



CORPORATE COMMUNICATION

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MEDIA RELEASE

Microsoft is Podravka's partner in digital transformation of business

Leading persons of Podravka and Microsoft agreed on cooperation on Coolinarika project

Marin Pucar, Podravka Management Board president and Don Grantham, Microsoft manager for Central and Eastern Europe, arranged that Microsoft will be a partner in Podravka's process of digital transformation, initially working together on Coolinarika project, with simultaneous development of other innovative solutions and business models founded on new technologies.

*„Partnering with Microsoft, one of the leading technological companies in the world, marks the beginning of a new, digital era of Podravka's business. In the previous period Podravka has been a trend setter in the segment of innovations and modern technological solutions, and cooperation with Microsoft is the biggest step forward towards the digital transformation and powerful digital competitiveness of Podravka at global level“ – **Marin Pucar, Podravka Management Board president said.***

Microsoft has shown its full support in being Podravka's reliable partner in development of new business models and technological solutions in FMCG industry. Podravka's global project Coolinarika is the first such project where Podravka and Microsoft will work together. Cooperation on this project started with last week's workshop featuring Microsoft's international experts, and it will be continued by Podravka's visit to Microsoft headquarters in Redmond, USA, in order to consider the possibilities of developing innovative solutions in food industry.



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Over the 14 years of its existence, Coolinarika has grown into the biggest social culinary network in the region and has become the leading destination for recipes. It is among top 10 most visited web sites in Croatia, and it holds 37th position in the category Cooking and recipes, according to SimilarWeb research. Coolinarika Facebook page currently has 350,000 fans. In Croatia Coolinarika is the biggest web site in FMCG sector and fastest growing site on daily, weekly and monthly basis.