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The Ranking -  
Adriatic/Balkan  
Top 50

# RANKING

## COFACE ADRIATIC/BALKAN TOP 50 COMPANIES

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**T**he Adriatic/Balkan region is very diversified. It consists of many small economies which are supporters of the European Union community idea but have so far received various results - from the Eurozone country Slovenia through the two year-old EU member Croatia to other countries with their separately defined process of the EU integration.

Balkan economies are open to external trade and as such are dependent on global economic developments. They are intimately connected to the Eurozone and benefited last year from clearer signs of improving situation in economies of this significant trading partner. Internally, the

Balkans still struggle with subdued domestic demand which is hampered by high unemployment rates.

The fourth edition of the Coface Adriatic/Balkan Top 50 ranking sees some changes compared to previous editions. After many years in second place, Slovenian Petrol finally got into the lead - thanks to an increase in turnover +1.4% to EUR 3.3 billion and a weak performance of last year's winner Croatian Ina D.D. (EUR 3.2 billion, -5.4%). In third place again is Serbian Naftna (EUR 2.0 billion, -1.9%).

The key figures of the top players mirror very well the situation in each country. Whereas Croatia and Serbia fought against a recession in 2014, the other

countries reported growth rates between +0.7% in Bosnia and +3.4% in Macedonia.

Slovenia with a GDP growth of +2.6% is again home to most of the largest companies (17). Turnover rose by +1.1% to EUR 15.5 billion. It is followed by Croatia (16 companies, EUR 13 billion) and Serbia (10, EUR 8 billion). Both economies contracted in 2014 leading to a turnover slump of the biggest players by -2.0% and -1.1% respectively. Macedonia not only had the highest rise in GDP in 2014, the three Macedonian companies in the ranking showed the highest growth in turnover (+13.4%). Overall turnover of the largest companies in the region therefore decreased only slightly by -0.2%.

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## DOSSIER



**Grzegorz SIELEWICZ**  
Group Coface Economist  
based in Warsaw

“Despite most Balkan countries remaining outside the European Union, they are driven by the EU economic activity including demand coming from the euro area. Signs of the Eurozone recovery with faster GDP growth of 1.5% this year will be especially supportive for the Slovenian economy as exports create three-fourth of the country’s GDP compared to 40% at average in other countries of the Adriatic region.”

## 1 ECONOMIC OUTLOOK

Adriatic countries are small size economies – their total nominal GDP is roughly equal to the size of the Czech economy alone. The Balkans are open for external trade with the biggest export volumes sent inside the region as well as to Eurozone countries. The latter group is anticipated to turn back onto the recovery track with an increase of the pace of GDP growth from 0.9% recorded last year to 1.5% this year and then 1.7% in 2016. Nevertheless, our ‘weak but gradual recovery scenario’ in the Eurozone is still subject to various risks and does not guarantee the sustainable improvement of economies dependent on the economic activity in the Euro area. Internally, Balkan economies suffer from high unemployment rates. They have reached double digit levels. The labour market deteriorated especially in Kosovo, Macedonia and Bosnia where unemployment rates are close to 30%. The exception is Slovenia with the unemployment figure of 9.2% in May 2015, i.e. slightly below the EU average. Challenges on the labour market affect the households’ propensity to spend and a rebound of private consumption as a consequence. However various developments in this respect and the overall progress of economic activity can be experienced in particular countries within the region.

So far the year 2015 has brought good prospects for Slovenia with the continued pace of fair growth recorded at 2.6% last year. According to our forecast it will reach 2.2% this year and 2.0% in 2016 supported by external demand and the gradual recovery of private consumption. A less optimistic picture persists in Croatia which rebounds from a six-year recession however it is anticipated that a weak GDP growth of 0.3% will be recorded this year. The increased economic activity is expected for 2016 with a growth rate of 1.0% contributed positively by exports and a recovery of domestic demand, mainly investments financed by EU funds. High unemployment and the ongoing household deleveraging process will make the private consumption subdued. The only country in the Balkan region where Coface forecasts recession is Serbia with GDP growth of -0.2% this year. Private consumption is negatively affected by lay-offs and wage-cuts in the public sector as well as decreased pensions. Even exports have been recently weak despite Serbia as non-EU country being excluded from the Russian embargo (Russia is the 4<sup>th</sup> biggest exports partner). Some improvement should come in 2016 when the GDP growth is anticipated to reach 1.2%.

### Coface Adriatic/Balkan Top 50 – Country comparison 2014

	Top 50 Turnover (mio. EUR)	Top 50 Net profit (mio. EUR)	Top 50 Employment	Country Risk Assessment	Population (mio.)	GDP/Capita (EUR)	GDP Growth (%)	Inflation (%)	Unemployment (%)	Labour force (mio.)
SLOVENIA	15,503	269	32,976	A4	2.1	18,100	2.6	0.2	9.7	1.0
CROATIA	12,668	734	61,753	B	4.3	10,200	-0.4	-0.3	17.3	1.9
SERBIA	8,470	302	38,217	C	7.2	6,900	-1.8	2.1	18.9	4.8
BOSNIA	1,886	-145	8,049	D	3.8	3,400	0.7	1.1	31.7	1.6
MACEDONIA	1,691	54	3,268	C	2.1	3,700	3.4	1.0	27.3	1.0
MONTENEGRO	-	-	-	C	0.6	5,400	2.0	0.6	18.0	0.3

Sources: Eurostat, National Statistical Offices of the respective country, Coface.

## 2 ADRIATIC / BALKAN TOP 50 COMPANY RANKING

The Coface Adriatic/Balkan Top 50 ranking is a joint project between the Coface branch offices in Central Europe. This ranking covers the largest companies in the region - based on their turnover for the calendar year of 2014. The study includes Bosnia-Herzegovina, Croatia, Macedonia, Montenegro, Serbia and Slovenia.

The largest companies in each of the above countries (turnover ≥ EUR 250 million) were identified, whereby financial service providers such as banks, insurance

companies, leasing firms and brokers were excluded. In addition to revenues, the ranking of the Coface Adriatic/Balkan Top 50 companies includes other key corporate indicators, e.g. net profits and the number of employees. Turnover and profit were converted into EUR based on the exchange rate at the end of 2014. The data were taken from our [Coface Infolcon](#) database and supplemented with external information as required. Companies which were invited to participate in the survey but refused to take part are not included in the final ranking.

Position 2014	Change in Position	Position 2013	Country	Company Name	Main Sector	Turnover in millions EUR 2013	Turnover in millions EUR 2014	Change in Turnover	Net Profit in millions EUR 2013	Net Profit in millions EUR 2014	Change in Net Profit	Employment 2013	Employment 2014	Change in Employment
1	▲	2	SI	PETROL, SLOVENSKA ENERGETSKA DRUŽBA, D.D., LJUBLJANA	Minerals, chemicals, petroleum, plastics & pharma	3,281	3,327	1.4%	30.2	41.1	36.1%	744	693	-6.9%
2	▼	1	HR	INA-INDUSTRIJA NAFTE, D.D. (INA D.D.)	Minerals, chemicals, petroleum, plastics & pharma	3,344	3,162	-5.4%	-213.3	82.4	138.7%	8,401	8,351	-0.6%
3	-	3	RS	NAFTNA INDUSTRIJA SRBIJE	Minerals, chemicals, petroleum, plastics & pharma	2,085	2,046	-1.9%	432.6	252.6	-41.6%	5,043	4,275	-15.2%
4	-	4	HR	KONZUM D.D.	Non specialised trade	1,744	1,750	0.4%	22.3	14.2	-36.2%	12,127	13,958	15.1%
5	▲	8	SI	POSLOVNI SISTEM MERCATOR D.D.	Non specialised trade	1,495	1,471	-1.6%	-35.6	-95.1	-167.2%	9,645	9,797	1.6%
6	▲	7	RS	FIAT AUTOMOBILI SRBIJA DOO	Automotive & transport	1,390	1,390	0.0%	9.4	n.a.	n.a.	3,668	3,668	0.0%
7	▲	10	SI	GEN-I D.O.O.	Utilities & public services	1,280	1,325	3.5%	6.2	8.2	32.6%	149	168	12.8%
8	▼	6	SI	HOLDING SLOVENSKE ELEKTRARNE D.O.O.	Utilities & public services	1,651	1,313	-20.5%	86.8	81.4	-6.2%	126	123	-2.4%
9	▼	5	HR	HEP D.D.	Utilities & public services	1,650	1,213	-26.5%	98.8	159.2	61.1%	439	461	5.0%
10	▲	11	SI	KRKA, TOVARNA ZDRAVIL, D.D., NOVO MESTO	Minerals, chemicals, petroleum, plastics & pharma	1,138	1,212	6.5%	164.7	126.2	-23.3%	4,607	4,680	1.6%
11	▼	8	RS	ELEKTROPRIVREDA SRBIJE	Utilities & public services	1,247	1,181	-5.3%	15.5	22.1	42.2%	511	504	-1.4%
12	▲	22	MK	DJONSON METI DOEL SKOPJE	Automotive & transport	631	936	48.3%	29.7	56.1	88.7%	424	534	25.9%
13	▲	18	HR	HEP-ODS D.O.O.	Utilities & public services	669	922	37.9%	77.1	81.0	5.0%	7,921	7,645	-3.5%
14	▲	21	SI	REVOZ PODJETJE ZA PROIZVODNJO IN KOMERCIALIZACIJO AVTOMOBILOV D.D.	Automotive & transport	670	863	28.7%	11.5	12.2	6.3%	1,970	1,980	0.5%
15	▼	12	HR	HRVATSKI TELEKOM D.D. (HT D.D.)	Electronics, information & telecommunication	853	805	-5.6%	186.9	147.6	-21.0%	5,236	4,887	-6.7%
16	NEW	SI	LEK FARMACEVTSKA DRUŽBA D.D.	Minerals, chemicals, petroleum, plastics & pharma	776	785	1.1%	88.8	69.3	-22.0%	2,873	2,978	3.7%	
17	-	17	SI	GORENJE GOSPODINJSKI APARATI, D.D.	Electronics, information & telecommunication	693	714	3.0%	2.7	6.3	134.1%	4,186	4,121	-1.6%
18	▼	14	RS	TELEKOM SRBIJA	Electronics, information & telecommunication	711	711	0.0%	126.7	n.a.	n.a.	9,073	9,073	0.0%
19	-	19	SI	TELEKOM SLOVENIJE, D.D.	Electronics, information & telecommunication	688	696	1.1%	51.1	17.9	-64.9%	2,272	2,226	-2.0%
20	▼	15	SI	OMV SLOVENIJA, D.O.O.	Minerals, chemicals, petroleum, plastics & pharma	709	683	-3.7%	14.0	12.7	-9.3%	71	69	-2.8%
21	▲	23	HR	PETROL D.O.O.	Minerals, chemicals, petroleum, plastics & pharma	570	667	17.0%	1.8	4.9	173.4%	727	719	-1.1%
22	▼	16	RS	TENT DOO	Utilities & public services	640	655	2.3%	28.2	27.4	-3.0%	2,476	2,358	-4.8%
23	▼	20	RS	DELHAIZE SERBIA DOO	Non specialised trade	628	628	0.0%	33.8	n.a.	n.a.	7,413	7,413	0.0%
24	-	24	RS	JAVNO PREDUZEĆE SRBIJAGAS NOVI SAD	Automotive & transport	542	542	0.0%	-410.9	n.a.	n.a.	1,181	1,181	0.0%
25	▲	28	SI	IMPOL D.O.O.	Metals	524	533	1.7%	4.9	5.7	17.0%	11	11	0.0%
26	-	26	BA	HOLDINA D.O.O. SARAJEVO	Minerals, chemicals, petroleum, plastics & pharma	543	523	-3.7%	-3.3	3.5	205.2%	398	409	2.8%
27	NEW	BA	OPTIMA GRUPA D.O.O. BANJA LUKA	Minerals, chemicals, petroleum, plastics & pharma	628	522	-16.9%	-74.3	-153.0	-105.8%	104	107	2.9%	
28	NEW	HR	HEP-PROIZVODNJA D.O.O.	Utilities & public services	640	518	-19.1%	78.0	119.5	53.2%	2,177	2,184	0.3%	
29	▼	25	RS	MERCATOR-S	Non specialised trade	516	516	0.0%	4.3	n.a.	n.a.	4,701	4,701	0.0%
30	▼	29	SI	ENGROTUS PODJETJE ZA TRGOVINO, D.O.O.	Non specialised trade	515	487	-5.3%	-49.0	-2.3	95.3%	2,925	2,584	-11.7%
31	▼	30	BA	JAVNO PREDUZEĆE ELEKTROPRIVREDA BOSNE I HERCEGOVINE D.D. - SARAJEVO	Utilities & public services	501	486	-2.9%	18.9	1.7	-91.3%	4,990	4,990	0.0%
32	-	32	SI	ELEKTRO ENERGIJA, D.O.O.	Utilities & public services	445	486	9.2%	1.6	-6.9	-543.0%	85	84	-1.2%
33	▲	37	HR	PLIVA HRVATSKA D.O.O.	Minerals, chemicals, petroleum, plastics & pharma	402	477	18.9%	56.9	76.5	34.5%	1,897	1,957	3.2%
34	▼	31	RS	IDEA	Construction	455	455	0.0%	-18.5	n.a.	n.a.	3,949	3,949	0.0%
35	▲	36	SI	CIMOS D.D. AVTOMOBILSKA INDUSTRIJA	Automotive & transport	426	454	6.6%	-137.6	-49.8	63.8%	936	1,098	17.3%
36	▼	34	HR	PLODINE D. D.	Non specialised trade	426	446	4.6%	4.8	5.4	13.8%	3,258	3,211	-1.4%
37	▲	39	HR	LIDL HRVATSKA D.O.O. K.D.	Non specialised trade	391	426	9.1%	1.0	14.2	1,266.9%	1,674	1,732	3.5%
38	NEW	SI	ACRONI D.O.O.	Metals	382	419	9.9%	-4.3	11.3	360.6%	1,254	1,127	-10.1%	
39	▼	27	HR	ZAGREBAČKI HOLDING D.O.O.	Construction	529	405	-23.5%	4.1	5.3	28.7%	11,216	8,041	-28.3%
40	▼	35	MK	EVN ELEKTROSTOPANSTVO MAKEDONIJA, A.D. SKOPJE	Utilities & public services	426	395	-7.4%	2.3	5.4	131.7%	2,257	2,228	-1.3%
41	▲	43	HR	KAUFLAND HRVATSKA K.D.	Non specialised trade	354	389	9.7%	-3.5	-4.6	-32.8%	2,782	3,186	14.5%
42	▼	41	HR	VIPNET D.O.O.	Electronics, information & telecommunication	361	383	6.2%	22.8	7.9	-65.2%	1,018	1,127	10.7%
43	NEW	HR	CRODUX DERIVATI DVA D.O.O.	Minerals, chemicals, petroleum, plastics & pharma	479	374	-21.9%	3.7	2.0	-44.7%	60	118	96.7%	
44	NEW	HR	PRVO PLINARSKO D.O.O.	Utilities & public services	118	371	215.6%	8.8	16.8	90.4%	40	51	27.5%	
45	▲	51	SI	GEOPLIN D.O.O. LJUBLJANA	Minerals, chemicals, petroleum, plastics & pharma	336	370	10.0%	8.2	5.4	-34.5%	35	37	5.7%
46	NEW	SI	DRUŽBA ZA AVTOCESTE V REPUBLIKI SLOVENIJI D.D.	Automotive & transport	328	365	11.5%	46.1	25.1	-45.6%	1,193	1,200	0.6%	
47	▼	33	MK	OKTA A.D. -SKOPJE	Minerals, chemicals, petroleum, plastics & pharma	434	360	-17.0%	-2.4	-8.1	-233.7%	650	506	-22.2%
48	▼	38	HR	TISAK D.D.	Others	392	357	-9.0%	2.3	2.0	-12.1%	3,980	4,125	3.6%
49	NEW	BA	KEPZUM D.O.O.	Agriculture, meat, agro food & wines	314	355	13.0%	3.3	2.7	-18.0%	2543	2543	0.0%	
50	▼	40	RS	TELENOR DOO BEOGRAD	Electronics, information & telecommunication	347	347	0.0%	91.9	n.a.	n.a.	1,095	1,095	0.0%

\* consolidated, \*\* estimated, \*\*\* consolidated for 2013 only, n.a. not available.  
 ■ If figures weren't available for 2014, 2013 figures were taken as a proxy.

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Publisher: Coface Central Europe Holding AG, Stubenring 24, 1010 Vienna  
Contact: [www.cofacecentraleurope.com](http://www.cofacecentraleurope.com), [susanne.kroenes@coface.com](mailto:susanne.kroenes@coface.com)

