



PRESS RELEASE

Studenac invests over €10 million in equipping new logistics and distribution center in Velika Gorica

From September 2025, the new center will dispatch over 2,400 pallets of goods daily to stores across the mainland

Velika Gorica, 20 March 2025 – Studenac, the fastest-growing retail chain in Croatia, has provided an update on the construction of its new logistics and distribution center (LDC) in Velika Gorica. The company is investing over €10 million this year in equipping the new facility, which is key to supplying its continental network and supporting the further expansion of its retail chain.

Covering a total area of 36,000 m², the center will include ambient, chilled, and frozen storage areas, as well as a dedicated section for waste management and returns. The ambient warehouse alone will span 24,000 m², accommodating up to 24,000 pallet spaces. From the Velika Gorica LDC, more than 2,400 pallets of goods will be dispatched to stores daily, reducing the load on the existing Dugopolje LDC by approximately 20%. The facility is expected to become operational in September 2025 and will create over 400 new jobs.

“Optimisation, sustainability, and technological advancement are key pillars of our supply chain development strategy, and this project represents another significant step in strengthening it. Investing in a modern and innovative supply chain is one of the foundations of success for a unique retail chain like ours, ensuring we can support our growth plan. It also enables us to maintain a consistent focus on the availability and quality of our assortment across all stores, which is a top priority for our customers,” said **Dragan Baškarad**, Member of the Management Board for Operations at Studenac.

“At Studenac, providing exceptional service to our customers across Croatia is imperative. I am proud to contribute to this goal with my team. We achieve this through processes that are invisible to customers, yet essential for delivering exactly what they expect – every day, in each of our 1,400 stores. Construction of the Velika Gorica LDC is progressing according to plan. Foundations and structural elements are nearing completion, and the roof is already installed on almost half of the building. At the same time, we are installing refrigeration units and systems that will ensure maximum efficiency in storage and distribution. Overall, our 2025 investment in warehouse equipment and system implementation exceeds €10 million,” added **Tomislav Štos**, Supply Chain Director at Studenac.

The new LDC will not only significantly relieve the existing Dugopolje center but also modernise logistics processes through advanced digital solutions, including a Warehouse Management System (WMS) and Transportation Management System (TMS). The WMS will optimise warehouse operations to the highest standards, while the TMS will allow better planning of volumes and delivery tracking to Studenac stores, improving distribution efficiency.

Energy efficiency is a key focus, with the facility featuring a solar power plant of 6,912 panels covering approximately 80% of the roof.



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Thanks to strong organic growth and 10 significant acquisitions, as well as expansion into international markets, Studenac has transformed over the past six years into the largest retail chain in Croatia. To further improve supply chain efficiency and meet the needs of a growing and widespread store network, the company is investing heavily in logistics infrastructure. By mid-2026, Studenac will operate two fully new, technologically advanced, sustainable, and energy-efficient distribution centers, with the Dugopolje LDC covering 23,000 m² and currently under construction.

Contacts

Media contacts

ABECEDA Komunikacije (Croatia)

Marina Bolanča Radunović | +385 91 7912 570

e-mail: marina@abeceda-komunikacije.hr

NBS Communications (Poland)

Krzysztof Woch | + 48 516 173 691

Joanna Brewińska | +48 502 255 415

e-mail: studenac@nbs.com.pl

Studenac

Tatjana Spajić - Director of Corporate Communications

+385 91 489 0462 | tatjana.spajic@studenac.hr

Adam Kucza - Head of Investor Relations

+385 91 489 0485 | adam.kucza@studenac.hr

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.



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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.