



PRESS RELEASE

## **Studenac Concludes This Year's "Orange Fish" Platform Activities: Christmas Gifts Delivered to 70 Children from Single-Parent Families**

*Throughout 2025, summer camps were organized for children, they were provided with everything needed for a carefree return to school, and they also attend sports programs free of charge*

**Zagreb, 23 December 2025** – By delivering Christmas gifts directly to the homes of 70 children and hosting a festive holiday workshop for children and parents, Studenac has concluded this year's activities within **"Orange Fish"**, its corporate social responsibility platform dedicated to providing structured, long-term support to single-parent families.

The holiday programme began in early December with a Christmas gingerbread workshop organised by Studenac at the RougeMarin Bar&Ton restaurant in Zagreb. Around twenty children, together with their parents, prepared and decorated gingerbread cookies, with all materials provided by Studenac and project partners KitchenAid and Dr. Oetker. During the workshop, children also wrote down their Christmas wishes, which – together with wishes from other children included in the programme – were sent to the Orange Fish team. Ensuring that gifts awaited the children under the Christmas tree on Christmas morning symbolically marked the conclusion of Orange Fish activities for 2025.

The mother of 16-year-old Jelena expressed her gratitude to Studenac for the year-long support:

"Thank you to Studenac for including us in this project. I encourage everyone who can to get involved, because initiatives like this mean so much to single parents like me. I truly appreciate everything that has been done over the past year – from summer camps and back-to-school packages to free sports activities and Christmas gifts. Every gesture matters and leaves a lasting impact."

### **Time constraints, financial instability and increased stress are everyday realities for many single parents**

The **Orange Fish** platform aims to provide year-round, practical and continuous support to single-parent families facing financial and organisational challenges, while helping children enjoy a more carefree daily life.

Activities in 2025 began with a comprehensive study conducted in April by Studenac in cooperation with the association LET and the Improve agency, comparing the challenges faced by single-parent households with those of two-parent families. The research revealed that lack of time, financial insecurity and heightened stress are daily realities for many parents raising children on their own.

More than one third of single parents rated their financial situation as poor. Every second parent from a single-parent household stated they could not afford what they consider essential



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for their children, compared to 19 percent of parents from two-parent families. Additionally, nearly half of single parents reported that their children are not enrolled in sports or artistic activities due to financial constraints, while this was the case for only 15 percent of two-parent households.

Children's mental health in single-parent families is also a cause for concern. Almost 60 percent of parents in this group were unwilling to rate their child's emotional wellbeing as very stable, while 15 percent reported signs of anxiety, stress or more serious emotional difficulties. By comparison, 57 percent of parents from two-parent families assessed their child's emotional wellbeing as very stable, and only 5 percent reported recognising similar mental health challenges.

These insights served as the foundation for the development of the comprehensive support platform **[narancastaribica.hr](https://narancastaribica.hr)** and the launch of a series of concrete initiatives for 70 single-parent families throughout 2025.

As part of this year's programme, participating children attended a summer camp in Novigrad, Istria, received back-to-school packages containing school supplies, backpacks, sports equipment and other essentials, and were given access to free sports programmes in cooperation with around twenty sports clubs. Christmas gifts marked the final activity of this year's cycle. In addition to these tangible forms of support, **[narancastaribica.hr](https://narancastaribica.hr)** offers inspirational and practical content available to all single-parent families to help ease everyday challenges.

#### 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%.



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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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