

## PRESS RELEASE

### Ascend has begun: Nelt Group's New Strategy Shows Significant Results

#### More than 30 million EUR of investments realized in 2025

**Belgrade, November 27, 2025** – Nelt Group plans to achieve revenues higher than 1.5 billion EUR in 2025, which is a 9% increase compared to 2024. As part of the strategic investment cycle „Ascend 2030“, more than 30 million EUR have already been invested in logistics infrastructure, production, and digitalization out of the total planned 400 million EUR, Nelt Group announced at today's annual press conference.

Darko Lukić, CEO of Nelt Group, Goran Cerovina, Vice President for the Adria markets, Nenad Mišćević, Vice President for Serbian market, Sonja Todorova, Vice President of Nelt-owned brand businesses and Bojana Mucić, CHRO of Nelt Group, were speakers at the event.

„Despite a challenging year, we achieved a cumulative revenue growth of 9% compared to 2024 as a Group. In line with the 'Ascend 2030' strategy, we remain committed to our vision and mission - to connect people and brands through excellence in distribution, reliable logistics, and brand management expertise, as an efficient and sustainable ecosystem“, stated Darko Lukić, CEO of Nelt Group.

According to the SEE News ranking, Nelt Serbia has been included once again in the SEE TOP 100 list of the largest companies in Southeast Europe for 2024, as the only privately owned domestic company.

#### Investments in infrastructure and digitalization

As part of the “Ascend 2030” strategy, around 30 million EUR were invested in 2025 in the modernization of warehousing and logistics infrastructure, expanding production capacities, and digitally transforming key processes.

New, modern warehouses were opened in Albania and Bosnia and Herzegovina, while in Zambia, following the acquisition of land, construction began on a new business and distribution center. A new production line was installed at the Baby Food Factory, enabling further technological and portfolio development.

#### Revenue growth across all markets

All geographic units of the Nelt Group achieved revenue growth.

- Serbia: revenue exceeding one billion EUR
- Adria markets (Ex-YU, Albania, Romania): revenue exceeding 400 million EUR
- Africa: 60 million EUR

Growth was driven by portfolio expansion, new principals, and new logistics partners, including JTI (Albania), Beiersdorf (Zambia), Mondelez (Angola), Revlon (Serbia), Bambi (North Macedonia), among others.

#### Brand leadership in key categories

The companies Baby Food Factory, Neoplanta, and Chips Way recorded growth in their brands across key performance indicators, further strengthening their leadership in defined categories.

- Baby Food Factory: +5%
- Neoplanta: +1.1%
- Chips Way: +16%

Portfolio innovations, investments in technology, and strong brand management remain strategic pillars of Nelt Group's development, alongside planned capacity expansion and new business models.

#### About Nelt Group:

Nelt Group is one of the most successful business systems in the Adria region in the fields of logistics, distribution, and brand manufacturing. As an international group, it employs more than 5,500 people across 14 companies in 12 markets in Europe and Africa. Its leadership position and achievements over 30 years of operations are the result of continuous investment in employee education and development, innovation, and the application of new technologies, while an inclusive and open corporate culture is a hallmark of the company. For more information, visit: [www.nelt.com](http://www.nelt.com)



Nelt Co d.o.o.  
Maršala Tita 226B  
P. fah 530  
11272 Dobanovci  
Srbija

t +381 11 3779 100  
f +381 11 3779 140  
office@nelt.com  
www.nelt.com

PIB 100037645  
MB 17304712

### **Investment in People: Six million EUR invested in salary increases**

In 2025, Nelt Group invested six million EUR in salary increases, 1.5 million EUR in employee benefits, and dedicated more than 5,500 hours to leadership development and competency enhancement.

Through innovative digital platforms such as SAP SuccessFactors and Blue Colibri, employees have easier access to information, more efficient processes, and faster internal communication, contributing to overall organizational agility.

### **Corporate Communications of Nelt Group**

komunikacije@nelt.com

#### **About Nelt Group:**

Nelt Group is one of the most successful business systems in the Adria region in the fields of logistics, distribution, and brand manufacturing. As an international group, it employs more than 5,500 people across 14 companies in 12 markets in Europe and Africa. Its leadership position and achievements over 30 years of operations are the result of continuous investment in employee education and development, innovation, and the application of new technologies, while an inclusive and open corporate culture is a hallmark of the company. For more information, visit: [www.nelt.com](http://www.nelt.com)