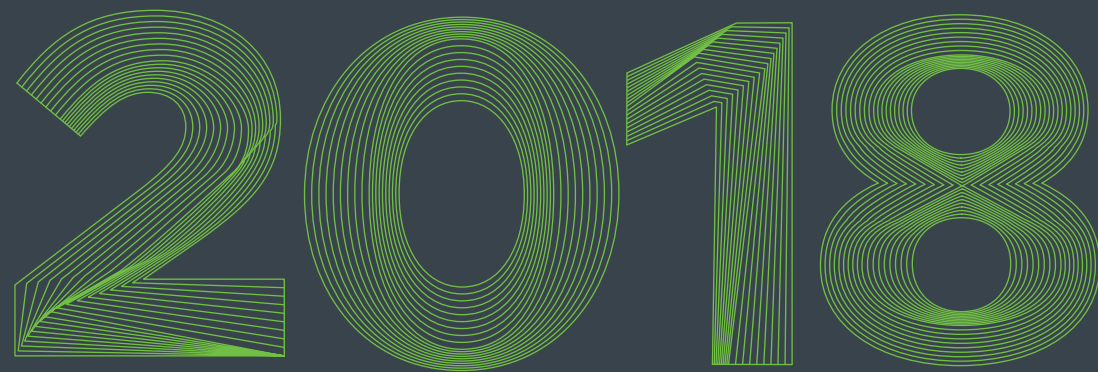
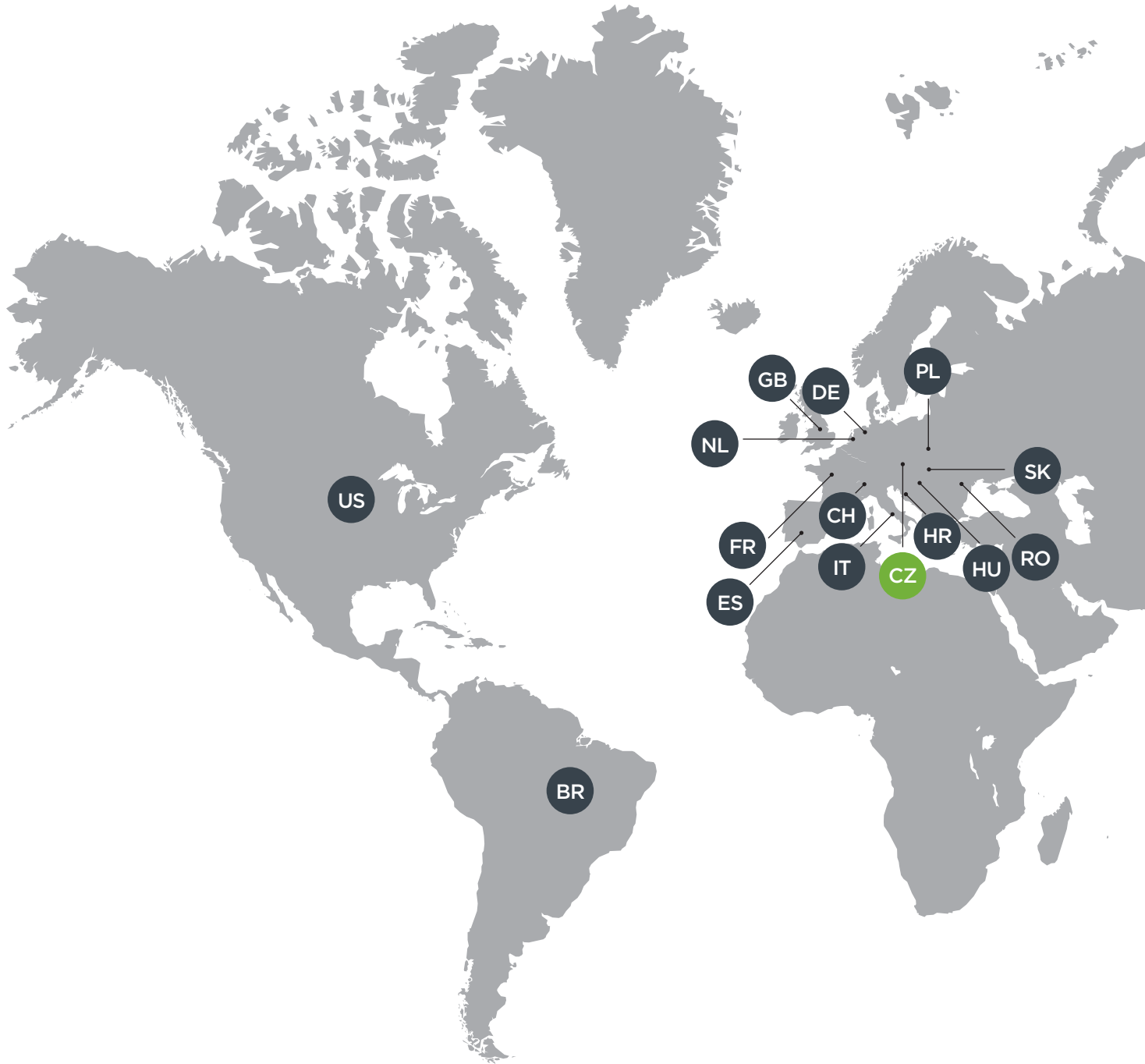
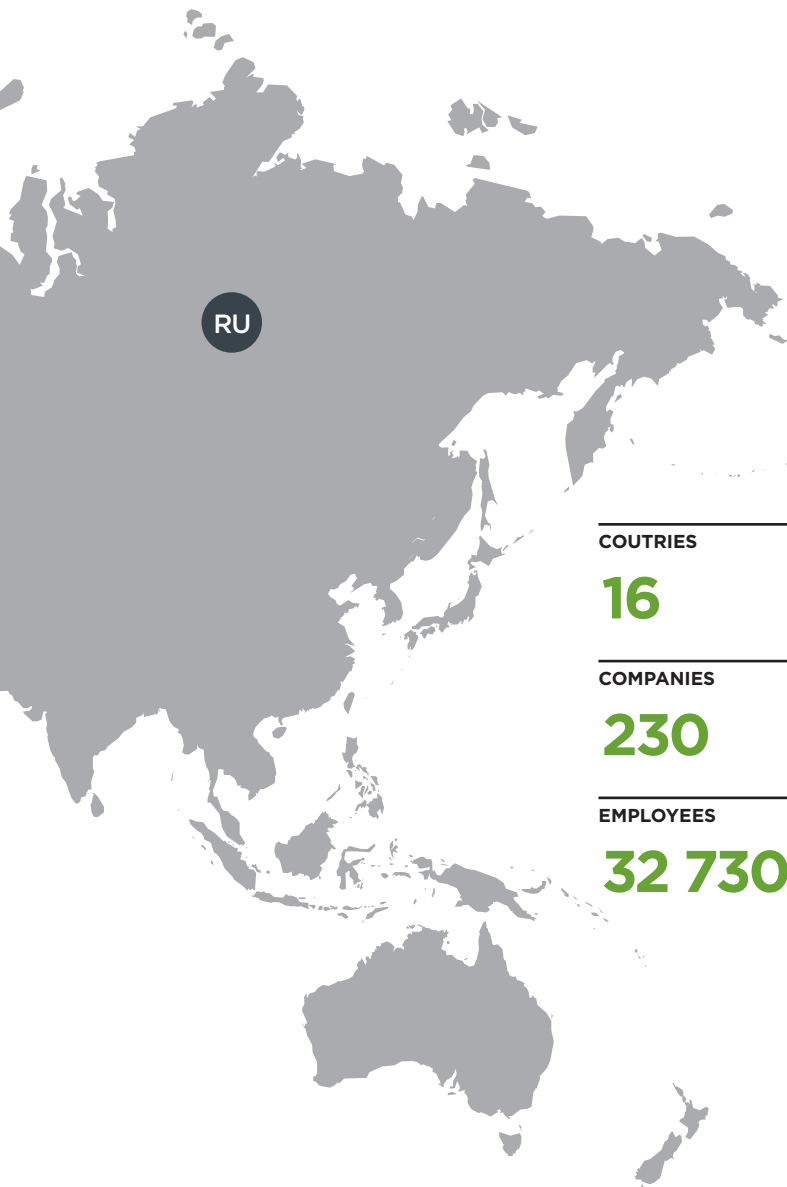


The logo for AGROFERT, featuring the word "AGROFERT" in a bold, white, sans-serif font. The letter "O" is stylized with a diagonal line through it. The logo is positioned on the left side of the image, partially enclosed by a large, green, multi-lined circular graphic element.The year "2018" is displayed in a large, green, multi-lined font. The digits are composed of many thin, parallel lines that create a sense of depth and movement. The "2018" is positioned in the upper right quadrant of the image, to the right of the AGROFERT logo.

AGROFERT GROUP	03
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# AGROFERT GROUP

AGROFERT, spol. s.r.o was established on 25th January 1993 as a company focused on trade with fertilizers. At the time of its establishment the company had only four employees.

The AGROFERT Group currently consists of 196 subsidiaries, 1 associate and 6 joint ventures, 27 companies have been excluded from consolidation. The AGROFERT Group companies are active in several sectors such as chemical, food, agricultural, ground machinery & technology, forestry & timber, renewable energy sources and media. The shareholder's equity is 3.11 billion EUR.

AGROFERT Group employs more than 32,000 people today and is the largest Czech private employer. According to the CZECH TOP 100 2018 ranking, AGROFERT is the third most important company in the Czech Republic.

AGROFERT is also the largest Czech and Slovak agricultural and food industry group, the second largest domestic chemical group, the second largest producer of nitrogen fertilizers in Europe and the group also ranks third among the largest domestic exporters.

In terms of investments, AGROFERT is one of the largest investors in the Czech Republic, Slovakia and Germany, and is also a major investor in Hungary.

Entrepreneurial success of AGROFERT companies is based on long-term, stable relationships with business partners, on high-quality work of its employees, on the use of the skills of experts in individual fields, on the ability to respond flexibly to changing market environment and maximizing the use of synergies across areas of the Group's business.

## 1993

25th January – establishment of AGROFERT, spol. s.r.o. (registered capital 3,600 EUR, four employees)

## 1994

Transformation of the limited liability company into a joint-stock company named AGROFERT a.s.  
Extension of trading activities: agricultural commodities and agrochemicals

## 1995

The company starts to invest into a national distribution network; acquisitions of ZZN and ACHP companies \*\*

## 1996

Entry into the Czech chemical sector: privatization of the company Precheza  
Joint venture DUSLO Šafa (SK)

## 2000

Entry into the food processing sector: Maso Planá, MASNA Studená and ADEX

## 1999

First merger in the group: merger between Chemagra and AGFTRADING  
Extension of business activities: fuel trading  
Acquisition of the company DEZA

## 1998

Extension of AGFTRADING activities: trade with commodities

## 1997

Establishment of a specialized company trading with pesticides: Chemagra  
20th May – establishment of AGROFERT HOLDING, a.s.  
Acquisition of the company Lovochemie

## 2002

Acquisition of SKW Piesteritz (DE)

## 2004

Merger between the companies AGROFERT HOLDING, a.s. and AGFTRADING, a.s. as of 1st January 2004  
Entry into the mill and bakery sector: PENAM (3rd most important group at the market)

## 2005

Merger between the companies AGROFERT HOLDING, a.s., AGROFERT, a.s. and AGROPROFIT a.s. as of 1st January 2005  
Acquisition of the company Kostelecké uzeniny

## 2006

Entry into the Czech market with agricultural machinery  
Acquisition of the poultry company Hyza (SK), establishment of the company Profrost (frozen bakery products), acquisition of the Chinese chemical company Precheza Titanium Dioxide

\*\* ZZN Supply and purchase of agricultural products, ACHP – Agrochemical company

**2007**

Entry into the primary agricultural production segment

Entry into the market for production and sale of seeds: OSEVA

**2008**

Entry into the dairy segment: OLMA

Acquisition of the bakery company Šarišské pekárne a cukrárne (SK)

**2009**

Acquisition of agricultural and food company AGROPOL Group (including the company Vodňanská drůbež)

Entry into the Hungarian market: Devecseri

Acquisition of the Dutch distributor AdBlue GreenChem

**2010**

Merger between the companies AGROFERT HOLDING, a.s. and Agropol Group, a.s. as of 1<sup>st</sup> January 2010

Extension of activities in Hungary, entry into the Hungarian bakery market: acquisition of the bakery group Ceres

Acquisition of meat processing companies: Masozávod Krahulčí and Kmotr

**2014**

Acquisition of the companies Londa, NT Group (HU)

Acquisition of the majority shareholding in the company Česká vejce CZ

Division of the companies Synbiol, a.s. and AGROFERT, a.s. as of 1st January 2014

**2013**

Acquisition of the company Lieken (DE), Ecopress (SK), Mafra

**2012**

Media market entry : establishment of the AGF Media group

Acquisition of the trading part of the company IKR (HU)

**2011**

Entry into the segment of forestry, timber harvesting and processing

**2015**

Acquisitions of companies AGROFIN Svitavy, Svitavy Agropodnik, Kladrubská, Zemědělské obchodní družstvo Zálabí, Vlčnovská zemědělská, Poľnohospodárske družstvo Ludanice, ACOMWARE, AdInternet

**2016**

Acquisition of the companies ZEMSPOL, spol. s r.o., AGRODRUŽSTVO Kačice, AGROPARKL spol. s r.o., Lužanská zemědělská a.s., CENTROPROJEKT GROUP a.s., P E Z A a.s. (SK)

**2017**

Acquisition of the companies Petrochemia Blachownia, Ticket Portal Group, companies Poľnoslužby Bebrava, PD Krupá and Truhlárství Straka

**2018**

Taking over of the publishing house Bauer Media Group through subsidiaries Mafra Print, a.s. and Mafra Slovakia Print, s.r.o.

# ECONOMY 2018

---

**TOTAL INVESTMENTS** (EUR)

**509.1 M**

---

**OF WHICH  
FINANCIAL INVESTMENTS** (EUR)

**81.6 M**

---

**RENEWAL AND DEVELOPMENT  
INVESTMENTS IN FIXED ASSETS** (EUR)

**437.5 M**

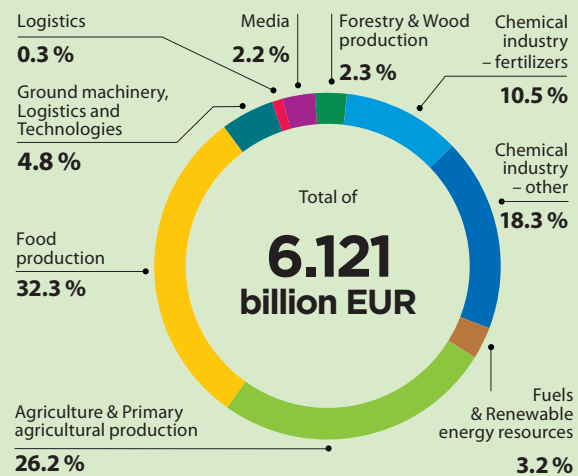
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**NUMBER OF EMPLOYEES**  
(yearly average)

**32 730**



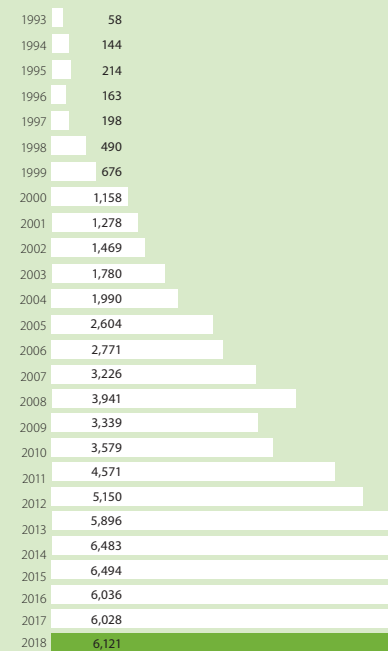
### INDIVIDUAL SEGMENT'S CONTRIBUTION TO THE GROUP'S TOTAL TURNOVER IN 2018



### REVENUES FROM THE SALE OF GOODS AND SERVICES

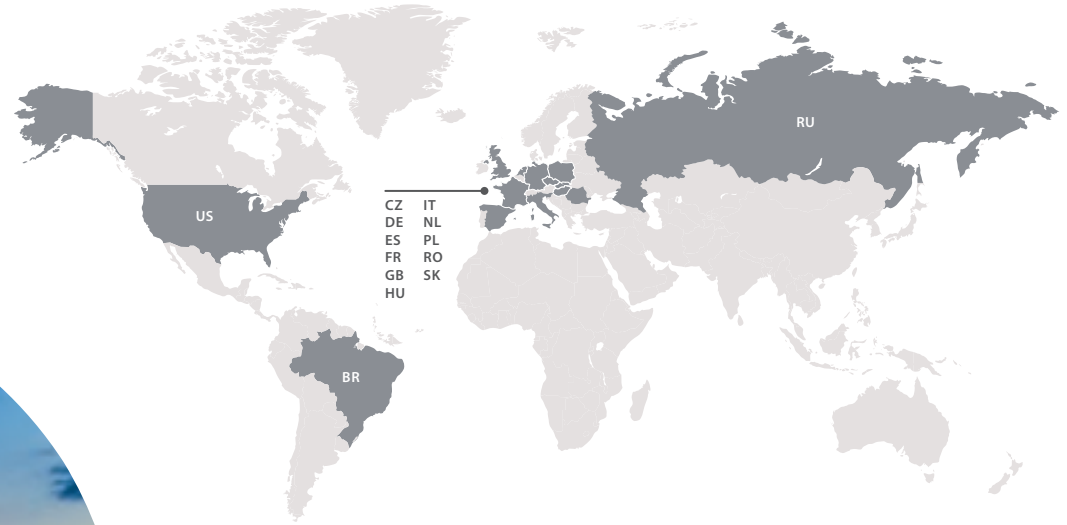
(in million EUR)

exchange rate 25.73 CZK/EUR according to the Czech National Bank as of 31. 12. 2018



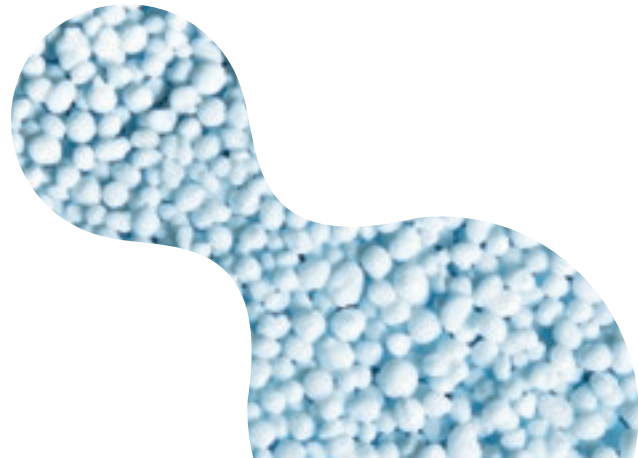


# CHEMICAL INDUSTRY



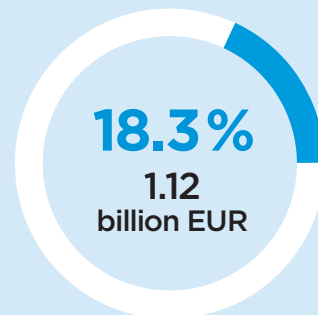
AGROFERT is currently the second largest group in the Czech chemical industry.

It is the second largest producer of nitrogen mineral fertilizers in Europe.





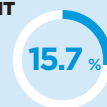
## FACTS

SHARE OF FERTILIZERS CHEMISTRY  
IN THE TURNOVER OF THE GROUP IN 2018SHARE OF SPECIAL CHEMISTRY  
IN THE TURNOVER OF THE GROUP IN 2018FERTILIZERS SEGMENT  
EMPLOYEES

3 604

SPECIAL CHEMISTRY SEGMENT  
EMPLOYEES

5 126

RESEARCH  
LABORATORIES

3

## PRODUCTS

Fertilizers

Tar, crude benzole processing and related  
products manufacturing

Production of rubber soot

Rubber chemicals, inorganic pigments (TiO<sub>2</sub>)Special chemicals, construction plastics,  
foils (PP, PO, PVC, PET), flooring

AdBlue production

Fertilizers (production capacity)	4,340 kt/y
AdBlue (production capacity)	880 kt/y
Crude tar (production capacity)	450 kt/y
Crude benzole (production capacity)	265 kt/y
Petrochemical processing (production capacity)	86 kt/y
TiO <sub>2</sub> (production capacity)	59 kt/y
Tar oils (production capacity)	35 kt/y
Naphthalene oil (production capacity)	60 kt/y
Phthalic anhydride (production capacity)	43 kt/y
Esters (production capacity)	60 kt/y
Technical foils + flooring (production capacity)	16 kt/y
Nitrocellulose (production capacity)	8 kt/y
Organic pigments and dyes (production capacity)	7 kt/y
Water treatment and purification chemicals (production capacity)	120 kt/y
Production of rubber soot (production capacity)	115 kt/y



**MANUFACTURING FACILITIES**

**CZ**

- ▲ DEZA
- ▲ Fatra
- ▲ Lovochemie
- ▲ PRECHEZA
- ▲ Synthesia

**PL**

- ▲ Petrochemia Blachownia

**SK**

- ▲ Duslo

**DE**

- ▲ SKW Stickstoffwerke Piesteritz

**SPECIALIZED ORGANIZATIONS**

**CZ**

- ★ Centrum organické chemie
- ★ Výzkumný ústav organických syntéz

**SK**

- ★ VUCHT
- ★ Duslo Energy

- ▲ Manufacturing facilities
- ★ Specialized organizations
- ◎ Trading companies & Representations

**TRADING COMPANIES & REPRESENTATIONS**

**CZ**

AGROFERT, Prague  
GreenChem CZ, Prague

**SK**

GreenChem SK, Bratislava

**DE**

Fertagra Deutschland, Frankfurt am Main  
GreenChem Deutschland, Lutherstadt Wittenberg

**PL**

Deza Polska, Szczecin  
Synthesia Polska, Lodz  
GreenChem Poland, Poznan

**HU**

AGROFERT Hungaria, Budapest  
GreenChem Hungary, Komárom

**GB**

GreenChem Solutions, Aylesbury

**NL**

GreenChem Holding, Breda  
GreenChem, Breda

**FR**

GreenChem France, Paris

**ES**

GreenChem Solutions, Barcelona

**IT**

AGROFERT ITALIA, Muggio  
GreenChem Solutions Marcanise, Caserta

**RO**

FERT - TRADERO - S.R.L., Municipiul Timișoara

**RU**

Fatra, Moscow

**US**

Agrofert USA, Savannah

**BR**

GreenChem Solutions, Florianópolis

DE



*fatra* **LOV/CHEMIE**

**Synthesia**

**skw.**  
PIESTERITZ

**DEZA**

**PRECHEZA**

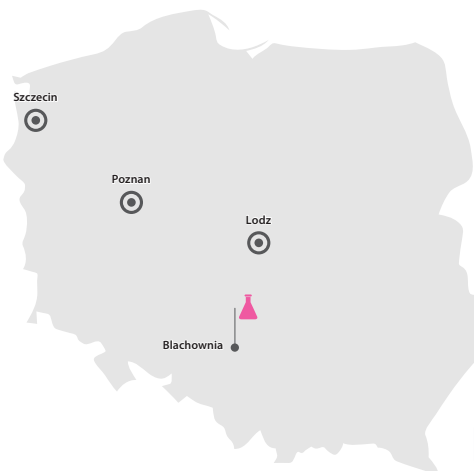
**GreenChem**

**DUSL**  
ENERGY OF YOUR GROWTH



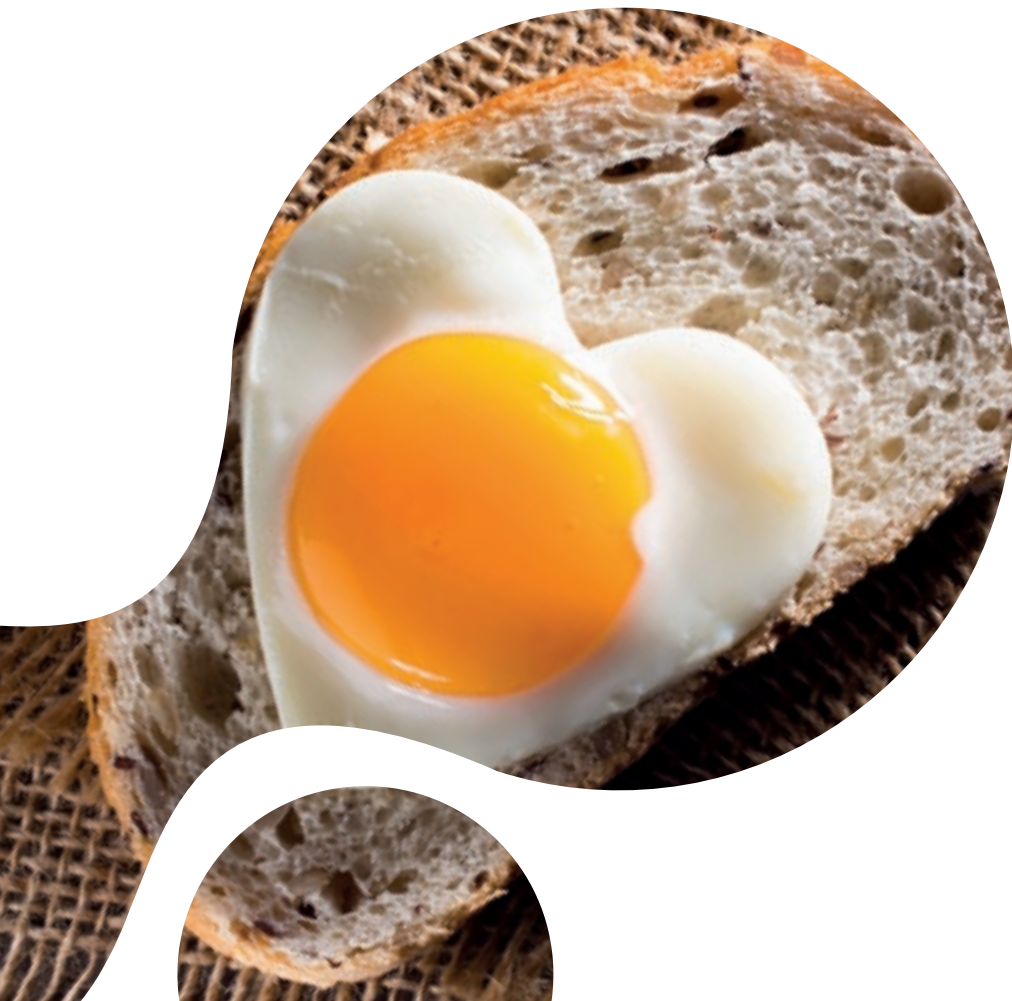
Petrochemia-Blachownia S.A.

**AVUCHT** a.s.



PL

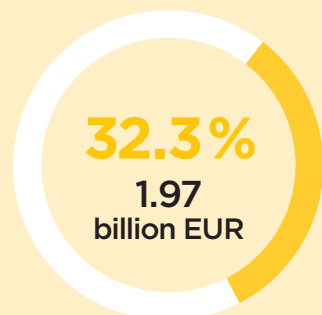
# FOOD PRODUCTION



Following its slogan "From field to fork", the AGROFERT group covers most parts of the food production and processing chain and is therefore able to guarantee the origin, quality and safety of its products.



## FACTS

SEGMENT'S CONTRIBUTION  
TO THE GROUP'S TURNOVER IN 2018

## EMPLOYEES

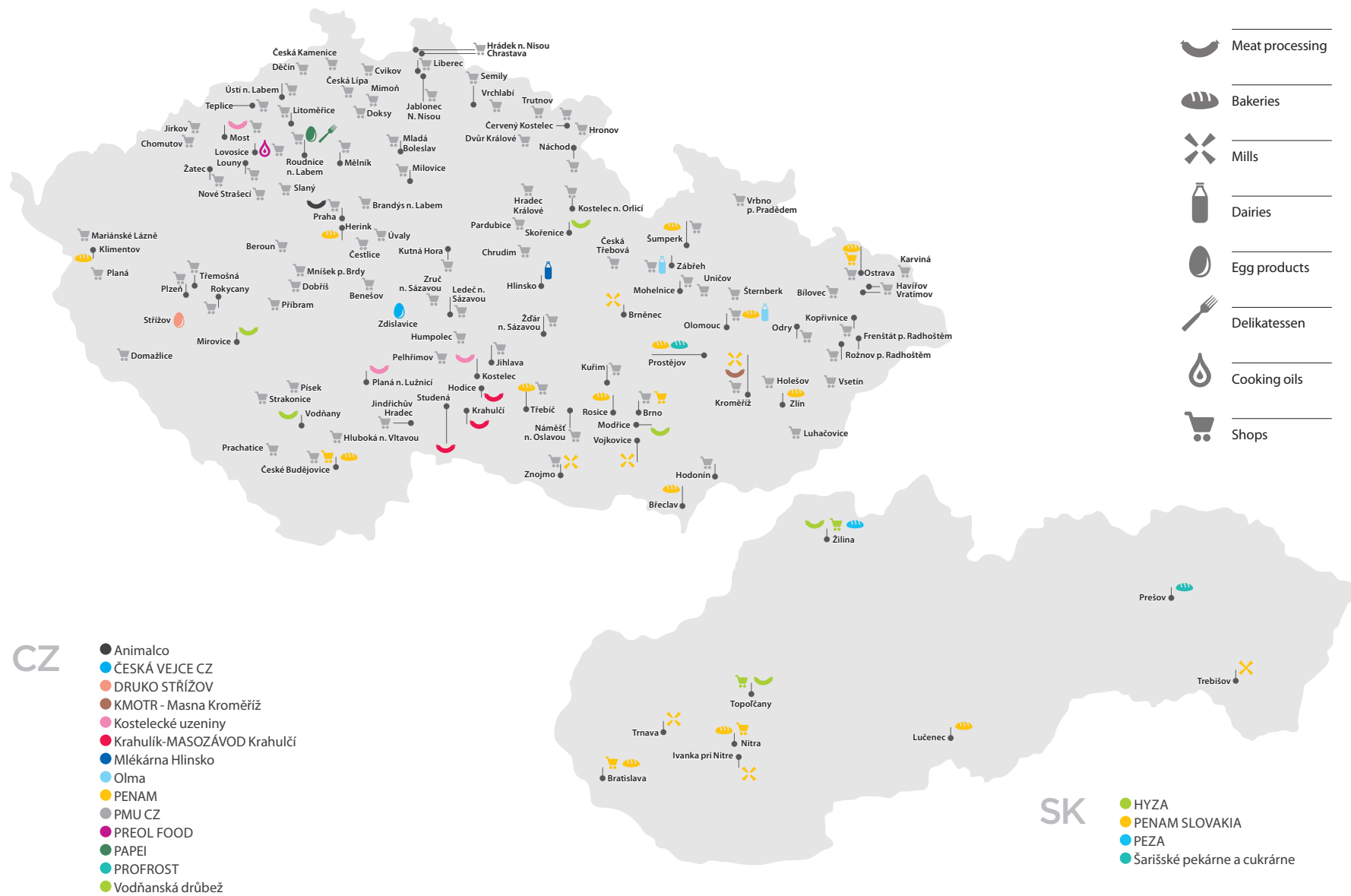
13,139



## PRODUCTS

Processing of fresh poultry and red meat
Production of sausages and meat products and preparations
Purchase and sale of meat
Mill production
Bakery production – fresh and frozen products
Dairy production
Delikatessen production
Production of rape and sunflower oils

SLAUGHTERS (animals/y)	CZ	SK	HU	DE
Cattle	28,000	–	–	–
Pigs	470,000	–	–	–
Poultry	68 M	27 M	–	–
PRODUCTION (t/y)	CZ	SK	HU	DE
Pork	36,000	–	–	–
Beef	7,500	–	–	–
Poultry	87,000	33,000	–	–
Meat products	72,000	8,500	–	–
Cans	700	–	–	–
Output from mills	175,000	107,000	–	–
Bakery products	123,000	39,000	22,000	530,000
Dairy products	248,000	–	–	–
Delikatessen	1,800	–	–	–
Egg products	2,800	–	–	–
Cooking oils	33,000	–	–	–



-  Meat processing
-  Bakeries
-  Mills
-  Dairies
-  Egg products
-  Delikatessen
-  Cooking oils
-  Shops

CZ

- Animalco
- ČESKÁ VEJCE CZ
- DRUKO STRÍŽOV
- KMOTR - Masna Kroměříž
- Kostelecké uzeniny
- Krahulík-MASOZÁVOD Krahulčí
- Mlékárna Hlinsko
- Olma
- PENAM
- PMU CZ
- PREOL FOOD
- PAPEI
- PROFROST
- Vodňanská drůbež

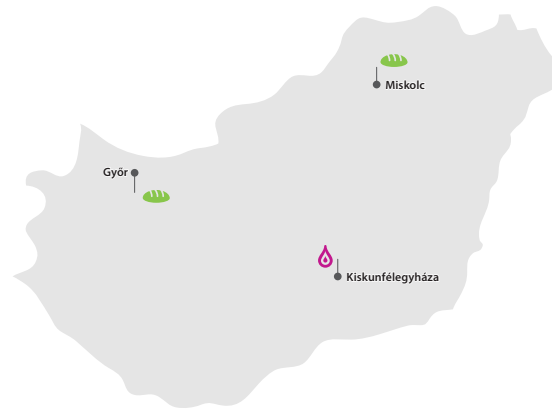
SK

- HYZA
- PENAM SLOVAKIA
- PEZA
- Šarišské pekárne a cukrárne

DE ● Lieken  
● Wittenberger Bäckerei



HU ● Ceres  
● NT GROUP





# AGRICULTURE & PRIMARY PRODUCTION



The backbone of the agricultural part of the AGROFERT group is formed by its agricultural services companies which trade with agricultural products through their captive service and distribution network.

Our knowledge is based on experience gained in our own agricultural production.

The backbone of the primary agricultural production part of the AGROFERT group is formed by companies which are active in the production of basic commodities for food production, processing industry and final consumers.

We place a strong emphasis on the value-added production in our own manufacturing sector as well as within the EU.



## FACTS

### SEGMENT'S CONTRIBUTION TO THE GROUP'S TURNOVER IN 2018



### EMPLOYEES

6,709

20.5%



### MANAGED HECTARES

140,465



### TONS OF COMPOUND FEED

901,485

### PRODUCTS

Fertilizers
Agricultural commodities
Agrochemicals
Seeds
Feedstuffs and feed components
Crop production
Fuels incl. biodiesel B30/B100
Agricultural fields
Cattle breeding facilities (meat and milk)
Swine breeding facilities
Poultry breeding facilities (meat and eggs)

### STORAGE CAPACITY (t)

	CZ	SK	DE	HU	PL
Solid fertilizers	310 K	105 K	4,5 K	104 K	–
Liquid fertilizers	130 K	34 K	17,5 K	42 K	–
Plant commodities	2.75M	740 K	70 K	165 K	7 K
<b>FEED MIXTURES PRODUCTION (t/y)</b>	810 K	90 K	–	–	–
<b>SEEDS PRODUCTION (t/y)</b>	30 K	10,5 K			
<b>PESTICIDES - SALE (million EUR/y)</b>	2,044	816	5	1,314	3

### TODAY WE FARM ON CA. (ha)

	CZ	SK	HU
Agricultural land	114.6 K	20.6 K	5.1 K

### YEARLY WE KEEP CA (pcs)

Poultry	34.7 M	9.6 M	–
Pigs	435 K	–	18 K
Sale of piglets for fattening	71 K	–	–
Cattle	29.8 K	4.8 K	–
of which dairy cows	13.5 K	2.4 K	–

### EGG PRODUCTION (pcs/y)

of which table eggs	243 M		
---------------------	-------	--	--

### MILK PRODUCTION (liters/y)

	118.5 M	21.4 M	–
--	---------	--------	---

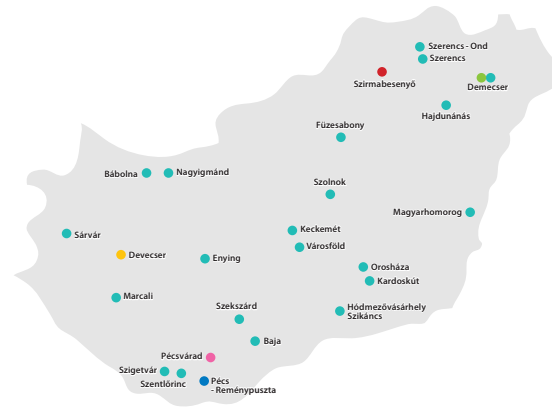


DE ● Agrofert  
Deutschland



HU

- Devecseri Agrokémiai
- IKR Agrár
- IKR Agro-Vár
- IKR Szolgáltató és Szaktanácsadó
- Pécsvárad Agrover
- Pécs-Reménypusztai





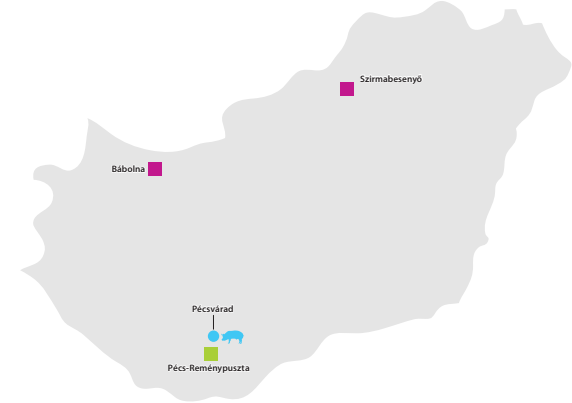
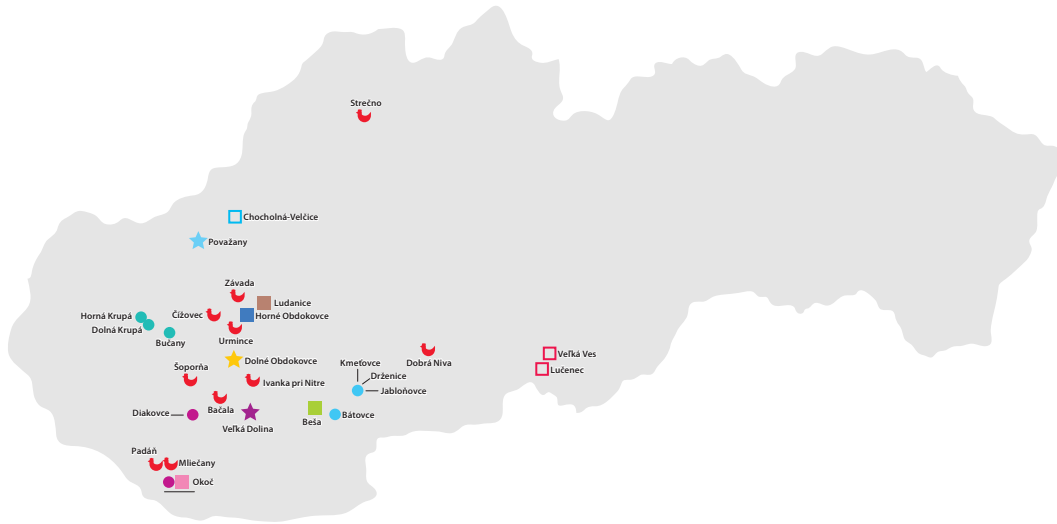
<p><b>UP TO 1000 ha</b></p> <ul style="list-style-type: none"> <li>☆ AGRO Mikulovice</li> <li>☆ Agrobech</li> <li>☆ AGRO Píchov</li> <li>☆ AGRO Přešovice</li> </ul>	<ul style="list-style-type: none"> <li>★ ČESKÁ VEJCE FARMS</li> <li>★ Doubravická</li> <li>★ M + A + J</li> <li>★ Nový Dvůr Kunovice</li> </ul>	<ul style="list-style-type: none"> <li>☆ RK Náklo</li> <li>☆ SADY CZ</li> <li>★ SCHROM FARMS</li> <li>☆ ZEAS Mančice</li> </ul>	<ul style="list-style-type: none"> <li>☆ ZEAS Brniřov</li> <li>☆ ZEMSPOL</li> <li>☆ ZS Třebívlice</li> </ul>
<p><b>1000-2000 ha</b></p> <ul style="list-style-type: none"> <li>■ Agrobor</li> <li>■ AGRO Rozsochy</li> <li>■ AGRO Vnorovy</li> <li>■ AGRO Jinín</li> <li>■ MAVEX AGRO</li> </ul>	<ul style="list-style-type: none"> <li>■ PODCHŘÍBÍ JEŽOV</li> <li>■ PRVNÍ ŽATECKÁ</li> <li>■ 1. Hradecká zemědělská</li> <li>■ SPV Pelhřimov</li> <li>■ STATEK BŘEŽANY</li> </ul>	<ul style="list-style-type: none"> <li>■ Vičnovská zemědělská</li> <li>■ VSV</li> <li>■ ZERA</li> <li>■ ZEVA Chlístovice</li> <li>■ Zlatý klas</li> </ul>	<ul style="list-style-type: none"> <li>■ ZS Vysočina</li> </ul>
<p><b>OVER 2000 ha</b></p> <ul style="list-style-type: none"> <li>● AGROCOM HRUŠOVANY</li> <li>● AGD Kačice</li> <li>● AGRO Jevišovice</li> <li>● AGROPARKL</li> <li>● AG AGROPRIM</li> <li>● AGS AGRO</li> </ul>	<ul style="list-style-type: none"> <li>● ALIMEX NEZVĚSTICE</li> <li>● DZV NOVA</li> <li>● Lužanská zemědělská</li> <li>● KLADRUBSKÁ</li> <li>● Oseva Agri Chrudim</li> <li>● Poděbradská blata</li> </ul>	<ul style="list-style-type: none"> <li>● První zemědělská Záhornice</li> <li>● RYNAGRO</li> <li>● ZAS Podchoť</li> <li>● ZD Křečhoř</li> <li>● ZEAS Puclice</li> <li>● ZEM</li> </ul>	<ul style="list-style-type: none"> <li>● ZEMOS</li> <li>● ZOD Zálábí</li> <li>● Zemědělská společnost Blšany</li> <li>● ZD Vilémov</li> </ul>

**SPECIALIZED BREEDING FARMS**

- PIGS**
- ANIMO Žatec
  - LIPRA PORK
  - SPV Pelhřimov

- EGGS**
- AGROPODNIK Hodonín
  - ČESKÁ VEJCE CZ
  - ČESKÁ VEJCE FARMS
  - SCHROM FARMS

- CHICKS**
- Vodňanské kuře
  - Výkrm Tagrea
  - Výkrm Třebíč



## SK

### UP TO 1000 ha

- ★ AGROFORS
- ★ DOLINA
- ★ PD Považie

### SPECIALIZED BREEDING FARMS

#### CHICKS

- 🐔 Farma HYZA

### 1000-2000 ha

- 🏠 Novoves
- 🌱 Poľnohospodárske družstvo Beša
- 🏠 Poľnohospodárske družstvo Horné Obdokovce 🐔
- 🏠 Poľnohospodárske družstvo Ludanice 🐔
- 🏠 PD Okoč-Sokolec 🐔
- 🏠 RDP Chochoľná-Velčice

### OVER 2000 ha

- 🌱 AGRO – VÁH
- 🌱 Poľnohospodárske družstvo Bátorce 🐔
- 🌱 Poľnohospodárske družstvo Krupá 🐔

## HU

### 1000-2000 ha

- 🏠 IKR Szolgáltató és Szaktanácsadó
- 🌱 Pécs-Reménypusztai

### OVER 2000 ha

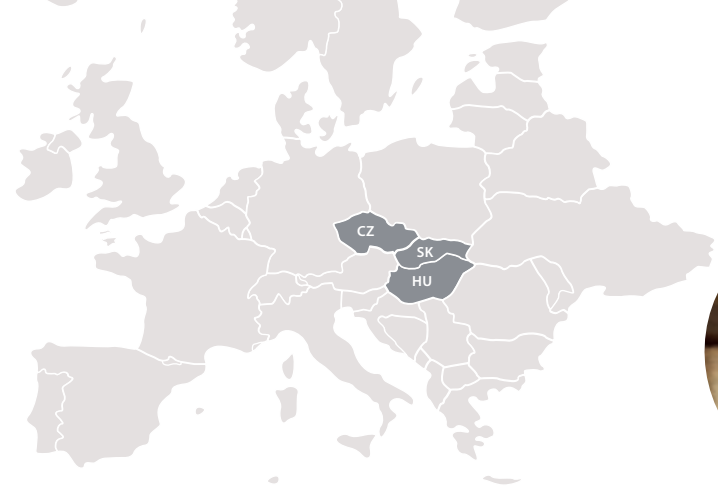
- 🌱 Pécsváradi Agrover

### SPECIALIZED BREEDING FARMS

#### PIGS

- 🐷 Pécsváradi Agrover

# GROUND MACHINERY, TECHNOLOGIES & TRANSPORT



We are one of the most important players in the field of agricultural technics, construction technics and transportation technics on the Czech, Slovak and Hungarian market.

In the field of logistics we are specialists for land transportation of agricultural commodities, wood as well as fresh and frozen food.

We provide comprehensive services in the field of agricultural technologies, especially in the livestock production and renewable energy.





## FACTS

### SEGMENT'S CONTRIBUTION TO THE GROUP'S TURNOVER IN 2018

**4.8%**  
291.5  
million EUR



### EMPLOYEES

**1,151**

**3.5%**

### PRODUCTS & SERVICES

Agricultural machinery  
AGRI FARMING SOLUTIONS, NEW HOLLAND, CASE IH,  
STEYR, AMAZONE, PICHON, STRAUTMANN,  
LAND PRIDE, SIP, Tehnos

Trucks and passenger cars  
IVECO, FIAT PROFESSIONAL, ŠKODA, KIA, JEEP

Construction machinery  
NEW HOLLAND, CASE

Services and trading with new and used  
machinery

Concept and design of technological  
investments into agriculture, general supplies  
including financing, assembly, consultancy  
and service

Production technology related to livestock  
breeding (incl. milking parlors), pig and  
poultry breeding

Leader in sales of tractors in the Czech Republic

Number two in sales of combine harvesters  
in the Czech Republic

The largest IVECO retailer in the Czech Republic

**AGRI**  
FARMING SOLUTIONS

**NEW HOLLAND**  
CONSTRUCTION

**NEW HOLLAND**  
AGRICULTURE

**CASE IH**  
AGRICULTURE

**CASE**  
CONSTRUCTION

**STEYR**

**AMAZONE**

**PICHON**

**TEHNOS**

**SIP™**

**straufmann**

**IVECO**



**KIA**

**ŠKODA**

**Jeep**





HU

- AGRI CS
- AGROTEC



**AGRICS**

**AGRICS**  
SLOVAKIA

**AGRISZERVIZ**

**AGROTEC**  
a. s.

**AGROTEC**  
Slovensko

**AGROTEC**  
Magyarország

**AGROTEC**  
servis

# FORESTRY & TIMBER SECTOR

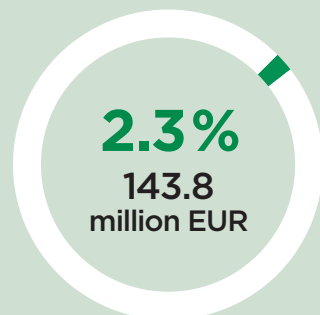


The forestry segment of the AGROFERT group provides comprehensive services in the care about forests and public greenery in the Czech Republic.

We are also active in the timber trade and timber processing.



## FACTS

SEGMENT'S CONTRIBUTION  
TO THE GROUP'S TURNOVER IN 2018

## EMPLOYEES

917



## COMPANIES

2

## PRODUCTS &amp; SERVICES

Timber harvesting and processing

Reforestation

Tree protection

Care of saplings

Seedlings production

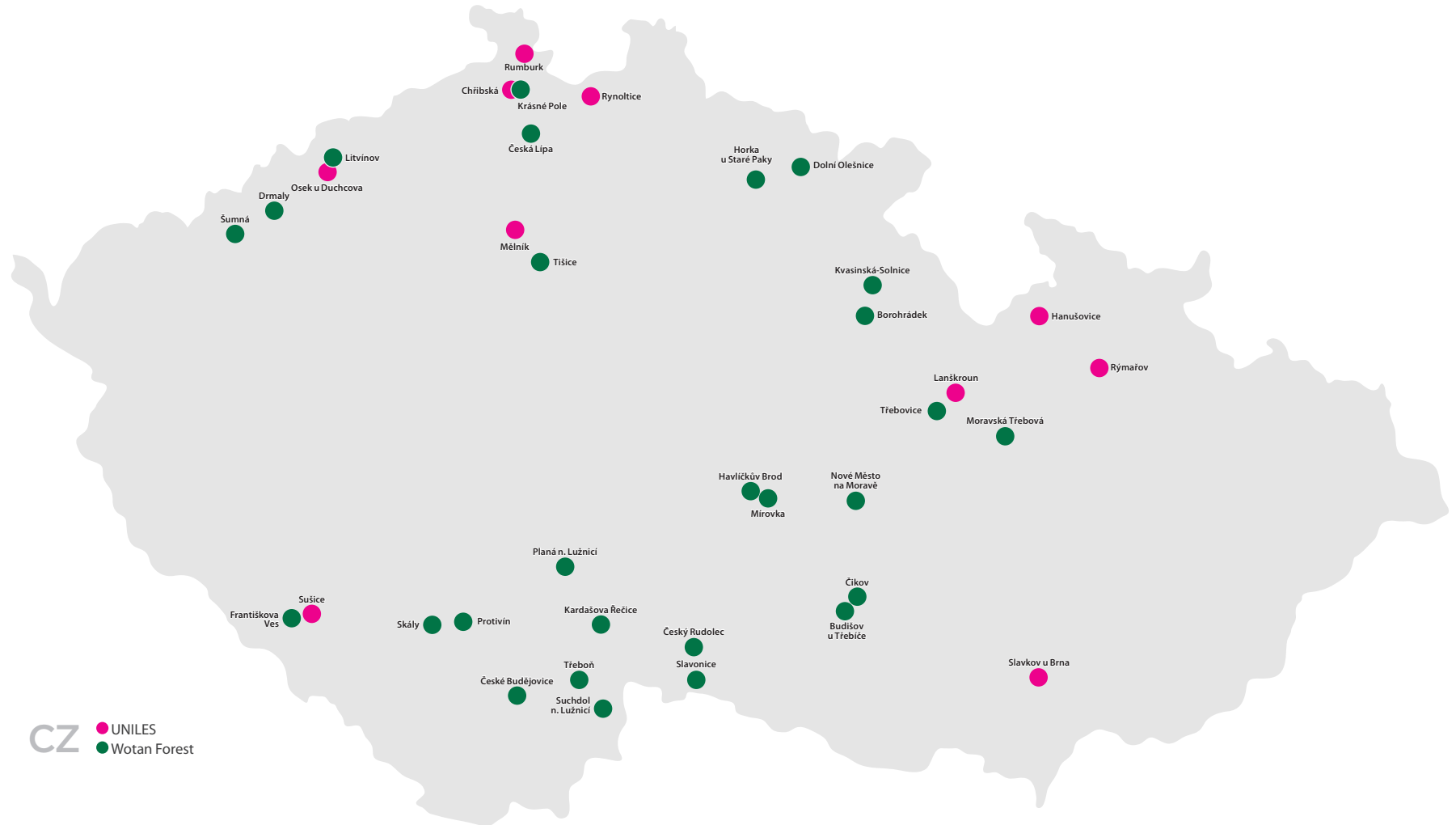
Care for public greenery

Wood production

Felling (m <sup>3</sup> /y)	1.245 M
Saw mill output (m <sup>3</sup> /y)	340 K
Plywood production (m <sup>3</sup> /y)	28 K
Seedlings (pcs/y)	16.2 M
Pallet manufacturing (pcs/y)	3 M







CZ ● UNILES  
● Wotan Forest





# FUELS & RENEWABLE ENERGY RESOURCES



AGROFERT is active in the fuel storage and trade in particular in the region of Western Bohemia. It also offers a comprehensive portfolio of European recognized bioliquids (RME and bioethanol) as a substitute for fossil motor fuels.

The group is also active in the segments of solid biomass, especially pellets and granules produced from grown biomass, agricultural residues or dendrobomass.



## FACTS

### SEGMENT'S CONTRIBUTION TO THE GROUP'S TURNOVER IN 2018



### EMPLOYEES

130



### PUBLIC GAS STATIONS

18



### PRODUCTS AND SERVICES

Fuels for agricultural and non-agricultural sector

Liquid bio-fuels (RME, vegetable oils, glycerine, bio-ethanol, technical alcohol)

DDGS

Power-generating raw materials

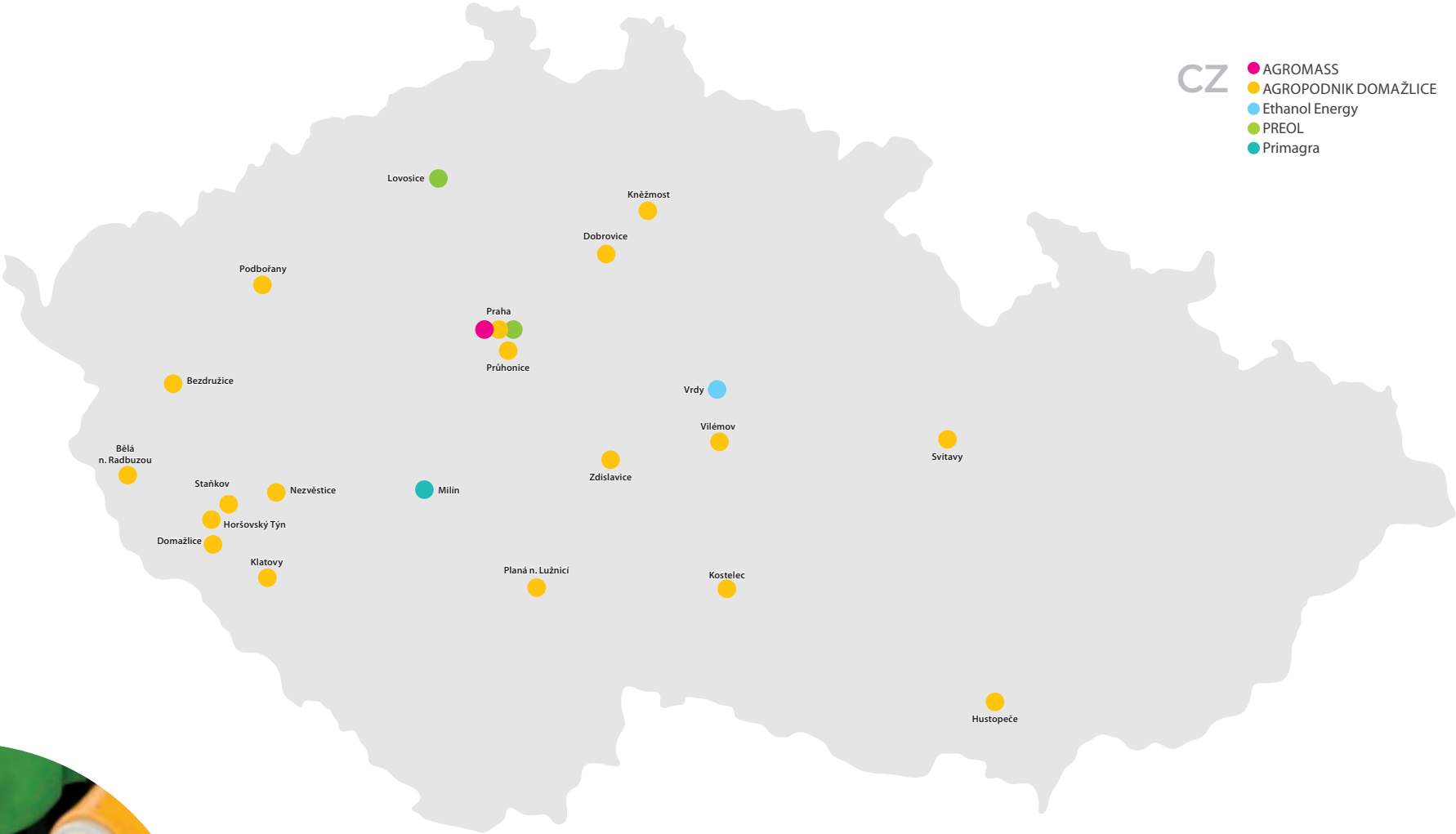
Solid biomass (pellets, granules)

Biofuel production and cogeneration production of electrical energy

Rape seed oil methyl ester (production capacity)	189 kt/y
Rapeseed meals (production capacity)	296 kt/y
Rape seeds (processing capacity)	490 kt/y
Bio-ethanol (production capacity)	56 kt/y
Pressed seed oils (production capacity)	196 kt/y
Glycerine (production capacity)	10 kt/y
DDGS (production capacity)	49 kt/y

PREOL





# LOGISTICS



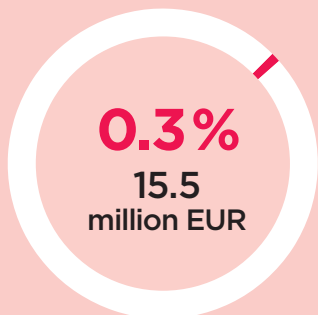
Logistics of the AGROFERT Group provides for the services in the field of mainly axial transport, specializing in the agricultural, forestry and food sector.

Individual logistics companies offer their services outside the AGROFERT group and also cooperate with a number of external carriers.



## FACTS

### SEGMENT'S CONTRIBUTION TO THE GROUP'S TURNOVER IN 2018



### EMPLOYEES

**536**



### SERVICES

Transport of agricultural commodities and bulk materials, fresh and frozen food, round timber and wood waste

Bulk materials (transport)	2.3 M t/y
Wood (transport)	2 M m <sup>3</sup> /y
Feed mixes (transport)	0.7 M t/y
Transport by rail	240 K t/y



### LOGISTIC COMPANIES

**2**



### COMPLETED TRANSPORTS

**195.000**



### KM TRAVELLED

**16.945.334**



CZ ● AGF Food Logistics  
● Logistics Solution



**AGF Food Logistics**  
AGRIUM | LOGISTICS | FOOD

**LS LOGISTICS SOLUTION**



**SK** ● Logistics Solution



# MEDIA



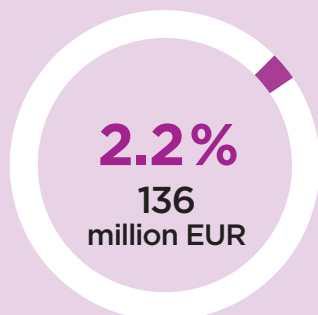
The youngest segment of the AGROFERT group comprises the products from all areas of the media market (print, internet, television, radio) and e-commerce.

We also offer services in the field of OOH advertising, newspaper/magazine printing, virtual operator and event organization.



## FACTS

### SEGMENT'S CONTRIBUTION TO THE GROUP'S TURNOVER IN 2018



### EMPLOYEES

1,418



### PUBLICATIONS PRINTED

63



### TV STATIONS

4



### MOST-LISTENED-TO RADIO STATION

2

Print and online titles

#### CZ

Daily newspapers: MF DNES, Lidové noviny, METRO, Regional weekly newspaper: 5plus2, Magazines: TÉMA, COSMOPOLITAN, Čas na lásku, Čas pro hvězdy, Chvilka pro Tebe, Chvilka pro luštění, Chvilka v kuchyni, Claudia, DOLCE VITA, Esquire, HARPER'S BAZAAR, MOTOR, Můj svět, napsáno životem, Nostalgie, Pestrý svět, RYTMUS RETRO, RYTMUS Života, SPEED, TOPGEAR, TV Max ČR, TV Plus 14 ČR, TV Revue, Tina, Tina Bydlíme, Týdeník Televize, Vaříme krok za krokem, ŽENA A ŽIVOT

News portals: iDNES.cz, lidovky.cz, expres.cz, iDNES KINO

#### SK

Daily newspaper: Hospodářské noviny, Monthly journals: RUNGO, Diabetik, B2B časopisy Stratégie, Zdravotnícke noviny, Obchod, Horeca magazine, TÉMA, Evita, Čarovné Slovensko, Eurotelevízia SR, TVmax SR, Tele Plus, Telemagazín SR, Rytmus života, Krížovky, Napínavé krížovky, CHPT Krížovky, RŽ Krížovky, NŽ Krížovky, FITmagazín, Chvilka pre teba, Balans, Záhady a horoskopy, RŽ - Varíme, Naša záhrada, CHPT - Varíme, Noviny do pohody, Príbehy zo života, Napísané životom, Čas na lásku

server HNonline.sk, HNtelevízia.sk

Music television channels: Óčko, Óčko STAR, Óčko Expres, Óčko Black

Radio stations: Rádio Impuls, Český Impuls 981 AM, RockZone 105,9 (operator LONDA)

E-commerce server: AkcniCeny.cz

FINmarket.cz, HNlekáreň.sk aj.

Virtual operator: MOBIL.cz

Printing works MAFRAPRINT, high production speed, on 7 rotary machines it can print:

- up to 50,000,000 pages A4 per hour
- up to 500,000 prints per hour
- up to 200 meters of paper per second

Event services

<b>AVERAGE SALES (pcs/edition)</b>	<b>CZ</b>
Mladá fronta DNES / with a TV magazine	120 K / 205 K
Lidové noviny / with a magazine	36 K / 50 K
Téma	58 K
COSMOPOLITAN	20.7 K
Čas na lásku	20.4 K
Čas pro hvězdy	43.4 K
Chvilka pro Tebe	59.5 K
Chvilka pro luštění	38.3 K
Chvilka v kuchyni	47.7 K
Claudia	33 K
DOLCE VITA	1.2 K
Esquire	2.5 K
HARPER'S BAZAAR	20.6 K
MOTOR	7.8 K
Můj svět	45.2 K
napsáno životem	38.7 K
Nostalgie	28.3 K
Pestrý svět	97.5 K
RYTMUS RETRO	75.2 K
RYTMUS Života	127 K
SPEED	2.1 K
TOPGEAR	2.7 K
TV Max ČR	263 K
TV Plus 14 ČR	66 K
TV Revue	63.4 K
Tina	54.2 K
Tina Bydlíme	15 K

Týdeník Televize	52.3 K
Vaříme krok za krokem	14.6 K
ŽENA A ŽIVOT	40 K

**AVERAGE DISTRIBUTION**

Metro (pcs/day)	280 K
5plus2 (pcs/week)	802 K

<b>NUMBER OF READERS (per edition)</b>	3.7 M
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<b>AVERAGE RATING OF SERVERS (readers/month)</b>	7.4 M
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**TV STATION RATINGS (viewers/month)**

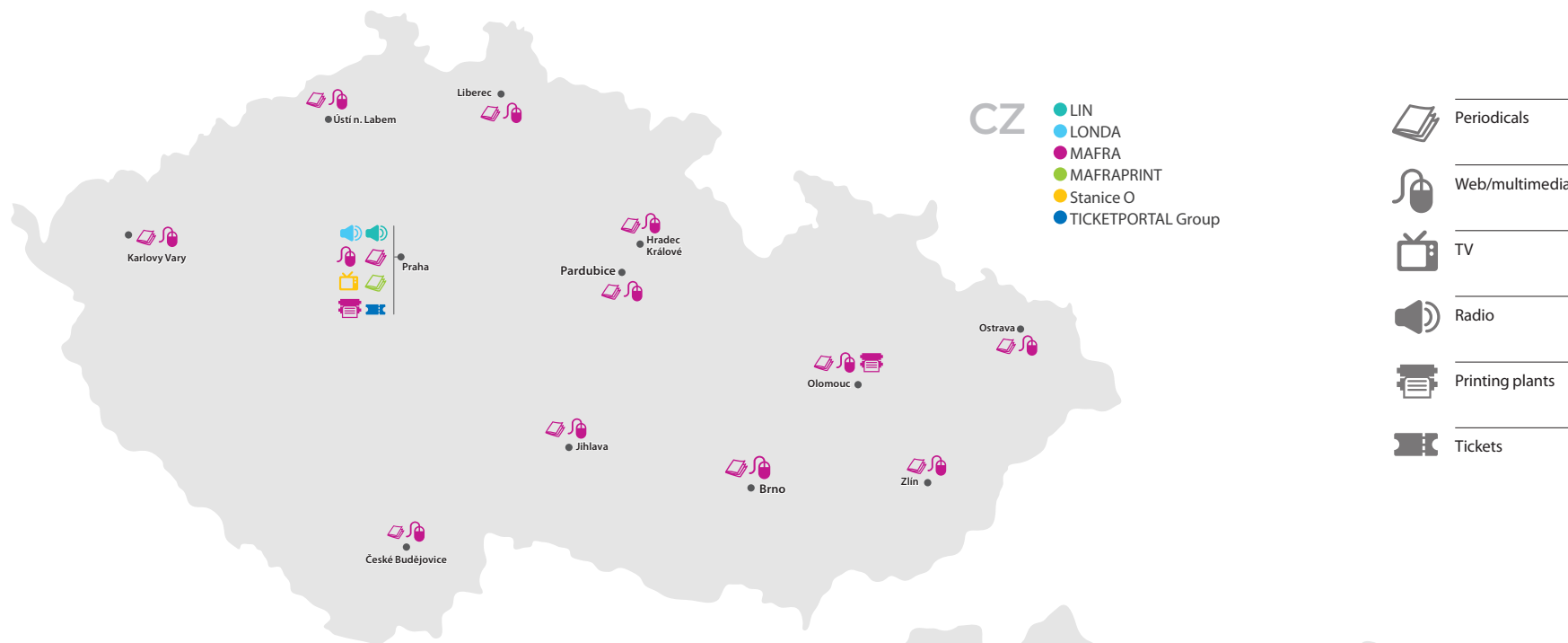
Óčko	1.47 M
Óčko STAR	1.22 M

**RADIO STATION RATINGS (listeners/month)**

Rádio Impuls + Český Impuls 981 AM	1.06 M
RockZone 105.9	26 K

<b>AVERAGE SALES (pcs/edition)</b>	<b>SK</b>
Čarovné Slovensko	3 K
Diabetik	7 K
EVITA	24.5 K
FITmagazín	32 K
Horeca magazine	0.6 K
Hospodárske noviny	10.2 K
Krížovky	8 K
Obchod	0.2 K
RUNGO	2 K
Stratégie	0.9 K
Téma	12 K
Zdravotnícke noviny	1.1 K
Eurotelevízia SR	73 K
TVmax SR	150 K
Tele Plus	26.7 K
Telemagazín SR	10.5 K
Rytmus života	46 K
Napínavé krížovky	20.7 K
CHPT Krížovky	8 K
RŽ Krížovky	7 K
NŽ Krížovky	10 K
Chvilka pre teba	23 K
Balans	15 K
Záhady a horoskopy	15 K
RŽ - Varíme	9.5 K
Naša záhrada	10 K
CHPT - Varíme	5 K
Noviny do pohody	13.4 K
Príbehy zo života	9.6 K
Napísané životom	6.3 K
Čas na lásku	4.6 K

<b>AVERAGE SERVER RATINGS (readers/month)</b>	1.6 M
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mediální skupina **mafra**

**mafra** digital

**mafraprint.**

**mafra** slovakia

**IMPULS**  
Ráááááadio

**ÓČKO**

**ticketportal**  
TV | RADIO | ONLINE | MULTIMEDIA



**SK**

- MAFRA Slovakia
- MAFRA Slovakia Print
- TICKETPORTAL Group

# CORPORATE SOCIAL RESPONSIBILITY



AGROFERT's corporate social responsibility strategy is based on multiple pillars due to the number of individual companies and the breadth of the areas in which we do business. The overall strategy is therefore divided into partial activities and individual objectives.

Every year, the AGROFERT Group publishes a Corporate Social Responsibility Report, which represents a summary of activities in a coherent form, in context, with figures and concrete examples. The report is available to the public in Czech or English at [www.agrofert.cz](http://www.agrofert.cz).

We continually review all our efforts and strategy in the area of corporate social responsibility and sustainable business.

We learn and compare our activities with other companies operating on the Czech market in order to carry out activities that meet the set expectations as much as possible.



## ECONOMIC MATTERS

### Zero-corruption business

AGROFERT, a.s. is the first Czech company to receive a Fraud and Corruption Resistance Certificate – awarded by the internationally recognized Norwegian certification company Det Norske Veritas.

### Ethical Standards

- Group's Code of Ethics ([www.agrofert.cz/compliance](http://www.agrofert.cz/compliance))
- Unethical conduct reporting – “Tell us” phoneline
- Compliance with the Advertising Code of Ethics for products
- Journalist's Code of Mafra

### Transparency

We carry out central purchasing through the Promitea software auction system.

### Quality certification

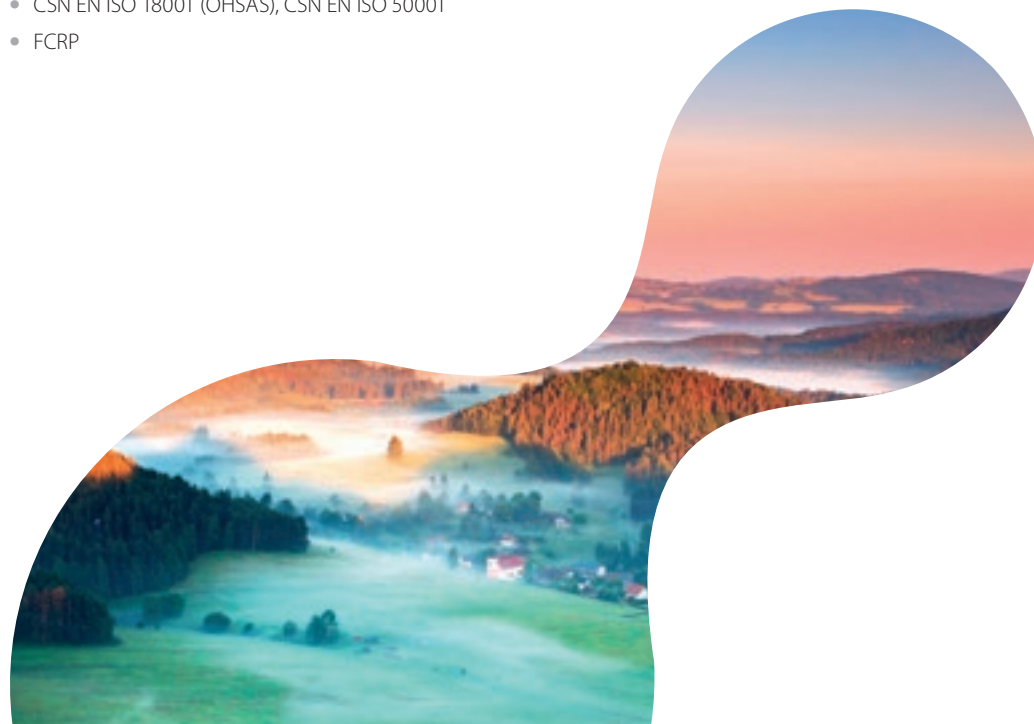
Quality management systems are structured in an organizational and professional way and interconnected throughout the group by a documentation system.

Certifications of AGROFERT, a.s. are supported and linked to certifications in the Group's ownership interests in the following areas:

- ČSN EN ISO 9001
- HACCP, IFS, BRC, ČSN EN ISO 22000
- GMP+, GTP
- Bez GMO
- ISCC EU, ISCC PLUS
- ČSN EN ISO 14001, FSC, PEFC
- ČSN EN ISO 18001 (OHSAS), ČSN EN ISO 50001
- FCRP

The parent company AGROFERT, a.s. is certified and evaluated according to the following standards:

- ČSN EN ISO 9001: 2016 in the field of Purchase, storage and sale of agricultural crops, cereals, oilseeds, pulses, feed, agrochemicals, pesticides, seeds, dressings, fertilizers, including consultancy
- ČSN EN ISO 14001: 2016 in the field of Purchase, sale and supply of industrial fertilizers, pesticides and seeds and related advisory activities (Slovak branch Agrochémia)
- GMP+ B3
- ISCC EU
- FCRP





## ENVIRONMENTAL MATTERS

We invest in more environmentally friendly operations, paying attention to the environmental management of our production companies. We are holders of the ČSN EN ISO 14001 certificate. We also naturally strictly adhere to standards for livestock farming.

## CORPORATE FILANTROPY

### AGROFERT Foundation

- Founded on 5 December 2011, basic contribution EUR 18,500
- In 2018 3.5 million EUR distributed (specific beneficiaries, grant procedures for non-profit organizations, Fund for single parents)
- The AGROFERT Foundation also operates in Slovakia through its organizational unit
- For more information see [www.nadaceagrofert.cz](http://www.nadaceagrofert.cz)

### Financial and non-financial donations

- Financial support for regional and national social, cultural, sports and other projects

## SOCIAL MATTERS/ HUMAN RESOURCES

### Long-term cooperation with the education system

- Support for secondary education (internships, funding of technical facilities)
- Cooperation with universities (internships, research collaboration, teaching)
- CAREER program for graduates

### Development of regions

- Sponsorship activities (local organizations, associations, clubs, etc.)
- Development investment and job creation

### Development of employees

- Non-financial benefits, commuting allowances
- Workplace safety (OHSAS 18001)
- Employment of workers with reduced working ability

In 2011 we started intensive cooperation with schools and launched a project of "backbone schools". We are looking for graduates and students who are interested in developing the AGROFERT Group with us.

In agriculture these are professional professions include zoot-technicians, agronomists and mechanists. In the food industry we are looking for bakers and butchers, in chemistry we have interesting job offers for technologists and researchers.



## TRAINEE PROGRAMS

Trainee programs are a great job opportunity for school graduates before starting their first job. As part of the program, we introduce the graduates to the normal operation of the company and involve them in our projects. Thanks to the trainee program the trainee gains a lot of new professional knowledge and skills, quickly gets used to the working environment and thus puts his/her professional career on the right path.

### Most sought-after positions:

- butcher
- technologist
- quality inspector
- vendor
- assistant

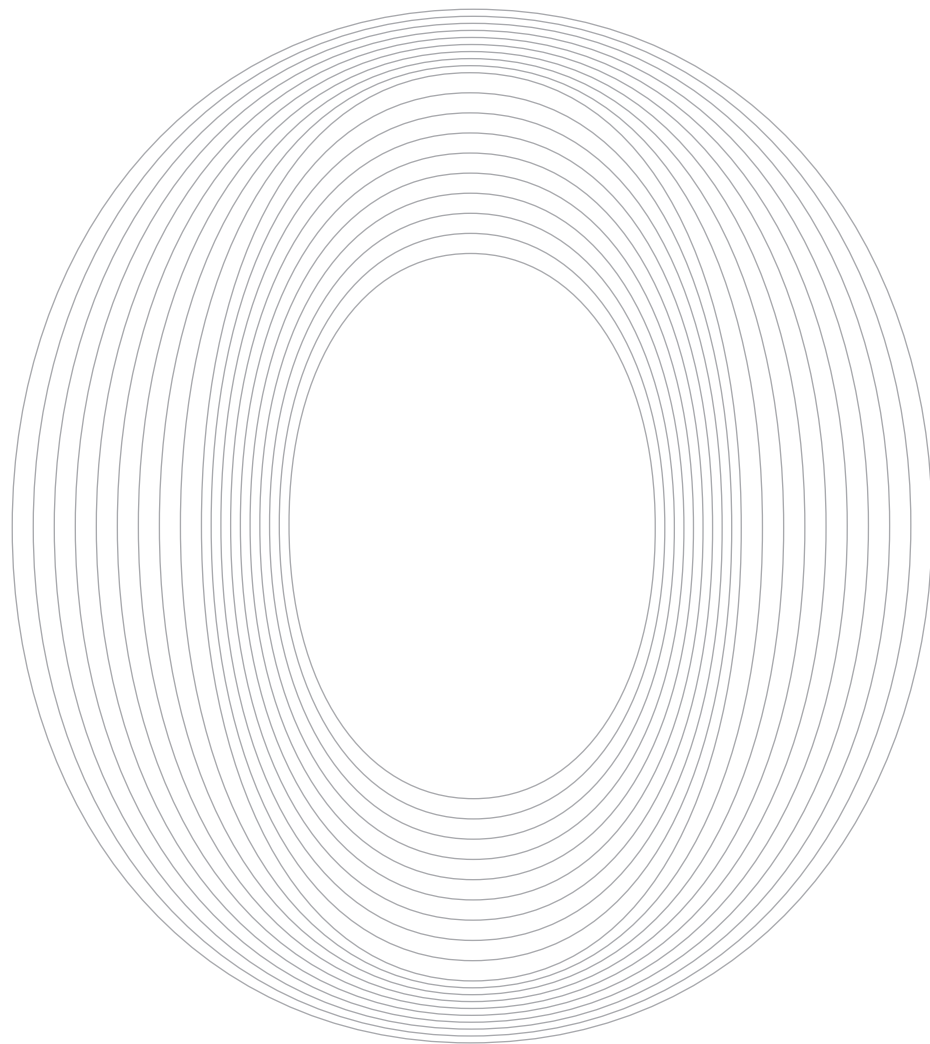
## FORMS OF EMPLOYMENT

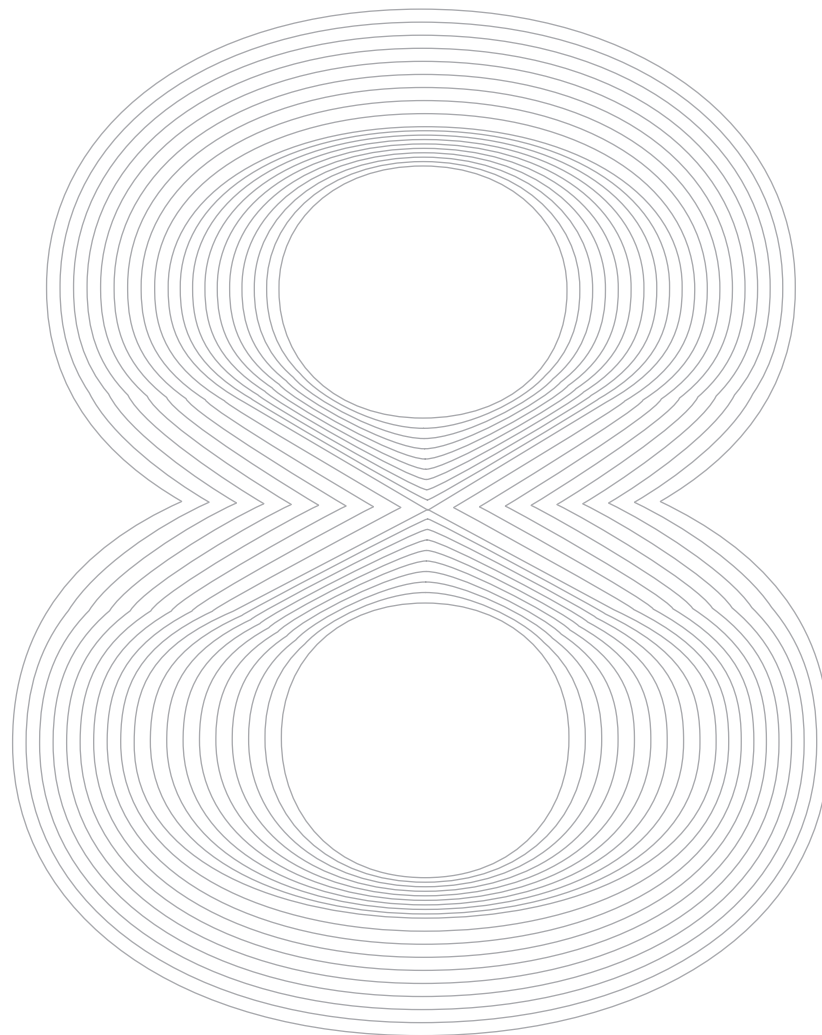
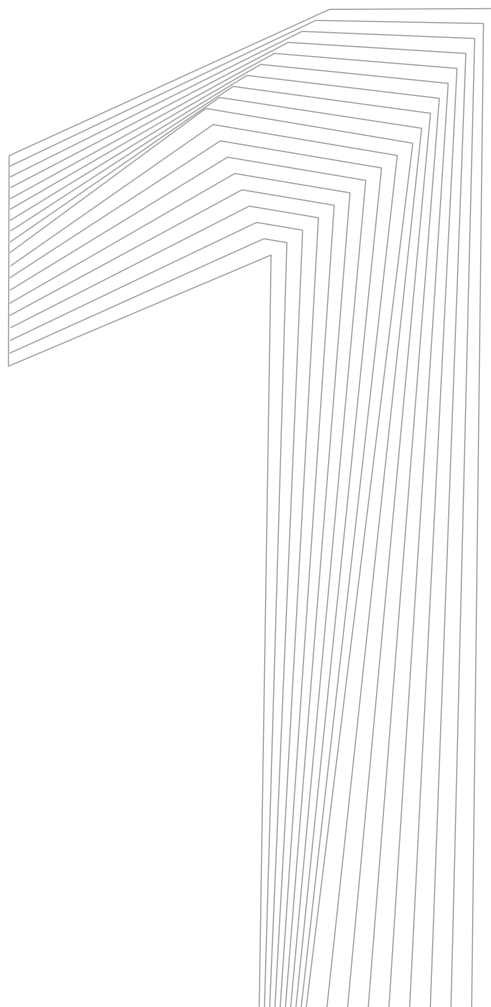
Our company offers many job opportunities. We offer jobs to professionally educated people in various fields:

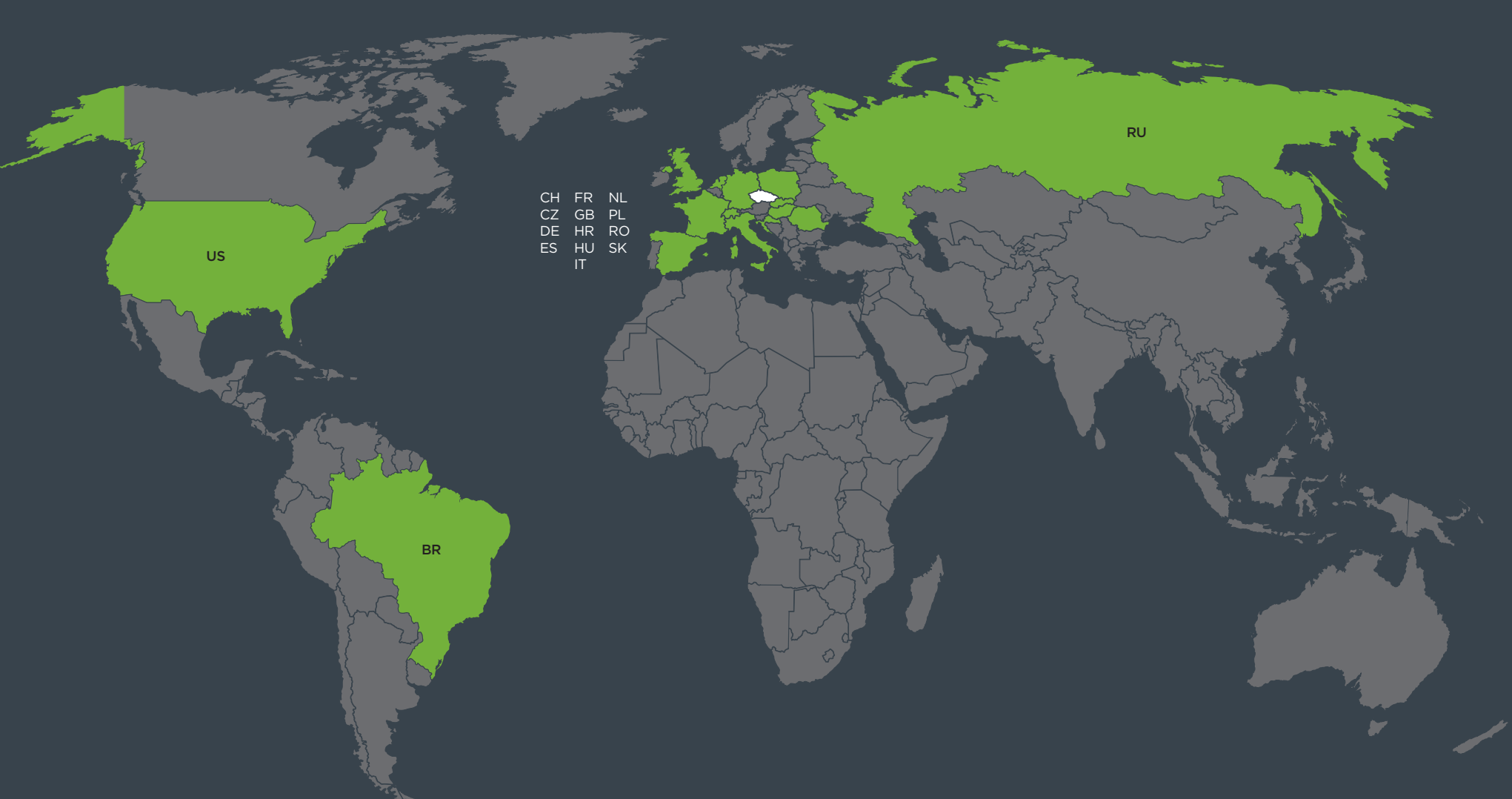
- laboratory technician
- labourer, mechanic, zootechnician, technologist, baker, butcher.

Thanks to the continuous development and expansion of the Group, we offer employment in the Czech Republic and abroad.









CH  
CZ  
DE  
ES  
FR  
GB  
HR  
HU  
IT  
NL  
PL  
RO  
SK

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AGROFERT, a.s.



Scope of operations of the AGROFERT Group

