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## Żabka unveils the curtain. The 11,000th store in Poland opened in a unique location

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Żabka store chain has reached another milestone with the opening of its 11,000th outlet in Poland. The new store, located in Warsaw at 8 Moliiera Street, near the Grand Theatre, fits into the fabric and character of the city. This is a significant moment in the history of the chain, which has been supporting the development of entrepreneurship for more than two decades, creating a stable foundation for the growth of thousands of local businesses. Żabka maintains the pace of expansion and, in line with earlier declarations, opens more than 1,000 stores yearly.

For 26 years, the chain has been successfully growing in the convenience sector in Poland, providing customers with convenient solutions at their fingertips. Interest in cooperating with the chain remains consistently high - currently more than 9,000 franchisees run their outlets under the green banner. This reflects not only a desire to develop entrepreneurship but also proves the attractiveness and effectiveness of Żabka's business model. Today, Żabka is a leader in the modern convenience segment and a brand recognised by millions of customers, which continuously adapts its operations to the changing needs of consumers and franchisees. The chain is growing dynamically, opening more than 1,000 stores a year. Such a scale allows it to consistently expand its offer, searching for new and innovative solutions, which translates into increased turnover in franchisees' stores.

*– Żabka is more than a store. It is a chain that invests in people, and local communities and influences the development of the Polish economy. Thanks to cooperation with franchisees, Żabka Group has already created 63,000 jobs. Our 11,000 stores are not only a symbol of development, but also proof that we can combine business success with a positive environmental impact – says Adam Manikowski, EVP, Managing Director of Żabka Polska.*

The store's unique location adjacent to the Grand Theatre in Warsaw made the opening day of the 11,000th outlet a real spectacle. At the entrance, customers were greeted by actors from the Lufcik na Korbę theatre from Gliwice, playing the roles of the greatest characters from the world of theatre, while opening a huge green curtain revealing the store's doors. Żabka is located in a building at 8 Moliiera Street, which since the 1960s has been inhabited by employees of the opera house located next door. In turn, the street was named after an outstanding playwright and comedy writer.

The outlet is distinguished not only by its location but also by its modern approach to customer service - it has been equipped with a consumption area where guests can relax while enjoying aromatic coffee or hot meals and look out over the neighbouring National Theatre through tall display windows. Ergonomic technological solutions, including a kiosk for ordering products from Żabka Café offer, as well as the store's intuitive layout ensure fast and convenient shopping.



*– The opening of this store is a special moment for me – says Jakub Kunecki, franchisee of the new outlet. – Żabka at 8 Moliere Street is not only a place for shopping, but also a space where customers can slow down for a while and feel comfortable. I am glad to be able to run a store in such a prestigious place, and at the same time, I am proud to be a part of a brand that supports entrepreneurs every step of the way.*

The dynamic growth of Żabka, which has been consistently developing its business and building local entrepreneurship since 1998, is the result of the support the chain offers its franchisees. Over 9,000 entrepreneurs, including nearly 900 in Warsaw, benefit from an innovative business model that combines a low barrier to entry with comprehensive operational and technological support. Żabka provides tools that help effectively manage outlets and improve their efficiency, not only in agglomerations such as Warsaw - the smallest town in which one of the chain's stores operates is Porążyn-Tartak, inhabited by 100 people.

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**Żabka Group** is the ultimate convenience ecosystem with a mission to create value by simplifying people's everyday lives. The Group serves a growing number of consumers who are looking for convenience and promotes a responsible approach towards products, packaging, customers, franchisees, suppliers and the broader environment.

The ecosystem comprises Poland's leading convenience retailer with 11,000 physical stores operated under a franchise model, supplemented by 24/7 autonomous unmanned Żabka Nano Stores. The Group also has an advanced, continually evolving digital customer offering. Its Maczfit operation delivers restaurant-quality prepared meals to consumers seeking convenient and healthy food, while Dietly is a leading online D2C meal solutions marketplace. The Group's eGrocery business is operated through two brands: Jush! and delio. Żabka Group recently entered the highly attractive Romanian market via the acquisition of DRIM.

Żabka's business in Poland is supported by a well-invested logistics platform, represented by eight distribution centres, 19 cross-docking facilities, and dedicated dark store and dark kitchen infrastructure to support the digital offering.

Since October 2024 Żabka Group's shares are listed on the main market of the Warsaw Stock Exchange.

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