

PRESS RELEASE

Ascend 2030: Nelt Group Continues Growth Through New Partnerships, Investments, and Digitalization

Jahorina, April 2, 2026 – At a one-day conference held in Jahorina, attended by directors and managers from all companies, Nelt Group presented the results achieved during the first year of implementing its “Ascend 2030” strategy. During this period, the Group further strengthened its portfolio, expanded regional partnerships, and delivered key investments in logistics infrastructure.

Since the adoption of the strategy, Nelt Group has reinforced its portfolio and market position through regional cooperation with partners and new principals, including **Chips Way and Waltz** in Bosnia and Herzegovina; **JTI and Alka Group** (Elephant Brand) in Albania; **Bambi** in North Macedonia; **Mondelez, Nestlé, Colgate, Beiersdorf, and Perfetti** in Africa; **Revlon, Vitamin Horgoš, and Jaffa** in Serbia. In addition, logistics cooperation **with Coca-Cola HBC** has been expanded in the Serbian market. Logistics services across other segments, as well as pharmaceutical operations, are also recording growth in volume and expanded partnerships.

Marko Cilić, Chief Financial Officer and Acting CEO, stated that Nelt Group remains committed to its vision and mission of creating an efficient and sustainable ecosystem that connects people and brands through excellence in distribution, reliability in logistics, and expertise in brand management.

“We are entering the next phase of strategy implementation with a clear focus on operational discipline, infrastructure development, and strong partnerships. We continue our ascent toward sustainable and accelerated growth, while simultaneously investing in people, organizational development, and the growth of our own brands,” **added Cilić**.

In a complex regional and global geopolitical context, Nelt has continued to deliver on its key strategic initiatives. Within this framework, more than EUR 15 million has been invested in the development of logistics infrastructure, including a new distribution center in Tirana and expanded capacities in Bijeljina. At the same time, the pharmaceutical business has been further positioned as one of the key pillars of growth in the region.

The brands of Neoplanta, Baby Food Factory, Chips Way, and Candy Factory Angola have been recognized as leaders in their categories and continue to invest in innovation, production improvement, and global positioning.

“Over 33 years, Nelt Group has grown into a leader in distribution, logistics, and the production of proprietary brands. Our growth is based on continuous investment in people, innovation, and market adaptation. We have strong foundations for long-term sustainable success,” **said Nebojša Šaponjić, founder and co-owner of Nelt**, adding that the goals of “Ascend 2030” remain focused on accelerating revenue growth to over EUR 2 billion through investments, acquisitions, new partnerships, and brand innovation.

In the coming period, Nelt Group will focus on accelerated business digitalization through the implementation of SAP S/4HANA, process standardization, ESG projects, logistics integration across regional markets, investments in infrastructure, expansion of operations in Africa, and the development of its people.