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MGM
GODIŠNJI
IZVEŠTAJ 16 ANNUAL
REPORT

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www.metalacbojler.com

www.aquabi.rs

www.metalacinko.com

www.granmatrix.com

www.metalacprint.com

www.metalacfad.com

www.fad.rs

www.metalacmarket.com

www.metalactrade.com

www.metalachomemarket.rs

www.metalacproleter.com



since
1959

Posle 58 godina ime Metalac je najveća vrednost palete proizvoda koji se u više miliona jedinica plasiraju na tržišta širom sveta. Od Metalca, kao krovnog brenda, oni crpe snagu i ugled, koji je dosledno uspeo da izgradi. Pritom je iznenadujuća razigranost brenda Metalac, pod kojim je danas najveći broj preduzeća, proizvoda i prodajnih objekata, i način kojim se oslanjaju jedni na druge, a posebno na najjači i najstariji brend - Metalac posuđe.

After 58 years the greatest value of the product range which in millions of units has been sold worldwide is the name Metalac, this parent brand giving the meaning of strength and prestige. Surprising is diversity of the Metalac brand born by major number of its subsidiaries, products and sales points including the way they rely on each other, especially Metalac cookware as the strongest and oldest brand.

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Metalac je jedna od najzdravijih kompanija u Srbiji, koja ima kontinuiran i stabilan razvoj u veoma teškoj grani. Postoji od 1959, a danas ima više od 2.000 zaposlenih u 14 zavisnih društava, povezanih u Metalac grupu. Sve Metalčeve fabrike se nalaze u Gornjem Milanovcu, 120 kilometara od Beograda, a trgovačka preduzeća su u Srbiji i inostranstvu.

Ime Metalca se vezuje za društveno odgovorno i moralno ponašanje. Metalac je svestan da ima i može da ima uticaj na društvenu zajednicu, počev od koristi koje proizilaze iz njegovih ukupnih poslovnih rezultata, otvaranja novih radnih mesta, pružanja poštenih i bezbednih uslova rada, aktivnosti usmerenih na zaštitu životne sredine, do obraćanja pažnje na socijalne probleme, kulturne, sportske i druge potrebe zajednice u kojoj postoji i radi.

Prepoznatljiva korporativna kultura, poslovna etika i društveno odgovorno poslovanje učinili su Metalac poželjnim i voljenim među potrošačima i u najširoj javnosti.

Metalac is one of the healthiest companies in Serbia with continuous and stable progress in a rather difficult industry and even worse business environment. Founded in 1959, the company today employs more than 2.000 people in 14 subsidiaries within the Metalac Group. All factories are located in Gornji Milanovac 120 kilometres from Belgrade, and trade companies are in Serbia and abroad.

The name Metalac is always connected with socially responsible and moral behaviour. Metalac is aware of its impact to the community, from benefits that come out and the overall business results, new job positions, fair and secure work conditions, activities directed to environment protection, to the attention paid to social problems, cultural, sports and other needs of the community in which the company exists and operates.

For its recognizable corporate culture, business ethics and social accountability, Metalac is desired and loved by consumers and general public.



Dragoljub Vukadinović,
Predsednik Metalac grupe
President of the Metalac group



GODINA ZA PAMCENJE 100 MILIONA PRIHODA I 2.000 ZAPOSLENIH

U Metalcu sam 42 godine i moram priznati da su ove cifre i meni bile samo za sanjanje, a evo 2016. godina se upravo završila sa brojkama iz naslova. Prestupna 2016. godina jeste za pamćenje i po dobru i zlu, ali što se Metalca tiče – pamtićemo je samo po uspesima.

Ta pozitivna klima o kojoj često govorim, ta sinergija u trouglu akcionari-zaposleni-menadžment, ne samo da daje rezultate, već proizvodi i velika dela. Mi smo u 2016. godini rasli za u proseku preko 15%, što je zaista veliki uspeh i postigli izvanredne rezultate kako po obimu ukupnog prihoda, tako i profita. Uz to, proslavili smo 70. rođendan Metalac proletera i 10 godina Fondacije Metalac. I na sve te uspehe smo veoma ponosni.

Metalac nalazi puteve do potrošača, kako na domaćem tako i na inostranom tržištu, oslonjen na sopstvene snage, ideje i planove. Mi se ne zadovoljavamo postignutim pa smo pred sebe postavili novi ambiciozan plan za 2017. godinu. Sudeći po prvom kvartalu, na putu smo da nadmašimo 2016!

Zato će svi dobro razumeti moju zahvalnost i čestitke pre svega zaposlenima na ostvarenim rezultatima.

Dragoljub Vukadinović

VUKADINOVIĆU PRIZNANJE „KAPETAN MIŠA ANASTASIJEVIĆ“ ZA ŽIVOTNO DELO

Priznanje „Kapetan Miša Anastasijević“ je, u ime Dragoljuba Vukadinovića, primio generalni direktor Metalca Petrašin Jakovljević, 7. aprila 2017. Na svečanosti u Matici Srpskoj u Novom Sadu, nagradu je uručio predsednik Privredne komore Vojvodine.

Dragoljub Vukadinović uživa visoku reputaciju privrednika koji značajno doprinosi razvoju srpske privrede i to na društveno odgovoran i moralno kredibilan način – stoji, između ostalog, u obrazloženju.

Projekat „Put ka vrhu“, uz podršku Privredne komore Srbije, realizuju Media Invent, Univerzitet u Novom Sadu, Beogradski univerzitet i RTV Vojvodine.

“KAPETAN MIŠA ANASTASIJEVIĆ“ FOR LIFETIME ACHIEVEMENT TO DRAGOLJUB VUKADINOVIĆ

On behalf of Dragoljub Vukadinović the Certificate “Kapetan Miša Anastasijević” was received by the managing director of Metalac, Petrašin Jakovljević, on 7th April 2017 at Matica Srpska in Novi Sad. The Certificate was presented by The President of Chamber of Commerce.

Vukadinović enjoys high reputation of an industrial whose contribution to development of the Serbian industry is important, and that in a socially responsible and morally credible way – said in the explanation.

The project “Way to the Top” is run by Media Invent, University of Novi Sad, Belgrade University and RTV Vojvodina, with support of the Serbian Chamber of Commerce.

A YEAR TO REMEMBER INCOME OF 100 MILLION AND 2000 EMPLOYEES

After 42 years of my career in Metalac I have to admit that these figures were imaginary also to me, and here we are ending the 2016 with the above figures. The leap 2016 is to be remembered for better and for worse, but as far as Metalac is concerned - we will remember it only for success.

The positive atmosphere that we often talk about, the synergy of the triangle shareholders – employees – management, not only is giving results, but produces great deeds. In 2016 our average growth was over 15%, which is really great success, and we made outstanding results by the volume of total income and the profit as well. Moreover, we celebrated 70th anniversary of Metalac proletar and 10 years of the Metalac Foundation. We are very proud of all these accomplishments.

Metalac is finding its ways to reach consumers both on domestic and on foreign markets, relying on its own power, ideas and plans. We are not satisfied with the achieved and we have a new ambitious plan for 2017. According to the first quarter it seems we are on a good way to exceed the year of 2016!

That is why you will understand my gratitude and congratulations, primarily to the employees, for the obtained results.

Dragoljub Vukadinović



POŠTENJE, POVERENJE I POSVEĆENOST SU NAŠA NAJVEĆA SNAGA

Za nas je 2016. godina jedna od najboljih po ukupnom prihodu i po ostvarenoj dobiti. Uspeh Metalca desio se i ovog puta pre svega zahvaljujući stalnom planiranju, preispitivanju i oslonjenosti na sopstvene snage. Činjenica je da smo, upravo zbog krize na najvećem izvoznom tržištu i šire, u 2016. godinu ušli sa ambicioznim planovima da sve potencijalne nedostatke i opasnosti nadoknadiamo na tradicionalnim tržištima i ulaskom na nova. Skoro sva zavisna društva su ispunila dogovoreno.

- Metalčevih 15% rasta, odnosno više od 100 miliona evra ukupnog prihoda i preko 5,3 miliona poslovne dobiti, zaista predstavljaju uspeh, imajući na umu vreme i probleme u svetu, Evropi, regionu i Srbiji. To je izraz našeg zajedništva i oslonjenosti na sopstvene snage i, naravno, na sistem vrednosti u kojem su poštenje, poverenje i posvećenost neprikosnoveni.

Na tržištu Rusije je ipak došlo do delimične stabilizacije pa je prodaja naših proizvoda značajno porasla, a započeli smo i plasman sudopera i bojlera. Skromno prisustvo i rad našeg preduzeća u Ukrajini još uvek je samoodrživ i ima naznaka stabilizacije. Ušli smo na nova tržišta, povećali prodaju u regionu, a na domaćem smo rasli iako samo tržište nije raslo, kao ni kupovna moć stanovništva. Naime, fiskalna stabilizacija, niže kamate i relativno stabilan kurs nisu bili dovoljni za ozbiljniji rast ekonomije u Srbiji. U 2016. imali smo značajnije investicije u fabriki bojlera i u Metalac FAD-u koje poboljšavaju uslove rada i kvalitet proizvoda, uz smanjenje troškova na određenim tehnološkim linijama. Metalac posude i Metalac Inko su ulagali u nove alate i proizvode, a u Metalac printu je investirano u povećanje skladišnog prostora. Bilo je značajnih investicija i u Metalac marketu, kroz adaptaciju maloprodajnih objekata, a podsećam da smo godinu započeli otvaranjem sopstvenog poslovnog prostora u Podgorici.

Najvažnije je, međutim, da je Metalac i dalje kompanija koja ima visoku reputaciju kako u poslovnom svetu, tako i kod potrošača i društvene zajednice.

PRIZNANJE PKS PETRAŠINU JAKOVLJEVIĆU

- Nakon 11 godina na mjestu generalnog direktora Metalca ad, Jakovljević presudnim za svoj menadžerski razvoj smatra to što već 25 godina pripada jednom izuzetnom upravljačkom timu, koji je postizao vrhunske rezultate u izuzetno teškim vremenima. Metalac i dalje ima reputaciju zdrave srpske kompanije, čvrsto utemeljenih vrednosti koje joj pomažu da se bori sa svim problemima domaćeg, ali i velikih izvoznih tržišta. Zato je i jedna od najčešćih krialatica generalnog direktora Petrašina Jakovljevića: oslonićemo se na sopstvene snage, jer nam niko drugi ne može završiti posao nego mi sami – rečeno je na svečanoj sednici Skupštine Privredne komore Srbije, decembra 2016, prilikom uručenja Povelje za unapređenje menadžmenta i doprinos imidžu srpske privrede generalnom direktoru Petrašinu Jakovljeviću.

SERBIAN CHAMBER OF COMMERCE AWARDS PETRAŠIN JAKOVLJEVIĆ

- After 11 years at the position of Managing Director with Metalac ad, as a decisive in his career as a manager Jakovljević considers the fact that for 25 years he has been a part of an extraordinary management team which has been giving top results during rather difficult times. Metalac continues as highly rated and healthy Serbian company with firm values that help confront all problems of local and great export markets. From there one of most frequent guide words used by the managing director Petrašin Jakovljević: we will rely upon our own forces, because no one else can do the job but us alone - as commented presenting the award for promotion of management and contribution to the image of the Serbian industry to the Managing Director of Metalac ad, at the ceremony of the Serbian Chamber of Commerce, on December 2016.

HONESTY, TRUST AND COMMITMENT ARE OUR GREATEST FORCE

For us 2016 is one of the best years by total income and profit gained. The success of Metalac again and above all came as a result of continuous planning, reviewing and relying upon its own forces. The fact is that exactly because of the crisis on our greatest export market and wider we started 2016 with ambitious plans to cover all potential deficiencies and risks by orienting our efforts to traditional markets and entering new ones. Almost all affiliates accomplished what was agreed.

Over 15% of growth, in other words over € 100 million of total income and over € 5.3 million of profit, for Metalac represent real success considering the times and problems in the world, Europe, the region and in Serbia. This is expression of our acting as a whole and relying on our own forces and of course our system of values where honesty, trust and commitment rule.

However, the Russian market has shown certain stabilization and the sale of our products importantly increased, plus we started placing sinks and water heaters there. A modest presence and operation of our company in Ukraine is still slowly going up showing signs of stabilization. We have penetrated new markets, increased sale in the region, while locally we made some growth, although the market itself and the purchasing power of citizens didn't have such trend. In fact, the fiscal stabilization, lower interest rates and not so oscillating exchange rates were not sufficient to make economy in Serbia really grow. During 2016 we had important investments in the factory of water heaters and also in Metalac FAD to upgrade work conditions and quality of the product reducing costs at certain production lines. Metalac Posudje and Metalac Inko invested in new tools and products while Metalac Print extended warehouse space. Important investments happened also by Metalac Market for renovation of shops and just as a reminder we started the year with inauguration of our own business premises in Podgorica.

The most important is however that Metalac continues as a company with high rating in the world of business as well as by the consumers and the local community.

PREDSEDNIK • PRESIDENT

METALAC HOME MARKET a.d.

SKUPŠTINA • ASSEMBLY

ODBOR DIREKTORA
BOARD OF DIRECTORS

Generalni direktor
Managing Director

KOMISIJA ZA REVIZIJU
AUDIT COMMISSION

METALAC a.d.

SKUPŠTINA • ASSEMBLY

NADZORNI ODBOR • SUPERVISORY BOARD

Predsednik
President

IZVRŠNI ODBOR METALAC a.d.
EXECUTIVES BOARD METALAC a.d.

Generalni direktor • Managing Director

METALAC PROLETER a.d.

SKUPŠTINA • ASSEMBLY

ODBOR DIREKTORA
BOARD OF DIRECTORS

Generalni direktor
Managing Director

SEKRETAR
SECRETARY

Služba unutrašnjeg nadzora
Internal Audit office

Sektor za QMS/EMS i investicije
QMS/EMS and Investments
Department

Sektor marketing
Marketing Department

Sektor informacionih tehnologija
IT Department

Sektor za računovodstvo, finansije i poreze
Accounting, Finance And Tax Department

ZAJEDNIČKE FUNKCIJE
GENERAL AFFAIRS

Sektor za ljudske resurse i pravo
Human Resources And Legal Department

Sektor za bezbednost i preventivni inženjering
Safety And Prevention Engineering
Department

Sektor poslovna logistika
Logistics Department

Restoran
Restaurant

Servisi
Services

ZAVISNA DRUŠTVTA
SUBSIDIARIES

METALAC POSUDE d.o.o.

METALAC INKO d.o.o.

METALAC PRINT d.o.o.

METALAC BOJLER d.o.o.

METALAC FAD d.o.o.

METALAC MARKET d.o.o.

METALAC TRADE d.o.o.

METPOR d.o.o.

METROT o.o.o.

METALAC HOMEMARKET d.o.o.

METALAC MARKET PODGORICA d.o.o.

METALAC UKRAJINA d.o.o.



O KOMPANIJI

Kompanija Metalac a.d. je javno akcionarsko društvo, sa sedištem u Gornjem Milanovcu. Osnovana je 1959. a kao akcionarsko društvo posluje od 1998. godine. Danas Metalac a.d. po osnovu vlasništva u kapitalu ima 14 zavisnih društava sa kojima je povezan u Grupu: pet proizvodnih, pet trgovinskih na domaćem i četiri trgovinska društva u inostranstvu. U okviru Metalac grupe zaposleno je više od 2.000 ljudi.

Sva proizvodna društva nalaze se u Srbiji, u Gornjem Milanovcu, 120 kilometara od Beograda. **Metalac posude d.o.o.** je najstarije i najveće zavisno društvo koje se bavi proizvodnjom emajliranoj, inox i non-stick posudu; **Metalac inko d.o.o.** proizvodi inox i granitne sudopere i Granmatrix kompozitne ploče; **Metalac bojler d.o.o.** proizvodi bojlere, a **Metalac print d.o.o.** se bavi proizvodnjom kartonske ambalaže i preslikala za posude. Od septembra 2015. Metalac je preuzeo i Fabriku automobilskih delova - sada **Metalac FAD**.

U oblasti prometa na domaćem tržištu posluje pet trgovackih društava: **Metalac market d.o.o.** sa lancem od 54 specijalizovane prodavnice širom Srbije; **Metalac Home Market a.d.** u Novom Sadu, koja plasira Metalčeve proizvode i najširi assortiman za kućne potrebe na tržištu Vojvodine, a upravlja i lancem od 23 prodavnice u Vojvodini; **Metalac trade d.o.o.** koji se bavi veletrgovinom uvoznog assortimana za kućne potrebe. **Metalac Proleter a.d.** je glavni snabdevač građana opštine Gornji Milanovac sa 43 maloprodajna objekata. **Metpor d.o.o.** Beograd je Metalčovo preduzeće koje se bavi zastupništvom i prodajom bakelita i kompozita.

Sva četiri zavisna društva u inostranstvu bave se prvenstveno plasmanom Metalčevih proizvoda. Najstarije i najveće po učešću je **Metrot d.o.o.** u Moskvi, koje na tržištu Rusije posluje 13 godina. Najmlađe je preduzeće **Metalac Ukrajina d.o.o.** osnovano 2011. godine. Hrvatsko tržište pokriva preduzeće **Metalac Home Market d.o.o.** u Zagrebu. U Crnoj Gori posluje preduzeće **Metalac Market Podgorica d.o.o.**

Akcije Metalca a.d. kotirane su na Standard listingu Beogradske berze, a berzanski analitičari ocenjuju da je reč o jednoj od najzdravijih srpskih kompanija.

U 2016. godini Metalac je, prema konsolidovanom bilansu, ostvario 73 miliona evra ukupnog prihoda i 4,5 miliona evra neto dobiti. Proizvodnja posuda je kor biznis, a preduzeće Metalac posude je jedan od najuspešnijih i najvećih proizvođača posuda u Evropi.

Metalac izvozi svoje proizvode u oko 37 država na svim kontinentima. Osim tržišta BiH, Hrvatske, Crne Gore, Slovenije i Makedonije, na kojima je tradicionalno prisutan, proizvodi Metalaca odlaze u: Rusiju, Francusku, Italiju, Nemačku, Španiju, Švedsku, Finsku, Dansku, Švajcarsku, Litvaniju, Češku, zatim Ukrajinu, Gruziju, Bugarsku... sve do Japana, SAD i Australije.

Metalac a.d. je integrisao sisteme upravljanja kvalitetom i zaštitom životne sredine što potvrđuju TÜV certifikati QMS/EMS ISO 9001 i ISO 14001. Kompanija je izuzetno posvećena svim aspektima održivog razvoja.

ABOUT THE COMPANY

Metalac a.d. is a share company seated in Gornji Milanovac. It was founded in 1959 and it became a share company in 1998. Today Metalac a.d. holds 14 subsidiaries organized with them as a group of companies: five of them are productive, five trading companies in the local market and four companies abroad. Metalac Group employs over 2.000 people.

All four production companies are in Serbia, located in Gornji Milanovac, 120 km from Belgrade. **Metalac Posudje doo** the oldest and the biggest subsidiary produces enameled, stainless steel and non-stick cookware, **Metalac Inko doo** fabricates stainless steel and granite sinks, and Granmatrix composite plates, **Metalac Bojler doo** produces water heaters and **Metalac Print doo** produces carton packing material and transfers for cookware decoration. As of September 2015 Metalac acquired also the factory of automotive parts now called **Metalac FAD**.

The trading companies on the local market are: **Metalac Market doo** as a retailer manages 54 specialized shops throughout Serbia, **Metalac Home Market a.d.** Novi Sad which places products of Metalac and widest range of household items on the market of Vojvodina and manages 23 specialized shops in Voivodina, **Metalac Trade doo** is a major wholesale of imported household items, and **Metalac Proleter a.d.** is major supplier of citizens in the province of Gornji Milanovac through 43 points of sale. The company **Metpor doo** Belgrade acts as an agent of different foreign companies.

All four companies abroad deal mostly with placement of various Metalac products. The biggest share is from **Metrot doo** Moscow which operates in Russia for 13 years. The youngest company **Metalac Ukraine** was founded in 2011. **Metalac Home Market d.o.o.** Zagreb covers the market in Croatia. In Montenegro products are sold through **Metalac Market Podgorica d.o.o.**

Metalac a.d. shares are quoted on the Standard listing of the Belgrade Exchange. Exchange analysts say that Metalac is one of the "healthiest" Serbian companies.

In 2016 according to the consolidate statemen Metalac made 73 million euro turnover and net profit of 4,5 million euro. Cookware production is core-business and the company Metalac Posudje is one of major cookware producers in Europe.

Metalac exports its products to almost 37 countries of all continents. Except traditional presence in Bosnia and Herzegovina, Croatia, Montenegro, Slovenia and Macedonia, product units goes from Metalac to: Russia, France, Italy, Germany, Spain, Sweden, Finland, Denmark, Switzerland, Latvia, Czech Republic, Ukraine, Georgia, Bulgaria... and as far as Japan, USA and Australia.

Metalac a.d. has integrated Quality Management System ISO 9001 and Environmental Protection Management System IS 14001 certified by TÜV. The company is dedicated to all aspects of sustainable development.

METALAC JE SPOSOBAN DA ODGOVORI NA NOVE IZAZOVE

Da bi se „plivalo sa krizom“ u uslovima hiperkonkurenkcije i socijalne nestabilnosti, neophodno je imati agilan, motivisan i efikasan tim. U prethodnom periodu rad na unapređenju humanog kapitala je predstavljao suštinu strategijskog repozicioniranja kroz diversifikaciju. Metalac danas ima efikasan i efektivan menadžerski tim na svim nivoima, sposoban da odgovori na nove izazove.

METALAC IS CAPABLE OF RESPONDING TO NEW CHALLENGES

To get along with the crisis, hyper-competition and social instability you need to have agile motivated and efficient team. Efforts to upgrade human capital in the previous period represented the essence of strategic repositioning through diversification. Today Metalac has efficient and effective team of managers at all levels, capable of responding to new challenges.

Prof dr. Dragan Đuričin,

zamenik predsednika NO Metalca, ekspert za strategijski menadžment i upravljanje projektima
Vice president of Metalac Supervisory Board, expert for strategic management and project management.

DVODOMNO UPRAVLJANJE

Dvodomno upravljanje kompanijom Metalac a.d. sprovodi se posredstvom Nadzornog odbora na čijem čelu je predsednik Metalac grupe Dragoljub Vukadinović i Izvršnog odbora na čelu sa generalnim direktorom Metalaca a.d. Petrašinom Jakovljevićem.

DUAL COMPANY MANAGEMENT

Dual management of the company Metalac a.d. is performed through the Supervisory Board leaded by the President of the Company Dragoljub Vukadinović, and the Executive Board leaded by the Managing Director of the company, Petrašin Jakovljević.



Prof. dr GORAN PITIĆ

Predsednik UO Societe General Banke
Chairman of the Board of Executives
of Societe Generale Bank - Serbia

NO
nadzorni odbor

Prof. dr DRAGAN ĐURIČIN

Profesor Ekonomskog fakulteta u Beogradu,
zamenik predsednika NO Metalac
Professor at the Belgrade Faculty of Economics
and Vice president of the Board

DRAGOLJUB VUKADINOVIC

Predsednik Metalac Grupe i predsednik NO Metalac
President of Metalac Group and Chairman of the Board

SB
supervisory board

Prof. dr GORAN PETKOVIC

Profesor Ekonomskog fakulteta u Beogradu
Professor at the Belgrade Faculty of Economics

PETAR GRUBOR

Managing Partner u PKF d.o.o. Beograd
Managing Partner PKF d.o.o. Belgrade



metalac
HOME MARKET

odbor direktora
board of directors

Prof. dr Dragan Stojković
Prof. dr Rajko Tepavac,
predsednik • president
Marko Šarenac, generalni
direktor • general manager

metalac
PROLETER

odbor direktora
board of directors

Jelena Luković,
generalni direktor • general manager
Prof. dr Stevo Janošević,
predsednik • president
Radmila Todosijević, dipl. ecc

ALEKSANDAR MARKOVIĆ
Izvršni direktor za proizvodnju i bezbednost
na radu i direktor Metalac posuda
Executive director for production and director
of Metalac posudje

IO
izvršni odbor

VOJIN VUKADINOVIC
Izvršni direktor za razvoj i IT
Executive director for development and IT

PETRAŠIN JAKOVLJEVIĆ
Generalni direktor Metalca a.d. i izvršni direktor za prodaju,
marketing, ljudske resurse, organizaciju i QMS/EMS
General manager and executive sales director, marketing,
human resources, organization and QMS/EMS

RADMILA TRIFUNOVIC
Izvršni direktor za finansijske poslove,
poslovnu logistiku i restoran
Executive director for financial affairs and
business logistics

EB
executive board

GORAN MIJATOVIC
Izvršni direktor za nabavku,
direktor Metalac FAD-a
Executive director for purchasing,
and director of Metalac FAD

komisija za reviziju
the Audit Committee

Petar Grubor, dipl. ecc
Prof. dr Dragan Stojković,
predsednik • president
Rosanda Petrović, dipl. ecc

DIVIDENDA
SVAKE GODINE

DIVIDEND
EVERY YEAR



Na osnovu odluke skupštine donete na redovnoj sednici održanoj 27. maja 2016. godine o raspodeli dobiti Metalca a.d. iskazanoj na dan 31.12.2015. godine, u 2016. godini isplaćena je dividenda akcionarima u bruto iznosu od 155 dinara po akciji.

Po mišljenju stručnjaka Metalac je jedna od retkih kompanija u Srbiji koje se nisu ogrešile o manjinska prava akcionara. Akcionari tačno znaju kako kompanija posluje, kontrolišu i utiču na njeno poslovanje, odlučuju o isplati dividende i ostvaruju kapitalnu dobit. To je ne samo najbolji dokaz da se prava manjinskih akcionara poštuju, već i potvrda snage i zdravlja kompanije, jer akcionari kroz dividendu koja se ispalacuje svake godine, dobijaju prinos na akciju nevezano kako se kreće cena akcija na berzi.

On May 27th 2016 at the regular annual meeting the assembly of Metalac a.d. brought decision on allocation of profit as stated on December 31st, 2016, to pay out dividends to the shareholders in the amount of RSD 155 per share gross.

Experts claim that Metalac is among few companies in Serbia that do not violate rights of minority shareholders. The shareholders know exactly how the business is doing, they have control over it and could affect upon it, pay out dividends and make profit. This not only proves that minority shareholders' rights are protected, but also shows the strength of a company as shareholders have their yield regardless share price oscillations on the exchange.

Odlukom skupštine, od 27. maja 2016., izvršena je raspodela neraspoređene dobiti iz ranijih godina, na osnovu koje je u 2016. godini izvršeno povećanje osnovnog kapitala Metalca a.d., najpre izdavanjem nove emisije od 1.020.000 običnih akcija nominalne vrednosti 400 dinara koje su dodeljene postojećim akcionarima, a zatim i povećanjem nominalne vrednosti svih 2.040.000 izdatih akcija sa 400 na 1.200 dinara po akciji.

On May 27th, by the decision of the assembly on allocation of profit from previous years, in 2016 the company's fixed capital was increased by new issue of 1.020.000 shares of nominal value of RSD 400 that were allocated to actual shareholders, and then nominal value of all 2.040.000 shares increased from RSD 400 to RSD 1.200 per share.

Akcijski kapital Metalca a.d. iskazan je u 2.040.000 običnih akcija nominalne vrednosti 1.200,00 dinara. Obračunska vrednost akcije sa stanjem na dan 31.12.2016. godine iznosila je 1.511,80 dinara, a tržišna kapitalizacija 3.439.440,00 dinara.

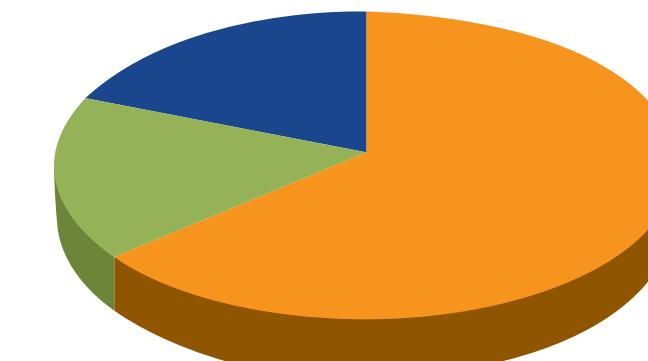
The Company's share capital was comprised of 2.040.000 shares with par value of RSD 1.200,00. As of December 31, 2016 the share value was RSD 1.511,80 and the market capitalization amounted to RSD 3.439.440,00.

Pokazatelji / Indicators:	31.12.2016.	31.12.2015.
dobit po akciji • earning per share	EPS 126,69	249,44
cena u odnosu na dobit • price / equity ratio	P/E 13,31	10,31
cena u odnosu na knjig.vrednost • price / book value of equity	P/B 1,12	0,86
prinos na akcijski kapital • return on equity	ROE 8,38	8,29%

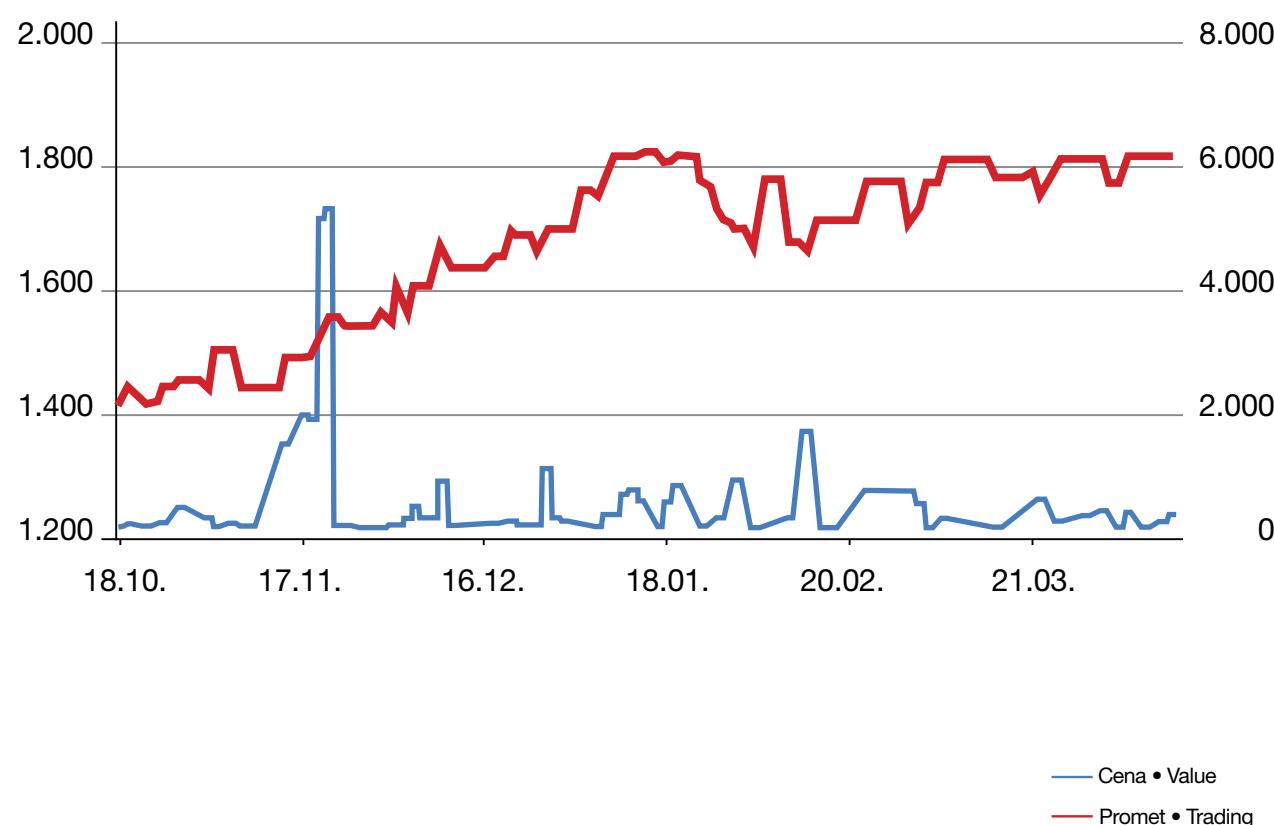
Akcijama Kompanije trguje se u okviru Standard Listinga Beogradske berze, metodom preovladujuće cene. Ukupno je u 2016. godini trgovano sa 160.972 akcije, dok je vrednost ostvarenog prometa 274.196.667 dinara. Najniža cena po kojoj se trgovalo akcijom zabeležena je 29.06.2016. godine i iznosila je 1.281 dinara, dok je najviša cena ostvarena 29. i 30.12.2016. godine i iznosila je 1.686 dinara.

The Company's shares are on the Belex Standard Listing. In 2016 by continuous trading method the turnover was RSD 274.196.667 with 160.972 shares. The lowest price of RSD 1.281 was recorded on June 29, 2016 and the highest price of RSD 1.686 was reached on December 29 and December 30, 2016.

STRUKTURA VLASNIŠTVA • OWNERSHIP STRUCTURE		31.12.2016.	31.12.2015.
Vlasništvo fizičkih lica • Natural persons		1.300.370 - 63.76 %	619.446 - 60.73 %
Vlasništvo pravnih lica • Legal entities		349.063 - 17.11 %	173.491 - 17.01 %
Zbirni - kastodi račun • Nominee or custodial accounts		390.267 - 19.13 %	227.063 - 22.26 %
TOTAL		2.040.000 - 100%	1.020.000 - 100%



31.12.2016.





Kompanija je, kao i prethodnih godina, efikasno koristila resurse i upravljala različitim oblicima imovine u poslovnim procesima. To je bio uslov zadržavanja sposobnosti da se nastavi sa uspešnim poslovanjem u dinamičnom i promenljivom poslovnom okruženju.

Zahvaljujući takvom pristupu, Metalac je očuvao optimalnu strukturu kapitala, smanjio troškove i obezbedio dividendu akcionarima.

Kompanija je posebno bila usmerena na upravljanje rizicima kojima je izložena u svakodnevnom poslovanju, sa ciljem minimiziranja potencijalnih negativnih uticaja na finansijsko stanje i poslovanje, u uslovima nepredvidivosti finansijskog tržista. I u 2016. godini bili smo fokusirani na upravljanje i kontrolu troškova, upravljanje tržišnim rizicima, rizicima likvidnosti, kreditnim rizicima. Kao rezultat takvog pristupa izbegli smo neizvesnosti koje su mogle značajnije uticati na finansijsku poziciju.

Kompanija će nastaviti da se fokusira na procese i povezivanje funkcija i tokova kako bi se delotvorne upravljalo angažovanjem sredstava u poslovnom ciklusu: oslobođanjem gotovine iz obrtnog kapitala, skraćivanjem vremena naplate potraživanja i boljim upravljanjem zalihama. Cilj je maksimalna vrednost uz smanjenje ukupnog troška.

Like in previous years the company efficiently used resources and managed different types of assets in its business operations. That was a precondition to keep ability of successful business performance in a dynamic and variable environment. Thanks to such approach Metalac kept optimum structure of capital, cut the costs and provided dividends to the shareholders.

The company engaged on management of risks to which it is exposed in day-to-day business, as to minimize potential negative impact on financial situation and operation in the environment of unpredictable financial market. Again in 2016 we were focused on cost management and control, management of market risks, liquidity and credit risks. As a result of such approach we have avoided uncertainties that could affect financial position.

The company will continue focusing on processes and connected functions and fluxes for more effective management of engaged assets in the business cycle: liberating cash from operating capital, obtaining shorter collection time and better management of stock. Scope is maximum value with cut of total expense.

KONSOLIDOVANI BILANS STANJA • CONSOLIDATED BALANCE SHEET

U hiljadama dinara · Thousand of RSD

AKTIVA • ASSETS	31.12.2016.	31.12.2015.	%
Stalna imovina • Non-current assets	2.528.286	2.484.039	101,78
Nematerijalna ulaganja • Intangible assets	31.320	38.133	82,13
Nekretnine, postrojenja i oprema • Property, plant and equipment	2.093.692	2.049.201	102,17
Investicione nekretnine • Investment property	358.374	365.685	98,00
Dugoročni finansijski plasmani • Long term financial placements	44.900	31.020	144,75
 Obrtna imovina • Current assets	 5.116.558	 4.776.002	 107,13
Zalihe • Inventories	2.035.852	2.180.150	93,38
Potraživanja • Accounts receivable	1.628.985	1.336.605	121,87
Potraživanja za više plaćen porez na dobitak • Receivables for prepaid income tax	19.724	32.171	61,31
Kratkoročni finansijski plasmani • Short-term financial placements	555.699	514.520	108,00
Gotovinski ekvivalenti i gotovina • Cash and cash equivalents	816.382	646.122	126,35
Porez na dodatu vrednost i aktivna vremenska razgraničenja • Value added tax and prepayments	59.916	66.434	90,19
 UKUPNA AKTIVA • TOTAL ASSETS	 7.644.844	 7.260.041	 105,30
 Vanbilansna aktiva • Off-balance sheet assets	 292.891	 323.077	 90,66
 PASIVA • LIABILITIES	 4.674.146	 4.336.902	 107,78
Kapital • Capital	2.448.000	408.000	600,00
Akcijski kapital • Share capital	33.898	33.899	100,00
Ostali kapital • Other capital	(84.756)	(6.108)	
Otkupljene sopstvene akcije • Acquisition of treasury shares	(5.323)	(29.335)	18,15
Emisiona premija • Share premium	179.257	219.220	81,77
Rezerve • Reserves	30.667	20.537	149,33
Translacione rezerve • Translation reserves	21.575	5.883	366,73
Nerealizovani dobici po osnovu hartija od vrednosti • Unrealized gains on securities	(44.301)	(44.301)	100,00
Aktuarski dobici (gubici) • Actuarial gains	1.965.766	3.608.872	54,47
Nerasporedeni dobitak • Retained earnings			
 Kapital koji pripada većinskim vlasnicima • Majority interests	 4.544.783	 4.216.667	 107,78
Manjinski interes • Minority interests	 129.363	 120.235	 107,59
 Dugoročna rezervisanja i obaveze • Long-term liabilities and provisions	 587.486	 724.078	 81,14
Dugoročna rezervisanja • Long-term provisions	246.434	214.533	114,87
Dugoročni krediti • Long-term borrowings	341.052	509.545	66,93
 Kratkoročne obaveze • Current liabilities	 2.346.395	 2.156.433	 108,81
Kratkoročne finansijske obaveze • Short-term financial liabilities	828.915	966.392	85,77
Obaveze iz poslovanja • Accounts payable	1.101.854	819.563	134,44
Ostale kratkoročne obaveze • Other current liabilities	318.216	312.611	101,79
Obaveze po osnovu poreza na dodatu vrednost i ostalih javnih prihoda i pasivna vremenska razgraničenja • Value added tax and other duties payable and accruals	62.477	51.310	121,76
Obaveze po osnovu poreza na dobitak • Income tax payable	34.938	6.557	532,76
 Odložene poreske obaveze • Deferred tax liabilities	 36.816	 42.628	 86,37
 UKUPNA PASIVA • TOTAL EQUITY AND LIABILITIES	 7.644.843	 7.260.041	 105,30
 Vanbilansna pasiva • Off-balance-sheet items	 292.891	 323.077	 90,66

KONSOLIDOVANI BILANS USPEHA • CONSOLIDATED INCOME STATEMENT

U hiljadama dinara · Thousand of RSD

	31.12.2016.	31.12.2015.	%
POSLOVNI PRIHODI • OPERATING INCOME	8.700.136	7.269.435	119,68
Prihodi od prodaje na domaćem tržištu • Revenue from domestic sales	5.308.123	4.624.129	114,79
Prihodi od prodaje na inostranom tržištu • Revenues from sales on foreign markets	3.204.724	2.468.318	129,83
Prihodi od prodaje • Sales revenues	8.512.847	7.092.447	120,03
Ostali poslovni prihodi • Other operating income	187.289	176.988	105,82
 POSLOVNI RASHODI • OPERATING EXPENSES	 8.088.535	 6.821.027	 118,58
Nabavna vrednost prodate robe • Cost of goods sold	2.963.619	2.580.862	114,83
Prihodi od aktiviranja učinaka • Own-work capitalized	(20.212)	(36.475)	55,41
Povećanje zaliha učinaka • Increase in inventories	(14.443)	(77.178)	18,71
Smanjenje zaliha učinaka • Decrease in inventories	107.224	15.538	690,08
Troškovi materijala i energije • Materials and energy	2.150.987	1.858.327	115,75
Troškovi zarada, naknada zarada i ostali lični rashodi • Staff costs	1.952.376	1.695.858	115,13
Troškovi amortizacije • Depreciation, amortization and provisions	225.205	187.687	119,99
Ostala dugoročna rezervisanja • Other long-term provisions	57.872	26.431	218,96
Ostali poslovni rashodi • Other operating expenses	665.907	569.977	116,83
 POSLOVNI DOBITAK/(GUBITAK) • OPERATING PROFIT/(LOSS)	 611.601	 448.408	 136,39
 FINANSIJSKI PRIHODI • FINANCE INCOME	 253.232	 263.922	 95,95
 FINANSIJSKI RASHODI • FINANCE EXPENSES	 121.679	 237.974	 51,13
 OSTALI PRIHODI • OTHER INCOME	 46.482	 47.209	 98,46
 OSTALI RASHODI • OTHER EXPENSES	 141.291	 127.459	 110,85
 DOBITAK/(GUBITAK) IZ REDOVNOG POSLOVANJA	 648.345	 394.106	 164,51
NET PROFIT/(LOSS) ATTRIBUTABLE TO:			
 POREZ NA DOBITAK • INCOME TAXES	 (91.589)	 (51.584)	 177,55
Poreski rashod perioda • Equity holders of the parent company		7.342	(6.625)
Odloženi poreski prihod (rashod) perioda • Minority shareholders			
 NETO DOBITAK • NET PROFIT:	 564.098	 335.897	 167,94

SKORO DA SMO SAMI SEBE IZNENADILI

Združeni ukupni prihod na nivou Metalac grupe u 2016. bio je po prvi put preko 100 miliona evra, uz rast od 15% u odnosu na prethodnu godinu i rast poslovne dobiti za 28%. Reklo bi se, ipak, da nije bilo iznenade.

Planovi su bili ambiciozni, ali veoma oprezni, jer su 2016. prethodile veoma teške i rizične godine, posebno zbog realnog pada izvoza u Rusiju usled velikih kursnih promena. A onda su u 2016. dodatnim naporom rast ponovo zabeležila skoro sva preduzeća, a značajno je porastao i ukupan prihod preduzeća u Rusiji. Pet proizvodnih društava učestvuju u ukupnom prihodu sa 41%, učešće domaćih trgovачkih društva je 18%, dok trgovacka društva u inostranstvu učestvuju sa 12%. Dve naše trgovine Metalac proleter i Metalac Home market učestvuju sa 21% a matična kompanija sa 8%. Najveće pojedinačno učešće u ukupnom prihodu sa skoro 27% ima kor biznis kompanije – Metalac posuđe, koje je i najveći izvoznik sa 74% učešća u ukupnom izvozu Metalac grupe. Godina 2016. će ostati zapamćena po spektakularnom obeležavanju jubilarnih 70. godina Proletera i 10 godina postojanja Fondacije Metalac.

WE WERE ALMOST SURPRIZED BY OURSELVES

Overall income on the group level went over € 100 million for the first time in 2016, growth being as high as 15% compared to previous year, and 28% in terms of profit. We could say that it didn't come as a surprise. Plans were ambitious but rather prudent as years preceding 2016 were very difficult and risky, particularly due to real fall of exports to Russia, caused by big exchange rate fluctuations. With extraordinary efforts almost all affiliates then made growth in 2016 and the total income of the Russian affiliate increased importantly. Five productive affiliates participated in the total income with 41%, share of the local trading affiliates was 18% while foreign trading affiliates participated with 12%. Two local traders Metalac Proleter and Metalac Home Market had 21% share and the mother company 8%. The biggest single share of almost 27% is from the core business of the group – Metalac Posudje as biggest exporter with 74% share in the total export of the Metalac Group. The year 2016 will be remembered by the spectacular celebration of the 70th anniversary of Proleter and 10 years of the Metalac Foundation.



ZA PETINU VEĆI IZVOZ

Na ino tržištu Metalac grupa je u 2016. godini ostvarila 22,2 miliona evra, što je 21% više nego prethodne godine. Proizvodi zavisnih društava Metalac grupe bili su prisutni na 37 tržišta, pre svega zahvaljujući pridruživanju zemalja u koje izvozi Metalac FAD. Najveće učešće u izvozu ima ex YU tržište i Rusija. Tri četvrtine izvoza donelo je Metalac posuđe, čiji je izvoz rastao 24% i to pre svega zahvaljujući tržištu Rusije, Amerike i BiH. Ostalih 25% prihoda od ino kupaca doneo je plasman automobilskih delova, bojlera, sudopera i robe Metalac Ttrade-a.

EXPORTS FIFTH HIGHER

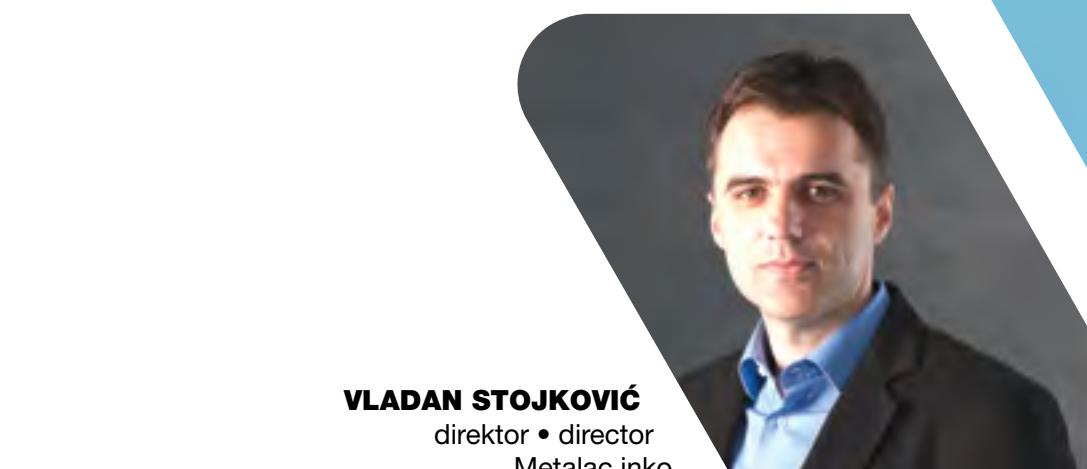
On the foreign markets Metalac Group made € 22.2 million in 2016 which is 21% more than previous year. Products of Metalac affiliates were placed on 37 different markets mostly due to addition of countries where Metalac FAD has exported. The greatest share in export is that of former Yugoslav territories and Russia. Share of 75% in exports is from Metalac Posudje that increased its sale to foreign markets by 24% thanks to the markets of Russia, America and Bosnia and Herzegovina. Other 25% income from foreign clients was made with placement of car parts, water heaters, sinks and goods sold by Metalac Trade.

PET PROIZVODNIH DRUŠTAVA OSTVARILO PREKO 40% UKUPNOG PRIHODA METALAC GRUPE

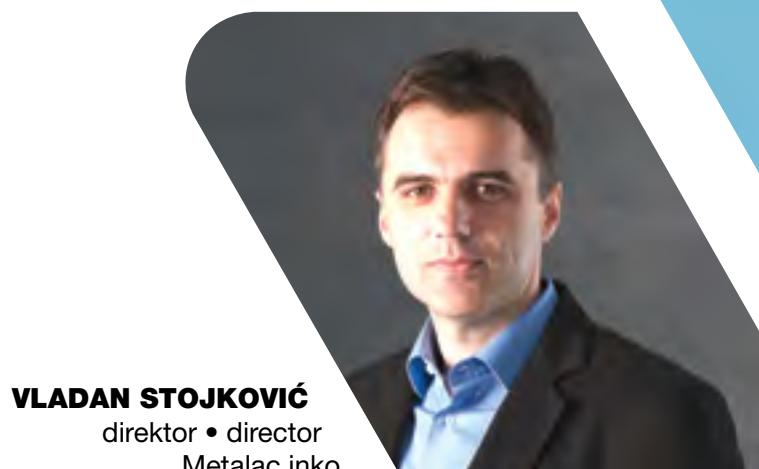
Pet proizvodnih društava, a sve fabrike su u Gornjem Milanovcu, ostvarila su u 2016. godini 40,75 miliona evra ukupnog prihoda, 13% više nego u 2015. godini. Najveći rast za celih 3,8 miliona evra zabeležilo je najveće preduzeće Metalac posude. Ostvarenje Metalac FAD-a nije uporedivo pošto je FAD preuzet u septembru 2015. Proizvodna društva su izvezla robe vrednosti 22 miliona evra, i to na ukupno 37 tržišta. Najveće učešće u izvozu ima posude Metalac i auto delovi FAD.



ZORAN OGNJANOVIC
direktor • director
Metalac bojler



VLADAN STOJKOVIC
direktor • director
Metalac inko



ALEKSANDAR MARKOVIC
direktor • director
Metalac posude



GORAN MIJATOVIC
direktor • director
Metalac FAD



PREDRAG LAZOVIC
direktor • director
Metalac print



FIVE PRODUCTION COMPANIES HOLD OVER 40% SHARE OF THE METALAC GROUP TOTAL INCOME

Five production companies of the group, all of them seated in Gornji Milanovac, made total income of € 40.75 million in 2016, which is 13% more than in 2015. The best growth of € 3.8 milion was obtained by Metalac Posudje as largest affiliate. Results of Metalac FAD are not comparable as the company was acquired in September 2015. These production companies together made exports of € 22 million for 37 markets in total. The greatest share in exports is that of Metalac Posudje and FAD car parts.

Skoro 10 godina nakon istorijski najuspešnije 2007. godine, Metalac posude je upisalo novi rekord: 2016. ostvareno je 26.860.000 evra ukupnog prihoda, od čega 3.300.000 evra poslovne dobiti. Prijedlog je rastao 16%, a dobit 20%. Trećinu prihoda donelo je domaće tržište, a ostalo plasman u 24 zemlje širom sveta. Godinu ćemo pamtitи po iskoraku u saradnji sa dizajnerima iz regiona, velikom rastu izvoza, rekordnom broju akcija lojalnosti, a pre svega po absolutnom rekordu akcije u kojoj je za tri meseca samo kroz jedan lanac u Srbiji prodato neverovatnih 550.000 jedinica emajliranog posuda linije Broccoli. Inače, sve tri fabrike posuđa proizvele su 6,2 miliona jedinica – milion više nego u 2015. Sredinom godine Metalac posuđe je okićeno priznanjem Superbrands Srbija i nagradom Moj izbor po glasovima potrošača.

A decade almost passed from 2007, the best year in its history, and Metalac Posudje made a new record in 2016 with total income of € 26.86 million and profit of € 3.3 million. The income increased by 16% and the profit by 20%. One third of the income was from the local market and the rest from exports to 24 countries. The year will be remembered by developed cooperation with regional designers, big growth of export and numerous loyalty campaigns, most of all by the campaign that in three months only and through one sole chain retailer the record number of 550.000 enamel cookware units of the collection called Borccoli were sold. All three production section produced 6.2 million units – one million more than in 2015. Around middle of the year Metalac Posuđe was presented with the Superbrands Serbia award, as well as My Choice award as voted by the consumers.





NOVA REKORDNA GODINA

Tokom cele 2016. godine Metalac posude je imalo konstantno dobru realizaciju i poentiralo novim rekordom od 26,86 miliona evra ukupnog prihoda, od čega je trećina ostvarena na domaćem tržištu. Prodaja je rasla na većini od 25 tržišta. Ipak, izvozu od 16,5 miliona evra, za petinu većem nego u 2015. godini. doprineo je pre svega rast na tržištima Rusije, SAD, Francuske, Sovenije, BiH.. dok su rastu od 16% na domaćem tržištu doprinele akcije lojalnosti i postojan plasman kroz lanac prodavnica Metalac.

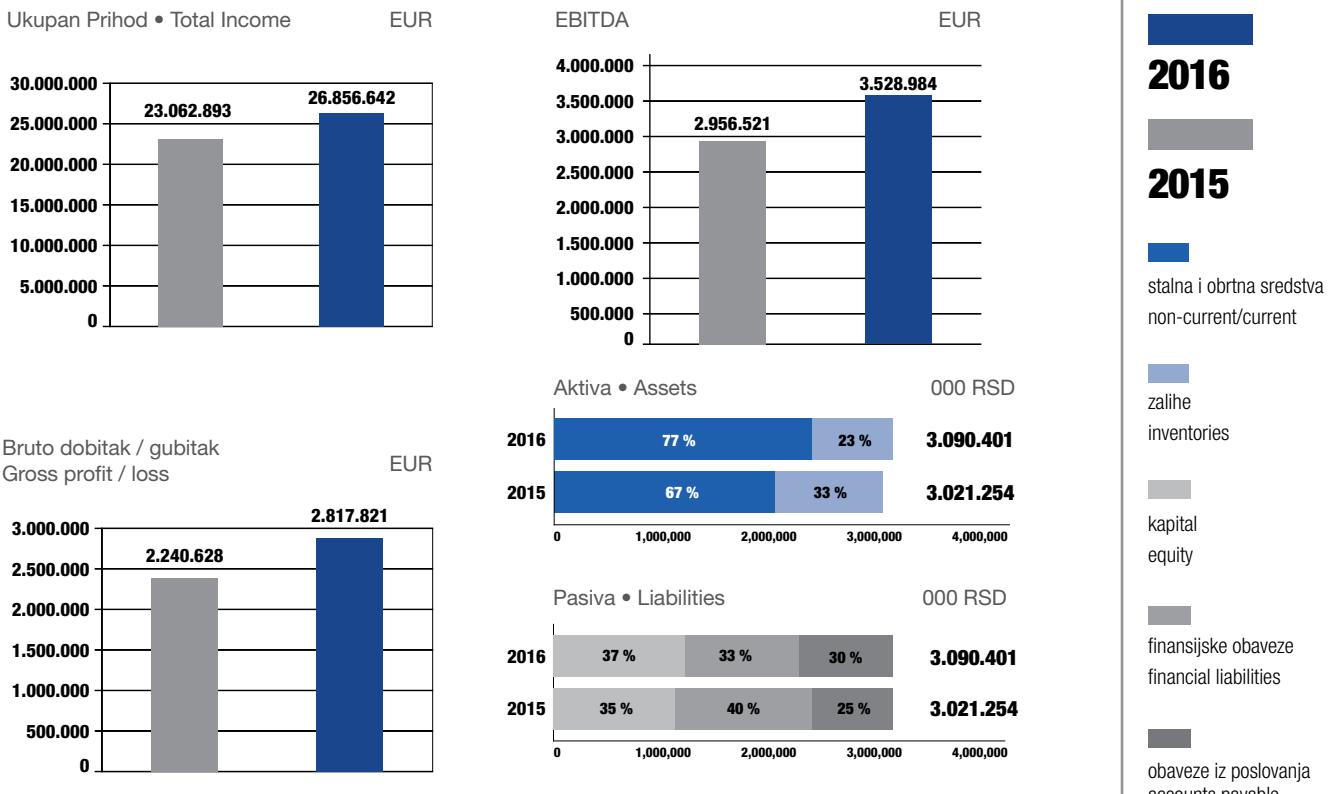


I u 2016. Metalac posude beleži više od 20 akcija lojalnosti na domaćem i tržištima bivše Jugoslavije. Nisu sve podjednako velike, ali je činjenica da je tokom godine potrošačima podeljeno 7.000.000 knjižica i 70.000.000 markica. Skoro da nema značajnijeg prodajnog lanca u Srbiji a da nije imao akciju lojalnosti na Metalac posudu, a svakako apsolutni rekord donela je loyalty akcija kroz objekte Maksija, na liniji emajliranog posuda „Broccoli“, sa preko 500.000 prodatih jedinica u Srbiji. Istovremeno, nastavljene su

akcije sa kupcima u BIH i Hrvatskoj, a isti koncept je uspešno prenet i na tržišta Crne Gore i Makedonije. Sa prosečnom dnevnom proizvodnjom od 25.200 jedinica, proizvodni pogoni Metalac posuda bili su maksimalno angažovani. Godišnji plan je prebačen 27% komadno i 14% finansijski. Ukupno je proizvedeno cca 6,2 miliona jedinica.

Tokom jula realizovana je prva faza unapređenja skladištenja u magacinu gotove robe. Investicijom

od 120.000 evra dograđen je halski prostor na 600 m² za vraćenu robu od kupaca, lagerovanje tranzitne robe iz drugih magacina zavisnih društava i pripremu za utovar. Izgrađene su i dve utovarne hidraulične rampe. Planom investicija za 2017. predviđeno je da se u drugoj fazi unapredi skladišno poslovanje implementacijom WMS-a i vezom ka ERP sistemu, sa jedne strane, i ručnih VRF terminala, sa druge strane. Time se poboljšava efikasnost poslovnih procesa u skladištu.



YEAR OF THE RECORD

During whole 2016 sales went very good for Metalac Posudje and the record total income of €28.86 million came as a proof. One third of this amount was obtained on the local market where the sale was going up, same as in most of 25 foreign markets. High export figures of € 16.5 million, about one fifth higher than in 2015 were obtained due to growing markets of Russia, France, USA, Slovenia and Bosnia and Herzegovina. Growth of 16% on the local market was due to loyalty campaigns and good placement through Metalac shops.

In 2016 there were again over 20 loyalty campaigns in the local market and former Yugoslav territories. Not all of them equally big, but the fact is that during the year 7 million booklets and 70 million stamps were distributed to the consumers. Almost all important chain retailers in Serbia had a loyalty campaign with Metalac Posudje products and the absolute record was the campaign in Maxi stores with the enamel cookware collection Broccoli and over 500,000 units sold in Serbia. At the same time there were campaigns with clients in Bosnia and Herzegovina and Croatia, and the same concept was successfully transferred to the markets of Montenegro and Macedonia. Very important fact is that better turnover

was made with lower inventory since the finished products, particularly in the last quarter, went from production lines directly to chains of sale. Slow moving inventory was decreased as planned while stock of merchandise became neglectable. All these parameters indicate that the overall performance of Metalac Posudje is healthier, even more since major part of goods from campaigns ended with end consumers.

With average daily production of 25,200 units the facilities of Metalac Posudje were engaged to the maximum. Annual plan was exceeded by 27% in pieces and 14% in financial terms. The total number of produced units was about 6.2 million.

During July the company carried out first upgrade phase for management of warehouse for finished products. With the investment of € 120,000 the space was extended to 600 square meters for goods returned from the customers, stockage of goods in transit from other warehouses of the affiliates, and goods prepared to be loaded. Two hydraulic loading beds were constructed. The investment plan for 2017 includes implementation of the WMS as second upgrade phase and connection to the ERP system on one side and manual VEF terminals on the other side. This will improve performance of the warehouse procedures.

2016

2015

- stalna i obrtna sredstva non-current/current
- zalihe inventories
- kapital equity
- finansijske obaveze financial liabilities
- obaveze iz poslovanja accounts payable



DVE NAGRADE U 24 SATA

Posude Metalac okitilo se najpre 13. juna u hotelu Metropol nagradom Superbrands Srbija, a nepunih 20 sati kasnije, direktoru fabrike Aleksandru Markoviću uručena je i nagrada Moj izbor u Skupštini grada Beograda – obe u kategoriji koja se odnosi na opremu za kuću.

Za 16 članova žirija najvažniji kriterijumi za dobijanje statusa super brenda bili su – prepoznatljivost i ugled, dugogodišnja doslednost i pouzdanost i korporativna odgovornost. Za nagradu Moj izbor, u organizaciji udruženja Moja Srbija i Privredne komore Beograda, presudili su glasovi više od 2.000 anketiranih potrošača. Nagradu Moj izbor dodelio je Svetozar Krstić, izvršni direktor PKBG, a nagradu Corporate Superbrands Serbia dodelila je dr Jasmina Knežević, vlasnik privatne opšte bolnice Bel Medic.

GOSTI IZ CRNE GORE, ČEŠKE I SLOVAČKE

Sredinom maja kompaniju Metalac posetilo je 39 zaposlenih iz našeg predstavništva u Crnoj Gori, a ubrzo potom imali smo i goste iz Češke i Slovačke, predvodene firmom Marex Trade – ukupno 56 ljudi iz 25 firmi došlo je u dvodnevnu posetu Metalcu.

Gosti su obišli novu galeriju proizvoda Metalac, kao i sve pogone fabrike posuda, sudopera i Granmatrix-a, bojlera i Metalac trade-a. Za goste iz Crne Gore pripremljena je i prezentacija posuda Metalac dok je za goste iz Češke i Slovačke veći deo dana bio posvećen komercijalnim razgovorima sa predstavnicima Metalac posuda i Metalac bojlera. Osim što su imali priliku da na licu mesta nauče nešto novo o programima Metalca, bila je ovo prilika za druženje i bolje upoznavanje.

NACIONALNO PRIZNANJE ZA BEZBEDNOST I ZDRAVLJE NA RADU

U konkurenciji velikih i renomiranih kompanija (HBC, Coca Cola, Hemofarm, Telenor, British American Tobacco...), Metalac je još jednom pokazao da mu je mesto uvek među najboljima. Povelju „28. april“, u ime Metalac posuda primio je tehnički direktor Milan Filipović.

Najviše Nacionalno priznanje Metalac posude je dobilo u kategoriji preduzeća preko 250 zaposlenih. Ispunjeno kriterijuma ispitivala je Uprava za bezbednost i zdravlje na radu, uz učešće predstavnika socijalnih partnera, odnosno reprezentativnih organizacija zaposlenih i poslodavaca, inspektora rada i drugih stručnjaka iz ove oblasti. Svečanosti, održane u aprili 2016. u Beogradu, prisustvovao je resorni ministar Aleksandar Vulin.

IN 24 HOURS TWO AWARDS

First on 13th June at Metropol hotel Metalac Posudje was awarded by Superbrands Serbia and some 20 hours later director of the factory Aleksandar Marković received the award "My Choice" at the Belgrade City Hall – both in the category of household equipment.

For 16 member of the jury the most important criteria for winning the status of a super brand were recognisability and reputation, long term consistency and reliability as well as corporate responsibility. For the "My Choice" award in organization of the "My Serbia" association and the Chamber of Commerce of Belgrade, decisive were votes of over 2000 consumers collected at Maxi shops throughout Serbia. The award was presented by Svetozar Krstić executive director of the Chamber of Commerce of Belgrade, while dr Jasmina Knežević, owner of the private general hospital Bel Medic presented the Corporate Superbrands Serbia award.

GUESTS FROM MONTENEGRO, CZECH REPUBLIC AND SLOVAKIA

Middle May the company Metalac was visited by 39 people from our affiliate in Montenegro and shortly after that we had guests from Czech Republic and Slovakia leaded by the company Marex Trade - total 56 people from 25 firms came for a two day visit of the Metalac.

Visit timetable included tour of the new show room of all production affiliates, tour of the cookware factory, production plants for sinks and Granmatrix, water heaters as well as Metalac Trade. Presentation of Metalac cookware was arranged for the guests from Montenegro while the guests from Czech Republic and Slovakia spent most of the day in commercial discussions with Metalac Posudje and Metalac Bojler representatives. Beside opportunity to learn something new about Metalac production ranges this was occasion for business partners to get better acquainted.

NATIONAL AWARD FOR OCCUPATIONAL HEALTH AND SAFETY GOES TO METALAC POSUDJE

In the competition of great and famous companies (HBC, Coca Cola, Hemofarm, Telenor, British American Tobacco...) once more Metalac has shown that its place is always with the best. For Metalac Posudje the Charter „28th April“ received Milan Filipović, technical director.

This high national recognition Metalac Posudje received in the category of enterprises with 250-plus employees. The Directorate for Occupational Health and Safety has performed the verification with participation of representative organizations of employees and employers, work inspectors and other experts in the field. The ceremony was held in Belgrade in April 2016 and attended by relevant minister Aleksandar Vulin.

DOBAVLJAČ SA NAJVIŠIM „A REJTINGOM”

Koliko je aspekt korporativne društvene odgovornosti postao važan u biznisu, potvrđuju sve češći audit koji kupci proveravaju da li se njihovi dobavljači odnose odgovorno prema zaposlenima i životnoj sredini. Tako sa većom sigurnošću upravljuju rizicima vezanim za kvalitet i pouzdanost partnerskih odnosa sa partnerima kojima su poverili da proizvode za njihove potrebe. Metalac je odavno u vrhu poželjnih dobavljača, što su potvrdili i brojni eksterni auditi. Poslednji put početkom oktobra 2016., u skladu sa zahtevima kupaca iz Slovenije, Francuske i Finske, u Metalac posudu je uradena još jedna provera kojom je potvrđena najviša moguća ocena u ovoj oblasti – rang „A“. Proveru je radio stručni tim beogradskog kancelarije SGS, prema zahtevima BSCI (Business Social Compliance Initiative).

SUPPLIER WITH “A” RATING

How important has become the aspect of corporate social responsibility in a business is shown by more and more frequent audits that are performed on behalf of clients to check whether and to which extent their suppliers behave responsible towards employees and environment. Doing so they have safer risk management in view of quality and reliability of partners they engaged to fabricate needed products. Metalac has been considered as desired supplier for long time now, as verified with number of external audits. Latest one beginning October 2016 was requested by the clients from Slovenia, France and Finland and performed at Metalac Posudje to confirm the highest vote in this field – “A” rank. The audit was carried out by inspectors of the Belgrade SGS affiliate and by the requirements of BSCI (Business Social Compliance Initiative).

MAGIČAN SPOJ COCA COLA I TUFNE

Kad se susretnu crvene Metalčeve šerpe sa belim tufnama i logotip Coca Cole, osim prodajnih efekata pažnju zasljuže međusobno prepoznavanje i povezivanje brendova.

Nije prvi put da se Metalac posude povezuje sa ozbiljnim brendovima poput Grand kafe, Frikoma, Eko pumpi i sl, ali je svakako vredno ozbiljne pažnje što je i Coca Cola prepozna naš proizvod kao dovoljno motivišući za podizanje lojalnosti svojih potrošača na tržištu Hrvatske i BiH. Reč je o posudama iz dve linije emajliranog posuda koje potrošači u BiH i Hrvatskoj dobijaju na poklon ukoliko ispune uslov akcije. Dobra iskustva se brzo prenose pa će istu mogućnost u 2017. dobiti i potrošači u Srbiji i Crnoj Gori.

NA MIKSER FESTIVALU KROZ POGLED NA ISTORIJU DIZAJNA

Nastavljajući saradnju, započetu konkursom Nove uspomene, Metalac posude je u okviru Mikser Festivala, održanog sredinom juna, imalo predstavljanje na Balkan dizajn zoni.

U isto vreme u Mikser House-u, posetioci su mogli da kupe ograničenu seriju posuda iz kolekcije nagrađenih radova na konkursu Nove uspomene. Ovi uzorci su imali šarmantnu galerijsku postavku, a interesovanje i komentari su nas uverili da je saradnja sa Balkanskim dizajnerskom mrežom zaista novo poglavje u tržišnoj komunikaciji i inovativnom pristupu idejama, koje uključuje dizajnere iz celog regiona.

AT MIXER FESTIVAL – VIEW OF DESIGN HISTORY

Continuing the cooperation started at the New Memories competition, Metalac Posudje had its presentation at the Balkan Design Zone within the Mixer Festival held in June.

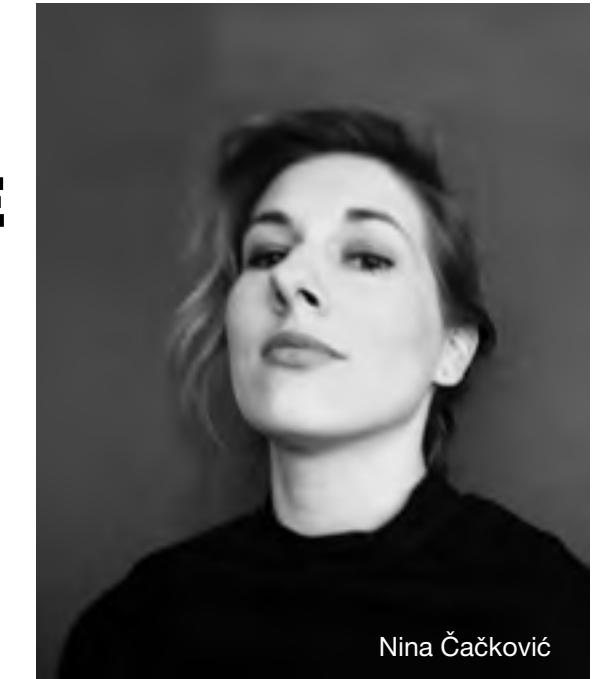
For that occasion in the Mixer House the visitors could buy a limited edition of cookware from the collection of the awarded works at the New Memories contest. It was a typical gallery set up with cookware samples that match greatly. Interest for them and comments received convinced us that cooperation with the Balkan Designer Net is really a new chapter in the market communication and more innovative approach to ideas that include designers of the whole region.

ONE TWO THREE

U VIĐENJU AUTORKE

Preuzeto iz intervjuja na portalu Kameleon

....Posude koje je dio gotovo svakog doma na području bivše Jugoslavije dobilo je novi identitet... Prva nagrada dodjeljena je početkom 2016. Nini Čačković iz Tuzle, koja živi u Čikagu, za kolekciju "One two three".



Nina Čačković

SEEN BY THE AUTHOR

Taken from the interview published at Kameleon portal

... The cookware as you could find in each and every home in former Yugoslavia has got a new identity... Beginning 2016 first prize went to Nina Čačković of Tuzla, who lives in Chicago, for the collection “One two three”.



...Mikser House je za mene uvijek bio odličan izvor informacija i nekog shvatanja kreativnih struja u našem regionu. Svakako da mi je čast biti dio tog kruga, ali isto tako i učestvovati u redizajniranju kulturnih Metalčevih proizvoda, posebice meni lično dragog „lončića“.... Dizajnirati nešto „iz nule“ je u principu prilično lako, ali ako morate poštivati postojeću formu ili kontekst, to već postaje izazov... U slučaju Metalca, dizajneri nisu mogli mijenjati postojeću formu posuda, već kroz grafičke aplikacije i aksesoare reinterpretirati identitet Metalaca u savremenom kontekstu. Ono čime se Metalac ponosi jeste materijalnost i dugotrajnost njihovog posuđa. U isto vrijeme ubrzani način života savremenog čovjeka, sve manji prostori u kojima boravimo, sve veća želja za efikasnošću procesa kojima se koristimo u obavljanju naših dnevnih zadataka, oslikava se i u predmetima koji nas okružuju. Razvojem novih tehnologija postavljaju se i nova mjerila pragmatičnosti i funkcionalnosti naših uređaja, alatki i pomagala. Te dvije činjenice zajedno bile su ideja vodilja u redizajnu ovog posuđa...

...Mikser House has always been an excellent source of information for me, and something like understanding of creative streams in our region. It has really been an honour to be part of that circle and same to participate and redesign famous Metalac products, including my favorite little mug... Designing something from zero is generally rather easy, but if you have to follow existing shape or context that is a real challenge... In Metalac case designers could not change actual shape of cookware but through graphic applications and accessories to interpret Metalac identity in contemporary context. As advantage in Metalac case there are materiality and long life of cookware. But the modern people have intense life style and spaces we occupy are growing smaller, from there desire is greater to bring as much efficiency as possible into our daily activities and object around should mirror that. With development of new technologies there are also new measures of practicity and functionality of our devices, tools and accessories. These two facts together were guiding ideas in realization of this cookware...

ČUDESNI SVET KULINARSKIH I LIFE BLOGERKI

Te dame su postale prijateljice Metalaca. One prave razigrane fotografije sa maštovitim receptima i aranžmanima i to čine maestralno. Zahvaljujući njima Metalacovo posude vidimo u drugaćijem svetu od onog na koje smo navikli. To su: Olivera Senić iz Beograda, autorka bloga „Ja u kuhinji“; Mirjana Šmit iz Zagreba, autorka bloga od „Slatkoga slade“ i istoimenih kuvara; Ljupka Tanevska iz Zagreba – fashion i life stilista; kao i

nekoliko drugih blogera.

Ništa manje inspirativno njima su se pridružili i neki drugi kreativni ljudi, poput umetnice Marije Zudenigo iz mediteranskog mesta Senj, koja je tokom avgusta, svojim performansom vratila jedno zaboravljeno vreme i vrednosti. „Ovaj art-koncept, koji objedinjuje tradiciju, umjetnost, zaboravljene vrijednosti, djetinjstvo, ljude i običaje, biće posvećen spašavanju

biljke Žižule koja jednako vraća osjećaje djetinjstva kao i točkasti crveni lončić“ - kaže umetnica. I više od toga, Marija je na foto konkursu koji je objavila na svojoj Facebook stranici, dobila na stotine neobičnih fotografija posuda, cveća... Ali, absolutno van konkurenco nagradili smo nadahnutu sliku male Cvite iz Zadra, koju je poslala Senada Pavlović. Slike ipak govore više od hiljadu reči....



WONDERFUL WORLD OF CULINARY AND LIFE BLOGGERS

These ladies have become friends of Metalac. They are making joyful photos with imaginative recipes and arrangements, they are masterful. Because of them we see Metalac cookware in different than before. They are: Olivera Senic from Belgrade, author of the blog “Me in the Kitchen”; Mirjana Šmit from Zagreb, author of the blog “Sweeter than the Sweet”; Ljupka Tanevska from Zagreb,

fashion and life stylist, and several other bloggers.

As much inspirational some other creative people have joined, like the artist Marija Zudenigo of Senj in the Mediterranean, who during August made reminiscent performance of the time and values that are forgotten. “This art concept includes tradition, art, forgotten values, childhood, people and habits, and is aimed to save the Jujube plant that

brings memories of childhood same as red little pot with dots” – says the artist.

And more than that, for her photo competition that she published at her Facebook page, Marija got hundreds of unusual photos of pots, flowers... But as absolute winner we awarded the photo of little Cvita from Zadar, sent by Senada Pavlović. Pictures tell more than thousands words...



JOŠ JEDAN USPEŠAN NASTUP NA SAJMU U FRANKFURTU

Na desetine obavljenih razgovora sa tradicionalnim i potencijalno novim partnerima iz regionala, Europe, Rusije, Dalekog istoka... i njihovo zadovoljstvo predstavljenom novom kolekcijom posuda, potvrdili su činjenicu da je Metalac među neprikošnovenim u proizvodnji i ponudi emajliranog posuda – ne samo kvalitetom već i inovativnošću, dizajnom i ukupnim poslovnim odnosom.

Svojim 35. nastupom na Sajmu „Ambiente“ u Frankfurtu, Metalac je potvrdio izvrsnu reputaciju u poslovnom svetu, koja će i ovog puta za rezultat imati kvalitetne aranžmane za 2017. i 2018. godinu. Ovoga puta predstavljeno je 25 novih linija, uključujući i nova autorska rešenja pobednika prošlogodišnjeg konkursa „Nove uspomene“ i već tradicionalnog Facebook konkursa. U kategoriji nelepljivih premaza prvi put je predstavljena nova liniju Professional namenjena HORECA korisnicima, a kao rezultat višemesečnog razvoja izložen je i novi ekspres lonac. Zanimljivo je da je većina izloženih linija već doživela prve naloge za proizvodnju.

ONE MORE SUCCESSFUL PRESENTATION AT AMBIENTE SHOW IN FRANKFURT

Metalac staff met with number of actual and potential clients from the region, Europe, Russia, Middle East...who were pleased with newly presented cookware collections. Obviously the enamel cookware produced and offered by Metalac, its quality, innovation, design and overall performance was a declaration of supremacy.

For Metalac Posudje it was 35th time to participate at the Ambiente show in Frankfurt. In affirmation of Metalac's excellent reputation new arrangements will be initiated for 2017 and 2018. For this edition Metalac presented 25 new collections, including those made following winning designs of the last year's "New Memories" contest and of the traditional Facebook contest. In the range of non-stick products there was the Professional collection meant for HORECA clients and resulting from several months of hard development work new redesigned pressure cooker. For most of exhibited collections Metalac Posudje already got first orders for production.



NA AMBALAŽI I PRESLIKAĆIMA 20% RASTA REALIZACIJE

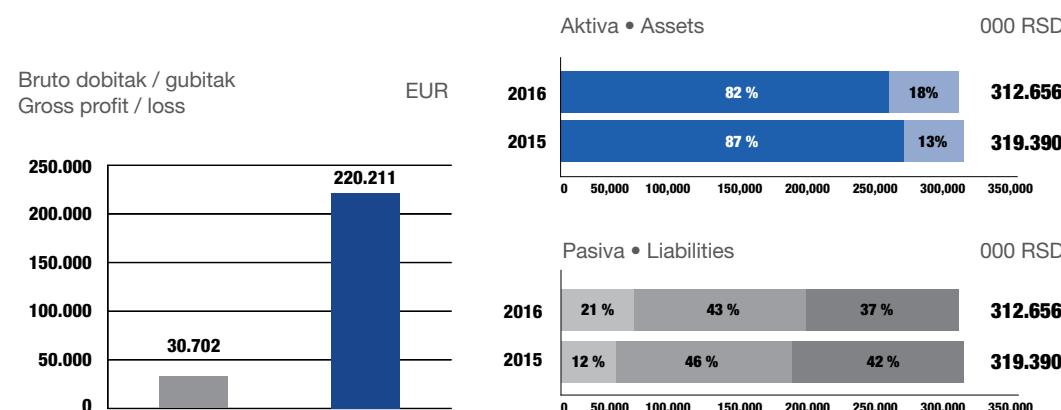
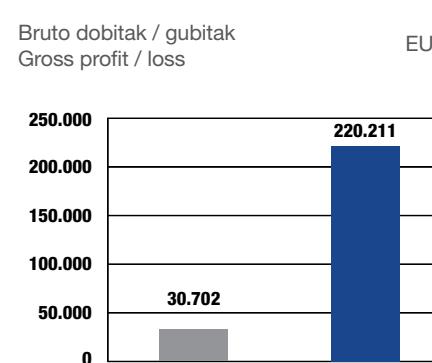
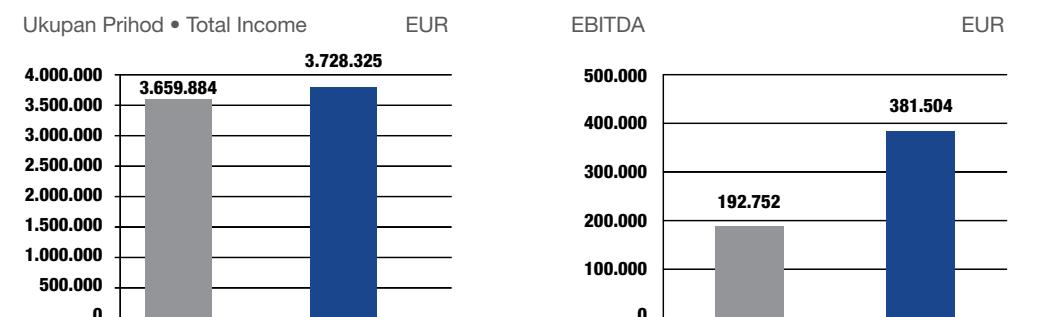
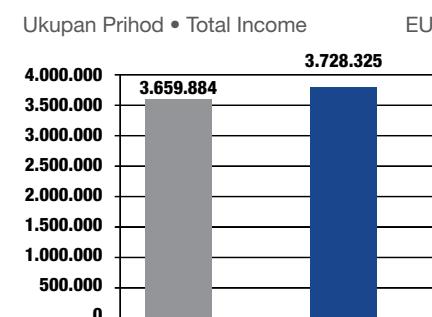
Iz proizvodnje izašlo 9,5 miliona jedinica ambalaže i 7,5 miliona preslikača. Dizajn studio osvojio 134 dekora. Podugnuta efikasnost procesa uz veće poštovanje rokova isporuke.

metalac
PRINT

Metalac print je u 2016. godini ostvario 3,7 miliona evra ukupnog prihoda, od čega oko 90% prodajom ambalaže i preslikača, gde je zabeležen najveći rast od 20%. Pritom je približno podjednako rastao prihod od prodaje Metalčevim preduzećima i eksternim kupcima. Značajan uticaj na bolji poslovni rezultat imao je organski rast nekoliko strateških kupaca ambalaže, početak saradnje sa 19 novih kupaca, kao

i poboljšana struktura realizacije zbog značajno većeg učešća offset ambalaže i preslikača.
U toku 2016. godine godine osvojeno je više od 130 novih dekora, a njih više od 90 je uvedeno u proizvodnju. Pogon preslikača je isporučio 7,5 miliona jedinica, dok je pogon kartonaže isporučio 9,5 miliona komada. Pritom je značajno podignuta efikasnost procesa uz smanjene rokove isporuke.

Sredinom jula realizovana je montaža i useljenje u industrijski šator površine 285 m², što je donekle ublažilo probleme zbog nedostatka magacinskog prostora. Zato je u narednoj godini planirano dalje proširenje magacinskih kapaciteta kao i nabavka automatske mašine za kaširanje, jer su uska grla proizvodnje locirana upravo na tom radnom centru.



GROWTH OF 20% FOR PACKING MATERIALS AND DECALS

The company produced 9.5 million units of packing materials and 7.5 million decals. Design studio developed 134 décor patterns. Higher process efficiency and delivery deadlines better respected.

Metalac Print made € 3.7 million of total income in 2016 and 90% of that by selling packing materials and decals. The biggest growth was 20% and the income from sale to sister companies and to external clients showed similar growth. Important influence to its business performance was that of organic growth of several strategic clients for packing material and initiated cooperation with 19 new clients, as

well as improved turnover structure due to much greater share of the offset printed packing and decals. During the 2016 more than 130 new décor patterns were developed and 90 of them included in regular production. The decal section produced and delivered 7.5 million units, while the section for carton packing materials delivered 9.5 million units, all that with higher process efficiency and shorter delivery.

Middle July Metalac Print constructed and equipped an industrial tent of 285 square meters and to some extent solved the problem of warehouse space. For next year the plan is to extend warehouse space and purchase of an automatic laminating machine as these are actually critical points in production flux.

2016

2015

stalna i obrtna sredstva
non-current/current

zalihe
inventories

kapital
equity

finansijske obaveze
financial liabilities

obaveze iz poslovanja
accounts payable



GODINA RASTA PRODAJE I ZNAČAJNIH INVESTICIJA

Metalac bojler godinu završava sa 13% većim ukupnim prihodom u odnosu na 2015. Konačno rast i na domaćem tržištu. Fokus na rusko tržište urođio plodom. Nakon ulaganja u modernizaciju opreme usledilo proširenje assortimenta. Spremni i malolitražni pritisni bojleri.

metalac
BOJLER

Dok izvoz ima konsantan rast, preokret je napravljen i na domaćem tržištu zahvaljujući jačanju prodajnih aktivnosti i snaženju partnerstva sa instalaterima bojlera, kao važnoj karici do krajnjih korisnika. Ipak, poseban fokus bio je na tržištu Rusije. Zajedničko zalaganje Metalac bojler i Metrota u Moskvi, kako u razvoju novih proizvoda, tako i plasmanu, doveli su do duplo veće realizacije u odnosu na prošlu godinu. Očekivanja su da u 2017. rusko tržište zauzme prvo mesto po obimu prodaje, uz proširenje portfolija i progresivnu kampanju. Osim toga,

početni skromni rezultati u Ukrajini i Bugarskoj, značajno su popravljeni u odnosu na prethodnu godinu. U 2016. preduzeće je osavremenilo tehnologiju emajliranja bojlera mokrim postupkom, kao i opremu za savijanje i orbitalno zavarivanje cevi. Tu je i cela gama alata i pribora neophodnih za proširenje assortimenta. Završeni su bojleri od 150 l i 200 l u raznim varijantama, pre svega namenjeni ruskom tržištu, kao i nulta serija pritisnih malolitražnih bojlera. Pogon za proizvodnju je proširen, a renovirana je i stara upravna zgrada.

Nakon premijernog nastupa 2016. celokupna ponuda bojlera predstavljena je na sajmu Aquatherm u Moskvi i u februaru 2017. godine, u saradnji sa Metalčevim preduzećem Metrot. Još jedna prilika da se ruskom tržištu pokažu novi modeli je dobro iskoristena. Sa ciljem praćenja novih trendova u ovoj branši rukovodstvo Metalac Bojlera je posetilo sajam ISH u Frankfurtu, a već u aprilu Metalac bojler se tradicionalno predstavio na svom štandu na Sajmu građevinarstva u Beogradu.



YEAR OF SALES INCREASE AND BIG INVESTMENTS

Metalac Bojler ended the year with 13% higher total income compared to 2015. Growth finally happened also in the local market. Focus on Russian market gave results. Upon modernization of the equipment product range has widened. Project of low capacity water heaters that work in pressure is complete.

With continuous increase in export markets a turn was made on the local thanks to more aggressive sales activities and strengthening partnerships with plumber services as an important link in a chain to end consumers. Particular focus however was on the Russian market. Common efforts of Metalac Bojler and Metrot in Moscow to place products and develop new ones, resulted in doubling the turnover compared to the year before. It is expected that in 2017 the Russian market will have major share in sales volume with extended portfolio and progressive campaign. Besides that initial modest results in

Ukraine and Bulgaria were significantly improved with respect to the previous year. In 2016 this company modernized the section for wet enamelling process and purchased a bending machine and device for orbital welding of tubes, with full sets of tools and accessories required to introduce new models of final product like water heaters of 150 and 200 litre capacity in different versions mostly meant for the Russian market, and low capacity water heaters that work in pressure. Extension of the production hall and renovation of the old office building completed, too.

After the first participation at the Moscow Aquatherm show in 2016 the full offer of water heaters was presented at the 2017 edition in February, in cooperation with the Metalac affiliate, company Metrot. This was one more and well used opportunity to present new models to the Russian market. The management of the Metalac Bojler visited the ISH show in Frankfurt to keep up with new trends in this industry and April the company traditionally presented its products on the booth at the International Building Trade Fair in Belgrade.

2016
2015

stalna i obrtna sredstva
non-current/current
zalihe
inventories
kapital
equity
finansijske obaveze
financial liabilities
obaveze iz poslovanja
accounts payable



KRENUO PLASMAN U RUSIJU I BUGARSKU

Ukupan prihod u nivou prethodne godine. Na pomolu nove atraktivne linije inox i granitnih sudopera.

metalac
INKO

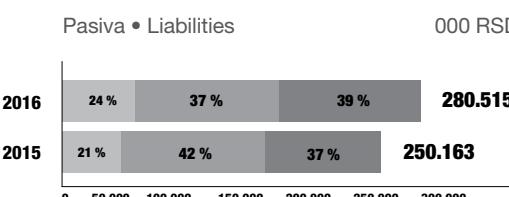
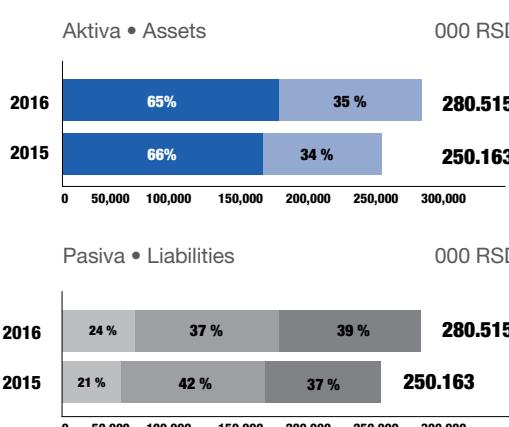
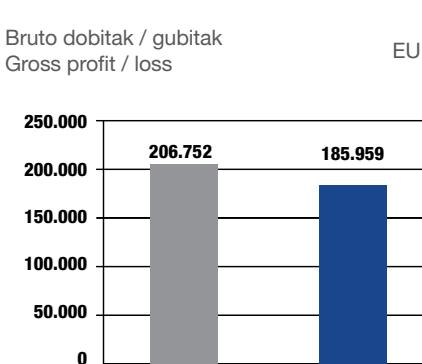
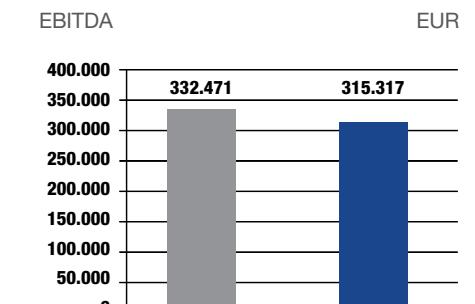
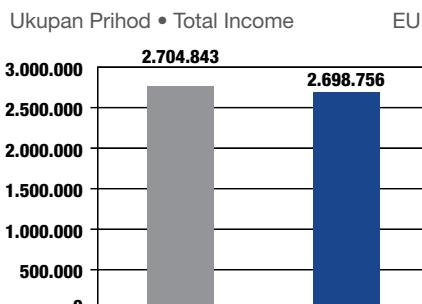
Sa ukupnim prihodom približnim ostvarenju prethodne godine, Metalac inko je relativno zadovoljan. Izvoz je rastao oko 5%, ali je u skoro istom procentu opala prodaja na domaćem tržištu. U ovom preduzeću koje proizvodi inox i granitne sudopere i Granmatrix opremu za kuhinje i kupatila, veoma važnim smatraju početak plasmana u Rusiju i Bugarsku, gde u narednoj očekuju značajniju realizaciju, pa će poslovne aktivnosti biti usmerene u tom pravcu. Metalac inko je u 2016. godini investirao u nove alate i to za okruglu inoks sudoperu, a urađena

je i nova ventilacija u pogonu za fabrikaciju livenih polimera, sa ciljem unapređenja radnih uslova. Nakon višemesečnog kreiranja nove linije granitnih sudopera i to u saradnji sa industrijskim dizajnerom, u 2017. se najavljuje veoma atraktivan iskorak u ponudi, čemu će takođe prethoditi investicija u nove alate.

Zajedno sa Metrotom, u novembru je na sajmu nameštaja u Moskvi predstavljena ponuda inox i granitnih sudopera našeg

proizvođača. Reakcije posetilaca na našu ponudu su bile veoma pozitivne i osnažuju očekivane efekte u 2017.

Inače, kao što je i najavljen, Metalac inko je tržištu predstavio nove granitne slavine pod već prihvaćenim imenom „Aquabi“. Za sada su u ponudi ukupno četiri linije, u tri boje koje odgovaraju XGranit sudoperama. Granitne slavine prodavaće se pre svega u kompletu sa sudoperom, a tržištu će biti ponuđene i nezavisno.



2016

2015

stalna i obrtna sredstva
non-current/current

zalihe
inventories

kapital
equity

finansijske obaveze
financial liabilities

obaveze iz poslovanja
accounts payable

RUSSIAN AND BULGARIAN MARKETS PENETRATED

Total income was at the last year's level and new attractive collections of stainless steel and granite sinks designed.

With the total income approximately like the year before Metalac Inko was relatively pleased. There was about 5% growth in exports but local sale went down by same percentage. Initial penetration to Russian and Bulgarian markets is considered very important for this company producer of stainless steel and granite sinks as well as elements for kitchen and bathroom made of composite materials. Good turnover is expected in these markets and business activities will therefore be projected in coming period.

In 2016 Metalac Inko made tooling investment for round stainless steel sinks. New ventilation system was installed for the plant of cast polymers to improve work conditions. In cooperation with industrial designers the company has created new collection of granite sinks and for the 2017, after corresponding molds are purchased, these attractive new models will be included in the offer.

Together with Metrot the company presented its stainless steel and

granite sinks at the Moscow furniture show in November. Visitors reacted rather positively to our offer and even better effects are expected for 2017 edition.

As announced, Metalac Inko presented to the market new granite fittings with already recognized name "Aquabi". There are four collections in three colors coordinated with XGranit sinks. Granite fittings will be sold together with sinks but will be offered in the market also separately.



ZAUSTAVLJENI NEGATIVNI TRENDovi UZ ZNAČAJNE INVESTICIJE

U 2016. ostvareno je oko 3 miliona evra ukupnog prihoda, zaustavljeni su petogodišnji negativni trendovi, započete investicije od oko 700.000 evra u cilju povećanja konkurentnosti i poboljšanja uslova rada zaposlenih.

metalac
FAD

Rukovodstvo Metalac FAD-a, preduzeća za proizvodnju automobilskih delova koje je kupljeno krajem 2015. godine, planiralo je za 2016. znatno veću realizaciju od ostvarenih 3 miliona evra. Oko 75% ostvareno je izvozom na evropska tržišta od kojih je najznačajnije tržiste Nemačke, sa oko 55 % učešća u prihodima od izvoza.

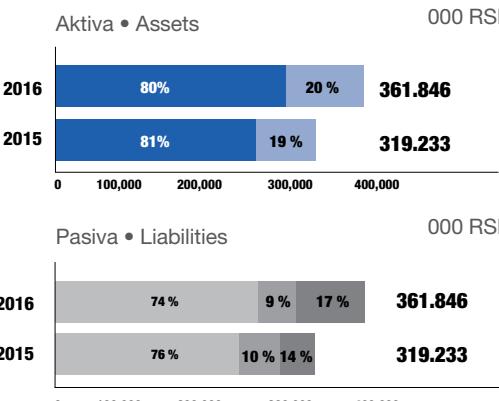
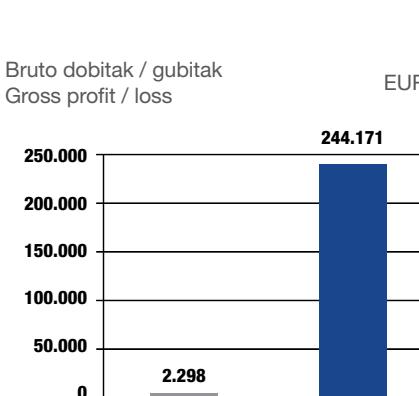
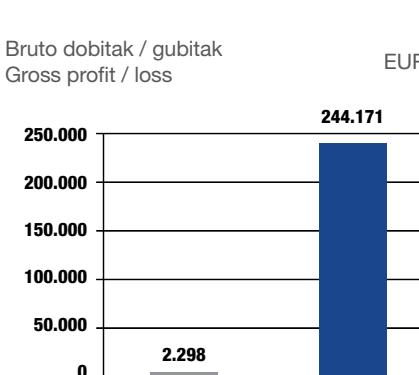
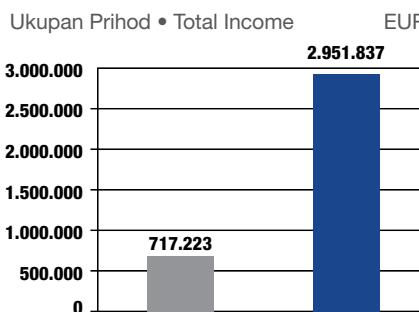
Fokus u 2016. bio je na obnovi kontakata sa nekadašnjim kupcima FAD-ovih proizvoda, kod kojih je izgubljena reputacija pouzdanog dobavljača. Istovremeno je unapredena saradnja sa aktuelnim kupcima u Srbiji pa Metalac FAD na domaćem tržištu danas ima stabilne odnose sa najznačajnijim firmama u branši. Uspostavljeni su prvi kontakti i sa potencijalno novim kupcima, kako u aftermarketu tako i u prvoj ugradnji. Stabilizovani su izvori snabdevanja,

proizvodni procesi, zalihe repromaterijala i gotovih proizvoda i preokrenut je petogodišnji negativan trend na strani prihoda. Na početku 2016. uveden je novi informacioni sistem, izvršeno je prilagođavanje dokumentacije QMS, uspešno je završen audit sistema kvaliteta ISO/TS 16949. Pred kraj godine urađen je i novi veb sajt sa veb katalogom proizvoda. Najveći efekti ostvareni su upravo u proizvodnji.

Metalac FAD je među prioritete za 2016. stavio internu racionalizaciju uz smanjenje operativnih troškova proizvodnje, kao i rast prihoda po zaposlenom. Ocena je da su niski prihodi po zaposlenom i niska produktivnost ključni razlog nekonkurenčnosti na tržištu. Uzrok je dobrim delom neefikasnija oprema ali takođe i male proizvodne serije. U 2016. započeta su ulaganja od oko

700.000 evra. U remontovanje ključne opreme uloženo je 160.000 evra, krajem godine ugovoren je nabavka nove linije za farbanje čija je vrednost oko 420.000 evra, a još oko 150.000 evra uloženo je u poboljšavanje uslova rada zaposlenih. Biznis planom za 2017. predviđene su i nove investicije, a prioritet će biti da se u FAD-u u potpunosti implementira poslovna kultura Metalaca.

Tokom aprila menadžment Metalac FAD-a posetio je najveći sajam u oblasti građevinske industrije – Bauma, koji se održava svake treće godine u Minhenu, a potom je nastupio na sajmu Automehanika u Frankfurtu koji je bio odlična prilika da se tržištu pošalje signal da FAD i dalje funkcioniše i da su namere novog vlasnika jasno usmerene u pravcu daljeg razvoja u postojećem biznisu.



2016

2015

- stalna i obrtna sredstva non-current/current
- zalihe inventories
- kapital equity
- finansijske obaveze financial liabilities
- obaveze iz poslovanja accounts payable

NEGATIVE TRENDS STOPPED WITH IMPORTANT INVESTMENTS

In 2016 the total income was about € 3 million, five year long negative trends were stopped and investments made in the value of around € 700,000 aiming to provide better competitiveness and work conditions for the employees.

The management planned for Metalac FAD, company producing car parts that was acquired end 2015, to obtain much higher figure than € 3 million this company reached in 2016. About 75% of that was made with exports to European markets, and mostly in Germany which share was 55% in the income coming from export deals.

The focus in 2016 was to reanimate former buyers of FAD products with which the company lost reputation of reliable supplier. At the same time cooperation with actual clients in Serbia has developed and Metalac FAD now on the local market keeps stable relations with most important companies in the industry. First contacts were made with potential buyers both for aftermarket and first installation. Sources of supply were stabilized as well as production processes, stock of raw materials

and finished products and five-year negative trend reversed. New information system was introduced beginning 2016, QMS documentation adjusted and audit for ISO/TS 16949 quality standard passed with success. By the end of the year also new web site was created to include web product catalogue.

The most effect could be seen in production section. Priority for Metalac FAD in 2016 was to make internal rationalization cutting operational production costs and increasing its income per employee. Low income rate per employee and low productivity were considered to be key reasons for poor competitiveness in the market. This is in great part due to inefficient equipment but also to small lots.

During 2016 the company started investments of about € 700,000. It

gave € 160,000 for renovation of the essential equipment, made purchase agreement in the value of € 420,000 for new painting line, and invested about € 150,000 to improve work conditions of the employees. Business plan for 2017 includes further investments and priority is to fully implement Metalac business culture also at FAD.

During April the managers of Metalac FAD visited the biggest fair of building industry - Bauma, held in Munich every three years. The company participated at the Automehanika fair in Frankfurt which was great occasion to make signal to the market that FAD is still functioning and that intentions of the new owner are clearly directed towards further development in this business. Various meetings that were made there are expected to be good base for future cooperation.

STOJAN SLOVIĆ

direktor • director
Metalac market



DRAGAN TOMIC

direktor • director
Metalac trade



TRI PUTA VEĆA POSLOVNA DOBIT TRGOVAČKIH PREDUZEĆA NA DOMAĆEM TRŽIŠTU

Pet trgovackih društava na domaćem tržištu, ostvarila su u 2016. 39,4 miliona evra ukupnog prihoda, ponovo sa 12% rasta u odnosu na prethodnu godinu. Svi su imali rast, a najviše Metalac home market iz Novog Sada sa čak 25%. Za razliku od prethodne godine, u 2016. poslovna dobit je tri puta veća.

Metalčeva trgovacka preduzeća imaju višestruk značaj. Ka potrošačima je eksponirano 75 specijalizovanih prodavnica Metalac marketa i Metalac home marketa Novi Sad u svim većim gradovima i 45 prodavnica Metalac proletera u opštini Gornji Milanovac. Posredstvom svoje maloprodajne mreže Metalac najdirektnije može da upravlja značajnim delom prodaje sopstvenog asortimana, kao i da relaksira rizike u odnosu na druge kanale prodaje.

THREE TIMES HIGHER BUSINESS PROFIT FOR THE LOCAL TRADING COMPANIES

Five trading companies operating locally made total income of almost € 39.4 million in 2016 again 12% higher result than in 2015. Among all these companies that presented growth the greatest increase of 25% was made by Metalac Home Market of Novi Sad. Differently from the year before in 2016 the profit is three times higher. Multiple is the character of Metalac trading companies. There are 75 specialized shops operated by Metalac Market and Metalac Home Market in all major Serbian towns, and 45 Metalac Proleter stores in the province of Gornji Milanovac. As chain retailer Metalac is able to manage important part of its own product range with relaxed risks as compared to other sales channels.



JELENA LUKOVIĆ
direktor • director
Metalac Proleter a.d.



MARKO ŠARENAC
direktor • director
Metalac Home Market a.d.



MODERNIZACIJA I RAST PRODAJE NA SVIM PROGRAMIMA

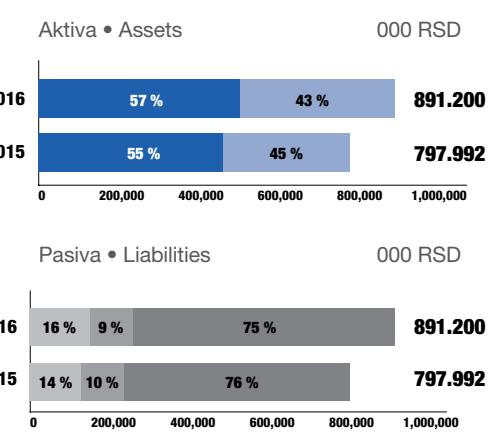
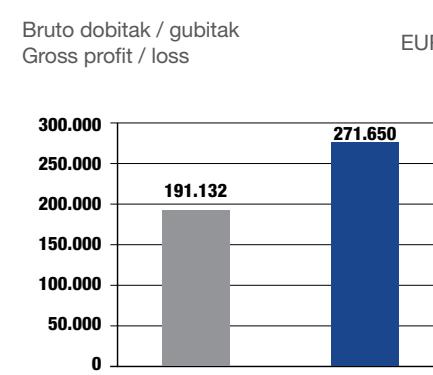
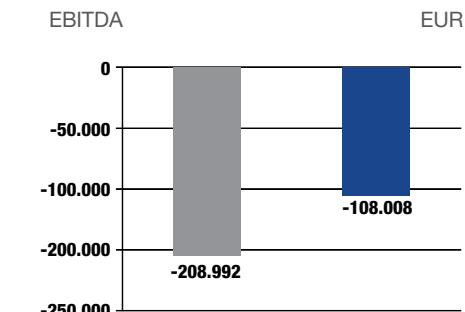
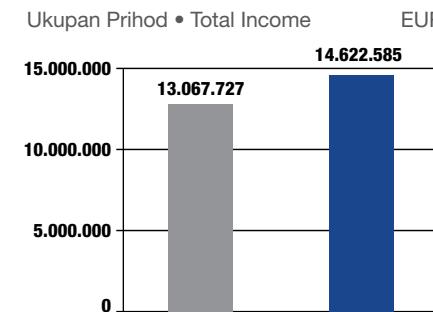
Poznatost i popularnost specijalizovanog lanca prodavnica
Metalac sve je veća, zahvaljujući stalnim višegodišnjim promotivnim aktivnostima u saradnji sa dobavljačima. Ukupan prihod u 2016. veći 12%. Posle Valjeva, Šapca i Mladenovca, veće, moderno opremljene lokale dobili su Zaječar i Pirot, dok je prodavnica u Čačku potpuno renovirana i proširena.



Metalac market je u 2016. ostvario 14,6 miliona evra ukupnog prihoda, 12% više nego prethodne godine. Najviše naravno prodajom najšireg assortimenta za kuću, posredstvom 53 specijalizovane prodavnice. Zanimljivo je da je rasla prodaja svih programa, počev od Metalčevih proizvoda do robe eksternih dobavljača. U konkurenciji sa brojnim akcijama lojalnosti u drugim kanalima prodaje Metalac market je uspeo da zabeleži i nešto manji rast razlike u ceni.

Aktivnosti na preseljenju, proširenju i renoviranju maloprodajnih objekata su nastavljene. Posle Valjeva, Šapca i Mladenovca, koji su u nove lokale preseljeni u prvoj polovini godine, nove, veće, lepše i kvalitetnije opremljene prostore, sa značajno širim assortimanom naročito posuđa i robe Metalac Trade-a, dobili su i Čačak, Zaječar i Pirot. Posebno je obimno bilo renoviranje objekta u centru Čačka, koji inače prednjači po prometu u lancu. Upravo u vreme zaključenja

ovog MGM reporta, konačno je u representativan prostor preseljena i najstarija prodavnica Metalac, otvorena 1994. u Gornjem Milanovcu. Generalno, proširenje kapaciteta pratilo je i kadrovsko jačanje, posebno zaposlenih sa visokom stručnom spremom. Modernizacija i sveukupno unapređenje lanca se nastavlja. Nastavljene su i edukacije trgovaca u saradnji sa Prof. Petkovićem i Stojkovićem, kao i sa najvećim dobavljačima.



2016

2015

stalna i obrtna sredstva
non-current/current

zalihe
inventories

kapital
equity

finansijske obaveze
financial liabilities

obaveze iz poslovanja
accounts payable

MODERN LOOK AND HIGHER SALES FIGURES IN ALL PRODUCT RANGES

Metalac specialized chain retailer is getting more and more known and popular thanks to continuous and lasting promotional activities in cooperation with suppliers. The total income in 2016 is 12% higher. After Valjevo, Šabac and Mladenovac also Zaječar and Pirot got larger and better equipped shops, while the shop in Čačak was fully renovated and its space extended.

DIFERENCIRANJE UZ DODATNE NAPORE

Oko 75% prihoda od prodaje Trade tradicionalno ostvaruje na tržištu Srbije, a ostalo izvozom na tržišta u okruženju, pre svega Crnu Goru i BiH. Za više od 400 aktivnih kupaca naše preduzeće nudi širok assortiman proizvoda za kućne potrebe, sa oko 1500 do 2000 artikala. Imajući na umu da je konkurenca velika a uslovi rada sve teži, Metalac trade kontinuirano nastoji da se diferencira kvalitetom ponude, u skladu sa svojom

Uprkos velikoj konkurenци i problemima sa dobavljačima, Metalac trade održava reputaciju veletrgovine sa diferenciranom, kvalitetnom i inovativnom ponudom. U 2016. ostvareno je 3,5 miliona evra ukupnog prihoda uz rast od 3% u odnosu na prethodnu godinu.

strategijom. U 2016. je nastavio sa uvođenjem na tržište malih kućnih aparata pod trgovackom markom Sigma-MKA, kao nove linije u svom portfoliju. Pritom aktivno učestvuje u animiranju svojih kupaca, a zajedno sa njima kreira atraktivnu i konkurentnu ponudu za krajnje potrošače.

Ipak, osim uobičajenih problema koji su uglavnom vezani za duge rokove isporuke i kursne razlike, dodatnu

zabrinutost u 2016. izazvao je rast cena sirovina zbog čega dobavljači iz Kine i Indije nisu imali pouzdanu proizvodnju, što se reflektovalo i na kvalitet saradnje i ukupnog poslovanja. Svesni da ih očekuje veoma izazovna godina, u Trade-u čine dodatne napore da održe visoku reputaciju u kvalitetu i raznovrsnosti ponude, uz bolje servisiranje i povećanje zadovoljstva kupaca koji se opredeljuju za trgovacku marku Sigma.

DIFFERENTIATION WITH EXTRA EFFORTS

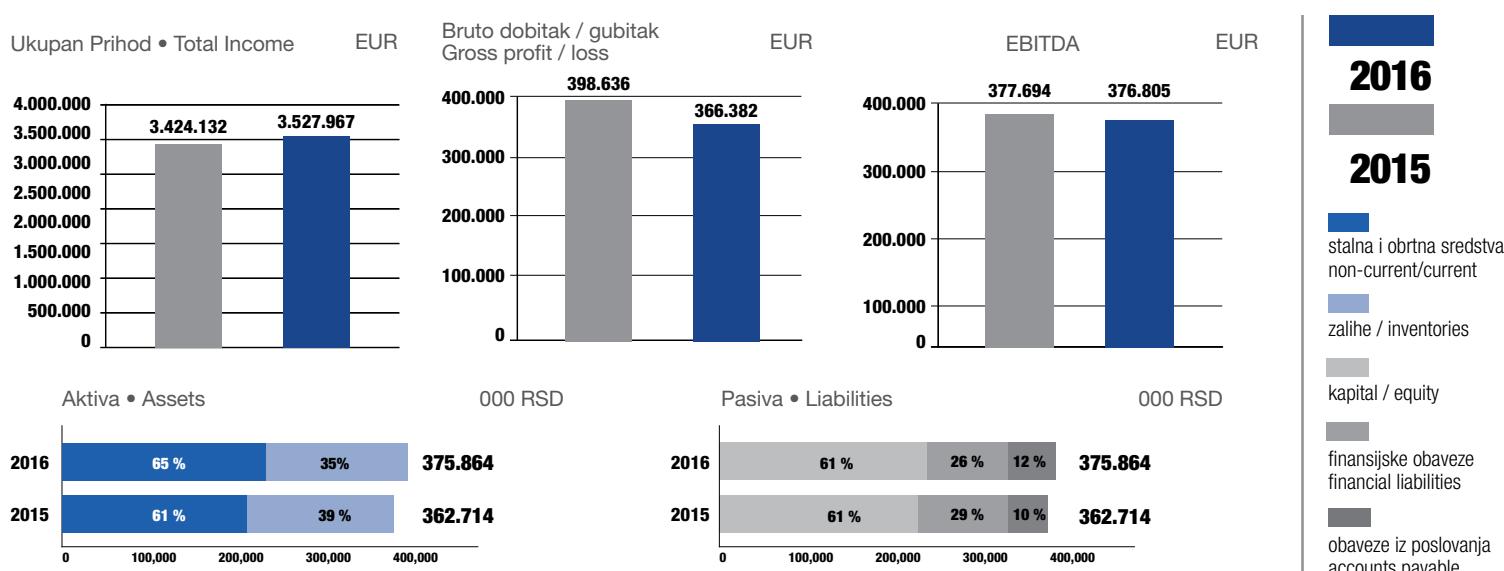
About 75% of the income was made in the local Serbian market and the rest of it in the surrounding markets like Montenegro and Bosnia and Herzegovina. Rich assortment that includes 1500 to 2000 various household products is offered to some 400 active clients. Considering that the competition is very strong and market conditions harder and harder Metalac Trade is continuously trying to differentiate offering better

Despite strong competition and problems encountered with its suppliers, Metalac Trade is keeping its reputation of a wholesale with differentiated quality and innovative offer. In Metalac Trade 2016 made € 3.5 million of total income showing 3% growth from the year before.

quality products in accordance with its business strategy. The company continued penetrating the market with small household appliances under the brand name Sigma-MKA as new line of products in its portfolio and animating its clients to create attractive and more competitive offer for end consumers.

However, beside usual problems related mostly to long supply cycles and exchange rate losses another

worry in 2016 was price increase of raw materials that caused unstable production by the suppliers from China and India and affected overall situation in the business. Aware of the fact that rather challenging year will follow Metalac Trade is making extra efforts to keep its highly rated position with quality and variety of the offer, better service and better satisfaction of its clients that go for Sigma brand name.



RAST PRIHODA UZ INVESTICIJE U OPREMU I LJUDE

Sa 8,95 miliona evra ukupnog prihoda, Metalac Home market iz Novog Sada je u 2016. ostvario 25% rasta u odnosu na prethodnu godinu. Skoro polovinu prihoda od prodaje donele su 23 istoimene prodavnice, uz rast od oko 19%. Još veći rast i to za čak 32%, zabeležila je posle dužeg vremena veleprodaja. Ovakvom ishodu najviše je doprinela bolja snabdevenošć prodavnica, većim objektima u pojedinim gradovima, nova organizacija, detaljnija obrada tržišta i promene u politici prodaje. Trećina ukupne realizacije ostvarena je na

kompanijskim programima. Metalac Home market je u 2016. godini otvorio 23. prodavnici u Vojvodini, a petu u Novom Sadu. Na atraktivnije lokacije su preseljene i proširene prodavnice u Subotici, Zrenjaninu i Vršcu, kao i prodavnica u Sremskoj Mitrovici, koja za sada pokazuje najbolje rezultate. Magacinски prostor u centrali u Novom Sadu uvećan je još za 300 m². Kupljen je još jedan kamion sa istovarnom rampom, a značajna sredstva su izdvojena i za opremanje

maloprodajnih objekata. Nastavljeno je sa ulaganjem u edukaciju i obuku zaposlenih, delom u saradnji sa profesorima Ekonomskog fakulteta, a delom u saradnji sa poslovним partnerima. Uz pojačane promotivne aktivnosti na svakoj akciji unapređenja prodaje, i to u tesnoj saradnji sa proizvodnim društвima Metalac Grupe, i sinergetskoj povezanosti trgovinskih preduzeća u Gornjem Milanovcu i Novom Sadu – reklo bi se da se u Metalac Home marketu dešava napredak u svim aspektima.

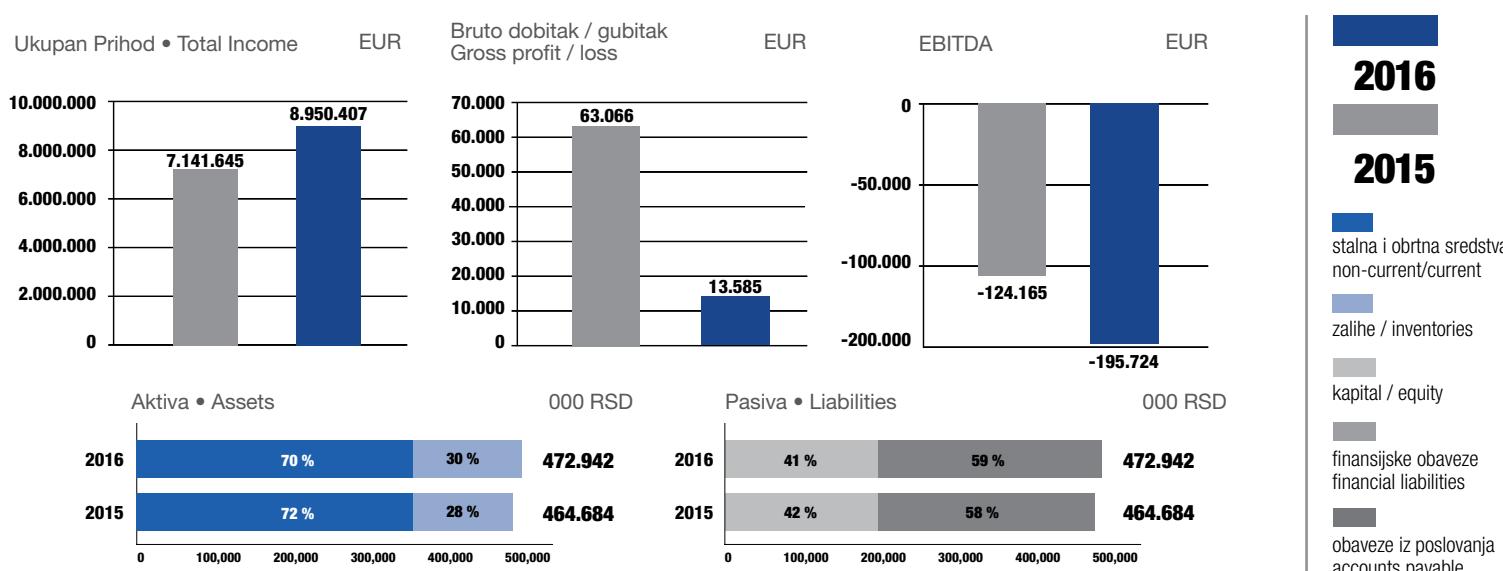
HIGHER INCOME AND INVESTING INTO EQUIPMENT AND HUMAN RESOURCES

2016 compared to the year before. Almost half of the sales income came from 23 shops bearing the same name, with about 19% increase. Even bigger growth of 32% was obtained in wholesale after long period. Such outcome was mostly due to better supplied shops, bigger locals in some of the cities, new organization, thorough market investigation and changed selling policy. One third of the turnover was made with assortments of the sister companies. In 2016 Metalac

Home Market opened its 23rd shop in Vojvodina, being actually fifth shop in Novi Sad. Shops in Subotica, Zrenjanin and Vršac were moved and extended, as well as the shop in Sremska Mitrovica which is showing the best performance for now.

Warehouse space in Novi Sad is extended for other 300 square meters. Another truck with loading bed is purchased and important investment made for equipment

of the shops. Education and training of employees continued partly in cooperation with professors of the Faculty of Economics and with business partners. Stronger promotional activities in each sales promotional campaign in cooperation with production affiliates of the Metalac Group and connected trading companies in Gornji Milanovac and Novi Sad, show that Metalac Home Market is progressing in all the aspects.





RAST NA SVIM POLJIMA I U JUBILARNOJ 70. GODINI

Gornjomilanovčani za sve promene imaju samo reči hvale i Proleter je zaista primer moderne komšijske trgovine u koju se odlazi sa poverenjem i zadovoljstvom. Zato nije čudo da je uz rast ukupnog prihoda i poslovna dobit rasla čak 64 % .

metalac PROLETER

U svojoj jubilarnoj 70. godini Metalac proleter je porastao u svim apektima: rezultatima poslovanja, ponudi, kvalitetu usluge, broju objekata, identitetu, lojalnosti potrošača. Na kraju 2016. zabeležio je 11,85 miliona evra ukupnog prihoda, odnosno 9% više nego u 2015. dok je poslovna dobit porasla čak 64%.

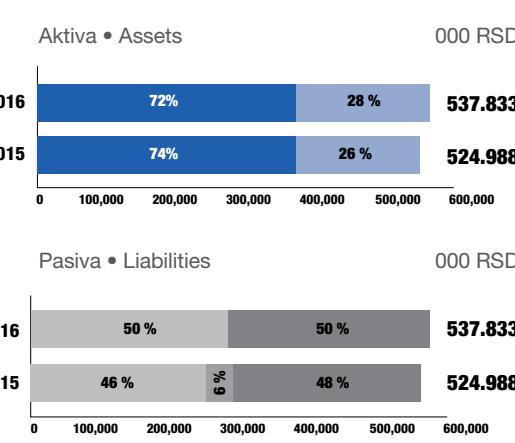
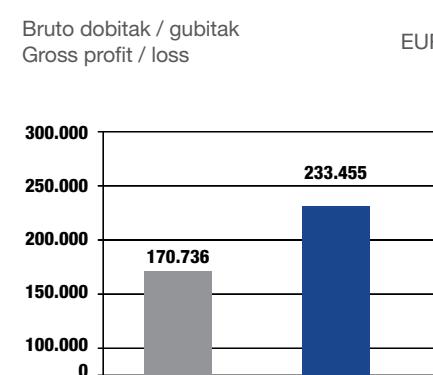
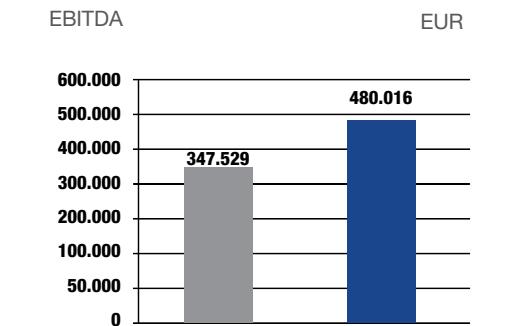
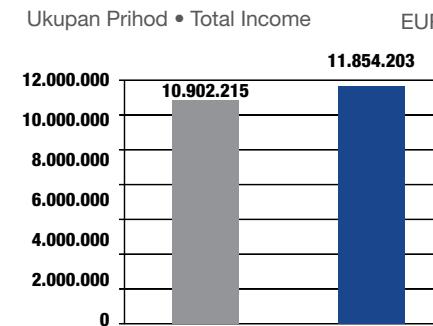
Dakle, još jedna dobra godina uz činjenicu da se golin okom može videti koliki je napredak na svim poljima, pa je i logično što Milanovčani ponovo s ponosom pričaju o svom najstarijem trgovackom preduzeću. Metalac proleter danas ima skoro 50% tržišnog učešća u prometu na

teritoriji opštine Gornji Milanovac, u kojoj posluju 33 od ukupno 42 prodavnice. Ostale su u opština Ljig, Čačak, Kragujevac i Knić.

Širenje maloprodajne mreže van opštine Gornji Milanovac jedan je od strateških pravaca Metalac proletera kao prirodna posledica i potreba rasta izvan ograničenih tržišnih potencijala opštine Gornji Milanovac. Tako je, nakon objekata u Trepči i Miokovcima, u 2016. otvorena i treća prodavnica Proleter na teritoriji opštine Čačak i to u Atenici. Proleter se, naime, drži prigradskih naselja, gde ljudi imaju veću potrebu i gde je konkurenca manja.

Uz sve ostale aktivnosti koje ga čine konkurentnim, Metalac proleter i dalje najvažnijim smatra kontinuiran rad na edukaciji zaposlenih, pre svega podmlađene prodajne sile, koja je najbrojnija među 235 zaposlenih i koja je osnova pokretačka snaga i jedan od presudnih faktora za ostvarivanje boljih poslovnih rezultata i unapređenje procesa rada.

Inače, Metalac proleter je od strane Privredne komore Srbije proglašen nosiocem elektronskog sertifikata EXCELLENT SME, a opština Gornji Milanovac je našem preduzeću dodelila Zlatnu plaketu Takovski ustanak za doprinos razvoju cele regije.



2016

2015

stalna i obrtna sredstva
non-current/current

zalihe
inventories

kapital
equity

finansijske obaveze
financial liabilities

obaveze iz poslovanja
accounts payable

FOR 70TH ANNIVERSARY GROWING ON ALL FRONTS

For all the changes it went through citizens of Gornji Milanovac could only pay compliments to Proleter - great example of a grocery next door gladly visited by the consumers. With increase of total income also profit greatly increased by 64%.

In the year of its 70th anniversary Metalac Proleter was growing on all fronts: business results, offer, quality of its service, POS number, identity, loyalty of its consumers. At the end of 2016 the total income reached the figure of € 11.85 million being 9% over the 2015 result, and the profit increased by 64%.

So another good year and the fact is that we could see with bare eye how great the progress was in all aspects and how people of Gornji Milanovac were proud of their oldest trader. The share Metalac Proleter holds nowadays in the territory of Gornji Milanovac province is almost 50%

with 33 points of sale from the total number of 42. Others are in Ljig, Čačak, Kragujevac and Knić.

Opening shops in other places than Gornji Milanovac province is a strategic move of Metalac Proleter as natural consequence and need to grow outside limited market potentials of the province. After the shops in Trepča and Miokovci, the third shop in Čačak province was opened in Atenica. Proleter clings to suburbs where people's needs are greater and competition not so strong.

With all other activities that make

it competitive Metalac Proleter still considers that continuous education of employees has priority, rejuvenating its sales force as majority of total 235 employees, main driving force and key factor to make higher figures and improve work process.

Metalac Proleter was elected by the Serbian Chamber of Commerce to hold the electronic certificate EXCELLENT SME and the municipality of Gornji Milanovac presented the Golden Plate "Takovski Ustanak" to Proleter for its contribution to progress of the whole region.

ZA 70 GODINA DVE AKADEMIJE I VIŠE OD 700 GOSTIJU

Baš na dan kada je osnovan pre 70 godina, Metalac proleter je 28. juna, na Svečanoj akademiji u Hotelu Šumadija, dočekao oko 300 gostiju. Velikom jubileju prisustvovali su poslovni partneri iz cele Srbije, nekadašnji direktori Proletera, predstavnici Opštine, privrede i kompletno rukovodstvo Metalca, na čelu sa predsednikom Kompanije. Već u večernjim satima kompletan program bio je priređen za 220 zaposlenih i skoro 200 penzionera, koji su stvarali istoriju našeg prvog posleratnog preduzeća, osnovanog na Vidovdan 1946. godine



- Retka su danas trgovinska preduzeća u Srbiji koja se mogu pohvaliti obeležavanjem sedamdesetog rođendana. Većina njih je nestala u turbulentnim vremenima tranzicije. Možda se ovako veliki jubilej ne bi dogodio ni prvom posleratnom trgovinskom preduzeću u Gornjem Milanovcu da ga početkom 21. veka, vođena vizijom i patriotizmom, nije pod svoje okrilje uvela kompanija Metalac. Od tog trenutka, punih 13 godina, uporno i posvećeno traje oporavak sa ciljem da se Proleter vrati nekadašnjem sjaj, u novim tržišnim uslovima. I to smo uspeli. Danas je Metalac proleter ponovo primer moderne komšijske trgovine, okrenute svojim sugrađanima – rekla je Jelena Luković, generalna direktorka Metalac proletera.

Podsećamo, Metalac je sredinom 2003. postao većinski vlasnik 64,64 odsto kapitala najvećeg, ali posustalog, trgovinskog preduzeća u Gornjem Milanovcu, sa 270 zaposlenih i lancem od 55

maloprodajnih objekata. To ga je koštalo oko milion evra, a približno toliko su iznosile i Proleterove obaveze prema državi i dobavljačima. Zahvaljujući snazi Kompanije, dugovi su odmah vraćeni i obezbedena je čista polazna pozicija za dalji razvoj novog člana porodice - Metalac proletera.

- Srećom, Proleter je došao pod krov naše kuće. I mi smo mogli da ga prodamo – da platimo milion a uzmemo pet, posebno zato što smo znali da će njegova revitalizacija trajati dugo. Ali, za nas je bilo važno da 200-ak radnika ima posao i da se lanac razvija na korist Milanovčana. Da Proleter ostane našem gradu! Trebalo nam je vremena da promenimo navike ljudi, da obnovimo zapušteno, modernizujemo objekte, vratimo potrošače... Danas, oko 90% zaposlenih pripada mlađoj generaciji u čiji razvoj ulažemo i vidimo da to vodi uspehu - rekao je predsednik Kompanije Dragoljub Vukadinović na

Svečanoj akademiji, prisećajući se 2003. godine kada je rukovodstvo, usred godišnjih odmora, odlučilo da Proleter spase sigurne rasprodaje.

Proleter danas ima skoro 50% tržišnog učešća u prometu na teritoriji opštine Gornji Milanovac, dvocifren rast prometa iz godinu u godinu, 42 savremeno opremljene prodavnice, pola u gradu a pola u selu, i prvi je primer moderne komšijske trgovine okrenute svojim sugrađanima. Ima 15.000 metara kvadratnih prodajnog, magacinskog i kancelarijskog prostora. Zapošljava 220 ljudi i ostvaruje godišnji promet od oko 1,5 milijardi dinara, od čega preko 93% u maloprodaji. I što je najvažnije – postoji, traje, razvija se...

Povodom velikog jubileja, priređena je i monografija „Proleter“, prva u njegovoj istoriji, sa željom da sačuva od zaborava deo istorije najstarijeg posleratnog preduzeća u Gornjem Milanovcu.

TWO CEREMONIES AND OVER 700 GUESTS FOR 70TH ANNIVERSARY

On the same date of its foundation 70 years ago, 28th June at noon, Metalac Proleter hosted about 300 guests at the gala ceremony in Hotel Šumadija. Business partners from Serbia, former directors of Proleter, representatives of the municipality, industry and complete management of Metalac leaded by the Company's president, participated at the ceremony. Same evening till the late hour there was a full program arranged for 220 employees and almost 200 retired persons who created the history of our first post war company, founded on the Vidovdan of 1946.



- There are not many trading companies in Serbia nowadays that can be proud to celebrate 70th anniversary. Most of them disappeared with turbulent times of transition. Maybe such big anniversary would not happen to this first post war trading enterprise founded in Gornji Milanovac if at the beginning of 21st century it wasn't acquired by the Company Metalac, guided by vision and patriotism. From that moment, for 13 full years persistent and dedicated recovery of Proleter has been carried out to bring back its former glow in new market conditions. Today Metalac-Proleter is an example of a modern corner shop devoted to its co-citizens – said Jelena Luković, General Manager of Metalac Proleter.

As a reminder, in 2003 Metalac became a majority owner with 64.64 per-cent share of the largest but weary trading enterprise in Gornji Milanovac employing 270 people

and holding 55 shops. It cost about a million euros and approximately same amount Proleter owed to the state and to its suppliers. Being powerful, the Company paid back all debts and made clear starting position for development of this new family member – Metalac Proleter.

- Fortunately Proleter came to our house and we could sell it, pay one million and get five for it, especially that we were aware that its revitalization would take time. For us however was important to keep jobs for some 200 people and to develop the retail chain for benefit of the community. To leave Proleter to our town! We needed time to change habits of people, to renew what was neglected, to modernize the shops and acquire back consumers... Today

remembering the 2003 when the management during summer holidays decided to bid for Proleter and save it from certain sale-off.

Today Proleter holds 45% share of the market in the territory of Gornji Milanovac municipality, two-figure turnover increase from year to year, 42 modern stores, half in the city and half in surrounding villages, and it makes real example of a contemporary grocery devoted to its co-citizens. With 15,000 square meters of sales, warehouse and office space it employs 220 people and makes yearly turnover of about 1.5 billion dinars, of that 93% in retailing. And as most important it is here, it lives, it develops...

For the occasion of this big anniversary the "Proleter" monograph was published, first in its history, wishing to keep a piece of history of this oldest post war enterprise founded in Gornji Milanovac.



URUČENA JUBILARNA PRIZNANJA

Povodom 70 godina Proletera jubilarna priznanja su dobili: Milić Jakovljević, direktor Proletera 1954 – 1965; Branko Jočović, sekretar Proletera 1969-1995, Opština Gornji Milanovac, Obrad Popović, direktor DTL-a; Miloš Milošević, poslovoda, i Radmila Todosijević, predsednik Skupštine Metalac proletera i izvršni direktor kompanije Metalac.

ANNIVERSARIAL AWARDS PRESENTED

For this 70th Anniversary of the awards were presented to: Milić Jakovljević, director of Proleter from 1954 to 1965, Branko Jočević, secretary of Proleter from 1969 to 1995, Municipality of Gornji Milanovac, Obrad Popović, director of DTL, Miloš Milošević, foreman and Radmila Todosijević, President of the Metalac Proleter Assembly and Executive Director of the Metalac Company.



ZLATNA PLAKETA „TAKOVSKI USTANAK“ NAJSTARIJEM MILANOVAČKOM PREDUZEĆU

Povodom dana opštine Gornji Milanovac, tradicionalno opštinsko priznanje Zlatnu plaketu Takovski ustanak direktorici Proletera je uručio predsednik opštine Milisav Mirković.

- Za ponos je i našoj opštini što za laureata ima preduzeće sa 70 godina tradicije, kao i ostvarene i potvrđene ljude među umetnicima, lekarima, novinarima, sportskim radnicima, nosiocima kulturnog i humanitarnog rada, poljoprivrednim proizvođačima. Poželimo da ovakvi događaji posluže kao primer mere vrednosti i podsticaj dolazećim generacijama da čine najbolje i najviše što mogu, odgovorno vredno i pošteno – rekla je Jelena Luković, zahvaljujući se u ime svih nagrađenih.

GOLDEN PLATE “TAKOVSKI USTANAK” GOES TO THE OLDEST ENTERPRISE OF GORNJI MILANOVAC

For the occasion of Gornji Milanovac Municipality Day, traditional recognition Golden Plate “Takovski Ustanak” was presented to the Managing Director of Proleter by the Municipality President, Milisav Mirković.

- Our municipality is also proud to recognize a company with 70 year long history, as well as affirmed and accomplished artists, doctors, journalists, sports activists and those from the sphere of culture and humanitarian work, agriculture producers. We wish that occasions like this serve as example of value and impulse for new generations to do the best and most they can, responsibly, diligently and straightforwardly.



ISTORIJSKI SUSRET SA DOAJENIMA

U društvu doajena milanovačke i jugoslovenske privrede – Milojka Veljovića, inicijatora privrednog čuda Jugoslavije krajem pedesetih godina, Jovana Tomovića, generalnog direktora PIK Takova od 1960. do 1985. i Dragoljuba Vukadinovića, prvog čoveka kompanije Metalac od 1989. godine – na svečanoj akademiji našli su se i direktori Proletera : Milić Jakovljević (1954-1965), Radovan Zarić (1976-1981), Slobodan Milošević (1985-1989), Velibor Lukić (1993-2002), Mileta Trišić VD direktora (2002-2003); Stojan Slović (2003-2005), Milivoje Milovanović (2006-2009) i Jelena Luković (2014...). Sa njima u društvu je i Branko Jočović, sekretar Proletera od 1965. do 1995. godine. Inače, tokom 7 decenija postojanja, Proleter je imao 17 direktora.

HISTORICAL GATHERING OF DOYENS

In the company of doyens of the industry in Gornji Milanovac and Yugoslavia – Milojko Veljović, creator of the Yugoslav industry miracle by end of fifties, Jovan Tomović, Managing Director of PIK Takovo from 1960 to 1985 and Dragoljub Vukadinović, first man of the Metalac since 1989 – the ceremony was attended also by directors of Proleter: Milić Jakovljević (1954-1965), Radovan Zarić (1976-1981), Slobodan Milošević (1985-1989), Velibor Lukić (1993-2002), Mileta Trišić, acting director (2002-2003); Stojan Slović (2003-2005), Milivoje Milovanović (2006-2009) i Jelena Luković (2014...). With them there was also Branko Jočović, secretary of Proleter from 1965 to 1995. During seven decades of its history Proleter had 17 directors.

TRGOVAČKA PREDUZEĆA U INOSTRANSTVU

Četiri trgovačka preduzeća u inostranstvu, sa sedištem u Moskvi, Kijevu, Zagrebu i Podgorici, ostvarila su u 2016. godini 12,4 miliona evra ukupnog prihoda, čak 46% više nego u 2015. godini. Izuzev preduzeća u Zagrebu, sva ostala su rasla, najviše Metrot Moskva – 88%. Sveukupno posmatrano, rasla je i poslovna dobit trgovačkih društava u inostranstvu i to za 82%. Preduzeće u Zagrebu je zbog ponovljenih loših rezultata pretrpelo reorganizaciju, preseljeno je na novu adresu, a dobilo je i novo ime – Metalac Home Market.

MILAN VUJOVIĆ

direktor • director
Metrot



VLADIMIR PONJAVIĆ

direktor • director
Metalac Ukrajina



SANJA DAŠIĆ

direktor • director
Metalac market Podgorica



MARIJA ERDELJIĆ

direktor • director
Metalac Home Market



FOREIGN TRADING COMPANIES

Four trading companies abroad seated in Moscow, Kiev, Zagreb and Podgorica made total income of € 12.4 million in 2016 which is 46% over the 2015 result. Except the company in Zagreb all other affiliates had rising trend, most of all Metrot Moscow – 88%. The profit of foreign trading companies was also higher by 82%. Due to repeated bad results the company in Zagreb underwent the reorganization by moving to other location and bearing a new name – Metalac Home Market.



USPEŠNO ALI I DALJE NA OPREZU

Uprkos rastu ukupnog prihoda za 88%, neizvesnost se nastavlja jer je makroekonomска nestabilnost i dalje prisutna, inflacija visoka, standard stanovništva i dalje opada, a time i tržiste. U takvim uslovima Metrot širi ponudu, unapređuje saradnju sa postojećim kupcima, ali ulazi i u nove kanale. Osim rasta prihoda, značajan je i rast RUC-a, čime smo izašli iz zone visokog rizika.

Metalčovo preduzeće u Moskvi je poslednjih godina suočeno sa ozbiljnim izazovima na ruskom tržištu. Posle ekstremno teške i nepredvidive 2015. godine, direktor Metrota je ocenio da je situacija na tržištu Rusija značajno bolja, ali da je svako planiranje složeno, a prognoze gotovo nemoguće. U takvim okolnostima Metrot je ostvario skoro 7,5 miliona evra, odnosno 88% više nego u prethodnoj godini. Za rast prodaje presudna je bila saradnja sa novim kupcima, federalnim sistemima maloprodaje, iskorak ka tržištu Kazahstana i uspešan ulazak u kanal kataloške prodaje. Novouvedena

direktna prodaja je izuzetno doprinela ukupnim prihodima i popularizaciji Metalčevih proizvoda. Među novim kupcima izdvajamo da je Metrot sredinom 2016. godine ušao u najveći maloprodajni lanac Magnit.

Osim prodaje posuda, gde smo uspeli da povratimo deo tržišnog učešća, posredstvom Metrota je plasirana i primerena ponuda bojlera, pre svega proširenjem asortimanu u profesionalnom program. Otpremljene su i prve isporuke kvarcnih i inox sudopera. Tome su doprineli i uspešni

nastupi na sajmu Aquaterm i Sajmu nameštaja. Posebno značajan je ulazak u takozvani inženjerski kanal prodaje, odnosno aranžmane za investicionu ugradnju. Uz stalno prilagođavanje ponude, unapređenje saradnje sa postojećim i razvoj novih kanala prodaje za svaki Metalčev program – Metrot očekuje nešto bolju makroekonomsku situaciju, a pre svega stabilnu cenu nafte i relativno stabilan kurs rubla. To su i najvažnije pretpostavke za ostvarenje novih 20% rasta u 2017.

SUCCESSFUL YET CAREFUL

With total income increased by 88% uncertainty however continues because macroeconomic instability is still present, inflation is high and living standard of the population continued to fall and with that also the market. In such circumstances Metrot is widening its offer, promoting cooperation with actual clients and entering new channels of sale. With the income growth and the profit margin that increased as well we are out of the high risk zone.

Metalac's company in Moscow has been facing real challenges in the Russian market. After extremely hard and chanceful year 2015 the director of Metrot esteemed that the situation in the Russian market was significantly better, but any planning difficult and forecasts barely possible. In such circumstances Metrot made near € 7.5 million that was 88% more than in the previous year.

Key factor for this growth in sales was the cooperation with new clients, federal chain retailers, stepping into Kazakhstan market and good start

of catalogue sale. Newly introduced direct sale helped a lot with total income and also with popularization Among new clients we choose to mention Magnit as the largest chain retailer with which Metrot started cooperation middle 2016. Beside selling cookware and acquiring back part of market share, Metrot has been placing on the market also water heaters and widened the offer with professional models. First shipments of quartz and stainless steel sinks were carried out. Participation at the Aquaterm and furniture fairs helped a lot. Important is to mention also newly

established cooperation in the building industry market where these products are used for first installation. With continuous adjustments in the offer, promoted cooperation with actual clients and developed new channels of sale for each single Metalac product line, Metrot is expecting better macroeconomic situation and above all a stable price of petrol and exchange rate of the ruble. These are the most important preconditions in obtaining 20% growth for 2017.

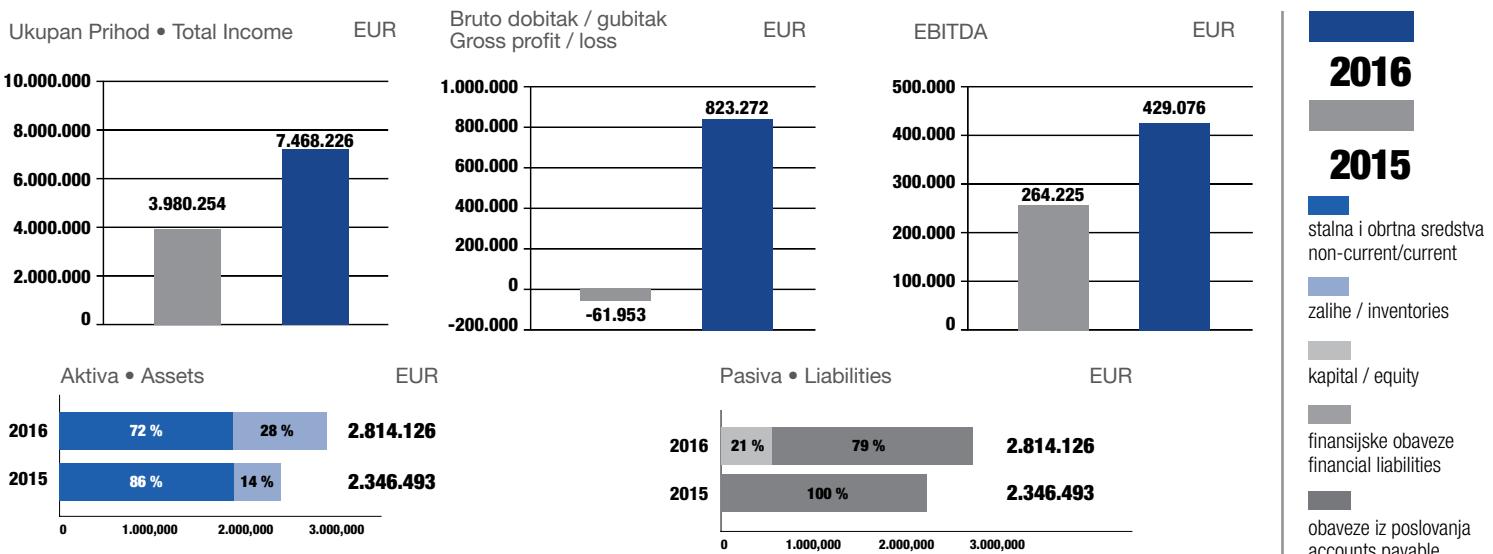
TEŠKO JE PLANIRATI, ALI NAPREDUJEMO

Sa nešto više od pola miliona evra ukupnog prihoda, Metalčovo preduzeće u Kijevu je zabeležilo 53% rasta i pozitivan rezultat u 2016, čime potvrđuje opravdanost kompanijskog stave da firmu u Ukrajini treba održati do boljih vremena.

Iako i dalje loši, uslovi za poslovanje su dosta bolji u odnosu na prethodne dve godine, procene su našeg preduzeća u Kijevu. Statistika u svakom slučaju kaže da je maloprodaja u Ukrajini u 2016. realno porasla za nekoliko procenata. Ipak, teško je ocenjivati pomake u tako nestabilnim političkim i ekonomskim prilikama kao što je to slučaj sa ukrajinskim tržistem, gde su dnevne promene kursa i inflacija još uvek visoki.

Uz sva ograničenja, Metalac Ukrajina beleži značajan rast ukupnog prihoda. U 2016. godini započeta je saradnja sa veletrgovcima posuda iz Ivano Frankovska, Lavova i Zitomira. Asortiman Metalca ušao je i u nove objekte velikih sistema sa kojima se već posluje (Epicenter, Tavria i Mega Market) a započeta je po prvi put i saradnja sa velikim sistemima Silipo i 33 Kvadratna Metra. Posle dve godine pauze, naše posuđe se

takođe u oktobru ponovo našlo na sajmu Primus u Kijevu, na kojem su uspostavljeni kontakti sa novim kupcima. Osim posuđa, Metalac Ukraine je imala i rast plasmana granitnih sudopera zahvaljujući ulasku u kanal internet prodaje. Značajno veću dozu optimizma potvrđuje i činjenica da je za 2017. najavljeni proširenje asortirana novim dekorima emajliranog posuđa, inox posuđem, novim modelima sudopera i slavinama.



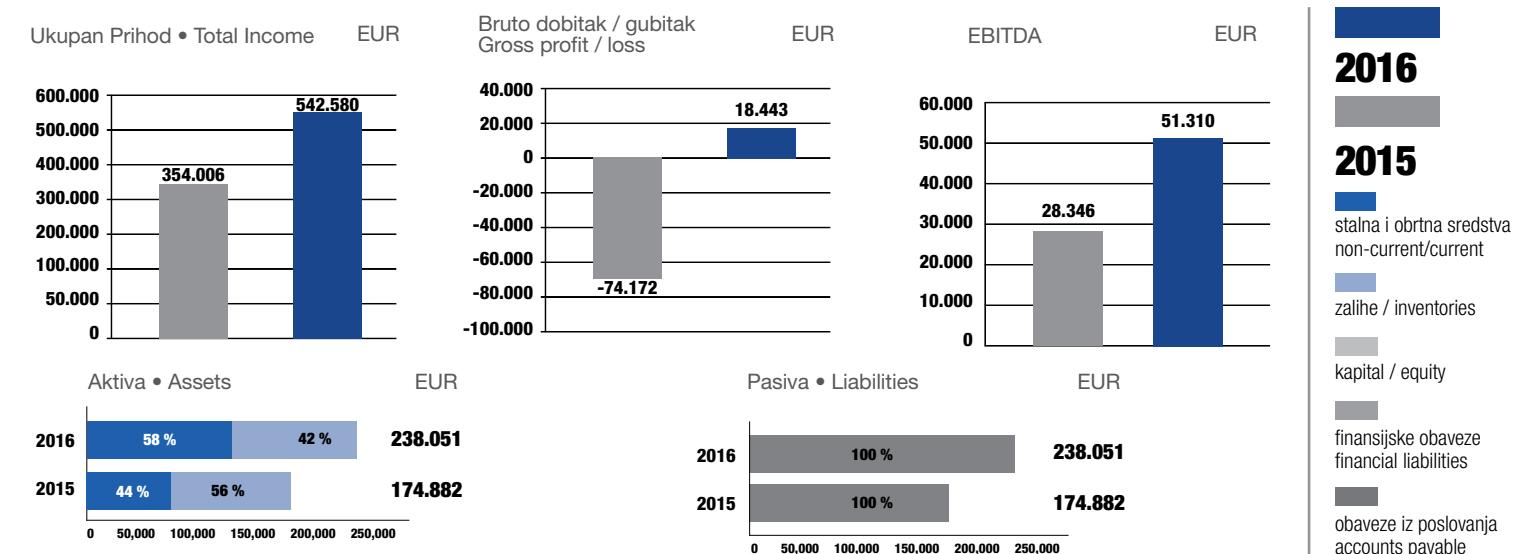
IT IS DIFFICULT TO MAKE PLANS BUT WE GO FORWARD

With over half million euros of total income Metalac's company in Kiev made 53% growth and positive result in 2016 confirming as justified the position of the mother company to keep the firm in Ukraine till better times.

Our company in Kiev estimates that although negative the indicators of the business environment are much better than in two past years. Statistics say that retail sale in Ukraine increased few points in 2016, but it is hard to evaluate movements in such unstable political and economic circumstances like in the market of Ukraine where exchange rate daily fluctuations and inflation are still high.

With all the limitations Metalac Ukraine is showing important growth of the total income. In 2016 they started cooperation with cookware wholesales of Ivano Frankovsk, Lavov and Zitomir. Metalac range of products was placed in new shops of chain retailers being clients already (Epicenter, Tavria, Mega Market) and new cooperation started with chain retailers Silipo and 33 Square Meters. After two year

break our cookware was exhibited at the Primus show in Kiev and new contacts were made in that occasion. Apart from cookware, Metalac Ukraine made better placement also of granite sinks as included in sale via internet. Much higher optimism is confirmed by the fact that for 2017 new decors on enamel cookware, stainless steel cookware, sinks and sanitary fittings will be included in the offer.



RAST UZ ŠIRENJE MALOPRODAJNE MREŽE

Metalac market Podgorica je danas trgovačka kuća sa 10 prodavnica širom Crne Gore, novim poslovnim prostorom otvorenim početkom 2016., novim informacionim sistemom koji podiže sveukupnu efikasnost i efektivnost, a posebno ambicioznim daljim planovima širenja i modernizacije.

Metalčeve preduzeće u Podgorici završilo je 2016. godinu sa skoro 3.000.000 evra ukupnog prihoda i rastom od 18% u odnosu na prethodnu godinu. Tokom proteklih nekoliko godina Metalac market je ozbiljno razvijao svoje prodavnice pa je tako u 2016. učešće maloprodaje poraslo je na 62%. Naša maloprodajna mreža u Crnoj Gori je posredstvom 10 prodavnica povećala prodaju Metalčevih proizvoda za 34%. Tome je značajno doprinelo i više akcija unapređenja prodaje.

Preduzeće u Podgorici je u 2016. godini, u saradnji sa svojim dobavljačima, pre svega Metalac posuđem i Metalac trade-om, imalo značajnu promociju. U saradnji sa sektorom marketinga Metalca a.d., u decembru 2016. je pušten sajt www.metalacmarket.me, a u planu je aktiviranje komunikacije na društvenim mrežama, što će omogućiti interakciju sa potrošačima i prikupljanje značajnih informacija. Sveukupno poslovanje unapređuje se na više nivoa. Jedan od najznačajnijih

je svakako uvođenje novog softvera koji će omogućiti bolju komunikaciju i izveštavanje, olakšati svakodnevne aktivnosti zaposlenih i služiti kao alat za unapređenje prodaje. Na pomolu je otvaranje novih prodavnica u Budvi i Kotoru. Paralelno se neki postojeći objekti preseljavaju na bolje i veće lokacije, sve sa ciljem da svaka naša radnja bude slika moderne trgovine kakvoj težimo otvoren je i izložbeno-prodajni salon sa celokupnim proizvodnim assortimanom Metalca.

NEUSPEŠNA GODINA I NOVI PRISTUP HRVATSKOM TRŽIŠTU

Jedino preduzeće koje nije ispunilo planove i u 2016. bilo je Metalac home market iz Zagreba. Ponovo je došlo do značajnog pada realizacije što je upalilo sve upozoravajuće lampice, posebno imajući na umu da je i 2015. bila veoma loša. Promena organizacije, racionalizacija troškova, agresivniji pristup tržištu i veoma tesna saradnja sa proizvodnim društвima u Srbiji, počeli su da daju rezultate već na početku 2017.

Promena naziva preduzeća Promometal u Metalac Home market, koja se desila krajem 2016. samo je spoljašnja manifestacija odluke da se tržištu Hrvatske pristupi na novi način. Preduzeće u Zagrebu od 1. oktobra ima novu adresu, samo tri zaposlena i sveukupno značajno niže troškove.

Najvažnija promena je veoma tesna saradnja sa proizvodnim društвima u Srbiji i zajednički nastup kod kupaca, kao i pojačane marketinške aktivnosti.

Kompanija je dugo razmišljala o neophodnosti promena kad je reč o pristupu veoma bitnom hrvatskom

tržištu i odluka je konačno doneta krajem 2016. godine kada je ukupan prihod već bio 10% ispod inače loše 2015. godine. Rez je napravljen, firma reorganizovana, a za novog direktora postavljena je Marija Erdeljić, koja je u Metalčevom zagrebačkom preduzeću skoro od osnivanja.

GROWING AND SPREADING THE SALES NETWORK

Today, Metalac Market Podgorica has 10 shops throughout Montenegro and new office space inaugurated beginning 2016, new information system of higher efficiency, and ambitious plans to grow and modernize.

The affiliate of Metalac in Podgorica ended 2016 with almost € 3 million of total income and 18% growth compared to the year before. During last few years Metalac Market seriously developed its points of sale to reach 62% share of retailing in 2016. With 10 shops the company in Montenegro increased sale of Metalac products by 34% that was greatly contributed by number of promotional campaigns. Metalac Market Podgorica cooperating with its suppliers majorly Metalac

Posudje and Metalac Trade, was rather frequented by electronic and printed media and it distributed couple of thousand copies of its sales catalogue during 2016. New web site www.metalacmarket.me was launched in December 2016 with support from the Metalac a.d. marketing section while the plan is to open accounts on social networks for communication, interaction with consumers and collection of important information.

Overall performance is upgraded at different levels. Among the most important is the new software that will provide better communication and reporting, facilitate day-to-day activities of the employees and serve as a sales promotion tool. Other points of sale are to be opened in Budva and Kotor. Some of the present shops are moved to nicer and bigger spaces with intention to give each our shop a contemporary look that we aim for.

UNSUCCESSFUL YEAR AND NEW APPROACH TO CROATION MARKET

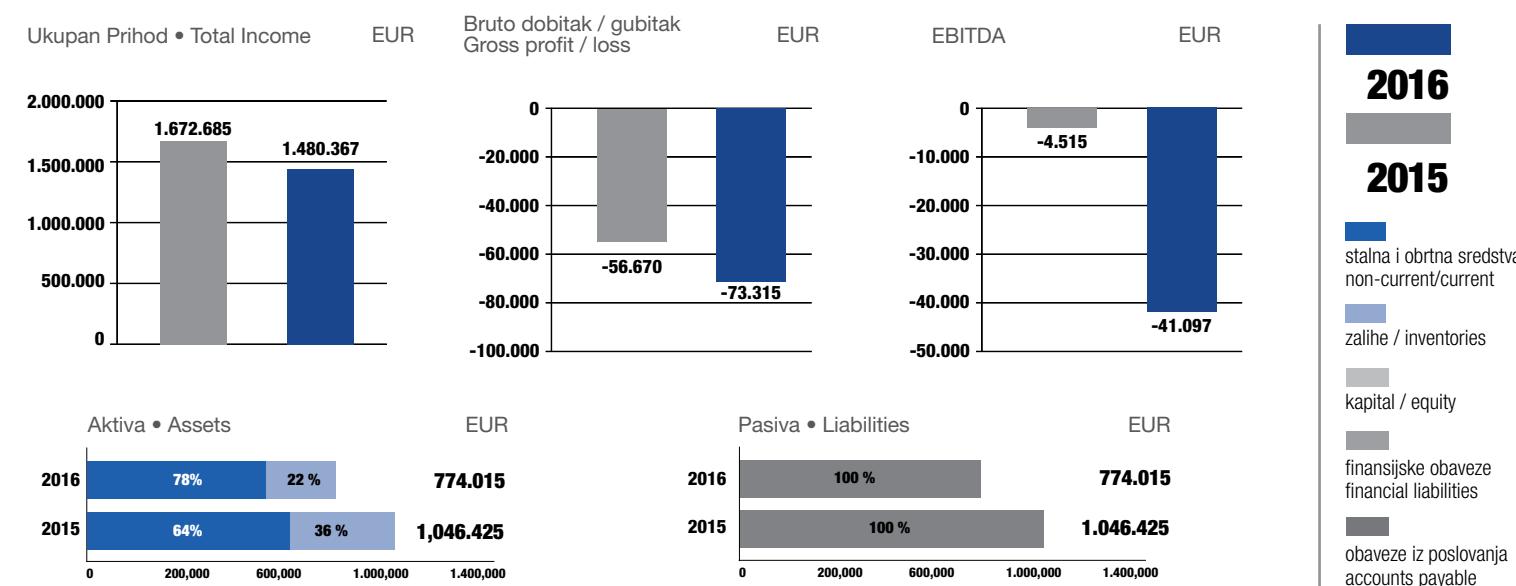
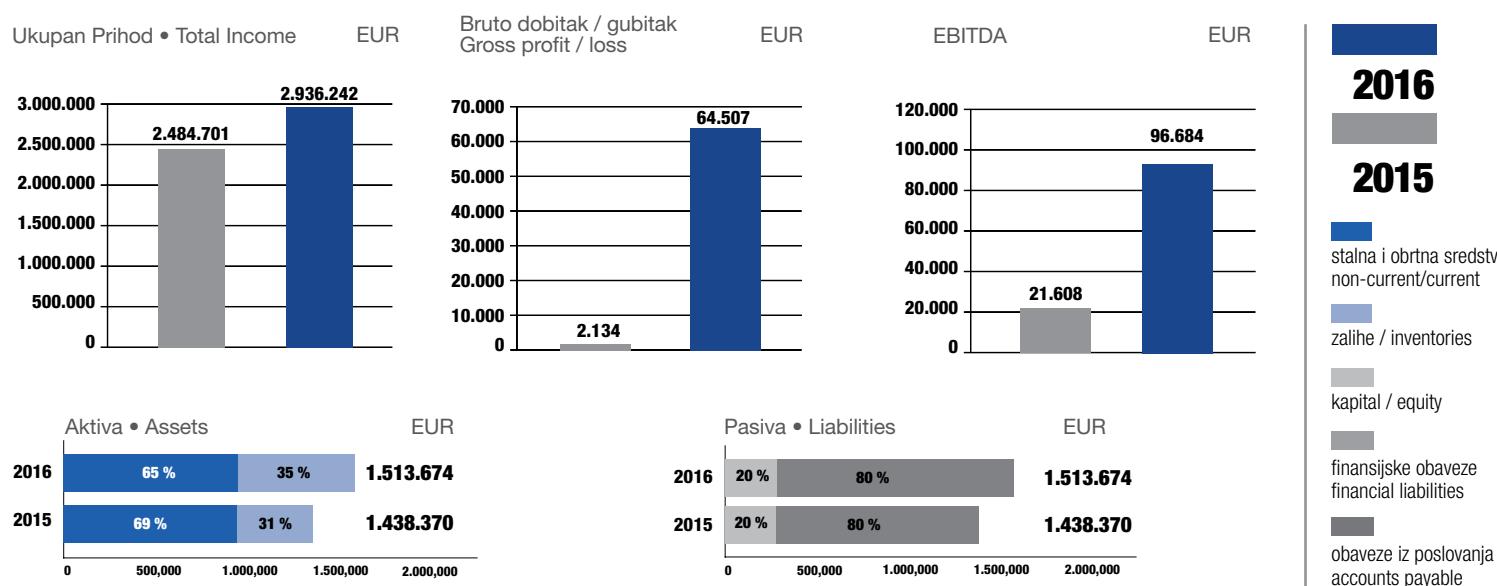
The only company with underachievement in 2016 was the Metalac home market of Zagreb. Turnover fell importantly and after rather poor 2015 it was an alert. Reorganization and cost rationalization, more aggressive approach and close cooperation with production affiliates in Serbia had results already beginning 2017.

Changing name from Promometal to Metalac Home Market end 2016 is only outside manifestation of the decision to take new approach to Croatian market. The company in Zagreb is at new address as of October 1st and employs only 3 people with much lower total costs. The most important change is

close cooperation with production affiliates in Serbia and common approach to clients as well as more aggressive marketing activities.

For long the company was considering necessity to go for changes in rather important Croatian market and at last decision

was brought end 2016 when the total income already went 10% below result of poor 2015. The cut was made, the company reorganized and for new director nominated Mrs. Marija Erdeljić who has been working with Metalac company in Zagreb since its foundation.



INFORMATIČKA SIGURNOST PO SVETSKIM STANDARDIMA

Po prvi put je informatičku podršku obezbeđena sa dve odvojene savremeno opremljene lokacije, čime Metalac dostiže svetske standarde sigurnijeg poslovanja. Projekat optičke infrastrukture je realizovan prvih dana proleća 2017. Aktivirani i novi softverski moduli koji će pokriti upravljanje kadrovskim resursima i obračun zarada.

Širenje informatičke strukture Metalac grupe bilo je osnovica aktivnosti u 2016. Na kraju godine instalirana je nova HP serverska i mrežna infrastruktura, s kojom će IT sektor pružiti bolju uslugu krajnjim korisnicima. Prvog radnog dana 2016. startovao je ERP LN sistem u Fabriči automobilskih delova. Objedinjen je sistem 3D projektovanja i upravljanja podacima razvoja proizvoda, uz mogućnost provere karakteristika proizvoda u ranim fazama razvoja. U Metalac proleteru je omogućena elektronska razmena podataka sa najvećim dobavljačima što je ubrzalo proces nabavke, minimiziralo greške a kontrola je pojačana.

U svakom slučaju 600 računarskih radnih stаница sa 4 serverska čvorišta apsolutno informatički pokrivaju sve aspekte proizvodnje i poslovanja Metalac grupe, a stepen sigurnosti je podignut obezbeđenjem informatičke podrške sa dve odvojene lokacije. Projekat optičke infrastrukture će biti realizovan prvih dana proleća 2017. godine. Sa prvim danom 2017. aktiviraćemo nove softverske module koji će pokriti upravljanje kadrovskim resursima i obračun zarada.

INFORMATIC SAFETY BY WORLD STANDARDS

For the first time the informatics support is provided from two separate fully equipped locations meaning that Metalac is reaching global standards of safe operation. Project of optical infrastructure was carried out first days of spring 2017. New software modules were activated to cover management of human resources and calculation of salaries.

A framework for 2016 activities was to extend informatics structure in the Metalac Group. By the end of the year new HP server and net infrastructure was installed to help IT sector give better service to end users. On the first business day of 2016 new ERP LN system was launched at the factory of car parts. Systems of 3D projecting and management of product development data were unified to provide control of product properties in early development phases. At Metalac Proleter they are able for electronic data exchange with major suppliers that makes purchase process faster, chance of errors is minimal and control is stronger.

Six hundred work stations with four server hubs fully cover all aspects of production and operation of the Metalac group and safety of the system is brought to a higher level with informatics support from two separate locations. The project of optical infrastructure is carried out first days of spring 2017. With first business day of 2017 new software modules are active to cover management of human resources and calculation of salaries.



STRATEGIJA ZA METALAC DIGITAL

Dalji razvoj prisustva u digitalnom svetu biće usmeren na razvoj elektronske trgovine Metalac grupe, SEO optimizaciju, tj. prilagođavanje sajtova pretragama i potrebama korisnika, unapređenju sadržaja prezentacija i socijalnih kanala, kao i kreiranje oglasnih kampanja za promociju sajtova i aktuelnih sadržaja.

U svakom slučaju Metalčeva sveukupna značajna prisutnost u digitalnom svetu zahteva dalje strateške korake. Zato je sagledavanje koncepta daljeg razvoja jedna od ključnih tema koju je Metalac imao na dnevnom redu, posebno u drugoj polovini godine. Taj proces se nastavlja, sa očekivanjem da u 2018. pokaže željeni ishod kroz ključne faktore uspešnosti.

STRATEGY FOR METALAC DIGITAL

More active presence in a digital world will be focused to develop electronic trading, SEO – better adjust web sites for search engines and consumers' needs, upgrade presentation contents and social channels as well, and create advertising campaigns for promotion of web sites and actual contents.

Metalac overall presence in a digital world however requires further strategic steps. Consideration of development concept is therefore a key point that Metalac timetable included in the second half of the year. The process continues with expectation to show desired outcome through key factors of success in 2018.

PODRŠKA SVIM DRUŠTVIMA I ZAJEDNIČKIM CILJEVIMA

Metalac a.d. je na nivou zajedničkih funkcija integrisao sve poslove koji doprinose efikasnosti poslovanja i optimizaciji troškova, kao i centralizovanom upravljanju značajnim aspektima razvoja svih zavisnih društava i Kompanije u celini. To su razvijanje ljudskih resursa, istraživanje i analiza tržista, upravljanje korporativnim i brendovima proizvoda i usluga, aspekti društvene odgovornosti, sistem kvaliteta i zaštite životne sredine, razvoj i implementacija informacionih tehnologija, računovodstvo i finansije, logistika, zdravlje i bezbednost zaposlenih... i naravno, upravljanje timovima za razvoj uz koordinaciju razvojnih resursa kompanije. Sve ove funkcije okosnica su rada više sektora odnosno strateških funkcionalnih jedinica, koje su u 2016. prvi put postavile svoje strategije do 2020. godine, takođe po BSC metodologiji.

SUPPORTING ALL THE SUBSIDIARIES AND THE COMMON GOALS

At the level of general and joint functions the Metalac Group has integrated all the activities that contribute to more efficient operations and cost optimization, as well as centralized management of significant aspects of development of all its subsidiaries and of the company as a whole: human resources, market research and analysis, corporate brand management and management of product and service brands, social accountability, system of quality and environmental protection, development and implementation of informational technologies, finances and accounting, logistics, health and safety of employees and of course management of development temzas with coordination of company's development resources. All these functions are central for operation of several sectors or strategically functional units that in 2016 for the first time established their strategy till 2020 and that by BSC methodology.



BILJANA CVETIĆ
direktor sektora za ljudske resurse i pravo
Director of Human resources and law department



DRAGAN ŽIVANOVIĆ
Direktor sektora informacionih tehnologija
Director of IT department



ZORAN KALIMANČEVIĆ
Direktor sektora za QMS/EMS i investicije
Director of QMS/EMS and Investments department



NADICA VUJIĆ - MITROVIĆ
Direktor sektora Marketing
Director of Marketing department



JOVICA ZDRAVKOVIĆ
Direktor sektora za bezbednost i preventivni inženjering
Director of Security department



MILAN NOVAKOVIĆ
Direktor sektora za poslovnu logistiku
Director of Logistics department

DRUŠTVENA ODGOVORNOST PROIZVODI ZDRAVE KOMPANIJE

Kompanija Metalac izdvaja 10%-20% svog profita za ekološke projekte, edukacije zaposlenih, pospešivanje nataliteta i razvoj sporta u Gornjem Milanovcu.

Metalac zato ima reputaciju nacionalno odgovorne i jedne od najzdravijih srpskih kompanija. Korporativna reputacija Metalca zapravo i jeste izraz kvalitetno integrisane poslovne strategije, korporativne kulture, etike i društveno odgovornog poslovanja, što je svakako kvalifikuje u najvišu ligu kompanija koje pretenduju da upravljaju pomoću vrednosti.

Ime Metalca se vezuje za društveno odgovorno i moralno ponašanje. Metalac je svestan da ima i može da ima uticaj na društvenu zajednicu počev od koristi koje proizilaze i njegovih ukupnih poslovnih rezultata, otvaranja novih radnih mesta, pružanja poštenih i bezbednih uslova rada, aktivnosti usmerenih na zaštitu životne sredine, do obraćanja pažnje na socijalne probleme, kulturne, sportske i druge potrebe zajednice u kojoj postoji i radi.

Unapređenje ekonomski efikasnosti, rast i razvoj Kompanije i njene konkurenčne prednosti, kao i unapređenje poverenja i zaštite interesa potrošača, poslovnih partnera, akcionara, investitora i društvene zajednice - jasno su potencirani u Kodeksu korporativnog upravljanja i Kodeksu poslovne etike Metalca. Ova dva dokumenta se smatraju neprikosnovenim za najviše rukovodstvo, obaveznim za sve radnike Metalca i vrlo značajnim za međusobno razumevanje i razvijanje dugoročnih kvalitetnih odnosa sa svim zainteresovanim stranama.

SOCIAL RESPONSABILITY CREATES HEALTHY COMPANIES

The company Metalac allocates 10-20% of the profit for projects in the fields of ecology, education of employees, birthrate boost and development of sports in Gornji Milanovac... Metalac have won the name of a nationally responsible and one of the healthiest Serbian companies. The corporate reputation of Metalac is in fact an expression of well integrated business strategy, corporate culture, ethics and socially responsible behaviour, and all that qualifies for the highest league of companies.

The name Metalac is always connected with socially responsible and moral behaviour. Metalac is aware of its impact to the community, from benefits that come out and the overall business results, new job positions, fair and secure work conditions, activities directed to environment protection, to the attention paid to social problems, cultural, sports and other needs of the community in which the company exists and operates.

To improve economic efficiency, to make the Company and its competitive advantages grow and develop, to earn even more trust, to protect interests of consumers, business partners, shareholders, investors and of the community better - it is clearly emphasized in the Codes of Corporate Governance and of the Business Ethics. These two documents are considered as a must for the management, obliging all the workers of Metalac, and very important for mutual understanding and development of long term quality relations with all interested parties.

PRIZNANJA ZA UMEĆE BALANSIRANJA

Metalac se više puta okitio priznanjima za društveno odgovorno poslovanje, među kojima je i Nacionalna nagrada CSR za 2008. godinu. Reputacija Metalca i danas se potvrđuje setom vrednosti, aktivnosti i sveukupnog ponašanja, kojim uspešno integriše ekonomske, socijalne i ekološke ciljeve. Upravo ovo trojstvo integrisano je u strateške planove i sva strateška dokumenta Metalca.

Osim poslovnih rezultata koji su doneli vrednost za akcionare i zaposlene, veoma je važno da svih ovih godina ekonomske krize, u Metalcu nije bilo otpuštanja radnika. Pritom su održane sve aktivnosti na unapređenju upravljanja sistemom kvaliteta i zaštite životne sredine i aktivnosti Fondacije Metalac.

Već 26 godina planski, sistematizovano, kontinuirano i merljivo Metalac pokazuje da su mu zdravlje zaposlenih, zaštita potrošača, zaštita životne sredine i održivi razvoj - ne samo obaveza već i način razmišljanja. Metalac se odlučio za integrativni pristup menadžmenta kvalitetom i zaštitom životne sredine. Danas meri i racionalizuje više od 50 parametara važnih za održivi razvoj.

Posebno se značajnim smatraju: potpuna automatizacija procesa prečišćavanja otpadnih voda, štednja električne energije, smanjenje otpadnog emajla što znači smanjenje troškova tretmana otpada, uštede u materijalu, ali i potrošnji vode, sve do poboljšanja uslova rada u pojedinim pogonima i motivacije zaposlenih da budu integralni deo ovog procesa. U Metalcu se posebna pažnja poklanja nabavci sirovina, nastojanjem da se u procesu proizvodnje u najvećoj meri koriste prirodne sirovine i da se sirovine koje su se nekada koristile zamene drugim vrstama koje sadrže manje štetnih materija.

Metalčevi radnici i stručnjaci spadaju u visokocenjene u poslovnom okruženju jer se razvijaju u sistemu koji ima utemeljen sistem vrednosti u kome se rad, red i disciplina podrazumevaju, a preduzimljivost, poštovanje i lojalnost visoko cene. Osim toga, Metalac ima konzistentan upravljački tim visokih etičkih načela, na čijim primerima mladi uče i po kojima se upravljuju. Znanje je postalo ključni razvojni resurs. Svoje strateške sposobnosti i adaptibilnost na promene Metalac unapređuje svakodnevnom edukacijom i obukom u svim relevantnim oblastima i svim nivoima stručnosti.

Višegodišnju posvećenost društvenoj zajednici Metalac je podigao na organizaciono i upravljački viši nivo kada je 2006. godine osnovao Fondaciju Metalac radi „ostvarivanja humanitarnih i drugih društveno korisnih ciljeva, unapređenja i pomaganja stvaralaštva u oblasti nauke, kulture, umetnosti i sporta, kao i svim drugim oblastima od strateškog i razvojnog društvenog interesa“. Polazeći od poražavajućih podataka o natalitetu u Srbiji, opštini Gornji Milanovac i samoj kompaniji, prva sredstva Fonda bila su usmerena u akciju „Deca naša radost i budućnost“ za stimulisanje mlađih ljudi da zasnivaju porodice, što je svakom mlađom čoveku donelo nezamenljiv osećaj sigurnosti. Za 10 godina Fondacije rođeno je oko 500 dece, koja su nagrađena sa oko 500.000 evra.

Metalac veruje da treba ulagati u razvoj sporta i vaspitanje omladine jer budućnost i jeste na mladima koji imaju takmičarski duh i entuzijazam. Ovakva doslednost koja ima svoj visoki materijalni izraz i duboku društveno-odgovornu filozofiju omogućila je da više od 600 sportista, uzrasta od osam godina do seniorskih timova, ostane okupljeno kroz sedam klubova u okviru Sportskog društva „Metalac“. Kompanija finansira gotovo 70 % potreba ovih klubova, a povodom 50. godina FK Metalca u 2012. godini je u Gornjem Milanovcu podigla fudbalski stadion po međunarodnim standardima.

PRIJATELJI ODRŽIVOG RAZVOJA

LJUDI LIČE NA KOMPANIJU

VREDNO JE AKO JE I DRUGIMA KORISNO

ZA ZDRAVLJE I SPORTSKI DUH OMLADINE

Metalac got awards even four times for socially responsible business conduct, such as 2008 National CSR award. Today affirmations of Metalac achievements show how a set of values, activities and behaviour, economic, social and ecology objectives can be successfully integrated. This trinity is however integrated into strategic plans and all strategic documents of the Metalac.

Beside business results that brought benefits to the shareholders and employees, it is important to mention that during the fourth year of the economic crisis there were no employees fired, and all the activities to improve quality management system and ecology system, as well as the activities of the Metalac Fund have continued.

For 26 years Metalac has been showing methodically, systematically, continuously and measurably that the health of employers, protection of consumers, ecology and sustainable development are not only a commitment, but the way of thinking. Metalac have chosen to integrate quality management and ecology management systems, so today over 50 parameters significant for the sustainable development are measured and rationalized.

The most important aspects are overall and automatic process of treatment of waste waters, rational use of electrical energy, raw materials and water, reducing enamel waste and consequently reducing costs of waste treatment, better work conditions and motivation of employees to integrate into the process. In Metalac special care is taken in provision of raw materials, trying to use mostly natural materials in the production process and to replace old types of raw materials with those containing less hazardous materials.

Metalac workers and specialists are highly respected in the business environment because they are developing in a system with deeply rooted values where work, order and discipline are understood and entrepreneurship, honesty and loyalty are highly appreciated. Moreover, Metalac has a consistent team of managers with high ethic principles, as governing example for young people. Knowledge has become a key resource of development. Its strategic abilities and adaptability to changes Metalac has been upgrading with day-to-day education and instruction in all relevant fields.

A long term dedication to social issues was brought to a higher level in organization and management, with foundation of the Metalac Fund in 2006. The Fund was established for „humanitarian and other social purposes, contributions and help in scientific, cultural, artistic fields as well as for sports, and for all other activities of strategic, progressive and social interests“. Due to devastating statistics on birth rates in Serbia, community of Gornji Milanovac and the Company itself, first funds of the Fund were given for the campaign „Children – Our Joy and Future“ stimulating young people to start families and also gives the sense of security to young people. In 10 years of the Foundation about 500 babies were born and welcomed with about € 500,000.

Metalac believes that promotion of sports and education of the youth should be nourished, because young people and their competitive spirit and enthusiasm are the future. Such consistency expressed with high figures and deep socially responsible philosophy, has kept over 600 sports women and men, ages from eight to seniors, gathered in seven clubs within the „Metalac“ Sports Society. Almost 70% of their needs is financed by the Company, which in 2012 for the 50th anniversary of the FK Metalac has built a football stadium in Gornji Milanovac by international standards.

RECOGNITIONS FOR ARTISTIC BALANCE

FRIENDS OF SUSTAINABLE DEVELOPMENT

THE PEOPLE AND THE COMPANY LOOK A LIKE

VALUABLE ONLY IF OF COMMON BENEFIT

FOR HEALTHY AND SPORTY YOUTH

POLITIKA KVALITETA ZASTITE ŽIVOTNE SREDINE

**VOĐENI VIZIJOM POTPUNOG
ISPUNJENJA ZAHTEVA KUPACA I DRUGIH
ZAINTERESOVANIH STRANA, KLJUČ NAŠEG
KONTINUALNOG USPEHA JE KVALITET
PROIZVODA KOJE OBEZBEĐUJEMO ZA
TRŽIŠTE UZ POŠTOVANJE PRINCIPA
ODRŽIVOG RAZVOJA.**

Politika kvaliteta i zaštite životne sredine naše kompanije ima za cilj:

- utvrđivanje i kontrolu svih rizika u vezi sa procesima i proizvodima od projektovanja do odlaganja prozvoda posle upotrebe;
- pouzdanu i doslednu izradu proizvoda i usluga;
- podizanje ekonomičnosti u potrošnji materijala, energije i drugih prirodnih resursa, a posebno smanjenje štetnog otpada, upotrebe opasnih materijala te organizovano prikupljanje, klasiranje, odlaganje, čuvanje i pravilno usmeravanje sekundarnih sirovina;
- kontinualno poboljšanje procesa, uz stalno ulaganje u dizajn i modernizaciju tehnologije;
- razvoj dugoročnih partnerskih odnosa sa kupcima, korisnicima i dobavljačima;
- stalno usavršavanje i obrazovanje svih zaposlenih, edukaciju drugih koji rade za račun kompanije, uključujući i savetovanje kupaca i korisnika;
- ispunjenje zahteva zakona i propisa primenljivih na proizvode, životnu sredinu i druge segmente poslovanja;
- obezbeđivanje interne i eksterne komunikacije sa zaposlenima i svim zainteresovanim stranama;
- optimizaciju troškova poslovanja i
- da radom, kvalitetom i profitom obezbedi akcionarima dividende i uvećanje kapitala, zaposlenima sigurnost i bezbednost na radu i rast standarda, a okruženju dobrog komšiju i koliko je moguće pomagača u društvenim potrebama i aktivnostima.

Ostvarenjem ove politike, ostvarićemo i cilj – podizaćemo konkurentnost, učinke zaštite životne sredine i proizvodimo visoko kvalitetne proizvode prepoznatljivih robnih marki, po kojima će nas konkurenca razlikovati na svetskom tržištu, a na domaćem bićemo lider i ime od najvećeg poverenja u našem poslu.

Petrašin Jakovljević
generalni direktor



As we carry out this quality policy we will achieve the objective – higher competitiveness, higher performances in environmental protection we will produce high quality products with recognized brands which will differ us from competition on the world market, and we will be leaders and name of utmost confidence on the local market.

Petrasin Jakovljevic
Managing Director

QUALITY AND ENVIRONMENTAL PROTECTION POLICY

**GUIDED BY THE VISION TO SATISFY
COMPLETELY ALL REQUESTS OF OUR
CUSTOMERS AND OTHER INTERESTED
PARTIES, THE KEY TO OUR CONTINUOUS
SUCCESS IS THE QUALITY OF THE PRODUCT
WE PUT ON THE MARKET, ALWAYS FOLLOWING
THE PRINCIPLES OF SUSTAINABLE
DEVELOPMENT**

Complying aims of our quality policy and environmental protection policy are:

- process and product risk assessment and control from project phase to disposal of products upon ceased use;
- reliable and consistent fabrication of products and services;
- optimize energy and other natural resources consumption, reduce harmful waste, reduce use of dangerous materials including management of waste collection, classification, disposal and of secondary raw materials;
- constant process improvement and investing in designs and technologies;
- to develop long term partnerships with our clients, consumers and suppliers;
- constant education and instruction of all employees and others that work on behalf of the company including counceling service for buyers and consumers;
- responding to law requirements and regulations applicable to the products, environment and other segments of the business;
- provide internal and external communication with employees and all interested parties,
- business costs optimization,
- and with our work, quality and profit to provide dividends for shareholders, to increase the capital, and provide protection and higher standard for the employees, to help the society in needs and activities acting as a good neighbor.

POHVALA ZA POSVEĆENOST SISTEMU KVALITETA

- Želim najpre da pohvalim rukovodstvo Metalca ad, jer je kroz Strategiju do 2019. godine već napravilo veliki korak ka prelasku na nove standarde ISO 9001:2018, sve sa neophodnim riziko-analizama i definisanjem konteksta organizacije, čime je kompanija još jednom pokazala posvećenost sistemu kvaliteta i želju da i dalje u svemu prednjači – ocenila je Vera Živanović, vodeći auditor TMS CEE doo, koji je 21. i 22. juna 2016. obavio još jedan audit sa pozitivnim izveštajem, što znači potvrđivanje postojećih sertifikata.

Bio je to 13. Nadzorni audit za ISO 9001:2008 i 9. Nadzorni audit za ISO 14001:2004. Eksterni ocenjivački tim TMS CEE d.o.o. je proveravao funkcionisanje integrisanog sistema menadžmenta kvalitetom i menadžmenta zaštitom životne sredine u Metalcu ad, Metalac posudu, Metalac printu, Metalac inku i Metalac bojleru. Ocenjeno je da su svi zahtevi standarda ispunjeni, sistem efektivno primenjen i održavan, a osnovni zahtev integrisanih sistema - stalno unapređenje i poboljšanje - više nego ispunjen. Uz 17 pohvala, proveravači su istakli kompetentnost, znanje i posvećenost ljudi na razvoju sistema kvaliteta. Broj procesa je izuzetno unapređen, uslovi rada poboljšani, oprema inovirana, primena QMS/EMS u svim procesima veoma prepoznatljiva. Konstatovan je manji broj nekritičnih neusaglašenosti, dato je nekoliko neobavezujućih preporuka za poboljšanje i navedeno je više pohvala - uključujući i pojedinačne.

QUALITY AUSTRIA NADZORNI AUDIT U METALAC FAD-u

Ovlašćeno sertifikaciono telo Quality Austria sprovede je u Metalac FAD-u Nadzorni audit sistema kvaliteta ISO/TS 16949 i ISO 9001:2008 od 19. do 21. oktobra 2016. godine. Nije bilo neusaglašenosti, a zabeleženo je osam primedbi čije otklanjanje je u toku. Vodeći auditor istakao je napredak u funkcionisanju sistema kvaliteta u odnosu na prethodni period. Posebno je to izraženo u uređenju pogona finalizacije i magacina poluproizvoda, a pohvaljeni su i pozitivni trendovi u kvalitetu i isporuci.

COMPLIMENTS FOR BEING COMMITTED TO QUALITY SYSTEM

- First of all I would like to make compliments to Metalac a.d. management as with the Strategy designed up to 2019 they have already made great step in transition to the new ISO:2018 standards, including necessary risk analysis and defined organization context, once again showing how the company is committed to quality system and how it wants to be a leader in everything – evaluated Vera Živanović leading auditor of the TMS CEE doo, which in June 2016 performed another audit with positive outcome and in confirmation of previous certificates.

It was 13th audit for ISO 9001:2008 and 9th for ISO 14001:2004. The TMS CEE d.o.o. as an external auditor checked functioning of the integrated systems of quality management and environmental management systems in Metalac ad, Metalac Posudje, Metalac Print, Metalac Inko and Metalac Bojler. The evaluation was that all requirements of the standard were met, the systems were efficiently implemented and maintained, and the basic requirement of the integrated systems - continuous improvement and upgrade – more than satisfied. With 17 compliments the auditors have pointed out the competence, knowledge and commitment of the people in system development. Number of processes is significantly upgraded, work conditions improved, equipment renovated, implementation of QMS/EMS recognizable in all the processes. Several non-critical incompliances were found with suggestions for improvement, and number of compliments including individual ones.

AUDIT METALAC FAD BY QUALITY AUSTRIA

Accredited certification body – Quality Austria – has performed an audit in the Metalac FAD for quality system ISO/TS 16949 and ISO 9001:2008 from 19th to 21st October 2016. There were no incompliances but eight remarks were made and corrective actions are under way. Lead auditor stressed the progress and functioning of the quality system compared to previous period. Especially in the section for finishing operations and warehouse of semi-products, also positive trends in quality and delivery were complimented.

NASTAVLJENA TRANZICIJA QMS/EMS PREMA NOVIM STANDARDIMA

- Počinje nova era za poslovnu standardizaciju. Metalčeva dosadašnja posvećenost sistemu kvaliteta i zaštite životne sredine, koju u kontinuitetu neguje više od 25 godina, garantuje efikasnu tranziciju na novi model – rekao je Prof. dr Vidosav D. Majstorović, predsednik Nacionalne organizacije za kvalitet JUSK, na predavanju u Metalcu aprila 2016. Bio je to prvi korak ka uvođenju novih modela QMS/EMS prema zahtevima standarda ISO 9001:2015 i ISO 14001:2015.

Već početkom 2017. Branislava Milovanov iz ko0nsultantske kuće Standcert d.o.o. je održala i dvodnevnu obuku menadžmenta, vlasnika procesa i njihovih saradnika na temu „Kako izvršiti tranziciju standarda prema novim zahtevima“. Metalac planira da do kraja 2017. završi usklađivanje sistema sa novim zahtevima i spremno dočeka nadzornu proveru sredinom 2018. godine.

REALIZOVANO 70% KORIŠNIH PREDLOGA IZ PLAVOG SANDUČETA

Zahvaljujući direktnoj promociji od strane menadžmenta, proširenju porodice Metalac, kao i uvećanja visine i broja nagrada, u 2016. je oko 20% više radnika dostavilo predlog za poboljšanje.

U 2016. godini 71 radnik je dao 141 koristan predlog. Nagrađeno je 36 radnika za ukupno 50 predloga, od čega je 70% i realizovano. Najviše nagradiven i ove godine je Radoje Radojević iz Metalac printa (četiri puta), a tri puta su nagrađivani Dušan Radojičić i Vladimir Josifović iz Metalac bojlera i Radoslav Hadžić iz Metalac printa.

Predloge za poboljšanje poslovanja u svim segmentima, dalo je u ovoj godini oko 20 % više radnika nego u prethodnoj.

- Realizovano je 70 % nagrađenih predloga i procenjuje se da je ostvarena ušteda oko 29.000 EUR-a. Osim materijalnih, ostvarene su i značajne koristi koje se odnose na: povećanje bezbednosti i zaštite radnika, podizanje pouzdanosti procesa, poboljšanje kvaliteta proizvoda, povećanje zadovoljstva kupca, povećanje zadovoljstva zaposlenih i unapređenje zaštite životne sredine – izjavio je Zoran Kalimančević, predsednik Komisije za inovacije i racionalizaciju

TRANSITION TO NEW OMS/EMS STANDARDS CONTINUES

- New era for business standardization has begun. Commitment to the quality system and environmental system that Metalac has been showing for over 25 years guarantees transition to a new model – said Prof. Dr. Vidosav D. Majstorovic, president of JUSK, national organization for quality, at the lecture held in Metalac in April 2016. It was the first step of introducing new QMS/EMS models of the standards ISO 9001-2015 and ISO 14001-2015.

Already beginning 2017 Mrs. Branislava Milovanov of the Standcert d.o.o consultant company, held two-day training for management, process owners and their cooperators, with the topic „How to conduct transition of standard by new requirements“. Metalac is planning to adjust the systems with new requirements by end 2017 and be ready for next audit scheduled for middle 2018.

APPLIED 70% OF USEFUL SUGGESTIONS FROM THE BLUE BOX

Thanks to a direct promotion by the management, larger Metalac family and higher value and number of prizes, there were 20% more employees that made suggestion for improvement in 2016.

In 2016 there were 141 useful suggestions made by 71 employees, of them 36 were awarded for total 50 suggestions, and 70% of that was applied. The worker Radoje Radojević of Metalac Print was most awarded (four times) also this year, and Dušan Radojičić and Vladimir Josifović of Metalac Bojler, and Radoslav Hadžić of Metalac Print three times each.

Suggestions for improved performance in all the segments came from 20% more employees in this year than the year before, and 70% of awarded suggestions was applied with estimated saving of € 29.000.

Beside material benefit important steps were made to improve safety and protection of the workers, to have higher process reliability, higher quality of products, higher satisfaction of customers, satisfaction of employees and better protection of the environment – said Zoran Kalimančević, President of Innovation and Rationalization Commission.



URUČENI SERTIFIKATI DOPRINOSU USTEDI EMISIJE CO₂

Kompanija Metalac je u 2015. doprinela smanjenju emisije CO₂ u atmosferu za 50,37 tona. Zavisnim društvima, koja upravljanju ambalažnim otpadom, Sertifikat je krajem 2016. dodelila kompanija Sekopak, jedini operater u Srbiji koji industriji omogućava uvid u doprinos uštedi emisije CO₂ gasova. Inače, Merenje emisije štetnih i opasnih materija vrši se tokom cele godine u skladu sa važećim zakonskim i drugim propisima. U 2016. godini ova merenja je vršio Institut za bezbednost „27. Januar“ d.o.o. iz Niša.

Sertifikat o doprinosu u uštedi emisije CO₂ dodeljuje se na osnovu CO₂ kalkulatora, koji izračunava učinak u smanjenju emisije CO₂ u atmosferu, a na bazi plasiranih i recikliranih količina ambalažnog otpada u prethodnoj godini. Zahvaljujući upravljanju ambalažnim otpadom, najveću ušetdu CO₂ ostvarilo je Metalac posude sa 28,55 tona, potom Metalac trade sa 10,72, Metalac bojler sa 7, Metalac inko sa 3,58 i Metalac print sa 0,52 tone. Zavisna društva kompanije Metalac su tako još jednom potvrdila posvećenost društveno odgovornom poslovanju, poštujući „princip produžene odgovornosti proizvođača“ u cilju poboljšanja kvaliteta života zajednice u kojoj posluju.

CERTIFICATE FOR REDUCED EMISSION OF CARBON DIOXIDE

The Company Metalac has reduced emission of carbon dioxide for 50.37 tons in 2015. End 2016 its daughter companies that do management of packing waste received certificate from the company Sekopak, the only operator in Serbia providing insight of carbon dioxide reduction rates. Emissions of toxic and hazardous matters are monitored over year according to lawful and other regulations. In 2016 the measuring was performed by the Institute for Safety „27th January“ d.o.o. of Niš.

The certificate for contribution in reducing carbon dioxide emission is given based on calculator of carbon dioxide emission reduction and placed and recycled quantities of packing waste of year before. With packing waste management the greatest reduction in carbon dioxide emission was 28.55 tons made by Metalac Posudje, then Metalac Trade with 10.72 tons, Metalac Bojler with 7, Metalac Inko with 3.58 and Metalac Print with 0.52 tons. Metalac daughter companies once more proved their socially accountable business performance respecting the principle of extended producer responsibility, aimed to improve quality of living in the environment where they operate.

UPRAVLJANJE AMBALAŽNIM OTPADOM

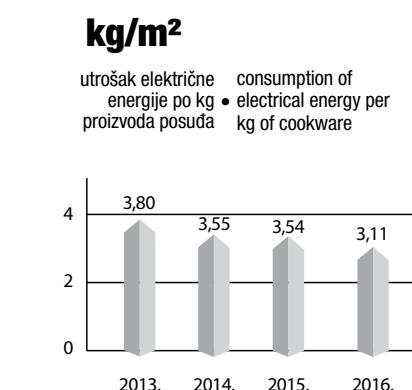
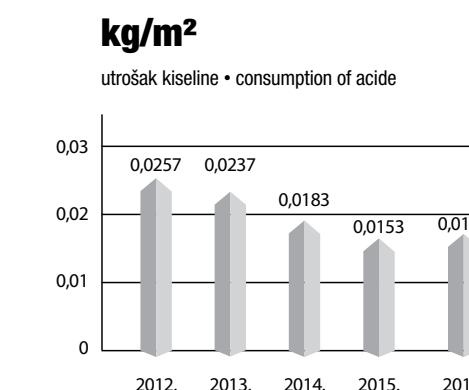
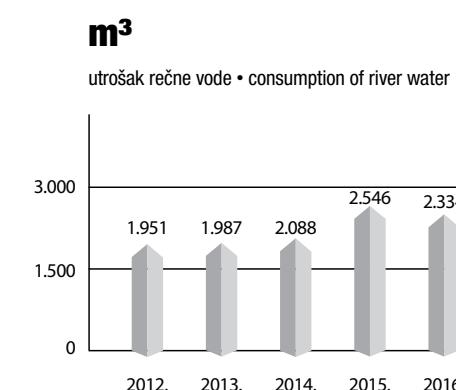
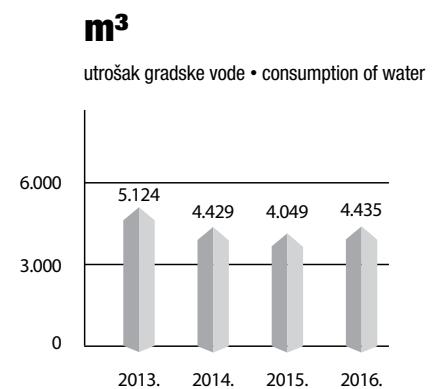
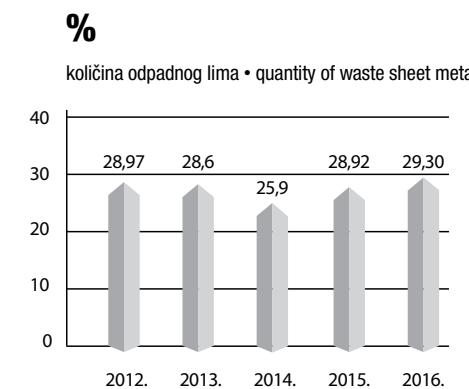
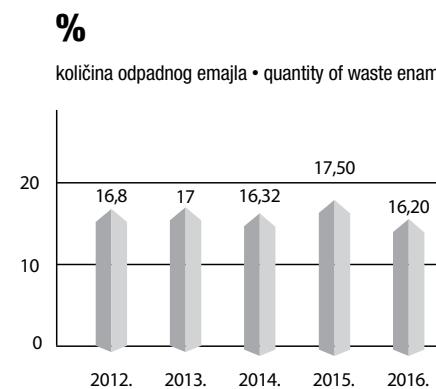
Zavisna društva Metalca a.d. ukupno su plasirala 627 tona ambalažnog otpada na tržiste Republike Srbije, 16% više nego prethodne godine.

Uredbom o utvrđivanju plana smanjenja ambalažnog otpada za period od 2015. do 2019. godine utvrđen je opšti cilj za ponovno iskorišćenje (ambalažnog otpada) u 2016. godini u količini od 44%. Budući da je Metalac a.d. u sistem upravljanja ambalažnim otpadom uključen preko ovlašćenog operatera Sekopak d.o.o., može se konstatovati uspešno ispunjenje opštег kao i svakog specifičnog cilja za 2016. godinu sa 44,63%.

PACKING WASTE MANAGEMENT

The subsidiaries of the Metalac Group placed the total of 627 tons of packing waste to Serbian market in 2016 which is 16% more than the year before.

By the national regulation to establish plans for reduction of packing waste for the period 2015-2019 the goal of reduction through secondary usage and the recycling process was 44% in 2016. As the Metalac obligations of packing waste management were transferred to the operator Sekopak Ltd., it is to say 44,63% and the goal for 2016 was therefore achieved.



SISTEMI UPRAVLJANJA KVALitetom SU MOĆNO ORUZJE

U Metalcu danas baštinimo ugled i kulturu stvaranu decenijama, zapisanu u našim politikama, strategijama, kodeksima, dokumentima QMS/EMS. Samo razvijenim sistemima možemo da reagujemo odmah, da pokažemo visoku sposobnost u otklanjanju neusaglašenosti, da čak i u komplikovanim situacijama podignemo poverenje zainteresovanih strana u naše odgovorno ponašanje. Zato sa razvojem međunarodne standardizacije moramo i mi dalje razvijati naše sisteme, jer lideri su ti koji podižu civilizacijski nivo – standardi su samo zapisani trag, a Metalac je među liderima koji mogu da ponesu taj teret – smatra Dušan Lazić, dugogodišnji direktor sektora za razvoj, organizaciju i QMS/EMS u Metalcu.

Sistemi menadžmenta su moćno oružje u održavanju organizacije i procesa. Zato sa razvojem međunarodne standardizacije moramo i mi razvijati naše sisteme. Godinu 2017. smo proglašili godinom tranzicije za QMS/EMS na verzije ISO 9001:2015 i ISO 14001:2015. Tranziciji treba pristupiti pragmatično. Ne menjati dokumentaciju formalno. Temeljno odraditi sve predviđene edukacije. U postupak implementacije novih zahteva uključiti što veći broj saradnika. Kreiranjem strategije Metalac je stekao dobru praksu, tako da smo spremni da kroz tranziciju realno uradimo kontekst organizacije, unapredimo i dokumentujemo procenu rizika, proširimo razumevanje potreba svih zainteresovanih strana....

QUALITY MANAGEMENT SYSTEMS ARE POWERFUL WEAPON

Today the heritage of Metalac is reputation and culture that have been cherished for years, written in our policies, strategies, codes, QMS/EMS documents. Only with developed systems we may react swiftly, show high capability to settle incompliances and even in complex situations acquire higher credibility for our responsible performance from interested parties. And therefore we have to keep up with development of the international standardization and develop our systems to maximum requirements of the standard, since only leaders can bring civilization to a higher level – standards are only a written trace, and metalac is among the leaders that can take such burden – says Dušan Lazić who was director for Development, Organization and QMS/EMS of the Metalac.

Management systems are powerful tools to sustain organization and processes. So with the progress of international standardization we are called to develop our systems. The 2017 will be a year of transition of the QMS/EMS to ISO 9001:2015 and ISO 14001:2015 upgrades. We should step into it pragmatically without formal changes of documentation. We need to carry out the education and include as much people as possible in implementation of new requirements. By creating strategies Metalac has acquired good practice and in transition we are ready to make organization context, improve and document risk assessment and have wider comprehension of what all interested parties may need...



Svi zaposleni u Metalac grupi deluju na vrednostima i principima koji integrišu profesionalne standarde i pravila struke, sa moralnim i etičkim normama. Poslednjih 20 godina Metalac je, uprkos eroziji niza vrednosti u širem okruženju, bezrezervno istrajavao na shvatanju da u poslu, kao i u životu, samo pošten odnos i odgovorno ponašanje obezbeđuju uzajamno poverenje i poštovanje unutar kolektiva i u odnosu sa partnerima i krajnjim potrošačima. Zato sa zadovoljstvom i ponosom u svoj kodeks poslovne etike unosimo sve na čemu smo insistirali i insistiramo, bilo da je nepisano, ali imantan ponašanje zaposlenih u Metalcu, ili deo utvrdenih standarda, politika, pravila ponašanja.

All employees of Metalac Group operate on values and principles integrated in professional standards and professional rules with ethical norms. In the last 20 years, despite the erosion of a range of values in a broader environment, Metalac unreservedly insisted on the principle that in business, as well as in life, only a fair relationship and accountable behavior may result in mutual trust and respect within the company and in relation to partners and end users. This is why we are happy and proud to include all the principles we have insisted on in Code of ethics, whether it relates to unwritten but immanent behavior of the Metalac employees, or a part of stipulated standards, policies, rules and behavior.

Iz Kodeksa poslovne etike • Codes of the Business Ethics

SINERGIJA PROFESIONALNIH NORMI I MORALNIH NAČELA

PROFESIONALNIH

NORMI I MORALNIH NAČELA

Šta Metalac podrazumeva:

- Radna disciplina i lična odgovornost za kvalitet obavljenog posla
- Neprikosnovenost imovine preduzeća
- Poštovanje svih standarda kvaliteta i zaštite životne sredine
- Pridržavanje procedura za obavljanje poslova
- Poštovanje zakona i propisa, odluka i naredaba nadređenih
- Poštovanje odredaba poslovnih ugovora
- Poštovanje poslovnog bon-tona
- Demokratija u odlučivanju, diktatura u sprovodenju
- Postupanje prema zaposlenima s poštovanjem i uz zaštitu ljudskih prava

Šta Metalac očekuje od zaposlenih:

- Posvećenost poslu
- Orijentisanost na kupca i stalni rast
- Usmerenost na cilj
- Nepristrasan i korektan odnos unutar kompanije i sa poslovnim partnerima
- Otvorenost u komunikaciji
- Stalno unapređenje znanja i veština
- Orijentisanost na timski rad

Šta Metalac posebno vrednuje:

Odanost kompaniji
Stalno poboljšanje i kreativnost
Inovativnost
Poslovnu odlučnost i preuzimljivost
Lični i poslovni integritet zaposlenog

LJUDI NA PRVOM MESTU

U hijerarhiji resursa koji presudno utiču na poslovanje Metalca – ljudi su absolutno na prvom mestu. U skladu sa takvim sistemom vrednosti, i naravno, Kolektivnim ugovorom, ugovorima o radu, odlukama Fondacije Metalac itd, Kompanija na više načina iskazuje svoju odgovornost i posvećenost zaposlenima

- Prosečna zarada zaposlenih uvek je iznad proseka Republike i značajno iznad proseka grane. Više od 20 godina svi zaposleni zarade primaju 20. u mesecu u 10 sati.
 - Garancije da se nivo zarada zaposlenih uskladjuje sa indeksom troškova života povećanim za realan rast u skladu sa rezultatima poslovanja i rastom bruto društvenog proizvoda.
 - Svim radnicima se isplaćuju radničke, a rukovodiocima menadžerske premije.
 - Sva deca zaposlenih koja su redovni studenti dobijaju stipendiju od Metalca.
 - Novogodišnji paketići deci zaposlenih uzrasta od 2 do 12 godina.
 - Svaki radnik za rođenje deteta dobija iz Fondacije Metalac vrednosnu čestitku u iznosu od 1000 evra za prvo dete, i za po 1000 više za svako sledeće.
 - Svakom radniku su na raspolaganju lekar, medicinska sestra i stomatolog u ambulantni u okviru Poslovnog centra.
 - Solidarna i finansijska pomoć zaposlenom u slučaju smrti člana uže porodice.
 - Solidarna pomoć porodici u slučaju smrti zaposlenog.
 - Solidarna pomoć zaposlenom u slučaju elementarne nepogode.
 - Pomoć zaposlenom iz Fonda za prevenciju i rekreativni odmor zaposlenih.
 - Stipendija tokom redovnog školovanja deci preminulih radnika.
 - Uslovi za kontinuirano unapređenje i usavršavanje.
 - Dobrovoljno dodatno penzиона osiguranje za oko 370 zaposlenih.
 - Pravo na jubilarnu nagradu.

SINERGY OF PROFESSIONAL STANDARDS AND ETHICAL PRINCIPLES

What Metalac implies is

- Working discipline and personal responsibility for the quality of the work done
- Undisputed company property
- Observance of all quality and environmental protection standards
- Observance of work-related procedures
- Observance of laws and regulations, decisions and orders issued by superiors
- Observance of provisions from business agreements
- Observance of business etiquette
- Democracy in decision-making, dictatorship in implementation
- Treating employees with respect and in line with principles and protection of human rights

What Metalac expects from employees is

- Commitment to work
- Orientation towards customers and permanent growth
- Orientation towards goals
- Impartial and correct relation within the company and with business partners
- Openness in communication
- Permanent promotion of knowledge and skills
- Orientation towards team work

What Metalac especially values is

- Loyalty to the Company
- Permanent improvement and creativity
- Innovativeness
- Business decisiveness and enterprising spirit
- Personal and business integrity of the employee

PEOPLE COME FIRST

In the hierarchy of human resources which are decisive for Metalac business activities, the employees absolutely come first. Following such system of values and, of course, company based agreements, Metalac Fund resolutions... the Company in many ways expresses its responsibility and dedication to the people it employs.

- Average salary of the employees is always above the national average, and much higher than the average of the industry branch. For over 20 years the paycheck arrives at 10 o'clock on 20th of the month, not later, only earlier if 20th is a weekend.
 - Guarantee that salaries are adjusted to the living costs index plus real growth as by the business results and gross national product growth.
 - Premiums for all workers and managerial staff
 - Employees' children which are regular students at university receive Metalac scholarships
 - Christmas presents for all employees' children up to the age of 2 to 12
 - For a newborn each employee is getting a money greeting from the Metalac Foundation, the amount of € 1.000 for the first child and by € 1.000 more for each following child.
 - Medical assistance and a dentist are at disposal to each employee within the Company's medical unit.
 - Solidarity and financial aid to employees in case of death of a family member or parent.
 - Solidarity aid to families in case of death of an employee.
 - Solidarity aid to employees in case of a natural disaster.
 - Aid to employees from the Employees' Prevention and Recreational Vacation Fund
 - Scholarships for regular education of children of dead employees.
 - Conditions for continuous improvement and education
 - Additional voluntary pension fund for 370 employees
 - Right to anniversary awards

SINERGIJA ZAJEDNIŠTVA

Metalac promoviše koncept kontinuiranog učenja, što podrazumeva stalno praćenje novosti iz struke, podršku preduzeća kroz obuke, posete stručnim skupovima, kao i razne oblike stručnog i praktičnog osposobljavanja, atestiranja i sl. Kompanija prepoznaje vrednosti svojih zaposlenih i nastoji da maksimalno razvije njihove potencijale u cilju sticanja konkurenčke prednosti, posebno kad je reč o oko 200 visokoobrazovanih.



Fotografija sa jednog od nedavnih treninga za deo menadžmenta.

Metalac promotes concept of continuous education that understands constant following of news and events in the fields, support to the company with educational courses, visits to expert conferences, and various trainings, certifications and so on. The Company is able to recognize values of its employees and tries to develop their potentials to maximum aiming to acquire competitive advantages, especially speaking of some 200 employees with university degree.

STALNO USAVRŠAVANJE SE PODRAZUMEVA

U 2016. godini od eksternih obuka naročiti značaj imaju predavanja i obuke koje za potrebe Metalca izvode renomirani profesori Beogradskog i Kragujevačkog univerziteta, inače članovi upravljačih organa. Osim Startegijskog menadžmenta po BSC metodologiji, na dnevnom redu su i druge teme kao: Makroekonomski trendovi i perspektive; Strategije kanala marketinga; Odnosi u kanalima marketinga; Optimizacija zaliha, metode optimizacije i uticaj zaliha sa stanovišta revizora. Pored zavisnih društava, izradom strategije do 2020. godine po istoj BSC metodologiji, po prvi put su se bavile i strateške funkcionalne jedinice, tj. sektori Metalca a.d.

U 2016. su takođe sprovedene edukacije na teme: Instrumenti za obezbeđenje plaćanja u cilju smanjenja rizika u spoljnoj trgovini; Poznavanje potrošača; Primena pan-evropskih pravila o poreklu robe; Timski rad; Tranzicija QMS-a i EMS-a prema novim standardima i njihova primena u kompaniji Metalac...

Nastavljeno je i sa individualnim menadžerskim obukama, u okviru Mokrogorske škole po programu General Management Program i Mokrogorski Executive Master of Business Administration. Takođe, realizovan je znatan broj individualnih obuka za zaposlene iz oblasti tehničkih i komercijalnih poslova, a zaposleni u maloprodajnim lancima bili su uključeni u edukaciju i trening na temu Ključni aspekti prodaje.

CONTINUOUS EDUCATION IS UNDERSTOOD

In 2016 most important of external educations were lectures and trainings performed for Metalac by known university professors from Belgrade and Kragujevac, members of the management bodies. Beside Strategic Management by BSC methodology, timetable included other themes like: macroeconomic trends and prospective, marketing channel strategy, marketing channel relationships, stock optimization, optimization methods and effects of stock from auditors' point of view. Beside daughter companies, for the first time various sectors of the mother company made their strategies till 2020 by same BSC methodology.

During 2016 educational courses covered also the themes like: Instruments of payment insurance to cut risk in foreign trade; Knowing consumers; Application of pan-European rules of goods origin, Team work, Transition of QMS and EMS by new standards and their implementation at Metalac Company...

Also individual courses for managers continued at Mokra Gora School within General Management Program and Mokra Gora Executive Master of Business Administration. Number of individual trainings for employees took place in technical and commercial field, and employees working in retail chains attended courses in key aspects of sale.

UPRAVLJANJE KARIJERAMA ZAPOSLENIH

Imajući na umu ubrzane društvene promene, jačanje konkurenčije i tehnološki razvoj, Kompanija poklanja posebnu pažnju razvoju ljudskih resursa. Upravljanje karijerama zaposlenih je proces kojim Metalac identificuje i razvija talente sa visokim razvojnim potencijalom i buduće menadžere, u skladu sa obostranim ciljevima. Kraljni ishod je svakako povećanje zadovoljstva poslom, posvećenost kompaniji, opšti razvoj pozitivnih stavova i uspešniji rad.

Osim što je sistem selekcije prilikom prijema novih radnika kompleksan, služba za ljudske resurse kontinuirano sprovodi evaluaciju radnih performansi koja se radi jednom godišnje. Cilj je da se proceni sveukupno radno delovanje i ponašanje zaposlenih.

Upravljanjem karijerama zaposlenih postiže se: veća unutrašnja pokretljivost, dovoljan broj zaposlenih koji bi mogli da budu unapređeni, brže i efikasnije zamene zaposlenih koji su u odlasku, bolja preraspodela zaposlenih - prava osoba na pravom mestu u pravo vreme. Osim toga, Kompanija raspolaže dodatnim načinom motivacije zaposlenih i omogućava im kvalitetniji profesionalni razvoj, zahvaljujući čemu zaposleni postaju radno uspešniji.

HR dosje zaposlenog obezbeđuje objektivnu bazu podataka neophodnih rukovodiocima u procesu vođenja njihovog profesionalnog razvoja.

EMPLOYEES CAREER MANAGEMENT

Considering quick social changes, stronger competition and development of technologies, the Company is paying particular attention to human resources development. Employees career management is the process in which Metalac identifies and develops talents with high development potential, and future managers according to mutual goals. Naturally the final outcome is higher job satisfaction, commitment to the company, general development of positive attitudes and more accomplished work.

Beside the selection system at acceptance of new employees as a complex task, the HR Department once a year makes evaluation report on work performances including overall work action and behaviour of employees who spend more than a half of the evaluation period at work.

Career management helps to get higher flow at internal level, sufficient number of employees that could be promoted, faster and more efficient replacement of employees that are about to leave, better re-distribution of people – right person at right place and right time. Beside that, the Company has more ways to stimulate people and provide better professional development for them, and thanks to that people become more successful at work.

HR file of an employee is an objective data base indispensable for management of employees professional development.

DODATNO PENZIJSKO OSIGURANJE ZA JOŠ 37 RADNIKA

Dodatnim penzionim osiguranjem do sada je nagrađeno ukupno 365 radnika, sa tendencijom da se svake naredne godine, na ovaj način stimulišu i nagrade zaposleni, koji su se posebno isticali svojim radom, ostvarenim rezultatima i posvećenošću Kompaniji i na koje Metalac ozbiljno računa u budućnosti.

Kao i u 2016. godini, i 4. aprila 2017, povodom Dana Metalca, dodatno penziono osiguranje dobilo je još 37 radnika. Osim toga, takođe tradicionalno, 93 radnika su od svoje Kompanije dobila jubilarne nagrade od 55.000 i 110.000 dinara za 20 i 30 godina neprekidnog staža u metalcu, dok su zaposleni koji su čitav radni vek proveli u Metalcu dobili 165.000 dinara.

Obeležavanje rođendana Kompanije poentirano je svečanim okupljanjem sugrađana, prijatelja Metalca, za koje je u izložbenoj galeriji priređen umetnički program – muzičko poetski kabare „Da, to su bili dani“.

ADDITIONAL PENSION PLAN BENEFITS FOR OTHER 37 EMPLOYEES

With additional pension insurance the company awarded 365 employees so far and intending to continue stimulating employees who stand out with their work, obtained results, commitment to the company, and that the company can count with in future.

Like in 2016, on 4th April 2017 for the Company's day other 37 employees received additional pension plan. Beside that and as a tradition 93 employees received anniversary prizes of RSD 55,000 and RSD 110,000 for 20 and 30 years respectively of continuous employment with Metalac, and the employees who spent entire work life in Metalac received RSD 165,000 each.

Company's anniversary was celebrated in presence of co-citizens, friends of Metalac who attended the artistic program "Yes, those were the days" held at the show gallery.

PRIVILEGIJE ZAVISNE OD REZULTATA RADA

Unapređenje ravnomerne zastupljenosti žena i muškaraca u Metalcu je kontinuirana praksa, koju sada potvrđuju i izveštaji Upave za rodnu ravnopravnost. Svi poslovi u Kompaniji su podjednako dostupni i ženama i muškarcima. Jednaki su uslovi rada, a privilegije zavise samo od rada i rezultata. I dok je za pojedina preduzeća zbog specifičnosti proizvodnje znatno veće prisustvo muškaraca, u tri trgovinska preduzeća sa velikim brojem maloprodajnih objekata situacija je upadljivo obrnuta.

Posao se obavlja u dobroj radnoj atmosferi, u kojoj se podjednako ravnopravno osećaju i žene i muškarci, u kojoj se brine o njihovim pravima i dostojanstvu, a pritom se vodi računa o njihovim razlikama i potrebama i stvaraju uslovi za usklađivanje privatnog i profesionalnog života.

PRIVILEGES DEPENDING ONLY ON RESULTS

Promotion of gender equality is a continuous practice in the Metalac company, as reported to the Gender Equality Directorate. All jobs in the Company are equally available to women and men. Work conditions are the same and privileges depend only on someone's work results. Due to specific production in certain subsidiaries men are much more present, while the situation is quite opposite in two trading subsidiaries that act as retailers with many points of sale.

There is a good work atmosphere where both women and men could feel equal, that care is taken of their rights and dignity, considering also their differences and needs, that there are conditions to coordinate private and professional life.



RAVNOPRAVNOST UZ POŠTOVANJE MATERINSTVA

Oko 45% zaposlenih u zavisnim društvima i Metalcu a.d. su žene, koje zauzimaju i skoro trećinu rukovodećih pozicija. Zaposlene žene-majke ne trpe nikakve štetne posledice zbog odsustovanja sa posla – naprotiv, materinstvo biva nagradeno.

Izveštaj uprave za rodnu ravnopravnost Ministarstva rada, zapošljavanja i socijalne politike, potvrđuje da je u Metalcu postignut zadovoljavajući odnos zastupljenosti polova.

Takođe, kao društveno odgovorna kompanija, Metalac preko svoje Fondacije stimuliše rast nataliteta, materijalno pomaže roditelje za svako novorođeno dete, a zaposlene žene-majke ne trpe nikakve štetne posledice zbog odsustovanja sa posla. Naprotiv, po povratku sa porodičnog odsustva čeka ih radno mesto i podjednaka

mogućnost za napredovanje u karijeri.

U kompaniji Metalac se osim zakonskih odredbi, iznad svega poštuju ljudski i profesionalni kvaliteti zaposlenih, bez obzira na polnu pripadnost.

Prosečna starost zaposlenih u Metalcu na kraju 2016. bila je 41,62 godina i nešto je veća nego 2015. Od 2.006 radnika 53% su mlađi od 40 godina. U ukupnom broju zaposlenih žene su zastupljene 45%.

GENDER EQUALITY AND RESPECT OF MOTHERHOOD

About 40% of employees in daughter companies and Metalac a.d. as mother company, are women who hold almost a third of management positions. There are no consequences for women - mothers for being absent from work - motherhood is on the contrary awarded

By the report of the Ministry of Labor, Employment, Veteran and Social Policy – Gender Equality Directorate, gender equality is well promoted in the Metalac Company. Gender equality has been kept and intended to improve in future period. As a socially responsible company, Metalac through its Foundation stimulates increase of birth rate, offers material help to the parents for each newborn and women employees do not suffer negative consequences due to maternity leave. On the contrary, after they come back from maternity leave their jobs are waiting for them with equal chance of

promotion in their careers. Such attitude has positive effects in work productivity of women employees since it makes them easier to plan family and career in parallel. Beside lawful regulations human and professional qualities of employees are highly respected in Metalac Company regardless of gender.

At the end of 2016 the age average of employees in Metalac was 41,62 slightly higher than 2015. From 2.006 employees 53% are under the age of 40. Women make 45% of all the employees.

U PETNAEST PREDUZEĆA PREKO 2.000 ZAPOSLENIH

Prosečna starost zaposlenih u Metalcu na kraju 2016. bila je 41,62 godina i nešto je veća nego 2015. Od 2.006 radnika 53% su mlađi od 40 godina. U ukupnom broju zaposlenih žene su zastupljene 45%. Skoro 10% visokoobrazovanih.

Metalac grupu čini Metalac a.d. kao kontrolno društvo i 14 zavisnih društava. Dva društva su organizovana kao akcionarska i u njima je Metalac većinski vlasnik, a sva ostala kao društva sa ograničenom odgovornosću, nad kojima Metalac ima 100% vlasništva.

Broj zaposlenih u 2016. na nivou Grupe povećan je za 64 tj. 3,3 % u odnosu na kraj 2015. godine. Među 197 visokoobrazovanih, 45% su diplomirani ekonomisti, preko 20% mašinski inženjeri, više od 10% inženjera tehnologije i elektrotehnikе, dok su preostalih 25% zastupljene najraznovrsnije struke. Metalac ima jednog doktora elektrotehničkih nauka i dvojicu magistara računarstva i tehničkih nauka.

OVER 2000 EMPLOYEES IN 15 COMPANIES

At the end of 2016 the age average of employees in Metalac was 41,62 slightly higher than 2015. From 2.006 employees 53% are under the age of 40. Women make 45% of all the employees. Almost 10% with university degree.

Metalac Group consists of Metalac a.d. as a parent company and 14 subsidiaries. Two of those are organized as stock companies with Metalac as majority owner while all others are with limited responsibility and 100% owned by Metalac.

In 2016 the number of employees in the Group increased by 3,3 % compared to 2015. Number of employees with university degree is higher by 7 people or 3.70%. Among 197 university-educated 45% are economists, over 20% mechanical engineers, over 10% chemical and electronics engineers, while remaining 25% are of various expertise. Metalac has one electronics engineer with PhD and two IT and technical sciences enigneers with master degree.

PREDUZEĆE COMPANY	broj zaposlenih number of employees	
	2015	2016
Metalac a.d.	184	188
Metalac posude	795	802
Metalac print	73	73
Metalac inko	49	52
Metalac bojler	82	87
Metalac FAD	130	127
Metalac market	195	212
Metalac trade	31	30
Metpor	3	3
Metalac home market N.Sad	104	115
Metalac proletar a.d.	220	235
Metalac home market Zagreb	8	3
Metrot	28	33
Metalac market Podgorica	34	41
Metalac Ukrajina	6	5
TOTAL	1942	2006

Kvalifikaciona struktura 2016.
Qualification structure 2016.

Stručna spremja Faculty graduates	Broj zaposlenih Number of employees
VIII	1
VII2	2
VII1	194
VI	131
V	5
IV	729
III	674
II	88
I	182
TOTAL	2006

SARADNJA SA SINDIKATIMA

U kompaniji Metalac funkcionišu dva reprezentativna sindikata: većinski „Jedinstvena organizacija samostalnog sindikata Metalac a.d.“ sa 1.385 članova i manjinski „Nezavisni sindikat“, sa 225 članova. U ove dve sindikalne organizacije učlanjeno je 80% zaposlenih. Kvalitet komunikacije sa zaposlenima, a time i saradnja sa sindikatom kao glavnim socijalnim partnerom rukovodstva Metalca od posebnog su značaja. Predstavljanje rezultata poslovanja, sprovođenje prava radnika iz Kolektivnog ugovora, Socijalnog programa i Zakona o radu, predmet su redovnih sastanaka.

COOPERATION WITH TRADE UNIONS

In the Metalac company operate two trade unions: the majority Confederation of Autonomous Trade Unions of Serbia with 1.385 members and the minority Independent Trade Union with 225 members. More than 80% of employees has membership in either of the two trade unions. Good communication with employees and therefore cooperation with trade unions as main social partners of the Metalac management are of great importance. Presentation of business results, workers rights, social policy and Labor Law performance are among main topics of the trade union meetings.

SINDIKATI • TRADE UNIONS	Br. zaposlenih No. of employees	%
Samostalni sindikat • Autonomus T.U.	1.385	69
Nezavisni sindikat • Indipendent T.U.	225	11
Ukupno članova • Total	1.610	80
Ukupno zaposlenih • Total employees	2.006	100

POŠTOVANJE ZA 664 PENZIONERA

APPRECIATION FOR 664 PENSIONERS

Retke su danas kompanije koje se sete svojih penzionera. Mnoge su vrednosti, nažalost, otišle u zaborav. Zato je slika, koju svake godine krajem decembra vidimo u Metalcu impresivna. Utoliko više kad imamo na umu da naša „fabrika u penziji“ ima 664 ljudi. Njih 11 pridružilo se u 2016. godini.

Uz svečani ručak, prigodan poklon i pozdravnu reč generalnog direktora, penzioneri su se i ovog puta najviše radovali prilici da se vide sa stariim kolegama, da upoznaju mlade i obiđu svoja bivša radna mesta na kojima je većina provela čitav radni staž.

Starost • Age	-20	21-30	31-40	41-50	51-60	60+	total	%
Muškarci • Male	20	259	317	229	246	41	1112	55
Žeme • Female	2	142	333	217	197	3	894	45
Ukupno • Total	22	401	650	446	443	44	2006	100



Obeležena desetogodišnjica fondacije Metalac

Metalac foundation celebrated its tenth anniversary ending out the message

ZA BUDUĆNOST RASTEMO ZAJEDNO

Povodom jubilarnih 10 godina od osnivanja Fondacije Metalac, Gornjomalnovčani su 21. avgusta imali priliku da prisustvuju jedinstvenim dogadjajima. Najpre su u poluvremenu utakmice Metalac – Radnički iz Niša svečano uručene vrednosne čestitke bebama rođenim u prvoj polovini jubilarne 2016. Čestitke su uručili ministar za rad i socijalna pitanja Aleksandar Vučić, predsednik kompanije Metalac Dragoljub Vukadinović i generalni direktor Petrašin Jakovljević. Istočna tribina stadiona je bila rezervisana za svih 450 „Metalčevih beba“, koje su, potom, sa roditeljima u koloni prodefilovale do gradskog trga, gde su ih dočekali naši sugrađani i koncert ansambla Frajle, upriličen našoj deci u čast. Makar na jedan dan, vratili smo mladost u Gornji Milanovac i

pokazali kakvo je to bogatstvo za budućnost.

Od 2006. do kraja 2016. rođeno je 480 dece radnika Metalca, i to 225 devojčica i 255 dečaka. Najviše je prvorodenih, a čak 45 puta porodice su se opredelile za treće dete, dok je je desetak parova dobilo četvrtu, peto, pa čak i sedmo dete. Blizancima smo se obradovali pet puta, a dva puta su nas iznenadile trojke. U godini jubileja, pod sloganom „Za budućnost rastemo zajedno“, nagrade za svako novorođeno дете radnika Metalca su povećane – 1.000 evra za prvo i po 1.000 evra više za svako sledeće. Ovim kompanija Metalac još jednom potvrđuje da s razlogom ima reputaciju društveno odgovorne i, nadasve, jedne od najzdravijih kompanija u Srbiji.

GROWING TOGETHER FOR THE FUTURE

On 21st August for 10th Anniversary of the Metalac Foundation people of Gornji Milanovac had occasion to witness a unique event. At the half time of the football match between Metalac and Radnički from Niš the babies born in first six months of 2016 received money greetings. The greetings were presented by Aleksandar Vučić, Serbian Minister of Labour, Employment, Veteran and Social Policy, Dragoljub Vukadinović, President of the Company and Petrašin Jakovljević, CEO. The east grandstands was reserved for all 450 of »Metalac babies« who together with their parents made a defile to the city square where citizens waited for them and afterwards the band Frajle had a concert in honor of the children. For one day at least we brought the youth back to Gornji

Milanovac and showed what fortune it was for the future. From 2006 till the end of 2016 Metalac employees brought to the world 480 babies, of that 225 girls and 255 boys, mostly as a first child in family. In 45 cases families decided to have a third child and about ten couples had fourth, or fifth, or even seventh child. We were happy for twins that happened five times and two times we were surprised with the triplets. In this year of anniversary and with the message "Growing Together for the Future" the money greetings are higher - € 1.000 for first child and for each next child by € 1.000 more. By doing so Metalac just reaffirms its rating as a highly accountable and healthy company in Serbia.



VRATILI SMO MLADOST U MILANOVAC **MAKAR NA JEDAN DAN**

Predsednik Metalac grupe Dragoljub Vukadinović je još jednom podsetio da nagrade za rođenje svakog deteta jesu značajne, ali da su misija i cilj Metalaca mnogo veći:

- Mnogo je važnija pouka i poruka nas kao poslodavca da mladi kadrovi treba da stvaraju porodicu, da žene ne treba da brinu za svoje radno mesto zato što su postale majke, da će ih posao čekati i da ih kompanija u tome podržava. Zahvaljujući takvom stavu, mi smo sa 20-ak beba pre desetak godina došli na skoro 60 godišnje. Na to smo ponosni i želimo da nam se Srbija pridruži – poručio je Vukadinović i podsetio da Metalac izdvaja i do 20% svoje dobiti kako za bebe, tako i za razvijanje sportsa u Milanovcu, za studentske stipendije deci svojih radnika, socijalna davanja, odmor i rekreaciju zaposlenih.

- Svaki posao koji ne brine o budućnosti neće imati dug vek. Kao što vidite, Metalac dugo traje i trajaće jer o tome brine. Želeo bih da se mnogo veći i bogatiji od Metalca ponašaju na isti način i da svako u svojoj sredini gde stvara profit, učini da se ta razlika vidi – rekao je ministar Aleksandar Vučić i, konačno dobio aplauz porukom upućenom deci: - Ja samo želim da budete lepsi, srećniji i pametniji nego što je bila moja generacija, a mi da vam ostavimo malo bolju Srbiju.

POSAO VAS ČEKA I KADA POSTANETE **MAJKE**

U prepunoj sportskoj hali „Breza“ Metalac podelio oko 2000 novogodišnjih paketa za decu svojih radnika i, već tradicionalno, više od 1200 mališana iz svih obdaništa i predškolskih ustanova u opštini Gornji Milanovac. Publika aplaudirala najsvečanjem delu – uručenju čestitki od 1000, 2000 i 3000... evra za novorodene bebe u drugoj polovini 2016. godine.

U 2016. godini rođene su 52 „Metalčeve bebe“. Na tradicionalnoj novogodišnjoj dodeli čestitki, najpre su na podijum ponovo izšle 24 bebe koje su čestitke dobitile na stadionu FK Metalac na spektakularnoj jubilarnoj proslavi 21. avgusta. Potom im se pridružilo još 28 dečaka i devojčica, rođenih u 2016. Čestitke je uručio generalni direktor i predsednik Fondacije Metalac Petrašin Jakovljević. On je još jednom istakao da Kompanija ovom akcijom šalje jasnu poruku zaposlenima da zasnuju porodicu i radaju decu i posebno da mlade žene ne treba da brinu za svoje radno mesto zato što postaju majke. Buran aplauz više hiljada dece i roditelja u publici potvrdio je koliko Gornjimilanovčani poštuiju ono što kompanija Metalac čini za svoj grad.

YOUTH IS BACK IN GORNZI MILANOVAC **FOR ONE DAY AT LEAST**

The President of the Metalac Group, Dragoljub Vukadinovic reminded once more that the prizes for a birth of every child is important but mission and goal of Metalac are much higher:

- More important is our principle and message as employer that young people should start families, that women should not worry about their jobs because they became mothers, that their jobs will be waiting for them and they are supported by the company. Due to such attitude from 20 babies yearly of ten years ago we reached the number of almost 60 babies a year. We are proud of that and we would like Serbia to join us – said Vukadinović and reminded that Metalac was allocating up to 20% of its profit for newborns and for development of sports in Milanovac as well, then for scholarships given to children of the employees, for social benefits, vacations and recreation of the employees.

- Any work that does not consider future will not live long. As you see, Metalac is long living and will live because it cares. I wish that much bigger and richer than Metalac behaved like this each of them showed the difference in the environment where they make profit – said the Minister Aleksandar Vučić and received applause for the message addressed to children: - I only want you to be nicer, happier and smarter than my generation was and our heritage for you to be a better Serbia.

JOBS WILL WAIT FOR YOU WHEN YOU BECOME **MOTHERS**

Before the full audience in the hall “Breza” Metalac distributed about 2000 Christmas gifts to the children of its employees and traditionally over 1200 gifts to children of Gornji Milanovac of kindergarten and preschool age.

Fifty two “Metalac babies” were born in 2016. At the traditional New Year’s ceremony first to come on the stage were 24 babies that received their greetings at the FK Metalac Stadium at the spectacular anniversary celebration held on 21st August. Then other 28 boys and girls born in 2016 joined them. The greetings were presented by Petrašin Jakovljević, CEO of and the president of the Metalac Foundation. He pointed out again that with this action the Company sent out the clear message to the employees to start families and have children, particularly to young women that they should not worry for their jobs because they were to become mothers. Acclaim of thousands of children and parents in the audience confirmed how people of Gornji Milanovac respected what the Metalac Company is doing for its town.



SPORTSKA PORODICA METALCA DRUŠTOV SUPER I PRVOLIGAŠA

CENTAR ZA REPREZENTATIVNE MLAĐE SELEKCIJE

Metalac grupa je i u 2016. godini nastavila da ulaže u decu i omladinu, pre svega kroz podršku razvoju sporta. Uz veliku pomoć i podršku Kompanije, danas radi šest klubova, od kojih se čak četiri takmiče u najkvalitetnijim ligama u Srbiji, super ligama i prvoligaškim karavanima.

Klubovi u okviru Sportskog društva Metalac okupljaju preko 600 članova, što je više od polovine svih sportista u opštini Gornji Milanovac. Osim takmičarskih ekipa, u ovim sportskim kolektivima trenira veliki broj osnovaca i srednjoškolaca.

Pored pomaganja klubovima iz svoje porodice, veliki je broj sportkih organizacija kojima je kompanija Metalac, kao društveno odgovorna, pomogla u različitim oblicima, bez obzira na granu i vrstu sporta, a i različite sportske manifestacije organizovane u Gornjem Milanovcu.

Od kada je svečano otvoren u septembru 2012. godine, stadion Metalac je, kao jedan od najreprezentativnijih u Srbiji, često bio domaćin mlađim fudbalskim selekcijama Srbije. Mlada reprezentacija Srbije (U-21) je tako ceo kvalifikacioni ciklus za Prvenstvo Evrope u Češkoj, kao domaćin igrala na stadionu FK Metalac. Ugodili smo tada mlade reprezentacije Kipra, Severne Irske, Belgije i Italije. I novi kvalifikacioni ciklus ova reprezentacija je započela i završila u Gornjem Milanovcu, a naš stadion je bio domaćin reprezentacijama Litvanije i Slovenije.

Stadion Metalac je u 2016. godini takođe bio i domaćin finala kupa-a Srbije, kada su se sastali Partizan i Javor-Matis iz Ivanjice. Organizacija pomenutih utakmica, kao i funkcionalnost stadiona dobila je najviše pohvale od rukovodstava reprezentacija koje su na njemu igrale, predstavnika Fudbalskog saveza Srbije, a ono što je najvažnije i od zvaničnih lica iz UEFE.

METALAC SPORTS FAMILY A SUPER LEAGUE SOCIETY

CENTRE FOR YOUNG PLAYERS

In 2016 Metalac Group continued investing into children and young people and promoting sports. Today under the sponsorship of the Company there are six clubs, four of them competing in highest Serbian leagues.

These clubs of the Metalac Sport Society have 650 members. Beside the competing teams great number of children and teenagers are training in these clubs. We could say that over a half of all sportsmen in the province of Gornji Milanovac is training in Metalac sport clubs on daily basis.

Apart from supporting clubs of its own, there is a great number of sports organizations that are in different ways supported by Metalac as a socially responsible company, and whichever sport is in question, as well as number of sports manifestations organized in Gornji Milanovac.

Since its opening in September 2012 Metalac Stadium, among the nicest in Serbia, has frequently hosted young Serbian football teams. Young Serbian national team (U-21) played at our stadium all qualification games for the European Championship in Czech Republic, and hosted the teams of Cyprus, Northern Ireland, Belgium and Italy. In the new qualification cycle the young national team hosted the Lithuanians and Slovenians at our stadium.

"Metalac" stadium also hosted the finals of the Serbian Cup in 2016 - it was the match between "Partizan" and "Javor-Matis" of Ivanjica. Organization of these matches and functionality of the stadium have been greatly approved by the UEFA officials, managers and teams that had occasion to play there.

METALAC FUDBALSKI KLUB

Fudbalski klub Metalac je na superligaškoj sceni Srbije. Po prvi put su se u Gornjem Milanovcu igraju prvenstvene utakmice protiv Partizana, Crvene Zvezde, Vojvodine i drugih članova Super lige Srbije. U takmičarskoj 2015/2016. godini sačuvan je status superligaša, a sudeći po prolećnoj sezoni 2017, Milanovački superligaš ima realnih šansi da ostane u najelitnijem fudbalskom društvu u Srbiji. Inače, u FK Metalac je u protekloj godini organizованo radilo oko 350 dečaka svih uzrasta, od predcicibana, cicibana, predpetlića, petlića, pionira, kadeta do omladinaca. Pet selekcija dečaka rođenih od 2006. do 2010. godine učestvuju na turnirskim takmičenjima. Pioniri, kadeti i omladinci su u ligama Fudbalskog saveza Regiona Zapadne Srbije, a petlići su u Okružnoj ligi, što je i najviši stepen za ovaj uzrast. Jedan od pripritetnih zadataka je svakako i plasman omladinske selekcije u Omladinsku ligu Srbije. Trenutno su lideru u ligi FS Regiona Zapadne Srbije.

METALAC TAKOVO ŠAHOVSKI KLUB

Šahovski klub Metalac Takovo je i u protekloj godini nastupao u najelitnijem takmičenju u državi. Prvenstvo je završio u sredini tabele, a ostvaren je i zavidan rezultat u kup takmičenju. U klubu godinama postoji i škola šaha, čiji je rad organizovan u novim prostorijama u okviru s tadiiona Metalac, a koju posećuje veliki broj mališana.

METALAC KUGLAŠKI KLUB

Kuglaški klub Metalac je godinama u samom vrhu Super lige Srbije. U takmičarskoj sezoni 2015/2016. godina, prvenstvena trka je završena na drugom mestu, što im je obezbedilo izlazak u Evropu. U novoj takmičarskoj sezoni kuglaši su imali nešto slabijih rezultata zbog smene generacija, ali su ipak prvenstvenu trku završili kao četvrti. Da bi se zadržao kontinuitet u seniorskom timu, u klubu postoji i druga ekipa koja nastupa u Srpskoj ligi.

METALAC ŽENSKI RUKOMETNI KLUB

Ženski rukometni klub Metalac je, konstantno suočen sa odlascima standardnih i iskusnijih igračica, pa je primoran da gotovo u svaku sezonu ulazi sa podmlađenim sastavom. I ove sezone su jedna od najmladih ekipa u Prvoj ligi Zapad. Iako su daleko najmlađa ekipe u ligi, sezonom će završiti u sredini prvenstvene tabele. Pored takmičarske selekcije u klubu radi i škola rukometa u kojoj je oko 40 devojčica i dečaka, a u redovnom takmičenju su u Ligi mini rukometa.

METALAC KOLORADO KLUB MALOG FUDBALA

Posle osam godina ponovo se u Gornjem Milanovcu igraju mečevi nejeminentnijeg futsal takmičenja u državi, Prve Futsal lige Srbije. Metalac Kolorado je novi član elitnog futsal takmičenja Srbije. Ulaskom u Prvu futsal ligu Srbije zaokružen je jedan izuzetno uspešan i pozitivan period. U klubu je sve veće angažovanje mladih igrača iz Gornjeg Milanovca, pa čak i omladinskog uzrasta, odakle se regрутуju igrači za seniorski tim. Formiranjem Futsal lige mladih u klubu je formirana takmičarska selekcija, koja svoj debi u ligaškom takmičenju završila na trećem mestu, a okuplja oko 20 registrovanih igrača kadetskog uzrasta. Iz ove ekipe je u Futsal kadetsku reprezentaciju Srbije pozvano čak četiri igrača.

METALAC TAKOVO ODBOJKAŠKI KLUB

Najmladi član sportske porodice Metalac je muška selekcija Odbojkaškog kluba Metalac Takovo. Odbojkaši su se na kraju takmičarske 2015/2016. godine iz Prve A lige Srbije, spustili stepenicu niže i trenutno su u Prvoj B ligi. Sigurno je jedna od najmladih ekipa u ligi, a u timu su svi igrači iz Gornjeg Milanovca. U seniorsko ligaško takmičenje je uključena i druga ekipa kako bi deca imala priliku da igraju u Ligi Zlatiborsko-moravičkog okruga, za koju nastupaju juniori i kadeti. Svoja prvenstvena takmičenja imaju kadetska i pionirska selekcija, a u klubu postoji dosta razvijena škola obojkike, koju pohađa veliki broj mališana uzrasta od sedam do dvanaest godina.

METALAC FOOTBALL CLUB

The Football Club METALAC plays in the Serbian Super League. For the first time championship matches are played in Gornji Milanovac against Partizan, Red Star, Voivodina and others in the Super League. During the season 2015/2016 it kept the status and how the spring season of 2017 started we may say that this Super League club has realistic chance to stay in the elite company.

Last year about 350 juniors of various age categories have been trained by the FC Metalac. Five selections of boys born from 2006 to 2010 attended number of regional tournaments arranged by the regional football association of Western Serbia. Main task of the young selection is to enter Serbian Youth League, actually holding lead position in the regional league of Western Serbia.

METALAC TAKOVO CHESS CLUB

The Chess club "Metalac – Takovo" in the past season of the elite competition ended half-a-way the list and took great position in the Cup. Each year many children attend the chess school held in new premises of the "Metalac" stadium.

METALAC BOWLING CLUB

The Bowling Club "Metalac" has been in the top of the Serbian Super League for years. In the season 2015/2016 they finished at second place and therefore entered European competition. In the new season the competitors haven't played so well due to shift in generations, but they ended at fourth place. In order to keep the continuum in the senior selection, there is another team competing in the Serbian League.

METALAC FEMALE HANDBALL CLUB

As regular and experienced players are constantly leaving the Female handball Club "Metalac" is forced to start almost every season with newly assumed players. As the youngest team in the First "West" League, they will end the season in the middle of the list. Beside the competitors there are about 40 girls and boys attending the school of handball and in regular competition they play in the mini handball league.

METALAC KOLORADO THE CLUB OF SMALL FOOTBALL

After eight years Gornji Milanovac is again hosting the First Serbian Fotsal League most eminent small football competition in the country. "Metalac Colorado" is a new member of the elite small football competition. Entering the First Serbian Fotsal League came as a crown over rather successful and positive period. More and more young players of Gornji Milanovac are engaged in the, even in youth category from where they are recruited for the senior team. As Youth Fotsal League is established, the Club made a selection which debut in the League competition ended at third place. There are about 20 registered players of cadet category and four of them were called to join the Serbian Fotsal Cadet Selection.

METALAC TAKOVO VOLLEYBALL CLUB

The male selection of the Volleyball Club "Metalac-Takovo" is the youngest member of the Metalac sports family. For the volleyball team the season 2015/2016 ended a step lower as they passed from the First "A" to First "B" league. This probably the youngest team in the First League has all players from Gornji Milanovac. There has been another team included into senior competition and chance is given to pioneers and cadets to play in the Regional league of Zlatibor-Moravica. The club's volleyball school is rather advanced and attended by numerous youngsters aged seven to twelve.

NAGRADE I PRIZNANJA AWARDS AND RECOGNITIONS



2017

NACIONALNO PRIZNANJE „KAPETAN MIŠA NASTASIJEVIĆ“

Nacionalno priznanje „Kapetan Miša Nastasijević“ za životno delo – U okviru projekta „Put ka vrhu“, priznanje je aprila 2017, u Matici srpskoj, dodeljeno Dragoljubu Vukadinoviću za strateškom razvoj Metalca kao jedne od najzdravijih srpskih kompanija i doprinos razvoju srpske privrede.

2016

POVELJE PRIVREDNE KOMORE SRBIJE

Povelja PKS za unapređenje menadžmenta i doprinos imidžu srpske privrede – Uručena generalnom direktoru Petrašin Jakovljeviću.

CORPORATE SUPERBRANDS SERBIA

Nagrada Metalac posudu u kategoriji Oprema za kuću, za prepoznatljivost i ugled, doslednost , pouzdanost i korporativnu odgovornost.

POVELJA „28. APRIL“

Nacionalno priznanje za bezbednost i zdravlje na radu u kategoriji preduzeća preko 250 zaposlenih dodeljeno Metalac posudu.

ZLATNA MEDALJA „TAKOVSKI USTANAK“

Priznanje „Moj izbor“ za Metalčeve bebe, uručeno u Skupštini grada Beograda decembra 2015. godine.

NAGRADA ZA ŽIVOTNO DELO „STVARATELJI ZA STOLJEĆA“

Velika nagrada sa zlatnom lenton za životno delo u preduzetništvu na području Srednje i Jugoistočne Evrope, uručena je Dragoljubu Vukadinoviću, marta 2016. u Dubrovniku.

NAGRADA ZA DOPRINOS RAZVOJU SRPSKE PRIVREDE

Nagrada Privredne komore Srbije dodeljena je Metalcu na svečanoj sednici Skupštine decembra 2015. godine.

MOJ IZBOR

Nagrada Udruženja Moja Srbija i Privredne komore Beograda uručena Metalac posudu, u kategoriji Oprema za domaćinstvo, a na osnovu glasova više od 2.000 potrošača.

2017

NATIONAL AWARD “KAPETAN MIŠA ANASTASIJEVIĆ”

For lifetime achievement – within the project “The Road to the Top” in April 2017 at Matica Srpska the award was presented to Dragoljub Vukadinović for strategic development of “Metalac” as one of the healthiest Serbian companies and for contribution to the Serbian industry.

CHARTER OF THE SERBIAN CHAMBER OF COMMERCE

Charter of the Serbian Chamber of Commerce for promotion of management and contribution to the image of the Serbian industry presented to the Managing Director Petrašin Jakovljević

CORPORATE SUPERBRANDS SERBIA

In the category of household items Metalac Posudje is awarded for its recognisability and respectability, consistency, reliability and corporate responsibility

CHARTER „28TH APRIL“

National award for Occupational Health and Safety for enterprises with 250 employees plus presented to Metalac Posudje.

GOLDEN MEDAL „TAKOVSKI USTANAK“

Highest recognition of the community awarded to Metalac Proleter for contribution to development of the Gornji Milanovac province

CREATORS FOR CENTURIES

Grand Prix with a gold ribbon for Lifetime Achievement in Entrepreneurship in Central and Eastern Europe, presented to the President of the Company, Dragoljub Vukadinovic in Dubrovnik on March 2016

AWARD FOR CONTRIBUTION TO THE PROGRESS OF THE SERBIAN INDUSTRY

The prize awarded to Metalac at a formal session of the Serbian Chamber of Commerce in December 2015.

MY CHOICE

The award of the „My Serbia“ association and the Chamber of Commerce of Belgrade presented to Metalac Posudje for Household items based on votes of over 2000 consumers.

2015

MOJ IZBOR

Nagrada posudu Metalac za najbolji brend u kategoriji „Sve za kuću“ u kampanji „Srbija ima kvalitet“ na osnovu glasova potrošača, uručena marta 2015.

MENADŽER GODINE

Priznanje Petrašinu Jakovljeviću, generalnom direktoru Metalca a.d. za uspešno upravljanje kompanijom u izboru časopisa Ekonometar i Magazina Biznis.

2014

TOP SERBIAN BRANDS

Priznanje Metalac posudu za najbolji robni brend u kategoriji „Roba široke potrošnje“ na osnovu glasova građana Srbije, a u organizaciji portala www.bestofserbia.rs i časopisa „Top Serbian Brands“.

PC PRESS TOP 50

Priznanje Metalac posudu za izuzetan nastup tviter naloga @MetalacPosudje po oceni redakcije časopisa PC Press.

UEPS za FB Metalac posude

Godišnje priznanje Metalac posudu za prisustvo na društvenim mrežama kao „najtufnastija stranica“. Priznanje dodelilo Udruženje ekonomskih propadandista Srbije.

2013

NAJBOLJI KORPORATIVNI BREND DECIJE - METALAC

U akciji Najbolje robne marke Srbije priznanje uručeno 9. aprila 2014. predsedniku kompanije Dragoljubu Vukadinoviću.

NAJBOLJA ROBNA MARKA SRBIJE - METALAC POSUDE

U kategoriji "Trajna potrošna dobra" Priznanje primio Petrašin Jakovljević, generalni direktor

2012

LAUREAT VRLINE

Dragoljubu Vukadinoviću za poseban doprinos očuvanju srpske privrede na društveno odgovoran i moralno kredibilan način. Priznanje je dodelila Mokrogorska škola menadžmenta sa svojim partnerima.

PLAKETA ZA KVALITET ODNOSA SA INVESTITORIMA

Na 11. Međunarodnoj konferenciji Beogradske berze 2012. kompaniji Metalac dodeljena posebna plaketa za visok nivo kvaliteta odnosa prema investitorima.

2011

POVELJA ZA DOPRINOS U OBLASTI POSLOVNE EKONOMIJE

Dragoljubu Vukadinoviću, predsedniku kompanije Metalac, prema odluci Saveza ekonomista Srbije.

NAGRADA PKS

Dodeljena Dragoljubu Vukadinoviću za postignute posebne rezultate u privređivanju

MOJ IZBOR

Ponovo prva nagrada u kategoriji „Nameštaj, posude i kućni aparati“ u akciji „Srbija ima kvalitet“.

2010

NAJBOLJI KORPORATIVNI BREND

Nagrada za najbolji korporativni brend u kategoriji trajna potrošna dobra, u okviru akcije „Najbolje iz Srbije“

MOJ IZBOR

Prva nagrada u kategoriji „Nameštaj, posude i kućni aparati“ za posude Metalac u okviru akcije „Srbija ima kvalitet“.

2009

CSR SERBIA AWARD 2008

Nacionalna nagrada za društveno odgovorno poslovanje u kategoriji velikih preduzeća.

Kluba privrednih novinara u akciji kompanije i ličnosti koje su obeležile 2009. godinu.

ZLATNIK SA LIKOM KAPETANA MIŠE NASTASIJEVIĆA

Za doprinos razvoju društveno odgovornog poslovanja dodelila i Regionalna privredna komora Kraljevo.

ZLATNA PLAKETA SO Gornji Milanovac

Za doprinos ukupnom razvoju opštine – 2009. godine.

VOLJENI BREND

Druga nagrada u okviru akcije „Volim brend – živim za brend 2“.

2008

OSKAR KVALITETA 2007

U akciji Fonda za kulturu kvaliteta i izvrsnosti (FQCE), časopisa „Kvalitet“ i PKS i pod pokroviteljstvom Ministarstva ekonomije i regionalnog razvoja Republike Srbije.

2015

MY CHOICE

Based on consumers' votes Metalac Posudje was awarded for the best brand in the category "All for home" within the campaign "Serbia has quality"

Recognition to Petrašin Jakovljević CEO of Metalac a.d for successful management of the company in 2014 elected by the magazines Ekonometar and Magazin Biznis.

MANAGER OF THE YEAR

2014

TOP SERBIAN BRANDS

Award to Metalac Posudje for the best brand in the category of consumer goods based on votes of Serbian citizens and in organization of the portal www.bestofserbia.rs and magazine "Top Serbian Brands"

PC PRESS TOP 50

Recognition to Metalac Posudje for exceptional appearance of its twitter account @MetalacPosudje voted by the magazine PC Press.

UEPS

UEPS (Association of Economic Public Relations Professionals of Serbia) annual recognition to Metalac Posudje for presence on social networks as "the dottiest page".

2013

METALAC - THE BEST CORPORATE BRAND OF DECADE

In the campaign for the best Serbian brands. The award presented to the President of the Company, Dragoljub Vukadinovic

METALAC POSUDJE - THE BEST PRODUCT BRAND IN SERBIA

In the category of Durable Consumer Goods. The award received by Petrasin Jakovljevic, Managing Director of Metalac Jsc.

2012

MEDAL FOR QUALITY INVESTOR RELATIONS

To Dragoljub Vukadinovic for special contributions to the preservation of the Serbian economy in a socially accountable and morally credible manner. The award given by the Mokra Gora School of Management together with the partners.

VIRTUE LAUREATE

At the 11th International Conference of the Belgrade Stock Exchange in 2012 the Company Metalac was awarded with the special Plaque for high quality relations developed with investors during previous years.

2011

DIPLOMA FOR EXCEPTIONAL CONTRIBUTION TO BUSINESS ECONOMY

By the decision of the Serbian Association of Economists to Dragoljub Vukadinovic, President of the company Metalac.

AWARD FOR BUSINESS ACHIEVEMENTS

To Dragoljub Vukadinovic, President of the company Metalac from the Serbian Chamber of Commerce.

MY CHOICE

In the campaign serbia has quality Metalac Posudje was presented again with the award in the category of "Furniture, cookware and household appliances".

2010

THE BEST CORPORATE BRAND

The award for the best corporate brand in the competition THE BEST FROM SERBIA, category of Long Life Consumer Goods.

MY CHOICE

The award in the category of "Furniture, cookware and household appliances" for Metalac cookware, in the campaign "Serbia has Quality".

2009

CSR SERBIA AWARD 2008

National award for socially accountable behavior in the category of big companies.

GOLDEN PLATE FOR CORPORATE AND SOCIAL RESPONSIBILITY

From the Club of Business Reporters - category Distinguished Companies and Personalities in 2009.

THE GOLDEN COIN

For achievements and contribution in the field of corporate accountability by the Regional Chamber of Commerce in Kraljevo.

GOLDEN PLATE

Municipality of Gornji Milanovac for contribution to overall development of the community 2009.

BELOVED BRAND

Second award in the campaign "Loving brand - Living brand".

2008

OSCAR FOR QUALITY

The Fund for Quality Culture and Excellence (FQCE) and the magazine "Kvalitet" with support of the Serbian Chamber of Industry and the Ministry of Economy and Regional Development.



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