

company profile



BIOVEGA®

Najbolje što priroda i čovjek mogu dati

The Best of Nature and Man





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I. general information

Company name:

Biovega d.o.o.

(Biovega Ltd. for organic food production, trade and services)

Head office: Ilica 72, 10 000 Zagreb, Croatia

Owners:

Ms Jadranka Boban Pejić and Mr Zlatko Pejić

Business type:

Sales, Export-Import, Production, and Retail

Year established: January 22, 1990

Activation: 1994.

CEO: Jadranka Boban Pejić

jbp@biovega.hr

Deputy CEO: Žana Hinek

zana@biovega.hr

Business Bank:

Raiffeisen Bank, Zagreb Branch Office, Petrinjska 59, 10 000 Zagreb,

Account number: 012-2500-978-45597 Swift: RZBHHR2X

Office Manager:

tel: ++385 1 24 98 630, e-mail: sandra@biovega.hr

II. about us

OUR MISSION

The Best of Nature and Man

We offer locally produced and imported organic, wholefood highest quality products. We would like to educate our customers by providing information about the true value of wholefood and organic products, as well as the importance of healthy lifestyles for human and environmental health. Therefore we are constantly trying to harmonize ethical, environmental and economic values of our business activities in a way necessary for a sustainable development.

OUR VISION

We are crazy enough to believe that we can change the world. We would like to become the regional leader in production and distribution of organic products.

BASIC VALUES

Our business philosophy, or in other words our basic values, can be described in few words: „3 E BUSINESS“:

Ethics – Reflected in our relationship with employees, partners and clients. We continuously invest in each employee; dedicated to improving work conditions, as well as the quality of life; inspiring, recognizing and respecting personal growth and development.

Environmental protection – Reflected in the way we promote environmentally safe production, recycling, energy and resource saving.

Economy – We constantly re-invest our profit with an aim to develop and improve our business activities; to improve transparency of our business processes - internally (towards employees) and externally (towards authorized institutions); and to develop and completely accept principles of the fair-trade business.

MEMBERSHIPS AND CERTIFICATES

In year 2006 Biovega became a member of the International Federation of Organic Agriculture Movements **IFOAM**. The IFOAM's Organic Retailers Association (ORA) is an international umbrella association of national organic retailers associations and organic retailers. The ORA certificates guarantees our consumers that our company provides organic products through certified, highly qualified and committed organic retailers.

In year 2008 Biovega was assessed and certified as meeting the requirements of **ISO 9001:2000** (The International Organization for Standardization) and **HACCP** (Hazard Analysis and Critical Control Points).

BIOVEGA'S TEAM

Currently we employ about 103 people, and their average age is 35. It is our strong belief that a happy employee is a precondition for a successful company. We strive to create a working environment founded on a positive approach to relationships with others, where individual differences are honored and valued. Respect for the individual is one of our company's core values, reminding us all to treat people as we would like to be treated ourselves. We have confidence in varied skills and talents of our people. Although a clear strategy has helped define a history of successful growth, it is the unique skills and talents of our people that excite the marketplace and offer innovative solutions to our clients.

III. our business activities

1. DISTRIBUTION

Biovega has established business cooperation with 30 companies, and it is an exclusive distributor of about thirty globally leading organic brands.

Its offer includes approximately 2000 organic and whole certified products - food, food supplements, natural cosmetics, and environmentally safe cleaning products. It distributes its products throughout Croatia - to herbal pharmacies, pharmacies, supermarkets and health food stores. Biovega is an exclusive distributor for the whole former Yugoslavia.

We are exclusive distributors for:

Allos-Germany, **Green foods**-USA, **Walla**-GERMANY, **Primavera**-GERMANY, **Nutrex**-USA, **Urtekram**-DENMARK, **Natudis B.V.**-HOLLAND, **Vitaquell**-GERMANY, **Davert Muhle**-GERMANY, **Oatly Foods**-SWEDEN, **Rapunzel**-GERMANY, **Viana**-GERMANY, **Muso**-JAPAN, **Mitoku**-JAPAN, **Bodywise**-UK, **DO-IT**-HOLLAND, **Allos**-GERMANY, **Ulrich Walter**-GERMANY, **DHD Europe**-JAPAN, **Lily of the dessert**-USA, **Cook islands Noni marketing LTD**-COOK ISLANDS; **Frenchtop**-HOLLAND, **La finestra**-ITALY, **Steiners Cranberry**-AUSTRIA, **Holle**-SWITZERLAND, **Ecover**-BELGIUM, **Fungi Perfecti**-USA, **Golden Temple**-GERMANY, **Voelkel**-GERMANY, **Sojade**-FRANCE, **Udea**-NETHERLANDS, **WBT**-ITALY, **Kärntnermilch**-GERMANY, **Montebello**-ITALY.

We can proudly say that we are a leading Croatian company in distributing home-made and home-grown products certified as organic products.

Pioneering distribution efforts were launched in 2000 when we started our cooperation with Croatian organic farmers - producers of fruit, vegetables, cereals, and legumes.

To our great satisfaction the cooperation has grown stronger and stronger every year and today we take great pride in the fact that Croatian organic products, especially fresh fruit and vegetables, are sold in Zagreb, Split, Rijeka, Pula, Dubrovnik and Varaždin on a daily basis.

We use organic vegetables in our Nova Restaurant and we also distribute it to Makronova for their trainings and residential seminars, and as of recently to best supermarkets.

www.biovega.hr

2. **bio&bio** organic stores

Since 1995 Biovega has been developing its retail sector specialized in marketing and selling certified organic products. Thanks to its extensive experience it has standardized its business activities and provided a response to interested partners wishing to open similar organic stores. Since Biovega has become the highly recognized distributor of the leading European and global organic brands, we have decided to create our own brand of retail stores - **bio&bio**.

The **bio&bio** stores base their offer on globally recognized certified organic brands. Thus, in the rich offer, apart from the globally recognized certified organic products, one can also find Croatian organic brands. There are 11 **bio&bio** stores in Croatia. Five in Zagreb, and one in Split, Rijeka, Pula, Dubrovnik, Varaždin and Osijek.

www.biobio.com.hr

bio&bio Varaždin and Arena Centar, Zagreb



bio&bio Pula



3. THE NOVA RESTAURANT

The Nova restaurant is experiencing its best years...

For more than 15 years it has never ceased to amaze guests with its irresistible vegan and organic specialties based on macrobiotic principles.

Many foreigners, as well as locals, have found their peaceful retreat there. It was and still remains to be the first non-smoking zone, which has made a large number of healthy lifestyle followers happy.

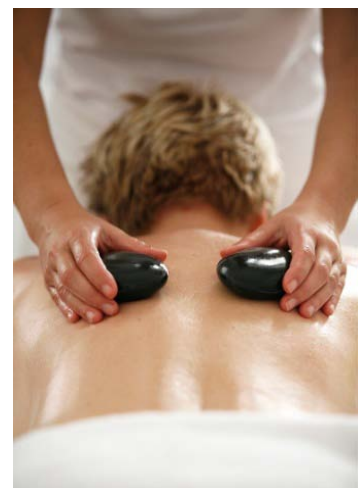
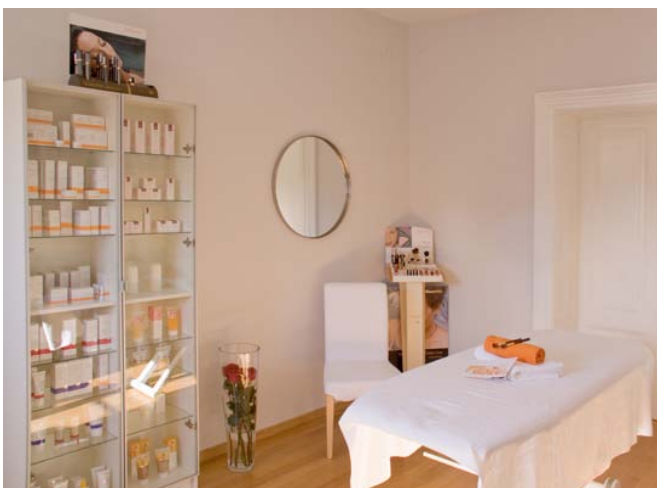


www.novarestoran.com.hr

4. ORGONA STUDIO

Orgona, a beauty studio for natural face and body care, is in the very heart of Zagreb - 69 Ilica. All treatments are performed exclusively with certified natural skin care products from Dr.Hauschka and Primavera Life, which makes Orgona really special. Apart from having unique ingredients and effect, these products, made from biodynamically grown top-quality medicinal plants, recreate the true balance of body and soul. However, the quality of Orgona is not only in the quality of products used. Our trained beauticians will help you relax and enjoy the touch and smell of those products with all of your senses, which will definitely make your experience complete.

www.orgona.com.hr



5. PRODUCTION

Production is Biovega's highest priority.

We are full of ideas about what and how we would like to develop. However, we were often unable to find all necessary raw materials in Croatia so our production initially started with international partners.

It enabled us to create our own brands made from excellent, high-quality raw materials and to offer natural and holistic health products.

In the meantime we have welcomed many local farmers on board, which has made both them and us very happy since there are many local organic products currently in the production pipeline.

Our brands:

bio&bio – the brand name reveals that these products are made for bio&bio stores. We offer the best selection from the world of cereals, legumes, seeds and nuts that can meet the needs of the most demanding customers. The bio&bio brand is not only represented by more than a hundred products in line with the latest trends in the world, but we also constantly add new and exotic products to meet the requirements and wishes of our customers.



Ekozona – first Croatian organic brand. It is a product brand of packaged and fresh organic products intended for supermarkets and a wide range of customers interested in good-quality organic products available at favourable prices.

Currently there are about 130 products, recognizable by very modern visual identity. Ekozona products are currently available in bio&bio shops and in the leading Croatian chain of supermarkets Konzum.



NEW HOUSE BRANDS ORGANICA AND OKINAWA

In order to respond to the ever-increasing demands of the Croatian market, Biovega has created two new house brands: Organica and Okinawa.

Organica offers 107 products, including: flour, almonds, cranberries, seeds, cornflakes, cereals, grains, and legumes. Organica cleverly plays with its own name on the sticker: the letter 'g' is shaped like a plant. Organica (without the 'g') means 'field' in Croatian - in other words we offer the market top-quality organic products.

The brand **Okinawa** includes about 47 Japanese organic products. The name itself creates an association with the Japanese island that is home to the longest-lived population in the world and whose diet includes ingredients that we bring to the Croatian market under this brand name. In this way we tell our customers that they can greatly improve their quality of life by using these products. Okinawa offers Japanese tea, miso, mochi, nigari, algae, vinegar, shoyu, tamari, sesame oil, umeboshi...

Both brands will be available in supermarkets and bio&bio stores. This new range also creates an opportunity to expand Biovega's cooperation with domestic organic farmers and to support local organic products.



ORGANIC FARM "ZRNO"

In 2010, Biovega acquired the first and oldest Croatian organic farm "Zrno", started as far back as 1988. Grain, fruit, vegetables, and other agricultural eco-cultures are grown on 12 ha (30 acres).

Biovega will use these as raw materials for an assortment of fresh foods for bio&bio stores. With this Biovega is beginning yet another trend – very important in its developmental strategy: its own production. The first harvests will hopefully soon find their place on the shelves of bio&bio stores under a new house brand.



6. BIOVEGA'S SISTER COMPANIES: MAKRONOVA AND PLANETOPIJA

Makronova

Pioneers of macrobiotics and natural lifestyles... since 1985

The main goal of Makronova is to promote healthy lifestyles and teach people how to accomplish a high quality and sustainable lifestyle – with healthy and balanced nutrition, exercising and various self-help methods, positive attitude, a high quality communication with other people and a conscious approach to environmental protection.

Today, Makronova offers a complete educational program including natural nutrition, bodywork and other skills. Three of the programs are especially interesting: School of natural cuisine, Academy of living and The School for Shiatsu Practitioners recognized by the Croatian Ministry for Education. More than 50 000 people have so far attended Makronova's programs.

www.makronova.com



Planetopija



Origins of the Planetopija publishing house can be traced to the Biovega publishing department where the very first book on macrobiotics in the Croatian language - Food for Life by Jadranka Boban Pejić and Zlatko Pejić - was published back in 1995. Along with authors, the first Planetopija's editor-in-chief, Marina Kralj Vidačak, its present manager and spiritusmovens, edited the book.

Food for Life was also the first book in the Makronova book series dedicated to healthy life-styles and holistic medicine - the essence of the Biovega's scope of work and philosophy, as well as the primary interest of its employees. In the period to come, the Biovega publishing department succeeded in expanding the scope of topics, and shortly after Food for Life was published, it establishes another book series, Quantum - pocket books for every occasion. The book series included the best of the Eastern and Western philosophy, psychology, religion and spirituality, and became a trademark of Biovega's publishing efforts that enabled the company to establish itself as a serious and original publisher. Soon after, new book series were initiated covering even wider scope of topics including biographies, exercising, women's health, humour, environmental issues, children's books, etc.

www.planetopija.hr

IV. founders

Jadranka Boban Pejić (the company's CEO) and Zlatko Pejić are founders of Biovega d.o.o. and pioneers of organic business in Croatia.

They started to promote healthy lifestyles and organic agriculture/products in 1985 by organizing educational programs, through Society for Improvement of Quality of Life, highly esteemed Croatian non-profit organization.

For his contribution in the Earth Day organization, Zlatko Pejić, the Society's president, has been awarded with the International Earth Day Award in UN.

Establishing Biovega as a company dealing with organic products was just a logical upgrade of their ongoing activities in the field of healthy lifestyles and environmental protection.

Jadranka Boban Pejić and Zlatko Pejić are also authors of several books on healthy lifestyles and Biovega is their life/career project reflecting their philosophy.



Jadranka Boban Pejić and Zlatko Pejić