



Market

Bring together a bottler, a distributor, an outdoor advertiser, investor in construction and hydropower and you get AGNA Group. Agna Group was born after the fall of communism, from a hope for change, offering choices and diversity to the Albanian market. Its first company Anonime Kakavi, was founded in 1991 in Vrisera, Gjirokastër. Since the market had needs for nearly everything, it was the first company which imported and distributed some well-known international brands exclusively for the Albanian market.

25 years later, the company evolved from a family business to a modern company with over 900 employees, promising quality brands, high standards, and social responsibility. Nowadays, it is one of the most reliable companies in the Balkan region by having international brands like, Nestle, Diageo, Heineken, PepsiCo, Barilla, Karelia, Chipita, etc. as a part of its portfolio.

Achievements

Throughout these years, Agna Group has shown determination, passion, and hard work, all led by the vision to create a well-known brand worldwide, and to become one of top 10

largest companies in the Balkan region by focusing only on business areas where will be number 1 or 2.

Throughout the years Agna has received many awards, among which can be mentioned the "Regional Business Partner 2008 Award" awarded by Mass Media International, as the best and only company from Albania, due to high standards of professionalism, ethics, and appreciation for social and local community interests as well as ecological imperatives.

That same year, Agna Group received the "22nd European award for Quality" awarded by the Editorial Office and the Trade Leaders Club in Madrid, Spain. This award demonstrates the progress and implementation of quality standards which enable successful business development of the companies in 112 countries worldwide. During 2009, Agna Group was assigned leadership on the Albanian network of the Global Compact, in which 35 companies that operate in Albania participate. Agna Group is among the first companies which has supported the

global impact in Albania committing to the 10 principles of Global Compact.

In 2012, due to the high value Agna Group places on its employees, "Agna Leadership Academy" was established. Agna Group is the first company in Albania and in the Balkans taking this step towards employee development. The aim of the academy is to help its employees grow professionally and have a better quality of life, as well as to develop a leadership spirit in every level. This Academy is also a contribution to the community, by offering open seminars and events for the community.

In December 2012, Tirana Trade and Industry Chamber awarded Agna Group as "The leader company in training and developing its employees".

Throughout these 25 years, Agna Group has enriched the portfolio of products and services being offered to the market, being closer to the clients and the consumers, and has continuously supported the community.



History

Part of Agna Group are the respective companies: Agna S.A, Alfa S.A, Albartex, On Time Concept, Agna Kosovo, International Alpha Construction, Shkabaj Ltd, Hydroborsh, and Energosasaj.

The first company, Anonime Kakavi, was founded in 1991. A year later, Alfa S.A was founded as the exclusive distributor of Amstel and Pepsi Co. In 1997, Alfa S.A constructed a very modern factory in the village of Glina, Gjirokastrë, which enabled the extension of activity with the production of the famous Glina Water and other drinks. This success brought Alfa S.A. to the acquisition of the status of Official Bottler and Distributor for Pepsi in the Albanian territory in 1999. (Check the milestone photo for further information.) In 2015 Alfa S.A. made a new large investment in the Glina factory, which enabled the production of Elbar beer. This was also an opportunity for employing dozens of new employees in the factory.

Albartex has been operating on the market since 1992, and was purchased in 2001, thus entering the outdoor advertising sector with 65 % of the actual market share. In 2003, On Time Concept was established. This company offers various services including organization of special events, BTL, PR & Media, etc. Agna Investor operated as a construction and real estate agent in Albania and abroad. This company created a very important portfolio of investments in several years.

International ALPHA Construction, founded in 2003 headquartered in Belgrade, cooperates with Agna by being oriented to investment and construction activities. Shkabaj Ltd is focused on real estate and agricultural investments. Hydroborsh and Energosasaj deal with investments in hydropower.

In 2010, AGNA S.A. was created as the merger of ANONIME KAKAVI S.A and AGNA INVESTITOR. AGNA S.A. has two main divisions: distribution and real estate.

In 2013, Agna Group spread its activity to Kosovo, Agna Kosovo, by distributing Agna's brands and other international brands.

In the conditions of economic interdependence in the world, business can help consolidate the economic profile of the country by building bridges for foreign investment, and Agna Group certainly does that.

Products

Throughout its years, Agna Group has been growing internally.



A bottler – through long term contracts and partnership the PepsiCo has given permission to develop all the range of the products of Pepsi for the Albanian territory. A distributor - the distribution network build through over these years serve to the major worldwide companies, to have present their products in the market like: Pepsi full range, Glina water, Amstel & Elbar beer, Fructal fruit juices, Diageo (Smirnoff, Johnnie Walker, J&B, Gordons, Baileys, Pampero, Ursus Roter, Captain Morgan) or Jose Cuervo, Remy Martin, Cointreau, Metaxa, and Shark, Dragon Heart as energy drinks. Continuing with the Tsantali wines, Les Grands Chais de France, Domaine Costa Lazaridi, Calvet wines, Il castello wines. Full range of Nestle, ice cream famous products, Henkel, Every Day etc. As also Karelia cigarettes.

An outdoor advertiser- through Albartex with its bus stations, city lights, three vision car display, mega screens etc.

An investor in construction and hydropower – with International ALPHA Construction, Tirana International Development or Hec Sasaj.

Recent Developments

Being one of the first companies in the Albanian market, Agna Group has the advantage to collect important data by creating a database of information that helps the smooth running of a very effective operating structure. By always having the client as priority, Agna Group develops market studies in order to become familiar with the requirements of the market and come closer to the consumer needs.

With a large number of employees and vehicles, a distribution network in every city of Albania, and with an advanced information system, Agna Group is able to respond quickly to its customers requests all the while providing service, high quality products, and competitive prices.

By observing the market's development throughout the years, Agna Group makes constant investments to adapt to changes. Innovations are possible thanks to the technological investments in the production

and bottling factory in Glina. During the same year, other major investments were made, including making the production of Elbar beer possible, thus adding a new beer to the Albanian market.

Promotion

Agna Group stands for the leadership spirit at every level of the organization and a professional growth of each employee, by focusing on profitable projects and by evaluating the highest standards in decision making. Staying focused and creating synergy at every level is the guaranty for a continuous improvement, and an open communication, based on respect as imposed by the real situation. The self-discipline and the commitment in challenging goals makes the difference in the daily tasks to be executed.

Brand value

"We work with social responsibility, for a business that constantly grows and contributes to a better quality life for employees, partners, and the community, always being a step ahead of others".

Agna Group believes that mission, values, and vision are essential for building an ethical, excellent, and stable organization; as they give meaning, manage behavior, and inspire people to boost their performance, influence decision-making, build the character of the organization and shape its culture.

Agna Group believes that, the more culture is reflected at work, the more it increases its value, the more unique it becomes; that's what enables the organization to have a strong competitive advantage in the market.

THINGS YOU DIDN'T KNOW ABOUT

AGNA GROUP

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Agna Group is the first company which imported and distributed some well-known international brands exclusively for the Albanian market, and 25 years later, the company evolved into a modern company with over 900 employees, promising quality brands, high standards, and social responsibility.

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