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Podravka at Microsoft WinDays17 conference in Poreč

Podravka among the first to recognize the importance of digital competitiveness and investing in innovations

As part of the 17th WinDays conference held in Poreč, Podravka presented its key projects and investments into currently the most advanced technological inventions, confirming that it keeps up with the needs and trends in the market and successfully adapts to the new, digital business era.

Round table "How and why to create digitally competitive projects"

On the first day of the biggest business and technological conference in the region, Marin Pucar, Podravka Management Board president emphasized the importance of digital competitiveness for successful business.

Participating at the round table "**How and why to create digitally competitive projects**", Marin Pucar emphasized that Podravka's digitalization started as early as the airing of the TV show "Little secrets of great chefs". Since then till this day Podravka always tries to be the first in innovations that the market seeks and recognizes, and it has confirmed its leading position by starting its own culinary web site Coolinarika.com. During the 14 years of existence, Coolinarika grew into the biggest social culinary network in the region and has become the main destination for choosing recipes.

How to use Big Data?

Mario Kraljić, head of Podravka's Market research and marketing efficiency advancement department, presented Podravka's business case of using Big Data and predictive analytics for soups in Croatian market. The case showed that finding information today is not a problem, as it is important to provide an answer what to do with the existing data.

„Using Power BI, Microsoft platform for big data processing, in short time-frame we have obtained various useful information. There are three primary goals that the



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application helps us fulfill – price elasticity, predicting sales and increasing ROI in marketing“, Kraljić said. One of the examples of how the application works is the analysis of weather forecast, which helped Podravka gain insight into how weather influences sales.

HoloLens, holographic glasses first time presented in Croatia, connecting Lino the bear in digital form and robotic chef – Podravka's innovations for digital age

When developing its brands, Podravka aims to integrate new technological achievements in order to offer its consumers more, not just a good product, but also an experience. The same goes for those enjoying the rich range of Podravka's Lino products.

So for the first time in Croatian, the participants at WinDays conference had a chance to watch Lino the bear through *HoloLens* holographic glasses, visualization for which was done by Podravka and Span, enabling the connection between Lino the bear in digital form with the reality where the person with the glasses is.

All the participants of WinDays conference were presented with Gammachef, robot chef preparing one-pot meals, adding food and ingredients from separate containers according to a set, digital recipe. This is another indicator of Podravka's focus on future preparation and consumption of food.