

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. The word 'TARCZYŃSKI' is in dark blue, and 'LEPIEJ.PL' is in orange.

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](https://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.
- We're promoting the tourist offer of the Barycz Valley region, which is unique in Poland. One of our initiatives is, inter alia, creating a video capturing the unique tourist values of the immediate vicinity of our plant in Ujeździec Mały, located on the border of two poviats - Trzebnica and Milicz.

Get to know our  
neighbourhood:



# 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 care for the environment and its resources. We embark on these actions knowing how far our lives are influenced by sustainable development and responsibility for the surroundings in which we function. This is why we constantly strive to limit utility use, which is possible thanks to a range of relevant actions.
- We are investing in the construction of our own cogenerative electric power and heat plant, and using economisers which reduce gas consumption in the power and heat production process. This will enable us to significantly cut carbon dioxide (CO<sub>2</sub>) emissions.
- We are reducing electricity consumption by installing energy-saving LED lighting systems in the production area and office buildings, as well as the direct illumination of buildings or car parks.
- We are investing in fitting photovoltaic panels as an unconventional way of obtaining energy.
- We are reducing the use of gas in heating water by installing heat exchangers.
- We are reducing the use of gas to heat process water by recovering heat emitted by the compressors which produce compressed air.
- We recover waste water from the production processes using our own biological purification plant, which means that the water we return to the environment is of the same quality as when we first took it.
- We are consistently limiting the use of plastic and of paper in our product packaging. We use only certified paper for producing bulk packaging and individual packaging items. All the foil waste from production left after our products are packed is submitted to mechanical recycling.
- We use 70% recycled materials to make our packaging. In the longer term, we plan to increase the share of recyclate to 100%.
- We are a supporting member of the Natureef Association, whose goal is to protect the natural environment by limiting the production of packaging waste and reduce its environmental impact.
- We participate in the RafCycle® recycling scheme of UPM Raflatac. Our aim from the start has been to close the loop of recycling the paper backing ending up as a waste product when our packaging is labelled. Within only a few months, we became one of the first businesses in Europe to achieve this goal.
- We have introduced the ZENON utility monitoring system, which enables gas, electricity, steam and compressed air consumption to be both archived and viewed online. Its aim is to optimise their use and supervise the proper operation of the machine park and installations.
- We conduct regular inspections of the technical condition of machinery and overhaul it.
- We carry out training for employees in the field of saving energy.



- 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.
- We are following the trail of Natural Mornings Close to Nature - a series of culinary journeys round Poland. Join presenter Adriana Marczevska in discovering local products and using them to create healthy, balanced breakfasts, inspiring viewers to eat sensibly.

## 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're introducing innovative protein snacks. Our brand's functional products are available, among others, in the Tarczyński Protein line. We created it for people living an active lifestyle who are looking for valuable sources of protein. Beef Jerky and Strips are an ideal protein snack, distinguished by the highest quality of meat and exceptional taste.
- Knowing so well that the world needs new sources of protein, starting from 2020 we have been gradually developing the Tarczyński Rośl-INNE line of plant-based products. Consumers can now purchase kabanos sausages (in three flavours - Original, Piri-Piri and 3 Grains), Sausages, Spicy Vegetable Sausages with Oyster mushroom, and White Sausages. These products are distinguished by the characteristic structure of the meat, unique smoked taste and perfect composition - no cholesterol, GMOs or preservatives.

## 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.

- We are focused on physical development and team rivalry among young athletes, which is why we are the proud sponsors of Panthers Wrocław, which since 2021 has been the only team from Poland representing our country in the elite European League of Football.
- Starting from November 2021, we have been the title sponsor of the Tarczyński Arena Wrocław stadium- the largest sports facility in this part of Poland.
- We sponsor, among others, the winter Piast Race (the only event of this type in Poland and one of the few mass ski runs in Europe), Volleyball Giants Tournament, and Runmageddon 2022.
- We are also constantly expanding the team of sports ambassadors of the Tarczyński brand. As a proud sponsor, we support, among others, the three-time, individual world champion in speedway - Taia Woffinden, the Polish Champion in Judo - Kinga Wolszczak, the triathlete - Marcel Kozackiewicz, and the local soccer club - LKS Barycz Sułów.



- In September 2022, we became the official sponsor of the Polish National Football Team, and our products have been called the „Official Snack of the Polish National Team”. Cooperation with the most popular team in the country opens up new opportunities for us. At the same time, we have incorporated the „We play for Poland” program into our title sponsorship. Its aim is to search for young talents living abroad who are potential candidates to play in the Polish national youth teams.

**TARCZYŃSKI**

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