

TISAK



Market

For more than 19 years Tisak d.d. has been a synonym for tradition, distribution strength and a large retail network. It is the largest retail chain of kiosks and the leading Croatian distributor of printed media, tobacco products, prepaid phone vouchers and other commercial goods.

Tisak d.d., with a large prevalence of its retail network that has more than 1,300 permanent points of sale, reaches the citizens of the biggest Croatian cities, as well as those in the least populated places at the same time. On a daily basis, Tisak delivers to more than 7,500 points of sale throughout Croatia and provides delivery services for other companies.

According to the volume of its sales, Tisak d.d. is among the top 20 Croatian companies. In the sales of printed media it holds 65 percent of the market share, in the sales of prepaid vouchers 40 percent, in the sales of tobacco products 18 percent, while in the sales just through its kiosks it holds 35 percent of the market share.

Achievements

The introduction of PC tills in all the points of sale of Tisak is seen as (at the moment) one of the largest IT projects in Croatia and the region as well. The aim of informatisation was to create the prerequisites for new projects. In cooperation with the Dekod company and the Croatian Handball Federation, and connected to the World Handball Championship, Tisak utilised its sales network prevalence and at 20 points of sale more than one-third of tickets for the matches were sold.



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The success of the project was confirmed by the reward and the insertion in the lecture programme of the Oracle OpenWorld 2009 international information conference.

Considering the given recognitions, Tisak has close future plans to widen this service and to offer its customers tickets for numerous other sporting and cultural events. In this way Tisak will contribute to the improvement of service quality both on national and local levels.

Tisak aims to stay abreast with the latest technology and continue investing into informatisation and development of business methods.

History

One of the most important pieces of data from Tisak d.d.'s recent history is that since 1997 it has been operating as a member of the Agrokor Group, the biggest private company in Croatia and one of the strongest companies in Southeastern Europe.

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 1 April 1951, "Narodna štampa" and "Štamparija novina" from Zagreb merged to create the "Vjesnik-Narodna fronta Hrvatske" printing company. The company published and printed newspapers and books and on 1 September 1951 the distribution department was also opened.

In the period between 1961 and 1972, within the framework of NIŠP "Vjesnik", new organisational units for better sales were formed and with the application of the law on companies these units gained business independence, therefore the year 1972 is often taken as the founding year of the company.

The Tisak company was founded in 1990 and originated by separating from the prior OCUR (primary organisation of business association)

through the sale of external business from the "Vjesnik" business organisation. For the sake of progress and rationalisation of business activities and its methods, the management made a decision to annex "Vjesnik-Zagrebačka prodaja" and "Trgoštampa" to the "Tisak Zagreb" company.

In 1994 Tisak was registered as a joint stock company and since then, has on a daily basis been strengthening 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 recognisable red colour logo and the unity of their points of sale through their corporate identity.

Product

Tisak d.d. as a modern company that follows international trends, constantly aims at improving business processes and offering best quality to its customers. Guided by the principle of a satisfied client, Tisak has only one goal – maximising the satisfaction of loyal customers by the quality of its service, and professional and friendly employees.

As a result, new services have been developed and existing ones have been improved.

In line with technological advances, a new web site had been presented, www.tisakmedia.hr. On this web site visitors may find a large selection of books, films, music novelties, PC games and a wide school assortment. A simple ordering, payment on delivery, free delivery within three days at Tisak points of sale of the customer's choice are among the advantages of this new virtual shop.

TISAKfoto is a well-known Tisak service that offers its customers the possibility to develop photos and photo gifts through Tisak points of sale and the new web site www.tisakmedia.hr. A novelty in TISAKphoto offer is the new attractive product Photo Book. The Photo Book enables individual picture folding, writing personal text messages, selecting backgrounds and bindings, all in a very



simple and fun way. Additional potential for growth and development of the service is its availability even in the smallest places in Croatia.

TISAKbizz service offers its business users the unique service of ordering printed media at the kiosk closest to them. Business users can choose with only one order from more than 1,000 different publications and choose a fixed or flexible option for their order which then waits for them at the chosen Tisak point of sale.

TISAKpretplata (TISAKsubscription) enables the subscription order for daily newspapers in determined days of the week. Depending on payment dynamics it is possible to receive a discount on all publications and delivery is ensured before 7 AM to the company address. In order to meet their business client requirements, Tisak enables them a deferment of payment and all services can be settled through the B1 invoice.

Its innovativeness makes TISAK d.d. fare ahead of its time, and so was the first one to present the unique service Print & GO Newspapers – newspapers print by request at TISAKmedia points of sale in Zagreb, Hvar and Dubrovnik. The service includes the choice, download and print of any of 450 publications of daily newspapers in a few minutes. Newspapers keep their original appearance with a special benefit – the paper does not leave traces on customers' fingers. The New York Times, The Wall Street Journal, The Washington Post, USA Today, The Daily Telegraph, The Guardian, Libération, Le Figaro, Financial Times Deutschland, Die Presse, Gazeta... – are only but a few of international newspapers that TISAKmedia can make available to its customers in three simple steps. In a special Print & GO Newspapers corner the customer makes the choice by clicking on the touch-screen – it is possible to choose newspapers by choosing from the world map, searching by language or name of the publication.

After selecting the desired newspapers, a window for ordering will be shown to the customer, in which the customer chooses the number of publications and confirms or denies the order. After confirming the order, the customer will receive a confirmation note that will be given to a TISAKmedia sales person at the cash desk. After payment is

made, the newspaper is printed with a high-quality laser printer on A3 format, stapled and delivered to the customer. Newspapers from all around the world are available to customers in Croatia even before they are put into the process of print-distribution-sales in their respective home countries.

The TISAKpaket (TISAKpackage) service enables Tisak d.d. to penetrate the service sector even more. TISAKpaket is a turning point within

the traditional counter package delivery business since it enables its customers with a maximum flexibility and commodity when selecting the destination. Due to the fast pace of everyday life, not everyone can afford to be at home and wait for delivery. Tisak is adapting to its customers' needs and enables them to choose the location where they



want to receive the package. More than 900 points of sale, equipped with modern technology, wireless data transfer through PC cash machines that operate seven days a week, enviable logistic capacities with the park of more than 250 vehicles that by 6 AM must cover all parts of Croatia, islands included, are an extraordinary basis and make this service absolutely complimentary to Tisak's very core business.

Recent Developments

The development of the TISAKmedia retail chain is one of the main strategic goals of the company. Active participation in this segment is being confirmed by numerous new centres throughout Croatia. Newly opened formats are a completely new experience for Croatian customers. Exclusive locations, located in the very centres of cities, offer the best choice of Croatian and international newspapers, new books, multimedia film and music products, computer technology and other already mentioned services in one place.

Created according to the leading international multimedia centres, TISAKmedia has 12 points of sales from Osijek to Dubrovnik,

Promotion

Apart from increasing its retail chain, Tisak is oriented towards various marketing activities. With the aim of improving sales and building a positive perception of the TISAKmedia brand, new promotional activities for the opening of new centres and for celebrating important dates and events are in plan.

With the belief that loyal customers must be rewarded, Tisak had organised a number of music and book events, humanitarian actions, prize games, and in that way celebrated its first anniversary of the TISAKmedia brand.

Tisak marketing and promotion strategy is – attract, satisfy and keep the customer with quality service, a wide range of offer, attractive points of sale, recognisable visual identity and the kindness of sales personnel.

Brand Values

The results of brand awareness research in the last three years show positive advances in the public's perception and the image of Tisak.

Brand Finance, by using the method Royalty Relief, which calculates the value of a brand on the basis of its present business income and estimates for the future, placed TISAK on the high 12th position among the 100 greatest brands in Croatia by assessing the value of the brand to 211 million dollars.

The real value of the brand, achieved through work and activities of its employees that are putting in maximum efforts in order to make Tisak a place of quality, is priceless. For many years Tisak has been a synonym for kiosk, and among the general public it is recognised in its industrial branch as a place where not only newspapers and tobacco are sold, but a place where you can also find many other attractive products and services.

Tisak brand is recognised by the consumers as a brand with a long tradition, which reflects the seriousness and the quality of the company, resulting in their trust and loyalty.

www.tisak.hr

THINGS YOU DIDN'T KNOW ABOUT...

TISAK d.d.

- Tisak d.d. is the only distribution company that can deliver any product within 24 hours in any given place in Croatia, 365 days a year.
- Tisak vehicles drive from the easternmost to the southernmost point in Croatia 34 times in a single day.
- Tisak d.d. is among the top 20 Croatian companies according to sales volume with 1,300 points of sale.
- Tisak d.d. transports on average 23,668,777 kilos of goods per year.
- Tisak d.d. with its Print & GO printing newspapers by request service is the first in Croatia and second in the world.

