

|                                               |                                                                          |
|-----------------------------------------------|--------------------------------------------------------------------------|
| <b>Date</b>                                   | <b>24.10.2023</b>                                                        |
| <b>Name of the issuing company:</b>           | <b>Aquila Part Prod Com S.A.</b>                                         |
| <b>Headquarters:</b>                          | <b>Ploiești city, 105A Malu Rosu street,<br/>Prahova County, Romania</b> |
| <b>Telephone number:</b>                      | <b>0244.594.793</b>                                                      |
| <b>Sole identification code:</b>              | <b>6484554</b>                                                           |
| <b>Trade registry reg. no.:</b>               | <b>J29/2790/1994</b>                                                     |
| <b>Subscribed and paid capital:</b>           | <b>180,000,360 lei</b>                                                   |
| <b>Total no. of shares:</b>                   | <b>1,200,002,400 shares</b>                                              |
| <b>Market on which securities are traded:</b> | <b>Bucharest Stock Exchange, Premium Tier</b>                            |

## ANNOUNCEMENT

**Aquila Part Prod Com SA** (market symbol "AQ") informs the investors regarding **an integrated promotion campaign for its own brand of frozen vegetables and fruits Gradena**

**Catalin Vasile**  
CEO



**AQUILA is launching an integrated promotion campaign for its own brand of frozen vegetables and fruits Gradena**

Press release

*Ploiești, 24.10.2023* – AQUILA (symbol AQ), the market leader in the field of integrated distribution and logistics services for consumer goods in Romania and the Republic of Moldova, continues the strategy assumed for its own brands and launches an integrated promotion campaign for its own brand of frozen vegetables and fruits, Gradena. The campaign aims to provide consumers with an overview of the company's frozen product range and is centered around the idea of eating healthily without spending too much time in the kitchen.

**Răzvan Bagherea, Director of Organization and Human Resources, AQUILA:**

"According to our development strategy, we are continuing the investments in our own brands. This time, we are launching the "Dezghetat în bucătărie"

campaign, focusing on courage and innovation in the kitchen. This campaign has been developed in collaboration with marketing professionals. Over the next few weeks, we will have a series of TV and online commercials featuring Gradena products, such as peas, dips, soup mixes, etc. We are competitive in the market, offering a diverse product portfolio that efficiently meets our customers' needs. Our goal is to develop our own brands as strong and trusted brands in the Romanian market of frozen products."

Gradena is the most renowned own brand of AQUILA, which encompasses a diverse range of frozen vegetables and fruits. The Gradena brand registered growth compared to the previous year, both in terms of volume and value. It is present in both retail and HoReCa sectors, and the market is estimated to grow in the coming years.

Gradena products are a smart solution for quick and delicious cooking, and the integrated promotion campaign launched by AQUILA supports the brand's positioning and recognition in the minds of consumers. The majority of the campaign budget has been allocated to TV advertising on major stations, with the remainder allocated to online and in-store activities. Online, the campaign aims to draw consumers' attention to the Gradena range of products through specially designed activations for those who embrace a healthy lifestyle and seek products with reduced preparation time.

More details about Gradena products can be found [here](#).

## About AQUILA

AQUILA operates in Romania and the Republic of Moldova, with an integrated business model, with activity in the following business segments: distribution, logistics, and transport. AQUILA sells consumer goods in over 72,000 points of sale across all FMCG retail channels, covering over 90% of the market. The integrated product portfolio totals over 10,000 products, well-known brands from different categories such as: personal care products - Rexona, Dove; sweets - Kinder, Raffaello, Snickers or Mars; coffee - Lavazza; cleaning products - Dero, Cif or Coccolino; pet food - Whiskas, Pedigree; hygiene products - Kleenex, Kotex, Zewa, Tena, Libresse; baby diapers - Huggies; frozen vegetables and canned food - Bonduelle; vegetable sour cream and vegetable whipped cream - Gran Cucina and Hulala; fish and fish products - Frosta.

The company was founded in 1994 by the entrepreneurs Alin Adrian Dociu and Constantin Cătălin Vasile. Since November 2021 is listed on the Bucharest Stock Exchange (BVB), following an initial public offering worth 367 million lei, the largest initial public offering carried out by an entrepreneurial company on the local capital market. The company's shares (symbol AQ) are included in the Bucharest Stock Exchange reference index– BET and in the Global Micro Cap index of FTSE Russell. Starting from September 1, 2023, the company's shares are also included in the MSCI Frontier IMI and MSCI Romania IMI indices.

The company obtained the maximum score, 10, in the VEKTOR evaluation carried out by the Romanian Investor Relations Association - ARIR, based on 12 criteria regarding corporate governance and communication with investors.

\*\*\*

Press contact: Daniela Șerban, [all@vertikgroup.eu](mailto:all@vertikgroup.eu), +40 742 242 662