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## Tomasz Blicharski awarded the title of Chief Digital Officer of The Year

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**Tomasz Blicharski, Executive Vice President (EVP), Managing Director of Żabka Future, was awarded the title of the Chief Digital Officer of the Year 2021. The jury appreciated the digital transformation of the Żabka Group. The prize is also the culmination of the hard work of all teams in Żabka, who work daily to find and implement innovations. The organizers of the competition are the editors of Business Insider and Forbes. The honorary partner is the Ministry of Development and Technology.**

*Chief Digital Officer of the Year. The Future is Today* is a contest that recognizes the best managers who have successfully implemented changes in the area of digital transformation; they have tackled the challenges of digitization, often making difficult and courageous decisions. The competition jury, made up of the best digitization experts, also took into account the prevailing COVID-19 pandemic and the related difficult working conditions when selecting the winners.

The digital transformation in Żabka has been going on since 2016 and is the foundation of the development of the organization. Żabka uses state-of-the-art technology in all areas of its activity. It creates solutions that provide customers with unique and highly personalized shopping experiences. It introduces self-service checkouts, autonomous concepts, modern payment methods. It listens to the needs of customers, adapts the product mix to the place and people visiting the given facility. It takes action, also bearing in mind the convenience of the franchisees cooperating with Żabka – it provides the latest tools aimed at improving the work of the franchisee, e.g. allowing them to manage the store from their smartphones. At the same time, it is constantly looking for new components, applications and solutions.

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**Żabka Polska Sp. z o.o.** is the owner of the largest convenience store chain in Poland, with over 7,700 stores run by 6,300 franchisees under the Żabka brand. During twenty years of operation on the Polish market, the Company gained the position of the leader in the convenience sales segment. Our stores are visited daily by more than 2.5 million customers, and 12 million consumers live no further than 300 m from the nearest Żabka store. As part of its responsibility strategy, Żabka has made commitments in the areas of good nutrition, services that facilitate sustainable life, the development of entrepreneurship, diversity and an inclusive organizational culture, corporate governance and decarbonization, and circular economy. More information about Żabka Polska at: [www.zabka.pl](http://www.zabka.pl). Link to the 2020 Responsibility Report: <https://raportodpowiedzialnoscizabka.pl/>

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