



**ДНЕВНИК**

**DNEVNIK JVC**  
**Novi Sad**

## General Information

Full legal name	DNEVNIK HOLDING JSC Novi Sad
Address	Bulevar Oslobođenja 81, Novi Sad
Identification Number	08049815
Core activity	5814 - Publishing of journals and periodicals
Foundation Year	1953
Number of Employees	28

### Capital structure

Republic of Serbia	48.42 %
AP Vojvodina	48.65 %
National Employment Service	0.51 %
Municipalities	0.51 %
City Novi Sad	1.91 %

Share of the company in other legal entities' equity			
Company name	Identification number	Form of association	% of share in total capital
Dnevnik Poljoprivrednik ad	08582840	share	100.00
Dnevnik Štamparija doo	08582866	share	0.61
Dnevnik Promet doo	08583005	share	34.58
Dnevnik Novine i časopisi doo	08582858	share	5.32
Dnevnik Vojvodina Press	08803013	share -ownership	45.00
Dnevnik Prodaja – in bankruptcy	20097329	share -ownership	33.00



# General Information

ДНЕВНИК



## Distance form the Company to:

Belgrade	100 km
Regional Center	0 km
Main road	10 km
Port	5 km
Railway	1 km





# Location



Pan-European Transport Corridors

Novi Sad is the administrative, economic, cultural, scientific and touristic centre of the Autonomous Province of Vojvodina and the second largest city in Serbia.

Geographically, Novi Sad is in a favourable position. It lies on important transit routes, which provides significant comparative assets.

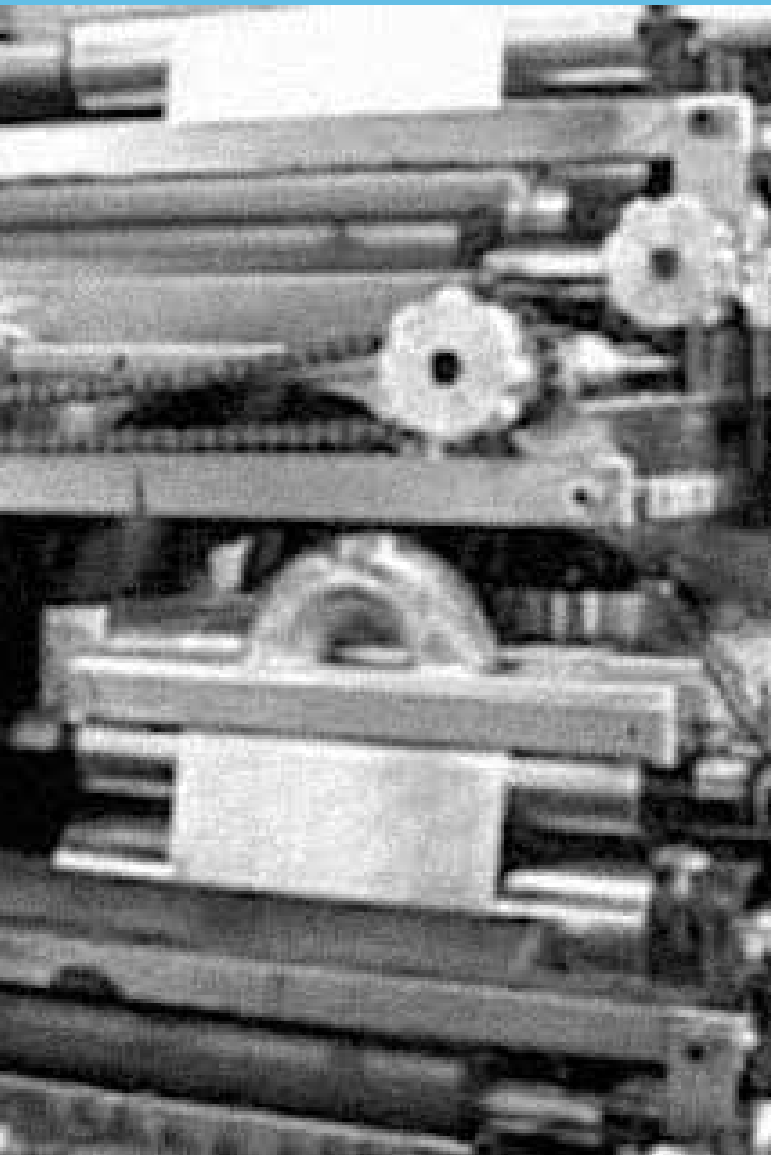
Novi Sad is connected to the region with road and railway routes as well as waterways. It is in the centre of a highway network connecting Northeastern and Eastern Europe to the Middle and Far East, as well as Central and Northern Europe to the ports of the Adriatic Sea.

The city lies on the European Corridor 10 which connects eight countries on its main route from Salzburg to Thessaloniki, and another six countries with its side routes. The European Corridor 7, or the Danube River waterway, connects Western European countries to the Black Sea. Novi Sad is also connected with the Danube – Tisa – Danube canal system, which enables navigation from the Central Europe to the Black Sea. Novi Sad is located on 1,225th kilometre of the Danube flow. The river is wide here and it forms numerous islands, inlets and sandbanks.



# Tradition

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DNEVNIK – Holding is the oldest publishing house in Vojvodina. The first copy was started in 1942 by the Vojvodina fascists in the illegal printing of Novi Sad. The original name lists during the war and in the early post-war years was the Free Vojvodina.

In 1953 the newspaper changed its name to the log that is maintained to this day. During the 80s and 90s of the last century, DNEVNIK - Holding sees full expansion, a newspaper DNEVNIK was the most read newspaper in Vojvodina. Its circulation reaching an average of up to 80 thousand copies on weekdays and Sundays, and to 106 thousand copies. Then log - Holding a leader not only in terms of printing, but when it comes to the production of comic books, pulp novel, specialized newspapers and magazines, but also in cooperation with the industry. During this period they recorded the most significant business results in the history log - Holding, especially when it comes to exports.

# Activities

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At the level of log - Holding AD within the professional services performed by centralized general (natural and human), financial, commercial and other support functions subsidiaries.

DNEVNIK - Holding perform tasks that are classified as “holding company” for its related legal persons, among others perform the following activities:

- Publishing of books, brochures and other publications
- Publishing of journals and periodicals
- Other publishing activities
- Bookbinding
- Refineries

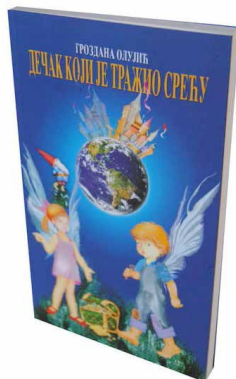
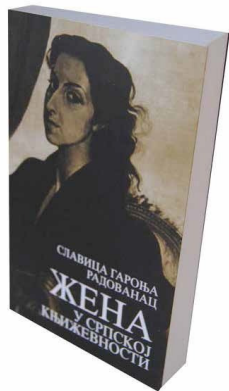
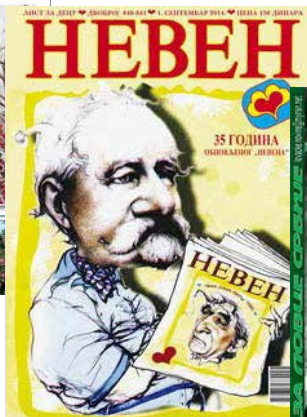


# Product portfolio

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The most important issues that go to the system log as follows:

- Magazine Farmer
- The book Agricultural calendar
- Review of Morning
- Hunting newspaper
- Track
- Magazine Fish Review
- Neven and Small Neven
- Elixir
- Official Journal of Vojvodina
- Exhibition and Publication Industry Lorist
- Commercial printing,
- Monograph of Vojvodina
- Various books



# Land and Buildings

Name	Surface (m <sup>2</sup> )
Land	8.036,00
Buildings	2.986,00



## Certificates

### Quality assurance certificate ISO 9001

Company does not own quality assurance certificate ISO 9001.

### Ecology

According to applicable regulations, the requirements for environment protection are fulfilled.



# Realization

## Movement in sale volume

Product/service	Value in EUR		
	2011	2012	2013
Services	184.010	168.064	179.332
<b>TOTAL :</b>	<b>184.010</b>	<b>168.064</b>	<b>179.332</b>



## Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0.00	0.00	0.00
<b>TOTAL :</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

## Distribution channels

Distribution channels	% of share
Direct sale	100.00
Wholesale	0.00
Retail	0.00
Intermediaries	0.00



# Organization

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## EMPLOYEES



### Number of employees

Working	28
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
<b>TOTAl NuMbEr Of EMpLOyEES</b>	<b>28</b>

### age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	0	5	3	5	8	2	5

### average salaries in Eu r

(gross and net) in 2011, 2012 and

Year	Gross	Net
2011	251	183
2012	265	192
2013	270	199

# Assets Overview



	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	3,176.000	3,042.000	1,909.000
FIXED ASSETS	6,024.000	5,484.000	8,866.000
EQUITY	7.247.988	6.700.478	8.916.419



A) Information contain in this document is based on the data recieved from the company, and as such has not been verified by the Privatization Agency. Accordingly, the Privatization Agency shall have no liability with respect to the accuracy and validity of the information contained here in.

B) Pursuant to the law, enterprises from the Republic of Serbia were obliged as of 2004 to prepare Financial Statements in accordance with the International Standards of Financial Reports (ISFR).

# SWOT Analysys

## STr ENg ThS

: Recognizable name in newspaper and publishing business in Novi Sad and Vojvodina.  
The possibilities to return to the market of publishing activities.

SW

## WEa k NESS:

Expiration of printing technology and a small number of titles in publishing.

## OppOr TuNITIES:

A strategic partner and restoring market position.

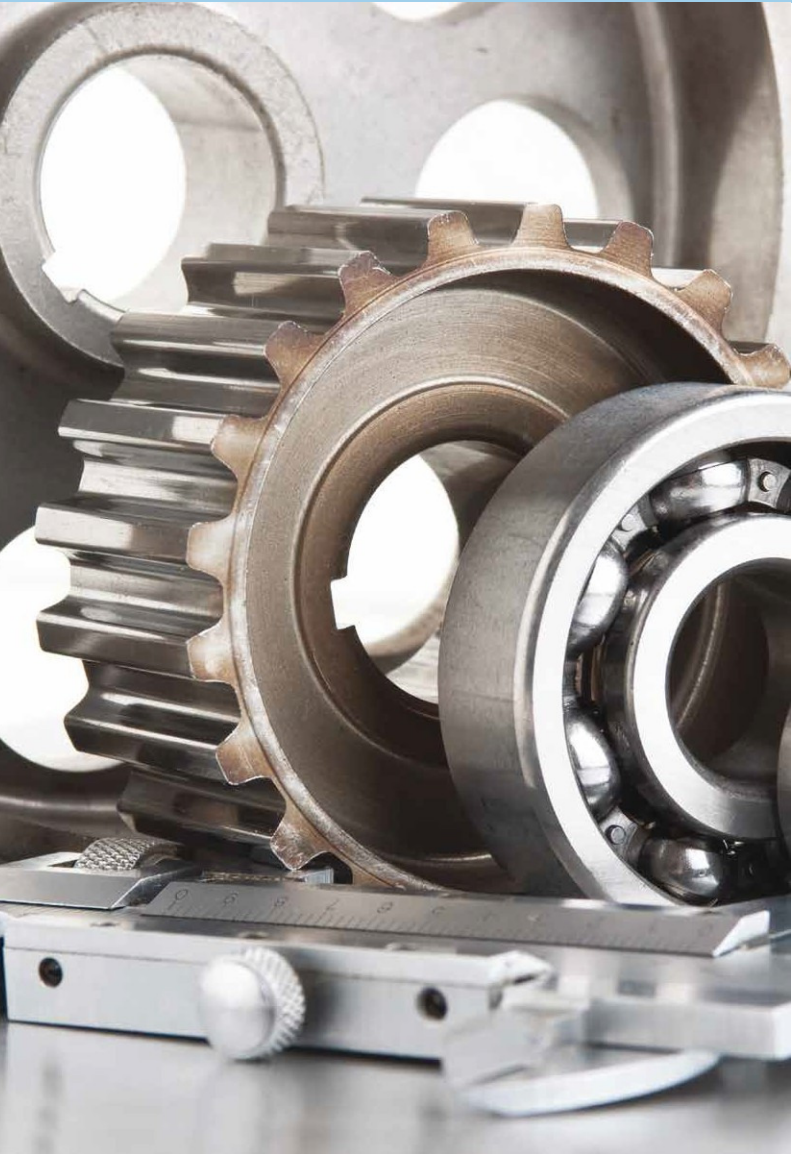
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## ThrEaTS:

Rapidly losing position in the market due to technological obsolescence and financial insolvency.



# Advantages of Investing in Serbia



Favorable geographic position, owing to which any shipment can reach any location in Europe within 24 hours

Highly educated and cheap labor force

Restructured and stable financial system

Simple procedures for a company start-up and registration

Simple procedures for foreign trade transactions and foreign investments

Several free trade agreements have been signed, ensuring supply of goods to nearly 800 million consumers:

- In March 2012 Serbia was granted the candidates status by the EC
- CEFTA
- Agreement with the EFTA members
- Autonomous trade preferences granted by the EU in December 2000, and implementation of the Interim Trade Agreement with the EU started in February 2010
- Agreement with the Russian Federation, Belarus and Kazakhstan
- Agreement with Turkey

# Contact



Republic of Serbia

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