

The logo for Tarczyński, featuring the brand name in white serif font inside a dark blue rounded rectangle.

TARCZYŃSKI

JESZ LEPIEJ, ŻYJESZ LEPIEJ

The logo for Tarczyński Lepiej.pl, featuring a small green leaf icon above the text. 'TARCZYŃSKI' is in dark blue, 'LEPIEJ' is in orange, and '.PL' is in dark blue.

TARCZYŃSKI  LEPIEJ.PL

See for yourself how much good we do for the world.

**SOCIALLY
RESPONSIBLE BRAND**

Ladies and gentlemen,

We are pleased to present you with a document describing our strategy and activities in the area of sustainable development and corporate social responsibility (CSR).

For over 30 years now, our priority and family commitment has been the responsible development and creation of the highest quality brand products. We continue to strive for excellence. We do know the importance of innovation. We have our own laboratories, a team of technologists, a QC department and one of the most modern cold cut processing plants in Europe.

Today, Tarczyński is definitely the most popular among consumers brand of kabanos sausages in Poland, with over 78%* market share in this category, and one of the leading producers of sausages, dry sausages and protein snacks. Our products are available in 30 countries on 3 continents.

However, we want to do so much more than develop our organization and sell high-quality products. We strive to make real changes that have a positive impact on the natural environment and its resources, eating habits and lifestyle of our consumers and finally the local communities where we operate.

Every day we inspire you to make wise decisions when it comes to your eating habits in order to change your life for the better. This mission and our values have become the foundation of the strategy in the area of corporate social responsibility, gathered on a common platform TarczyńskiLepiej.pl.

When designing our CSR strategy, we focused on four selected areas, being close and relevant to both our activities and the current challenges that our society is facing: **EAT BETTER, LIVE BETTER - TOGETHER, RESPONSIBLY, WISELY, ACTIVELY.**

We would like to invite you to familiarize yourself with our key areas and activities within CSR.

*Tarczyński by Nielsen - Retail Trade Panel, Whole Poland with Discount stores (Food), Value sales, segment of packaged kabanos sausages, excluding private labels of retail chains, cumulative period: May 2019 - April 2020.



Jacek Tarczyński

Chairman of the Board

Our corporate social responsibility (CSR) activities focus on four core areas gathered on a common platform

TARCZYŃSKI *LEPIEJ*.PL



Eat better, live better - TOGETHER

- ✓ we support local communities
- ✓ we care for the development and promotion of the Barycz Valley region



Eat better, live better - RESPONSIBLY

- ✓ we reduce carbon dioxide emissions
- ✓ we limit the consumption of plastic
- ✓ we recycle water



Eat better, live better - WISELY

- ✓ we create sensible eating habits
- ✓ we introduce new protein snacks to the market
- ✓ we keep the lists of ingredients of our products clean and simple, eliminating any unnecessary additives



Eat better, live better - ACTIVELY

- ✓ we promote an active lifestyle
- ✓ we sponsor sports and recreational events



Eat better, live better – TOGETHER

We care for the development of the Barycz Valley area and its local communities by creating new jobs, investing in infrastructure development, supporting the tourist promotion of the region, and educating children and youth. This is our home, we live and work here, which is why we deeply care and feel obliged to this unique place and its people.

- We are by far the largest employer in the Barycz Valley region. We constantly invest in the expansion of the plant, as well as training of our employees and their development.
- We run numerous charity initiatives, supporting families in need, local villages, municipalities, community centers, orphanages, care and treatment institutions and associations.
- We cooperate with local schools, offering apprenticeships to students and full time jobs to graduates.
- We make sure to take part in important local events.
- We co-finance investments in the development of local infrastructure of roads and bicycle paths.
- We are partnering a marketing campaign for the region's tourist offer, organized by the Partnerstwo dla Doliny Baryczy Association.

Eat better, live better – RESPONSIBLY

We care for the natural environment and its resources. We take these actions because we realize the impact of sustainable development and responsibility for the environment on our lives.

- We are part of the National Operational Program Infrastructure and Environment 2014-2020, the aim of which is to reduce the emission intensity of the economy. Thanks to the construction of a cogeneration plant and the use of economizers that reduce gas consumption in heating processes, we will significantly reduce carbon dioxide (CO₂) emissions.
- We own one of the most modern machine parks in Europe. We invest in modern and environmentally friendly technologies.
- We consistently reduce the consumption of plastic and paper in the packaging of our products. We use only certified paper in the production of collective packaging and unit packaging elements. All foil production waste generated during the packaging of our products is processed by mechanical recycling.
- We recycle water used in production processes using our own biological treatment plants. This way we can give back to the environment water of the same quality as previously taken from it.





Eat better, live better - WISELY

We aim to create sensible eating habits and promote knowledge in the field of rational and balanced nutrition. We provide consumers with an informed choice, constantly expanding our range of wholesome, high-protein snacks that are part of a balanced diet and help in proper nutrition and functioning of the body.

- We make every effort to ensure that our products do not contain additives: glutamates, phosphates, preservatives, artificial colors and flavors.
- We are now developing the Tarczyński Naturalnie product line, which can be distinguished by a simple, natural composition. • We are introducing innovative protein snacks: Protein line, Chips, a new line of meatless products - Tarczyński Rośl-Inne (Plant-ifferent).
- We promote smaller packaging sizes, focusing on convenience, quality and functionality.
- We offer consumers wholesome products, being blunt and transparent regarding their content and using responsible packaging labeling.
- In cooperation with our brand ambassadors, we create educational programs, suggesting ideas for tasty, natural and healthy meals.

Eat better, live better - ACTIVELY

We both implement and participate in projects contributing to the promotion of active forms of spending free time. We sponsor numerous sports and recreational events for children, teenagers and adults.

- Through play, we encourage spending time actively and eating well. As part of our special events - Beach and Winter Initiatives, we conduct culinary workshops and discuss topics related to environmental protection.
- We focus on physical training and team competing of young athletes, which is why we are a proud sponsor of the Panthers Wrocław team - Polish Champions in football.
- We are a partner of the largest series of sports events in Europe for Active Preschoolers. We encourage exercising and working out as an attractive form of spending free time and great fun for the whole family.



TARCZYŃSKI

JESZ LEPIEJ, ŻYJESZ LEPIEJ

Tarczyński S.A.

Ujeździec Mały 80
55-100 Trzebnica

tel. (71) 312 12 83
fax (71) 310 30 73


TARCZYŃSKI *LEPIEJ*.PL
