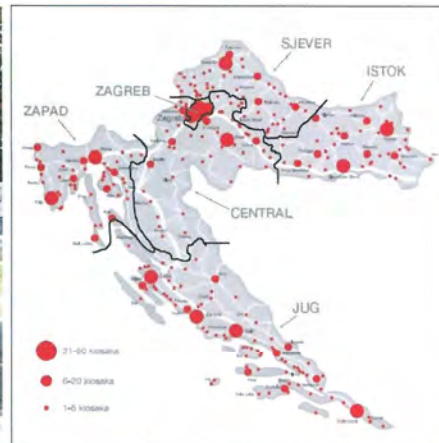


TISAK



Market

Tisak is the largest retail chain of kiosks and the leading Croatian distributor of printed media, tobacco products, prepaid Telekom vouchers and other commercial goods. In Croatia the largest section of daily newspapers are sold through the Tisak retail network that has more than 1200 selling points, in other words 35% of the total number of kiosks in Croatia. On a daily basis, Tisak delivers to more than 7500 selling points throughout Croatia and provides delivery services for other companies. Tisak is the only domestic wholesaler that provides daily delivery of its strategic products across the country, from small family businesses to the largest national retail chains. According to the volume of its sales, Tisak d.d. is among the top 20 of Croatian companies. In the sales of printed media it has 65% of the market share, in the sales of prepaid vouchers 40%, in the sales of tobacco products 18%, while the sales just through its kiosks has 35% of the market share.

Achievements

Tisak does not just follow trends with their relationship between buyers and business partners. Tisak offers a wide range of products, photo development, a wide range of products on the Internet in its web shop and free delivery to the nearest kiosk. It also offers the possibility of ordering and delivery of special printed media editions to a chosen location. Advertising space at key frequently visited spots across the country are also offered. Tisak has recognized the importance of ICT as a supporting pillar in the future competition within the Croatian economy and continuously aims to bring new information solutions and equipment that makes daily business operations easier. It implemented IT projects such as Business Intelligence (BI), Management Document, Rightfax and Help Desk and therefore informed all the selling points.

The aim of informatization is to accomplish a better efficiency of making decisions and better managing of products, working hours, stock, prices as well as marketing strategies. The introduction of PC tills in all the selling points of Tisak is seen as (at the moment) one of the largest IT projects in Croatia and the region as well. Tisak aims to stay abreast with the latest technology and continue investing into the development of business methods and the satisfaction of the customers.

History

The first documented traces of the foundation of Tisak goes back to 1946, when the public trading organisation "Narodna štampa" (which organised the selling network and selling of newspapers) was founded. Five years later on the 1st April 1951, "Narodna štampa and "Štamparija novina" from Zagreb merge to create the printing company "Vjesnik-Narodna fronta Hrvatske". The company published and printed newspapers and books and on the 1st September 1951 the distribution department was also opened. In the period between 1961 and 1972, within the framework of NIŠP "Vjesnik" new organizational units for better sales are formed and with the application of the law of business association these units receive business independence, therefore the year of 1972 is often taken as the founding year of the Association. The company Tisak is founded in 1990 and originates by separating from the prior OOUR (primary organization of business association) through the sale of the external business from the business organization "Vjesnik". For the sake of progress and

rationalization of the business and its methods, the management made the decision to annexe "Vjesnik-Zagrebačka prodaja" and "Trgoštampa" to the company "Tisak Zagreb". In 1994 Tisak was registered as a shareholder company and since then, on a daily basis strengthens its market position by adding more points of sale with the variety and quality of their products and services and making themselves visible with their recognizable red colour logo and the unity of their points of sale through their corporate identity. Since 2007 the company does business as part of the Agrokor Company.

Product

Based on the development processes of the Internet services founded on advanced technology, Tisak in the aim to create competitive advantages is developing alternative services and sales channels.

On the Internet page www.tisak.hr one can find on-line shop, eKiosk, where the buyer can order products from Tisak offer. The largest advantage of the eKiosk is the free delivery to a Tisak selling point (of the customers choice), delivery within three days and also the possibility of payment at the selling point. Among the products





on offer on the eKiosk are books, DVD's and CD publications. By way of the eKiosk one can also purchase prior issues of magazines or newspapers or one can subscribe for any magazine of newspaper which will then be waiting for the customer at the kiosk. The launching and advancement of the Tisak photo services offers to the customer's top quality printing of photographs at the various selling points and also through the web page www.tisak.hr. Additional potential for growth and development of the service is its availability even in the smallest places in Croatia.

With the launching of the new service TISAKbizz, the company offers its business users the unique service of ordering printed media at the kiosk closest to them. The business user can through one order choose from more than a 1000 different publications and choose a fixed or flexible option of ordering which then waits for them at the chosen selling point of Tisak.

TISAK subscription enables the subscription on the chosen publications and delivery to the company's address. Depending on the payment it is possible to receive 10% discount on all the publications and assured delivery daily before 7 AM. To meet their business clients halfway, Tisak enables them to pay 15 days later or the account could also be settled via a RI account. Tisak started installing coffee machines (take away coffee) at a 100 Tisak selling points. This offer is also a new brand TISAK&coffee, well-known to all customers of TISAKmedia centers, another brand has also been introduced – TISAKcopy that provides the services of photocopying, scanning and printing of documents which were up to now only available in TISAKmedia centres. In the near future the customers will be able to send their documents in electronic form and receive them back printed within a couple of days at any chosen Tisak selling point.

of coffee, drinks, snacks and sweets. Other services are also offered in TISAKmedia. They are located at key spots in the centres of towns as multifunctional spaces, exclusively deigned from 100 to 500m2.



activities at the selling points TISAK would like to show their special relationship with their customers and convey their gratitude to the customers for their trust. From the many promotional activities that Tisak continuously organizes, the regular sale actions for the Christmas period and seasonal offers every year that provides the customers with what they need. The regular competitions should also be mentioned whose main aim is to reward the trusted buyers. At the openings of new sales points TISAK always prepares some surprises for the visitors and hands out gifts to all the buyers. In the new multimedia centres, there are regular promotions of the latest book and music CD's which are organized in collaboration with well known persons from the public scene. Due to the variety of TISAK'S offers and its sales it tries to make purchasing easier for the customers by providing information through their catalogue, pamphlets, direct mail etc.



TISAK@kiosk
...vaš kućni online kiosk

TISAK foto

TISAK & coffee

TISAK pretplata
...novine za vaš ured

TISAK COPY

TISAKbizz
...novine za vaš ured

Recent Developments

The aim of TISAK is to achieve a balance between the following of trends among contemporary ways of doing business, modernization and their own strength of tradition. TISAK confirmed its active performance on the market with the launching of a new format of selling space under the brand – TISAKmedia. Originated on the examples of leading world multimedia centre chains, TISAKmedia centre offer the largest choice of domestic and international printed material; more than 5.000 sought after and latest book editions, multimedia editions of the music and film industry, video games, novelty from world of digital technology, as well as the purchase

Tisak has developed, parallel to the introduction of new selling formats, a new contemporary design of kiosks maintaining the new approach of standardization/unity of the quality of service. In collaboration with Europe's largest manufacturer of kiosks who's quality is founded on many years of experience and internationally acknowledged quality, three basic standardized sizes of kiosks have been developed which will offer the consumer maximum service; to give the business partners quality presentation of the products and satisfy the needs of the employee working in the kiosk.

Promotion

With quality service, various product offers, friendliness of staff and attractive promotional



Brand Values

The results of the brand awareness research in the last three years show positive advances in the public's perception and the image of TISAK. The brand is recognized by the customers as a brand with a long year tradition that attains the seriousness and quality of the company which in turn results in their trust and loyalty. In its category among the wider public, TISAK is the most recognizable brand. Brand Finance, by using the method Royalty Relief which calculates the value of a brand on the basis of present business income and estimations for the future has placed TISAK on the high 12th position among the 100 greatest brands in Croatia by estimating the value of the brand to 211 million dollars.

www.tisak.hr

THINGS YOU DIDN'T KNOW ABOUT...

TISAK d.d.

- Tisak is one of the top 20 companies in Croatia according to its volume of sales.
- Tisak has more than 1.200 selling points in Croatia and 3000 employees and more than 1.600 wholesale buyers.
- During 2008 Tisak invested 106 million Kuna into purchasing PC tills, into automating the dispatch of media, renovating old and building new kiosks.