

# Calculating our impact

For yet another consecutive year we decided to analyse our impact based on a proven methodology to better understand our contribution to the socio-economic development of Poland.



How we analysed our impact

There are four main ways in which the Żabka Group's comprehensive convenience ecosystem positively impacts the Polish economy: directly - through our core operations; indirectly - through the actions of suppliers and organisations providing goods and services in aligned industries and sectors; induced - additional growth stimulated by increased household income; and commercial - driven by franchisees' entrepreneurial activities in the commercial sector, selling goods and services to end customers. Collectively, these elements represent our total impact.

Our activities drive the growth of other industries as well as increasing demand for the goods and services we offer, generating added value in the economy and creating new jobs while sustaining existing ones. Wages paid increase household incomes and boost consumption. Our total impact is measured with use of four indicators. These are: added value, sustained employment, household revenue, and the value of paid taxes, dues and fees.

To have these effects, we purchase goods (e.g. products for sale in-store) and services (e.g. transport) that enable us to operate. We co-create positive economic outcomes for Poland's national and local economies by working in the value chain, with business partners including our franchisees and suppliers.

## Added value

The total added-value impact of the Żabka Group and our franchisees on the Polish economy in 2022 was PLN 7.0 billion, 31% higher than in 2021 (PLN 5.3 billion). The figure equals to an amount that would be sufficient for funding the renovation of approx. 12,700 km of asphalt municipal roads. This is our contribution to the creation of gross domestic product (GDP), which is the sum of added value from all economic sectors plus taxes on products minus any subsidies. Every single PLN of added value we directly generated during 2022 created an additional economic value of PLN 2.42, including through franchisee activities (+ 13% y-o-y). In 2022 Grupa Żabka together with its franchisees generated 0.26 percent of added value in Poland.



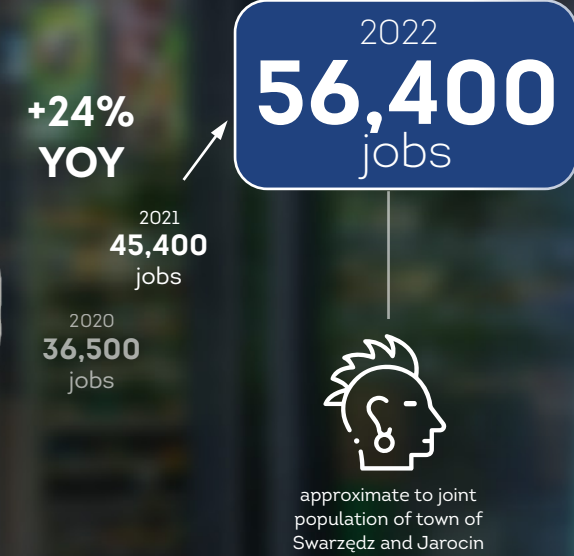
## Household revenue

The total income generated in households across the entire Polish economy due to our and our franchisees' activities stood at PLN 2.3 billion in 2022, nearly 37% higher than the PLN 1.69 billion generated in 2021. Wages paid are an important indicator of household wealth. The effects on all parts of the Polish economy are generated via our direct employment and payments to entrepreneurs and businesses including franchisees, suppliers and sub-suppliers, who in turn pay their own employees. The value of this total income would be sufficient to finance cost of building of an onshore wind farm in Europe of about 375 MW capacity.



## Employment level

Our own and our franchisees' total impact on the labour market in 2022 took the form of sustaining more than 56,400 jobs in the Polish economy, up by 24% on the 45,400 recorded in 2021 and 55% higher than 2020's 36,500. However, our impact extends far beyond the numbers employed directly by us and our business partners, thanks to purchases made through other interlinked industries. This positive impact on employment is felt in all labour markets and sectors across the Polish economy. The numbers involved in 2022 are roughly equivalent to the population of towns of Swarzędz and Jarocin together located in Greater Poland Voivodeship.



## Taxes, dues and fees

During 2022, entities within the Żabka Group paid more than PLN 458 million in taxes, dues and fees. Of these, 16% went to the budgets of municipalities, poviats and voivodeships, with the balance going to the central budget. Last year's figure was 63% higher compared to previous year. Our core activities, such as those relating to household purchases and our work with franchisees, enable us to stimulate the Polish economy positively. The public levies we pay strengthen Poland's central and local budgets alike. The amount paid in 2022 could cover 6.5 'Sport for All' programme of the Ministry of Sport and Tourism offered in 2023.

