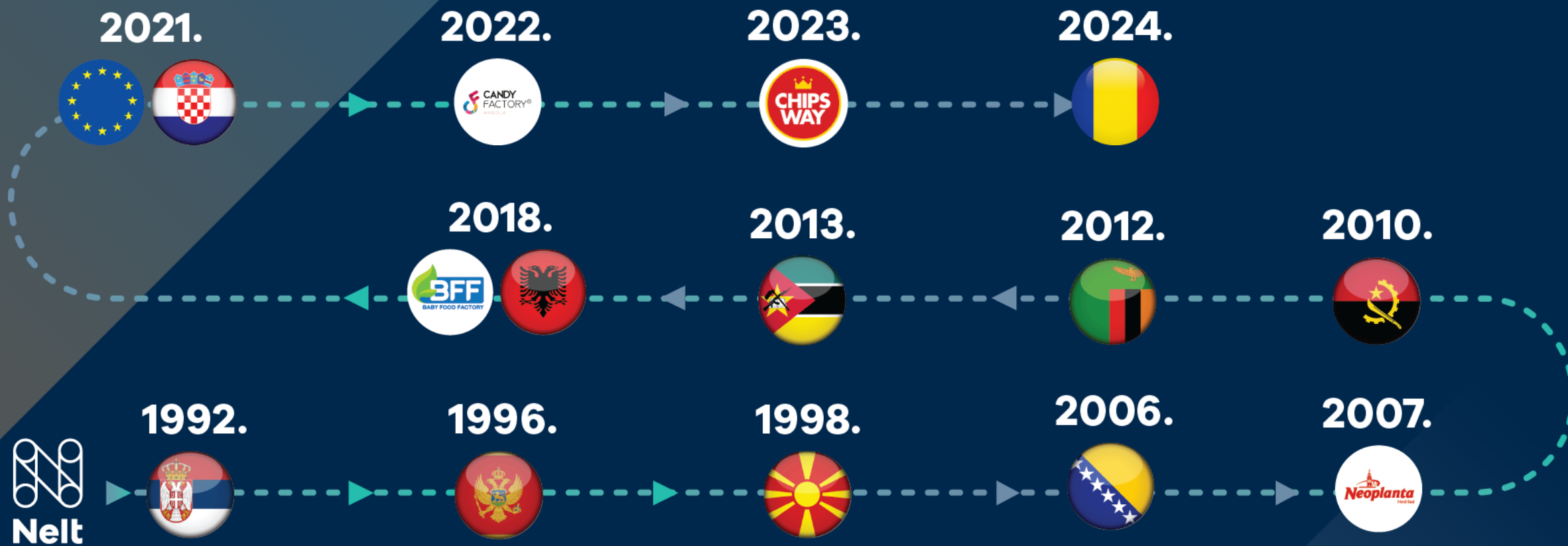




# Baby Food Factory

PROUD MEMBER OF NELT GROUP

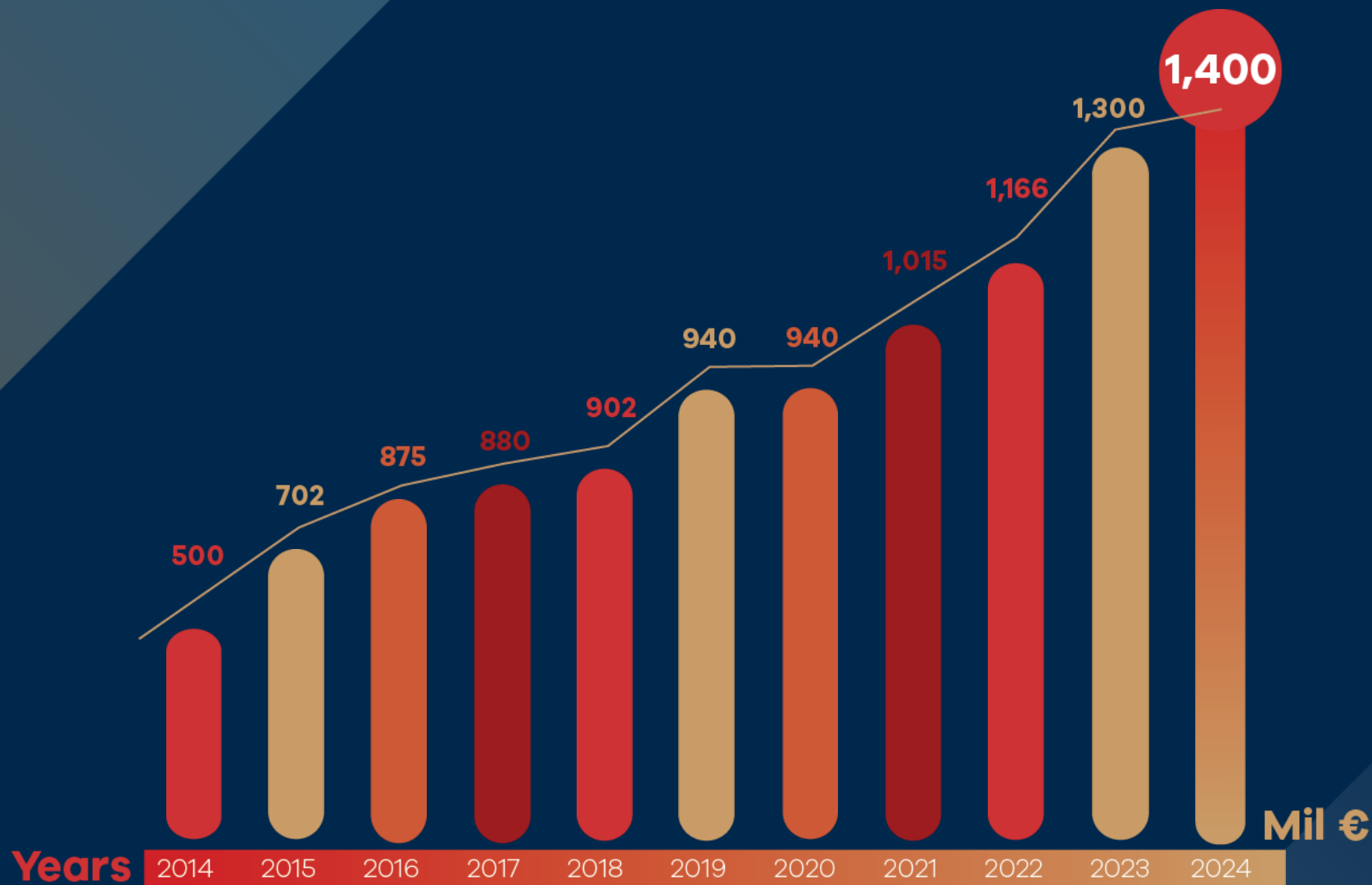
# Over 30 years of growth and development



## 30 years marked by long term strategic partnerships



## Resulting in accelerated revenue growth



# Accelerated development of all three business pillars



The Way of Distribution



Pharmaceuticals



The Way of Logistics

**Nelt** Owned brand businesses



14 brands managed by 4 owned businesses

## OUR PURPOSE

**...to pioneer innovative healthy food  
of great taste for all generations**

## VISION

**...to shape the future of healthy food  
around the world**

## VALUES

- **Innovation**
- **Long Term Perspective**
- **People Care & Development**
- **Ownership**
- **Winning mentality**



Baby Food Factory (BFF), is based in Belgrade, Serbia with global ambition to shape the future of healthy food. We are present in 28 global markets and 35+ international retailers.

We began as a start up back in 2018 having healthy eating habits of babies as our focus. Just like any other parent, we too understand our work very seriously. We support parents in their most wonderful role and most important calling. We help them by making delicious healthy food for their little ones.

We offer wide portfolio of products addressing the specific needs of babies. We have one of the newest modern facility in Europe with state-of-the-art equipment and advanced bio-technology process. We feature one of the most advanced R&D center.

Those who put babies in the center of attention, bear great responsibility. That is the reason why all our products are of superior quality, supporting a healthy diet. In recent years BFF has entered new territories, expanding the portfolio to kids & adults with the same vision in mind.



## LOCAL SOURCING

- Partnerships with suppliers of same sustainability values
- Sourcing exclusively from certified suppliers

Number  
of domestic  
suppliers

**391**

**91%**

Number  
of foreign  
suppliers

**41**

**9%**

## CUTTING EDGE PRODUCTION & PROCESSES

- State-of-the-art technology and equipment, latest industry standards
- Clean room panels to ensure highest quality and safety



- R&D center that developed many functional solutions like protein based snacks, energy snacks based on natural source of caffeine
- R&D advanced to develop recipes based on customer request and vision



## HIGHEST INDUSTRY STANDARDS



## ESG COMMITMENTS BEYOND MARKET REQUIREMENTS



Orientation towards the UN sustainable development goals and commitments publicly promoted in 2024



# SPONSORSHIP AND COLLABORATIONS



Paediatric Association  
of Serbia



Partnering with UNICEF in enhancing  
education program in SEE & AFRICA



## CURRENT MARKETS

- Albania • Azerbaijan • Angola • Armenia
- Australia • Bulgaria • Belorussia
- Bosnia and Herzegovina • Croatia
- Greece • Kazakhstan • Kirgistan
- Montenegro • Moldova • North Macedonia
- Qatar • Romania • Russia • Serbia
- Slovenia • Sweden • Tajikistan • Ukraine
- Zambia • UAE • USA • Uzbekistan



# INTERNATIONAL CUSTOMERS' PRESENCE





 We continuously develop products that facilitate and encourage sustainable living practices.

# HEALTHY FOOD FOR ALL GENERATIONS



## BABIES

Provides parents with a nutritious, practical, healthy and reliable solution for the development of their offspring.



## JUNIORS

Provides parents with practical solutions that children will love while being nutritious and healthy at the same time.



## TEENAGE & STUDENTS

For young generations who are increasingly aware of the importance of healthy food and lifestyle habits.



## EMPLOYEES

For all those seeking a practical, nutritional solution in their busy and dynamic work day.



## WELLNESS-ORIENTED

For those focused on wellness, seeking nutritious snacks and meals to stay fit, healthy, and strong.



## PREGNANT WOMAN

Offers expectant mothers nutritious meals to ensure they receive adequate intake of essential nutrients.



## SILVER GENERATION

For the elderly target group, it is a meal for maintaining vitality and health.

# BFF DIVERSIFIED PORTFOLIO

## BABY FOOD



Core range

Sleep Well



Organic

## KID'S SNACK



**NUTRINO LAB**  
JUNIOR

4-7 yo

## CORE RANGE



## FUNCTIONAL SNACK



**NUTRINO LAB**

7-99yo

## BREAKFAST-OATS



## FRUITTY ENERGY BOOST



18+



6 months+



# CONVENIENT BREAKFAST OATS SOLUTION



- Ideal **breakfast** replacement for indulgent **start of the day**
- Rich in **fibers, vitamins, minerals** and **antioxidants**
- Fruit purees enhanced with **super grains** – oat, chia and flax seed
- **No time needed** for preparation



NUTRINO LAB

# FUNCTIONAL FRUIT & VEGGIES SNACKS



- Designed to satisfy different needs:
  - ✓ quick wake up in the morning,
  - ✓ energy throughout the day and
  - ✓ healthy fitness snack.
- Rich in **vitamins, minerals** and **antioxidants**,



✗

NO ADDED  
SUGAR\* &  
PRESERVATIVES



NUTRINO LAB

# 100 % FRUIT SNACKS



X  
NO ADDED  
SUGAR\* &  
PRESERVATIVES



- Healthy and natural fruit snack, rich in **fibers and vitamins**
- No additives, no added sugar

NUTRINO LAB



# NUTRINO LAB ENERGY



# ENERGY INGREDIENTS FACTS

- ✓ PROVIDE BALANCE OF ENERGY AND RELAXATION
- ✓ ABILITY TO BOOST BRAIN FUNCTION
- ✓ MORE BALANCED ENERGY BOOST

\***L-theanine** - Exceptional antioxidant content; up to 3x more than regular green tea

- ✓ ENHANCE ALERTNESS & FOCUS
- ✓ SUPPORTS COGNITIVE FUNCTION

\*Natural source of **caffeine**

- ✓ SUPPORT IMMUNITY & METABOLISM
- ✓ IMPROVES DIGESTION AND INTESTINAL FLORA

\*Contain caffeine, also other **xanthine alkaloids**



**MATCHA**



**BLACK TEA**



**GUARANA**



# HEALTHY SNACK FOR KIDS

NUTRINO LAB  
JUNIOR



- Fruit purees enhanced with **cereals**
- Rich in **fibers, vitamins, minerals** and **antioxidants**
- Practical for **snack** during the day or instead of **dessert**
- Convenient to **carry in bag** to school, practice, out of home
- **Replaces fruit** and good **replacement** for unhealthy sugar snacks



×

NO ADDED  
SUGAR\* &  
PRESERVATIVES

# NUTRINO is our high-quality, fast growing brand of baby food...

...providing families around the world with a healthy nutrition choice for their babies' development.



## Nutrino

Veggie purees • Fruit purees • Meat purees • Night purees

Fruit purees in pouches



Cereals

Liquid cereals

Juices



# ORGANIC PORTFOLIO

Our priority is to further expand our portfolio with new, healthy and innovative products. Customers feedback as well as market research helps us develop innovations that respond to consumers need for new products, flavors and packaging.



# NUTRINO SLEEP WELL

- ✓ CONTAINS 13 VITAMINS AND 4 MINERALS (Fe, Zn, I, Ca)
- ✓ ENRICHED WITH PREBIOTIC INULIN AND HELPS IMMUNITY AND DIGESTION

- ✓ SOURCE OF PROTEINS: MILK BLENDED WITH CEREALS
- ✓ SLEEVE FOIL PROTECTING PRODUCT FROM LIGHT, DUST AND OPENING

- ✓ ENRICHED WITH PREBIOTIC INULIN GOOD FOR DIGESTION
- ✓ BLENDED WITH CEREALS, PROVIDES FEELING OF FULLNESS
- ✓ CONVENIENT FOR IMMEDIATE (ON-THE-GO) CONSUMPTION

- ✓ SOURCE OF FIBER, NO SUGAR ADDED
- ✓ BLENDED WITH CEREALS, PROVIDES FEELING OF FULLNESS
- ✓ CONVENIENT FOR IMMEDIATE (ON-THE-GO) CONSUMPTION



# BEBI PREMIUM

Is our premium baby food brand in the East Europe and Central Asian markets with 40 years of heritage.



Over 30 SKUs of high-quality products, made in close cooperation with pediatricians, give a perfectly balanced nutrition for every stage of babies' development.



# THANK YOU

