



## **Albalact appoints Stephane Batoux as new CEO of the company**

**Bucharest, the 17th of June 2014**

Albalact makes a strategic change in its management, in the moment the company ranks the 2nd place among the top dairy producers in Romania and it consolidates more firmly its leadership with important investments and new projects.

Stephane Batoux, the ex-CEO of Coca-Cola Romania and a top executive in the FMCG market, was appointed in the top management of Albalact as CEO. Thus Stephane Batoux replaces Raul Ciurtin, the president of the Albalact Board, who has been managing Albalact for four years as a CEO as well.

*“Albalact has grown a lot in recent years, it is now the biggest Romanian dairy company and a leader of important segments in the industry. The strategy of the company targets further growth. We have just concluded new investments, we extended the production capacities, we innovated the portfolio, we brought unique products to the market, and other big projects are ongoing. Albalact enters a new development phase, a decisive one, and in order to sustain it we need visionary and well structured management. We have always aimed to build the company strategy with good people, who know not only where to look for growth opportunities, but to also see market perspectives. Stephane Batoux is a specialist with rich FMCG experience and he joins an excellent professional team which thoroughly built the evolution and performance of the company in the latest years”, declares Raul Ciurtin, President of the Albalact Board.*

Stephane Batoux takes today over the management of Albalact, while Raul Ciurtin remains the President of the Board.

*“I’m extremely happy to join the most dynamic company on the dairy market in Romania for the last five years, a company which has proven its ability to win in the market with improving its profitability. I am particularly thrilled by the long term strategic plans of Albalact and I will bring both my FMCG background and dairy market expertise to boost Albalact growth”, says Stephane Batoux, new CEO of Albalact.*

Stephane Batoux comes to Albalact after a two-year mandate as a CEO of Coca-Cola Romania. Prior to this position, Stephane Batoux managed Danone Romania for three years also as a CEO.

The new CEO of Albalact is 49 years old and has a MBA degree from the Ecole Supérieure de Commerce in Bordeaux, France. Stephane Batoux is father of three daughters.



With a tradition of over 40 years on the Romanian dairy market, Albalact is the largest company in Romania with majority Romanian ownership. The company presently holds the second place among the top dairy producers in Romania. The company reported last year a turnover of 423.185.587 lei, with an increase of 23% and a profit of 8.400.362 lei, 14% more than last year's profit.

For this year's projects and also for the future ones, Albalact invested about Eur 8 million in modernizing and extending the production capacities of the Oiejdea factory, in Alba county. The investment aims to sustain the company growth in the following years and to consolidate its position in several market segments.

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**Albalact - Alba Iulia** is one of the top 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 800 employees and is listed in the third category of the Bucharest stock exchange. Since 2009, Albalact holds 99.01% of the stock of shares of Raraul factory in Campulung Moldovenesc, specialized on cheese production. Presently Albalact markets fresh pasteurised and UHT dairy products under its brands: **Zuzu, Fruzu, Fulga, Rarăul, Poiana Florilor and De Albalact.**