



PRESS RELEASE

Single-day tickets for ULTRA Europe now exclusively available at Studenac – with a festival T-shirt as a gift

This year's festival will also feature a POP-UP store with a curated range of products, and Studenac is running a contest where 20 winners can receive two three-day tickets each

Omiš, 26 June 2025 – Studenac, the most widespread retail chain in Croatia, is a proud partner of this year's ULTRA Europe festival, taking place from 11 to 13 July at Split's Park mladeži. As part of this partnership, starting 27 June, single-day tickets are available exclusively at Studenac stores for €69 per day of choice.

For the first time in the festival's eleven-year history, ULTRA Europe tickets are part of a retail store offering, making it the most convenient and accessible way to purchase tickets. Single-day tickets are available from 27 June in 60 selected stores across Croatia, with the full list of locations on Studenac's website. A total of 500 single-day tickets have been released, each including a special gift – a line-up T-shirt, which ticket holders can collect at the stadium upon showing their Studenac-purchased ticket.

Additionally, from 27 June, 300 destination tickets are also available in selected stores: 100 tickets for Ultra Beach (€39 each), and 100 tickets each for Resistance Vis and Resistance Brač (€25 each). These destination tickets can be purchased in stores in Split, as well as on Vis and Brač.

At the Split Park mladeži festival site, Studenac will open an exclusive POP-UP store, allowing festivalgoers to shop conveniently without leaving the festival zone. The POP-UP will feature popular, fresh, and practical items such as hot dogs, croissants, sandwiches, snacks, and drinks, as well as hygiene essentials including dry and wet wipes, hand creams, lip balms, and other similar products.

"The true strength and competitive advantage of Studenac lies in the practicality and adaptability of our store formats, and in being there for our customers wherever they are – in their hometown, neighbourhood, on holiday, or right in the middle of a major music festival. Our goal is to always be within reach, even in locations where it's challenging to quickly access essential products – like ULTRA Europe, amid hundreds of thousands of people. We're also excited to offer our customers, thanks to our collaboration with the festival organisers, a more practical and accessible way to purchase tickets. We believe this will make it easier for people to decide to come to Split and enjoy the festival," said Ante Franotović, Marketing Director at Studenac.

"I'm thrilled that year after year we expand our partner network, offer richer content, and enable further growth of our festival. This collaboration with Studenac is a perfect example, and I'm especially happy that for the first time in the festival's history, our partygoers have access to a practical POP-UP store within the festival zone. Key products, available exactly when needed, will surely enhance their ULTRA Europe experience," said Joe Bašić, festival organiser and CEO of MPG agency.

In addition to ticket sales in stores, Studenac is running a social media contest from 25 June to 3 July, giving away 40 prizes. To participate, customers must purchase at least €10 worth of Let's Party brand



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products in any Studenac store, then post a photo, short video, or reel on their public social media profile with the person they want to take to ULTRA Europe, including a short description of why they deserve the tickets. Posts must feature festival music, the hashtag #LetsUltraParty, and tag and follow Studenac Market's official account.

The 20 most creative entries will win two three-day tickets each, and the winners will be announced on 4 July on Studenac Market's official Instagram account. More information on contest rules is available on Studenac's Instagram profile.

ULTRA Europe is one of Europe's largest and most renowned electronic music festivals, attracting tens of thousands of visitors to Split each year. This year marks the festival's eleventh edition, featuring artists such as Martin Garrix, Hardwell, Armin van Buuren, Tiësto, Afrojack, Alesso, Carl Cox, and more. For the past eight years, the festival has been held at Split's Park mladeži stadium, creating an unforgettable open-air summer experience.

About Studenac

Studenac is a Croatian retail chain established in 1991 in Omiš. Since 2018, when it embarked on a comprehensive business transformation marked by numerous acquisitions and organic growth throughout the country, it has become the largest food retailer by number of stores in Croatia. In 2024, Studenac took the first step in its international expansion by entering neighboring Slovenia.

Studenac prides itself on convenient and accessible stores that meet all of its customers' daily needs, reflecting its dedication through a distinctive single-format customer proposition that is "I sitno i bitno" ("both small and essential").

Since 2018, the company has more than tripled the number of stores in its network. At the end of 2024, it managed over 1,400 stores and had over 7,000 employees. Studenac has established a strong presence in local communities, from bustling urban centers like Zagreb and Split to rural regions with lower population density, and islands on the Adriatic coast with a strong tourism industry.

Studenac is one of the fastest growing food retailers in Central and Eastern Europe. Its sales revenue grew from EUR 309.5 million in 2021 to EUR 816.5 million in 2024, representing a compound annual growth rate (CAGR) of 38%.

Since 2018, the majority shareholder of Studenac has been a fund managed by Enterprise Investors, one of the largest private equity firms in Central and Eastern Europe, with unique experience and a proven track record of successful investments in the retail sector.

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