



Albalact reports growth for the first half of 2012

Bucharest, 14 August 2012 - Albalact continues to report growth for the first semester of this year, and attainment of the budgeted objectives.

Company's turnover in semester I of 2012 remains flat vs. the figure reported over the same period of last year. This year, Albalact reported a turnover of RON 165,897,770. while in the first semester of 2011, the company had a turnover of RON 165,869,656. The net profit of the first semester of this year is RON 3,577,753, 58% more than the profit of the first semester of 2011 (RON 2,263,859).

"We believe the results are good and in line with the planned budget, given the current market conditions. As we have already announced, this year we developed the product portfolio, launched a new and diversified cottage cheese range under Raraul brand, and enlarged the portfolio of Zuzu brand with products packed in cups. We are preparing to enter new market categories in the second half of the year", declared **Irina Mandoiu, Business Director with Albalact.**

Having concluded the important investments in Raraul factory, Albalact has recently brought to the market a new range of cottage cheese, with diversified and original products in respect of both ingredients and recipe, and packaging innovation. With the new range, the company proposed an own original recipe - Moldovita cottage cheese, a mix of cottage cheese, sour cream and a touch of salt. The portfolio also includes other varieties of cottage cheese of snack and desert type, as well as two ingredient type varieties for pies and cookies which are unique on the market. For its brand Raraul, Albalact launched also a new TV communication at national level, supplemented by PR, trade and online marketing activities.

Albalact is currently ranked third most important dairy producer in Romania, being traditionally present on the Romanian market for more than 40 years. Albalact has come into the market focus with its Zuzu and Fulga brands, compliance with product quality standards, competitive pricing, modern packaging, and innovation.

Currently, Zuzu leads in the pasteurized milk segment, with a market value share of 27.76% (according to the market data supplied by AC Nielsen, January 2012)*, as well as the total milk market (UHT and pasteurized milk), with a market value share of 18.51% (according to the AC Nielsen data, January 2012)*.





Albalact is the market leader also in the table butter segment, with De Albalact namesake brand, enjoying a 27.63% market value share (according to the AC Nielsen data, December 2011-January 2012)*. Albalact sour cream ranks second in the relevant segment. Albalact currently produces over 80 dairy varieties under the brand names **Fulga, Zuzu, De Albalact and Raraul**.

Albalact entered the cheese segment back in 2008 with acquisition of the control stock of **Raraul Campulung Moldovenesc** company. Today, the company is specialized in cheese production, under **Raraul** namesake brand. Today, Albalact holds 99% of the shares of Raraul Campulung Moldovenesc.

Albalact - Alba Iulia is one of the three largest Romanian milk and dairy producers. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. *Albalact has more than 600 employees and 6,000 stock holders, and is listed in the second category of the Bucharest Stock Exchange.* Presently, Albalact holds 99% of the stock of Raraul Campulung Moldovenesc. Albalact markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, De Albalact** and **Raraul**.

** calculations based on AC Nielsen data from Retail Index Service for the audit period December 2011 - January 2012, per Total Romania, discounters included. (Copyright © 2012, The Nielsen Company)*

