



MK GROUP

ONE
VISION.
SMART
DECISIONS.

VISION FOR THE **FUTURE**

Four decades of growth and development have led the MK Group to the position of economic leader in the Adria region. We are expanding our operations in the agriculture and food industry, renewable energy sources, tourism and the real estate sector, primarily in the markets of Serbia, Slovenia, Croatia and Montenegro.

As an investment-oriented group, we are internationally recognised for our expertise in creating profitable business models and the efficient management of companies and projects, and our business results grow year after year.

We create value for the economy of Serbia and the Adria region, our employees, business partners and the communities in which we operate.



4,000
employees in
the Adria region



1.6
billion in
investments
during 40 years
of operating



450
million in
operating
income in 2024



55
million EUR
annual average
of paid taxes

INVESTMENTS AS AN ENGINE OF DEVELOPMENT

THE BEST IS YET TO COME

MK Group is an important driver of Serbian and regional economies. The Company has invested EUR 1.6 billion into business expansion so far.

In 2023, we presented further development plans and a new investment cycle that will be implemented by the end of 2026.

The total value of the announced investments is EUR 1.6 billion – an amount equivalent to our previous investments – which speaks of the ambitious goals that we have set.



billion EUR

investment cycle by 2026.



million

for agriculture



million

for green energy



million

for tourism

COMPANY
ESTABLISHMENT



1983

2002

2005

2008

2011

2015

2020

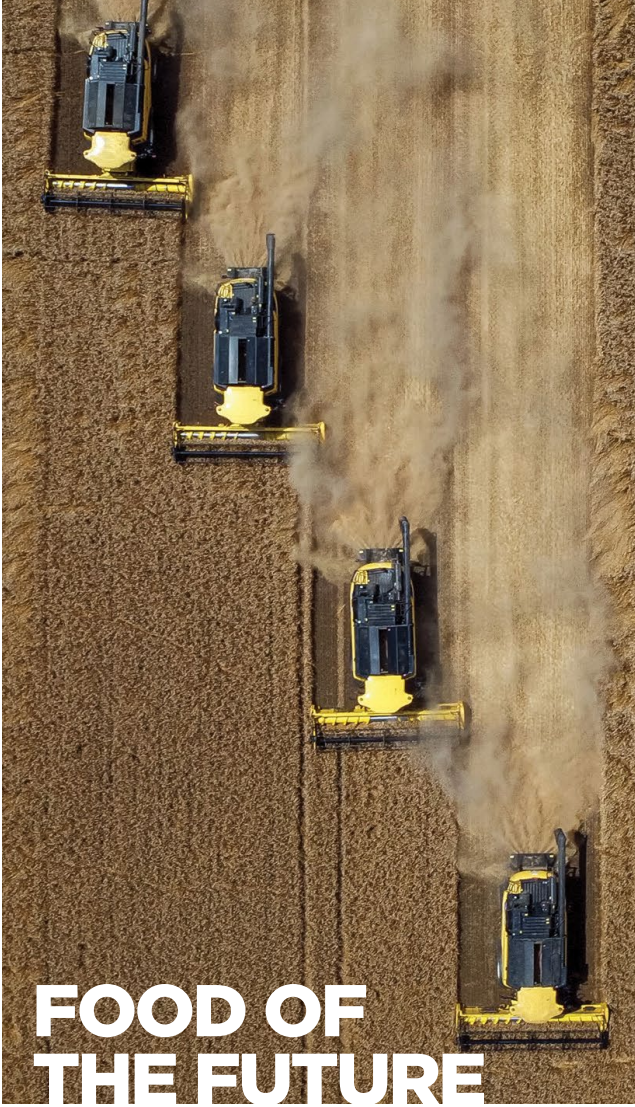
40 YEARS OF SMART DECISIONS

Miodrag Kostić, the founder of MK Group, was one of the most successful business figures in Southeastern Europe, and he founded the company in 1983.

He established an efficient and effective large system management, with a 40-year long history.

The leadership team of MK Group, headed by President Aleksandar Kostić, continues to successfully achieve his vision of steady growth.

BUSINESS PORTFOLIO





LEADING POSITION IN SERBIAN AGRICULTURE

The MK Agriculture division includes companies engaged in farming, cattle breeding, vegetable and fruit production and processing, and viticulture.

10,500 ha

of land we cultivate

200,000 t

of agricultural and vegetable crops annually

70%

of land under irrigation

950

dairy cows

10,000,000 l

of milk per year



Thanks to pioneering in the digitisation of agriculture and constant investments in irrigatio systems and innovations to increase productivity, PIK Bečej yields are about 25% than higher.



FLORA

The healthier side of the dining table

Flora, the vegetable and fruit processing factory, continuously innovates its portfolio, to suit modern buyers. In addition to the best-selling products – frozen peas, green beans and sweetcorn, it is recognised because its range includes frozen asparagus, edamame and interesting vegetable mixes. In addition to Serbia and the region, Flora products are distributed to the markets of the European Union, the Middle East and Russia.



12,000 t

annual sales of frozen and canned
vegetables and fruits

 **AGROUNIJA**



apple orchard

82 ha



cold storage

7,000 t



annual apple sale

15,000 t

The Agrounija company is engaged in the production and sale of apples.

A modern apple orchard and a cold storage are located in Krčedin, municipality of Indija, and technological and logistic operations of the highest level enable the placement of Serbian apples on the markets of more than 25 countries on three continents. Agrounija offers five first-class apple varieties.



On the slopes Fruška Gora there is the Erdevik winery, equipped with the highest quality equipment and capacity for grape processing. Combining modern and traditional, the Erdevik winery produces the highest quality wines from its own vineyard on the right bank of the Danube.



60 ha
vineyard



400,000 l
of wine per year



MAKES LIFE SWEETER

Sunoko offers fine white crystal sugar, natural brown sugar and powdered sugar.

With two factories in Vrbas and Pećinci, it is the largest sugar producer in a broader region. Thanks to Sunoko, Serbia is the only country in the Balkans that is self-sufficient in terms of sugar production, with the potential to further increase sales in foreign markets.

Sunoko is a regional leader in sugar production and one of the most efficient factories in the European sugar industry.



2
sugar factories



1,500,000 t
annual sugar beet processing



220,000 t
annual sugar production



The first private innovation
centre in the field of
agriculture in Serbia.

RESEARCH AND DEVELOPMENT CENTRE SUNOKO

In 2020, Sunoko opened a Research and Development Center (R&D) in the municipality of Indija, with an investment worth over one million euros. The R&D Center focuses on applied research in sugar beet production technology. It implements new scientific knowledge aimed at increasing productivity and is equipped with state-of-the-art laboratory equipment.

SUNAL DISTILLERY

Sunoko is diversifying its business operations with a new project, the Sunal alcohol plant in Kovačica, which is set to be completed by the end of 2025. The plant will use corn as its raw material, and its product range will include food-grade alcohol, pharmaceutical alcohol, and bioethanol. With the realization of this investment, Serbia will transition from being an importer to a net exporter of alcohol for the first time.



EUR 36 million
investment value



30 million litres
of alcohol per year



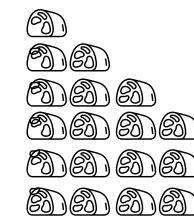
REGIONAL MEAT INDUSTRY LEADER

With a tradition longer than 65 years, Carnex is one of the largest producers of meat and meat products in the region, with a complete “farm-to- table” production system.

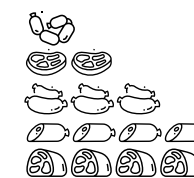
The trademark of the Carnex brand is top product quality, with a combination of traditional recipes and portfolio innovation that follows the trends and wishes of modern consumers.

The rich product portfolio includes more five large categories: durable and semi-durable meat products, pates, ready meals and fresh meat.

Carnex is also the largest pig producer in Serbia, and the quality of the raw material used in the meat industry is ensured by the use of animal feed produced in its own factory.



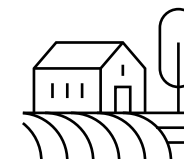
23,000 t
annual sales



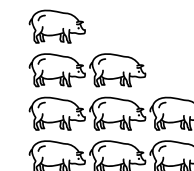
150
meat products in the portfolio



export to
15
countries



6
pig farms



140,000
fattening animals per year



DEVELOPMENT OF ADRIA REGION DESTINATIONS

The MK Group owns hotels and real estate projects at the most exclusive tourist sites in the region. We bring global hotel trends to this region and create and develop destinations that attract guests from all over Europe in search of the ultimate experiences and facilities.

Our expertise in luxury tourism is confirmed by our cooperation with Kempinski, a renowned global hotel chain, under whose brand two of our hotels in Istria operate.

The MK Group hotel and real estate portfolio includes four Adria region countries: Serbia, Slovenia, Croatia and Montenegro.

HOTEL PORTFOLIO



4
hotels under ownership



7
hotels under
minority ownership

REAL ESTATE PORTFOLIO



3
tourist real estate
compounds



Airport
Portorož



Golf course
Adriatic



Monetic
real estate projects
in Slovenia



SERBIA

GRAND KOPAONIK

For more than four decades, the Grand Hotel Kopaonik has been a synonym of undisputed quality. Located in the heart of the most modern ski resort in the region, on Kopaonik, it enjoys its title as a symbol of this Serbian mountain. The hotel is famous for its superb spa facilities and exclusive gastronomic offer.

SERBIA

GRAND RESIDENCES

As an elite address on the roof of Serbia, Grand Residences includes 40 luxurious suites, positioned next to Grand Hotel and ski lifts. Refined design, premium facilities and personalised approach offer a sophisticated atmosphere to suite owners.





SLOVENIA

KEMPINSKI PALACE HOTEL

The Kempinski Palace Hotel is located in the centre of Portorož, in one of the most beautiful parks in Istria. For over a century, it has been synonymous with prestige. This luxury 5-star hotel, the best in Slovenia, features a blend of heritage and modern style.

CROATIA

KEMPINSKI ADRIATIC HOTEL

Kempinski Adriatic, a secluded Istrian oasis, offers delight on the coast of the Adriatic Sea with privacy and superior comfort.

In harmony with Mediterranean nature and a private beach, this golf & spa resort in Savudrija guarantees a five-star vacation, whether you stay in a luxury hotel or the private Kempinski villas with a pool.



CROATIA

PETRAM RESORT & RESIDENCES

Petram Resort & Residences is a tourist and residential compound with a unique concept on the Croatian coast. It is located in Savudrija, Istria, at the border with Slovenia.

Owners of suites and villas and their guests can enjoy exclusive facilities such as three restaurants, two pools, wellness, and tennis courts. The symbol of Petram is the longest rooftop infinity pool in Europe at 105 metres, from which the view reaches all the way to Italy.



 **84,750 m²**
compound size

 **197**
luxury suites

 **55**
luxury villas

CROATIA

GOLF CLUB ADRIATIC

Golf Club Adriatic in Savudria, a part of Kempinski Adriatic, is the only golf course from this region that is a member of the prestigious PGA International Club with 28,000 members in more than 80 countries worldwide.

 **80 ha**
course

 **18**
holes



SLOVENIA

FORUM METALKA

Forum Metalka is an ongoing real estate project of Monetic, a company dealing with property development and management in Slovenia. This 10,000 m² commercial building is located in the centre of Ljubljana, offering companies a contemporary office space of attractive design.



SLOVENIJA

PORTOROŽ AIRPORT

MK Group is the majority owner of Portorož Airport, one of three international airports in Slovenia, with more than 30,000 passengers a year, arriving to enjoy the wonderful sights of Istria.

MONTENEGRO

BUDVANSKA RIVIJERA SVETI STEFAN

Six hotels of the Budvanska rivijera group, as well as the town-hotel Sveti Stefan, are in minority ownership of MK Group that owns 33.55% of share.



LEADER IN GREEN ENERGY GENERATION IN SERBIA

MK Group is a pioneer in generating electricity from the wind, which opened the first wind farm in Serbia. For almost a decade, we have been one of the most important producers of energy from renewable sources in the Balkans.

Out of four wind farms currently in our portfolio, we built three on the territory of Vojvodina, in partnership with Fintel Energija, while the fourth was built in partnership with the Alfi Renewables investment fund as the first wind farm in East Serbia.

We are continuing with investments in wind, solar, and biomass energy, and the projects we are developing – the completion of which is expected by the end of 2026 – represent investments worth more than EUR 900 million.



1 GW

capacity of new SES projects
by the end of 2026



WIND FARMS

 **4**
wind farms
constructed

 **200** MW
total
capacity

 **500** GWh
annual green
energy generation

 **130,000**
total number of
households we supply

KULA
Kula, Serbia

LA PICCOLINA
Vršac, Serbia

KOŠAVA FAZA I
Vršac, Serbia

KRIVAČA
Golubac, Serbia

2015

2016

2019

2023



AGROSOLAR KULA

The first agrisolar project in Adria region, and among the largest in Europe, will cover 770 ha in the territory of Kula in Vojvodina. Along with green energy generation in the solar power plant, the agricultural production of shrub plant species will be possible under the panels. This innovative project is an investment of more than EUR 340 million, and it will be implemented together with Fintel Energija by the end of 2026.

BIOGAS PLANT

The biogas plant in Vrbas operates within Sunoko and uses by-products from the sugar beet processing for green energy generation. The EUR 10 million investment enabled a production capacity of 2.4 MWh. There are plans for investments into new biogas plants within the MK Agri-Food Division.

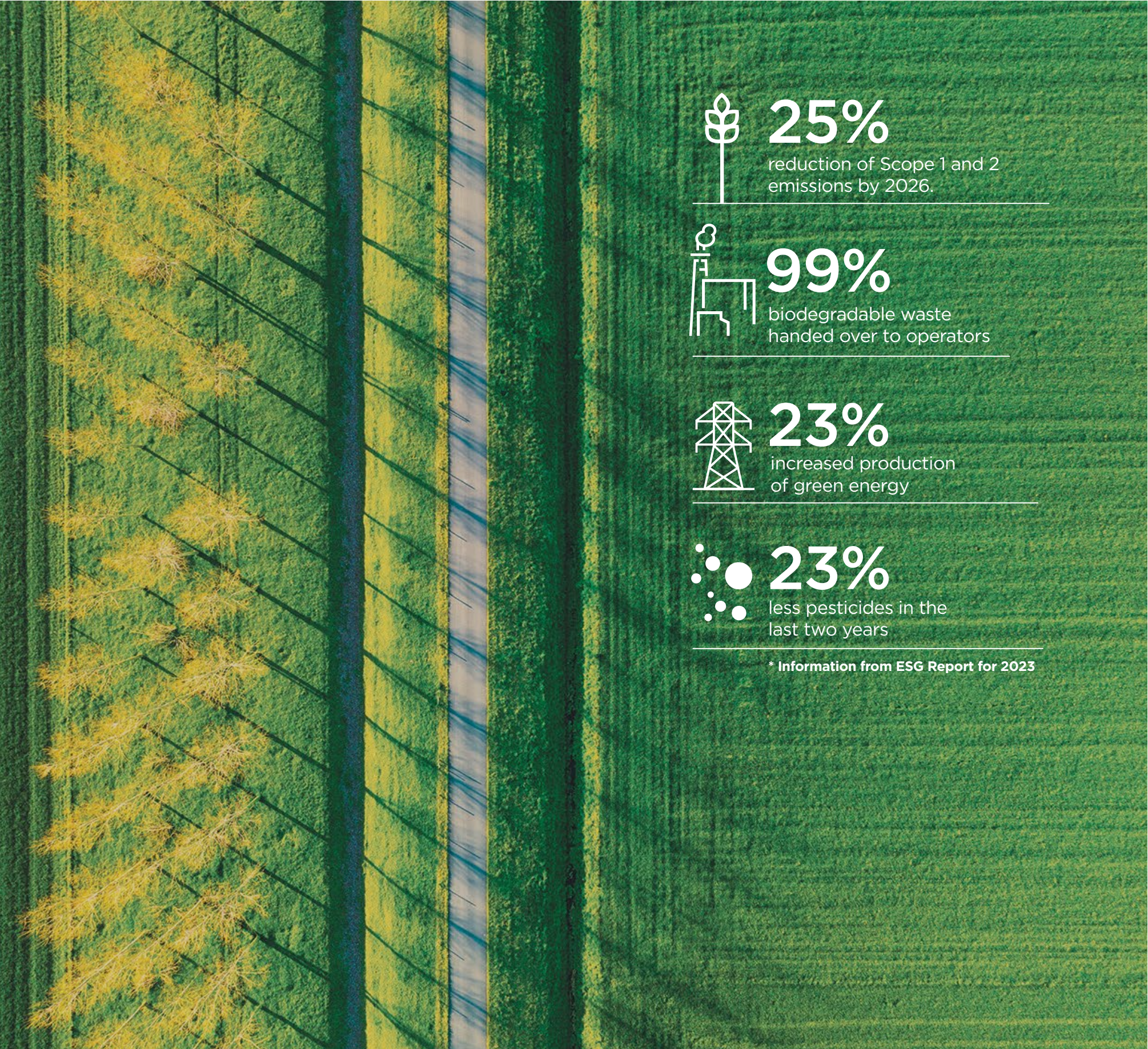
CARING ABOUT THE ENVIRONMENT

The MK Group’s vision is a “green” Serbia.

Our projects of renewable energy sources contribute to sustainable energy development and energy stability of our country, protecting the environment at the same time.

We are committed to achieving carbon neutrality, which is clearly demonstrated by the fact that, in the last three years, we have recorded a continuous reduction of carbon dioxide emissions on the level of the entire Group.

We respect the soil and conserve its fertility through sustainable agricultural practices. We treat the use of all natural resources responsibly and their efficient consumption is an integral part of our business policy.





CARING ABOUT EMPLOYEES

MK Group employs about 4,000 people in the Adria region who are connected by common values. Because of its focus on employees and their development, the Company has grown into one of the most important employers in Serbia.

We create an empowering work environment based on the principles of diversity, inclusion and gender equality. We listen to the needs of employees through training and regular annual surveys, because satisfied employees are the foundation of our success.



91%

of employees proud to work at MK Group

*** Information from ESG Report for 2023**



50%

of women in permanent employment, more than 41% in management positions



€397,000

value of employee training in 2023.

CARING ABOUT COMMUNITY

We are committed to developing the local communities in which we operate in Serbia and Adria region.

We have allocated EUR one million per year for philanthropy for the past five years, and we have committed to allocating EUR 5 million for CSR activities in the next five years.

We are continuously expanding our “Family Support” regional CSR programme to provide support for children and parents, as well as measures to stimulate the birth rate.

Support to youth and education, as well as assistance to healthcare facilities and vulnerable social groups will continue to be our focus.

€5,000,000

for CSR activities 2023-2027.

€350,000

for 4 student dormitories in the Adriatic region in 2024.

€680,000

for 20 kindergartens in the Adriatic region in 2023.

€217,000

for SOS Children’s Villages in 2023.

€570,000

for 7 maternity hospitals in the Adriatic region in 2022.

Over 10 years

support to SOS Children’s Villages and NURDOR





5,500 m²
of science space



19
FEE research centres

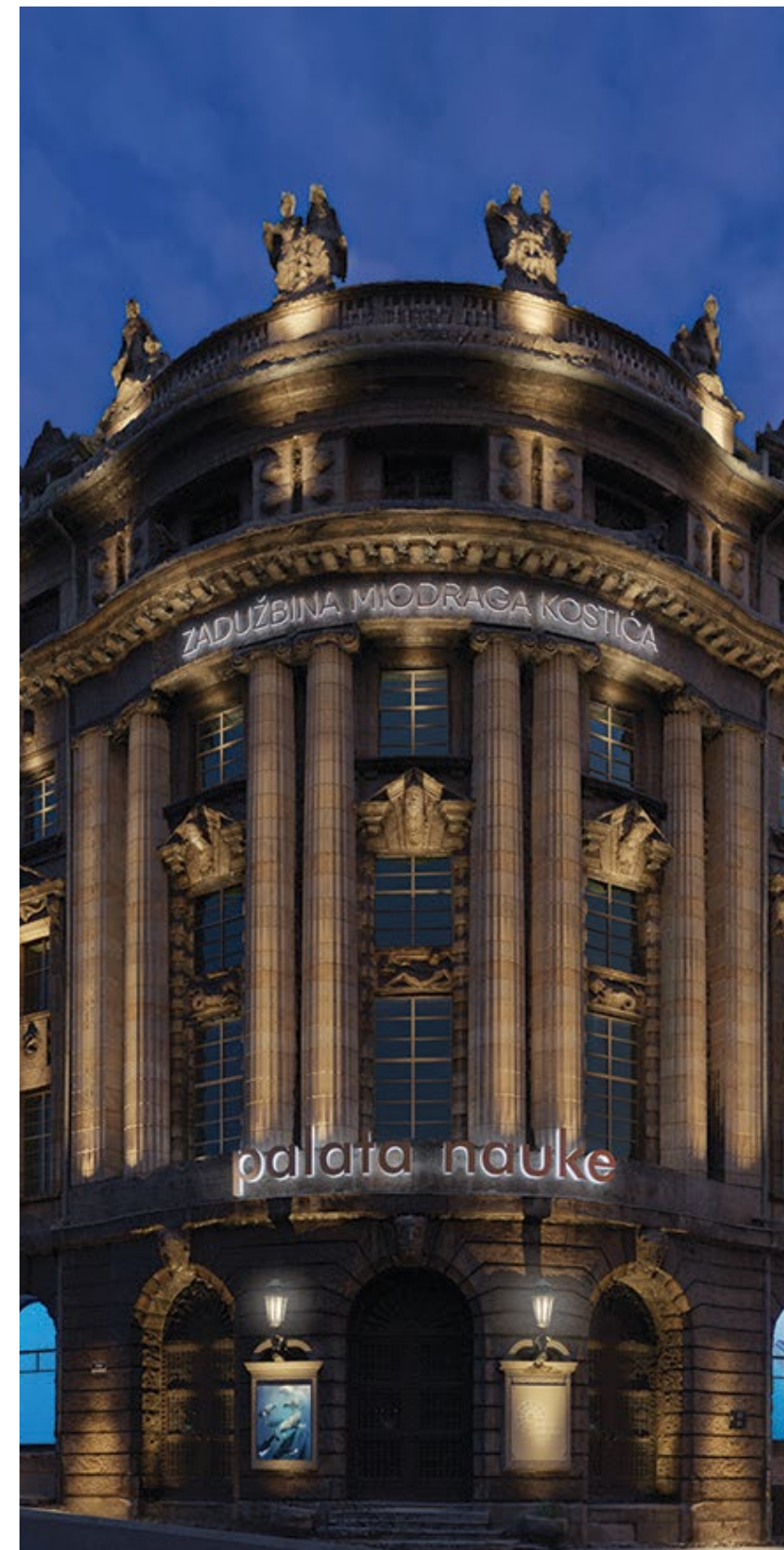


30
educational exhibits

THE MIODRAG KOSTIĆ ENDOWMENT

The Miodrag Kostić Endowment donated to community the Palace of Science, the first centre for research and the popularisation of science in Serbia and the largest in the region. With more than EUR 25 million for providing support to scientific and technological development, young scientists and education, this is one of the largest individual philanthropy contributions in this region.

With scientific content and activities on more than 5,500 m², scientific work will take place in 19 research centres within this space in partnership with the Faculty of Electrical Engineering at the University of Belgrade. The second part of the space will be dedicated to bringing science closer to the general public, with a focus on nurturing curiosity in children, through a large number of interactive and educational exhibits.





www.mkgroup.rs