

## COCA-COLA AMONG TOP 5 EMPLOYERS

**Zagreb, February 11, 2009** - Coca-Cola HBC Croatia made it to the top of Selectio Group's Top 5 Employer Partners list for 2008, right behind the telecommunications company VIPnet. It is also the only producer of mass consumption goods in Croatia that made it to the list. Third place went to Microsoft Hrvatska, Zagrebačka banka came in fourth place, while Avon Cosmetics and Valamar Hotels and Resorts share fifth place.

According to the head of the project, Ivana Zekić from Selectio Group, the Employer Partner Certificate is awarded to companies that meet quality standards in human resources management regardless of their size and presence in the public, while the best employers of last year were assessed according to the overall amount of points they obtained in a previously developed points system. This includes as many as 41 processes in the management of human resources – from strategy, recruiting and selection, to work, motivation and rewarding, improvement and development as well as relation towards employees.

Commenting on the announcement of the Top 5 Employer Partners for 2008, the director of Coca-Cola HBC Croatia's Human Resources Department, Zdravka Demeter Bubalo, pointed out that this was a significant acknowledgement because only companies that proved that they continuously and systematically invested in the development and management of human resources carried it.

“We are happy that we were recognized in the market as one of the best employers in 2008. This obliges us to continue maintaining a high level of quality and develop our human resources. I hope that this will be an incentive both for the exchange of expertise and the strengthening of the dialogue with other employers in Croatia”, said Zdravka Demeter Bubalo.

From the very beginning, the importance of quality human resources management in business and other organizations was meant to be promoted through the Employer Partner Certificate, along with rewarding the best at the same time, promoting departments and the function of human resources management, improving processes and increasing standards, and sensitizing the wider economic public about the significance of human resources management.

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