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Studenac donates an additional €15,000 to partner environmental associations

As part of its new support for local environmental initiatives, Studenac employees, partner associations, and Hrvatske Šume planted 250 pine trees in a fire-damaged area near Seget

Omiš, 10 November 2025 – As part of its corporate social responsibility program “A Step Closer to Nature”, Studenac, in collaboration with Hrvatske Šume, organized a major reforestation effort near the Medena campsite, close to Seget. The area, which was damaged by fire earlier this year, received 250 new pine saplings, planted by around 50 Studenac employees and project partners, contributing to the restoration of the forest ecosystem and creating a new green space.

The event also served as an occasion to present donations to three partner associations that collaborate with Studenac on various environmental initiatives within the “A Step Closer to Nature” program – Zeleni Osijek, OSMICA from Karlovac, and Impact from Metković. Each association received €5,000 for the second consecutive year, bringing the total donated to €30,000 to support projects focused on nature conservation, youth education, and the protection of water and forest resources.

“We are delighted to partner with Studenac on this admirable initiative. Reforesting areas damaged by fire is crucial for restoring natural balance, preventing soil erosion, and preserving biodiversity. These 250 new pine trees will help create a green forest in an area recently affected by fire, and it’s even more valuable knowing that behind this planting are people whose engagement demonstrates how community effort and care for the environment can make a real difference. I thank Studenac and all volunteers for showing that together we can bring life back to the forest,” said Ivan Vidosavljević, manager of the Split forestry office.

“We are proud to support organizations that dedicate their daily efforts to environmental protection and community education about the importance of natural resources. Our ‘A Step Closer to Nature’ program continues to bring people, the environment, and social responsibility together, and today’s activity shows how collective action can create visible, long-lasting change,” added Tatjana Spajić, Director of Corporate Communications at Studenac.

Studenac has long been active in sustainability across Croatia – from ecological workshops and education, to environmental clean-ups and local community donations. This year’s reforestation effort further underscores the company’s commitment to leaving nature cleaner, greener, and better for future generations.

As part of the “Groundwater, Guardians of Life” project under the “A Step Closer to Nature” program, earlier this year Studenac organized interactive workshops for over 600 students from 20 elementary schools in Karlovac County, Osijek, and Ploče, in collaboration with its



PRESS RELEASE

partner associations. Students learned about groundwater conservation through practical activities such as recycling plastic caps using a bike-powered melting machine, among other exercises. Additionally, a contest was held, engaging more than 2,100 students from 386 schools in an educational quiz. The winner, Osijek's Ivan Filipović Elementary School, will enjoy an educational field trip to Aquatika, a freshwater aquarium in Karlovac, this spring.

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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PRESS RELEASE

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