

COMPANY PROFILE



BASIC INFORMATION

ESTABLISHED

In 2002 in Zagreb.

STRATEGIC OBJECTIVE OF THE COMPANY

To be the primary information
centre and the leading
consulting company in the
nutrition sector.

MAIN BUSINESS ACTIVITY

Providing intellectual
services in the field of
nutrition science.

VITAMINOTEKA IN FIGURES



THE EXPERT TEAM OF VITAMINOTEKA

The company continuously collaborates with approximately two dozen renowned experts in the fields of medicine, nutrition science, biochemistry, and pharmacy.

Our team is comprised of 3 permanently employed nutritionists and 5 permanent external associates in whom we develop high standards of competences.

Since the establishment of the company, the average age of our team members has varied from 25 to 35.

The enduring qualities of our employees and associates have been a high level of motivation and a constant hunger for new challenges, knowledge, insights, and projects.

We bring together experts from various fields of science and gastronomy, and what they have in common is the strategic objective of our company – to be the primary information centre in the field of nutrition.

Over the years, dozens of young nutritionists and experts in related fields who were at the start of their careers have gained experience by working for our company, which is why Vitaminoteka can be considered an incubator for young people with a thirst for knowledge and professional growth.

Our mentors and associates with whom we have worked for many years are renowned experts in the fields of medicine, nutrition science, and food technology.



Left to right:

Maja Biličić, BA English

Sandra Krstev Barać, MSc Nutrition

Josip Rešetar

Assist. Prof. **Darija Vranešić Bender**, PhD

Mirja Jošić, MSc Nutrition

Tena Blažok, MSc Nutrition

DARIJA VRANEŠIĆ BENDER

Assist. Prof., PhD

The CEO of Vitaminoteka, a clinical nutritionist at the University Hospital Centre Zagreb Department of Clinical Nutrition, Assistant Professor at the University of Zagreb Faculty of Food Technology and Biotechnology, she teaches dietotherapy and clinical nutrition at the Zagreb School of Medicine and the Zagreb University of Applied Health Sciences. A participant in various national and international scientific projects and projects related to public health, she is the author of numerous scientific and professional papers, books, textbooks, and reference books.

“ *I like combining science with everyday life, and my favourite way to do so is with simple Mediterranean dishes. I try to simplify even the most complex scientific facts, because if you cannot explain something in simple terms, then you probably do not understand its essence.* ”



SANDRA KRSTEV BARAĆ

MSc Nutrition

A Vitaminoteka team member since 2006, she first worked as a project manager and was ultimately promoted to the position of Deputy CEO. She is the executive editor of the nutrition web-portal Vitamini.hr, and she works on designing promotional and educational materials for clients in various segments of nutrition science. She has authored articles on food and nutrition intended for professionals and the general public that were published in various print and electronic media. She is pursuing her continuous education by participating at various national and international congresses, and she is the secretary of the Croatian Institute of Nutrition Science.

“ *Ever since I was a child, I was fascinated by how our diet can affect our appearance and health. Along with a deep interest in the nutritional value of food, the hedonistic aspect – savouring the aromas, textures, and tastes of food – also developed over time. Today I am happiest when I can combine the gastronomy and nutritional components of a meal in practice.*



MIRJA JOŠIĆ

MSc Nutrition

Employed at Vitaminoteka since June 2010, working as a project manager and coordinator. She works for numerous company clients on activities such as designing and organising training courses on proper nutrition, writing articles intended for professionals and the general public to be published in print and electronic media, and writing educational materials for various segments of nutrition science. Since March 2011, she has been spending a portion of her working hours providing Nutrition Counselling Services at the Farmacia pharmacies. Since April 2015, she has also been providing such services at the Community Health Centre Zagreb-West where she advises individuals on proper nutrition, provides diet therapy services to persons with various health problems, and designs individualised dietary plans for overweight persons. She is currently enrolled in the postgraduate doctoral study of nutrition science at the Zagreb Faculty of Food Technology and Biotechnology. Furthermore, she is pursuing her professional training by participating at various national and international courses and congresses.

“ *I think about food all the time, and I am happy that I have managed to transform these thoughts into a career. I love helping others to be healthy, and I have been told that I am a good team player.*





BUSINESS ACTIVITIES

The main business activity of the company is nutritional consulting, which includes:

- ✓ **Consulting** for the food and pharmaceutical industry for the purpose of developing new products and implementing scientific insights into marketing activities
- ✓ **Professional support** for the notification and registration of food supplements, food for specific groups, and medicinal products
- ✓ **Professional support** for harmonising declarations with the legislation currently in force
- ✓ **Professional support** for food product positioning – for professionals and consumers
- ✓ **Organising tailor-made training, lectures, and workshops** for professionals, institutions, and individuals
- ✓ **Organising training** on proper nutrition for public institutions, private companies, and individuals
- ✓ **Drawing up expert reviews, studies, and expert opinions**
- ✓ **Designing, implementing, and publishing** scientific research
- ✓ **Gathering, processing, and providing** the latest information in the fields of nutrition science, food technology, and wellbeing and disease prevention
- ✓ **Daily collaboration** with all relevant and specialised media
- ✓ **Collaboration** with a series of associations, institutions, companies, and renowned experts in the field
- ✓ **Internet publishing** – web-portal Vitamini.hr
- ✓ **Nutrition counselling services** (outsourcing for primary medical care, pharmacy chain Farmacia, and in-house for specific diet therapy issues)

TOP PROJECTS



Top web projects

Vitamini.hr

since 2002

At its very inception, Vitaminoteka launched the pioneering nutrition web-portal with 100% original content created by experts.

Gastro.hr

since 2006

The launch of the Gastro.hr web-portal marks Vitaminoteka's more active involvement in the field of gastronomy. Following its 2012 acquisition, the web-portal becomes part of the Styria Croatia network of specialised web-portals.

Collaborated on the development and launch of:

PLIVAzdravlje and PLIVamed.net

since 2003

Vitaminoteka experts collaborated on the design and creation of numerous content items for Pliva's web-portals Plivazdravlje and Plivamed.net since their inception.

Zdravakrava.hr

since 2008

Vitaminoteka experts participated in the Zdravakrava.hr project since its inception, by working on concept development, online content creation and offline projects.

Frka.hr

since 2016

Collaboration on the Frka.hr project, an educational platform for healthcare professionals with a special focus on clinical nutrition.

Educational projects for professionals

Inpharma

since 2012

In collaboration with inPharma magazine (Kreativna kancelarija d.o.o.), organising themed conferences for pharmacists and related professions once to twice per year.

Tourism

2014

Caring for guests with special needs: training for employees of tourism facilities that cater for guests with special needs was designed and conducted in collaboration with the Centre for Promoting European Standards in Healthcare, within the scope of a Ministry of Tourism programme.

Nutrition Science in Primary Healthcare

since 2016

A series of continuous education modules for family doctors.

Educational projects for various population groups

“Vrtim zdravi film”

(“Being Healthy Is My Jam”)
(Nestle Adriatic)

Creating educational materials and conducting an educational project on proper nutrition for middle-school pupils.

“PETICA - igrom do zdravlja”

(“PETICA – Play for Health”)
(Croatian Medical Association)

Participated in creating the project and the accompanying educational materials on the prevention of obesity in school-aged children entitled “Petica – Play for Health”.

“ZONA – Okusi i mirisi zadarskog kraja”

(“THE ZONE – the Flavours and Aromas of the Zadar Region”)
(Zadar County)

Participated in creating the project and the accompanying educational materials on traditional foods of the Zadar region for different population groups.

WEB-PORTAL VITAMINI.HR

✓ **A pioneering web-project,**
online since 2002

✓ **Professional approach**
to the creation of original
content

✓ **We do not copy and paste,**
we are at the forefront
of scientific insight

✓ **More than 8000
newsletter subscribers** –
in a subscriber base that has
organically grown over the
course of 15 years.

✓ Active presence
on **social media**
fb, in, IG

✓ **Web-portal
relaunched**
in autumn 2017

✓ **Won first place in the
VIDI Web Top 100 contest**
in the “science, education,
culture” category in 2005



MILESTONES



CLIENTS

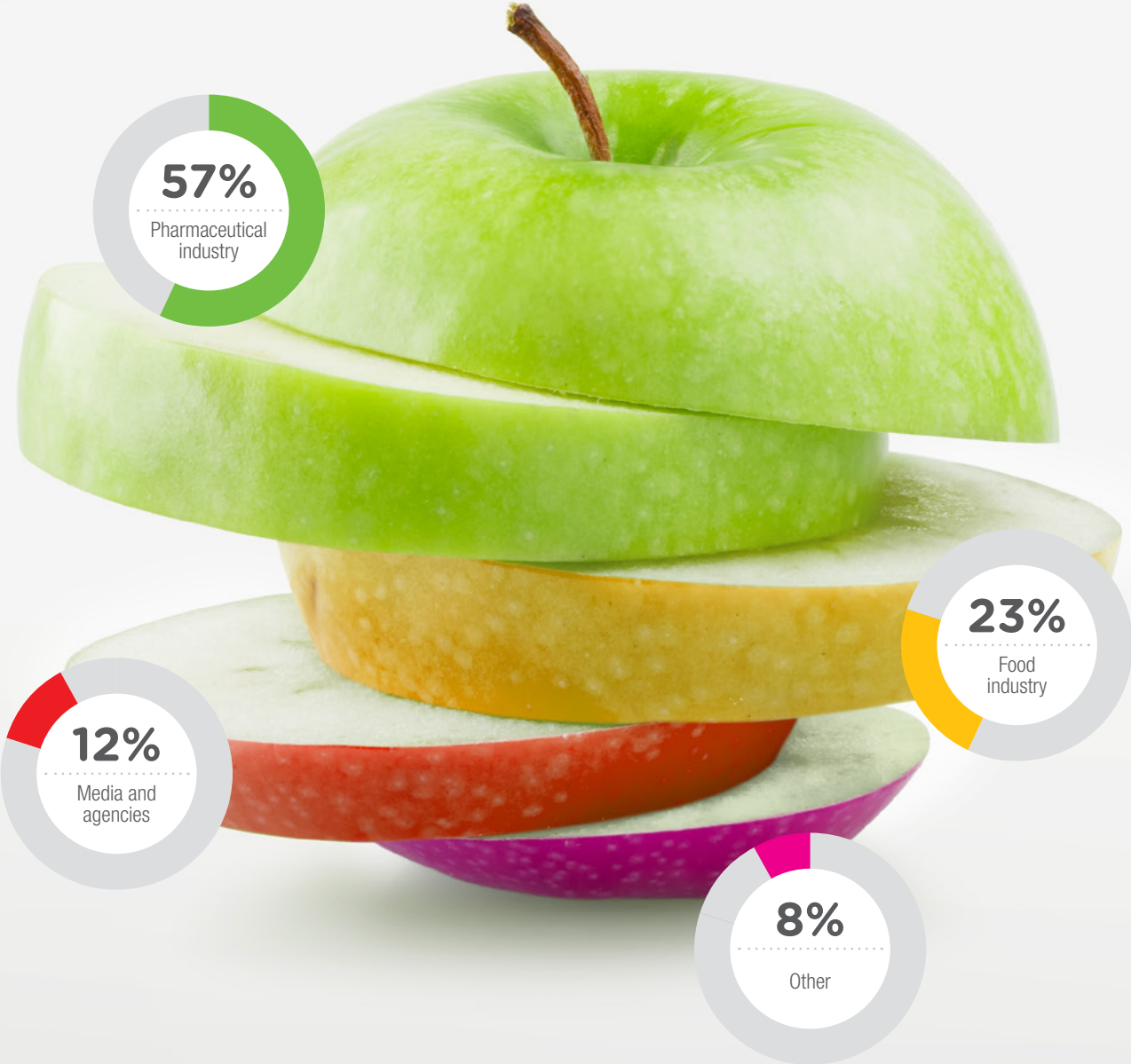
The trust of our clients is the main driver of our company's growth, and understanding their needs and requirements is our path to success.

24 sata // Abbott Laboratories // Alkaloid Croatia // Almagea // Atlantic Farmacia // AWT International
// Bayer // Belupo // Belje // Biovega // Dignus grupa // Dukat // Fidifarm // Fresenius kabi // Friva Galeb
// G-M pharma // Group Seb - Tefal // Imago // Iće i piće // Jamnica // Konzum // Kreativna kancelarija // Ledo
// Ljekarne Zagrebačke županije // Martifarm // Medika // Milsing // Nestle Adriatic // Oktalpharma
// PharmaS // Pharmaswiss // Philips Hrvatska // Phoenix farmacija (Adiva) // Pik Vrbovec // Pliva Hrvatska
// Procter&Gamble // Proximum // Pyrus // Raiffeisen consulting // Roche // Ro Ra Natura // Salvus
// Sandoz Croatia // Sanofi Aventis // SAP Hrvatska // Tiens Hrvatska // Vital trgovina // Vitastiq
// Vitkost // Zadar County // Zagrebačka pivovara // Zaposlena // Zvijezda

BUSINESS

In addition to the activities in the for-profit sector, Vitaminoteka regularly collaborates with the non-profit sector, primarily with professional associations and patient organisations as well as state institutions.

BUSINESS SHARE



FINANCIAL INDICATORS

The business activity for which VITAMINOTEKA d.o.o. is registered is nutritional consulting. The company is 100% privately owned and it is under Croatian ownership.

In the last two years, the operating revenues have increased at an average rate of 10% per year, with an average net profit margin of 14%. The company has 3 permanent employees, several young nutritionists have completed their internship, and the company regularly collaborates with several external associates.



Business

PERTAINS TO COMPANY RESULTS IN COMPARISON WITH THE AVERAGE OF ALL COMPANIES IN THE SAME LINE OF BUSINESS IN 2016

Credit rating	4	ABOVE AVERAGE
Revenue per employee	359.712	ABOVE AVERAGE
Net profit margin	15.48%	EXCELLENT
Current liquidity	5.87%	EXCELLENT
Cash ratio	3.56%	EXCELLENT
Level of indebtedness	0.17%	EXCELLENT
Days outstanding	43	ABOVE AVERAGE

Trends*

PERTAINS TO COMPANY RESULTS IN COMPARISON WITH THE AVERAGE OF ALL COMPANIES IN THE SAME LINE OF BUSINESS IN A FIVE-YEAR PERIOD

Total revenues	6.20%	ABOVE AVERAGE
Net profits	25.40%	ABOVE AVERAGE
Assets	16%	EXCELLENT
Net profit margin	18.20%	ABOVE AVERAGE
Current liquidity	8.90%	EXCELLENT
Cash ratio	35.40%	EXCELLENT
Level of indebtedness	-5.60%	EXCELLENT
Days outstanding	-35	ABOVE AVERAGE

*evaluations of five-year trends of key qualitative and quantitative indicators that measure company business progression

***Magic happens when you don't give up**, even though you want to.
The universe always falls in love with **a stubborn heart**.*

www.vitamini.hr   