

## PET KOMPANIJA POD JEDNIM KROVOM

- Kompanije Delta Holdinga - Delta M Grupa, Delta Generali Osiguranje, Delta Sport Grupa, Delta MC, i Delta Star Grupa. - U 2006. prihod od prodaje 1,4 milijarde E

## FIVE COMPANIES UNDER THE SAME ROOF

- Delta Holding comprises Delta M Group, Delta Generali Insurance, Delta Sport Group, Delta MC and Delta Star Group. - Delta Holding's turnover in 2006 amounted to € 1.4 billion

U sastavu Delta Holdinga nalaze se: Delta M Grupa, Delta Generali Osiguranje, Delta Sport Grupa, Delta MC Grupa i Delta Star Grupa

Članice Delta Holdinga bave se proizvodnjom, maloprodajom, agrarnom proizvodnjom, izvozom, uvozom uz zastupanje inostranih kompanija, distribucijom, kao i finansijskim uslugama, razvojem nekretnina i osiguranjem.

### DELTA M GRUPA

**Delta M Grupa**, najveća članica Delta Holdinga, posluje u oblasti agrara, maloprodaje, distribucije, razvoja nekretnina i pružanja usluga na finansijskom tržištu.

Sa svojim lancem supermarketa Maxi, Delta M Grupa je uspeła da postavi nove standarde trgovine u Srbiji. U sastavu Delta M Grupe nalazi se i prvi Cash and Carry centar otvoren u Srbiji -Tempo.

Strateško opredeljenje Delta M Grupe je da svoj koncept maloprodaje širi i van granica naše zemlje.

Partneri Delta M Grupe u agrarnoj proizvodnji su: Pioneer A DuPont, BASF, Syngenta, Sumitomo Chemical, Fendt, Deutz Fahr, Kverneland Grupa i drugi.

Delta M Grupa ima u planu proizvodnju mineralne vode, sokova, konditora i kafe.

Preduzeće **Delta Automoto** (Fiat Grupa, Honda, BMW, Renault Trucks) i preduzeće **Delta Motors** (BMW, MINI) posluju u oblasti uvoza automobila i kamiona. Ova preduzeća

razvijaju auto i kamionske centre u kojima su na jednom mestu objedinjeni prodajni saloni, servisi i prodavnice rezervnih delova.

**Delta DMD**, preduzeće koje obavlja poslove distribucije robe široke potrošnje, ima razgranatu mrežu regionalnih magacina i moćnu prateću infrastrukturu.

U sastavu Delta DMD posluje i DiFashion koji uvozi u Srbiju poznate svetske proizvode, modnu konfekciju Escada i dečju konfekciju IANA, MiniMan i Baby Dior.

**We built the system.**

Member companies of Delta Holding are engaged in production, retail, export, import with representation of foreign companies, distribution, as well as in financial brokerage, real estate development and insurance activities.

Delta Holding's turnover in 2006 amounted to €1.4 billion with the 2007 estimate expected to be €1.8 billion. Delta Holding has 17,000 employees.

Delta Holding is comprised of: Delta M Group, Delta Sport, Delta MC and Delta Generali Insurance.

**DELTA HOLDING**  
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### DELTA M GROUP

**Delta M Group**, the largest company within the Holding, operates in agribusiness, retail, distribution, real estate development and financial brokerage.

With its Maxi supermarket chain, Delta M Group has succeeded in setting new standards on the Serbian retail market. Moreover, Delta M Group includes Tempo, the first cash-and-carry centre opened in Serbia.

The strategic plan of the Delta M Group is to spread its retail concept beyond the borders of our country.

Delta M Group's partners in agribusiness are: Pioneer A DuPont Company, BASF, Syngenta, Sumitomo Chemical, Fendt, Deutz Fahr, Kverneland Group etc.

The further plans of Delta M Group include the production of mineral water, juices, condiments and coffee.

The **Delta Automoto** Company (Fiat Group, Honda, BMW, Renault Trucks) and Delta Motors Company (BMW, MINI) are engaged

in importing automobiles and trucks and creating auto centers, which consist of selling space, services and spare part shops.

The **Delta DMD** Company distributes FMCG and has developed a widely spread regional warehouse and an accompanying infrastructure net.

The DiFashion Company, working under Delta DMD, imports world-renowned products – the fashion collection Escada, children's clothing IANA, MiniMan and Baby Dior.

### PRIHOD OD PRODAJE – 1,4 MILIJARDE €

U 2006. godini Delta holding ostvario je prihod od prodaje od 1,4 milijarde evra. Planirani prihod od prodaje za 2007. godinu je 1,8 milijarde evra.

Delta Holding zapošljava 17.000 ljudi.

### DELTA GENERALI OSIGURANJE

**Delta Generali Osiguranje** je najveća privatna osiguravajuća kuća u Srbiji koja opslužuje 510.000 klijenata. Njeno sedište je u Beogradu i ima 35 ekspozitura širom Srbije. U 2006. godini Delta Generali Osiguranje je imao ukupnu premiju od 54 million evra ii upravljana sredstva u vrednosti od 60 milliona evra. U skladu sa ugovorom koji je zaključen jula 2006. godine i sa potpisanim ugovorom izmedju Generali Grupe i Delta Holdinga u martu 2006. godine, Assicurazioni Generali je postao vlasnik 50% + 1 deonice u kompaniji Delta Osiguranje.

Očekuje se da i Delta Generali potraži mogućnosti za širenje u regionu sa dva jaka deoničara, od kojih je Generali prisutan u mnogim zemljama širom sveta i koji se širi ka centralnoj i istočnoj Evropi, i Delta M, čija je strategija i cilj da bude lider u regionu.

### DELTA SPORT GRUPA

Osnovne delatnosti **Delta Sport Grupe** su trgovina, maloprodaja i veleprodaja u domenu sportske i modne industrije.

Delta Sport grupa je podeljena u dve zasebne profitne jedinice: Delta Sport Balkan i Delta Sport CIS. Kompanija je prepoznatljiva po robnim markama Zara i Intersport. Delta Sport će 2007. godine otvoriti prve prodavnice drugih Inditex brendova na srpskom tržištu: Massimo Dutti, Pull & Bear, Bershka, Stradivarius i Oysho.

Osim prodaje sportske i modne odeće, Delta Sport je nedavno potpisao i ugovor o franšizi sa Costa Coffee –lancom prodavnica kafe, drugim po veličini u svetu, i otvoriće prve prodavnice Costa Coffee na srpskom tržištu u 2007.godini.

### DELTA STAR GRUPA

**Delta Star Grupa** se bavi farmacijom, kao i multimedijalnim i marketinškim aktivnostima.

**Jugohemija Grupa**, članica Delta Star Grupe, ima u svom sastavu nekoliko kompanija: Jugohemija-Farmacija, Jugohemija-Hemija A.D. i Jugohemija-FSA Grafopak A.D. Pomenute kompanije uključene su u poslovne aktivnosti u oblasti farmacije, trgovine i zastupanja poznatih svetskih farmaceutskih kompanija. Plan za budućnost uključuje rast farmaceutske maloprodaje.

Delta Star Grupa bavi se marketinškim oglašavanjem, primenjujući integrisanu marketing strategiju, pri čemu je akcenat stavljen na 'outdoor branding' (LED displeji). Plan daljih aktivnosti na ovom polju je uvoz i veleprodaja najpoznatijih svetskih marki LED displeja.

Delta Star Grupe planira da proširi svoje aktivnosti na segment medija.

### SALES TURNOVER – 1.4 BILLION €

Delta Holding's turnover in 2006 amounted to € 1.4 billion, with the 2007 estimate expected to be € 1.8 billion.

Delta Holding has 17,000 employees.

### DELTA GENERALI INSURANCE

**Delta Generali Insurance** is the biggest private insurance company in Serbia serving 510.000 customers. With its headquarters in Belgrade and 35 branch offices nationwide, Delta Generali Insurance had a total premium of EUR 54 million, as well as EUR 60 million of assets under management in 2006. According to the agreement closed in July 2006 and the signing of the contract between Generali Group and Delta Holding in March 2006, Assicurazioni Generali became the owner of 50% + 1 shares of Delta Insurance. With two strong shareholders, of which Generali is present in many countries all over the world and has latterly breaded its expansion to Central and Eastern Europe, and Delta M with its strategy and aim to be a regional leader, Delta Generali Insurance is also expected to seek opportunities for regional expansion.

### DELTA SPORT GROUP

**Delta Sport Group's** core business is trade, retail sale and wholesale in the sports and fashion industry.

The Delta Sport Group comprises two separate profit units: Delta Sport Balkan and Delta Sport CIS. The company is recognized by the brands Nike, Zara and Intersport. In 2007, Delta Sport will open the first stores of other Inditex brands on the Serbian market: Massimo Dutti, Pull and Bear, Bershka, Stradivarius and Oysho.

Besides the sports and fashion retail business, Delta Sport has recently signed a franchise contract with Costa Coffee – the second largest coffee shop retail chain worldwide and will open the first Costa Coffee stores on the Serbian market in 2007.

### DELTA STAR GROUP

**The Delta Star Group** covers the business fields of pharmacy, as well as multimedia and marketing activities.

The **Jugohemija Group**, a member of the Delta Star Group, consists of several companies: Jugohemija-Pharmacy Ltd, Jugohemija-Chemistry Ltd. and Jugohemija-FSA Grafopak Ltd. The mentioned companies operate in the fields of pharmacy, trade and the representation of world famous pharmaceutical companies. The further plan includes retail growth in pharmacy.

The Delta Star Group manages advertising by implementing the integrated marketing strategy, with a focus on outdoor branding (LED Displays). In this field, the plan is to become an importer and whole seller of the most famous LED Display world brands. Delta Star Group's further plan is to spread into the segment of the media.

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