

Nelt Group accelerates development until 2025

Belgrade, March 29, 2023 – One year after the launch of the Accelerate 2025 umbrella business strategy, managers and directors of all Nelt Group companies gathered at a one-day conference at which they analyzed the results thus far and had the status of strategic projects and plans presented.

The Nelt Group CEO, Miloš Jelić, reminded the participants how, in thirty years, Nelt developed from a small family business to an international organizational system that employs more than 5,000 people in Europe and Africa.

"Last year, Nelt Group had the highest revenue growth in the last six years, and that is the best proof that we started living the Accelerate 2025 strategy", said Jelić.

CFO Marko Cilić presented the most significant financial data for distribution, logistics, brands, and holding, and Bojana Mucić presented HR sector projects and plans. Group's VP for African Markets, Boris Mačak, presented the results from this business domain, as well as the focus areas for this year. "We will focus on building the recognition of the Oko brand, which was launched last year, as well as expanding to new markets, launching new low-tier brands, and entering new complementary categories," said Mačak.

Darko Lukić, Nelt Group's executive VP, presented the goals for 2023, as well as the importance of a balance between short-term results and laying a healthy foundation for long-term sustainable success.

At the event, the teams, winners of the Top Accelerator award, who during the previous year led projects that contributed the most to the acceleration of the company's growth, were presented. The end of the event was marked by a surprise guest, famous athlete Ivana Vuleta, who talked with Corporate Communications Manager Marko Milanković about career challenges, motivation, and transformation in professional sports.

Nelt Group is one of the most successful business systems in the Adria region in the field of logistics and distribution of consumer goods, tobacco, pharmaceutical, and cosmetic products. As an international group, it employs 5,000 people in 18 companies and operates in 12 markets in Europe and Africa. The leadership position and successes achieved during 30 years of business are the result of constant investment in employee education and development, innovation, and use of new technologies, while inclusive and open corporate culture is the company's trademark.