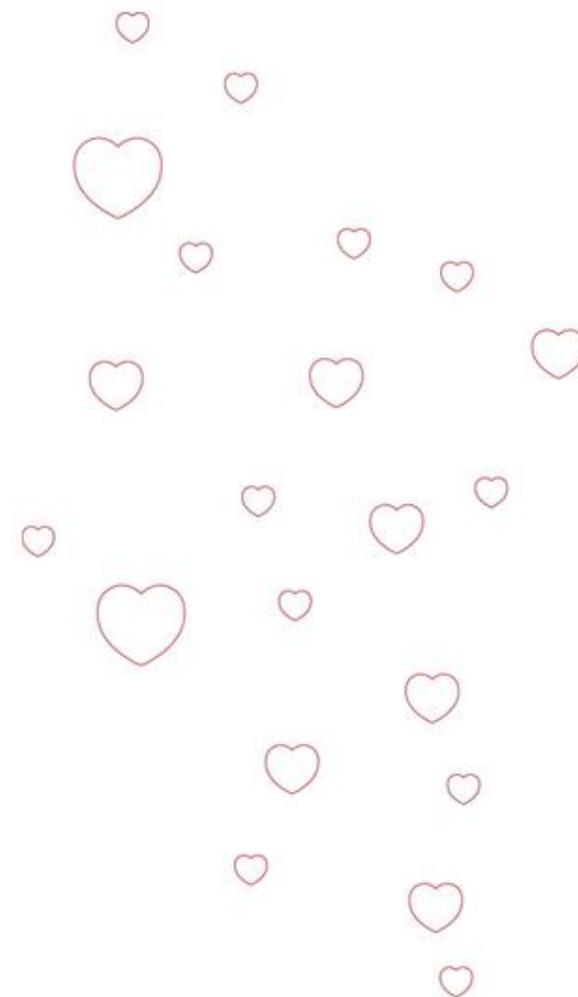


Podravka Group

Business results for year 2008



Content

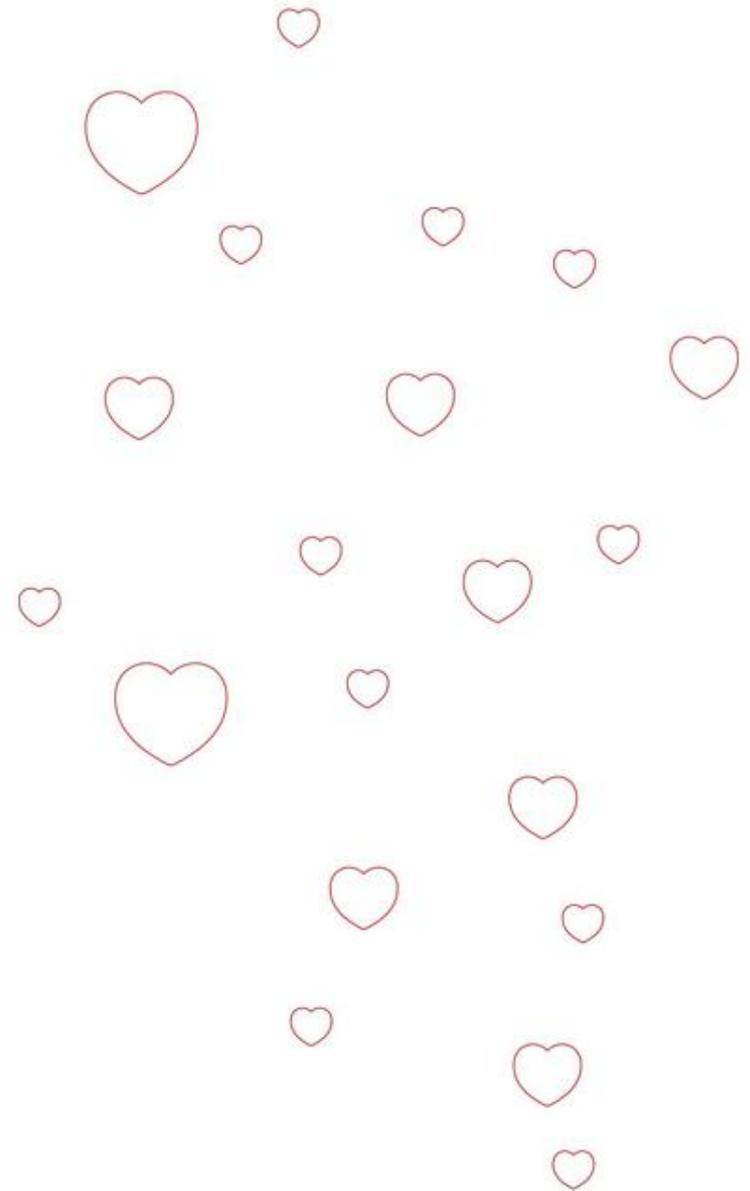
Overview of key events 2008

Sales

Business results

Costs / Expenses

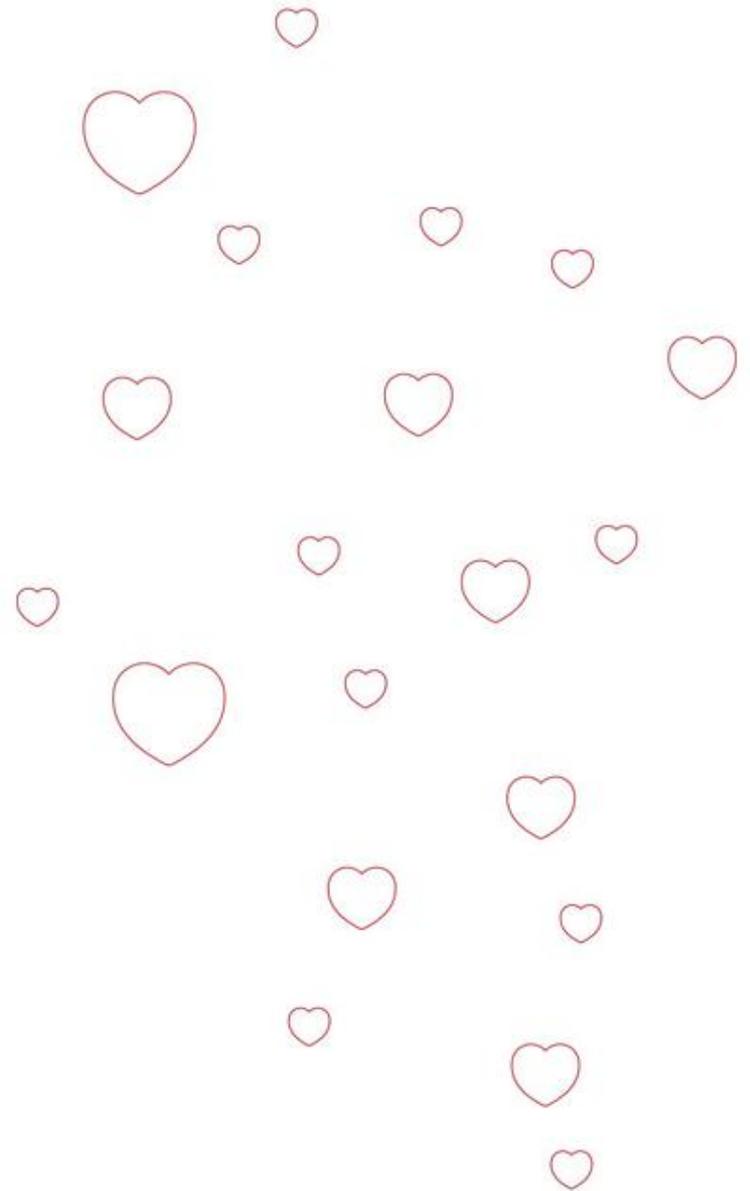
Share



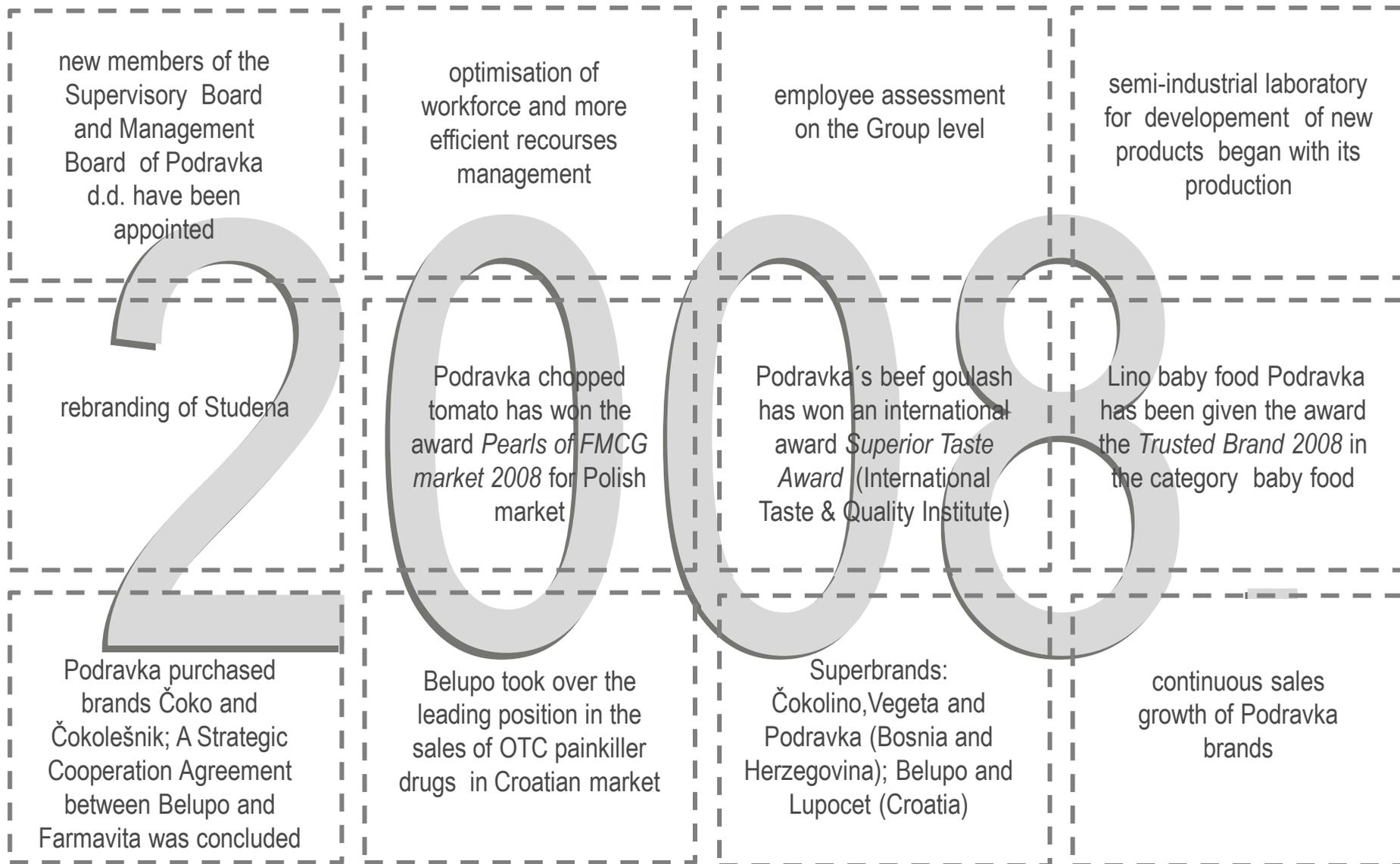
Disclaimer

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 2008

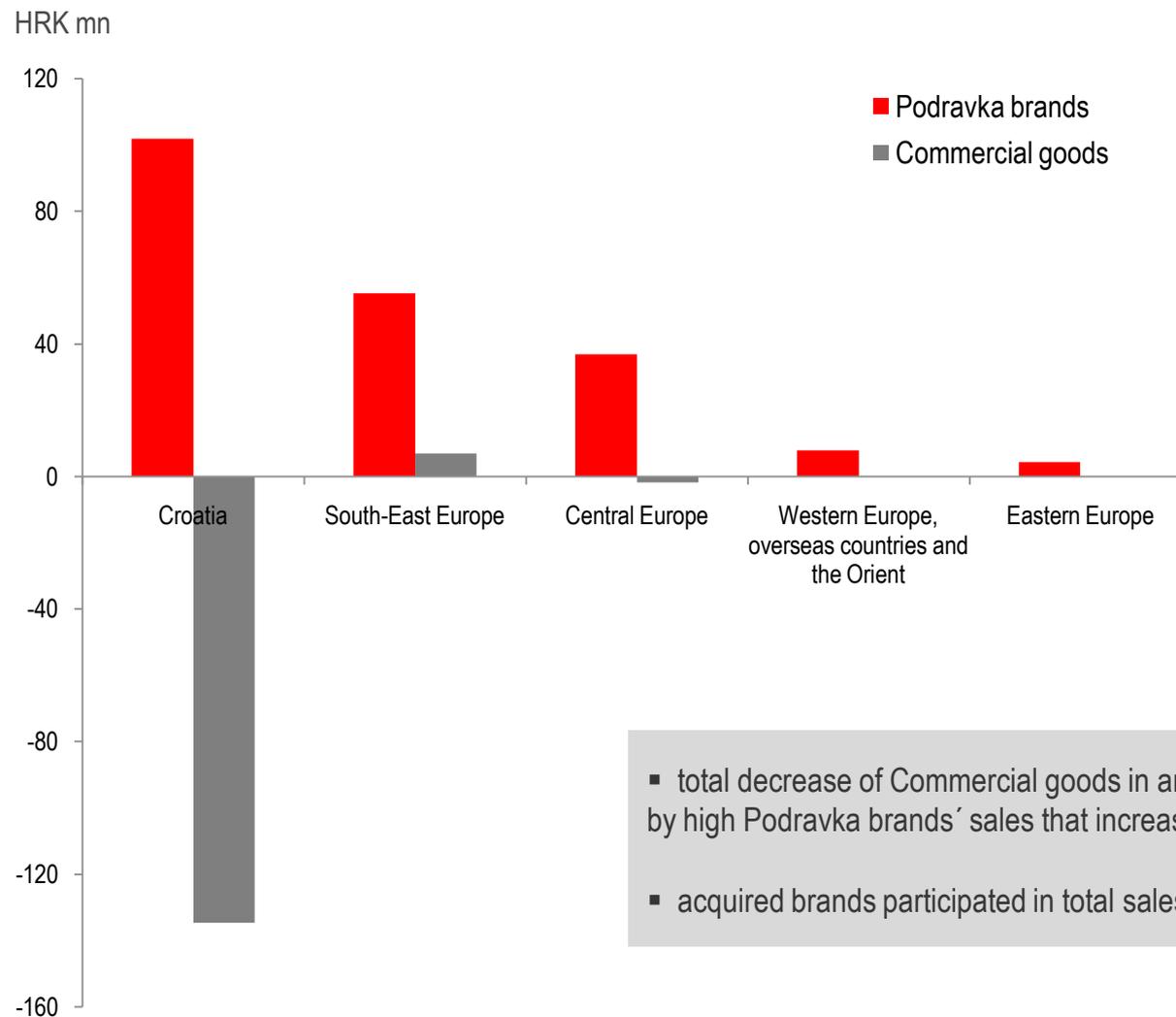


Overview of key events 2008



Sales movement of SBA Food and beverages

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



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.



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 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.



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.

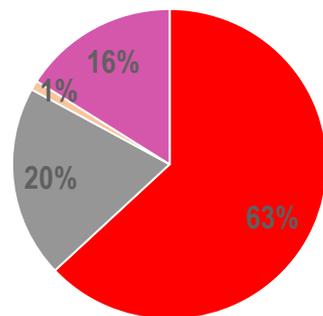


NEOFEN plus gel alleviates pain and reduces inflammation and is applied for local treatment of neck, back, joint and muscle pain, swelling caused by sprains and other accidents and sports injuries, rheumatic pain and neuralgia.

Investments and acquisitions

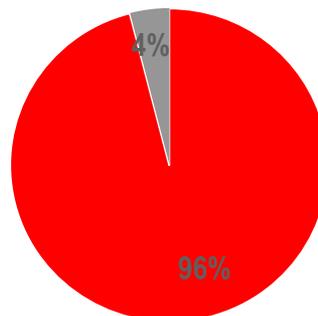
| | |
|-------------------|--------------|
| TOTAL INVESTMENTS | HRK 403.0 mn |
| ACQUISITIONS | HRK 265.6 mn |
| INVESTMENTS | HRK 137.4 mn |

Investments by SBA



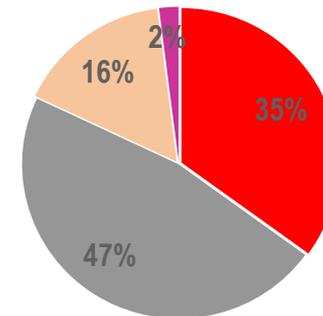
- Food & beverages
- Pharmaceuticals
- Services
- Corporate functions

Investments by countries



- Croatia
- Foreign countries

Investments by nature



- Buildings
- Equipment
- Intangible assets
- Other

Acquisition cycle in 2008

Čokolešnik and Čoko (Slovenia, 2008)



Čokolešnik
Čoko

Čokolešnik and Čoko are famous regional brands in breakfast cereals segment

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



FARMAVITA

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)



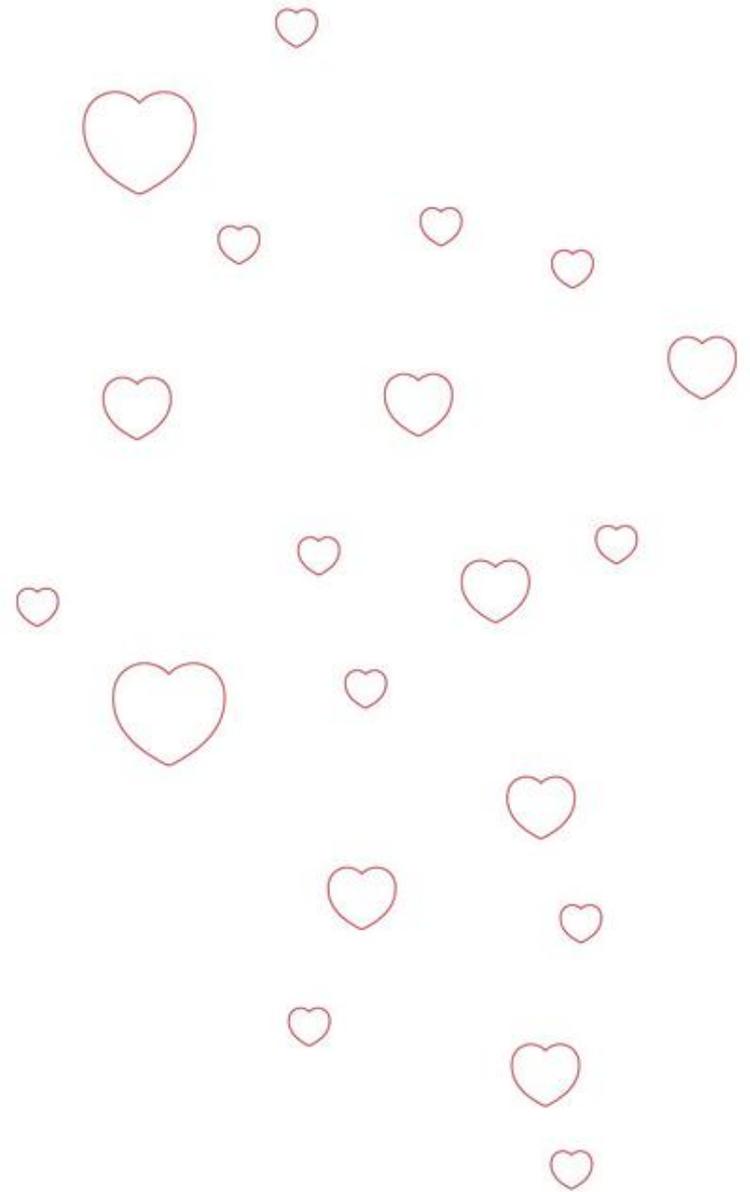
Lero

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

Pharmacies (Croatia, 2008)

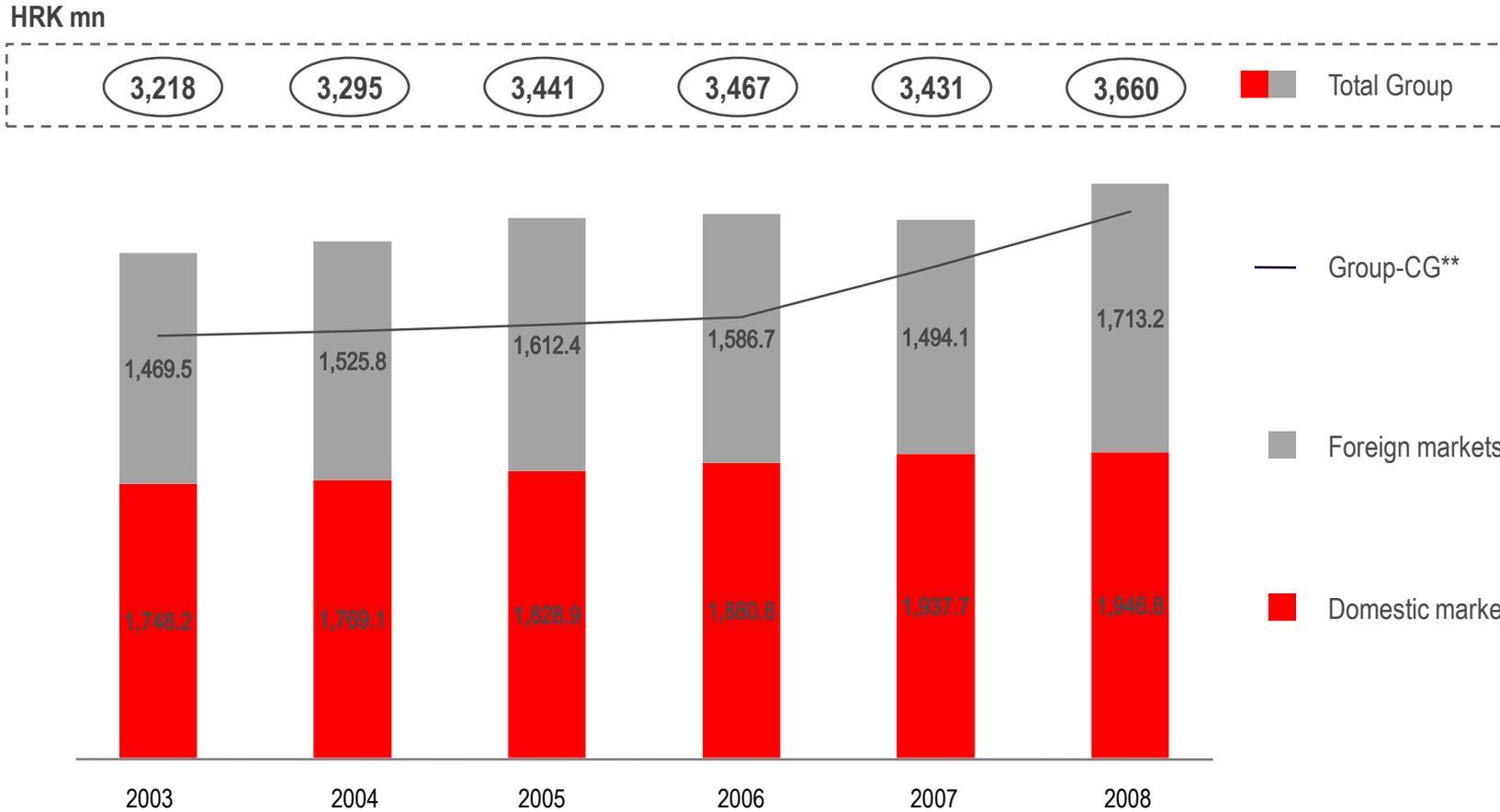
Pharmacy Romih
Pharmacy Crnošija
Pharmacy Kuruc
Pharmacy Sobol - Šnajdar
Medical institution Derjanović Pharm

Sales



Sales of the Podravka Group

Sales growth on domestic and foreign markets 2003 – 2008



CAGR*
2003 – 2008

2.2%

4.4%

2.6%

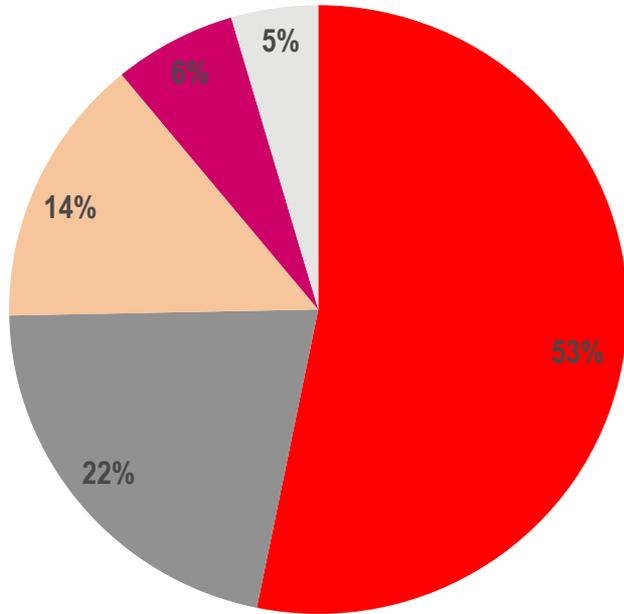
1.8%

*Compound Annual Growth Rate

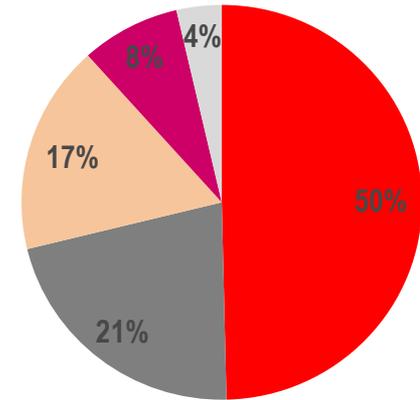
**Group-CG Group without Commercial goods

Sales structure per markets

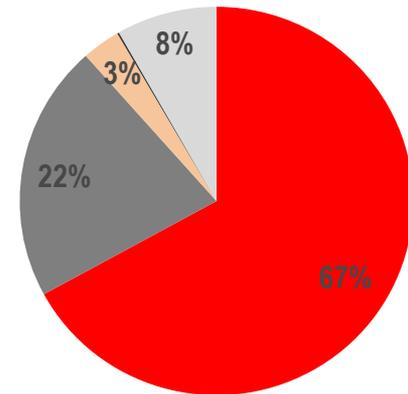
Sales structure per markets for Podravka Group



Sales structure of SBA Food & beverages per markets

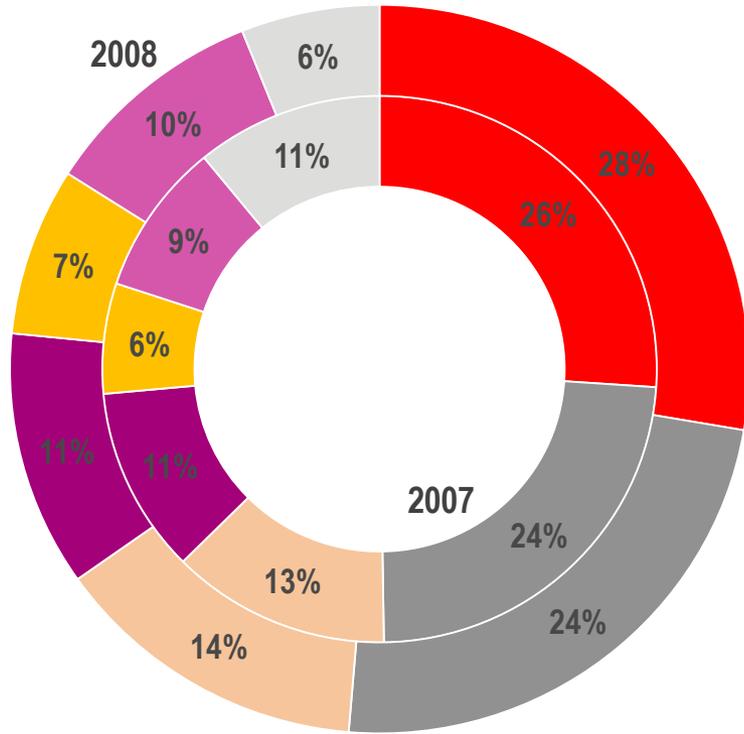


Sales structure of SBA Pharmaceuticals per markets



- 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, USD, Scandinavia, Switzerland, Great Britain, other countries of WE)
- Eastern Europe (Pribaltic, Romania, Russia, Ukraine, other countries of EE)

SBA Food & beverages



- Podravka dishes
- Food seasonings
- Meat products and Canned fish
- Baby food, Sweets & Snack
- Beverages
- Other (F&B)
- Commercial goods



+4%

+9%

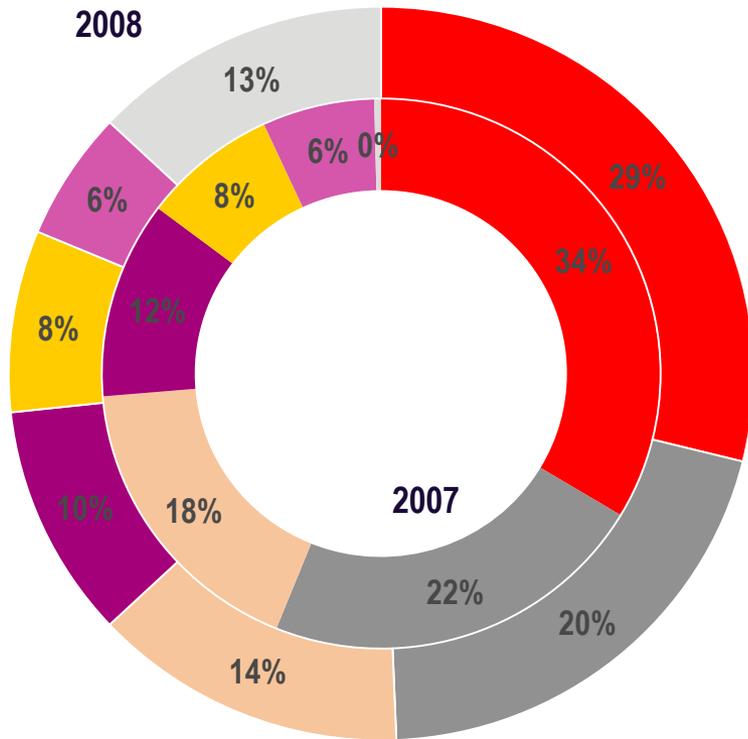
Sales of SBA Food & beverages **HRK 2,924.5 mn**

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

+5%

Sales of SBA Pharmaceuticals HRK 729.0 mn

Sales growth of SBA Pharmaceuticals +5%

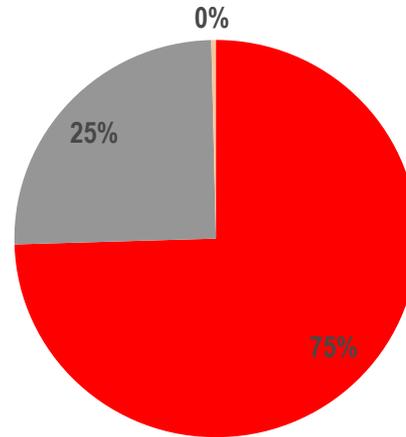


Croatian market

Market characteristics

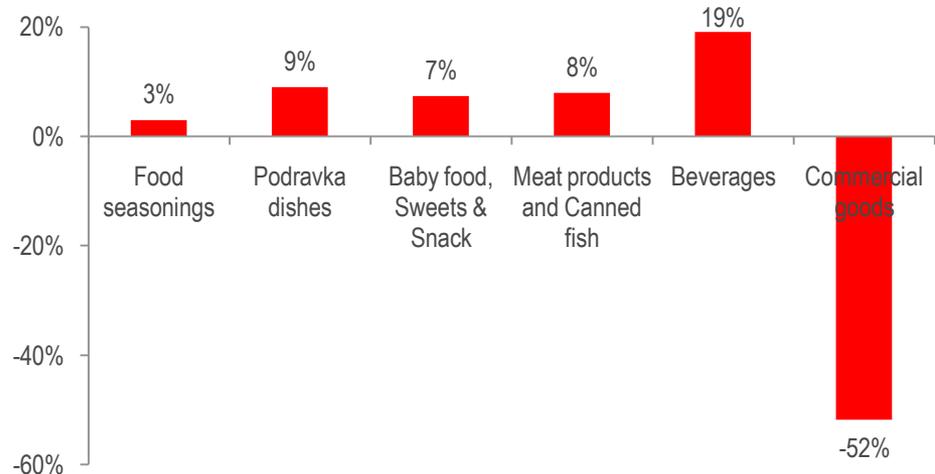
| | |
|---|----------------|
| total sales | HRK 1,946.8 mn |
| total sales increase | +0,5% |
| sales increase of Podravka brands | +9% |
| sales decrease of Commercial goods | -52% |
| sales decrease of Commercial goods was replaced by increased sales of Podravka brands | |
| continous growth of Eva canned fish | +16% |
| sales growth of prescribed drugs | +3% |
| sales growth of OTC drugs | +6% |
| Belupo bought Pharmacies Deltis Pharm and Pharmacies Derjanovic | |

Sales per SBA



| SBA Category | change |
|------------------|--------|
| Food & beverages | -1% |
| Pharmaceuticals | +5% |
| Services * | -7% |

Sales growth of categories SBA F&B



* 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 0.2%.



Market characteristics

total sales **HRK 786.7 mn**

total sales increase **+23%**

sales increase of Podravka brands **+11%**

sales increase of Podravka dishes **+11%**

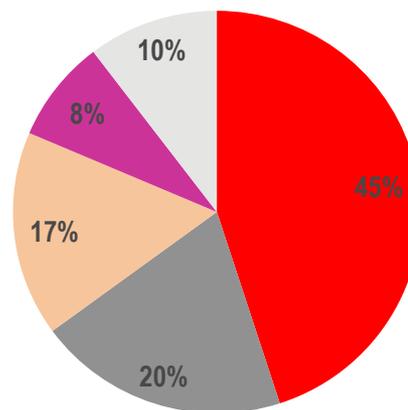
strong sales growth of canned fish **+31%**

Slovenia: sales decrease of Pharmaceuticals **-30%**

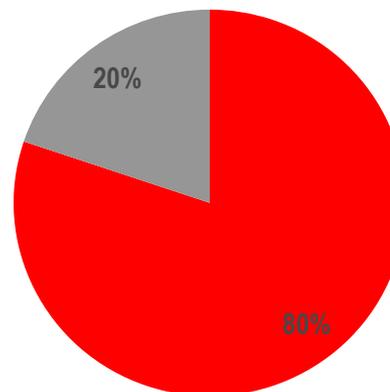
Slovenia: acquisition of brands Čokolešnik i Čoko

B&H: strategic partnership of Belupo and Farmavita

Sales per countries



Sales per SBA



change

| | |
|------------------------|------|
| Bosnia and Herzegovina | +44% |
| Slovenia | +2% |
| Serbia | +20% |
| Macedonia | +2% |
| Other | +19% |

| | |
|------------------|-------|
| Food & beverages | +11% |
| Pharmaceuticals | +124% |

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

Market characteristics

total sales **HRK 524.6 mn**

total sales increase **+14%**

sales increase of Podravka brands **+11%**

sales growth of canned fish **+148%**

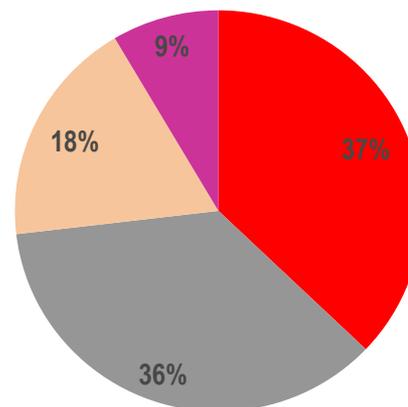
Czech: sales growth of rice and legumes **+18%**

Poland:sales growth of brand Warzywko **+88%**

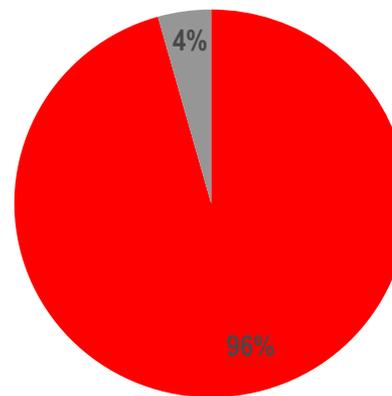
Poland: sales growth tomato products **+111%**

Pharmaceuticals: sales growth generated by growth of dermatologicals and drugs for nervous system

Sales per countries



Sales per SBA



change

Poland **+12%**
 Czech Republic **+23%**
 Slovakia **+7%**
 Hungary **+6%**

Food & beverages **+14%**
 Pharmaceuticals **+21%**

CE: Czech Republic, Hungary, Poland, Slovakia

Market characteristics

total sales **HRK 235.3 mn**

total sales increase: **+4%**

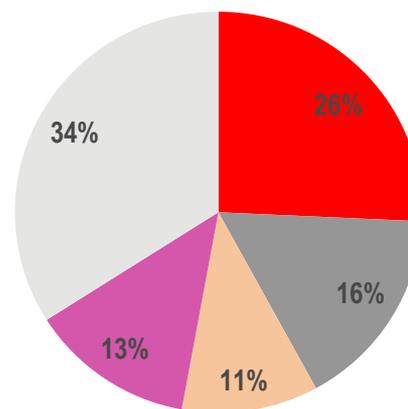
sales increase of Podravka brands **+4%**

Germany: sales increase of meat products **+80%**

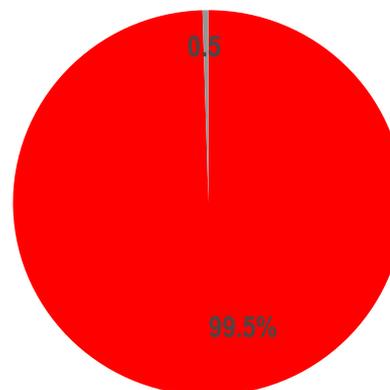
USA: sales increase of Vegeta **+37%**

Pharmaceuticals: entry on markets of Turkey and Libia

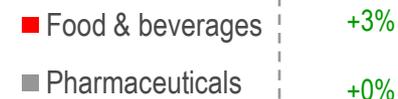
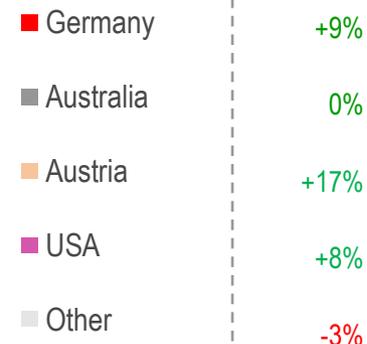
Sales per countries



Sales per SBA



change



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

Market characteristics

total sales **HRK 166.6 mn**

total sales decrease: **-1%**

sales increase of Podravka brands **+5%**

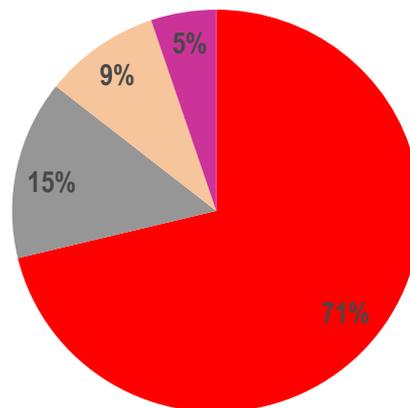
Russia: sales increase od Podravka dishes **+7%**

Russia: sales increase of soups **+12%**

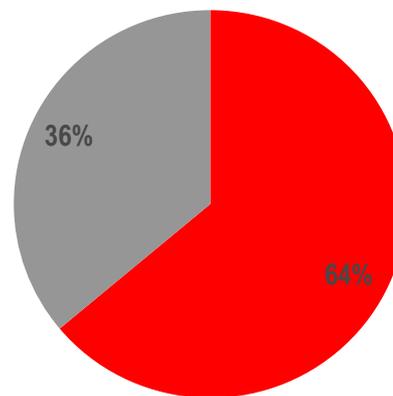
Romania: sales increase of food seasonings **+6%**

Romania: sales decrease of dermatologicals

Sales per countries



Sales per SBA



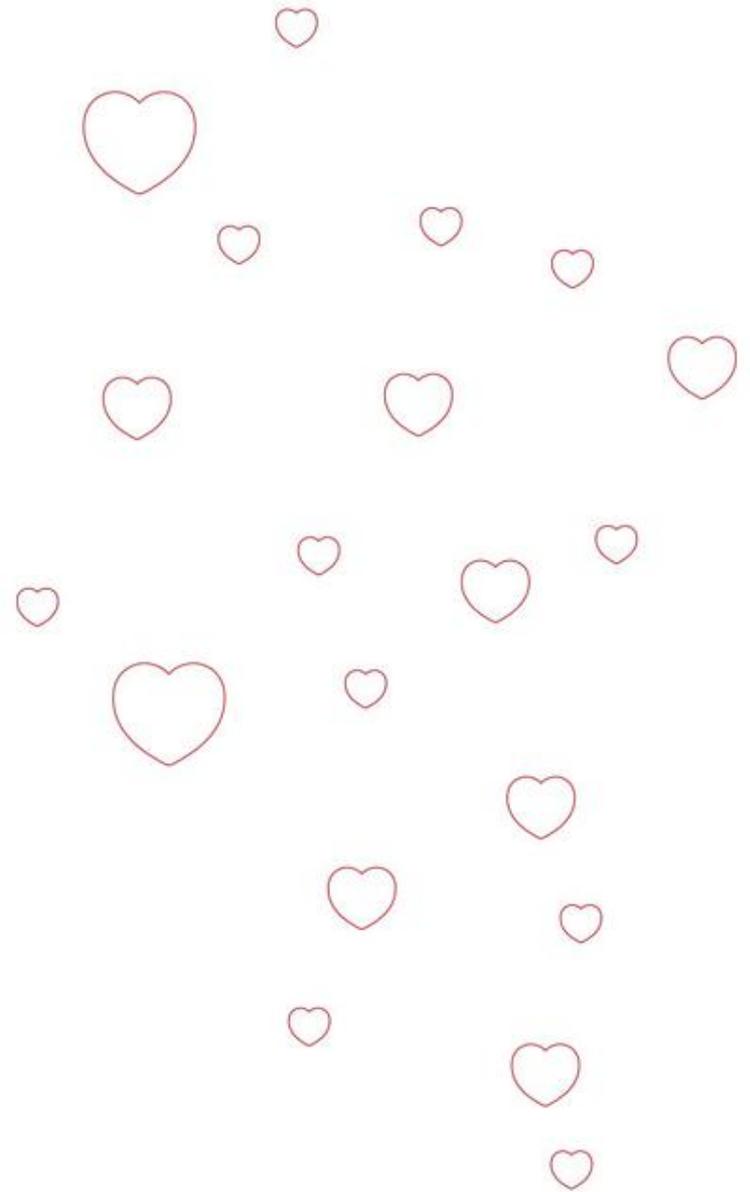
change

| | |
|-----------|-----|
| Russia | -2% |
| Romania | +7% |
| Pribaltic | -2% |
| Other | -1% |

| | |
|------------------|-----|
| Food & beverages | -2% |
| Pharmaceuticals | +1% |

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

Business results



Podravka Group business results for 2008

in millions of HRK

| | Podravka Group | | | SBA Food & beverage | | | 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 | 2,810.60 | 4% | 729.0 | 614.3 | 19% |
| Gross profit | 1,485.8 | 1,415.9 | 5% | 1,063.1 | 1,038.40 | 2% | 422.6 | 377.5 | 12% |
| EBITDA | 318.5 | 255.8 | 25% | 168.2 | 106.2 | 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 | -70 bp | 36.4 | 36.9 | -50 bp | 58.0 | 61.5 | -350 bp |
| EBITDA margin % | 8.7 | 7.5 | 120 bp | 5.8 | 3.8 | 200 bp | 20.6 | 24.4 | -380 bp |
| EBIT margin % | 4.3 | 2.7 | 160 bp | 1.7 | -0.8 | 250 bp | 15.1 | 18.9 | -380 bp |
| Net margin % | 1.2 | 0.5 | 70 bp | -0.9 | -2.2 | 130 bp | 9.9 | 12.8 | -290 bp |

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 |

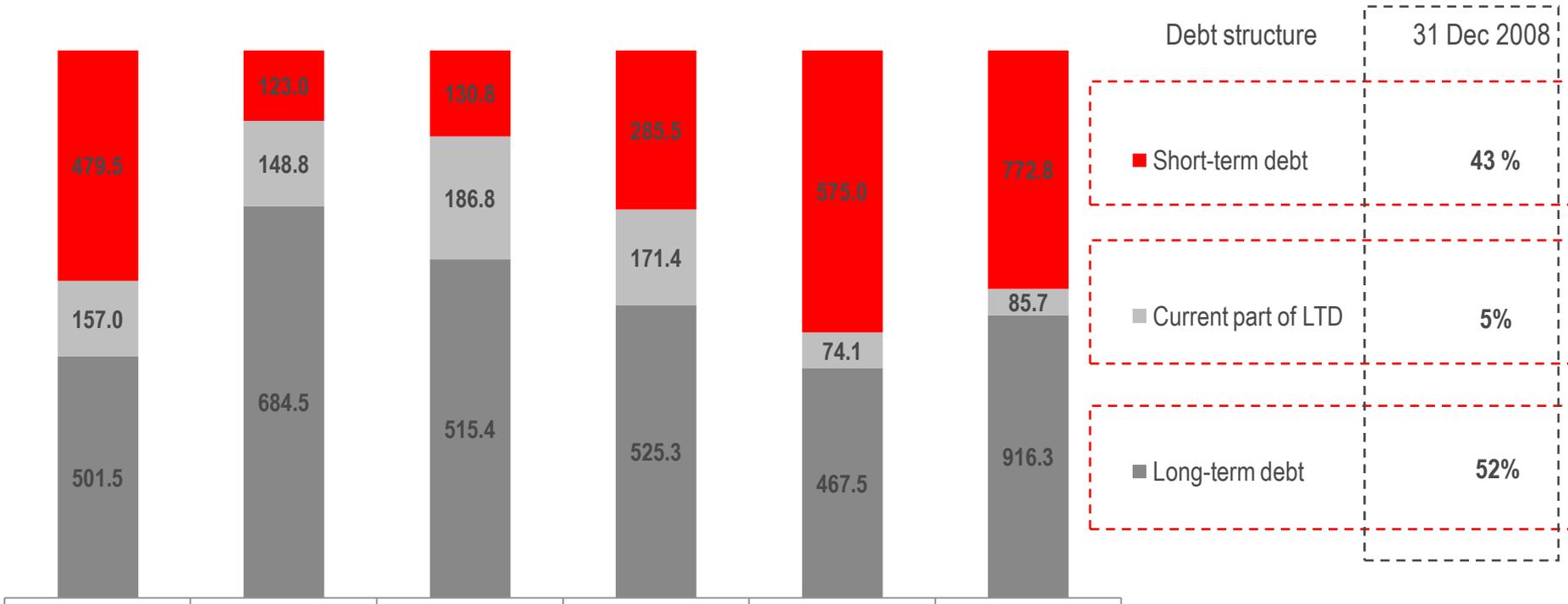
| | 31 Dec 2008 | 31 Dec 2007 |
|-----|-------------|-------------|
| ROE | 2.3% | 0.9% |
| ROA | 1.0% | 0.5% |

Podravka Group indebtedness movement

Indebtedness movement and debt structure

2003 - 2008

100% in millions of HRK



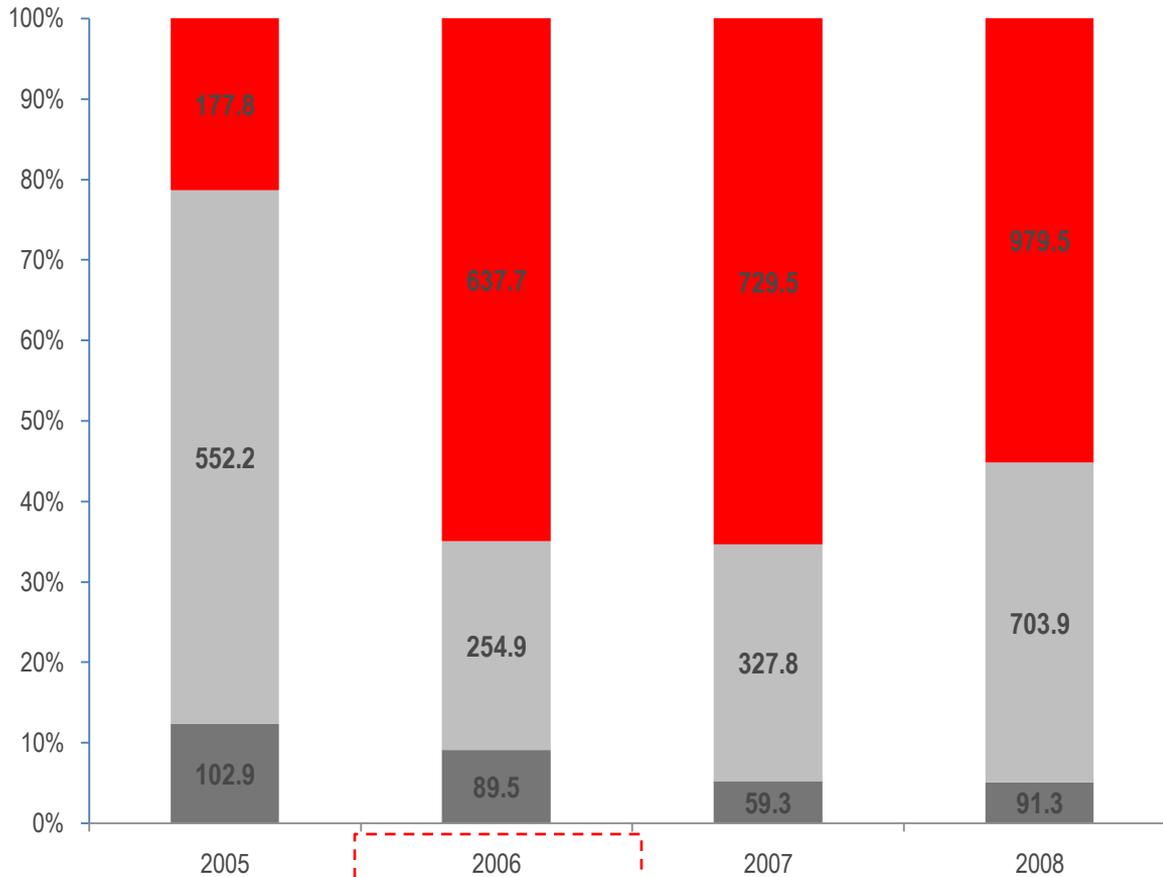
| Debt structure | | 31 Dec 2008 |
|-----------------------|--|-------------|
| ■ Short-term debt | | 43 % |
| ■ Current part of LTD | | 5 % |
| ■ Long-term debt | | 52 % |

indebtedness in relation to 31 Dec 2007 **+59%**

Currency structure of the Group's debt

Currency structure of the Group's debt

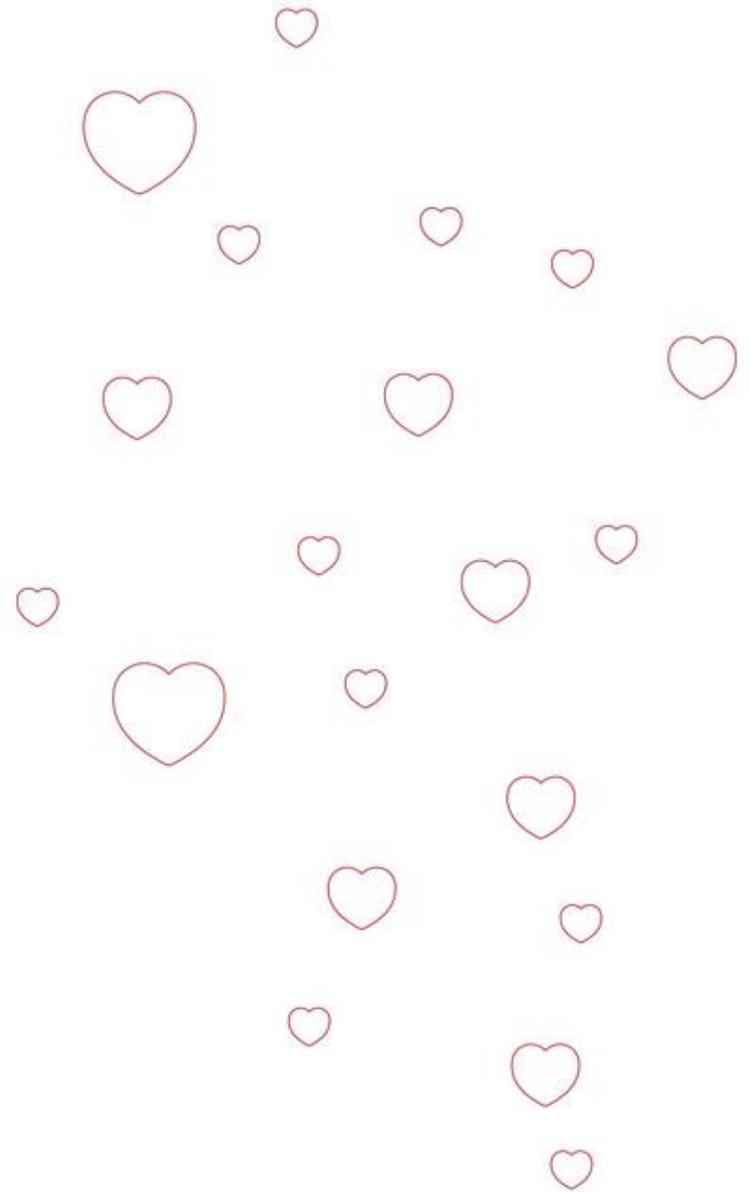
2005-2008



debt refinancing by new corporate bond denominated in HRK

| | Debt structure per currency on 31 Dec 2008 | 2008/2007 |
|---------|--|-----------|
| ■ HRK | 55% | +34% |
| ■ EUR | 40% | +115% |
| ■ other | 5% | +54% |

Costs / Expenses



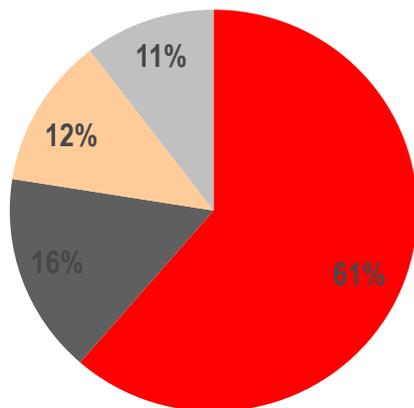
Structure of operating costs

HRK 3,543.6 mn

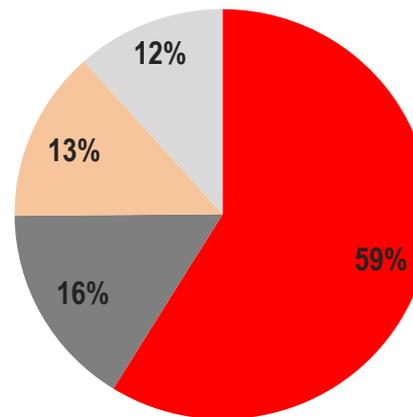
HRK 3,428.3 mn

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% |

Marketing activities of SBA Pharmaceuticals in 2008

Zdravo bud!

Blog: Zdravko Dren

19. 3. 2009. Tko na lovi sjedi
16. 3. 2009. Bili blizu
12. 3. 2009. Skins u meni!

MISLOVNICA ZDRAVLJE ŽIVOT LIJEKOVİ 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 akumulaciji preteranih masnoća u tijelu, nego to tek komotan izgovor...
Više =

BMI kalkulator

Budući da su dosadašnji načini izračunavanja pripreme tabele težine imali neke zamperke, stručnjaci preporučuju popobstantiji način...
Bazni metabolički index

Bazni metabolički index (eng. BMI - Basic Metabolic Index) je omotnačna drvena količina kalorija za tijelo koje je cijeli dan u stanju mirovanja...

Zdravo bud!

Blog: Zdravko Dren

Tko na lovi sjedi
Bili blizu
Skins u meni!
Živao ženo
Ključ je kontrola

MISLOVNICA ZDRAVLJE ŽIVOT LIJEKOVİ ZDRAVOTNA TRAJLIČA

Pretlost ovisi i o genima

Optimizam štiti srce

Heart Failure

BMI kalkulator

Budući da su dosadašnji načini izračunavanja pripreme tabele težine imali neke zamperke, stručnjaci preporučuju popobstantiji način...

Za dobar dan i za laku noc!

Belmiran DAN

Belmiran SAN

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

LUPOCET obitelj za zdravu obitelj!

LUPOCET

Snižava povišenu temperaturu i uklanja bolove

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

BELUPO HRVATSKA KVALITETA ZA EUROPSKU BUDOĆNOST

Vrijeme je alergija, otkrijte Belodin.

Bezreceptni lijek za vašu alergiju.

NOVO! **BELODIN AlerGid**

BELUPO

HLADI TRENUTNO I DJELUJE DUGOTRAJNO. ICE PLUS gel.

ICE PLUS gel

- pomaže kod bolova
- opušta napete mišice
- 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

ALOMAX

minoxidilum 5% otopina za lokalnu upotrebu 60 ml

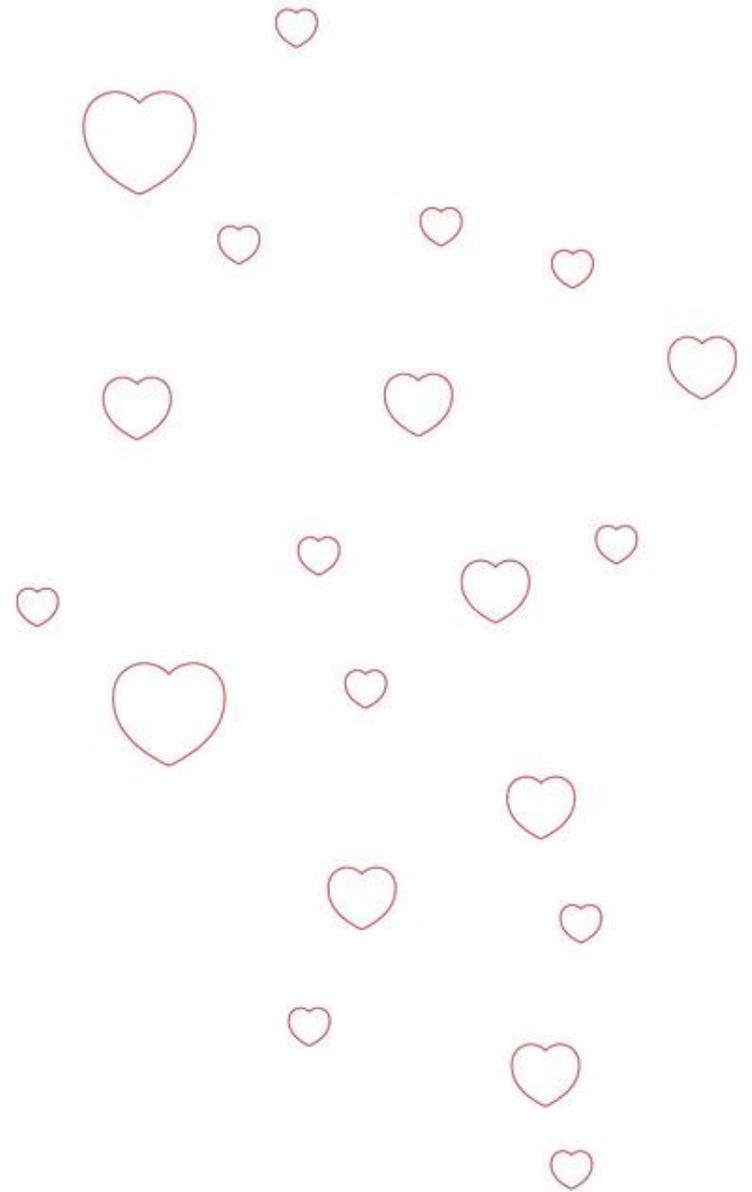
ČELAVOST NE NASTUPA ODJEDNOM!

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

Share



Comparative indices movement

January 2008 - March 2009 (01 Jan 2008 = 100)



INDEX WEIGHT (20/03/2009)

| | |
|----------|--------|
| CROBEX | 5.715% |
| CROEMI | 7.746% |
| SETX EUR | 1.203% |
| CROX EUR | 5.24% |

RECOMMENDATIONS

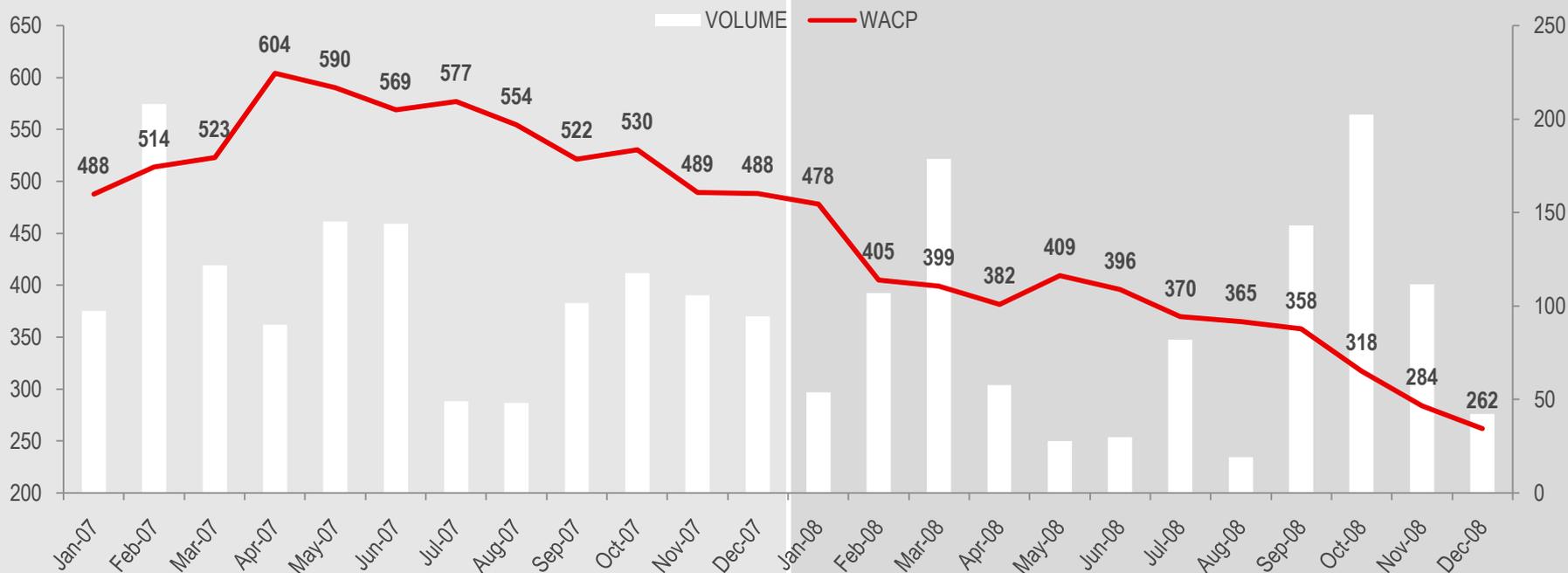
| | |
|-------|------------|
| ERSTE | ACCUMULATE |
| FIMA | HOLD |
| HAAB | HOLD |
| RBA | REDUCE |



Share price and volume movement

HRK

'000 pieces

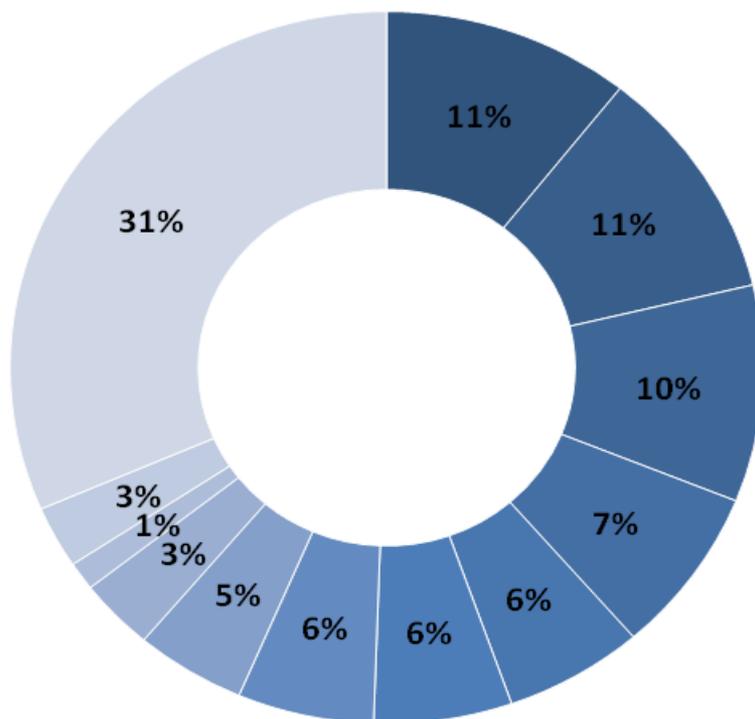


| | 2007 | 2008 |
|----------|-------|-------|
| EPS | 3.4 | 8.2 |
| P/E | 151.0 | 31.7 |
| BVPS | 358.9 | 356.0 |
| P/B | 1.4 | 0.7 |
| P/S | 0.8 | 0.4 |
| P/EBIT | 30.0 | 8.9 |
| P/EBITDA | 10.8 | 4.4 |

| | 2007 | 2008 |
|----------------------|----------|----------|
| Last price | 510.00 | 261.00 |
| Highest price | 645.00 | 514.00 |
| Lowest price | 440.00 | 237.00 |
| WACP | 535.25 | 361.14 |
| Turnover (HRK mn) | 707.50 | 375.50 |
| Market cap. (HRK mn) | 2,764.20 | 1,414.60 |

Shareholders structure

Shareholders structure as of 31/12/2008



▶ **Top 10** 65.7%

▶ **Others** 34.3%

| | |
|-----------------------------------|-----------|
| ■ FIMA AMI LTD | 576,880 |
| ■ CPF/CIPI | 575,598 |
| ■ CPF | 533,226 |
| ■ UNICREDIT BANK AUSTRIA AG | 408,370 |
| ■ AZ MPF | 324,291 |
| ■ KAPITALNI FOND D.D. | 321,804 |
| ■ PBZ CROATIA OSIGURANJE D.D. MPF | 317,610 |
| ■ ERSTE PLAVI MPF | 256,939 |
| ■ RAIFFEISEN MPF | 176,512 |
| ■ SLAVONSKI CLOSED END FUND D.D. | 69,433 |
| ■ TREASURY ACCOUNT | 152,677 |
| ■ OTHERS | 1,706,663 |

Number of shares 5,420,003

Number of shareholders 14,994

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

Always with a heart



Investor relations
ir@podravka.hr

www.podravka.com