

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

CURRENT REPORT 21/2022

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.

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| Date of report | 20.07.2022 |
| Name of the Company | NOROFERT S.A. |
| Registered Office | Bucharest Str. Lt. Av. Șerban Petrescu Nr. 20, Ground Floor, Room 1 and 2, District 1. |
| Phone | 0785 087 780 |
| Email | investitori@norofert.ro |
| Registration nr. with Trade Registry | J40/4222/2000 |
| Fiscal Code | 12972762 |
| Subscribed and paid share capital | 6,859,152 lei |
| Total number of shares | 17,147,880 |
| Market where securities are traded | MTS AeRO Premium, symbol NRF for shares Bonds-SMT, symbol NRF25 for bonds |

Important events to be reported: Strengthening of the Norofert management team

The management of Norofert S.A. (hereinafter referred to as “the Company”) informs the market about the actions undertaken to further consolidate the financial-accounting and commercial departments, in order to respond to the new complexities brought by the two new business lines - organic farming and solid fertilizer production, along with the organic growth of the core business of the Company.

Thus, Mr. Claudiu Dobos, who previously held the position of CFO, is no longer part of the Norofert team, and the Company's management has decided to outsource its duties to a team of accounting experts, who will also facilitate the transition to IFRS reporting.

In addition, due to the growth of the sales team and the active customer base, the Company's management recruited Ionut Vasii, a seasoned professional with over 17 years of sales experience, for the position of Sales Director. Before holding this position, Ionut coordinated, at regional and national level, dynamic teams with diverse skills, demonstrating his management expertise and appetite for effective leadership.

The Company also decided to create an internal Investor Relations department, to ensure better communication and a closer relationship with its investors. To this end, the management co-opted Andreea Tănase in the position of Communication Director, with an experience on the capital market of 8 years.

PRESIDENT OF THE BOARD OF DIRECTORS

Popescu Vlad Andrei



Ionut Vășii

April 2022 – Present
Commercial Director – NOROFERT S.A.

PROFESSIONAL EXPERIENCE

August 2016 – April 2022
Commercial Manager – Chimagri Distribution

Responsible for reporting directly to the General Manager and Executive Manager
Supervise and coordinate Sales Team.
Implemented and refined trade marketing strategies as well as policies for efficient resource management that are consistent with the overall objectives of the company (Pesticides, Seeds, Fertilizer)
Created and coordinated an efficient and motivated sales team that consistently meet and exceeded sales targets.
Worked alongside in order to create and develop efficient technical and sales training procedures for new sale recruits
Negotiating and maintaining contracts with traditional suppliers and identifying new suppliers, with new products for each category
Enhancing efficient and effective products from portfolio in terms of margin and profitability for each category
Maintaining excellent relations with existing suppliers and actively sought out new ones
Consistently stayed within the assigned budget, ensuring efficient use of company resources.
Created statistical reports that show measures of product efficiency and effectiveness with respect to profitability (determining which products are profitable and which are not as profitable based on the assigned margin).
Established win-win relationships and address to diverse customer needs by providing innovative solutions while insuring utmost satisfaction
Developed and executed strategic sales and marketing plans to achieve optimum market potential.

November 2014 – June 2016
Marketing And Technical Manager - AGRICOVER SRL

Building, strengthening and managing the Categories of Inputs: Pesticides; Seeds; Fertilizers and Diesel, consistent with the strategy for the entire group of company.
Coordinating Technical Manager

OTHER COMPETENCIES & SKILLS

✓ **Foreign languages:**
English – intermediate

✓ **Soft skills:**
Competitive, strategist and critical thinker; passionate about processes improvement and people development; driven by new challenges and desire to be successful; perfectionist and trustworthy.

KEY SKILLS **BUSINESS MANAGEMENT**

☑ Strategic & Sales
Planning & Execution

Proposal, implementation and achievement the budget depending segmentation, targeting and positioning of clients.

Enhancing efficient and effective products from portfolio in terms of margin and profitability for each category

Negotiating and maintaining contracts with traditional suppliers and identifying new suppliers, with new products for each category

Building and implementing trade marketing calendar for each category – segment marketing (events, conference between suppliers and customers)- database marketing (message campaigns)

Building and implementing strategy and trade policy for each category.

Management of the stock without risk for the company by starting the promotions or annual programs for different products to streamline the stocks.

Organizing sales team with Regional Sales Managers: sales targets and bonus structure , customer focus , sales cycle , create and development technical trainings and sales trainings

Team coordination to sales inputs (Pesticides, Seeds and Fertilizers l) in accordance with the budget for development margin

Route implementation team in order to effectively manage of time

Regularly coach sales force in order to maintain high level of professionalism within team

Plan to travel constantly within the area of responsibility in order to ensure a constant communication

Coordinate the implementation of all promotions in order to achieve perfect execution, high impact and maximum sales

Creating the new regional sales strategies based on market research

Manage and coordinate a team of eight people so: four Category Managers, tow Technical Managers and tow Analysts.

June 2014 – November 2014

Grain Procurement Regional Manager- AGRICOVER SRL (South and south eastern Romania, county Ilfov, Giurgiu, Calarasi, Ialomita, Constanta, Tulcea)

Implementation of P&L and Purchases Target of the region

Team coordination to buy grain in accordance with the budget for development margin

Route implementation team in order to effectively manage of time

Purchases and supply as required from producers and grain position in accordance with guidelines provided

Communicates effectively with producers market as required for contracting grain purchases and scheduling deliveries

Checking purchase grain contracts into system

Maintains grain position reports for region

Works with accounting department as required to ensure accuracy and timeliness of payments to producers

Manage and coordinate a team of four area grains origination

August 2011 – June 2014

Regional Sales Manager– AGRICOVER SRL (East of Romania, county Braila, Galati, Vrancea)

Implementation of P&L and Purchases Target of the region

Team coordination to sales inputs (Pesticides, Seeds, Fertilizers and Diesel) in accordance with the budget for development margin

Route implementation team in order to effectively manage of time

Regularly coach sales force in order to maintain high level of professionalism within team

Plan to travel constantly within the area of responsibility in order to ensure a constant

- Customer Satisfaction
- Budgeting & Cost Control
- Proactive & Persuasive

PROCESS MANAGEMENT

- Continuous Process Improvement at Sales and Procurement
- Forecasting, Staffing & Scheduling

PEOPLE MANAGEMENT

- Staff Recruitment & Training
- Team Building & Staff Retention
- Staff Development & Motivation
- Performance & Change Management

communication

Coordinate the implementation of all promotions in order to achieve perfect execution, high impact and maximum sales

Meet important customers on a regular basis with the objective of building and developing a long-term business relationship

Creating with National Sales Manager the new regional sales strategies based on market research

Manage and coordinate a team of six area seals managers

January 2010- August 2011

Regional Sales Manager – Bunge Romania

Deliver the Sales Target of the region

Regularly coach distributor's sales force in order to maintain high level of professionalism within their teams

Plan to travel constantly within the area of responsibility in order to ensure a constant communication with the management of company distributors

Deliver support to company distributors in order to maintain a high level of execution within the market (product presence, product price, product placement and product promotion)

Coordinate the implementation of all promotions in order to achieve perfect execution, high impact and maximum sales for company products

Meet important customers on a regular basis with the objective of building and developing a long-term business relationship

May 2009 – January 2010

Zone Sales Manager – Cargill

Manage and coordinate a team of four Area Sales Manager in Bucharest and Ilfov, Ialomita, Calarasi, Tulcea, Braila, Constanta, Galati, Vrancea, Bacau, Suceava, Neamt, Iasi and Republic Moldova districts build business relationship with KA clients

Negotiate and implement contracts with zone distributors and organize the key distribution indicators

Ensure the clients satisfaction, promote and protect the company image, implement and co-ordinate marketing activations and promotional activities, organize and co-ordinate brand and package distribution

August 2008 – May 2009

Regional Sales Manager – Cargill

Manage and co-ordinate a team of four Area Sales Manager in Bucharest and Ilfov, Giurgiu, Ialomita, Calarasi, Tulcea, Braila and Constanta districts build business relationship with KA clients, negotiate and implement contracts with zone distributors and organize the key distribution indicators

Ensure the clients satisfaction, promote and protect the company image, implement and co-ordinate marketing activations and promotional activities, organize and co-ordinate brand and package distribution

October 2007 – August 2008

National Key Account Manager– Brenac (Brailact)

Manage and co-ordinate a team of 6 Area Sales Manager , build business relationship with KA clients, negotiate and implement contracts, control and organize the key distribution indicators

Ensure the clients satisfaction, promote and protect the company image, implement and co-ordinate marketing activations and promotional activities, organize and co-ordinate brand and package distribution

August 2006 – October 2007

Key Account Executive - Coca-Cola HBC

Manage and coordinate a team of twenty-eight people

Sales increase by finding all opportunities

Efficient allocation of all resources

Organize and coordinate brand and package distribution

Collect and interpret all the information of market trend

Verify and coordinate assets placement and relocation by performance

Analyze team sales and performances, give team support and advise, frame into the budget

May 2003 – August 2006

Sales Team Leader - Coca-Cola HBC

Organize, coordinate and control the activity of a sale team formed of four people in order to achieve budget volume, key business indicators and financial indicators.

EDUCATION

2012 – 2014

Master of Agribusiness/Agricultural Business Operations - Universitatea de Științe Agronomice și Medicină Veterinară din București

1999-2003

Bachelor's degree, Marketing and Management

About Me

2022 – Present

Communication Director
NOROFERT S.A.

Education

Communication and Public
Relations "David Ogilvy" –
SNSPA Bucharest

Experience

2018–2022

Project Manager
Head of Operations –
Cornerstone
Communications

2015–2018

IR& PR Assistant –
Bucharest Stock Exchange

Skills

Investor Relations
Capital Markets
Communication
Project Manager



**Andreea
Tănase**

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Address

Bucharest

Language

English
Spanish