

ALTA Retail Signs Agreement to Acquire Idea Marketi from Fortenova Group; Gecić Law Advises the Buyer

Gecić Law is advising ALTA Retail d.o.o. on its acquisition of Idea Marketi d.o.o. Beograd and four affiliated companies from Fortenova Group. The sale and purchase agreement was signed on September 14, 2026. The closing of the transaction is subject to the fulfillment of certain conditions precedent set out in the transaction documents.



The Transaction

Idea Marketi is one of Serbia's largest retail chains and one of the country's top ten employers, operating stores under the Idea, Mercator, and Roda brands across more than 80 cities and municipalities. The transaction also includes Enna Fruit Grocka Beograd, Super Kartica Beograd, M-Profil SPV Beograd, and mStart Business Solutions Beograd.

Gecić Law's Role

Gecić Law conducted legal due diligence on the target companies, prepared the sale and purchase agreement, and advised ALTA Retail throughout the negotiations. The firm is also advising on merger control matters in Serbia, Montenegro, and North Macedonia, as well as on intellectual property matters.



We have supported ALTA Retail across key aspects of the acquisition — from legal due diligence and transaction documentation to merger control — leveraging our M&A and competition law expertise at both regional and EU levels. This transaction is one of the most significant recent developments in Serbia's retail sector and reflects the readiness of domestic strategic investors to pursue and execute attractive growth opportunities in the market. We thank ALTA Retail for the trust placed in our team and everyone involved for their commitment throughout the transaction to date. -

Ognjen Colić, Partner and Head of Corporate and M&A at Gecić Law.

The Team

The Gecić Law team is led by Partners Ognjen Colić and Miodrag Jevtić and included Counsel Vera Davidović; Senior Associates Živko Simijonović, Žarko Popović, Luka Džordeski, Strahinja Banović, and Uroš Rajić; and Associates Anastasija Radanović and Nada Gogić.



About Gecić Law

Gecić Law is an independent law firm with its headquarters in Belgrade and offices in Brussels, Sarajevo, and Banja Luka. The firm advises clients on corporate and M&A matters, competition, EU law, and regulatory matters across Southeast Europe. Gecić Law is a member of the international legal networks TerraLex and TAG Alliances.