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## **Żabka Group joins forces with three foreign retailers to jointly seek innovative solutions**

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**Together with other retail leaders, Żabka Group is encouraging participation in the international Disrupt Retail programme. It is an opportunity for innovative companies to test solutions within companies that collectively operate around 22,000 stores and are used by millions of customers every day.**

The companies participating in Disrupt Retail are leading retailers in their home markets. In addition to Żabka Group, these are EDEKA - the largest retailer in Germany with more than 11,000 stores, MC - the market leader in food retail in Portugal with more than 1,400 stores, and Shufersal - the dominant retailer in the Israeli market with a network of more than 400 stores. The foreign partners bring their unique experiences and perspectives to the programme, creating a dynamic environment for startups to grow.

*– Participating in Disrupt Retail will not only allow us to reach an even wider audience of innovation creators but will also enable us to exchange experiences and knowledge with international retail leaders. Together, we can allow innovation creators to present their solutions to a wide range of consumers in the region, thereby taking retail to the next level – says Karol Gajewicz, Head of Venture Studio, Żabka Group.*

### **A new dimension in retailing**

Within Disrupt Retail, retailers are looking for solutions with a particular focus on 3 main areas: In-Store Operations (solutions that will streamline in-store processes, increase employee productivity and improve the customer's shopping experience), Retail Media (breakthroughs in advertising technology, digital displays, augmented reality and any other media that push the boundaries and realise the full potential of retail media) and Data & Customer Insights (innovative platforms or tools that can harness, analyse and transform the vast pool of data into actionable strategies).

### **Opportunity to pilot in 4 international companies**

Participation in the programme is a chance for startups to pilot with four different companies. Each retailer will have the chance to work individually with a selected startup, which opens up new perspectives for both the retail sector and innovative entrepreneurs.

Applications for Disrupt Retail are being accepted until February 4, this year, and the creators of projects that make it to the pilot stage will be informed of the opportunity to collaborate in March this year.

More information about the programme can be found at: <https://disruptretail.tech>.

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**Żabka Group** was established at the beginning of 2021. It consists of three core business units: Żabka Polska, Żabka Digital and Żabka Future, which are supported by Strategic Leadership that defines consumer, HR and financial strategy.



Żabka Polska focuses on the retail business and is mainly responsible for the operational and commercial aspects of the Group's operations, including the management and development of the modern convenience stationary store chain and the Group's nationwide logistics network. Żabka Future aims to create new businesses that support the Group's growth. In turn, Żabka Digital is responsible for accelerating the construction of a state-of-the-art digital convenience ecosystem and seeking synergies between the already mature digital businesses in our portfolio through technology. Żabka Group also includes Maczfit, the market leader in diet catering in Poland, and Dietly.pl, the leading e-commerce platform in this segment. The Group's goal is to create and combine convenient and responsible convenience solutions that make everyday life easier for customers. The Group develops its responsibility activities strategically, integrating environmental, social and corporate governance (ESG) factors into its business strategy. As part of its responsibility strategy, Żabka Group has made commitments in the areas of, among others, good nutrition, services that facilitate sustainable living, entrepreneurial development, a strengthening organisational culture, corporate governance and circular economy and decarbonisation. Link to the 2022 Responsibility Report: <https://zabkagroup.com/esg/>

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