



PRESS RELEASE

Studenac Supermarket Donates Food and Hygiene Products to the Caritas of the Diocese of Dubrovnik

The donation is part of the 'Add to Your Basket' charity campaign, through which products are collected in baskets placed in stores throughout December

Dubrovnik, 22 December 2025 – Ahead of the Christmas holidays, Studenac Supermarket in Dubrovnik donated food and hygiene products worth EUR 500 to the Caritas of the Diocese of Dubrovnik, with the aim of supporting individuals and families most in need during the festive season. The donation builds on Caritas' humanitarian initiative **“Add to the Basket”**, in which Studenac participates through its ten stores in the Dubrovnik area, where since 1 December customers have been able to set aside part of their purchases for those in vulnerable financial circumstances.

The donation was symbolically presented on Monday, 22 December, during a festive gathering held at the Studenac store at Vukovarska 26 in Dubrovnik, in the presence of Caritas volunteers who introduced customers to the humanitarian initiative and its purpose.

Studenac has been participating in the “Add to the Basket” initiative since 2022, and in December 2024 alone, customers at Studenac stores in the Dubrovnik area donated as many as 2,000 individual products. This year, Studenac decided to further strengthen its involvement by contributing its own food and hygiene products, with the aim of encouraging even greater customer participation and providing additional support to the work of this humanitarian organisation.

“As a retail chain with a strong local presence, operating more than 50 stores in the Dubrovnik area and its surroundings and employing around 150 local residents, we feel both a responsibility and a genuine desire to support those who need help the most. In addition to the products our customers leave in donation baskets in our stores, we decided to further support this initiative by donating hygiene products such as shampoo, soap, shower gel and toothpaste, as well as essential food items including salt, sugar, flour, oil, rice, pasta and canned meals. We believe this support will, at least in some measure, make the holiday season easier for those facing difficult life circumstances,” said **Miho Glavinić**, Regional Director for the Dubrovnik Area.

Gratitude to Studenac was also expressed by **Lucija Kusalić Šajić**, Director of Caritas of the Diocese of Dubrovnik.

“We would like to thank Studenac for this valuable donation, as well as for the initiative to go beyond participation in the joint donation campaign and contribute additionally as a donor. Every such gesture directly helps the people Caritas supports on a daily basis, and it is especially meaningful during the holiday season,” she stated.

Through this engagement, Studenac once again affirms its commitment to responsible business practices and its active role in the communities in which it operates, with a particular focus on caring for the everyday needs of its customers.



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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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