



CORPORATE COMMUNICATIONS

Koprivnica, 9th February 2017

MEDIA RELEASE

For the third year in the row Podravka awarded with the Employer partner certificate

Year on year Podravka advances its processes of human resources management

Once again Podravka confirmed its dedication to excellence in human resources management and for the third time in the row received the certificate Employer Partner. This prestigious recognition was awarded to Podravka Management Board president Zvonimir Mršić by Aleksandar Zemunić, Management Board member of SELECTIO, the company that is awarding this certificate in cooperation with 40 experts in human resources.

In 2016 Podravka achieved the high 91% of total points, and such a result is achieved due to excellently set processes in all evaluated areas: strategy, recruitment, selection, motivation, remunerations, development and employee relations. Podravka achieved the best results in the area of recruitment and selection, where it achieves a maximum number of points for the second year in the row, owing to flawlessly set selection process which includes a transparent process of employing trainees, **SHAPE your future with a heart**, which is being implemented every year. Young people are thus being enabled to acquire valuable working experience and career in of the biggest Croatian companies.

For its employees Podravka enables competencies development through various internal and externally provided educations, along with referring to formal university education. This way the system of advancing within the



CORPORATE COMMUNICATIONS

company is also being improved, and in more than 70% of the cases appointing to higher position by internal promotions.

„We are very proud that for the third year in the row *this certificate confirms our belief that people are those who make a difference and that investing in employees development plays a key role in creating a perspective and innovative company such as Podravka, who creates, sets regional and global market trends*“, **Zvonimir Mršić, Podravka Management Board president said.**

„We are happy and proud that once again by the experts in human resources efforts have been recognized which we invest into the processes of human resources management that we implement and relentlessly improve within our company. Improvements which are achieved according to the highest professional standards year on year are an encouragement to be even better, more successful, aware of the importance of our role in the overall company success“, **Jasenska Maltarić-Dujnić, senior vice president for human resources management within Podravka said.**