



PILLAR 01 Sustainable lifestyle

We make it easy for customers to change their habits for better – for them and the planet.



1.1 Good nutrition

	2021 result	2021 status
Double the sales of own brand products promoting a sustainable lifestyle by 2025	218 mln +99 mln vs. 2020	●
10% reduction of salt content by 2023	0.7g/100g -0.3g vs. 2020	●
10% reduction of sugar content by 2023	7.4g/100g +1.4g vs. 2020	○
Increase the share own brand products without preservatives to 75% by 2023	73.7% +4.7pp vs. 2020	●
Increase the share own brand plant-based products to 20% by 2023	26.3% +10.3pp vs. 2020	●
Increase the share of own brand products promoting a sustainable lifestyle to 35% by 2023	32.9% +3.2pp vs. 2020	●
100% of own brand ready-to-eat or ready-to-heat products with Nutri-Score by 2023	16.3% +16.3pp vs. 2020	●
50% of own brand ready-to-eat or ready-to-heat products with Nutri-Score A or B by 2023	11.6% +11.6pp vs. 2020	●

All good nutrition-related indicators meet our expectations, except for the increase in sugar content per 100 grams of products. This is due to the introduction of products in the Haps line, i.e. dried fruit in chocolate, which significantly impacts the value of this indicator. These products will be subjected to further analysis under our recipe reformulation programme. We have also started the process of introducing the Nutri-Score labelling system that will be used on our own brand ready-to-eat or ready-to-heat products. By the end of 2021, we had labelled over 16% of our products. Almost 12% of the labelled products have a Nutri-Score of A or B.

1.2 Food waste prevention

	2021 result	2021 status
-25% food waste intensity in own operations and in stores by 2025	1.7% +0.1pp vs. 2020	○
50% of unsold food in internal operations redistributed by 2025	32% -1pp vs. 2020	○

We notice the rising challenge of food waste that is impacted by the rapid growth of our chain. We have started working on a long-term strategy for optimising losses in our own operations. In 2021, we piloted the "Good Package" programme, a solution based on the Żappka app offering products with a soon-to-expire date for half the price.

1.3 Services for a sustainable lifestyle

	2021 result	2021 status
Increase in customers' NPS score by 2 points each year until 2025	50 pts +2pts vs. 2020	●
Increase in the number of app users	8 mln +4.2 mln vs. 2020	●
5 new services supporting sustainable lifestyle introduced each year until 2023	9 +4 vs. 2020	●

Our activities expanding the range of convenience solutions offered have brought the expected results: positive shopping experience, a rich product offering tailored to our customers' needs, modern sales and communication channels, as well as our strategic approach to sustainable development have contributed to an increase in customer satisfaction level that has grown by two points compared to 2020.

Legend: ○ expectations for 2021 not met ● expectations for 2021 partially met ● expectations for 2021 met