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## Żabka Polska with three awards in the Employer Branding Excellence Awards 2022

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Żabka Polska was among the employers awarded in the XI edition of the Employer Branding Excellence Awards, organized by the HRM Institute. The company was awarded in as many as three competition categories - the jury appreciated Żabka for the offline campaign "It's żabkość!", the internal campaign "Chwaling Days 2021" and the graphic creation of the project "Gallup study". The awards in the EBEA 2022 competition were presented during the gala, which took place on June 9 during the EB Summit 2022.

*– Żabka is primarily people - we try to prove at every turn that all our employees are important to us and have the opportunity to influence our culture. Together we form dedicated teams that consistently pursue ambitious goals. Thousands of entrepreneurs from different parts of Poland have also trusted our chain - they see Żabka as a stable company, a solid business partner, which from the very beginning offers attractive conditions for cooperation. The three awards at the Employer Branding Excellence Awards are an expression of appreciation for our activities both inside and outside the organization - aimed at potential new franchisees. They show that we have chosen the right course of action – said Jolanta Bańczerowska, Member of the Management Board, Chief People Officer in Żabka Group.*

In this year's edition of the competition, Żabka Polska won three awards:

- **in the offline campaign category** - for the project "It's żabkość!", i.e. a campaign aimed at potential franchisees of Żabka chain;
- **in the internal campaign category** - for the project "Chwaling Days 2021", i.e. an action encouraging employees to convey praise, thanks, and expressions of gratitude;
- **in the Key visual category** - for graphic creation of the project "Gallup study" regarding the involvement of employees.

The Employer Branding Excellence Awards is a competition designed to reward the best employer branding practices in Poland and to spread good practices that can become a model and inspiration for other employers. The winners are selected by a jury composed of representatives of the organizer of the competition and experts in employer branding and fields related to the competition categories.

The competition was open to employers who have carried out activities over the past 12 months to build the employer's brand and to attract, develop and maintain employees in the organization and who want to be an inspiration to others.

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**Żabka Polska Sp. z o.o.** is the owner of the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening more than 4000 new stores in 2016-21. About 15.5 million Polish consumers live no further than 500 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 inclusive organizational culture, corporate governance, and decarbonization and circularity. More information about Zabka Polska at: [www.zabka.pl](http://www.zabka.pl). Link to the 2020 Responsibility Report: <https://raportodpowiedzialnoscizabka.pl/>

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