EUR	1.337%
CROX EUR	6.912%

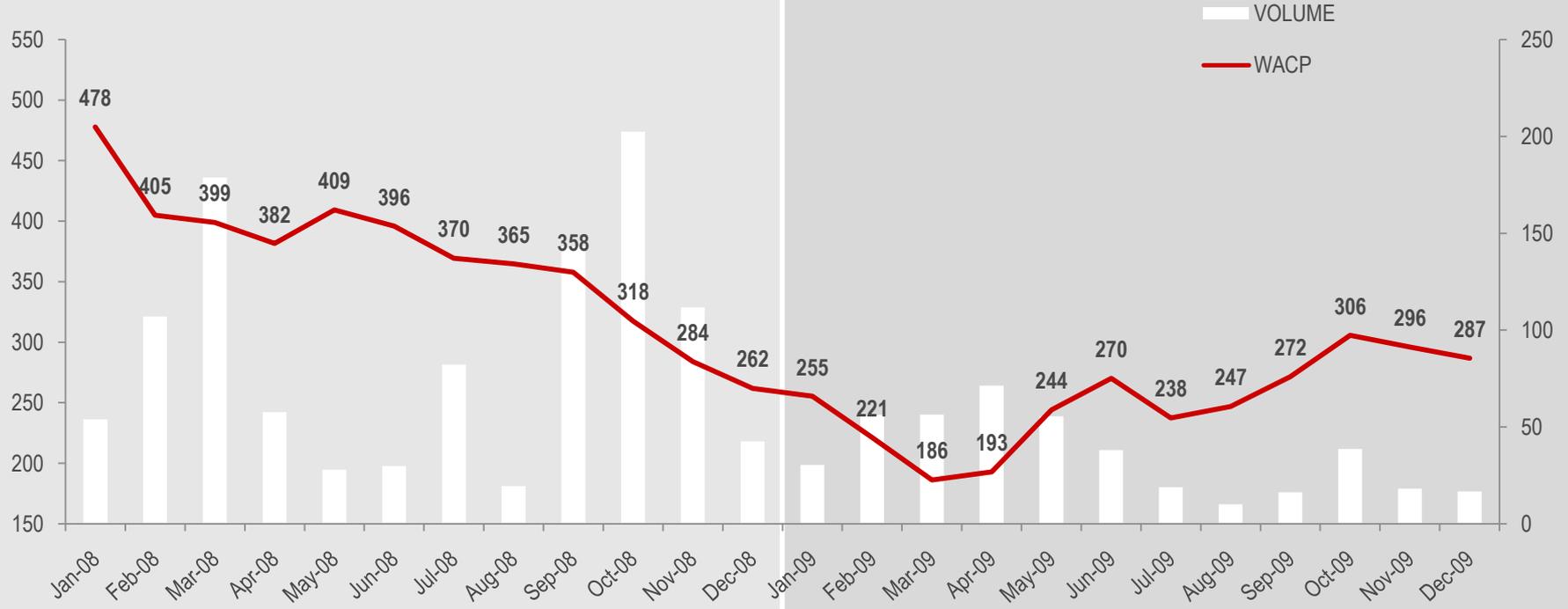
RECOMMENDATIONS

ERSTE	ACCUMULATE
HAAB	UNDER REVISION
RBA	HOLD

Share price and volume movement

HRK

'000 pieces

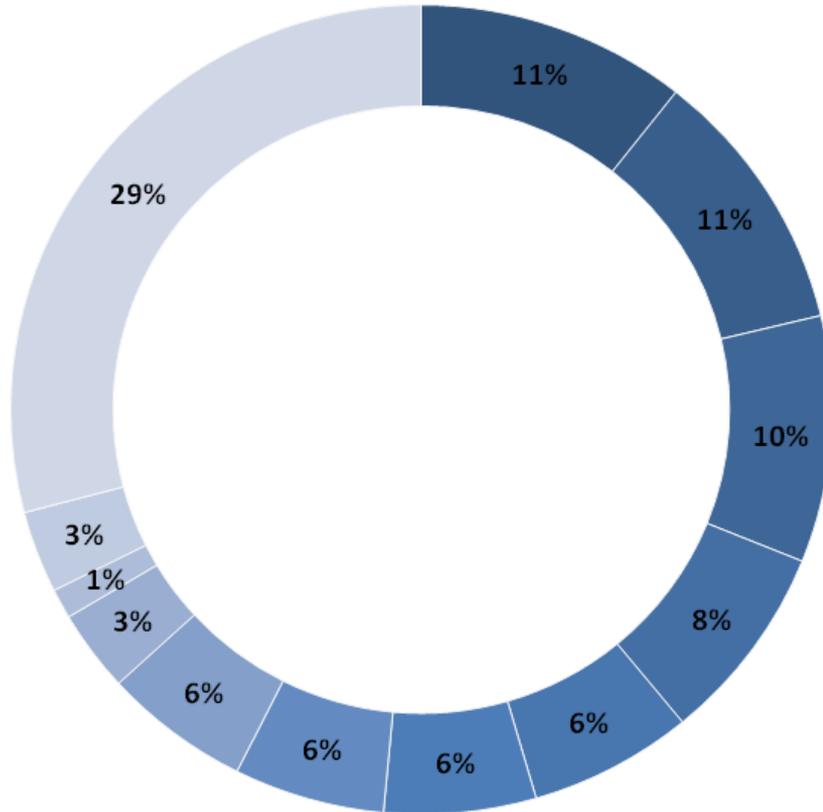


	2008	2009		2008	2009
Close price	261.00	296.99	EPS	8.9	-54.9
Highest price	514.00	338.50	P/E	29.2	-5.4
Lowest price	237.00	176.00	BVPS	348.6	294.8
WACP	361.14	238.39	P/B	0.8	1.0
Turnover (HRK mn)	375.50	100.45	P/S	0.4	0.5
Market capitalization (HRK mn)	1,414.60	1,609.70	P/EBIT	8.8	-9.2
			P/EBITDA	4.4	-90.4



Shareholders structure

Shareholders structure as of 31/12/2009



▶ **Top 10** 68.2%

▶ **Others** 31.8%

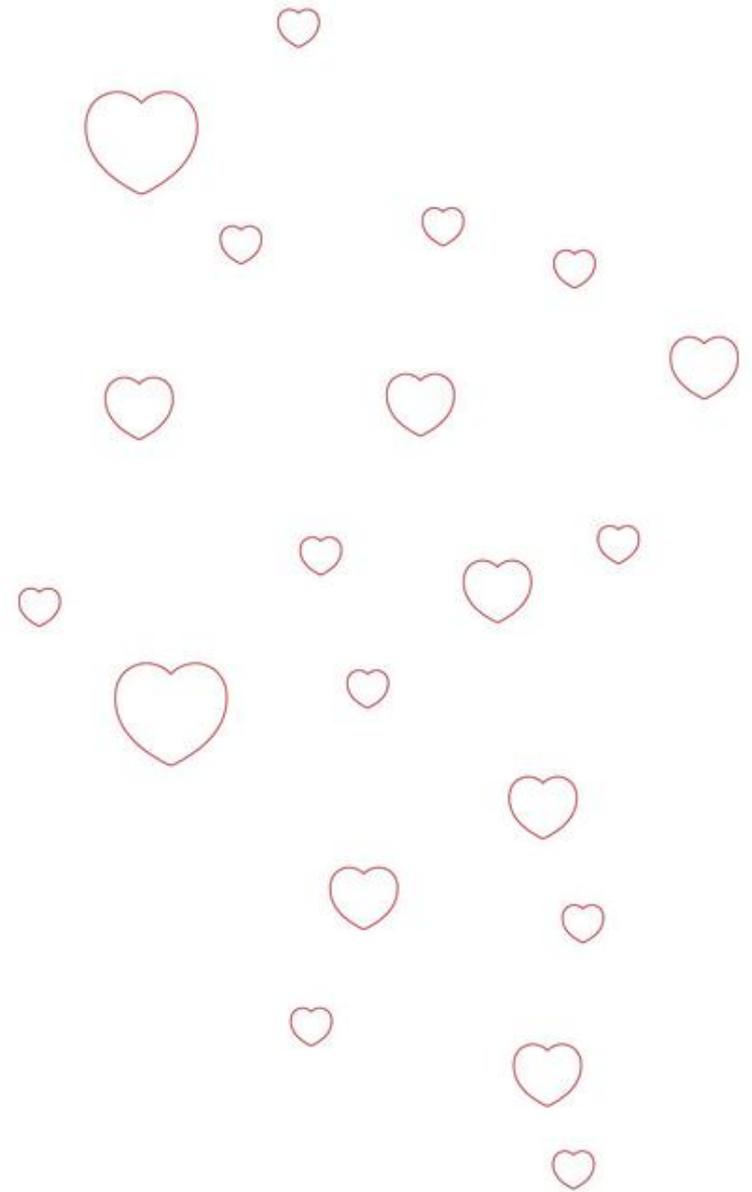
■ FIMA AMI Ltd.	576,880
■ CPF/CIPI	575,598
■ CPF	534,170
■ Unicredit Bank Austria AG	449,798
■ PBZ Croatia osiguranje MPF	349,974
■ Erste plavi MPF	325,163
■ AZ MPF	324,291
■ Kapitalni fond d.d.	321,804
■ Raiffeisen MPF	176,512
■ Slavonski closed end fund	64,433
■ Treasury account	177,511
■ Others	1,543,869

Number of shares 5,420,003

Number of shareholders 14,849

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

Guidelines for 2010



Guidelines for 2010

organic **growth** / **development** of new products

strengthening of market shares / key brands and categories **extension**

improvement of operating **efficiency** / **optimization** of business processes / cost **control**

indebtedness **reduction** / financial **stability**

2010

planned SALES GROWTH +2%

planned EBITDA margin 12%

planned EBIT margin 6%

Always with a heart



Investor Relations

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www.podravka.com