

PRESS RELEASE

ASCEND 2030: THE NELT GROUP LAUNCHES A NEW FIVE-YEAR STRATEGIC CYCLE Investments increase to EUR 400 million – the next ascend to sustainable growth and innovation

Belgrade, June 26, 2025 – The Nelt Group has presented the new “**Ascend 2030**” strategy, a five-year strategic frame defining the company’s ambitious development plan, in Belgrade today. The strategy envisions investments exceeding **EUR 400 million** in infrastructure, digital transformation, organization strengthening and acquisitions of production and distribution companies in the markets where the Group operates.

After the successfully implemented “Accelerate 2025” cycle, the new phase brings a focus on additional organization strengthening, acquisitions, business operations digitalization, introduction of advanced **AI solutions** and a strong **ESG** agenda.

The strategy was presented by **the Nelt Group Executive Board** at the Hilton Hotel in Belgrade, to 250 Nelt Group managers, including vice-presidents for the markets of Serbia, the Adria region, Africa and Nelt brands, as well as executive directors of finance, human resources, information technologies and strategy and transformation.

“The previous strategic cycle has been highly successful for us. Building on that success, “**Ascend 2030**” paves the next phase of our development. With the investment plan of EUR 400 million in the next five years, our ambition is to additionally strengthen the leading position in distribution, expand our brand portfolio and increase the capacity of logistics services,” **underlined Darko Lukić, the Nelt Group CEO, who marks one year at that position.**

ASCEND 2030 - NARRATIVE

“**Ascend 2030**” is a new chapter in the Nelt Group’s operations, symbolizing the company’s ambition to ascend to an even higher level of efficient, responsible and sustainable business operations. From the acceleration phase, focusing the Nelt Group on transformation, expansion and revenue growth, the ascent symbolizes the next phase, requiring organization strengthening and enhancement of competences, processes and technologies.

GOALS AND PREREQUISITES OF THE “ASCEND 2030” STRATEGY

The “**Ascend 2030**” strategy goals include sustainable and accelerated revenue growth for the Nelt Group to more than EUR 2 billion, through investments, acquisitions, new partnerships and brand innovations.

In order to achieve those goals, the new strategy focuses on **prerequisites for success, including:** development mindset building, **process optimization and standardization, improvement of key competences, logistics operations automation, SAP 4 Hana ERP system implementation, digitalization, and development of people and talent.**

Belgrade, 26/06/2025

About the Nelt Group:

The Nelt Group is one of the most successful business systems in the Adria region in the areas of logistics and distribution, and a producer of brands. As an international group, it employs more than 5,500 people in 14 companies, in 12 markets of Europe and Africa. The leading position and successes accomplished in 30 years of operations are a result of continuous investment in employee education and development, innovation and implementation of new technologies, with the inclusive and open corporate culture as the company’s trademark. For more information, please visit: www.nelt.com