



FSA approved the prospect for acceptance of Albalact to trading on the regulated market of the Bucharest Stock Exchange

Bucharest - 21 May 2015

The Financial Supervisory Authority approved with Decision no. 944 of 20.05.2015 the prospect drawn up for acceptance of Albalact's share to trading on the regulated market managed by the Bucharest Stock Exchange.

Since February this year, Albalact has taken the necessary steps for the transfer from Rasdaq to the most important capital market, subsequent to enactment of Law 151/2014 clarifying the legal status of the shares traded on RASDAQ market which is due to be terminated before October.

Albalact brings to the BSE's main market a turnover of RON 474,909,116 in May 2014, 12% more than in the previous year, and a 7% business growth objective in 2015, up to RON 508,559,792. The company budgeted an operating profit (EBIDTA) of RON 31 million for 2015, shows the individual financial report on 2014, approved in the General Meeting of Shareholders of April 2015.

Albalact is the largest Romanian processor of daily products. Year after year, Albalact has invested to develop its portfolio and innovate both its products and brands, as well as its packaging, pursuing a strategy that was realistically adapted to the market's needs and developments.

This month, Albalact has just launched the new range of Zuzu Bifidus yogurts which includes eight varieties of yogurts with a mix of living lactic cultures (bifidobacterium and lactobacillus acidophilus), for a healthy diet. The new Zuzu Bifidus range proposes a recipe which helps maintaining the digestive balance, with refreshing combinations of fruits, unique mixes in the cereal yogurt range, and a highly practical packaging for the drinking varieties.

The biggest recent innovation of Albalact is the plastic can with handle which was launched in 2014 under Zuzu brand, a first of its kind for Romania. The modern and highly practical packaging came also with new SKUs which have not been available before on the milk market - 1.8 liters for families and volume consumers, and 0.5 liters for impulse consumption. This project offered Albalact a 20% increase in the market share in milk category.

In 2014, Albalact completed its approx. EUR 8 million investments for modernization and expansion of the production capacity of Oiejdea factory, in county of Alba. The investments were designed to support the growth of the company in the years to come, and consolidate its position on several market segments.





Albalact has been leading the milk market with Zuzu brand (UHT milk and pasteurized milk) since 2008. Albalact is also leading the market also in the table butter segment and sour cream segment, with its namesake brand De Albalact. Expansion within the yogurt category with Zuzu portfolio brought the company in top three yogurt producer in Romania, and with Rarăul brand and its range of cottage cheese, the company climbed as high as the second place in this category.

Albalact has more than 150 products in its portfolio, sold under its five umbrella brands: Zuzu, Fulga, De Albalact, Rarăul, and Poiana Florilor. The company holds 99.01% of the shares of Rarăul company in Campulung Moldovenesc.

Albalact - Alba Iulia is the largest company with majority domestic capital in the industry. Established back in 1971, Albalact was converted into a joint-stock company in 1990, and later on privatized in 1999. Albalact has more than 800 employees and is on the Bucharest Stock Exchange. Albalact also holds 99.01% of the stock of Rarăul Campulung Moldovenesc. Albalact markets fresh pasteurized and UHT products under its brands **Fulga, Zuzu, Fruzu, Rarăul, De Albalact** and **Poiana Florilor**.

