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PRESS RELEASE

PLIVA in the Hall of Fame PLIVA receives Balanced Scorecard Hall of Fame award

On Wednesday 11 June 2003, PLIVA received the "Balanced Scorecard Hall of Fame" award at an award ceremony in Barcelona. The award recognises enterprises that successfully use the Balanced Scorecard (BSC) as a value added management process. Becoming a member of the Hall of Fame reconfirms that PLIVA is a company that follows global trends and invests continuous efforts in advancing its strategy, goals and organisation.

The Balanced Scorecard is used to transform strategy into action. It brings a wide range business and process overview to management, using a methodology that enables better communication and focus towards the same objectives among all employee levels. BSC measures performance based on the company's vision and strategic goals, and reflects key business aspects. It facilitates strategic planning and management, installs core values in all segments of the business and involves a continuous system of measurement from the financial, process, innovation and customer point of view.

The "Balanced Scorecard Hall of Fame" award is dedicated to worldwide awareness, use and enhancement of the BSC as a method of defining and achieving goals. It is presented semi-annually to companies, organisations or governments that have become strategy-focused organisations through the Balanced Scorecard and have achieved breakthrough performance results.

The requirements that the company needs to meet to be chosen are demanding and include mobilizing change, translating the company's strategy into operational terms, aligning the organisation around its strategy and making strategy everyone's job. The company must also earn media recognition for its BSC implementation, and achieve significant financial or market share gains and breakthrough performance.

Dubravko Mak, PLIVA Management Board Vice-President, Global Business Development notes: "The Balanced Scorecard gives us a complete overview of business performance on a single page, from financial data to skills and leadership. The system contributes to communicating the corporate strategy and objectives, and plays a key role in target setting and performance appraisal, impacting the way customers perceive our company. The Balanced Scorecard has helped us to implement our strategy of developing into a globally acting pharmaceutical company.«

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