



PRESS RELEASE

Studenac gives away 90 valuable prizes worth €40,000

The prize game “Jump in Every Day – Prizes Are a Dream!” runs until 18 April, offering customers the chance to win Apple iPhone 16 Pro Max phones, PlayStation 5 Slim consoles, Dyson vacuum cleaners, Samsung TVs, and other valuable rewards

Omiš, 7 April 2025 – Ahead of the Easter holiday, Studenac market launched the prize game **“Jump in Every Day – Prizes Are a Dream!”**, in which 90 customers will win prizes worth nearly €40,000 over the course of one month. The game began on 20 March and runs until 18 April, taking place in all Studenac stores. So far, 54 prizes have already been awarded, with a total of 90 to be given away.

During the promotion, two customers each day have the chance to win prizes such as Apple iPhone 16 Pro Max, Samsung QLED 50” TVs, Samsung Galaxy S25 Ultra phones, Bosch kitchen assistants, Dyson Supersonic hair dryers, Dyson V8 Absolute vacuum cleaners, PlayStation 5 Slim consoles, or Philips air fryers.

To participate, customers must make a minimum purchase of €10 at Studenac stores and enter their receipt number along with personal details into the form on Studenac’s website. Customers who also provide their *Moj Studenac* loyalty card number will be entered into an additional draw for a bonus prize – a daily €100 coupon in the app.

Participation is unlimited, and all winners will be announced on Studenac’s website, where full details of the prize game are also available.

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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.