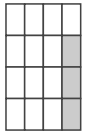


Centrosinergija and BAT Sign Distribution Contract

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02 CENTRO ŠTAMPA HOLDING

Centrosinergija and BAT Sign Distribution Contract

Centrosinergija, part of the Centro Štampa Holding business system, has signed a distribution contract with British American Tobacco (BAT). The contract, which marks the start of a cooperation deal that will benefit both companies, will contribute significantly to the further development of Centrosinergija, which also owns the Moj Kiosk chain.



DARKO BAJCETIC, CEO, Centro Štampa Holding

BAT has been present in Serbia for 18 years, with the major milestone in this period being the 2003 takeover of Duvanska industrija Vranje. This privatisation deal made BAT the biggest UK investor in Serbia, a title it still holds to this day. With contributions exceeding €1 billion in the last decade, BAT represents one of Serbia's biggest tax payers.

"The signing of the distribution contract with Centrosinergija represents a very important step in the improvement of BAT's operations in Serbia. We are convinced that the synergy between these two successful companies will contribute to the further growth of our sales and market share," said Thanos Trimis, BAT General Manager for Serbia, Bosnia & Herzegovina and Montenegro.