

### **What does responsible selling involve?**

Responsible selling means carrying out daily actions in line with the law and Žabka's values. Selling alcohol, cigarettes or energy drinks to underage individuals is a serious breach of regulations and the principles of cooperation with the Žabka network – but above all, for me, it is a grave violation of moral and ethical standards.

That is why, in Žabka stores, we place great emphasis on educating and developing our sales teams. My team and I take part in training sessions called “Become a Responsible Seller”, which not only remind us of the applicable regulations, but also help build awareness and accountability.

In addition, we are supported by modern checkout systems, which prompt us to verify customers' age, as well as internal educational campaigns. Thanks to these measures, we foster a culture of responsibility among both franchisees and sales staff. We have a real impact on ensuring that our store is a safe and trustworthy place.