

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

## RAPORT CURENT 02/2024

Întocmit în conformitate cu Legea nr. 24 /2017 privind emitenții de instrumente financiare și operațiuni de piață, Regulamentul ASF nr. 5/2018 privind emitenții de instrumente financiare și operațiuni de piață și/sau Codul Bursei de Valori București pentru Sistemul Multilateral de Tranzacționare.

Data raportului	11.01.2024
Denumirea societății	Holde Agri Invest S.A.
Sediul social	Intr. Nestorei nr. 1, Corp B, Etaj 10, Sector 4, București
Telefon	+40 754 908 742
Email	<a href="mailto:investors@holde.eu">investors@holde.eu</a>
Nr. Reg. Comerțului	J40/9208/2018
Cod unic de înregistrare	39549730
Capital social subscris și vărsat	102.130.890 RON
Număr de acțiuni	102.130.890 acțiuni, din care 101.435.040 acțiuni ordinare clasa „A” și 695.850 acțiuni preferențiale clasa „B”
Piața de tranzacționare	SMT AeRO Premium, simbol HAI

### **Evenimente importante de raportat:** Schimbarea Directorului Financiar al Companiei

Conducerea Holde Agri Invest S.A. (denumită în continuare „Compania”) informează investitorii cu privire la schimbarea domnului Adrian Pîrciu din funcția de Director Financiar (CFO) al Companiei, poziția urmând să fie ocupată de domnul Daniel Adam. Schimbarea la nivel de CFO va intra în vigoare începând cu data de 1 februarie 2024, mandatul domnului Adam fiind acordat pe o perioadă de timp nedeterminată.

Domnul Adam este un executiv cu o experiență de peste 20 de ani în domeniul financiar și operațional. De-a lungul carierei sale, acesta a ocupat diverse poziții de conducere la EDS Group (Euro-Druckservice GmbH), atât la nivelul grupului, cât și la cel al subsidiarei din România, World Class și Infopress, contribuind la optimizarea proceselor financiare și de afaceri ale acestora. De asemenea, în ultimele două luni, Daniel Adam a asistat Compania din poziția de consultant, devenind astfel familiarizat cu operațiunile Holde și un candidat ideal pentru noul rol de CFO al Companiei.

În calitate de CFO al Companiei, Daniel Adam va fi responsabil de coordonarea activității departamentului financiar și implementarea strategiei financiare la nivelul grupului. De asemenea, împreună cu echipa de conducere, acesta va contribui la atragerea de finanțări prin intermediul pieței de capital, precum și la procesul privind transferul acțiunilor HAI pe Piața Principală a Bursei de Valori București.

Plecarea domnului Pîrciu vine ca urmare a deciziei acestuia de a se concentra pe alte inițiative profesionale. Conducerea Companiei îi mulțumește domnului Pîrciu pentru contribuția la dezvoltarea Companiei și la îmbunătățirea proceselor acesteia.

#### **Holde Agri Invest S.A.**

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Mai multe informații despre experiența domnului Adam sunt disponibile în CV-ul anexat acestui raport curent.

Președinte Consiliu de Administrație

Iulian-Florentin Cîrciumaru

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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