

To: BURSA DE VALORI BUCUREȘTI S.A.  
AUTORITATEA DE SUPRAVEGHERE FINANCIARĂ

## CURRENT REPORT 02/2024

According to Law nr. 24/2017 regarding issuers of financial instruments and market operations, ASF regulation nr. 5/2018 regarding the issuers of financial instruments and market operations and/or the Bucharest Stock Exchange Rulebook for Multilateral Trading System.

Date of report	11.01.2024
Name of the Company	Holde Agri Invest S.A.
Registered Office	Intr. Nestorei nr. 1, Corp B, Etaj 10, Sector 4, Bucharest
Phone	+40 754 908 742
Email	<a href="mailto:investors@holde.eu">investors@holde.eu</a>
Trade Registry No.	J40/9208/2018
Fiscal Code	39549730
Subscribed and paid share capital	102,130,890 RON
Total number of shares	102,130,890 shares, of which 101,435,040 ordinary class "A" shares and 695,850 preferred class "B" shares
Market where securities are traded	MTS AeRO Premium, symbol HAI

**Important events to be reported:** Change of the CFO of the Company

The management of Holde Agri Invest S.A. (hereinafter referred to as the "Company") informs investors about the change of Mr. Adrian Pirciu from the position of Chief Financial Officer (CFO) of the Company, the position being filled by Mr. Daniel Adam. The change at the CFO level will be effective as of February 1, 2024, with Mr. Adam's mandate being granted for an undetermined period of time.

Mr. Adam is an executive with over 20 years of experience in the financial and operational fields. Throughout his career, he has held various management positions within the EDS Group (Euro-Druckservice GmbH), both at the group and Romanian subsidiary levels, World Class and Infopress, contributing to the optimization of their financial and business processes. Additionally, over the past nine months, Daniel Adam has supported the Company in a consulting capacity, becoming familiar with Holde's operations and emerging as an ideal candidate for the new role of CFO of the Company.

As CFO of the Company, Daniel Adam will be responsible for coordinating the activity of the financial department and implementing the group's financial strategy. Additionally, together with the management team, he will contribute to securing financing through the capital market and to the process regarding the transfer of HAI shares to the Main Market of the Bucharest Stock Exchange.

The departure of Mr. Pirciu comes as a result of his decision to focus on other professional initiatives. The management of the Company thanks Mr. Pirciu for his contribution to the development of the Company and the improvement of its processes.

**Holde Agri Invest S.A.**

Trade Registry No: J40/9208/2018; CUI 39549730  
Headquarters: Intr. Nestorei nr. 1, Corp B, Etaj 10, Sector 4, București, Romania  
[www.holde.eu](http://www.holde.eu) | [contact@holde.eu](mailto:contact@holde.eu)



More information about the experience of Mr. Adam is available in the CV attached to this current report.

Chairman of the Board of Directors

Iulian-Florentin Circiumaru

**Holde Agri Invest S.A.**

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# Daniel Adam

**Mission-driven leader with comprehensive experience enabling full business potential through sales planning, marketing initiatives, procurement expertise, and financial insights along with advanced operational capabilities.**

Demonstrated excellence in maintaining cross-functional collaboration, providing multi-disciplinary training, and cultivating and promoting performance-driven environment to translate organizational vision into value. Radical success in market penetration strategy, resource allocation, and organisational development to secure competitive position in market. Forward-thinking leader, able to steer and train cross-functional teams by promoting positive culture through transparency and open-feedback. Demonstrated exceptional communication skills, excel at nurturing strong relationships with decision makers and business clients. Strong engaging professional, known for being creative, open minded, enthusiastic, and hands-on.

## Areas of Expertise

- Strategic Planning & Analysis
- Operational Excellence & Control
- New Business Development
- Project Management
- Product Development & Launch
- Financial Analysis & Reporting
- Profit & Revenue Generation
- Contract Review & Negotiation
- Team Collaboration & Leadership
- Strong Relationship Management
- Budgeting Design & Control
- Merger & Acquisition

## Key Career Highlights

- Group procurement management as a competitive advantage; €80M+ in group buying (materials and technical services).
- Led 9 Merger& Acquisition projects, both buyer and seller side, in 3 different industries and 4 countries
- Enhanced EBITDA with 10% despite pandemic and supply chain disruption as Co-CEO/COO.
- Improved EBITDA by 300% over four years to increase organisational revenue growth as Managing Director.
- Increased outlet numbers by 70% and expanded debt package (for development) by factor of 5 as Chief Financial Officer.

## Career Experience

**EDS Group, Passau, Germany & Prague, Czech Republic**

**2019 to 2022**

**Co-CEO/COO**

Key data: CEE market leader in printing; €280 million turnover; +1400 employees

Delivered exceptional strategical and operational leadership to group for 5 countries and 9 industrial printing plants, including recruiting of local managing directors; reporting directly to board and shareholder. Streamlined and led the full sale life-cycle for Europe key accounts. Built and maintained strategic partnerships by executing communication plan. Conducted highly accurate risk management programs related to Covid-19 pandemic. Controlled all endeavours regarding P&L and operational as well as M&A, including lead generation and implementation. Provided group procurement management as a competitive advantage; €80M+ in group buying (materials and services).

### Key Contributions:

- Attained €2M+ in cost cutting programs and €1.5M from operational productivity increase.
- Contributed to company progression by ensuring growth management: €25M+ asset investments in new capacity.
- Tactfully re-negotiated overall terms/conditions of senior facility agreement (€50M+) with Group's lenders
- Implemented new strategic plan for 2021 to 2026 to increases operational efficiency, market share, and profitability.

**EDS Romania S.R.L, Brasov and Bucharest, Romania**

**2015 to 2019**

**Managing Director**

Key data: Market leading printing house; €45 million turnover; 250 employees

Drove significant challenges associated with turnaround management; restructuring the purchasing process as per group guidelines, resulting in increasing focus on new customers and exports, while reporting to group parent company. Held full P&L and Operational accountability to ensure seamless workflow.

**Key Contributions:**

- Supervised strategic acquisition of Megapress business in 2018 followed by effective integration of acquired business.
- Ensured 100% increase in FTE numbers and 50% production capacity increase.
- Acknowledged for growth management; asset investment for 50% capacity increase and double-digit growth in 2017.

**World Class Romania S.A, Bucharest, Romania**

**2014 to 2015**

**Chief Financial Officer**

Key data: Leading fitness club operator; €12 million consolidated turnover; 150 employees.

Served as member of the management board; reporting to supervisory board. Monitored all financial activities regarding fiscal reporting and controlling, budgeting & forecasting process, financial debt negotiation, cash flow management, and strategic negotiations with suppliers and customers. Contributed directly in acquisitions process; minority shareholder buy-out, club buy-out, and competitor buy-out.

**Key Contributions:**

- Optimised infrastructure for accommodating rapid growth (from 10 to 17 clubs).
- Negotiated new financing (short and long term, leasing line) for sustaining new openings.
- Advanced and led outsourcing process as strategy to focus on core business.

**Infopress Group S.A., Odorheiu Secuiesc, Romania**

**2009 to 2013**

**Chief Financial Officer**

Key data: Leading industrial printing company; €80 million consolidated turnover; 530 employees.

Controlled financial functions, including financial & fiscal reporting (including full IFRS audit), budgeting & forecasting process, financial debt negotiation, active cash flow management, and strategic negotiations with suppliers and customers. Engaged in the development and execution of company strategy, while reporting to CEO and to president of the board.

**Key Contributions:**

- Managed buy side legal and financial due diligence for Revai Nyomda Hungary acquisition with bank and leasing debt restructuring in Oct 2011.
- Led negotiation with new shareholder by interacting with CEO in 2010; completing with €12.5M investment in company.
- Oversaw integration process, including sales, purchasing, financial reporting, and controlling between IPG and Revai.
- Delivered active functional support in business restructuring of company as member of the Management Board.

## **Additional Experience**

Romania Libera Group, Bucharest, Romania, Member of the Board, 2008 to 2009

Domus Magazin, Bucharest, Romania, Publisher (COO), 2007 to 2009

Yon Publishing, Bucharest, Romania, Senior Consultant, 2006 to 2007

Sanoma Hearst Romania, Bucharest, Romania, Marketing Manager, 2005 to 2006

Sanoma Hearst Romania, Bucharest, Romania, Financial Director Assistant, 2003 to 2005

## **Education**

**Executive MBA**

IEDC Bled School of Management, Slovenia

**BS in Financial Accounting Management**

Academy of Economic Studies of Bucharest, Romania