

Curriculum vitae

Ma. Sc. Andrej Bošnjak,

Celje, 1. Maj 2012

PERSONAL DATA

Name: Andrej
Family name: **BOŠNJAK**

Born: 1. april 1974 in Maribor (Slovenia)

Formal education:

Master of Science (finance and banking - 2000)
University diploma economics – Marketing studies
(1997) in
University diploma economics – Banking and Finance studies (1998)
(two separate university degrees)
Computer programmer (secondary school degree)

Certified Education:

Mistra QMS – Internal audit ISO 10011
Implementation of ISO 9000/2000 company Mollier
d.o.o.

Language skills: English – active
German – active
Serbian and Croatian – active

Contract work: Economical institute Maribor (12 month – ESBS)
Gradis Nova d.o.o. (6 month) – ISO and Waste water
plant Maribor – first phase

Employment data: Javne naprave Celje d.o.o. – 1 year
Mollier d.o.o. – 1 year
Group Tuš – 4 years
Zavod za ekonomiko poslovanja / Zep raziskovanje
d.o.o. – 4 years
Casino Portorož d.d. - 9 months

Adds up too experience of over 10 years.

Employment positions and fields:

Javne naprave Celje d.o.o. (R&D department – including investment activities)
Mollier d.o.o. (Executive manager – Board member and head of commercial department)
Engrotuš d.o.o.; later Tuš Group (Executive manager, Head of HACCP team and project manager)
Zep raziskovanje d.o.o. – founder and CEO of own co-management consulting company.
Sportina Group – Board member responsible of investments, IT and strategic logistics; CEO Sportina Beograd (Serbia) – CEO Sportina BS (Serbia)
Procurator (Sportina Bled, Sportina turizem, Hotel Krim, Sportina Let, Sportina TGC – all other companies)
Condor Real d.o.o. (CEO of the company – assted management)
Casino Portorož d.d. (CEO of the company)
Adria Airways – member of the overseeing board

Project work:

Marketing mix for a bank (Nova KBM d.d.)
Support for IT system of a company (Urbis d.o.o.)
Recycling of building waste in Maribor (Juniba)
Waste water plant Maribor (Gradis Nova)
Economical zones and urban planning for Slovenia (Univerza v Mariboru)
Waste management plant (Javne naprave Celje)
Hospital Celje (Mollier d.o.o. Celje)
Business center UŠĆE (for Engrotuš company) – Belgrade Serbia

Use and know how on software applications:

Classic Office tools (Word, Excel, Access, Front page-Publisher, Power point, Outlook)
Basic D-Base tools including basic BI (BI – Oracle and MS SQL)
MS Visio as process planning tools
Basic Project management tools (step planning, cost management, milestone management, Hyperlink group management tools development)
BI – IT systems including reporting

Andrej Bošnjak
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3000 Celje

20. march 2011

Curriculum vitae
BUSINESS BIOGRAFY

My first professional degree comes from the **Secondary school for electro technical and computer engineering**, where I finished school with the degree in software development mainly focusing on programming.

September 1992 I entered the **Economical University in Maribor**. On my third year I subscribed an additional programme and studied on two separate University programmes. In the following two years I managed to finish both. So I received two university diplomas - **banking and finance** as well as **marketing**.

Both studies were finished in regular study time. The final exams were on topics of Marketing mix analysis of a bank (1997) and a Process reengineering of an loan process (1998). After finishing the university degree I was offered a governmental scholarship. On my Masters Degree studies I graduated on the topic of an Ecological Tax Reform and sustainable development.

In may 2001 I started working for Javne naprave, where I worked as an R&D engineer and was responsible for the project Waste management plant in the planning period. In July 2002 I was offered a job in Mollier d.o.o. Celje and took over the project of an technology upgrade on digital scanning (classical scanning and CT supplier - Siemens) in Hospital Celje. After starting in leading the commercial department in July I was promoted in December to the board member position.

In the mean time I also realized a project regarding Economical zones and urban planning for Slovenia (Univerza v Mariboru), which was included in the urban development strategy of the Republic Slovenia up to the year 2020.

2004 I started to work for Engrotuš d.o.o., where I established and headed the HACCP team. After successful implementation I took over the management of investments in foreign countries (Croatia, Bosnia, Serbia, and at that time also Austria), that projects are still the base of the Group Tuš expansion strategies today in 2010.

The knowledge gained in that field was later the main asset for opening my own company (Zavod za ekonomiko poslovanja - Foundation. As a foundation we were active in the field of sustainable development and resource planning regarding to decision processes in companies and co management.

In February 2005 (after only one year) I took over the executive position of Group Tuš, where I was responsible for the Finance department, Accounting, Controlling, HR department, Legal office, Investments, IT and Organization of the company. The commercial part (core business) of the company was managed by the general manager.

In the time working within the Tuš Group, we realized the following **major milestones**:

- Implementation of a new IT ERP system starting with Retail 2005 to the cinemas, gastronomy 2006 and the upgrade of the logistics department IT solutions 2007 and 2008.
- Successful Cost management project (Personally involved 2005 and 2006), especially 2005 great results have been achieved.
- Setup of an DWH (including IT model development) on group level, managing wholesale and retail simulation analysis including BI. (2007, 2008)
- Process organizational management – matrix organizational model of commercial department – Engrotuš. (2008)
- Buildup Tuš – telekom / mobil
- Liquidation of company Preskrba d.d. Sežana

Among that projects, there are:

- Process organizational management – matrix organizational model of service retail department of a bank.
- BI – to support purchase process as well as the management
- Risk management of an telecommunication company

Since the Foundation was successful and the field of services has expanded I decided in 2006 to launch also an accounting and tax consulting company. The business was a partnership, which ended (I sold my share) in 2009 when I started to work for Sportina Group.

On first of July 2007 my denounce period at Tuš expired and I professionally started working on my own Foundation for economical optimization (established 2004). Since that my main working field includes development of owner strategies, Resource management and corporate governance of companies.

In 2007 I was also a member of the team, which started the Tuš telekom company for the Group Tuš. My activities were involved in as well as legal support regarding licences as well as developing the company strategy and processes of business. Years 2007 and 2008 the companies collaborated on consulting services and training. Among the realised projects the retail infrastructure and selling channels were developed together as well as the necessary training of the staff was realised from our side.

In the year 2007 I also acted as CEO of STC nepremičnine d.o.o. which was a SPV for development of a logistic centre in the Savinska region. After the assed was acquired and a building permit was issued, we have sold the project to an local investor.

Trough my work I have also realised smaller and bigger projects of which also the reorganisation and internationalisation of the company Smeh d.o.o. stands out. The goal of the project we had was to change the processes of the company and implement at the same time a new IT system to manage differences in legal systems of the countries targeted (Serbia, Croatia, Bosnia and Slovenia). The decision fell on Microsoft

Dynamics and many obstacles had to be solved till a successful launch. The project was realised in just 18 months and finished end of fiscal year 2008 with an successful audit.

January 2009 after closing the project goals with the owner I took over duties at SPORTINA GROUP, where as a board member I was responsible for investments, IT, strategic logistics, purchase (general negotiations) on regional level (8 countries).

After six months, I received additional duties as CEO of the assted found and CEO on Serbian market (core business - Retail) (since big difficulties were in that market) as well as procurator in other companies of the group (Sportina Bled d.o.o., Sportina Turizem, d.o.o., Hotel Krim d.o.o., Sportina TGC d.o.o., Sportina let d.o.o.).

End of 2010 we decided to cancel the contract and I focused on my own company to reorganise the company and capitalise some parts over a “spin off”.

Main results and of the company listed by companies

Costumer	Year	Realised goal
Skupina Tuš	2007 – 2008	<ul style="list-style-type: none"> - Organisation layout and corporate governance - integration of different services to the group
Tuš Telekom	2007 – 2008	<ul style="list-style-type: none"> - Organisation of the company – initional layout - Structure build-up – retail and selling channels - training of the commercial part of the company - systematisation of processes
Celjske mesnine	2008	<ul style="list-style-type: none"> - strategic development plan of the company
Smeh d.o.o.	2007 – 2008	<ul style="list-style-type: none"> - implementing a new IT system - internationalisation of the company - CRM implementation
Sportina Group	2009 - 2010	<ul style="list-style-type: none"> - IT system stabilisation and reporting - integration of different daughter companies into one integrated system - Corporate governance - Investment cycle realisation - stabilisation of a daughter company Serbia
Own and partnership SPV companies	2011 -	<ul style="list-style-type: none"> - management of own portfolio assets - sell of - SPV companies (final phase)

In the year 2011 I was asked to take over Casino Portorož d.d. which was insolvent and needed extensive crisis management. In a joined effort with my co-workers we

managed to realize all basic reorganizational steps and sustain the new business model in the effort to preserve the company so the owners could find strategic partners to continue operations.

As main contributions to the company's survival I would like to highlight a cost reduction, optimizing of internal processes and a new focus of the product portfolio that helped stabilizing the company. In the finishing Phase the a agreement with the labor union marked the turnover point in the revenue oriented restructuring of the company. Others field of work included also a agreement with the banks and the tax administration (DURS, Urad za igre na srečo in Ministrstvom za finance).

My collaboration within the company ended 23.12.2011.

Since April 2012 I was asked to join Adria Airways as a member of the overseeing board. I took over the place that "belongs" by the shareholders agreement to the bank - Nova Ljubljanska Banka d.d..

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Milestones:

- 1993/94 ESBS - European Small Business Seminar – organizer as contract member of EIM
- 1997/98 Diploma on marketing and banking and finances
- 2000 Master of science degree on ecological tax reform (Sustainable development)
- 2000 Gradis Nova d.o.o. – waste water treatment plant
- 2001 Company “Javne naprave” on the R&D team developing waste management centre (first region in Slovenia!)
- 2002 Mollier d.o.o. Celje – Project hospital Celje
- 2002 R&D »Gospodarske cone in prostorski razvoj Slovenije«
- 2003 Board member - Mollier d.o.o. Celje
- 2004 Engrotuš d.o.o., Quality management - HACCP
- 2004 Expansion manager abroad – Ušće, Beograd – biggest investment in the Balkan region!
- 2005 Board member - Engrotuš d.o.o. as CEO of administration (Investments, IT, finances, accounting, controlling, HR, legal office ...).
- 2005 Implementing a new IT system for the retail - Engrotuš
- 2006 IT system process upgrade - Process management tools for retail (controlling modules) - BI Engrotuš
- 2006 CEO for liquidation - Preskrba Sežana
- 2007 Took over operations at own company
- 2009 Board member Sportina Group
- 2011 Reorganisation of own companies
- 2011 Casino Portorož d.d. insolvency procedures including restructuring of the company
- 2012 Adria Airways – member of the overseeing board

Fields of work experience: Environment (incl. Waste treatment)

- Co writer of the strategy of construction waste management in the region Podravje
- In charge of the first Phase of Waste water treatment plant in Maribor
- Revitalisation of »Dvorec Novo Celje« - Ford foundation
- Ecological tax reform – building a model of macroeconomic fiscal policy
- Development engineer CERO Celje (waste treatment plant)
- Development engineer »Disinfection of medical waste, including internationalisation« and concession negotiations
- Co writer of “Spatial plan RS” – Economic zones
- Obtaining planning permission and change of the spatial plan for the construction of a large logistics centre and sell of to a strategic partner

Medical, health and high security process management

- Participation in setting up an regional integrated system of waste management
- Head of Commercial company in the medical field (diagnostic block, neurology, ...)
- Participation in the Renewal of a Concession “disinfection of infectious medical waste”
- Feasibility study of a reuse of food waste in a hospital environment
- Internal Auditor ISO for a medical company
- Setting up the HACCP system
- Co-author of the HACCP directives for trade and catering companies under the umbrella of the Chamber of Commerce (CCI) - member of the Board

Finances

- Within the Group “Tuš”, managing corporate finances, "de-leveraging" of the company, tax optimization, setting up the group
- Layout plan of financial reorganization of the Company's Sinfonika d.d.
- Strategy of the owner management of associated companies within a group “specialising in equipment for retailers”
- Model for managing currency risk in the Group - trading companies
- Serbian entities (currency risks (inflationary pressures) in the investment cycle)
- Coordination and cooperation with banks in major projects

M&A, takeovers, management, investments in asset management

- Implementation of the first phase of the project waste water treatment plant - Porr (Austria) and Degremont (France)
- Implementation of the project - diagnostic centre Celje (2 million)
- Management of the project Business center - Ušće Belgrade (40 million)
- M&A Due diligence on the purchase and expansion Bosnia – Tuš group (BiH)
- M&A Purchase process management company Iskraemeco

- Startup companies - “Tus Telekom, Smeh d.o.o. Beograd, ...”
- Management of foreign companies (Serbia, Croatia, Netherlands ...)
- Condor real d.o.o. - Management of real estate companies

Internationalisation

- Setting up a company for Porr (Austria)
- Implementation of internationalization “Smeh” (Business Administration) - 3 foreign markets
- Management of a shell company Netherlands
- Eight markets (logistics, IT, real estate) for the Sportina Group
- Management of Serbian companies (commercial and real estate)

Management of companies in different situations (legal, statutory ...)

- Management of companies...
 - o standard management (Tuš companies, Smeh d.o.o., ...)
 - o Crisis management (Sportina Beograd d.o.o.)
 - o Insolvent companies management (Casino Portorož d.d.)
 - o Restructuring (Zep d.o.o.; MF-CT d.o.o.; Skupina Tuš d.o.o.)
- Controlling and co management for Owners
 - o procurator in retail specific companies
 - o procurator in assted companies
 - o procurator in companies active in food and beverages as well as tourism
 - o procurator in foreign companies
- Foundation of a private foundation
- Liquidation of a large scale company Preskrba Sežana d.o.o.
- Management of a large scale Casino operation business trough insolvency process

Processes and IT structure build up

- IT structure build up - Urbis d.o.o. Maribor
- Restructuring of the information system for Gradis Nova d.o.o.
- Setting up GIS (Graphics Information System) to monitor the separate fractions in Savinjska ... integral part of the spatial plan and waste management
- Setting up an information system Tuš Group (administration, commerce, logistics ...) - Central System (4 countries)
- Upgrading and installation of a centralized information system Smeh d.o.o. - MS Dynamics (3 countries)
- Rebuilding, restructuring and optimization of central IT – retail system Sportina Group (8 countries) – (warehouse management, POS, Purchase module, Activity sell-off module, Internet sell modules ...)