



Market

The nutritionists around the world share the opinion that water is the healthiest fluid that we take in. It keeps our body healthy and our skin beautiful, giving us strength and positively affecting our mood. The consumers' consciousness for the quality of bottled water increases, which is the reason for its increased consumption.

According to the results from the official researches, in 2008 the consumption of cold non-alcoholic beverages was 349 million litres, 20 million of which were bottled still water. In Macedonia, the consumption of sparkling water is even greater than that of still water, but nevertheless, the year 2008 will be remembered by the increased consumption rate of still water. The 10-liter bottled water had record increase of 87% in 2008.

Despite the increased presence of brands, GORSKA is the biggest producer of natural spring water. The KODING Company, with its brand GORSKA, is a leader on the market for still water in Macedonia with over 75% in market shares and for 5 years, since the emerging on the market, it is the brand with the greatest growth.

Besides still water, under the brand GORSKA, the company produces sparkling water as well, whose total share at the bottled water market is 25%.

More than 20 domestic producers, as well as the majority of the regional and foreign bottled water producers, are present on the Macedonian market. However, GORSKA has succeeded to the leader position, despite the competition.

Due to the top quality, irreplaceable taste, constant development in production technology, expansion of its distribution and the good marketing support, GORSKA takes up more and more shares on the markets in Kosovo, Albania, Slovenia, Serbia, Germany, **Canada and Australia**. As a result of the constant achievements on the new markets, GORSKA becomes a leading brand not only on the domestic, but on the international market as well.

Achievements

GORSKA consistently invests in the development of new technologies in its segments.

In October 2005, GORSKA was certified by ISO (International Organization for Standardization) 9001:2000, and in May 2007 it

received the certificate HACCP (Hazard Analysis and Critical Control Points). Besides that, GORSKA is among the first producers of natural mineral water and non-alcoholic beverages in Macedonia which, in 2008, received the international certificate ISO 22000 from the distinguished certificate body BSI (British Standards Institute).

In its production plant, GORSKA has the most sophisticated (microbiological, physicochemical, biochemical) laboratory, where the water quality is constantly supervised. Regular controls are carried out by the Republic Institute for Health Protection in Macedonia, as well as the leading European Institute FRESINIUS where the most distinguished

world brands are controlled and from which GORSKA has gained a certificate for top quality.

GORSKA is the only Macedonian bottled water that is registered in the official list of the European Union.

The constant analysis and the great number of significant certificates, which are a guarantee for the water quality, have allowed GORSKA to be a preferred brand in many renowned institutions in Macedonia, such as the Government, the Police Department, the Army, part of the Ministries and a great part of the embassies in the Republic of Macedonia. GORSKA is also placed on the official list of the suppliers for NATO which has very high criteria for the quality of the water.

History

The spring Trnski which GORSKA exploits, is located in a clean natural environment, at an altitude of 1,100 meters in the picturesque parts of the Kozhuf Mountain.

The people from village Konopishte, where GORSKA has its filling plant, say that the story of the beauty of the spring, in whose waters the residents refreshed along the river Boshava, has been passed on from generation to generation. No one knows exactly for how long the spring has existed, but it is assumed that the water that now springs from it, has been collected for centuries in the natural underground basins in the Kozhuf Mountain. The legend says that many armies, including that of Alexander the Great, have refreshed themselves in the waters from this spring when passing by this region. This water was known far and wide for its taste, refreshing effect and its beneficial and curative effects. Passing through multiple layers of mineral rocks, in the process of natural filtration, the water has succeeded in maintaining the same ideal mineral contents.





Product

The motto *Water for every day of life* best describes the qualities of the water. The natural perfect balance of minerals, salts and oligoelements, and especially the low percentage of natrium, allow everyday consumption in unlimited quantities. The water is especially suitable for children, pregnant women, athletes, recreational athlete and elderly people. The naturally balanced ratio between calcium and magnesium, which is very similar to that of the human body, allows for quick compensation of bodily fluids, especially in conditions of dehydration.

GORSKA fills in a PET and a glass bottle as: still water, sparkly water and sparkly lemon-flavoured water; and it includes all segments of the market: family pack of 6, 1.5, 0.5 and 0.33 litres in a PET packing; glass packing of 1 and 0.25 litres for the HOREKA market. For the youngest, GORSKA produces Gorska Junior whose production is carried out under rigorous control of the quality and double filtration. As a result, GORSKA is the only right choice of water for refreshing in every situation.

Besides the abovementioned, GORSKA is a leader in filling and distribution of water in a 19-liter returnable packing.

Recent Developments

Since emerging on the market, in only 5 years, GORSKA became a distinguishable brand in Macedonia and is an essential part of the marketable collection of all big and small markets.

For the needs of the HOREKA market, a non-returnable glass packing of 1 litre was launched, the tags for 1 and 0.25-litre packages were redesigned and a family pack of 6 litres in a PET packing for mass consumption was put on sale.

In 2009 a new, highly sophisticated treatment for water Cross Flow Filtration, produced by the world producer PALL which satisfies the most rigorous world standards, was installed.

Currently, there is planning for production of water with new refreshing flavours, and water with functional additives which will be suitable for athletes.

In 2010 a process of brand redesigning, including an entire modification of the tags, packing and implementing new sports lids, will begin.



Promotion

Since the role of the marketing in forming and maintaining the brand is huge, we continuously invest in its development.

GORSKA is always present on TV, radio, internet, as well as at all significant public events, which helps in supporting the development of the quality of living in the Republic of Macedonia.

In accord with its abilities, GORSKA helps the cultural and sports events which contribute to the affirmation of the Republic of Macedonia as a modern state with deep cultural and spiritual roots.

In 2005, the commercial for GORSKA was voted as the Commercial of the year.

Significant sporting events in the Republic of Macedonia that are sponsored by GORSKA:

The basketball, volleyball and soccer representation of Macedonia whose sponsor is GORSKA notice improvement in results in the past years.

GORSKA supports the young athletes around the world. In 2007 GORSKA was the sponsor of the World Junior handball championship for men in Skopje and Ohrid.

In 2008 GORSKA sponsored the Beach volleyball tournament in Ohrid. Volleyball players, professionals and amateurs, from various countries competed for 9 days in the wonderful ambient on Buffalo Beach. The

Tropical heat did not spoil the organizers' plans that spent large quantities of GORSKA for refreshing the participators and the spectators at this event. The athletes also chose GORSKA.

In the season 2008/2009, the Volleyball club FORCA, supported by GORSKA, became a champion of Macedonia.

GORSKA is the official sponsor of the Basketball Club MZT.

In 2009 GORSKA was one of the sponsors of the Skopje Marathon. The participants and the organizers beat the unusually high temperature by consuming large quantities of GORSKA.

Cultural events in the Republic of Macedonia sponsored by GORSKA:

- Ohrid Summer Festival
- May Opera Evenings
- Golden Nightingale (children's song contest)
- Springlets (children's song contest).

GORSKA shows a great care for children with special needs by helping in

supporting various activities. In 2009 GORSKA was the main sponsor for the Olympics for children with special need in Idaho in the USA.

Besides the abovementioned, the marketing strategy includes care for the natural environment, GORSKA in cooperation with USAID, is a sponsor of many activities for the preservation of the environment.

By promoting its products, GORSKA also promotes a healthy way of life, educating the consumers in order to improve the entire quality of life.

Brand Values

All activities of the company are oriented towards satisfying the consumers, producing a quality and healthy product and fast service.

By regular investments in technology, employees' education, expansion of the distributing network and improving the quality of the service, GORSKA creates a sense of safety, trust and respect with the consumers.

We are proud that the brand GORSKA became a synonym for natural, healthy and green product.

Drinkable, clean, healthy... simply GORSKA, water for ever day of life...

www.gorska.com.mk



THINGS YOU DIDN'T KNOW ABOUT

GORSKA

- Every gulp of GORSKA water that we drink, has rested in the underground basins of the Kozhuf Mountain for more than 100 years.
- One of the oldest residents of Macedonia are the residents of the village Konopishte. Their long lives are a result of the regular consumption of GORSKA.
- GORSKA is the first bottled water in Macedonia that received the certificate ISO 22000, and carries out regular controls of the quality of the water in the Institute FRESENIUS, Germany.
- GORSKA is a natural spring low-mineral water that contains ideally balanced contents in minerals, oligoelements and a very low percentage of natrium, without any additional treatment, because of which it is recommended for unlimited consumption.