

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 word 'LEPIEJ' in orange and '.PL' in 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, our priority and family commitment has been the responsible development and creation of the highest quality branded products. We continue to strive for perfection. We know the importance of innovation, we have our own laboratories, a team of technologists, a quality department and one of the most modern production plants in Europe.

Today, Tarczyński is by far the largest brand in the category of packaged cold meats in Poland, with a dominant market position in the kabanos sausages segment and one of the leading manufacturers of sausages, dry sausages and cold meats. Our products are available in more than 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.

very 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.
- 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 about the environment and its resources. We undertake these activities knowing how significant impact sustainable development and responsibility for the environment in which we operate have on our lives. Therefore, we constantly strive to reduce utilities consumption, which is possible by taking a number of actions in this area.

- We are investing in the construction of our own cogeneration power plant and the use of economizers that reduce gas consumption in heating processes. This will allow us to significantly reduce emissions of carbon dioxide (CO₂).
- We reduce electricity consumption by installing energy-saving LED lighting installations in the production area and in office buildings, but also by direct lighting of buildings or parking lots.
- We invest in installing photovoltaic panels as an unconventional way of obtaining energy.
- We reduce gas consumption for water heating by installing heat exchangers.
- We reduce gas consumption for heating domestic water by recovering heat from the operation of compressors producing compressed air.
- We recover water used in production processes using our own biological treatment plants, thanks to which we release into the environment water of the same quality as that taken.
- We consistently reduce the consumption of plastic and paper in the packaging of our products. We only use certified paper for the production of collective

packaging and unit packaging elements. All foil production waste that is generated during the packaging of our products is processed through mechanical recycling.

- We use 80% recycled materials in the production of many of our packaging.
- We are a supporting member of the Natureef Association, which aims to protect the environment by limiting the generated packaging waste and reducing its environmental footprint.
- We participate in UPM Raflatac's RafCycle® recycling program. Our goal from the beginning was to close the recycling loop of paper backings, which are waste generated during labeling of our packaging. We achieved this goal in just a few months - as one of the first companies in Europe.
- We have implemented the "ZENON" utilities monitoring system, which allows both archiving and online viewing of utilities consumption such as gas, electricity, steam or compressed air. Its goal is to optimize their use and supervise the proper operation of machinery and installations.
- We regularly inspect the technical condition of devices and repair them.
- We provide training in energy saving for our employees.
- We have introduced the first electric cars into the company fleet.



Eat better, live better – WISELY

We create reasonable eating habits and promote knowledge of rational nutrition. We provide consumers with an informed choice by constantly expanding the range of nutritious, 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 aromas.
- Together with brand ambassadors, we actively promote the Tarczyński Naturalnie product line, which is characterized by its simple, natural composition.
- We launch innovative protein snacks. Our brand's functional products are available, among others: in the Tarczyński Protein line. We created it for people leading an active lifestyle who are looking for valuable sources of protein. Protein and Beef Jerky kabanos sausages are an ideal protein snack, distinguished by the highest quality of meat and exceptional taste.
- We are actively developing and promoting the Exclusive line of kabanos sausages with a 40% fat reduction.
- Knowing that consumers are looking for alternative sources of protein, we also offer a line of meatless products: Tarczyński Rośl-INNE.
- We promote smaller packaging formats, focusing on convenience, quality and functionality.
- We offer consumers high-value products, at the same time transparently informing about their content, promoting protein consumption and educating consumers about its role in proper nutrition.

Eat better, live better - ACTIVELY

We implement and participate in projects contributing to the promotion of active forms of leisure activities. We sponsor numerous sports and recreational events for children, youth and adults.

- We focus on the physical development and team competition of young athletes, therefore we are, among others: proud sponsor of the Panthers Wrocław team, which from 2021, as the only team from Poland, has represented our country in the elite European League of Football and is the only one in Europe that has sections in as many as 6 sports disciplines (American football, flag football, softball, lacrosse, box lacrosse, ultimate), 3 of which will soon be included in the Olympic Games program. The club currently has over 350 players.
- We are the title sponsor of the Tarczyński Arena Wrocław stadium - the largest sports facility in this part of Poland, close to the largest sports and cultural events in the region.
- We are the official sponsor of the Polish National Soccer Team, and our products have been named the "Official Snack of the Polish National Team". At the same time, we provided title sponsorship of the "Gramy dla Polski" program. Its goal is to search for young talents living abroad who are potential candidates to play in Polish youth national teams.
- We sponsor various sports events in Poland, including: the winter Piast Run (the only event of this type in Poland and one of the few mass ski runs in Europe), or the Runmageddon obstacle course racings series, or the local soccer club LKS Barycz Sułów.



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