



2024 ANNUAL GENERAL ASSEMBLY

REPORT ON THE ACTIVITIES OF AMCHAM

EVENTS: 67 (52 own events)

Key events

Conferences: Trends in Healthcare – Challenges and Opportunities, Digital Croatia 2030, Sustainable Tax System: Policy, Practice and Perspectives, Business sustainability with ESG principles, #EmbraceEquity with Empower Her”- Corporate Governance and Gender Diversity on Boards, Cybersecurity Round Table

Power Breakfasts and Lunches: Power breakfast with Croatian Deputy Prime Minister Davor Božinović, AmCham Executive Lunch 'Global trends in FDI - Where is Croatia?'

Seminars and workshops: Double Taxation Treaty, Tax News, The New Platform of the Electronic Public Procurement Classifieds (EOJN), Workshop in Public Procurement, Changes in Labor Legislation, Trade with the USA and control of re-export of products of American origin

Co-organized events: Enterprise Investors, Strategic Public Procurement (PwC), Credit Management and Trade Credit Insurance in 2023 – Trends and Challenges (Marsh),

Special projects: Business Delegation to US (San Francisco, Austin, Houston), Extraordinary meeting of the General Assembly, Annual General Assembly, 3 events in international network

Networking: 16 GM breakfasts, Anniversary Gala, Christmas event, Speed networkings with French Chamber and Slovenian Business Club, AmCham Christmas Reception

Programs: AmCham Talents program events (10), 15 supported events

POLICY

New position papers (15)

- Request for Moratorium on the Annual Calculation of Medicinal Product Prices (117)
- AmCham - Survey of the Business Environment in Croatia - 2023 (118)
- Recommendations for Judiciary Improvements (119)
- Recommendations for the Tax System Reform in 2023 (120)
- Value-Oriented Public Procurement in Healthcare (121)
- Proposals for the Improvement of the Electronic Public Procurement Classifieds of the Republic of Croatia (122)
- Comments on the EU Proposal for Packaging and Packaging Waste Regulation (123)
- Proposals for Amendments to the Labor Act (124)
- Comment on the Draft Proposal on the Lobbying Act (125)
- Value-Oriented Public Procurement in Healthcare with Examples of Good Practice (126)
- Digital Transformation of Healthcare (127)
- Cyber security Act (128)
- The supplier's obligation to report on the execution of the framework agreement in joint procurement procedures in healthcare (129)
- Recommendations for new business management models (130)
- Changes in the calculation of tax on returnable packaging (131)

82 committee meetings and 28 meetings with stakeholders

Key Policy Accomplishments

1. Implementation of option plans in limited liability companies
2. Adjustment of tax liability due to bad debt
3. Increase of non-taxable personal deductions and non-taxable compensations
4. Amendments to the Ordinance on criteria for inclusion of medicinal products in CHIF list and Ordinance for determining the highest permitted price of medicinal products
5. Inclusion of AmCham's proposals to the new Electronic Public Procurement Classifieds platform

EVENTS: 73 (58 own events)

Key events

Conferences: The Future of Healthcare, Digital Croatia 2030, ESG conference, Tax Conference, Roundtable with LA delegation

Power Breakfasts / Lunches: Lunch with US Ambassador Nathalie Rayes, FDI Lunch

Seminars and workshops: State of American Business 2024 - US Chamber, Tax news, Tax Treatment of Stock Option Grants from U.S. Companies, Cyber Security seminar, Public procurement workshop, How to do business in BiH, 3 ESG seminars, 2 seminars of Lobbying Act

Networking: Patron member reception, Gala Reception, Summer cocktail for Personal Assistants, 14 GM Breakfasts in Zagreb with additional in Split and Rijeka, 2 speed networking events, Christmas Party, Annual General Assembly

Co-organized events: Risks, Insurance and Surety Bonds: Key Factors of Making Your Business Successful and Protected (Marsh), Way to go about introducing AI (Solvership), Fast Growing Sectors in Croatia: Can They Accelerate National Economic Growth? (Enterprise Investors)

Special projects: Business Delegation to US (Chicago and Washington DC), 3 visits in AmCham network, press conference

Programs AmCham Talents program events (10), Launchpad USA event, supported events (15)

Issued News & Views 1 and 2 and Yearbook

POLICY

New position papers (16)

Position paper Mass Balance Approach (132)
Position Paper on Regulations on Outcomes of Medical Treatments (133)
AmCham - Survey of the Business Environment in Croatia - 2024 (134)
CHIF Data Exchange and Ethical Conduct Contracts (135)
Comments on the Ordinance on Packaging and Packaging Waste (136)
Recommendations for the Tax System Reform in 2024 (137)
Creation of the Ministry for Digital Transformation of Croatia (138)
The Possibility of Data Processing and Storage Using Modern Technologies (139)
Creating a Single National Court Register (140)
Proposals for Amendments to the Public Procurement Act (141)
Ensuring the Supply for Special Groups of Medicinal Products (142)
Regulation on Waste Management Fees and the Deposit Refund Scheme (143)
Challenges of Absorption of EU Funds in Croatia
Abolishing Tax Breaks for Young Adults
Data Economy and Data Monetization in Croatia
Recommendations for Improving the Treatment of Obesity

Key Policy Accomplishments

1. Raising digital transformation to the Ministerial level through the establishment of the Ministry of Justice, Public Administration and Digital Transformation
2. Increase of the higher income tax rate threshold from €4,200 to €5,000
3. Increase of the threshold for entry of small entrepreneurs into the VAT system from €40,000 to €50,000
4. Amendments to the Croatian Health Insurance Fund Data Exchange and Ethical Conduct Contracts
5. Inclusion of AmCham's proposals into the documentation on the procurement of special groups of medicinal products

AmCham held 25 meetings with political stakeholders, participated in 7 public consultations while our committees and task forces held 86 internal meetings

AmCham Activities - 2025 Plan



November 14, 2024

EVENTS

- Lunches/Breakfasts (US Ambassador, Speaker of the Parliament Mr. Jandroković, FDI)
- Conferences (Digital Economy, Healthcare, ESG, Taxation)
- Potential conference in cooperation with the World Bank
- Workshops in public procurement with Mingo
- Annual General Assembly
- Thanksgiving donation
- GM breakfasts series
- Speed networking events
- Patron events
- Gala Reception
- Boardroom Discussions series

PUBLICATIONS

- 2 issues of News & Views magazines
- AmCham Yearbook
- Policy Briefs

AmCham plans the delegation to US

AmCham asks for permission to use funds from reserves for potential organization of the conference in cooperation with the World Bank

POLICY

- Position papers based on Committee plans and Board & membership approvals
- Committee meetings
- Policy advocacy meetings with the Government
- Press related activities

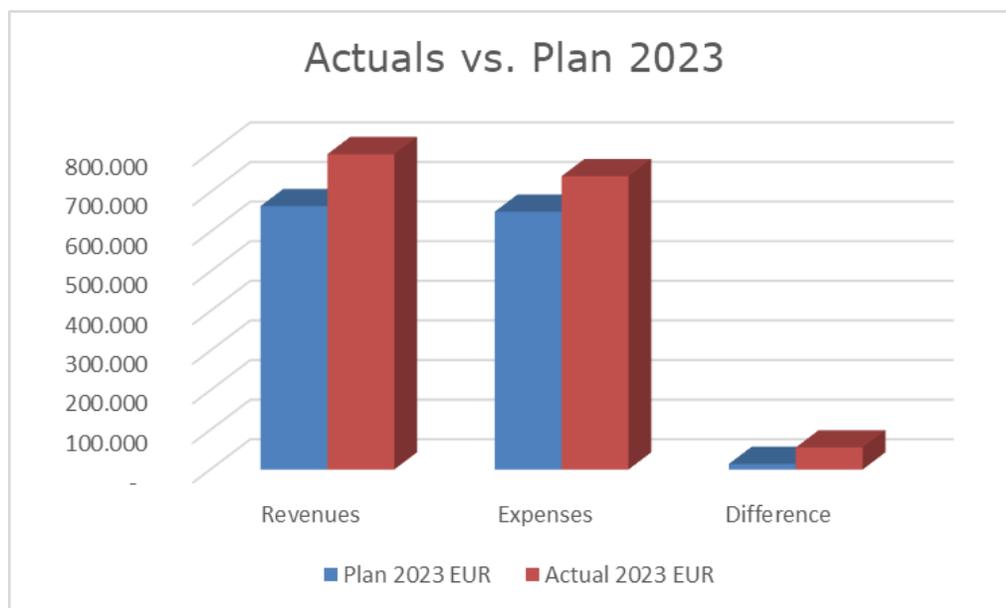
BUSINESS DEVELOPMENT

- Launchpad USA program to support first steps of Croatian companies entering U.S. market (in cooperation with AmCham Finland)
- AmCham Talents program
- AmCham Talents Alumni mentorship

FINANCIAL REPORTS

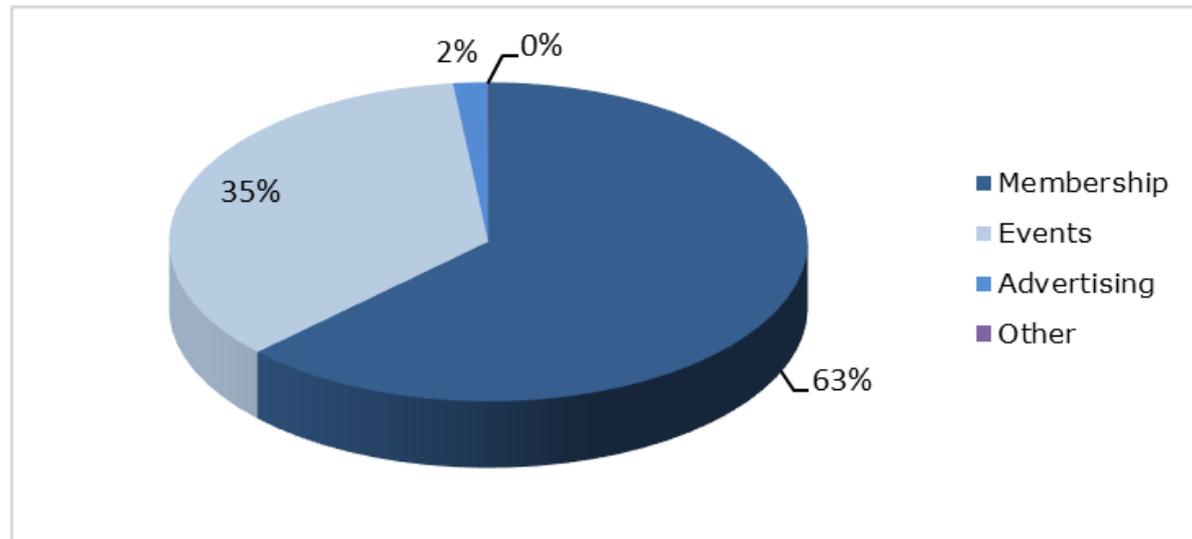
- 2023 Financial Report
- 2025 Financial Plan and Financial Trends

- In **2023** AmCham continued **high net membership growth** and excellent financial growth due to high sponsorships (anniversary Gala).
- In **2024** AmCham generated surplus through high net membership growth and sponsorship revenues. Expenses grew as well through regular operations as well as one-off projects.
- Plan for **2025** is focused on further member support and retention. Membership growth will continue on a lower rate. Sponsorship revenues will grow further, but expenses will grow as well and AmCham plans very modest surplus.



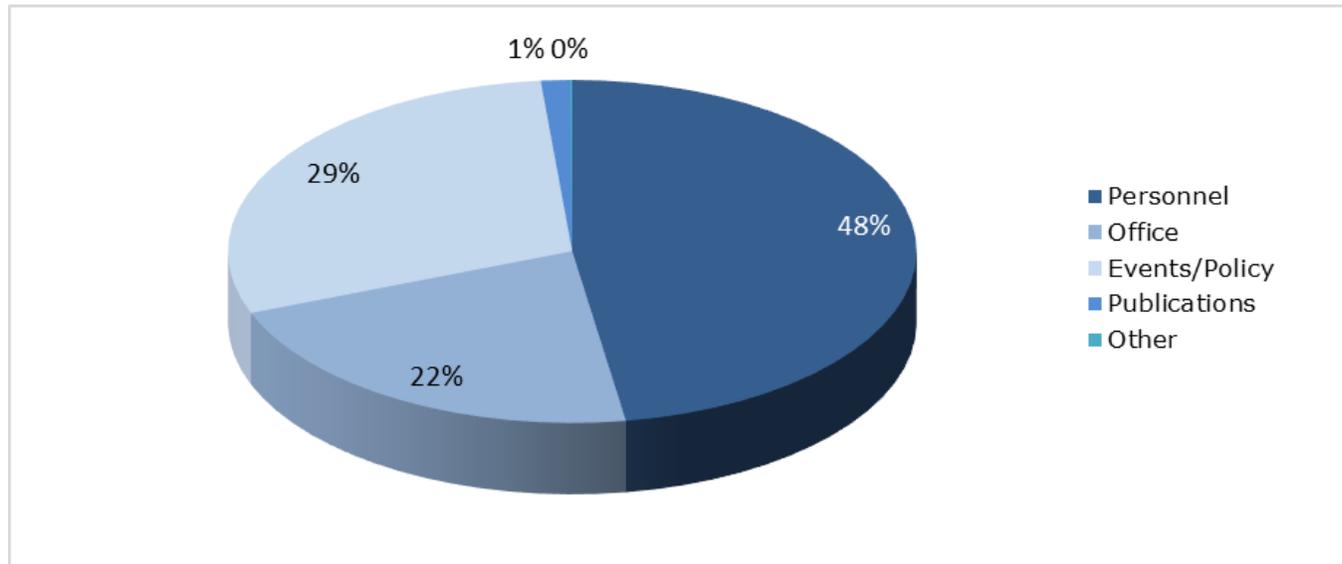
	Plan 2023 EUR	Actual 2023 EUR	Actual / Plan 2023
Revenues	664.798	796.031	120%
Expenses	650.737	740.402	114%
Difference	14.061	55.629	396%

- AmCham had 20% increase in revenues, but also 14% increase in expenses in 2023.
- Revenues in 2023 compared to 2022 were 23% higher.
- Revenue increase came from increased number of new members and higher sponsorship revenues compared to the plan.
- Business delegation to US was not in the budget for 2023 and had additional impact on higher revenues and expenses.
- AmCham generated significant surplus which was transferred to reserves.



2023	EUR	%
Membership	500.255	63%
Events	281.653	35%
Advertising	13.750	2%
Other	373	0%
TOTAL	796.031	100%

- Membership and sponsorship revenues significantly grew compared to 2022 (23%).
- Due to high increase of sponsorship/events revenue in revenue structure, its share in total revenues increased to 35% (29% in 2022), while share of membership revenue dropped to 63% (69% in 2022).
- Business delegation to US and sponsorships of 25th anniversary gala contributed to increase of events revenues in 2023.



2023	EUR	%
Personnel	351.747	48%
Office	160.096	22%
Events/Policy	217.717	29%
Publications	10.030	1%
Other	812	0%
TOTAL	740.402	100%

- Total expenses in absolute numbers increased in all categories compared to 2022.
- Office costs had 8% increase compared to previous year.
- Events and policy expenses increased in structure due to increased supplier costs, more investing in events production and higher number of members which got free participation.

2023 Membership Structure

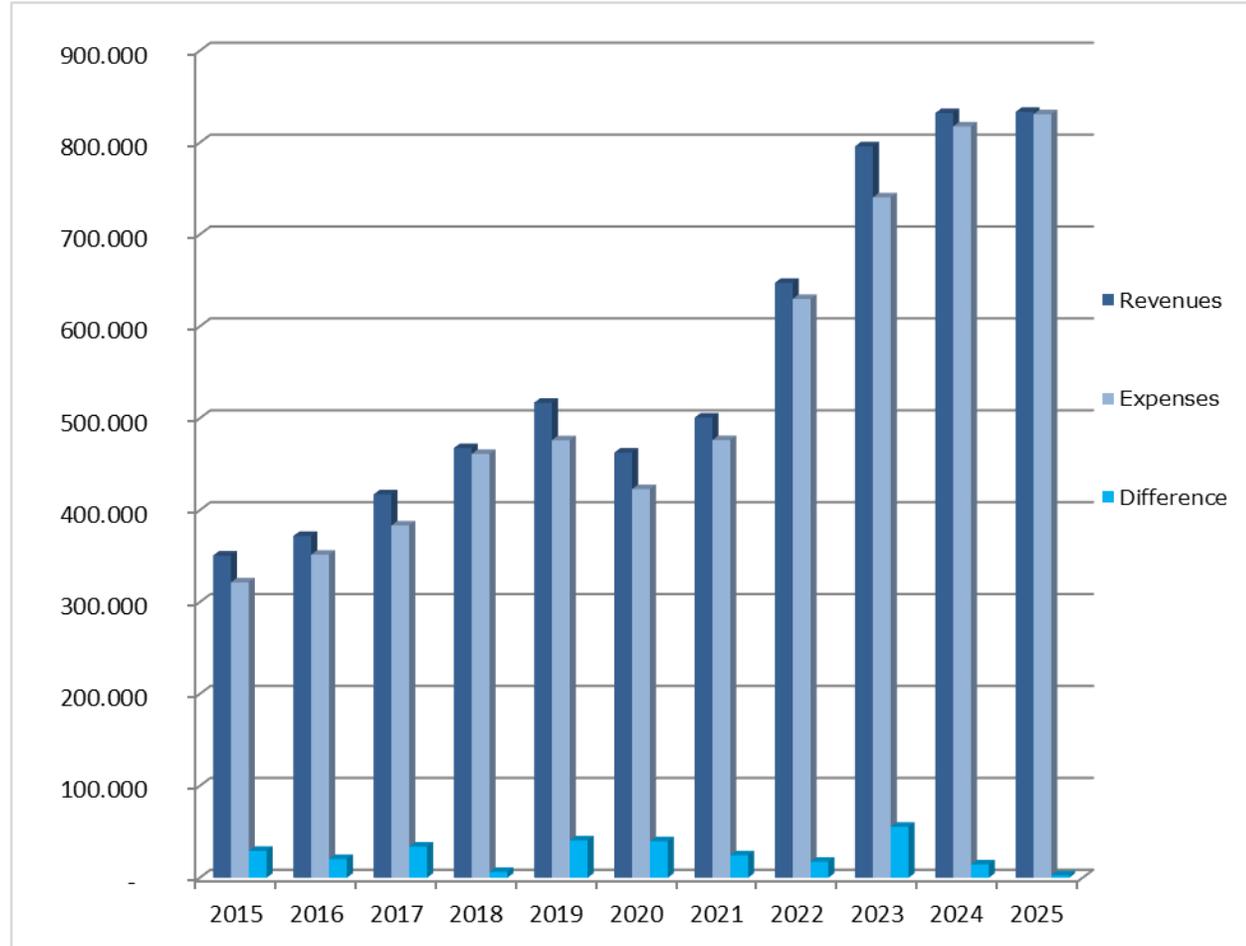


November 14, 2024

Plan 2023	Acquisition	Cancellation	Membership base YE Plan 2023
Patron	2	0	59
Corporate	13	7	121
Small Business	17	14	113
Non profit	3	2	17
Total	35	23	310

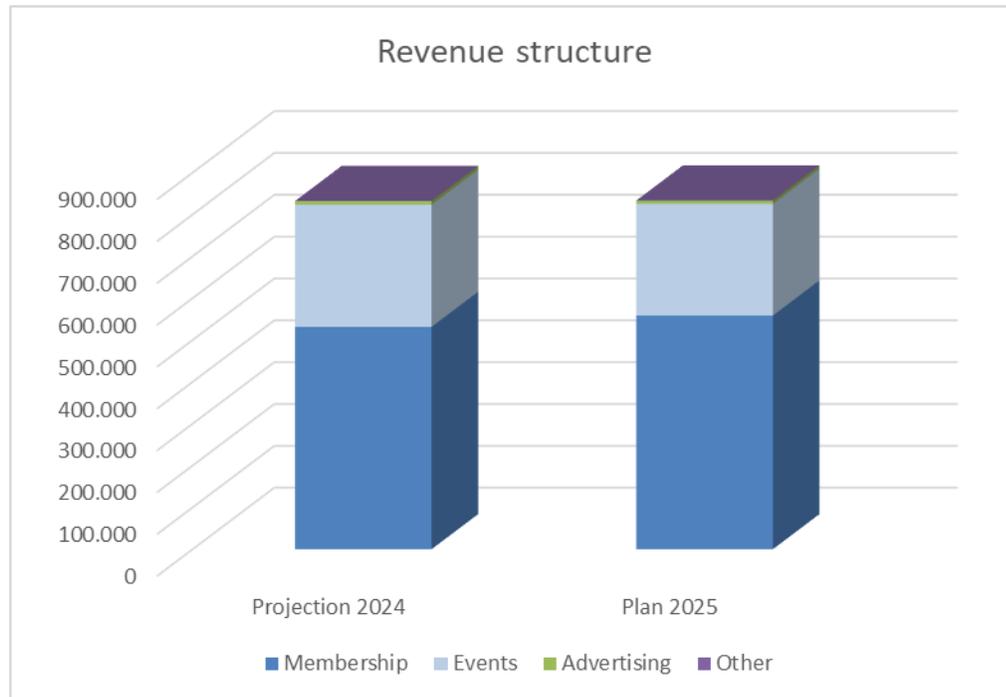
Actual 2023	Acquisition	Cancellation	Membership base YE 2023
Patron	4	2	58
Corporate	11	8	119
Small Business	26	5	132
Non profit	2	1	17
Total	43	16	326

- AmCham achieved higher acquisition numbers and much lower cancellations compared to 2023 plan.
- AmCham had 27 net adds instead of 12.
- **AmCham grew in membership by 27 additional net adds and ended the year with 326 members**



- AmCham increased membership and sponsorship revenue, however expenses increased due to increased supplier costs, more investment in event production and more members provided with free access to events.
- Revenue and Expenses in 2025 will grow further
- Potential revenue and expenses not budgeted for 2025 related to delegation to US.

	Projection 2024 / EUR	Plan 2025 / EUR
Revenues	832.224	833.465
Expenses	817.634	830.907
Difference	14.590	2.558



- In 2024 and 2025 AmCham will grow in membership revenues.
- Planned events revenue in 2025 does not include delegation to US.
- If organized in 2025, delegation will have similar impact on revenues and expenses.

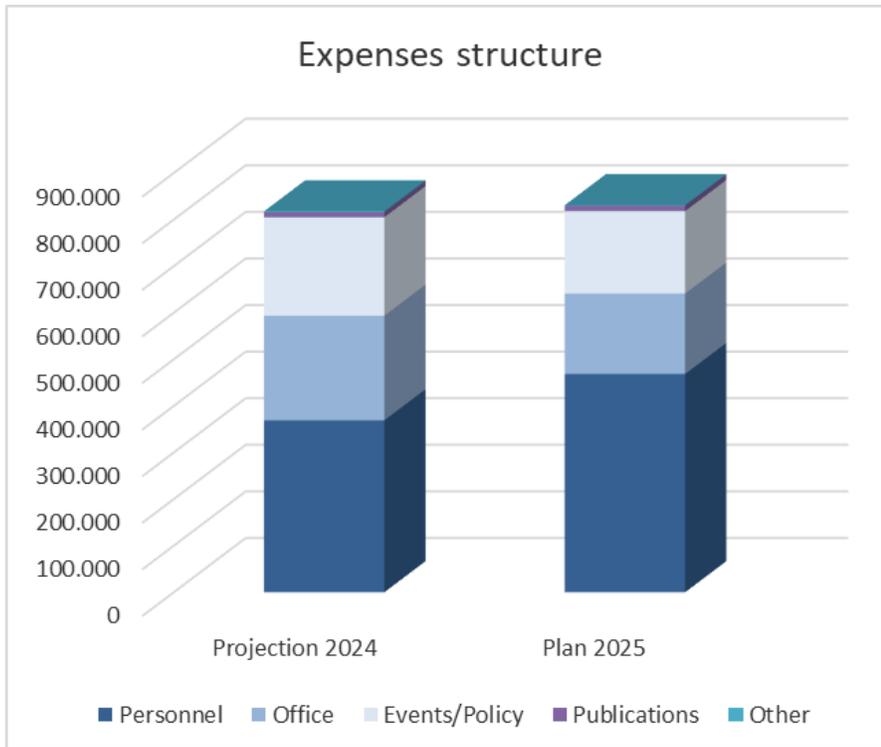
Projection 2024	EUR	%	Plan 2025	EUR	%
Membership	531.360	64%	Membership	558.410	67%
Events	292.209	35%	Events	267.150	32%
Advertising	8.650	1%	Advertising	7.900	1%
Other	125	0%	Other	241	0%
TOTAL	832.344	100%	TOTAL	833.701	100%

Note: Membership revenues include membership fees, joining fees and write-offs

Expenses Structure 2024 & 2025

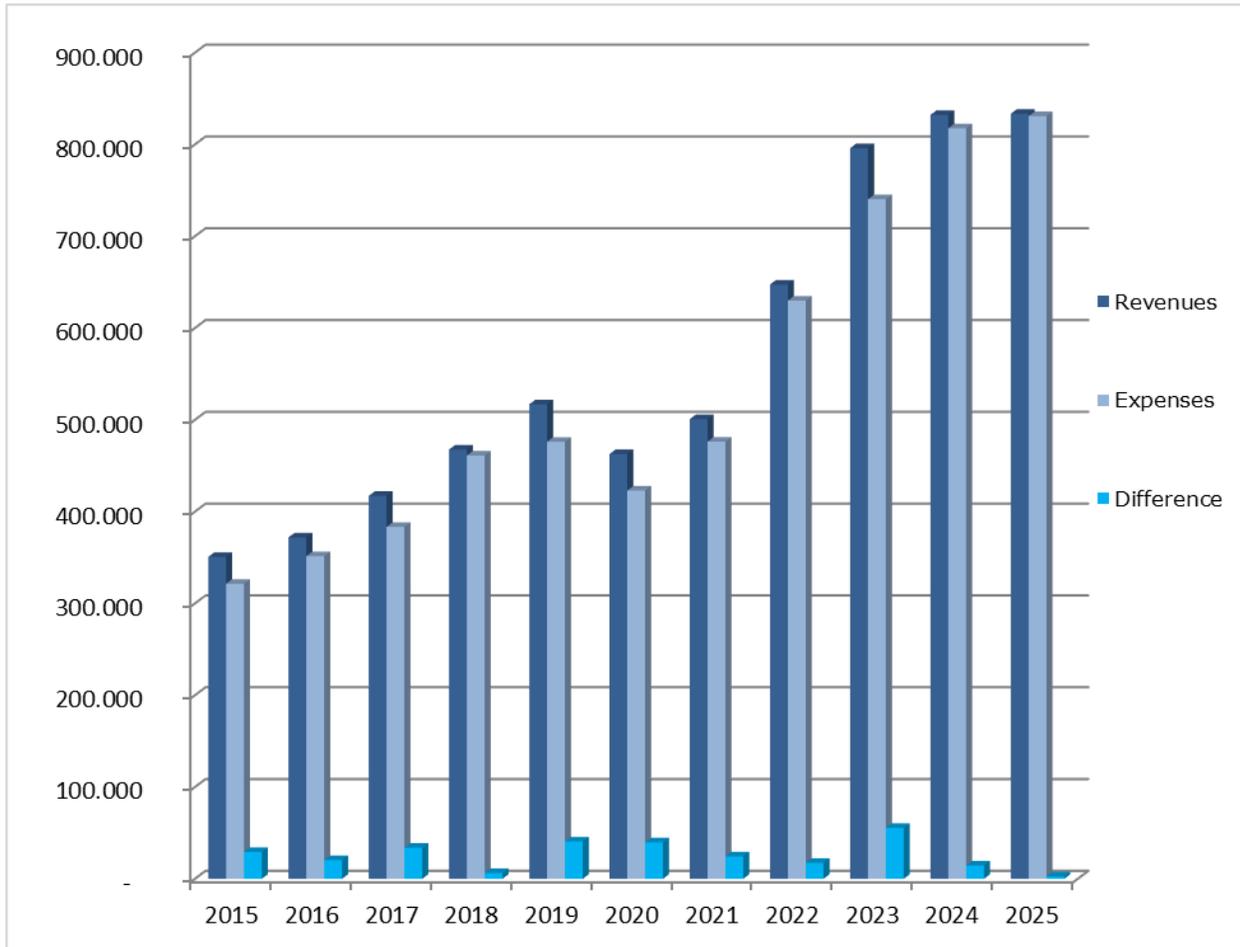


November 14, 2024



- AmCham will employ additional person for policy and add full time instead of part time (retirement) person for administrative work.
- As one-off costs, in 2024 AmCham has upgrade of web and integration with CRM as well as search for 2 persons.

Projection 2024	EUR	%	Plan 2025	EUR	%
Personnel	369.059	45%	Personnel	468.484	56%
Office	224.382	27%	Office	172.533	21%
Events/Policy	211.521	26%	Events/Policy	177.110	21%
Publications	11.060	1%	Publications	11.700	1%
Other	1.613	0%	Other	1.080	0%
TOTAL	817.634	100%	TOTAL	830.907	100%



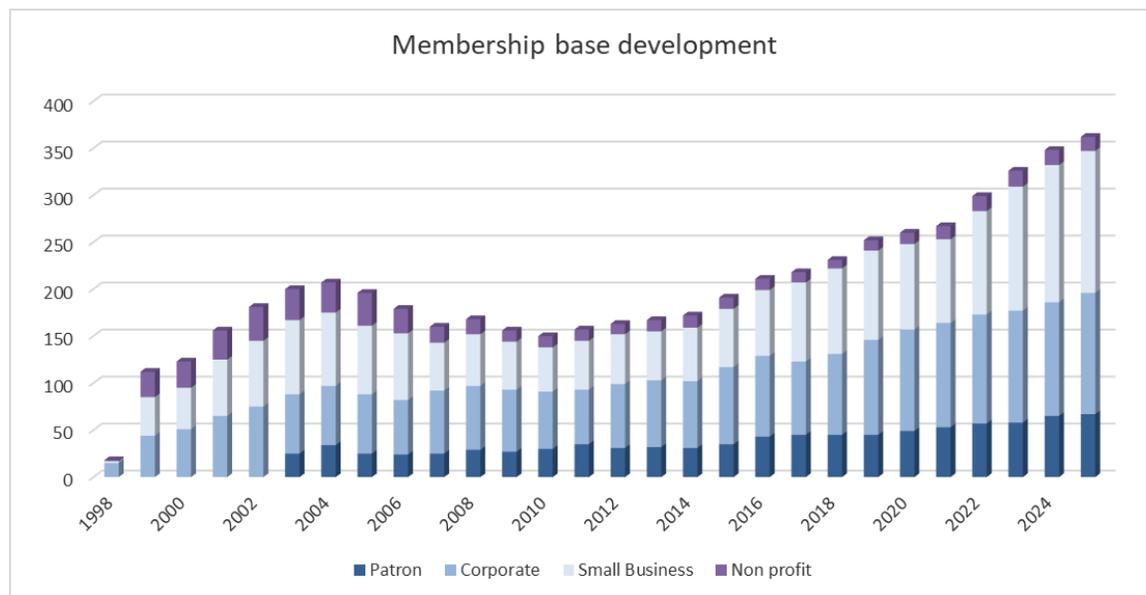
- Continuous increase of revenues – membership and sponsorship growths.
- However, costs increased due to inflation and were not levelled by membership fee increase.
- Projected surplus for 2024 will be added to reserves.

Projection 2024	Acquisition	Cancellation	Membership base YE 2024
Patron	7	3	65
Corporate	14	10	121
Small Business	23	8	146
Non profit	0	1	16
Total	44	22	348

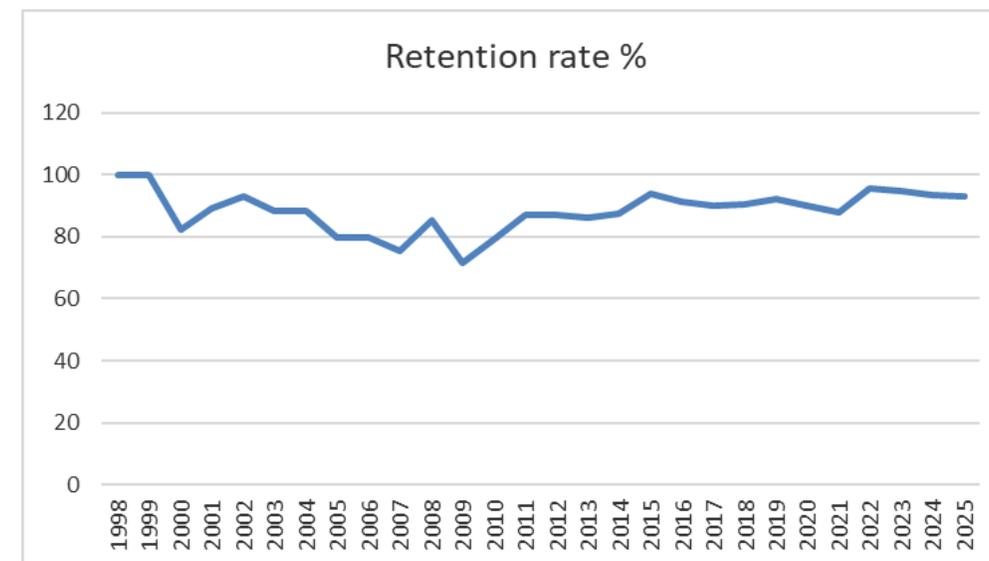
- In 2024 AmCham had higher acquisition (+15) and slightly higher cancellations (+3) than planned.

Plan 2025	Acquisition	Cancellation	Membership base YE Plan 2025
Patron	3	1	67
Corporate	17	9	129
Small Business	18	13	151
Non profit	0	1	15
Total	38	24	362

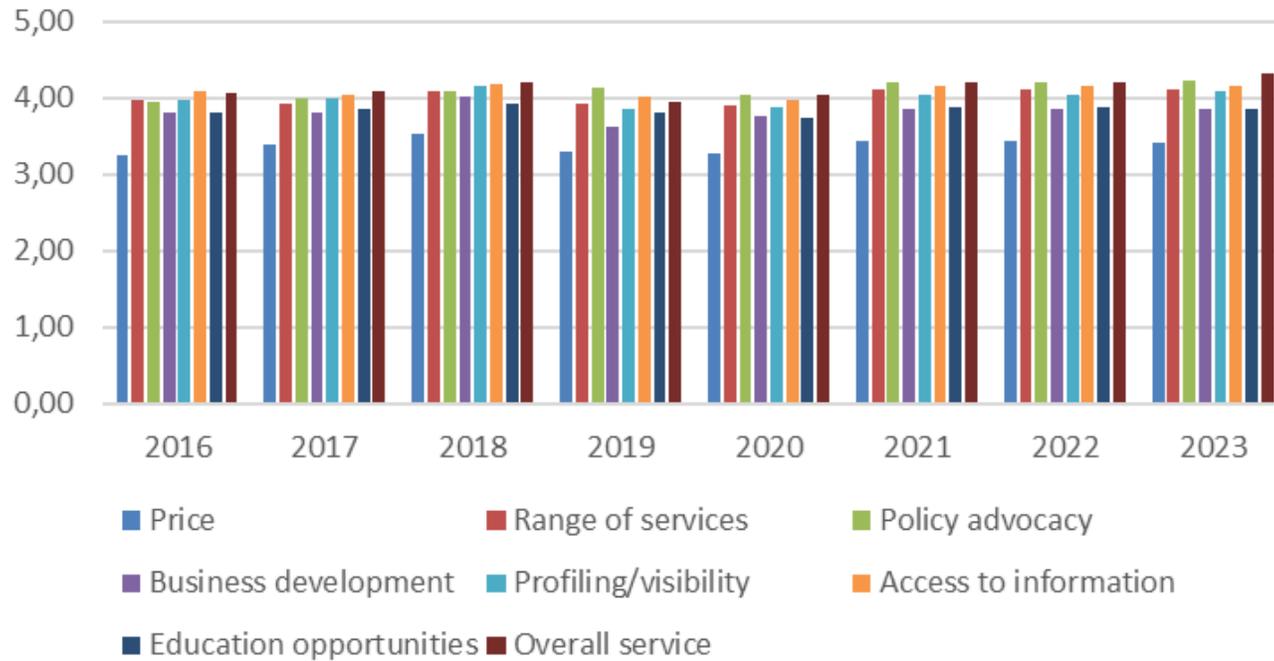
- In 2025 AmCham plans substantial net growth. Acquisition will be slightly lower due to focus on retention.



- AmCham has 348 members in 2024 and its members employ close to 100.000 people in Croatia.
- Major share in membership structure make patron and corporate members (54%).



Member satisfaction



	2016	2017	2018	2019	2020	2021	2022	2023
Price	3,25	3,39	3,53	3,30	3,28	3,45	3,45	3,43
Range of services	3,96	3,92	4,08	3,93	3,90	4,12	4,12	4,11
Policy advocacy	3,95	3,99	4,09	4,13	4,05	4,22	4,22	4,24
Business development	3,82	3,82	4,01	3,63	3,77	3,85	3,85	3,86
Profiling/visibility	3,98	4,00	4,17	3,85	3,87	4,05	4,05	4,10
Access to information	4,08	4,05	4,18	4,03	3,98	4,15	4,15	4,17
Education opportunities	3,81	3,85	3,93	3,81	3,74	3,88	3,88	3,86
Overall service	4,08	4,09	4,21	3,95	4,04	4,21	4,21	4,31