



CORPORATE COMMUNICATION

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MEDIA RELEASE

Croatian consumers confirm – Vegeta the strongest brand in Croatia

In a fierce competition among a thousand of FMCG brands, Croatian consumers chose Vegeta as their favourite brand, shows Ipsos Puls agency research. Once again this proves that Vegeta is among the elite brands of domestic, but also foreign markets.

When it comes to FMCG brands, the results of an independent Brand Puls research show a sort of "consumers opinion", because it gives us an insight into brand power, and makes the process of product positioning measurable. This recognition is a clear indicator of top quality of the product, continuous investments in the brand and technology, constant innovations in the product range and continuous activities in the regional markets.

The research conducted by the Ipsos Puls agency on 4 000 of respondents all over Croatia has been divided to more than 60 categories. The power of the brand shows how well the brand is defined, is it being well recognized and used by its consumers. As an unprecedented market leader, Vegeta left behind numerous domestic brands, but also global giants such as Coca Cola, Milka, Nivea and many others.

"This is an exceptional recognition because we know that it comes from the consumers themselves who have shown that Vegeta is the brand they trust, recognize and use the most" - Marinka Akrap, Podravka Marketing and Corporate Communications manager said.

As a reminder, apart from this important recognition where Vegeta took a firm position on the domestic market, late last year on the prominent Valicon scale of brands power in the region, it was also ranked as the strongest domestic brand for the area of more than 22 million inhabitants, including Croatia, Slovenia, Serbia, Bosnia and Herzegovina, Montenegro and Kosovo.