

The logo for 'agroklub' features a stylized yellow leaf icon to the left of the text. The word 'agroklub' is written in a bold, sans-serif font, with 'agro' in yellow and 'klub' in white. A registered trademark symbol (®) is positioned at the top right of the word. Below the main text, the tagline '(R)Evolucija poljoprivrede' is written in a smaller, white, sans-serif font.

**agroklub**<sup>®</sup>  
(R)Evolucija poljoprivrede

# What is Agroklub?

In fast-changing times information is a key to success

Agroklub is agricultural information system, currently active in Croatia, Serbia and Bosnia and Hercegovina. It provides various information, communication solutions and services that help producers in the development of their business.

Society, and markets around it, is changing faster than ever, which means there are new standards to be met in the field of food production. Thus, a modern farmer needs to adapt to new circumstances and make decisions that will impact his future business. Agroklub is here to help them to make good ones.

In today's fast changing times, information is a key to success and we seek to find the most accurate ones on daily basis. All that information is of public good and other services we offer are at affordable prices.



# Market and our mission?

Number of producers is decreasing; Internet penetration is above 65%

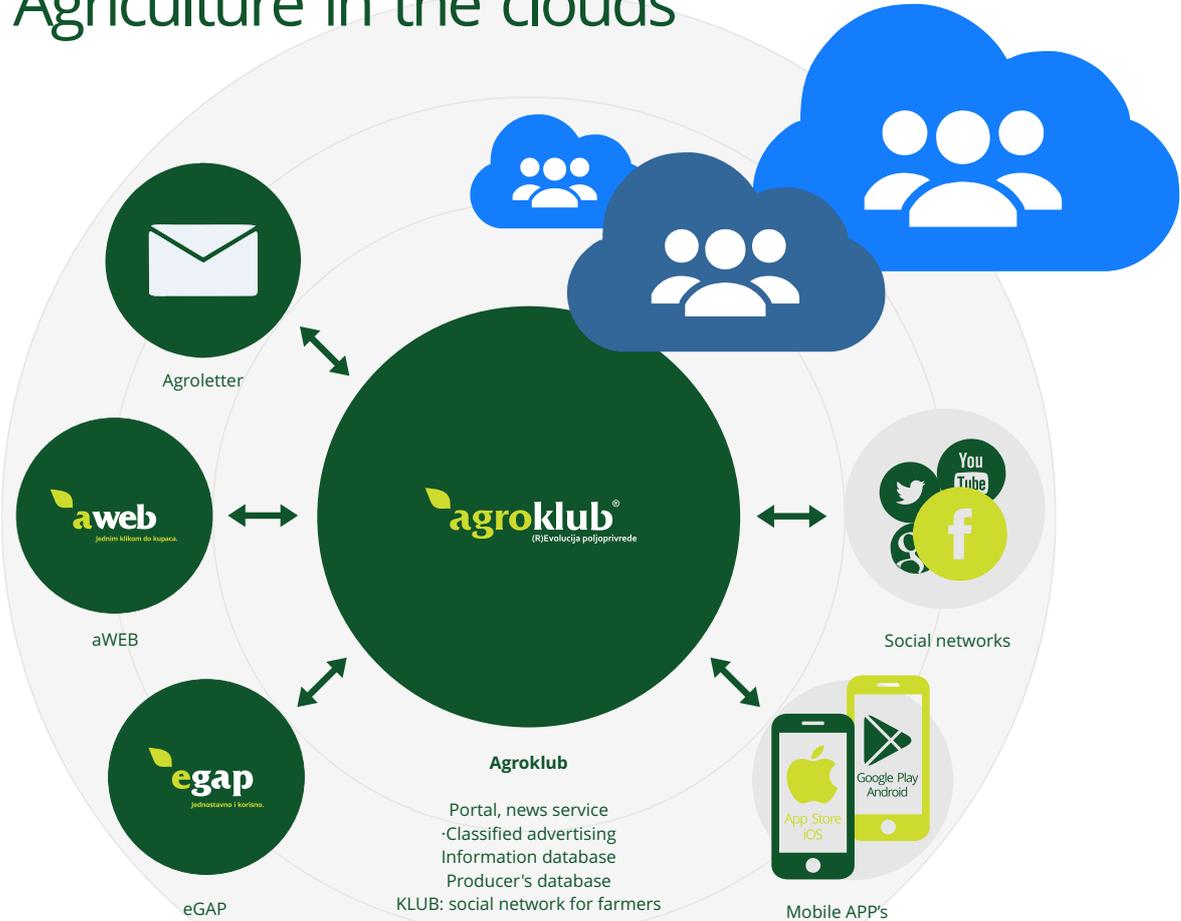
Croatia, Serbia and BiH together count a great number of residents that are in agricultural business. And most of them live in rural areas. Their number is descending and is currently around 800.000. Meanwhile, the Internet is in constant growth with current rate above 65%. In the future, further growth is expected with increasement of Internet speed.

There is a challenge in front of these farmers: they either need to adapt on emerging situation or leave food production sector.

That fact is exactly what runs us in our mission, because 'in today's changing times, information becomes a key to success'. We find, process and forward information to our readers and clients, in order for them to adapt and to become more successful.

We strive to be the leading support for food producers in rural areas and all that through our Internet platform spreaded over the wider region.

# Agriculture in the clouds



# Information and service database

Daily information, information databases, communication tools and services

Agroklub is an information system based on internet platform which offers set of services and possibilities for end users in Croatia, Serbia and Bosnia and Hercegovina:

Web services:

- Agricultural portal
- Classified advertising
- Information database
- Projects
- Social network KLUB
- Online tools and services

Mobile APP:

- News service



# Agricultural portal

3 countries, 70 authors and thousands of information

Agricultural portal brings news, tips, reports and columns from agricultural sector on a daily basis. It covers all topics related to farming, fruit and vegetable growing, viticulture and ornamental plants production. All other topics related to life and developments of rural areas are also an important part of Agroklub.

Texts, photographs, videos and documents give full information to the producers, 24/7.

Through interaction and commenting published content, our users help to form the information, which gives it special importance. More than 70 journalists, authors and associates in three countries, guarantee thematic and geographical coverage of our information system.

Agroklub mobile app (iOS and Android) with increasing number of new generation devices users, also provides an alternative way of information consumption.



# Agroklub mobile app

(R)Evolution of agriculture in the palm of your hand

Agroklub mobile app is available for free download since 2015. for Android and iOS users.

App covers portal information and users comments. You can download the app on Apple APP store for iOS and Google Play for Android operational system.



App Store  
iOS



Google Play  
Android



# Classified advertising

More than 5.000 classifieds.

Through classifieds we try to connect demand with supply. Here you can find classifieds divided in different categories, all in one place.

Each classified is consisted of description, price and contact information. Advertiser can even upload multimedia materials. All that for better presentation of what they're offering. Classified categories:

- Jobs, education and literature
- Agricultural products
- Seed material
- Plant protection and fertilizers
- Mechanization
- Equipment and spare parts
- Agricultural land
- Rural tourism

In just a few clicks, our detailed search bar makes it easier to find product and/or information wanted.



# Agro database

Catalogues of useful information for food producers

Everything about plants protection products (pesticides), plant varieties, fertilizers and other information available in digital format in Agro database section.

Several thousand items structured and described in details make this the most detailed database of agricultural inputs on the Internet in the wider region.

- Plant protection products
- Plant species and varieties
- Fertilizers
- Mechanization

These catalogues serve also as a foundation for eGAP, app for documentation of agricultural production.



# Producers database

More than 1.000 producers in one place

In order to improve market status of agricultural producers, Agrokлуб is working on internationalization of a project called TOP 1.000, all in collaboration with regional administration.

The goal of building this database about our farmer's production is to identify all available cultures as well as market capacities, but also for easier communication and joint appearance on the market.

Database includes more than 1000 registered producers in the region, and is searchable both geographically and by goods.

Interface in English has also been created, to enable our farmers alternative inquiries for their products.

This way, domestic and foreign purchasers and refiners can find all the producers that match their criteria in one place and contact them easily.



# Social network KLUB

Agroklub users have their place on the Internet. It's called KLUB

With popularization of social networks, Internet got another dimension. Users spend more time online, and more services, tools and possibilities are at their disposal every day.

By creating social network for farmers we wanted to create communicational tool and place where farmers could exchange their practical experience.

With mutual comparison of knowledge and experience transfer, information is becoming even faster and has more quality.



# Agroletter

Each month we highlight the most important content for our users

For over 5 years now, at the end of each month, we choose the content that highlighted the month behind us and form it in a newsletter, conveniently called Agroletter. Only the highest quality content gets sent out to over 12.000 of our registered users.

The best published articles, seasonal classifieds and the most significant upcoming events – are just some of the elements of our monthly newsletter.

Agroklub partners get their additional set of information. Reports on the performance of their campaigns, reading numbers of their published articles and classifieds are sent to their email addresses periodically. We also measure influence of their campaigns on social media networks and that way our partners get complete information about their reach.



# eGAP, easy and useful



Internet app for agricultural production documentation

Today's market conditions are setting high standards for all agricultural producers. In order to ensure product quality, protection of environment and standardization of agricultural products, food producers are required to track and document all stages of food production. We developed eGAP, internet app for farmers, exactly for that purpose. App is online and available 24/7. It has been adapted to national regulations for food producers, but also to other international certificate standards (Global GAP, integrated production, organic production etc.)

eGAP contains following modules:

- Information about producer
- Resource log
- Planting/sowing log
- Field activities log
- Harvest log

Licensing system has been adapted to the individual producers, but we also have special offers for organizations and associations.



Najbolji web program  
GREENOVATION 2014

# Click away from the customers

Websites for agricultural producers and products - aWEB

Millions of Internet users are searching for information about different products and services every day. They are using search engines to find what they are looking for (Google, Bing...), they spend their time on popular social media networks (Facebook, Instagram, Twitter) in order to socialize but also to look for information. They surf at home, from work, on their PC-s, tablets, and smartphones. With their own websites, agricultural producers are getting one step closer to that kind of users.

aWEB takes care of all aspects of online presentation. Websites are made using modern web technologies (XHTML, CSS, JQuery), they are adapted to new generation devices (responsive design), to search engines (SEO), social media networks (share button) and web shops (XML feed). We have also created a module in which users can enter their own data, update their content and manage their websites via Agroklub user account.

To users who are interested in Internet advertising, we have prepared several different plans depending on their target group.



# Agroklub in numbers

Google Analytics will tell you everything about us. Here are only few key numbers

Today Agroklub counts 13 employees (IT, agronomy, social and economic sciences)  
Over 70 journalists / part-time associates

We were founded in 2008

12.000 farmers have their user account on Agroklub

We achieve an average of 20.000 sessions daily and over 7 million sessions annually

We achieve over 15 million page views in one year

Over 25.000 articles have been published

Over 25.000 classifieds have been posted in advertisement section

Agro database contains over 2.000 pesticides, fertilizers, and plant species

More than 1.200 producers have registered at our producer's database

We have over 50.000 followers on our social media accounts

# Social media

Over 50.000 people follow our social media activities

Social media no longer serve as a page visit source. They are now an equal part of Agroklub so we painted them in Agroklub green ;)



Over 40.000 fans  
weekly post reach over 400.000



Over 1.000 followers  
over 3.000 tweets



Over 200 subscribers  
over 300 000 video views



Over 300 followers  
over 240.000 views

# Our partners

We are working with both smallest agricultural producers and world's biggest corporations. At the same time ;)

We like to transfer our partners ambitions into real results and surprise them with all the options they can get from Agroklub, especially in connecting them with their target group: our users.



# What do our clients say about us?

We tend to develop good and long-term relationships with our clients.

We are currently working with over 300 partners/clients. Read what some of them have to say about cooperation with Agroklub:



**Maja Družijanić**  
marketing manager  
**KWS Sjeme d.o.o.**

“In online advertising, partner support is especially important. In Agroklub, we have a partner who gives us maximum support no matter what time it is (morning, evening, weekend) and is quick, simple and provides support with quality and understanding. We are looking forward to future years, since every new year makes our partnership stronger and our cooperation is at higher level.”



**Lea Olivari-Uliša**  
marketing asistent  
**BASF Croatia d.o.o.**

„We are extremely pleased with our cooperation with Agroklub portal. Online activities have provided us more concrete approach to our target groups. In Agroklub, we get complete overview in advertising performance and our buyers can check our offer, activities and tips in one place. BASF certainly profited with development of Agroklub and we are sure we will successfully cooperate in the future.”



**Filip Jandrić**  
marketing coordinator  
**Bayer CropScience**

„The advantage of cooperation with Agroklub is definitely increased visibility of our company and products to a large number of Agroklub readers as well as increasing number of participants at our events and promotions . What distinguishes Agroklub from other is 100 % availability and most of all - initiative and frequent passing new ideas and suggestions . “

# Who are we?

Agronomists, economists and IT experts

Today Agroklub brings together a team of young and ambitious people who want to help farmers with their business. Besides employees, over 70 associates create valuable content every day.

Agroklub, (R)Evolution of agriculture



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a key to success.

[www.agroklub.com](http://www.agroklub.com)