



STUDENAC
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PRESS RELEASE

Studenac's Stu.Market continues expansion in Slovenia, opens doors in Brežice near Croatian border

Local mayors from Brežice and Zaprešić attended the opening, highlighting the importance of accessible stores for everyday life, especially in smaller communities where essential services have been closing in recent years

Dobova/Brežice, Slovenia, 10 July 2025 – The latest Stu.Market, part of Studenac's retail brand, has opened in the Slovenian settlement of Dobova, in the Municipality of Brežice, near the Croatian border. Stu.Market stores have been gradually added to Studenac's existing Kea network, which the company acquired in September 2024 as its first expansion outside Croatia. The new store is located along the main road connecting Brežice and Zaprešić, making the opening an opportunity to meet with mayors from both towns, separated by less than 20 kilometres and the border between Slovenia and Croatia. The store will offer local residents and cross-border visitors a simple, fast, and convenient shopping experience.

Dobova was chosen strategically, according to Kea, which operates Stu.Market stores. "We believe our new store in Dobova is important for the local community, and it also occupies a key spot along a busy cross-border route. Nearby attractions such as Terme Čatež, Terme Paradiso, and popular tourist routes mean the store will be a practical and welcome stop for visitors, tourists, and travellers from both sides of the border," said **Simona Blažević**, Director of Operations, Sales, and Logistics at Kea. "Having a well-stocked store is important for local residents, but also for those passing through. By renovating the existing space, we maintained the connection with the local environment and enriched the area with accessible, high-quality products."

The opening welcomed the first customers with special offers, a trained sales team, and representatives from both Kea and Studenac. Local mayors from Brežice and Zaprešić also attended, emphasizing the importance of accessible stores for everyday life, particularly in smaller communities where key services have been closing in recent years.

Ivan Molan, Mayor of Brežice, noted: "For smaller towns, stores like this are essential. We see banks, post offices, gas stations, and even smaller shops closing across Slovenia, so it's encouraging to see that Dobova maintains a local offering that brings life to the community." He also highlighted the importance for older residents: "Younger people can easily travel to larger towns, but essential daily goods need to be close to home for older residents. That's why having such stores nearby is so important."

Željko Turk, Mayor of Zaprešić, stressed the cross-border and community aspect: "I'm glad to see a store opening in Dobova that will serve both local residents and people from across the border. Our communities are traditionally connected through family, business, and historical ties, and that partnership is just as important today as it ever was." He added: "A store isn't just a place to shop; it's also a space for communication and everyday connection. After a period dominated by large shopping centres, we are slowly returning to the ideas of proximity, accessibility, and local engagement."



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The 79-square-metre store offers a carefully curated selection, from fresh groceries to quick bites such as hot dogs and sandwiches. A team of three employees will ensure a smooth shopping experience, and ten parking spaces are available.

Studenac plans to further expand its network of small-format Stu.Market stores in Slovenia, with the goal of being closer to customers and supporting local communities.

About Kea

Kea is a Slovenian retail chain based in Šentjur near Celje, operating Kea and Stu.Market stores. Since autumn 2024, it has been part of the Studenac Group. Kea currently manages 41 stores in Slovenia, including 32 Kea stores and nine newly opened Stu.Market locations.

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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STUDENAC
MARKET

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