



Albalact reports turnover and profit increase in the first 9 months of the year

Bucharest, November 10, 2011 – Albalact reports important increases for both the turnover and the profit in the first nine months of this year and continues to invest for expansion of the production capacities and for the development of the product portfolio.

For the period January - September 2011, the turnover increased by 34,32% compared with the same period last year, reaching RON 246.184.629, from RON 183.278.274 lei in 2010.

Company's total income, recorded in the first nine months this year, is 43,88% higher than the total income reported during the same period of last year. Total income went up to RON 282.263.793 in 2011, from RON 196.174.416 lei in 2010.

The company's profit for the first 9 months of year 2011 also increased by 46,85%. Albalact reported a profit of RON 3.515.840 lei for the period January – September 2011, as compared to RON 2.394.102 – the profit reported in the same period of 2010.

*“The dairy market is still affected by the raw-milk crisis, by the prices, by the decrease of the consumption and of the consumers' purchasing power. This year, we invested important resources for new products and campaigns launches, but we also made higher efforts for reducing the costs, so that we can maintain the profit. Increasing the business and the market share is still a priority for the company, but we want to keep being profitable. Until the end of this year, we will finish the new investments in the production equipments in Oiejdea factory, but also in Raraul factory, as next year we intend to develop the products portfolio for new categories in the market. The dairy market still has segments with big perspectives of value growth and we want to expand on this opportunities”, declares **Raul Ciurtin, Albalact President and CEO.***

Albalact has just launched the new TV communication campaign for Zuzu yogurts in cups – **“Zuzu yogurt – Livelier!”** – with an investment of EURO 300.000. The campaign promotes the cups of yogurts, which have been added to the Zuzu portfolio this spring, but it also continues the rebranding process of Zuzu, began in 2010, by consolidating the rational attributes of the category of yogurt.

Albalact also launched this summer the new digital communication platform for Fulga, which marks one of the most important brand campaigns of the last years. The





new platform brings Fulga closer to her children friends in the virtual space with the support of a new website and captivating online game - **Fulga, the Spacial Adventure**.

The company finished this fall a new national promotion with prizes, to support Zuzu brand - "**ZUZU shoots the START for prizes SMART**". It is the second largest national promotion since the relaunch of Zuzu brand with a new visual identity, which took place last fall. At the same time with this campaign, Albalact also launched a new website for Zuzu – www.maizuzu.ro - designed according to a new interactive concept, a novelty for the Romanian online.

Albalact managed to climb up to being the third dairy producer in Romania, with 38 years of traditions on the Romanian dairy market. Albalact gained its market leader fame on the dairy market with its brands Zuzu and Fulga, observing European quality standards, a competitive price policy, modern packaging and innovation.

Currently, Zuzu is the leader for the pasteurised milk segment, with a market share of 30.4% (according to the data on the AC Nielsen market, June 2011), but it is also a leader on the milk market (UHT and pasteurised milk), with a market share of 21.6% in volume (according to the AC Nielsen data, June 2011)*.

Albalact also leads the market of table butter, with the same name Albalact brand. With the Albalact sour cream, the company ranks second in this segment. Albalact currently produces over 60 dairy varieties under the brand names **Fulga, Zuzu, De Albalact and Raraul**.

Albalact - Alba Iulia is one of the top five milk and dairy producers in Romania. Established in the year 1971 and transformed into a joint stock company in 1990, Albalact was privatised in 1999. Albalact has over 700 employees and over 6,000 stock holders and is listed in the second category of the Bucharest Stock Exchange. Since 2010, Albalact holds 96.46% of the stock of Raraul Campulung Moldovenesc. Presently Albalact markets fresh pasteurised and UHT products under its brands: **Fulga, Zuzu, De Albalact and Raraul**.

** calculations based on the AC Nielsen data from the Retail Index Service for the Milk category, for the June 2011 audit period, for Total Romania, discounters included. (Copyright © 2011, The Nielsen Company)*

**For more information please contact:
Raluca Balota - Albalact Communication Manager
raluca.balota@albalact.ro**

