



PRESS RELEASE

## Studenac sweepstakes enters final stage: last chance to win remaining 100 prizes until 26 February

*So far, 300 customers have won a total of €30,000, with the remaining €10,000 awaiting the luckiest participants in the final round of the “Small, Smart, and Winning” contest*

**Omiš, 20 February 2025** – Studenac Market reminds customers that the final round of the **“Small, Smart, and Winning”** sweepstakes is underway, offering a last opportunity to win one of the remaining prizes. So far, 300 customers have won €100 each over three weeks. The promotion began on 30 January and runs until 26 February. The sweepstakes is active in all Studenac stores, and in this final round, customers can participate by purchasing products from Studenac’s own brand marked *“Quality and Affordable”*.

The total prize fund is €40,000, with a total of 400 winners expected in less than a month.

To participate, customers must select at least three marked products in any Studenac store and send an SMS with the keyword **STUDENAC**, along with the receipt number and personal details (name, surname, address) to 60777, or complete the form on the Studenac website. Entries can be submitted multiple times per week, and all winners will be announced on Studenac’s website.

Studenac Market offers over 40 proprietary brands covering everything from food to hygiene, with more than 400 products selected for the best value for money. Some of the most popular Studenac brands include: *Moje Jutro* (milk, dairy spreads, cheeses); *Let’s Party* (snacks); *Bon Gusto* (sweets, cookies); *Nuvolette* (napkins, tissues, toilet paper); *Vauuu* and *Mijauu* (pet food for dogs and cats); *Caffeamo*, *Teamo* (coffee, tea); and *Oliveta* (olives and olive oil).

The sweepstakes encourages customers to discover and try Studenac’s own-brand products, carefully selected to meet the needs of modern consumers.

Additionally, the **Moj Studenac app** offers customers an extra 5% discount on all purchases.



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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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