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CONCRETE ACTIONS FROM CZECH REPUBLIC

6 May 2021

Jens Krieger – CEO, PENNY Market, Czech Republic

Full speech

Thanks much for the invitation, Mrs Frigo and Mrs Lachova. It is a great honour and pleasure to introduce our cooperation, perhaps some of this you already heard, and you introduced. We want to give you in the next 15 minutes a short overview what we did in the last four years, because you Mrs Frigo also participated in the inauguration of the warehouse three years ago. So, first of all a short introduction. My name is Jens Krieger. I am here now for three years in Czech Republic, 20 years in the retail business and 12 years for the REWE Group and PENNY Market.

And the REWE Group is one of the biggest employers in Europe. Perhaps you know this, we have 15,000 stores or agencies for travelling and approximately 360,000 employees and we are operating in 22 countries. In the Czech Republic we have two branches, the BILLA company supermarkets and we, as a discount. Internationally, we have 1,500 stores and last year our turnover was of EUR 5.5 billion. And from the history and also personally I was always supporting Food Banks, in Germany, and as you know, REWE was one of the founders and one of the first ones and one of the biggest, with donations every year, especially in Europe but also in the Czech Republic.

In all countries we act locally and especially in the Czech Republic we have now approximately 400 stores and therefore we are almost in every city. And because of this, we thought even 10 years ago that we had to do a lot of things and to also work in the environment and in the surroundings of our stores. And it is not only a sentence, but we really also did it and you can read it, as a responsible neighbour and we are responsible neighbour in foreign cities and small towns. We are part of the community, and we want to be part of the community. Although we



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are a German company, but we are perceived from a lot of Czech people as international or even a Czech company.

And therefore, we said, one of our main pillars is the sustainability. We have four pillars. On the one hand green products, on the other hand the employees, then environment and energy, and the topic we are talking about is social engagement. The social engagement should be hand-in-hand with the Food Banks because you know we have leftovers and instead of to have right-offs, we can donate and give this to other parties, especially now, who need this.

And on the next chart you see what we did in the first cooperation. We said that we also want to be part of the collection of the food collection, which is twice a year and we started with 20 tons in 2017 and then in 45 tons in 2018 and before COVID, it was 60 tons. And you know this, you heard this also from the colleague before, the customer can give this and donate it and then we pass it over to your cooperation, to your Food Bank.

And together with Mrs Lachova there was then the next step. Four years ago, we asked, how can we help forever? It was with my former colleague, Mr Larsen, who did this initiative, and it is clear that it was, might be a lack of circumstances and also the lack of rooms and therefore we thought we can rent a warehouse for you. And since then, we are working and operating from this area in Modeletitze in the surrounding of Prague.

And on the next slide you see how it looks like, it is the entrance, and the warehouse can hold up to 700 tons of food, which is a lot. And this we established then in the years after, in 2018, and in 2018 when we go on, we also, since then we are also delivering food from the stores, leftovers, to your corporation.

From July 2018, the PENNY stores are now involved, and they are now delivering to the needy people, such as single mothers, as low-income families, and children's homes. And we know this since the pandemic, since the start of Coronavirus, it is even more important to give these donations.

What we also established a year later in 2019, that we said it is important to give leftovers, overstock, but also to discuss with the people how we can avoid food waste. And we have one testimonial, a young cook, Martin Skoda, and it is interesting if you click on our homepage, you will see how we can use this food and do it with recipes. It is quite interesting and also the people love it and it is one of our pillars when we talk about sustainability and food waste.

Unfortunately, as you know we had to cancel the first collections due to COVID and our immediate reaction was regular financial help. We gave last year, exactly last year, CZK 2.5 million and then in autumn again CZK 4 million.

And a key role of the warehouse was still ongoing, even more important during the COVID times, which we see on the next chart. The key role of the warehouse in the pandemic time was even strengthened because we invested, or your Federation, your corporation invested in



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new space for chilled and frozen goods, which we did not have before but now it is possible also to deliver this. And from the warehouse you were able to operate with 20% of all deliveries to the regions.

And what was also important and is still important is that you were able to distribute millions of masks and respirators to the whole Czech Republic via the central warehouse. Unfortunately, this year we also had to decide in order to keep the distance rules and the measures, that we donated again CZK 4 million to your corporation.

We decided hopefully the last time to donate with a financial help and next year the customer can collect and distribute and donate then food again to your corporation.

And then we have a look for the future, what is our main goal and what is your goal in the Czech Republic? We know you are now building and moving to a new warehouse, but this does not mean that we do not want to support you anymore. It is the opposite; we want to be reliable and main partner also in the next five years. And we are just discussing and hopefully signing the contract for the five years as one of your main partners for the Food Bank in Czech Republic.

So, PENNY and also the REWE Group, I think we did a lot in the past, but we also know it is a daily business and therefore we are proud and thankful that we are a partner and that we can also establish this cooperation and even emphasise and strengthen this in the future.

Thanks a lot, and for the conference all the best and a lot of success.



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