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**MAJEVICA AD HOLDING
BACKA PALANKA**



General Information

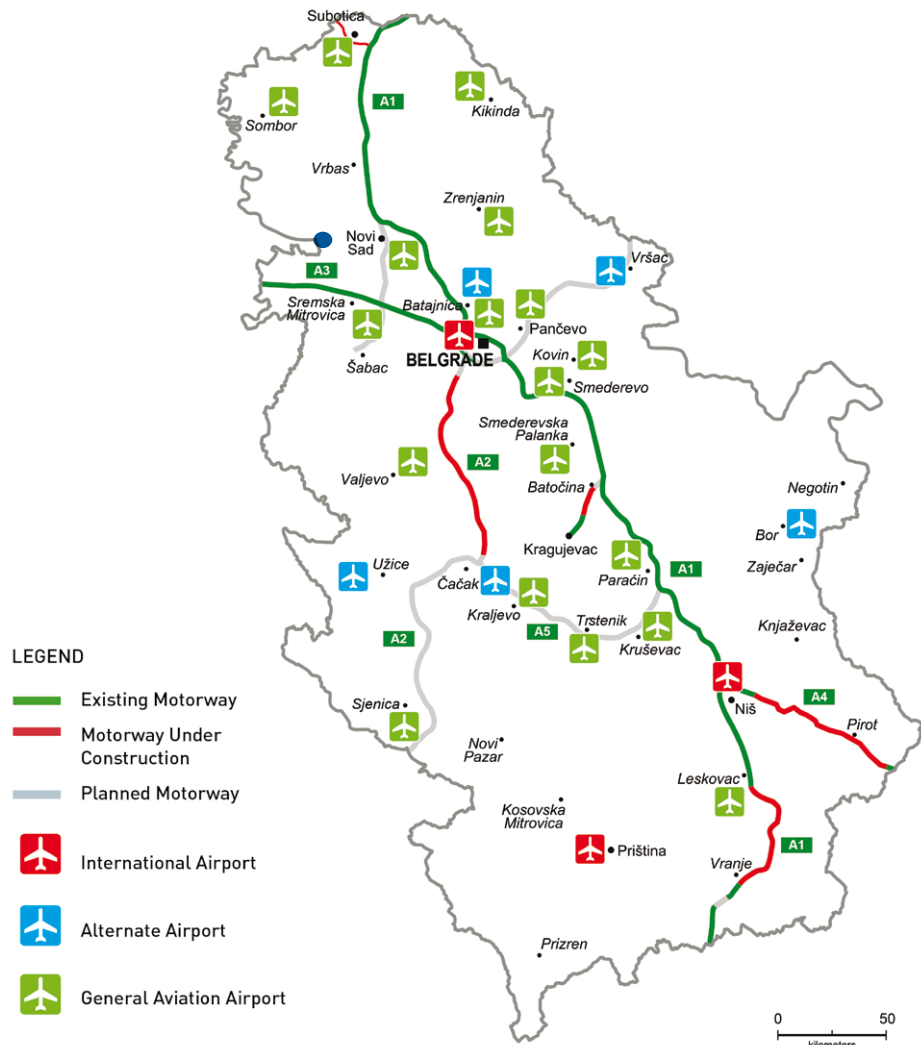
Full legal name	MAJEVICA AD HOLDING BACKA PALANKA
Address	Zarka Zrenjanina 123, Backa Palanka
Identification Number	08005613
Core activity	Production of cast products, tanks, cisterns, vessels, agricultural machines, etc.
Foundation Year	1951
Number of Employees	70



Capital structure (in%)

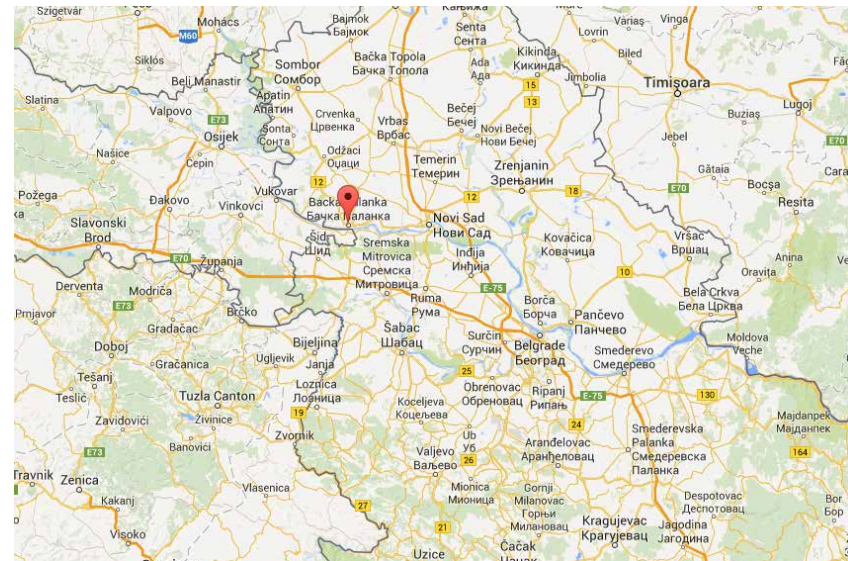
Shareholders' fund	25.36
Pension and Disability Fund	6.57
Republic of Serbia	21.15
Development fund	3.54
Others	43.38

General Information



Distance form the Company to:

Belgrade	136 km
Regional Center	41.2 km
Main road	3.6 km
Port	4 km
Railway	0.6 km



Location



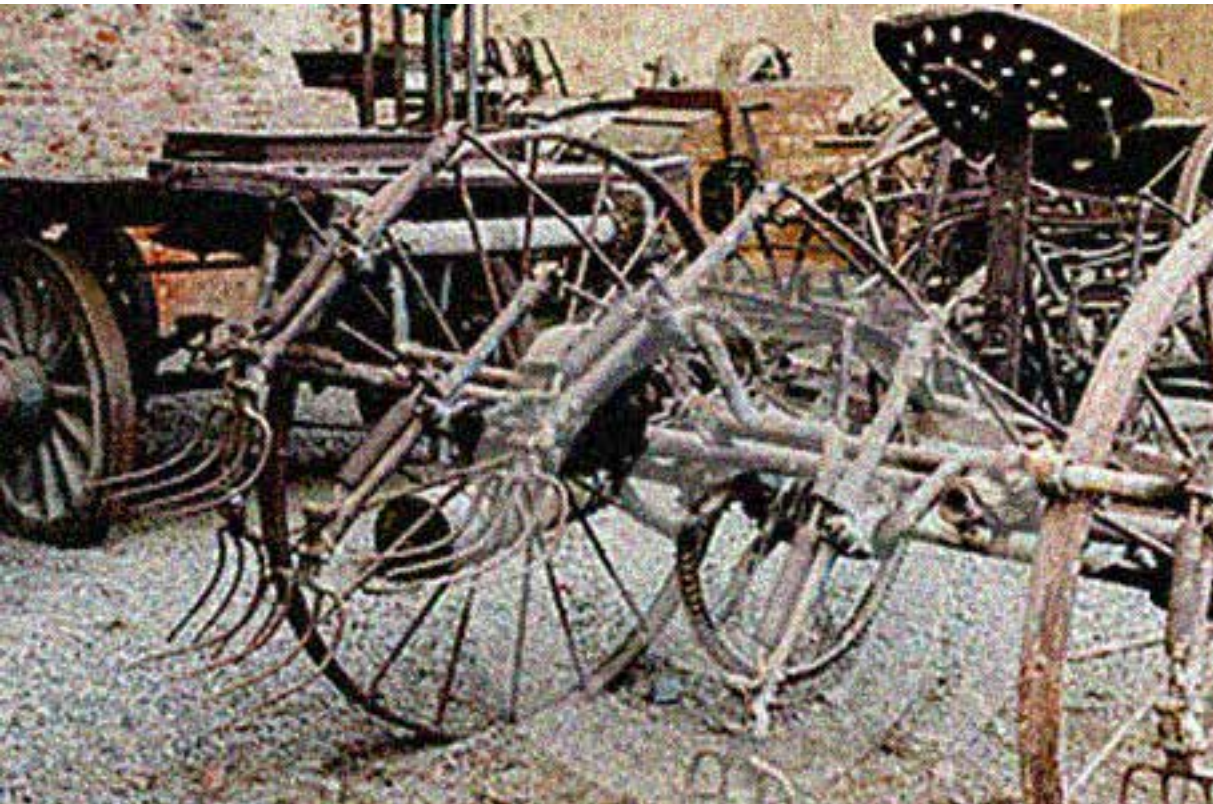
BAČKA PALANKA

Pan-European Transport Corridors

Geographical location of MAJEVICA AD HOLDING BACKA PALANKA is of strategic importance in the market area of soughteaste Europe and provides oportunity for intensive bussines cooperation.



Tradition



MAJEVICA was established in 1951 as a company producing machines, pumping machines and roller bearings. MAJEVICA tradition goes back to the distant 1905. The development of MAJEVICA preceded by the company for producing hemping machine and open foundry in Backa Palanka.

Since 1988 MAJEVICA is constituted as an independent organization, and in 1989 was organized as a public company.

Company MAJEVICA metal industry organized as a holding company in 1991 the division of property on 5 companies.

Today MAJEVICA is willknown manufacturer of machine tools, one of the most famous and largest domestic producer of modern pneumatic seeder, trailer, pickers, tractor tanks and reputable manufacturer of tanks for liquid fuels. Opening of external markets again become a significant exporter of its products.

Production Program



- MACHINE TOOLS
- PROCESS EQUIPMENT
- AGRICULTURAL MACHINERY
- CASTING

Production Program



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.

Land



The Company has land within the factory complex in Backa Palanka in the total area of 183 837 m² and under buildings is a land total area of 49 833 m².

Production and Capacity

Capacity utilization

Machine (Production line)	Unit	Installed capacity	Real capacity	% of utilization		
				2011	2012	2013
Metal processing machines	norm hour	320000	250000	2.10	1.00	5.06
Production of foundry products		200000	150000	12.00	14.80	20.70
Production of tanks and reservoirs		135000	110000	17.10	14.40	15.29
Production of agricultural machinery		270000	230000	33.90	73.30	54.01



Realization



Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
Grinders	t	0	0	0	0	0	0
Sharpening machines	t	2	0	1	20.546	0	3.201
Planer	t	4	1	5	19.419	7.677	30.530
Services	norm hour	2,310	2,340	9,187	44.342	31.859	31.149
Equipment and casings	t	1	1	1	8.782	7.475	1.788
Gray iron castings	t	42	200	279	43.673	189.943	322.508
Reservoirs and tanks	t	329	233	158	377.032	245.695	366.358
Tanks for natural liquid fertilizer	t	129	159	185	160.836	182.407	509.411
Pneumatic sowers	t	175	225	207	1.440.393	1.704.123	1.476.421
Sugar beet and potato harvesters	pieces	2	2		6.001	6.929	14.044
Corn harvester	pieces	20	47	10	160.167	409.837	89.845
Other agri-machines	t	199	183	162	392.667	237.666	322.979
Spare parts	t	96	80	86	297.274	227.949	279.130
TOTAL :					2.971.133	3.251.561	3.447.364

Sales structure

Sales structure in %	2011	2012	2013
Domestic market	100.00	100.00	100.00
Foreign market	0.00	0.00	0.00
TOTAL :	100.00	100.00	100.00

Distribution channels

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



Organization



EMPLOYEES



Number of employees

Working	70
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
TOTAL NUMBER OF EMPLOYEES	70

Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	1	6	10	9	7	15	22

Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	266	195
2012	353	256
2013	360	257

Assets Overview



	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	4.172.537	4.386.488	3.721.164
NON-CURRENT ASSETS	1.853.491	1.593.209	1.457.885
EQUITY/LOSS ABOVE EQUITY	-2.049.008	-2.539.934	-4.262.082



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

STRENGTHS:

Development specialists, centralized management and marketing.
Well-rounded production process from a foundry through the machining and installation of the final products within the factory site with the ability to connect auxiliary and accompanying facilities.

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WEAKNESS:

Technical and technological backwardness in comparison with international manufactures. Old equipment

OPPORTUNITIES:

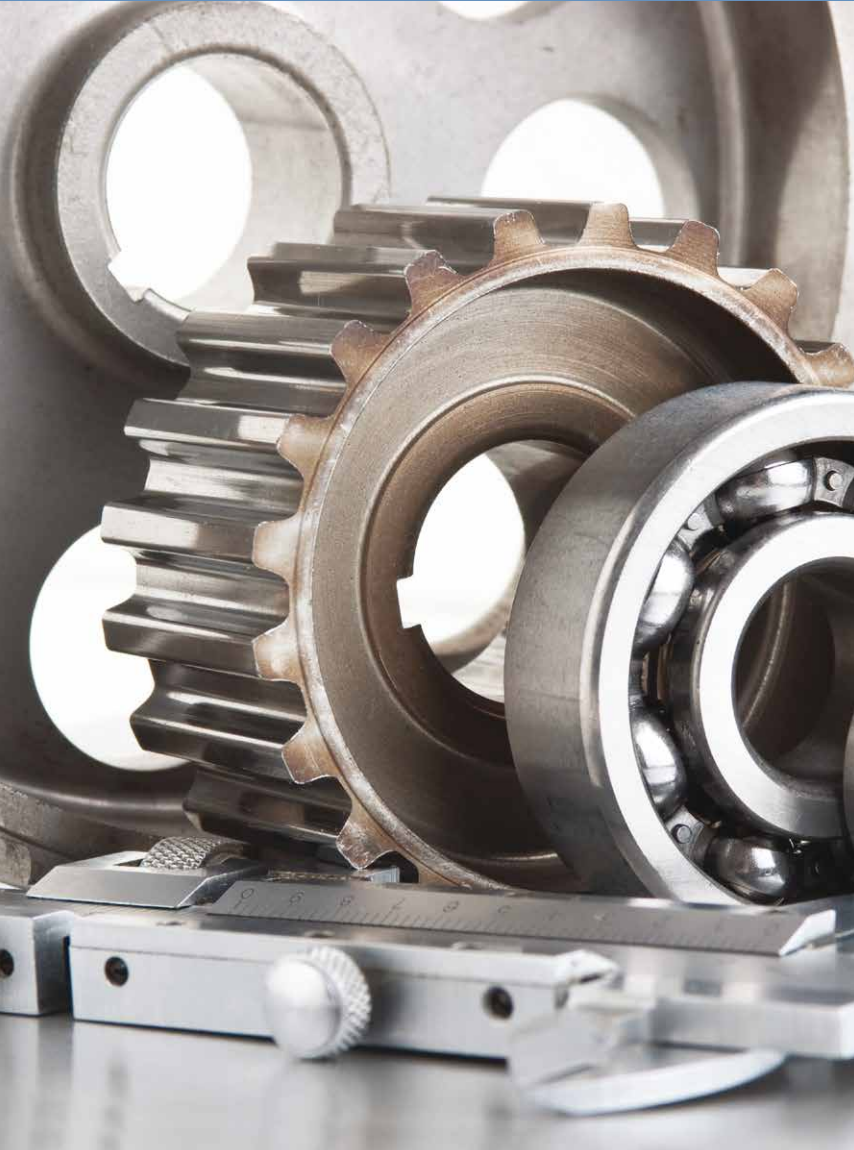
Long-term presence in the market

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THREATS:

Competition in branch. Market conditions.

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



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