



**CHEMICAL INDUSTRY NEVENA
JSC LESKOVAC**



General Information

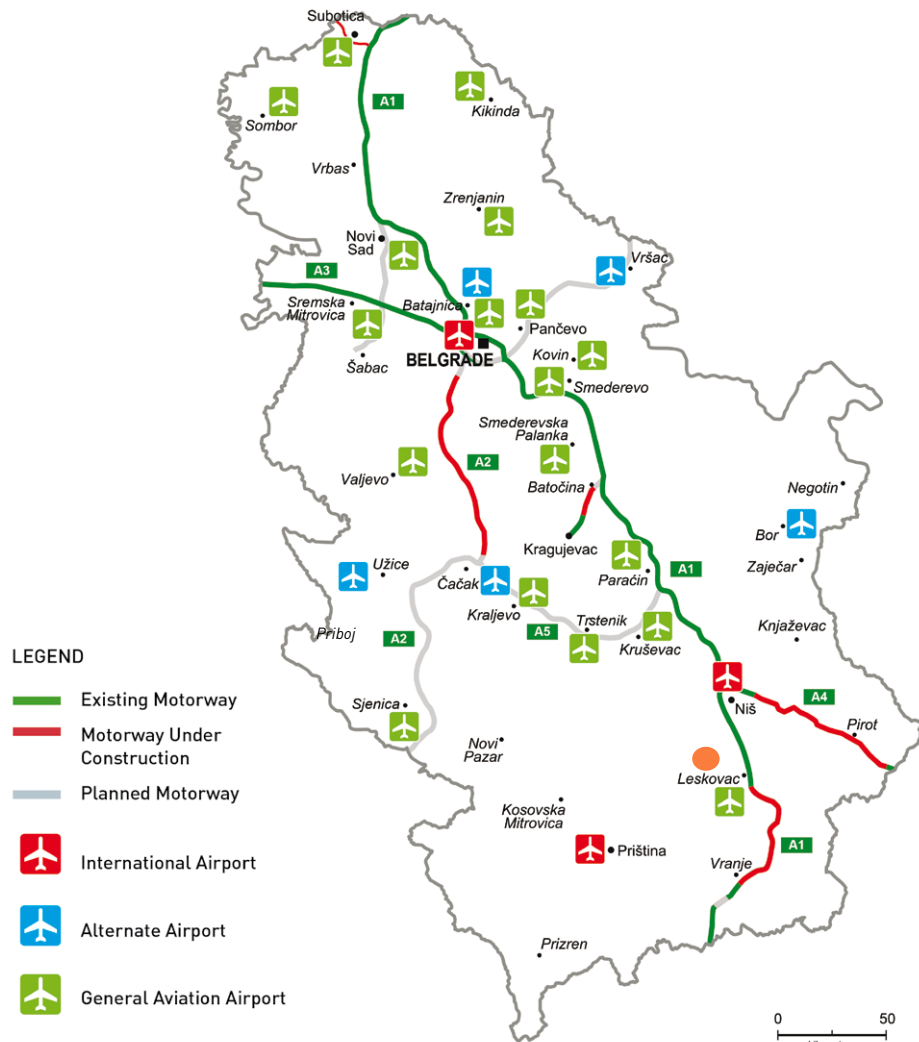
Full legal name	CHEMICAL INDUSTRY NEVENA JSC LESKOVAC
Address	Djordja Stamenkovica BB, Leskovac
Identification Number	07105177
Core activity	Production of detergents, soaps, cleaning and polishing agents
Foundation Year	1953
Number of Employees	77



Capital structure (in%)

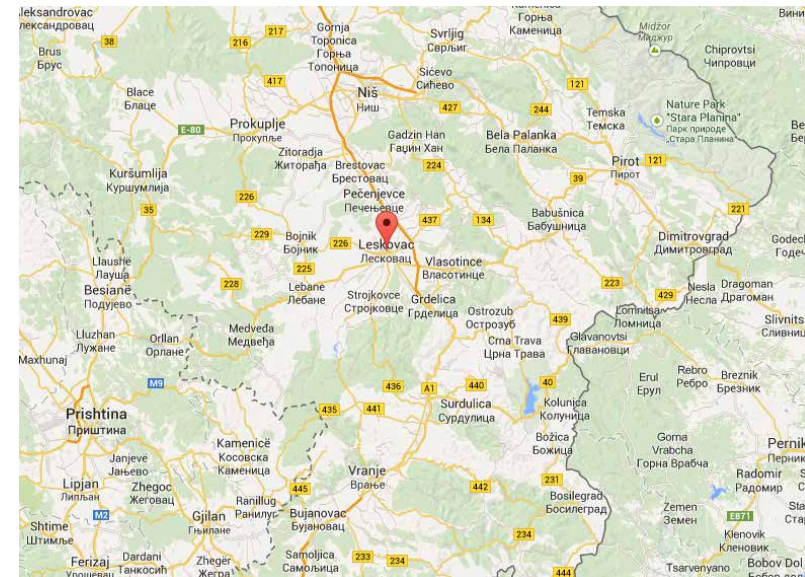
Shareholders' fund	0.50
Privatization Agency	70.51
Others	28.99

General Information



Distance form the Company to:

Belgrade	270 km
Regional Center	40 km
Main road	0.5 km
Port	279 km
Railway	2 km



Location



LESKOVAC

Pan-European Transport Corridors

Geographical location of Magnohrom LLC Kraljevo is of strategic importance in the market area of soughteaste Europe and provides oportunity for intensive bussines cooperation.



Tradition



Nevena AD, Leskovac is a leading Serbian company with 60 years tradition in production and sales of hygienic and cosmetic products. Company is constantly expanding its market share, taking key positions on the domestic market, and also on the foreign market, especially in the countries of ex -Yugoslavia.

Nevena is an unique company, providing its partners and users with exceptionally wide range of products covering all cosmetic market segments . „Nevena has certification on introduction of quality standard – ISO 9001.

In recent years Nevena is committed to constant improvements, monitoring closely the needs of its well informed clients, and all legislative changes, in Serbia and in European Union.

The company is investing in new machines, staff training and improvement of microclimate in its work environment. The final aim of the management is production of modern innovative products of stable quality and harmless to human health.

Product portfolio



NEVENA BABY COLLECTION – KOSALLIA

For care of youngest

- Bath 550 and 180ml
- Shampoo 250ml
- Powder 90 gr
- Oil and milk 150ml
- Soap 100 gr

PUZZLE COLLECTION

Anti acne and pimples

- Lotion 100 ml
- Gel 75 ml
- Cream 50 ml
- Powder 30 gr
- Soap 78 gr
- Stick

EGO COLLECTION

Protects the skin from unpleasant odors

- Cream 50 ml
- Soap 78 gr

Product portfolio



NEGA COLLECTION

Protects the skin from unpleasant odors

- Products for nail care /cream and oil/
- Products for hands care /cream/



FRESH STEP COLLECTION

For fresh and comfortable step

- Lotion 140 ml
- Cream 50 ml
- Powder 90 gr

Product portfolio



GLOBAL COLLECTION

- Hair shampoos 1000ml
- Creams in tube and nail polish remover for nail care
- Blossoms collection of liquid soaps 400ml
- Creams collection
 - Silix 50ml and 100ml
 - Univerzal 50ml and 100ml
 - Nega cream in tube 50ml and 120ml

- Lip care ointments /fruit flavored/
- Greendent collection for teeth care
 - Total care and Herbal toothpaste 75ml for adults
 - Greendent junior for the youngest in two flavors
- Speed collection
 - Speed vaporub ointment
 - Speed inhaler
 - Clean antibacterial gel 100,250 and 400 ml



Certificates



Quality assurance certificate ISO 9001

Company owns quality assurance certificate ISO 9001.

Ecology

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

Production and Capacity

Product	Unit	Quantity			Value in EUR		
		2011	2012	2012	2011	2012	2013
Baby baths and shampoos	kg	308.089	293.626	334.466	668.945	671.554	726.234
Creams	kg	22.515	25.478	24.740	138.598	16.233	143.080
Soaps	kg	22.879	32.881	27.547	72.132	138.535	94.198
Powders	kg	32.218	33.941	31.331	221.911	253.512	208.143
Liquid detergents	kg	2.435	715	1.475	2.131	387	1.160
Toothpastes	kg	0	0	12.253	0	0	5.399

Land / Buildings

The Company covers the area of 11ha 95a 21m² of land in urban construction zone in Leskovac city and 3ha 11a 95m² of agricultural land nearby the business complex, which represent total land area of 15ha 07 a 16 m².

The Company owns buildings in two locations. Inside the business complex are situated three production factories (Cosmetics factory, Soap factory and Glue factory) which cover together with warehouse space 12.815 m², than administrative building with area 1.835 m² and supported buildings (two boiler rooms with transformer station, workroom, garage, pumping station etc.) totaling area 1.282 m². Within the representative office in Belgrade, the Company owns office space in area of 158 m² in Goce Delčeva 46 Street and warehouse space in area of 541 m² in Pariske Komune 22 Street





Production and Capacity

Capacity utilization

Machine (Production line)	Unit	Installed capacity	Real capacity	% of utilization		
				2011	2012	2013
Fryma 1500 /for making toothpaste	kg	336,000	336,000	0.00	0.85	3.70
Fryma duplicator for making creams	kg	144,000	144,000	10.85	10.47	10.88
Fryma duplicator for making milks and oils	kg	144,000	144,000	12.54	13.00	12.60
Vessel for production of alcohol and acetone	kg	120,000	120,000	10.54	9.28	6.76
Shampoo rector duplicator		480,000	480,000	19.25	18.40	22.44
Reactors duplicators for baths 2 pcs	kg	960,000	960,000	23.54	19.13	23.12
Powder mixer	kg	108,000	108,000	29.00	31.50	28.67
Fryma 15 kg	kg	1,200	1,200	11.40	10.83	12.50
Mazzoni line for soaps	kg	720,000	288,000	8.00	11.70	9.28
PE bottles plastic blowing machine	pcs	384,000	384,000	0.00	0.00	31.00
Line for machines for production of cardboard boxes	pcs	440,000	440,000	32.00	34.80	33.62
Hasia machine for shampoos in small bags	pcs	1,440,000	1,440,000	3.30	6.20	2.90
Semi-automatic filling machine (4 pcs)	pcs	3,840,000	3,840,000	28.70	25.23	28.60
Machine for filling and sealing boxes and jars (cream)	pcs	1,080,000	1,080,000	8.05	6.90	9.15
Kolibri 1001 laminate tubes	pcs	1,800,000	1,600,000	11.52	13.00	17.60
Kolibri 1001 alluminum tubes	pcs	1,800,000	1,600,000	0.00	0.71	0.36
Acetone filling device	pcs	864,000	864,000	10.00	11.40	9.20
Semi-automatic filling machine for powder	pcs	1,200,000	1,200,000	29.00	31.50	28.67
Hotel soap press	pcs	1,440,000	1,000,000	6.05	1.90	0.90
Vessel and tools fro stick deodorants	pcs	240,000	240,000	11.42	10.83	12.50

Realization



Movement in sale volume

Product/service	Unit	Quantity sold			Value in EUR		
		2011	2012	2013	2011	2012	2013
Baby baths and shampoos	kg	370,679	287,646	363,044	917.748	707.125	852.619
Creams	kg	25,976	24,899	25,361	230.904	219.015	217.206
Soaps	kg	36,409	28,457	28,806	93.969	72.328	77.048
Powders	kg	32,524	33,286	32,765	187.240	199.686	192.015
Liquid detergents	kg	3,691	4,512	2,326	4.396	7.211	1.378
Toothpastes	kg	0	0	11,634	0	0	3.937
TOTAL :					1.434.258	1.205.364	1.376.205

Sales structure

Sales structure in %	2011	2012	2013
Domestic market	70.60	69.16	79.20
Foreign market	29.40	30.84	20.80
TOTAL :	100.00	100.00	100.00

Distribution channels

Distribution channels	% of share
Direct sale	20.00
Wholesale	0.00
Retail	0.00
Intermediaries	80.00



Organization



EMPLOYEES



Number of employees

Working	77
Paid leave	0
Unpaid leave	0
Other (sick leave, vacation, etc.)	0
TOTAL NUMBER OF EMPLOYEES	77

Age structure of employees

Age	-25	25-35	35-40	40-45	45-50	50-55	55+
Number	0	6	4	22	14	21	10

Average salaries in EUR

(gross and net) in 2011, 2012 and 2013

Year	Gross	Net
2011	268	196
2012	382	276
2013	388	282



Assets Overview



	Value in EUR		
	31/12/2011	31/12/2012	31/12/2013
CURRENT ASSETS	1.732.611	2.580.526	1.626.453
FIXED	7.886.610	6.793.841	7.028.395
EQUITY	3.648.363	3.232.283	2.723.237



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:

Recognizable product in the market, long-term presence, wide range of products for various use.

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WEAKNESS:

Lack of fiunds, obsolete equipment, old debts towards business partners, occupational and age structure of workers

OPPORTUNITIES:

Increasing trend in use of skin care products, cooperation with foreign companies, improvement of business relations with partners, favorable geographic location for supplying entire region, development of new technologies.

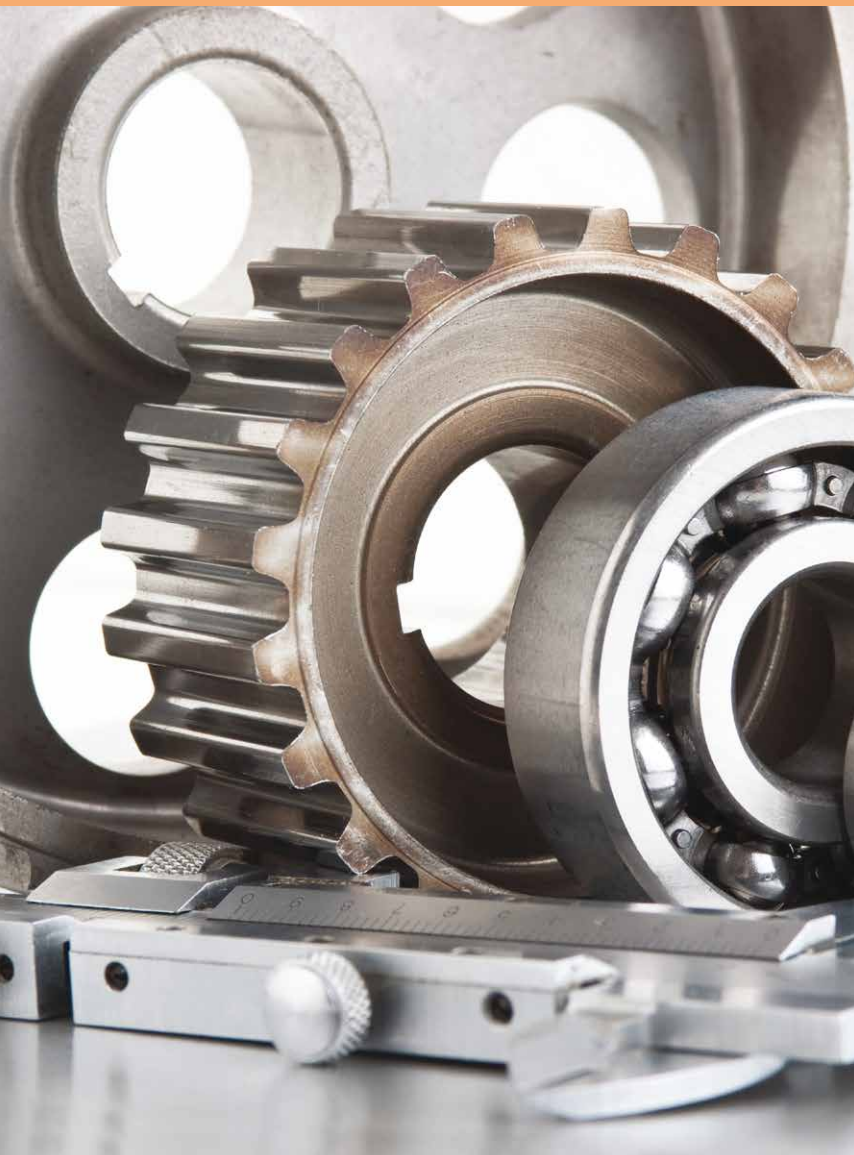
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THREATS:

Large number of mortgage creditors, entrance of big corporations into Serbian market, attitude and growth of competition in the market, high level of debts.

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

Ministry of Economy Republic of Serbia

Address: 20, Kneza Milosa Street, 11000 Belgrade, Serbia

www.privreda.gov.rs

Privatization Agency Republic of Serbia

Adress: 23 Terazije, 11000 Belgrade, Serbia

Phone: +381 11 / 3020-800

Fax: +381 11 / 3020-828

Email: info@priv.rs

www.priv.rs
