



## **An increase in turnover of 32% for Albalact during the first quarter of 2011**

**Bucharest, May 2, 2011** - Albalact reports a significant increase of business for the first quarter of the current year. Albalact's turnover for the first three months of 2011 is 32.2% higher than last year's Q1 turnover. This year the company has a turnover of RON 85,255,051, while last year's turnover was RON 64,441,706.

The net income of the company also increased during the first quarter of 2011 by 60.5%, reaching RON 109,479,769, as compared to RON 68,180,607 for the first quarter of 2010. Albalact registered RON 2,674,475 profit for the first three months of the current year.

*"The market will continue being affected by the crisis during this year, consumption and purchasing power won't recover significantly, but Albalact will continue focusing on business growth and gaining market share. These are our strategic goals. We will continue investing, especially in logistics and production lines and we will launch new products",* says **Raul Ciurtin, President and General Manager of Albalact.**

Last week the shareholders approved unanimously, without any votes against or abstentions, the sale of the old factory in Alba Iulia, owned by Albalact (land and buildings) for a minimum price of EUR 1,632,000 net of taxes.

The year 2010 was marked by two important moments for Albalact: the national launch of Raraul brand and Zuzu brand relaunch, which required important investments. The Raraul rebranding process started in 2009, when Albalact modernised the Raraul factory in Campulung Moldovenesc and started producing cheese under the same brand name Raraul. In 2010 Albalact decided to enter a new product segment with the Raraul brand - UHT milk and developed its cheese portfolio.

In the autumn of 2010, Albalact relaunched the brand Zuzu with a new visual identity, which makes the brand fresher, more colourful and creative. The feathers defining the Zuzu packaging were replaced by petals and leaves which underline more distinctly the natural origin and the freshness of the product. The company also extended Zuzu's brand portfolio with new products like whipping sweet cream and cooking sweet cream and kefir. Other new products were recently launched in the Zuzu portfolio - natural and fruit yogurts in glasses.





With a tradition of over 38 years on the Romanian dairy market, **Albalact** is currently ranked among the top 4 dairy producers in Romania. 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. Zuzu ranks first on the market in volumes of pasteurised milk with a share of 30% (MEMRB retail audit, Dec 2010), and Fulga ranks second on the UHT milk market, with a volume market share of 17% (MEMRB retail audit, Dec 2010). According to the same MEMRB study, 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.

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**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 6000 stock holders and is listed in the second category of the Bucharest stock exchange. Since 2009, Albalact holds 96.46% of the stock of shares of Raraul in Campulung Moldovenesc. Presently Albalact markets fresh pasteurised and UHT products under its brands: **Fulga, Zuzu, De Albalact** and **Raraul**.

