

Varaždin, January 2021

Dear Madam/Dear Sir,

In the challenging year which lies behind us, our model of socially responsible business operations, which implies awareness and concern for the welfare of society as a whole, has been exercised to the greatest extent by offering support to those who have needed it most, along with maintaining the stability of our business and jobs. As one of the leaders in the domestic food production industry, we have focused our already established socially responsible practice, without which membership of the Global Compact would not be possible, and our business strategy, through which we contribute to better business and the social environment, on the protection of human rights, the environment, and the fight against corruption. We are proud to highlight the fact that we are part of a respected international community which numbers over 8,000 stakeholders – companies which in this highly globalised world and market-oriented society maintain the basic values of knowledge, innovation and care for the community.

Our essential convictions, thanks to which we aim for the highest standards of excellence, have resulted for over six decades in the confidence of our consumers, to whom we offer products of the highest quality and proven safety. But our success would be impossible without our worthy employees – their dedicated work, professionalism and conscientiousness form part of the unique corporate culture of the Vindija Group, through which we create a healthy and motivating work environment.

Bearing in mind the particular nature of 2020, the focus of the Vindija Group in the past period has been on protecting and maintaining the health and safety of our workers, and on creating benefits to thank and motivate each one of them. Due to the coronavirus pandemic which challenged the healthcare services in ways never seen until now, the Vindija Group, in addition to its regular donations, has donated significant quantities of its products to the Dr Fran Mihaljević Clinic for Infectious Diseases, Čakovec County Hospital, Sisak General Hospital, the Croatian Red Cross, Caritas Croatia, Varaždin Diocese Caritas, Zagreb Archdiocese Caritas, and others. As a sign of solidarity and support for healthcare workers and patients fighting the coronavirus, in December the company donated a ventilator to Varaždin General Hospital.

Apart from the pandemic, during the year we encountered a series of destructive localised earthquakes, due to which we were deeply involved in distributing aid to the affected populations in Zagreb and Banovina. Several tons of our food products were donated to the Cvjetno Naselje Student Dorm for citizens affected by the earthquake in Zagreb, and for the needs in Sisak-Moslavina County. In order to maintain primary production and rural smallholdings in the area, we sent 16 tons of cattle-feed from our own Blagodar factory for ten co-operants from whom we purchase high-quality raw materials. Guided by the notion that solidarity and empathy are the required responses to crisis situations, we are glad that we have the opportunity as a company to help those who truly need it. In 2020, we continued to make donations to those without rights and socially vulnerable individuals and families, so we continued to cooperate with Caritas Croatia and the Safe House in Vukovar.

Since we have previously defined an important segment of our business operations in relation to the burning issue of reducing the effects of plastics on the environment, in the year which has just ended we devoted ourselves to developing additional ways of protecting the environment within the Vindija Group. As the first company on the domestic market, and the third in the world to replace part of its range of plastic containers with innovative, ecologically acceptable carton bottles (Tetra Top®), we continued this practice in 2020, and implemented the Tetra Top® carton bottle for another of our products. Along with maintaining high ecological standards which remain a strategic guideline of our business operations, the Vindija Group will continue to offer a helping hand and care for the general good of the community. By paying attention to humaneness and the common values of goodness and progress, we are building the economy of the future, which we will leave to future generations with pride.

Dragutin Drk (B. Ec.)



President of the Management Board

Vindija