



MASPEX 

2019

www.en.maspex.com

Maspex mission is to offer branded food products valued by consumers.

The vision is to be a leading European food producer in terms of value market share and strength of regional brands.



Maspex is **the largest Polish company in the food industry** and one of the largest in Central and Eastern Europe. It is a **definite leader on the market of juices, nectars and drinks** in Poland, the Czech Republic, Slovakia, Romania and one of their leading producers in Hungary, Bulgaria, Lithuania and Latvia. It is also a **leading producer of instant products** in Central and Eastern Europe. Maspex is also a **leader on the market of pastas, jams, ketchups and sauces** and **one of the leading producers in the segment of ready meals and vegetable preserves** in Poland. The company is also **one of the leading players on the water market** in Romania.



The company has in its portfolio up to **60 brands** in total, offering **over 2,000 product proposals**, and its products are present in **over 60 countries around the world** – on every continent, except Antarctica. Tymbark, Kubuś, Lubella, Łowicz, Krakus, Kotlin, Puchatek, Ekland, DecoMorreno, Cremona, Plusssz and La Festa, Relax, Bucovina, River, Queens, Olympos, Apenta and Vellingrad are brands most valued in their categories by consumers in Poland and in Central and Eastern Europe.



Products from the Maspex portfolio have been made in **15 modern production plants** in Poland and abroad. Annually, they produce **1.7 billion liters** of juices, nectars and drinks, **230 thousand tons** of pasta, cereal and instant products and **140,000 tons** of jams and preserves.



Maspex focuses on **organic growth and acquisitions**. The company has carried out **19 acquisitions** so far, including **11 abroad**. Revenues from sales in 2018 amounted to **PLN 4.76 billion**.

Product categories

Maspex offers a total of over 2,000 product proposals in Poland and abroad.

5 categories of products.



JUICES, NECTARS, DRINKS AND WATER



PASTA AND CEREAL PRODUCTS



VEGETABLE AND FRUIT PRODUCTS



INSTANT PRODUCTS

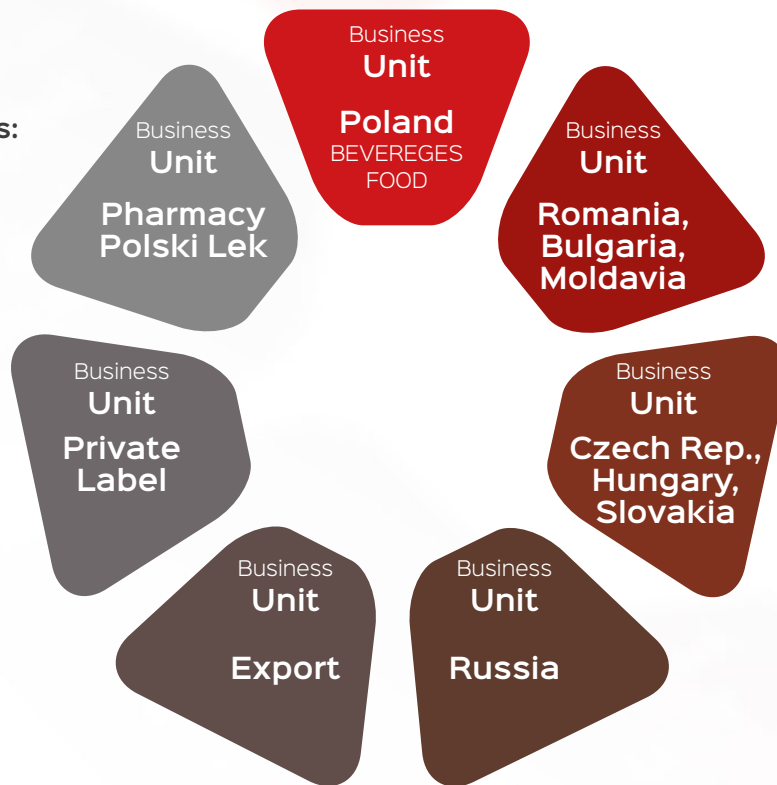


PHARMACEUTICAL PREPARATIONS AND VITAMINS



Company structure

The structure of the Maspex Group consists of **eight Business Units:**

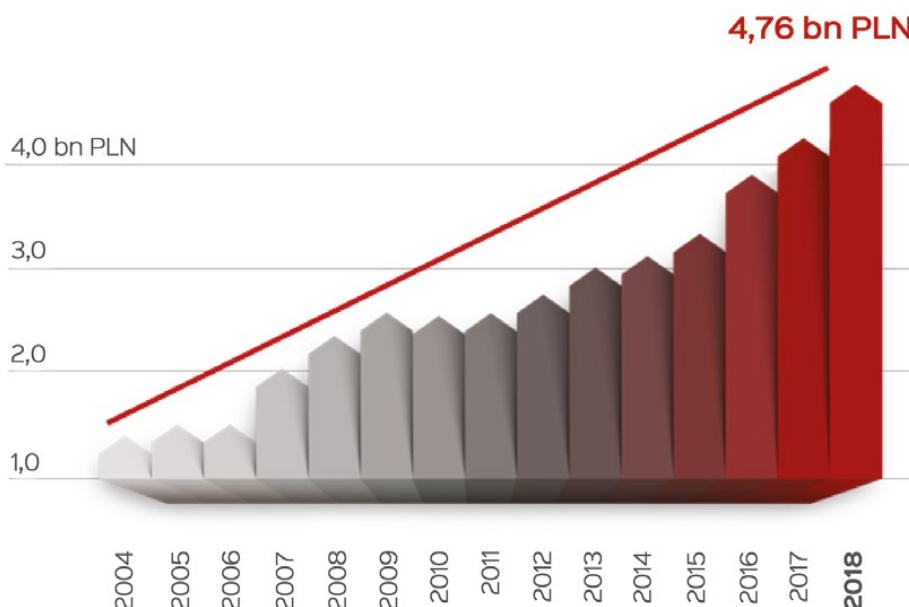


Sales revenues

Consolidated sales revenues in 2018 reached **PLN 4.76 billion**. Maspex has been operating for 30 years and is currently **the largest private company in the food industry in Poland** (Ranking of the 750 largest food companies, Portal Spożywczy,

January 2019 and „Forbes” Ranking of 100 Largest Private Polish Companies, October 2018) **and one of the largest in Central and Eastern Europe.**

In 2018
consolidated revenues
amounted to
PLN 4.76 billion.



Acquisition history

Almost **30 years**
on the market.

19 acquisitions:

- **8** in Poland,
- **11** abroad





2004

2005

2007

2008

2013

2015

2016

2017

Adding the juice department of the Czech company Walmark – including, among others, the Relax brand as well as the Hungarian company and brand Olympos

Acquisition of the Queen's company in Bulgaria and the Aparenta brand – one of the oldest Hungarian mineral water brands and Plussz Vitamin with the Plussz brand

Acquisition of the Romanian Arnos company

Adding the Russian manufacturer, Mark IV

Acquisition of the pasta brand Malma and Romanian brands Salatini and Capollini

Acquisition of chosen assets of the Argos Nova company: manufacturing facilities in Łowicz and Wąsosz, as well as brands: Łowicz, Krakus, Kotlin, Włocławek, Tarczyn, DrWitt, Fruktus

Adding the Rio Bucovina company along with the Romanian Bucovina brand

Acquisition of brands: Omegamed, Entitis, Pedicetamol, Actiferol, Dierol, Solbaby as well as Bulgarian natural mineral water brand Velingrad

Overseas sales

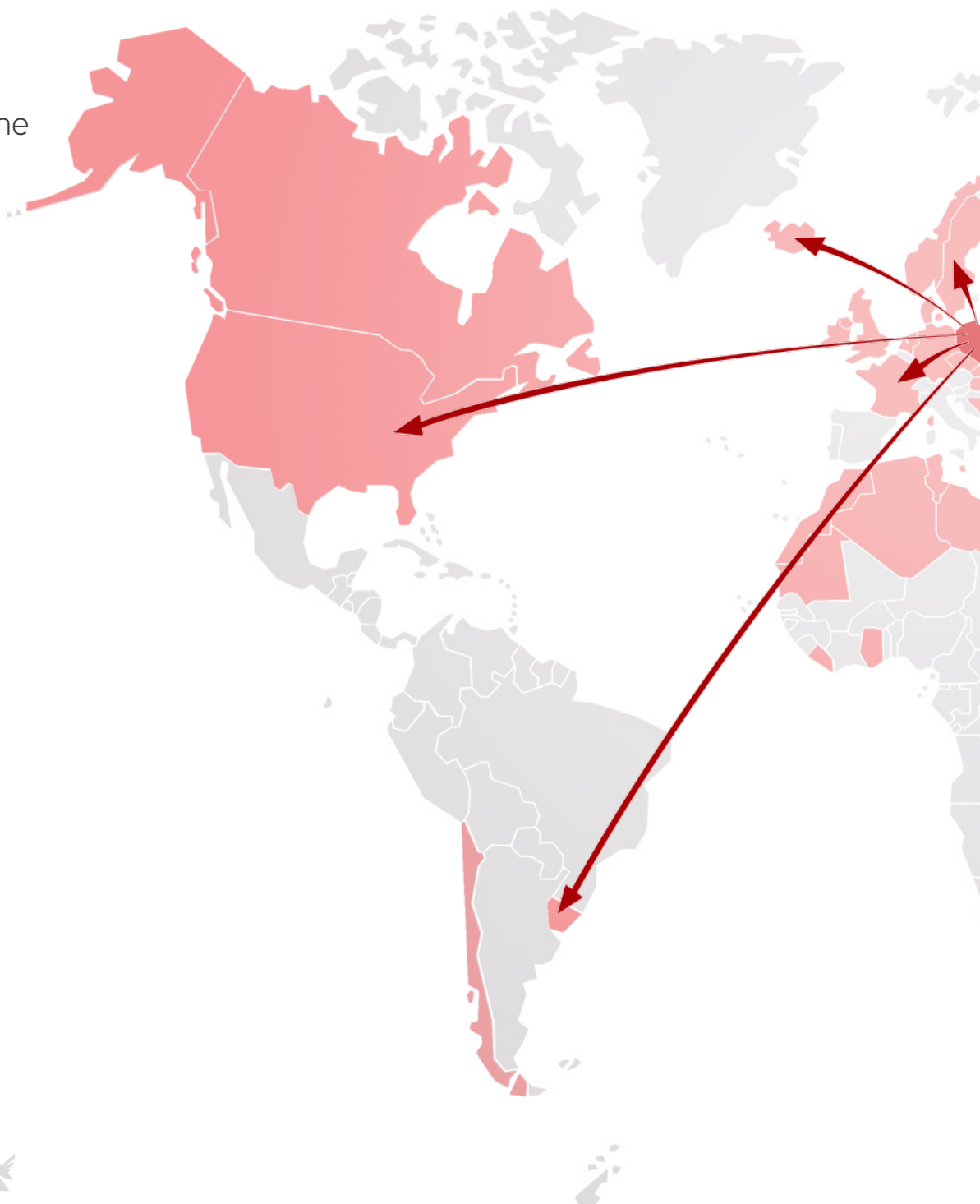
Maspex products reach **the furthest corners of the world**, even as far away as Australia, Uruguay, South Korea, Vietnam, Argentina and Djibouti.

Maspex has **600** products in the export offer.

Maspex products go to over 60 countries around the world and are available on all continents except Antarctica.

Thanks to the ability to build long-term business relationships based on partnership and mutual understanding of needs, regardless of geographical, linguistic or cultural barriers, the company cooperates with recipients in the **European Union and the rest of Europe, the USA, Canada and the Near and Far East**. In most of the countries listed, the company's products can be found on the shelves of the largest retail chains. Foreign sales from year to year remain at the level of 1/3 of the company's turnover, which in 2018 amounted to PLN 4.76 billion.

The export includes almost all products and more – different flavors and variants, but the most important ones are: carrot and fruit juices Kubuś, juices, nectars and drinks Tymbark, drinks Caprio and DrWitt and instant products such as: cappuccino coffee and La Festa chocolate, Coffeeta creamers, Eklant teas, Brumi cocoa. The company also exports Lubella pasta, which match the best Italian products and Tiger energy drinks licensed by Dariusz Tiger Michalczewski. Products from the Krakus, Łowicz and Kotlin brands are also exported abroad.



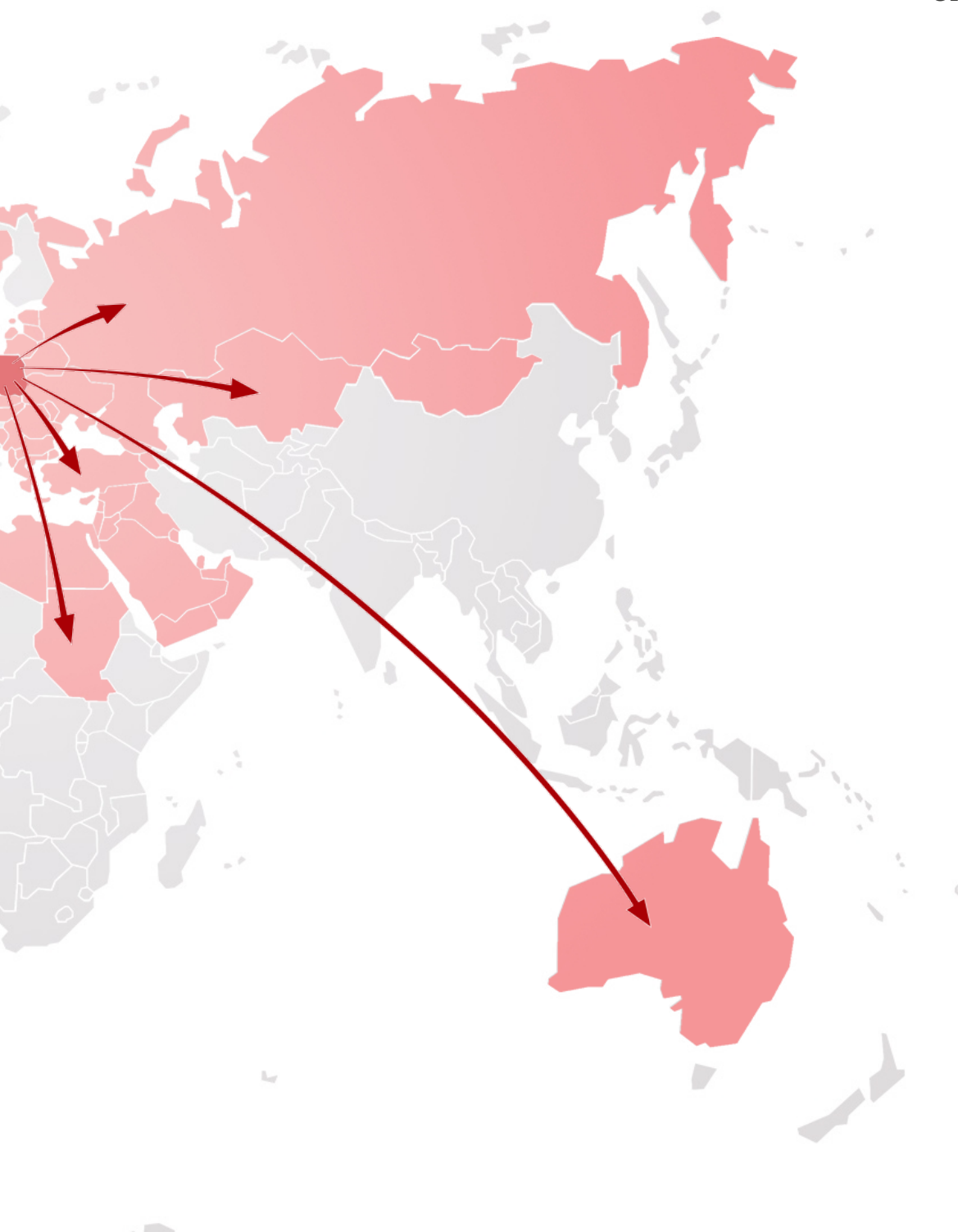
In many countries, such as Romania, Bulgaria, the Czech Republic, Slovakia, Russia, Turkey, Hungary, Lithuania, Latvia and Ukraine, Maspex products occupy leading positions on the market.

Export brands also win prizes abroad and enjoy positive opinions among consumers.


Positive opinions about Maspex products are also obtained at various exhibition events in which company participates. Maspex regularly appears at **the largest foreign trade fairs**. Each year it is present at at least some of the largest events of this type, such as in the United Arab Emirates, Indonesia, China, Italy, India, Germany and Cuba.


The company cooperates with **over 200 business clients** in the world.


The products are present in **more than 60** countries.




Production plants


 Plants producing juices, nectars, drinks and water.

 Plants producing fruit and vegetable preserves.

 Fruit and vegetable processing.

 Grain milling.

 Plants producing cereal products.

 Plants producing instant products, dietary supplements, sweets.

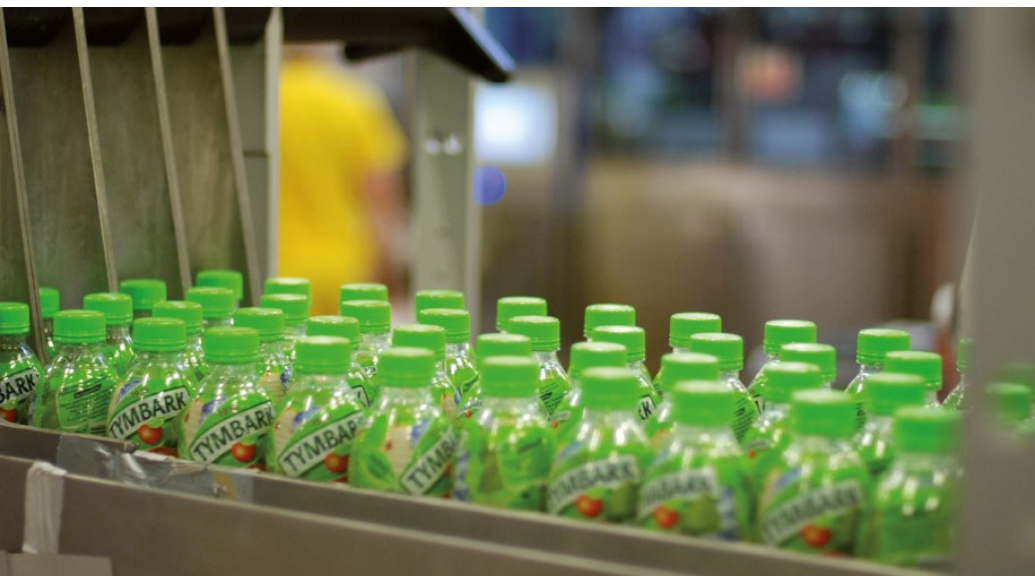
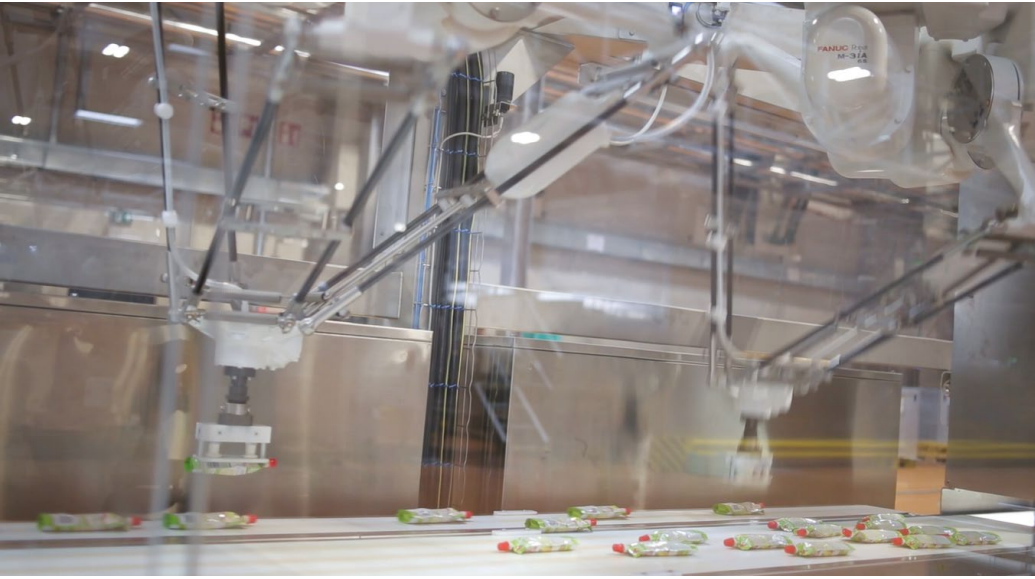


Modern production plants

The Maspex portfolio products are created in **15 modern facilities** in Poland and abroad.

The company produces annually on over 150 lines producing 1.7 billion liters of juices, nectars and drinks, 230 thousand tons of pasta, cereal and instant products and 140 thousand tons of jams and preserves.

Every year, the company also purchases from the best, certified suppliers over 330 thousand tons of fruit and vegetables and 120 thousand tons of cereals, which produce jams and juices, nectars, drinks, pasta and many other products.



150 production lines.

1.7 billion liters of juices, nectars and beverages produced annually.

230 thousand tons of pasta, cereal and instant products produced every year.

140 thousand tons of jams and preserves each year.

Purchase and processing of **330 thousand tons** of fruit and vegetables each year.

Grinding **120 thousand tons** of wheat.

The highest quality standards

The highest quality of manufactured products always has been a priority for Maspex Group.

The best raw materials from trusted, qualified suppliers.

Voluntary Control System

– self-control and production compatible with Polish and European, and even more restrictive standards.



Consumer confidence is built over the years and strengthened every day, which is why the company constantly modernizes its plants, uses modern production lines, runs a system of comprehensive production process control at its every stage and constantly invests in acquiring and implementing state-of-the-art technologies. Every day, raw materials of the highest quality originating from qualified and proven suppliers are used in the production of goods. Maspex also devotes a lot of attention to cooperation with scientific institutions, research laboratories, suppliers of raw materials, machines and packaging.

The company's mission is always to provide consumers with products that meet the highest global standards of safety and quality. Because of that, a quality system that meets the requirements of the **IFS (International Food Standard)** was implemented and certified in each of the following companies: **Tymbark-MWS, Maspex-GMW, Lubella and Ekoland.**

IFS is an international standard for auditing suppliers and producers of self-branded food products. It serves to standardize the safety control of food.

In addition, quality systems in plants meet the requirements of quality standards:



ISO 22000 concerns HACCP food safety management, thanks to which the quality control of products is carried out at every stage of the manufacturing process and allows to eliminate the risk for the quality and safety of our products.

In addition, companies belonging to the Maspex Group have special certificates:



GOST - required on the Russian market and **UKRSEPRO** - in Ukraine; so that our products can be sold on the neighboring markets.





Attention to detail **at every stage of production.**

Cooperation with experts, research laboratories and the use of the latest technologies.



EAC recognized on the Russian and Belarusian market.

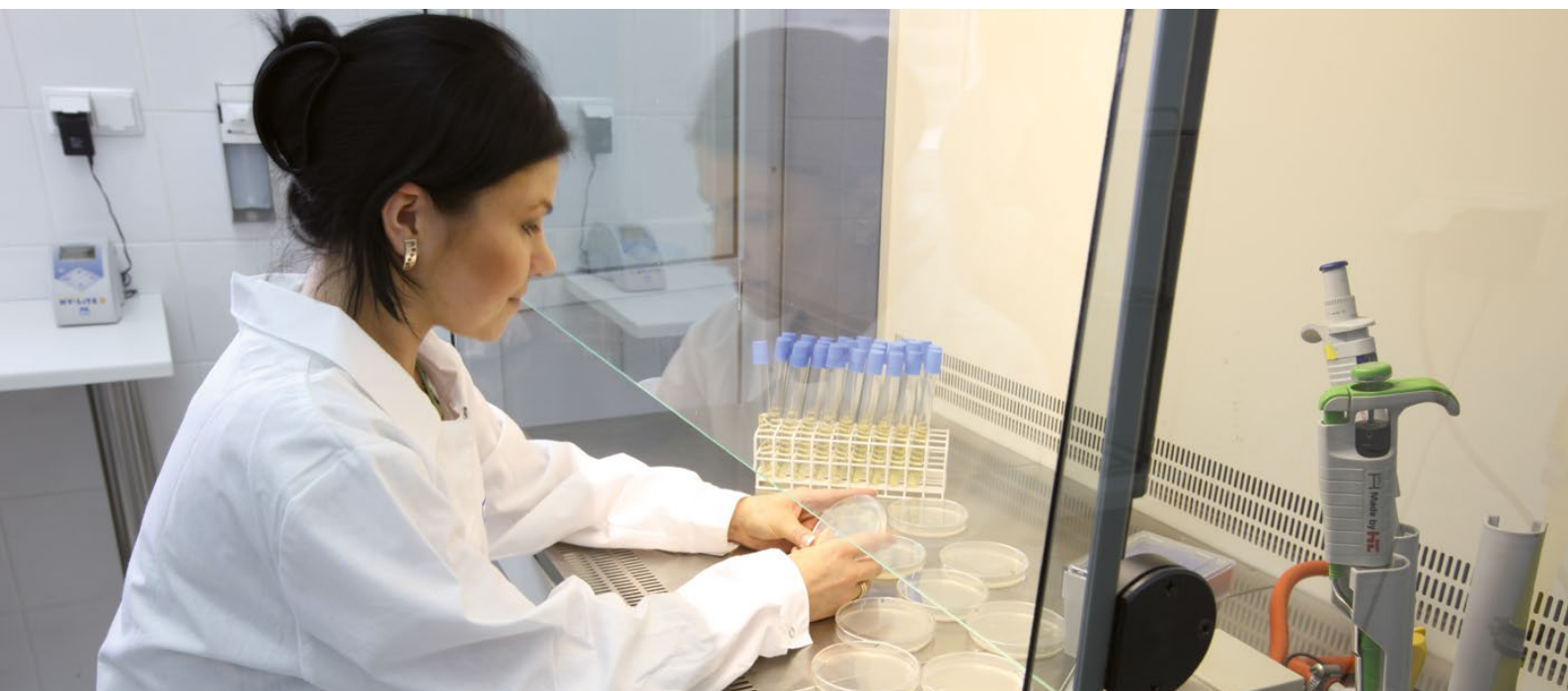


HALAL recognized in Muslim countries.

The Tymbark and Ekoland companies belong to the Association of the National Union of Juice Producers (KUPS). This organization brings together producers of juices, nectars and beverages, and as part of its activity we undertake numerous initiatives aimed at the worthy representation and development of this industry. The Maspex Group also belongs to the Polish Federation of Food Producers (PFPŻ), which was established in order to ensure effective participation in creating legal, organizational and economic conditions for the development of the food sector. PZZ Lublin is also a

member of the National Federation of Cereal Producers (KFPŻ) – an agricultural organization representing the interests of Polish cereal producers. In addition, **Tymbark has been a member of the DSK (Voluntary Control System) since 2003.** The Voluntary Control System is modeled on Western European structures, with a view to joining the European Quality Control System for Juices (EQCS) on equal terms with similar organizations of other countries. In accordance with the idea of this system, the company itself controls its products and declares production in accordance with the legal acts in force in Poland and with the directives and standards adopted in the European Union. The company also undertakes to continually improve the quality of juices, nectars and beverages produced.

Maspex-GMW and Tymbark-MWS hold the AEO certificate – Authorized Economic Operator.



| Logistics

Modern logistics and distribution centers and a network of high storage warehouses.

Over 400,000 pallet places in all logistic centers.

100% automation.

Intelligent systems for picking, co-packing and IT.

Maspex combines a modern logistics, production and planning system with total automation of processes, which clearly has an effect on the efficiency of the company's logistics centers. Thanks to technological advancement, deliveries for partners can be individually prepared. New quality of applied solutions, full automation, modern IT systems and precise tools that work 24 hours a day – all this adds up to the logistics in dimension 4.0 in Maspex.



Providing a comprehensive service for each customer and delivering the product to the store shelf in a timely manner, in the quantity and quality required – this is a logistics task. Reliability, timeliness and cooperation are the hallmarks of Maspex in this area. The company has high-bay warehouses in the facilities in Tychy, Tymbarok, Wadowice, Lublin, Olsztynek and Łowicz, as well as in all foreign locations.

In 2009, **M-Logistic** was launched – the first such modern logistics and distribution center in Central and Eastern Europe. In 2018 Maspex launched two new centers of this class – in **Lublin** and **Olsztynek**. Another one is created in the plant in Łowicz. Thanks to these investments, Maspex has become a service provider at the highest possible level. All thanks to the total automation of processes, and hence – the possibility of individual preparation of deliveries, excellent service and high standards. The most modern high storage warehouses.

As a result of huge investments, the company has as many as **400 thousand pallet places** in Poland and abroad. This allows to prepare for shipping and loading **over 20 thousand pallets daily**, and over a year – **over 4.5 million**. Ultimately, all Maspex warehouses are to be automated and operated 24 hours a day. In each newly created warehouse, the most **modern IT systems** are used, and solutions in the **picking or co-packing** process increase the operational capabilities of Maspex logistics to the highest level. Receipt of pallets from storage spaces in the **Fast Rotation Storage** system is one of many examples of implementing flexible actions and streamlining processes. In order to quickly and efficiently communicate between production and storage areas, innovative transport systems are installed, and automation at every stage allows to maintain efficiency at a constant, highest possible level.

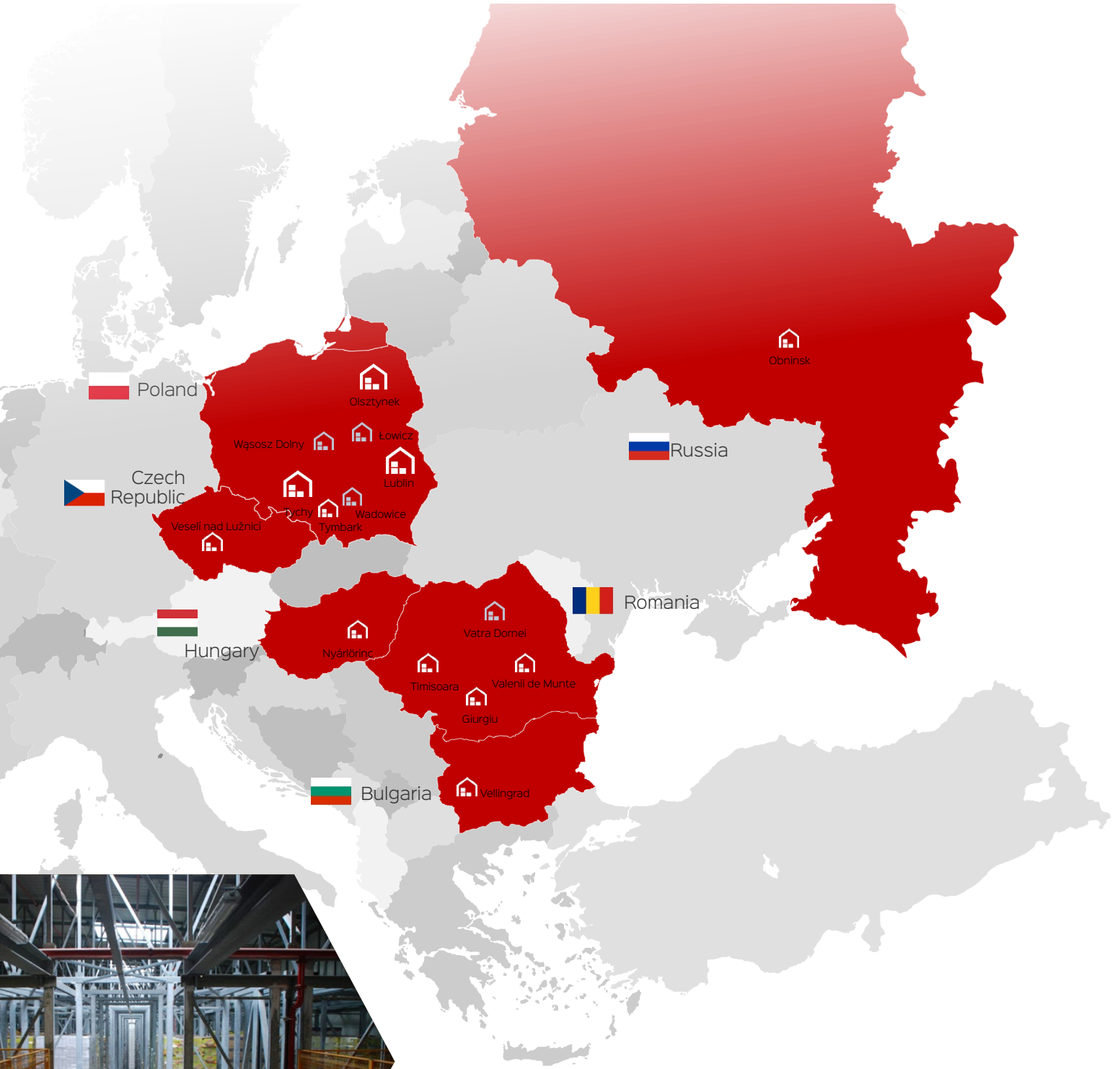




- Logistics and Distribution Centers



- High storage warehouses



High-bay warehouses are automatically serviced, based on modern processes. A huge warehouse space allows efficient and timely execution of orders.

A professional team of employees

Over 7,500 employees in Poland and foreign companies.

Training and workshops as a standard of development.

Over 200 trainees during the 10 edition of the Summer Internship Program.

Properly selected, competent team is the foundation and condition for the success of any company. The dynamic development and current position of Maspex as a market leader is possible only thanks to the team of committed employees. The company employs the best, highly qualified specialists in every field. Their knowledge, experience, ideas and skills that are the most valuable capital.

Maspex' ambition is to create working conditions in which employees will be able to develop their professional potential. The development of employees' competencies at each position is one of the priorities in the organization, and the extensive recruitment process guarantees that the best are invited to cooperate. **The company employs over 7,500 people** in Polish and foreign companies. Employees have the opportunity to acquire new competences in various areas of activity, also on foreign markets. Development is not only the implementation of various tasks, but also a number of training courses that employees can use.

In recent years, many training and development activities have been implemented, which were co-financed from EU funds. One of the first such initiatives is „Maspex development Academy - creating a unified management system” whose aim was to raise the competence of employees. In addition to the development of specialists and managers, this project defined the standard and set the direction for further actions in the area of employee development. In 2012, the „Maspex Group employee development – new quality of management and knowledge” and „Product quality - sales professionalism - training project for the Maspex Group” projects were launched. The first, wide-ranging training projects are continued annually through the implementation of training programs prepared for employees of all organizational structures. Commitment and time devoted to training translate into professionalism and rich competences of their participants.

New employees who start work become acquainted with the specificity of the company thanks to a series of **specialty designed on-board training courses.**

At the same time, supporting management tools are being implemented and developed. These include **Competence Model** and **Periodic Evaluation System.**

Maspex also conducts activities for students. Students are invited to the **Summer Internship Program.** Trainees have the opportunity to participate in the daily work of individual departments and carry out ambitious projects. So far, 10 editions of the program have been held, during which over 200 students took part. Every third person participating in the apprenticeship was employed. Other activities addressed to students include, for example, the **Academy of Skills, Meetings with Business** and the **Ambassador Program.** From 2017, the company's Facebook profile operates – **Maspex Career** (Maspex Kariera), thanks to which students and candidates can get to know it better.

From 2017, the talent program for employees – **Be Talent** has been implemented. In individually developed activities, participants improve their skills and professional competences, significant due to the chosen career path.

A comprehensive training offer, numerous development programs and tools supporting modern management standards make Maspex Group employees build a professional, friendly work environment.



**JUICES,
NECTARS,
DRINKS,
WATER**

Brand portfolio



A definite **leader** on the market of juices, nectars and drinks in Poland.

Present in **over 30 countries.**

Over 80 years of tradition.

Tymbark is not only a decisive sales leader on the market of juices, nectars and drinks in Poland, but also a brand that Polish consumers place in a unique trust and which they recommend to their relatives. This brand represents also the best known and most frequently chosen products by Poles in their category and one of the most valuable and best perceived by consumers. According to the prestigious „The Most Valuable Polish Brands” ranking of the Rzeczpospolita journal, Tymbark has been declared the most valuable beverage brand in Poland in the category of non-alcoholic beverages seven times in a row.

Tymbark's products are known in more than 30 countries around the world, including Romania, Lithuania, Latvia, Great Britain, Canada, Ireland, the USA, Sweden, Finland, the Netherlands, Malta and Cyprus, and even in such distant places like South Korea, Mongolia, Malaysia or Ghana.

Tymbark is an expert in offering the highest quality juices, nectars and drinks as well as fruit snacks. Products that the brand has in its portfolio do not contain artificial colors or preservatives. Tymbark's juices and drinks are owed to carefully selected, ripe fruit and vegetables, provided by the best and proven suppliers, who have high quality requirements. The brand also builds its position through innovation and flexibility in respon-

ding to new market challenges, creates trends and sets new directions of development – from the very beginning of its existence. **It was in Tymbark in 1967 that the first recipe for blackcurrant juice was created in Poland**, and in 2004 introduced a **modern technology for the aseptic bottling** of juices and beverages into plastic packaging, called Top Aseptic. The hallmark of drinks in glass bottles is unique, iconic caps with slogans that entertain, motivate and express the most beautiful feelings. Thanks to the getting to the heart and intriguing texts **Tymbark is always present in the lives of consumers.** Under the first cap there was „Cheer up!” and there were only eight slogans at the beginning... and today there are over 400 in each edition!

Love your life! Tymbark encourages to actively enjoy life, have fun, as well as - to use healthily-conceived solutions. It is a modern and original brand, and its products are valued and irreplaceable during meetings with family or friends. It is extremely close to consumers, present in their lives every day and during many special moments and special moments.

The brand also has spectacular successes on the Internet. Its profile on Facebook gathers a record number of fans – thanks to direct contact, Tymbark advises, motivates and supports nearly 1.5 million users every day. It is also active by its profiles on other social media platforms (Instagram, Snapchat).



The „Studio Tymbark” channel launched in 2016 quickly became the fastest growing channel created by the brand in Poland and one of the fastest growing in the world. Tymbark was the first brand in the FMCG category in Poland awarded with the Silver YouTube Button and also received many industry awards for this project.

Tymbark sets the trends on the Polish market in digital communication, is constantly looking for new solutions and possibilities. It is all confirmed by the popularity of mobile applications, such as **Kapsel Run**, **Tymbark Prank** or **Funbot**. As the first in the FMCG category, it began to use the bot – **Kapsel Dnia** (Cap of the day) for communication with consumers, which is very popular among fans. All these tools are prepared for modern consumers, supporters of mobile devices and virtual entertainment fans – they combine reality with the mobile and online spheres, bringing users closer to the brand.

The wide range of brands includes:

Fruit and vegetable juices 100%, nectars

These are Tymbark's healthily-conceived ideas! Products with a recognized market position. Their production uses only the highest quality fruit, which juices and nectars owe their excellent taste. According to the regulations, 100% juices do not contain added sugar, preservatives or artificial dyes. It is worth noting that juices and nectars are a source of valuable vitamins, as well as other ingredients, such as potassium or fiber. The offer of Tymbark also includes **Vitamini** – carrot and carrot-fruit juices with beta-carotene and fiber, in the flavors most liked by consumers, as well as pressed juices – **Tymbark 100% Pressed Apple** made of carefully selected apples from Grójec orchards. Tymbark **nectars** also enjoy consumer confidence, and the blackcurrant variant has its fans for 50 years – the „Quality Tradition” mark obtained in 2017 is a confirmation. For consumers who like vegetable flavors, the Vega line is perfect – vegetable juices rich in fiber and vitamins.

Beverages

Refreshing, fruity drinks with carefully selected flavors from Tymbark are the most popular flavors chosen by consumers. In **addition to most popular variants** such as Apple-Mint, Cherry-Apple, or Apple-Peach, Tymbark also introduces innovative new products such as Apple-Kiwi and Mango-Mint, which also quickly find their fans. Appreciated for the highest quality, taste and naturalness, they are a great proposition for any occasion, and also a perfect complement to the meal. Tymbark's beverage offer also includes: an exotic line of **Fruit of the World** in unique, exotic flavors, **Ice Tea** – proposals combining black and green tea with fruit, as well as drinks **H2O+Fruit** – an innovative line of drinks based on a combination of fruit juices and water, without added sugar. It is a response to market trends, created for all those who are looking for a healthier form of refreshment. Carbonated **Cytroneta** in retro style is in turn a proposition for everyone who longs for the iconic taste of years ago. Limited editions of modern beverages available in the summer are also Tymbark's specialty – all these flavors are waiting for the whole year.

Mousses

These fruit is closed in a light, practical form. Each sachet is ideally suited for a snack during a break, for a second breakfast to work, to take on the road, in a purse – for shopping or in a backpack – for a trip. It is an easy way to have a portion of favorite fruits always with you. Each Tymbark Mousse is full of nutritional values and vitamins (C/E), and is also a source of fiber. The simple composition guarantees that they do not contain any unnecessary substances – they are without added sugar, no preservatives, no gluten.

Consumer **trust**
and **attach-**
ment.

Wide communication,
modern
solutions.





Leader in the category of juices, nectars, drinks and mousses for children.

Present in **over 30 countries.**

Also known as **Kubu, Kubik, Tedi, Kubus.**

Over 100 control points.

Kubuś is a leader in the category of juices, nectars and drinks for children and mousses in Poland, as well as in Romania, Russia, Bulgaria, Hungary, Lithuania and Latvia as well as in the Czech Republic and Slovakia.

The brand enjoys the trust of parents and children – these are the most popular products in its category. It is also the strongest brand among children's drinks according to the ranking of journal „Rzeczpospolita”.

Once associated mainly with pureed juices, prepared on the basis of Masuria Carrot and fruit, today Kubuś is still a synonym for carrot juices, but at the same time offers a rich portfolio of the highest quality products. These are greatly liked by the youngest, as well as appreciated by adult consumers. Kubuś puts so much importance to the fact that all its products meet the most excessive, **Child Standards**. This is **safety** – all products WITHOUT preservatives and WITHOUT dyes or glucose-fructose syrup, **convenience** – packaging is adapted to the needs of the youngest, **100% fruit** – in juices and mousses, detailed care – over 100 control points in the production process, or **the best ingredients** and **trust** – long-term cooperation with farmers who cultivate fruit and vegetables from generation to generation. All this means that Kubuś offers safe and top quality products, specially made for children.

Kubuś meets the expectations and needs of the youngest and their parents and introduces many interesting new products and consumer actions. On selected Kubuś' products, fun and educational stickers await – with each edition there are additional attractions involving the youngest to learn and play.

Wanting to be closer to children every day, Kubuś organizes many additional activities for the youngest. On the website – in the **Safe Zone**, they have at their disposal a number of educational online games, films with exercises presented by Kubuś, animated valuable tales and interesting audiobooks – fairy tales. The brand is also the organizer of the nationwide educational program for kindergarten children „Kubuś' Friends of Nature” and the sponsor of the „Kubuś' Hospitals” campaign, which renews pediatric wards throughout Poland. With the slogan „Move with Kubuś”, it encourages youngsters to try their hand at various sports and play activities.

The Kubuś offer includes:

Kubuś and Kubuś GO! – known and appreciated for many years by the youngest and adults carrot juices with vitamins. They are available in various packaging variants. Kubuś GO!, enclosed in a handy, plastic bottle, is a convenient portion of fruit and vegetables to go.





Kubus 100% – soki owocowe produkowane z najwyższej jakości owoców szczególnie lubianych przez dzieci. Dostępne są w wygodnych, lekkich, plastikowych butelkach z dzióbkiem. Sok 100% bez dodatku cukru, bez konserwantów i sztucznych barwników to odpowiedź na potrzeby i oczekiwania najmłodszych konsumentów oraz ich mam, które wybierają dla swoich pociech 100% tego, co najlepsze.

Kubus Play! – are refreshing, fruit drinks for children with the addition of valuable vitamins, no artificial colors nor preservatives. Kubus Play! is produced in the unique technology Top Aseptic, and the low temperature of spillage guarantees the naturalness of beverages, their excellent taste and high quality. Following the developing trends, Kubus also introduced **Play! Water & Fruits**. It is a simple combination of water and fruit, with no added sugar, preservatives, dyes or glucose-fructose syrup.

Kubus Waterr – refreshing, because on the basis of crystal clear water and tasty – with the addition of fruit juice. This is a line of products that not only perfectly refreshes, do not contain preservatives or artificial additives. There is also available spring water Kubus Waterr – like all products in this line, in a convenient bottle with „non-spill” cap. Such packaging is a practical solution for any active child. The „non-spill” cap will give them comfort.

Kubus Mousse – is a delicious, fruit meal in the form of fruit and carrot mousse – ideal for children for a second breakfast in a convenient, lightweight and safe type of sachete. It is number one in Poland among fruit mousses available on the market. This is an excellent choice for a breakfast lunch, backpack or a trip. A serving of vegetables and fruits in a convenient form. The product does not contain preservatives or added sugar. It is also a source of fiber, important in the daily diet of children. Kubus also offers the **Mus + Yoghurt** line – it is a delicious fruit in combination with a creamy natural yogurt. A unique product – simple and, above all, tasty, which also contains only natural ingredients. As a result of the appropriate production and packaging process, it is not necessary to store them in the refrigerator.

An offer tailored to the expectations of children and the requirements of their parents.

„Because it’s not all the same what your child drinks!”



Traditional and tasty juices, nectars and fruit drinks.

Visit Poland with Tarczyn!



TARCZYN

TARCZYN – is the taste of real fruits known for over 50 years. Poland is rich in delicious fruit and beautiful, interesting places. That is why under the caps you can find many interesting facts about our country. Tarczyn products are appreciated and tasty juices, nectars and fruit drinks as well as vegetables ones. Their classic glass packaging is a guarantee of quality and delicious taste. Tarczyn is available in bottles with a capacity of 300 ml.

Valued especially among consumers who are looking for **quality and affordable products.**



Caprio

Caprio – are fruit drinks, enjoying great popularity and recognition, especially among consumers who are looking for products that combine high quality and affordable price. These are products without preservatives, but with carefully selected and juicy fruit. Thanks to a wide range of drinks, everyone can enjoy the fruity taste, depending on their taste. They are available in two convenient packaging formats. Caprio is a brand well known not only in Poland, but also in other European countries. In Romania and Bulgaria, it is known under the name Ciao. In Poland, the Czech Republic and Slovakia, Caprio is the market leader in the category of economic drinks.



TIGER – energetic refreshing drinks that will awaken the strength of the Tiger in each. Thanks to the high content of caffeine, taurine and B vitamins, TIGER Energy Drink helps to achieve more and win at work, in sport and fun. The brand also offers functional variants that meet the specific needs of a demanding consumer group and the MAX line – with increased caffeine content. TIGER also offers unique limited new products every year, which surprise with taste and design.

Refreshing **energy drinks.**

Thanks to the high content of caffeine, taurine and B vitamins, they help to achieve more.



DrWitt Premium – juices and beverages for consumers, for whom a healthy lifestyle is important. They are offered in large, comfortable bottles and smaller glass bottles with a capacity of 300 ml. DrWitt products are unique thanks to the enrichment of vitamins, minerals and other substances that support the proper functioning of the body. Each of the flavors supports one of the 7 functions of our body: immunity, vitality, concentration, fiber, anti-oxidation, beauty, and metabolism. Everyone can find a product for them that suits their needs and tastes delicious.

Enriched with vitamins, minerals and other substances supporting the proper functioning of the body.

7 functions.

PASTA AND CEREAL PRODUCTS



Lubella is a definite leader on the pasta market in Poland and a well-known producer of cereal products, including: cereals, flour, groats and bread sticks. The brand is also known in such European countries as: Lithuania, Latvia, Great Britain, as well as Iceland, Bosnia and Macedonia.

„The best of grain” is the domain that connects all Lubella’s products. Grain, which is one of the basic, and at the same time extremely valuable element of the diet, is the main ingredient of all Lubella products. It is also the main character of the brand’s communication, which shows how grain products in various forms accompany us every day. Thanks to the diversity offered by Lubella, everyone can enjoy it in many different ways.

In Lubella, **care for the highest quality and unrivaled taste** has been a tradition for almost 140 years. For the production of its products, it selects the best ingredients and takes care of every detail. The brand is constantly growing and draws the best of Polish tradition and enriches the offer with innovative products that inspire to discover new possibilities in the kitchen. Lubella encourages you to take advantage of the opportunities offered by the best quality, various cereal products and reaching for them in various forms every day.

Lubella Classic – pasta of the highest quality, which works perfectly as a component of second dishes, casseroles and salads. The durum wheat content and the special grain grinding process allow you to obtain flour, thanks to which the Lubella pasta is perfectly hard and perfectly elastic. Appropriate drying process makes Lubella pasta does not stick together and retains its golden color. The brand also offers a Mini pasta line, which is an excellent base for discovering the next culinary inspirations, and

each dish thanks to them will gain a completely new character.

Lubella Whole Grain – a line of whole grain pasta from Lubella. They are made of flour created by grinding the whole wheat grain: the kernel, the sprout and the outer layer called the husk. It is in it that very valuable nutrients are contained, including fiber, vitamins and minerals such as phosphorus and manganese. The special process of wheat grain grinding allows to preserve its valuable nutritional values. The pasta of this flour is perfectly hard and perfectly elastic, and thanks to the appropriate drying process, Whole Grain pasta also does not stick together and retains its natural color.

Lubella’s portfolio also includes the **Lubella Egg** line, which is egg pasta for soups. Their homemade flavor is the result of a combination of a traditional recipe and the best quality ingredients. 5 eggs **Lubella** is a perfect complement to the brand’s product portfolio. Perfect for chicken soup, 5-egg offerings are homemade flavor, delicacy and the right recipe. Special production technology, based on the threefold roll method, provides the perfect effect and a light formula.

Perfectly refined shapes, excellent elasticity and golden color make them unrivaled – Lubella pasta will meet even the highest culinary requirements and will be the perfect base for many exceptional dishes that the whole family will surely love. The delicious effect and culinary success – both those advanced as well as novice beginners of pasta cuisine – is guaranteed by Lubella.

The Lubella brand also includes **cereals** that do not contain glucose syrup or palm oil, but have full grain in their composition. The Lubella flakes **for children** are available in their favorite flavors and in attractive

Leader on the Polish pasta market.

The only producer of cereals in Poland, which have their **own grain mill.**

One of the most modern mills in this part of Europe.



shapes, and additionally have a simple composition. This is a quality guarantee from Lubella. They are prepared from high quality ingredients, contain whole grain and are a natural source of minerals. Above all, however, they taste for children! Lubella also periodically offers the youngest unique limited products, which thanks to their form and original flavors enjoy great popularity. The offer was also joined by a line of flavored flakes with a reduced sugar level by 30% - Lubella offers them, of course, in unique flavors and shapes.

Lubella Corn Flakes is a line of products dedicated to the whole family. Unique cereal - simple, delicious and perfect for any occasion. They are available in two variants - classic and wholegrain. The classic ones are golden and crunchy, and whole grains are additionally a source of fiber, phosphorus, manganese and magnesium. Lubella Corn Flakes are also two unique flavor variants - Cocoa with Honey and Cinnamon - a well-known classic in a new edition. The only cornflakes with original, aromatic and quality additions - flavors that the whole family will appreciate.

Lubella also has high-quality **flour** in its offer. The **Lubella Fluffy** flour is a line of the highest quality flour, available in modern, convenient packaging. Each of them is dedicated to a different kind of baked goods and dishes - dumplings, cakes, yeast cakes, shortbreads, pancakes and more. Lubella is also high-quality whole grain flour. **Lubella Whole Grain** is irreplaceable for baking homemade bread, aromatic rolls or pizza.

Lubella offers also **breadsticks**. An exceptionally delicious snack owes its taste to traditional baking. Lubella sticks are perfectly crispy. In addition to the **classic variants**, the offer also includes twisted Natures sticks with sea salt and garlic with herbal. The original, curvy shape will surely appeal to those who do not like boredom in snacks. Twisted **Natures** breadsticks thanks to the appropriate baking method gain lightness and bright color.

The brand's range also includes **groats** - a source of natural fiber. They are available in practical packaging with a clear specialization and a transparent window through which the product is visible.

The brand is known in **almost 20 countries** around the world.

A combination of **tradition and modernity.**



VEGETABLE AND FRUIT PRODUCTS



Market **leader** in jam products, sauces, tomato puree.

The top player in terms of syrups and ready meals.

Łowicz is a family of fruit and vegetable products. An important and distinctive feature is that it combines tradition with openness to new challenges and flavors. It has been accompanying Polish families since 1965 and is valued for high, proven quality and excellent taste. Łowicz is a modern brand with a tradition that is constantly changing, along with the expectations of consumers, their culinary and aesthetic preferences, lifestyle, as well as the amount of time they spend on preparing meals. It stands out on the market with its Polishness, tradition, undisputed quality and affordable price. Research confirms that **consumers have trust in Łowicz**. It is also distinguished by the breadth of the offer – consumers will find here suggestions for all meals during the day: breakfast, lunch and dinner. Market results confirm consumer confidence in Łowicz. **It is a leader in the market of jam products, sauces, tomato purées and a leading player in the categories of syrups and ready meals. Łowicz products are simply „the very best”.**

Łowicz jam products are a wide range of fruit offerings. Each one is different, but all are delicious. Łowicz fruit products are jams and marmalades low sugar in many flavors, prepared from the best fruits, the highest quality **100% fruit jams** and **100% fruit Ekstra Gładkie** (Extra Smooth) – ideal for children, **functional jams 100% of fruits** with pro-health properties, **plum jam and cranberry** and **blueberry**, highly valued in Polish cuisine as additions to meat and cheese. Łowicz also offers **fruit syrups**: classic – perfect not only for cold and warm drinks, but also as a topping or ingredient of desserts and pro-healthy – supporting specific functions of the body. Plum is a classic of Polish processing. Plum jam Łowicz have been awarded the prize in the

„100% Polish Product” plebiscite and also received the „Tradition Quality” mark, awarded to qualitative products with a traditional composition, whose recipe has been unchanged for 50 years.

The brand's offer also includes the unique **Choco-jams**. Products in four delicious flavors are a unique pleasure coming from the combination of fruit and milky Belgian chocolate.

The Łowicz brand also has a whole range of **tomato products** in its portfolio, which make dishes become unique. Łowicz offers **concentrates, puree, passata and canned tomatoes** – everybody looking for interesting solutions will find something for themselves. Products such as tomato puree with basil and garlic or cut tomatoes in a carton are proof that in this category Łowicz is constantly looking for new, inspiring solutions.

Łowicz also surprises with the excellent taste of **sauces** – it offers classic sauces in seven flavors. Łowicz chose the most popular flavors from various, even very exotic cuisines and prepared them in such a way that they would taste Polish. The assortment of the brand also includes **sauces with meat**. Perfect for a tasty effect in short time. Excellent quality sauces with proven, high quality meat is a guarantee that they are products exactly like we like the most. Łowicz's proposals are a guarantee of taste without preservatives, thanks to which they are a valuable alternative for demanding long preparation of dishes.

Ready-made meals are in turn a proposition for everyone busy – just warm up and ready! Quick to prepare proposals are both classic Polish dishes in the jar, as well as Kettle to fill – that is dinner inspira-



tion from different parts of the world. In addition to the classic proposals, Łowicz also introduced a novelty – a line of **meals ready in 2 minutes**, which is enough to heat in the microwave. It is a response to the expectations of the modern consumer. Modern **groats-dishes** and unique **risotto** are products composed of carefully selected ingredients, thanks to which they taste unique. Ready dishes Łowicz are for everyone who wants fast, nutritious and tasty meals.

Łowicz systematically adjusts its offer to the current expectations of consumers – not only introducing new products, but also taking care of their best and most functional packaging. That's why in the brand's offer concentrate in a lightweight, handy form - in a sachet, or tomato products in boxes.

A **wide range** of vegetable and fruit preserves.

Modern products adapted to the requirements of the modern consumer.





Leader on the market of cucumbers, ready soups and soup concentrates.

Guarantee of taste and the highest quality.

Accompanied by consumers every day and on holidays.

Krakus is a leader on the market of cucumbers, soups and soup concentrates. It is a brand that has been known for its excellent products for over 50 years and is appreciated by consumers thanks to its exceptionally refined, carefully composed recipes. Krakus' products have been appreciated by gourmets from Poland and around the world for years because the brand offers flavors known and liked by consumers. From the beginning of its activity, Krakus offers traditional products and additives. These flavor compositions have been known for generations! Thanks to the care of every detail, proven suppliers and careful selection of all ingredients (vegetables, fruits, herbs and spices), Krakus products are unmatched. Reaching for them, we have a guarantee that this is what cuisine at its best taste!

The flagship products of the brand, and at the same time synonyms of their categories are Krakus **so-ups**: beetroot soup and beetroot soup concentrate, sour soup and its concentrate, as well as **pickled**

cucumbers. These are the icons of Krakus. The brand cares for an innovative approach to all products, which is why it also introduces many new products, such as **gherkins**, which not only perfectly complement the product offer but, above all, meet the needs of consumers. Proposals such as gherkins cucumbers with chilli or garlic are products for consumers who value a modern approach to traditional recipes.

Krakus offer also includes **cucumbers in brine** and additives, such as **horseradish** or **beetroots** with horseradish.

When choosing Krakus products, everyone has a **guarantee of taste and the highest quality.** Krakus helps you cook cleverly, tasty and healthy. It is a brand that accompanies consumers on a daily basis and on holidays. Thanks to Krakus, tradition gains a modern form.





Kotlin is a modern brand with a rich tradition. Its origins date back to the interwar period, and now in the minds of consumers is a modern brand with a sense of humor and detachment, identified with high-quality products prepared on the basis of tomatoes. Taking a place at the forefront of the most-chosen ketchups, Kotlin as a vice-leader of the market is perceived as an **expert in tomato products, especially among ketchups.** The wide range of ketchups available in the brand's offer is characteri-

zed by a **delicious, tomato flavor** and **high quality** based on innovative recipes. The most popular variants are a mild and spicy version – also available in 60% less calories. Kotlin as a leader in the flavor ketchup segment systematically enriches the offer with new and **unique variants** on the market. The Kotlin brand also offers tomato concentrates.

A **modern brand** identified with high quality tomato products.

An expert in the flavor ketchup segment.



Włocławek is a brand with traditions, originating from the Kujawy region. In its home region, trusted by consumers and unprecedented loyalty, it has achieved the status of a cult brand. What distinguishes Włocławek compared to other ketchups available on the market is the original recipe and **characteristic taste**, which owes it to the addition

of vegetable purees from celery and onions. **Włocławek ketchup is like no other - it can not be confused with any other!** In addition to iconic glass packaging, Włocławek ketchups are also available in bottles. The brand also has tomato concentrates in its offer.

The power of **tradition and locality.**

Original recipe and characteristic taste.





Fruktus is a local brand that specializes in the production of vegetable preserves, which are ideal additions to main dishes. The offer is addressed to retail and gastronomy clients (HoReCa). The

brand's flagship products are: Roman mayonnaise, grated horseradish and pickled cucumbers. The brand's products are also exported to many countries.



INSTANT PRODUCTS

Leader and expert in the category of coffee powder creams.

Also popular as Coffeeta.

Cremona

Cremona is a strong leader and expert in the category of coffee powder creams. This is the most well-known and most popular powder cream, chosen by consumers, has been present on the Polish market since 1993. Cremona perfectly soothes the taste of coffee and makes everyday moments with it much more enjoyable. The unique creamy

flavor and excellent solubility of Cremony gives coffee a smooth and velvety consistency. The equivalent of the Cremona brand in other countries is the Coffeeta brand, which in its category occupies a strong position in Romania, the Czech Republic, Slovakia, Lithuania, Latvia, Hungary and Ukraine.



DECOMORRENO



DecoMorreno is a cult Polish traditional cocoa – its symbol is the windmill, inherently associated with the brand. Intense cocoa flavor, strong aroma and deep dark color are the attributes that define the highest quality of the brand. That is why DecoMorreno cocoa, especially during holiday periods, is used in almost every household in Poland – not only for the preparation of chocolate-cocoa cakes and pastries, but also for the preparation of hot cocoa drink. **DecoMorreno is a definite leader in the traditional cocoa category in Poland.** DecoMorreno Chocolatta is a hot chocolate drink for hot

drinks that perfectly warms and relaxes, providing an intense portion of chocolate pleasure. Chocolate sweetness, intense aromas, velvety texture and variety of flavors make Chocolatta DecoMorreno the most-used chocolate drink in Poland and a strong leader in its category. In foreign markets, Chocolatta is available as the La Festa brand. It maintains the position of a strong leader in Romania, Ukraine, Hungary and Russia.

The **leader** of the traditional cocoa category in Poland.

Distinguished by intense cocoa flavor, strong aroma and deep color.



PUCHATEK

Puchatek, being a leader in the instant cocoa drinking category, is one of the most well-known and appreciated children's brands in Poland. Since 1993 Puchatek's cocoa drink has been accompanying millions of Polish children every day, not only during breakfast, but also throughout the day. Children in countries such as: Romania, Hungary, Lithuania, Latvia, Ukraine and Russia know Puchatek as Brumi. Children love and appreciate Puchatek for a delicious chocolate flavor. Mothers

who care about children's health, have deep trust in the brand. The product contains minerals, such as calcium, zinc and magnesium, and 10 vitamins, which are extremely important for the proper development of the child. Vitamins and minerals provide the youngest with a daily dose of energy supporting memory, concentration and learning. Puchatek supports healthy mental development and drives the head early from the morning!

Leader in the instant cocoa category.

Also known abroad as Brumi.





Leader in the category of instant teas in Poland.

Ekland is an excellent soluble tea with an intense, fruity flavor in a convenient package. All variants are enriched with fruit juice, cane sugar and vitamin C, and do not contain any preservatives. They can be made both cold and hot. Especially for children from 3 years of age, unique Ekland Junior teas were prepared, which contain an additional formula of 10 vitamins, only natural fruit extracts and

natural dyes. Ekland is the undisputed leader in the category of soluble teas in Poland, but also has a very strong market position in countries such as: Ukraine, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Lithuania, Latvia, Albania and Uruguay.



PHARMACEUTICAL PREPARATIONS AND VITAMINS

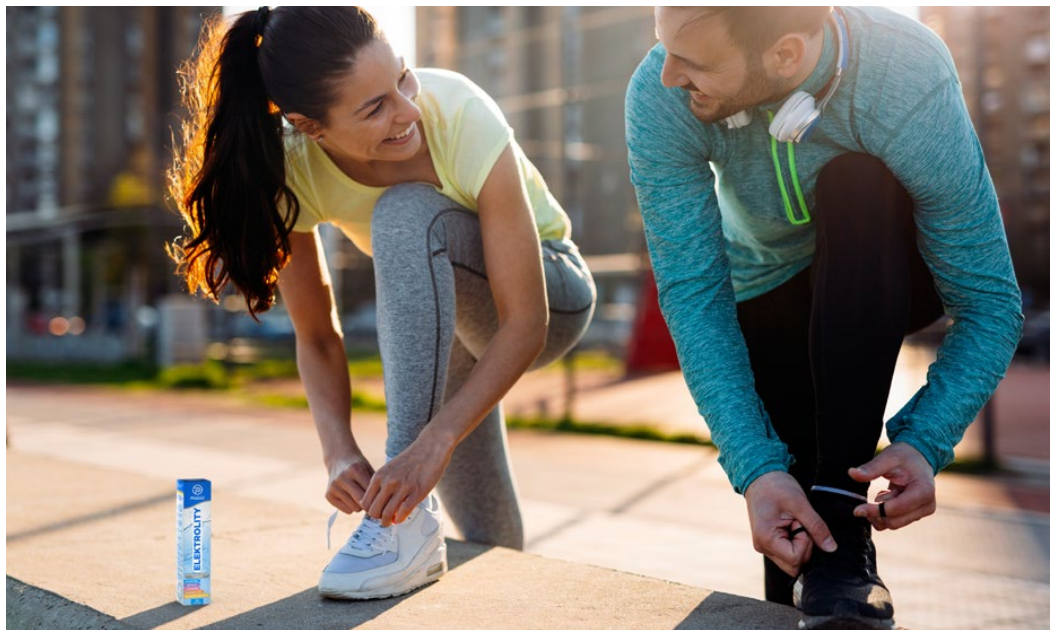
Innovative products for the **most vulnerable consumer groups.**

Plusssz is a **leader** among vitamin preparations for adults.



Polski Lek is a pharmaceutical company that specializes in providing innovative products for the most vulnerable consumer groups, such as pregnant women, infants and children. The products have been developed on the basis of scientific research, with the support of experts' knowledge and experience. In a wide range of Polski Lek products there are specialized preparations during seasonal colds – Verbascon line and recurrent problems with the ear, nose, throat – **ENTitis**, for sore throat – **Emskie tablets** from Wadowice, lines intended for pregnant women, babies and children – **Prenalen**, **Bobolen**, **Omegamed** and **Solbaby**, as well as iron prepara-

tions – **Aciferol**, probiotics – **Dierol**, or specialized preparations for women – **Climeston**, **Miositogyn GT**, **Gynauxil**. The **Plusssz** brand offering effervescent tablets is a leader among vitamin preparations for adults. Polski Lek also offers a range of calcium, magnesium and ear preparations. The company's portfolio also expanded into medicinal products for children – **Pedacetamol** and **DropiCe**.





Uwielbiam.pl is an innovative place for virtual meetings of all enthusiasts of good cuisine and cooking. Both beginners and experienced cooks will find something for themselves here. And all this in the form of a unique tool that has not been available on the market so far!

Users have at their disposal not only recipes tailored to their needs, but also on-line culinary books, tips and interesting articles that they can publish themselves, but also share them with others. Recipes are available in a variety of forms – description with photos, video material or innovative cooking mode. All this in a convenient, intuitive and modern interface, based on contemporary trends of the user experience concept. Dynamic matching of content to the preferences of individual users in real time is a unique and extremely functional solution. Thanks to the fact that the content is developed by professionals and cooking amateurs, it is a platform where everyone will find something for themselves. Users

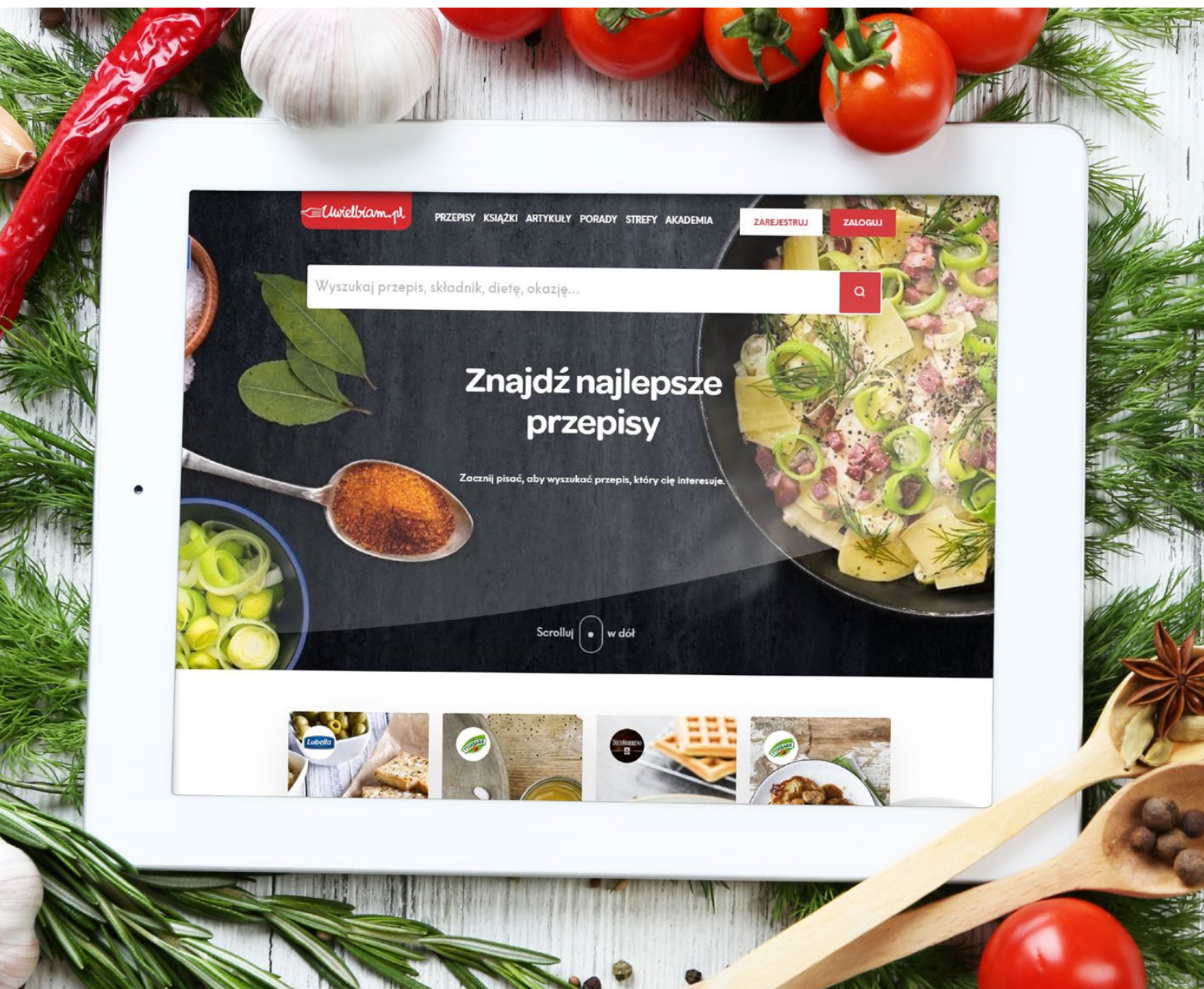
can also use chatbot help, which will tell them how to combine ingredients, suggest ideas for a dish based on their ingredients or inspire to prepare something new in the kitchen.

The portfolio of brands Lubella, Łowicz, Kotlin, Krakus, DecoMorreno or Tymbark offer products that we can combine with each other and from which we will create many tasty, varied dishes. Thanks to that, at Uwielbiam.pl we find both many inspirational ideas and ready solutions.

We invite you to Uwielbiam.pl to find out!

A **modern** culinary platform.

Content **tailored to users' preferences.**



Alternative Sales Channels

HoReCa is a professional sales team offering specialized products.

A modern sales channel such as **vending** is strongly developed and supported by technological solutions and new products adapted to this form of sale.

The availability of products in **alternative channels** means going beyond the standard sales channels.

HoReCa

It is a department dealing with the delivery of Maspex products **to the hotel and catering sector**, having a **professional and competent sales team** – key in building a strong position of a trading partner, which it supports with its knowledge and skills. HoReCa - it's not only **Hotels, Restaurants and Catering**, but also many others, such as cafes, confectioneries, Fast-Food restaurants, mass catering, employee canteens, entertainment centers, sports facilities, colleges, schools or kindergartens. Maspex in its portfolio has **specialized products addressed to the HoReCa segment**. They are tailored to the needs of consumers and at the same time meet international quality standards. Tymbark juices, nectars and drinks are complemented by a wide range of brands such as: Kubuś; Tiger, Lubella, Łowicz, Krakus, Kotlin, Włocławek, Fruktus, DecoMorreno, Tarczyn, DrWitt, Caprio, and Puchatek. **Especially for the needs of the HoReCa industry**, the company offers products such as Tarczyn juices in 2l format, Tymbark beverages in small 0.2l bottles or Tymbark products in the form of concentrate. Catering packages of pasta, breakfast cereals, specialty flour, mayonnaise and ketchups are ideal solutions for gastronomic customers.

Vending

Vending is a **fashionable and modern**, and at the same time **very strongly developed** by the company, sales channel. The company's offer is addressed both to vending operators as well as to companies and institutions using vending services. The operators are offered the highest quality **specialized products for vending machines**, based on

such brands as: DecoMorreno, Coffeeta, Ekland and Pastella soups. Under the partnership with Jacobs Douwe Egberts, Maspex is also the only Authorized Jacobs Coffee Distributor in the vending sector. An integral part of the offer are juices, nectars, drinks Tymbark, Kubuś, Tarczyn and DrWitt, as well as Tiger energy drinks. In addition, the company also provides snacks and sweets, such as Lubella breadsticks, Kubuś snacks and Salatini cereal snacks. The recipients of vending services are provided with the highest quality service, thanks to close cooperation with carefully selected Authorized Vending Operators. Operator services are available throughout Poland. Machines labeled brands, among others Jacobs, DecoMorreno and Tymbark guarantee the origin and the highest quality of products.

Alternative channels

The clients of the Maspex Group in the area of alternative channels are **the leading chains of gas stations, drugstore chains, convenience chains, suppliers to the office segment and online stores**. The company provides major fuel stations operating in Poland. It provides products of such brands as: Tymbark, Kubuś, Caprio or Tiger. Brand products are also present at such points of sale as kiosks or children's store chains. Sales in alternative networks means going beyond modern and traditional sales channels. Consumers, thanks to the presence of products of valued brands in various commercial outlets, have the opportunity to stock up on non-food purchases or other activities during the day.





Maspex sees huge potential for sales development through alternative channels. Currently, the company is a leading manufacturer of dragees, extruded products and instant products in the B2B channel.

The B2B sales department cooperates with institutional clients from Poland and abroad. The recipients are, among others, international food concerns, leading manufacturers of yoghurts, chocolates, ice cream and confectionery, convenience and global Fast Food chains. The main task facing the B2B channel is to **match the existing offer or to develop a product for specialized customer needs**. To make the product offer professionally prepared, Maspex uses the **latest production technologies**. Combining the knowledge and experience of sales specialists and technologists, the company offers products of the highest quality standards.

B2B sales Maspex offers its customers four product categories:

Dragees and coated products, extruded cereal products, decorations, perfect when combined with chocolate, yoghurt and cakes, characterised by their high quality.

Instant products – wide range of whiteners and foamers, fruit powders used in coffee drinks, sauces and desserts.

Sauces, filling and puree – dedicated to the ice cream segment and baby food products.

Cereal products – widely used in various confectionary and convenience products, and yoghurts.

The B2B sales department **adjusts the existing offer or develops new products** for the specialist needs of the client.

It is a **combination of knowledge and experience** of sales specialists and technologists.



Innovative projects

Member of EIT Food since **2016**.

18 projects in the last two years.

Limiting food waste and changing consumer eating habits.

Maspex' development activities focus on the main areas of innovations: products, technologies, solutions and ideas. The company cooperates with leading research centers in Poland and abroad as well as young scientists. Openness to innovative ideas, needs and inspirations are features of a modern enterprise. In addition to technological and production projects, Maspex also conducts educational activities.



Since 2016 Maspex is a member of the **EIT Food consortium - the European Institute of Innovation and Technology**, which is created by universities, research units and the largest enterprises in Europe. The European Institute of Innovation & Technology Food is a European knowledge and innovation community operating in the field of food, which was established in 2016 as an international consortium of over 50 partners from 13 countries.

These projects are focused in four areas: **Innovation, Business Creation, Education and Communication**. The main goals are to reduce food waste and change negative eating habits. The partners also strive for positive changes in the production, distribution and consumption of food, which will be based primarily on the needs and preferences of consumers.

EIT Food's activities focus on planning and implementing innovations in the area of food and education through student exchange programs, trainings, workshops and educational programs. It is also supporting entrepreneurship through cooperation with start-ups, or offering grants for researchers. Maspex cooperated and cooperates with 18 projects implemented by the community.



Care for the environment

The highest pro-ecological standards in all plants, modern production halls and warehouses with energy-saving machinery parks and continuous improvement of production technology in terms of the most environmentally friendly solutions are the direction in which Maspex has been following for years. From the very beginning of its existence, the company consistently strives to minimize the negative impact on the natural environment in every area of its activity.



Most Maspex production plants have integrated permits that impose the obligation to use the Best Available Techniques (BAT) for the food industry. This is to reduce emissions and impact on the natural environment. All Maspex production processes are designed to minimize interference in nature. High internal environmental standards are not only compliant with the strictest standards and regulations, but often even more restrictive. The company's plants work on the basis of a low-emission economy, which means that the company constantly strives to reduce water, energy and gas

consumption as well as to reduce the amount of sewage and waste generated. Biogas obtained in the process of wastewater treatment - more than 6,000 m³ per day - is converted into electricity, heat and cold. It is possible thanks to extensive trigeneration and polygeneration systems and co-firing in factory boiler rooms. Production is planned in a way that **ensures maximum use of production capacity**, and frequent training **increases employees' awareness in this area**. Waste generated in the production process is always segregated and subjected to a recyc-



The state-of-the-art sewage treatment plants allow not only for the closing of the water cycle, but also for the production of biogas, which is then converted into electricity, heat and cold.

ling process. Through the use of **closed water circuits, central cleaning systems, development of recuperation systems** (heat energy recovery from processes), **continuous monitoring** of consumed resources and proper **logistics of processes**, the company also minimizes the effects of the impact on the environment.

A **photovoltaic farm** operates in the Tymbarok plant, thanks to which it is possible to convert solar energy into electricity. In its production plants, the company also invests in the construction of **modern wastewater treatment plants**, in which technological and technical solutions of the latest generation are applied, which limit the possibility

of negative impact of the treatment plant on the environment.

In administrative buildings, solutions that save heat and energy are also used - thanks to ventilation systems with recuperation mechanism or energy-saving LED lighting. Thanks to the latest solutions, the company constantly implements the strategy of sustainable development, based on environmentally friendly and effective investments. New and further solutions in this area are also planned.

Maspex cooperates only with the best, certified suppliers who manufacture packaging from materials from responsible sources. All plastic packaging from the company's portfolio is **recyclable**.

Over **PLN 175 million** spent on pro-ecological investments.

Planned investments worth **PLN 50 million**.

Maximum reduction of energy, water and gas consumption.

Solar farm.

15% less electricity consumption thanks to the latest production technologies.

25% less carbon dioxide emissions after integrating production with an automated warehouse.

Closed water and cooling vapor circuits.

High class economizers with efficiency close to **97%**.

20% of the ecological effect thanks to the use of ground exchangers for ventilation.

The most modern sewage treatment plants.

Advanced **trigeneration and polygeneration** systems.

Segregation and recycling of all production waste – **97%** of waste used as a secondary raw material.

Reduce the weight of plastic packaging for juices, nectars and drinks by at least **30%**.

Building a sustainable waste management system - as a member of the **EKO-PAK** Employers Association.

Over the past few years, the company has reduced the weight of plastic packaging for juices, drinks and nectars by 30%. **On brand packaging, brands voluntarily place information that helps consumers to dispose of them in the right way.** The company offers a wide range of products available in glass packaging, including returnable glass bottles. **Together with suppliers, Maspex is constantly working and testing packaging produced in accordance with the principles of sustainable development, including in its composition recycled plastics. It is also a member**

of the Employers Association EKO-PAK – one of the few organizations in Poland that associates the largest, international, including Polish companies that market products in packaging and packaging manufacturers. The Association's mission is to build a sustainable waste management system. As part of social responsibility, the company runs a social program „Kubus' Friends of Nature”, which is directed to kindergartens throughout Poland. For its pro-ecological investments, Maspex was awarded the **Ekolwestor 2017 award** in a competition organized under the honorary patronage of the Na-

In the modern photovoltaic farm in Tymbark almost 4,000 photovoltaic panels with a capacity of 1 MW were installed. They can generate up to 8,000. kWh daily.



tional Fund for Environmental Protection and Water Management. The competition jury awarded the company's low-carbon economy and implementation of an innovative and unique project on a national scale, which was the creation of a photovoltaic farm at the Tymbark plant.

Interestingly, for many years, a pair of storks, which has its nest on the chimney of the plant, arrives to Tymbark. Storks long time look for an ecologically clean place, silence and a friendly atmosphere in which they could live and raise their offspring. Such conditions were found there.

The company takes responsibility for its impact on the environment and climate, which is why it has been consistently investing in ecological solutions for years. Sustainable development is an idea around which all of its activities focus.



| Activities for employees

Maspex prepares and runs many programs and actions directed specifically to employed people and their families. Employees are also involved in sports events – internal Championships and large national competitions. The company also supports individual interests.

The company not only organizes events and actions to participate in which it encourages, but also involved employees take initiative and create teams in which they pursue their common passions.

Every year, employees of all Polish and foreign companies can feel the unique football emotions through the **International Maspex Football Championship**. In the grand final, more than a dozen teams represent all production plants in Poland, commercial structure and foreign branches. They create a professional, well-coordinated teams not only in the company, but also on the pitch. Unforgettable matches provide a lot of fantastic, sporting experiences for both players and fans who sit in the stands. The championship is also accompanied by additional attractions, such as running competitions for children of employees of the company or family picnics.

Employees pursue their **passions** also through active participation in sports events. Teams representing the company in various disciplines participate in running, cycling, basketball and triathlon competitions. The unique **gallery „Between”** was also created at the Maspex headquarters, in which the works of artistically talented employees are presented cyclically.

In all Maspex plants, the **„Pomysłomania”** program is run, the purpose of which is to use the huge potential and creativity of employees. Everyone can submit their ideas in all areas of the company's operations, such as, among others: production improvements, technological solutions, new product proposals or promotions. The most interesting are chosen, implemented and awarded.

In **„Stork” Action**, for those who have become parents, congratulations and gifts for their children are prepared. In turn, at the end of August, during special meetings, under the slogan **„First Grade Action”**, children of the company employees who go to the first grade of elementary school, receive specially prepared school kits and take part in meetings with police officers about the safety on roads, at home and at school. Special celebrations take place at each of the Maspex plants – children take part in competitions and games, they also have the opportunity to meet their favorites – Kubuś or Puchatek. The company also celebrates **special days** and unique actions, such as the Juice Day, Pasta Day and Healthy Breakfast Day. An important element of information is the **internal media** – there is a company newspaper „Kurier Maspex”, Newsletter, as well as an internal intranet and extranet.

Every year, the company prepares many **actions and special activities for employees.**

The teams created by the employees represent Maspex on sport competitions.

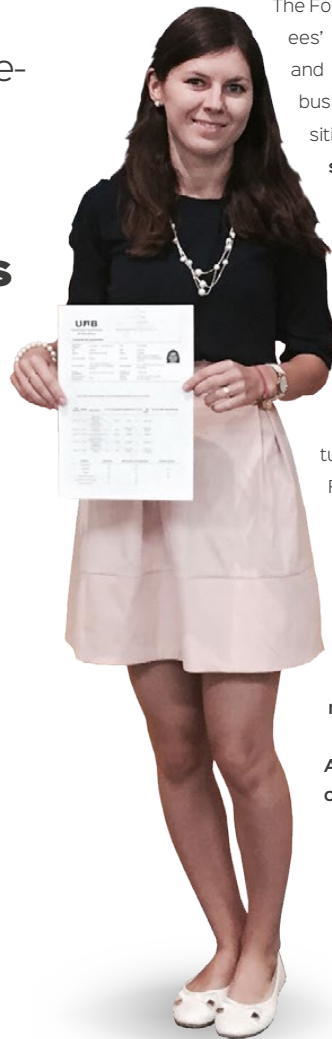


The Maspex Foundation opens the door to learn at the best foreign universities for employees' children.

Since **2015**.

Studies at the best foreign universities.

Help of educational advisors and scholarships.



The Foundation supports employees' children who are learning and want to study at foreign business or technical universities. The special **Scholarship Program** is the first of two of the main pillars of the Foundation's activity – thanks to it, young people can take up studies at the best European universities. This is help in the form of covering the costs of tuition and housing. The Foundation supports regardless of whether the student gets to the university with her help or alone. Operating within the framework of the Foundation the **Helpline Educational Advisory**

Program, the second pillar of the Foundation, in turn facilitates future students to pass all procedures and stages preceding the start of studies at a selected foreign university. Thanks to the cooperation with experts who help in the preparations for submitting the application, every interested candidate has the possibility of using their knowledge and experience throughout the whole year. You can subscribe to the Program regardless of the current stage of education. Young people can join the Program regardless of the current stage of education. The Foundation also organizes special **workshops** for employees' children. Their goal is to make them aware of the conditions that must be met in order to be able to apply for foreign studies and encourage further education. Each year, the Foundation grants scholarships to several students. Scholarship holders completed the best British universities, such as Imperial College and City University of London, and one of them - the Autonomous University of Barcelona.

All information about the Foundation's activities can be found at www.fundacjamaspex.com.



Educational and social activities

In its 30-year-long history, Maspex has always been present in the local communities and actively supported various actions and campaigns for children and teenagers involving charity, cultural development, education and sport. The company is also running nationwide social programmes for children which promote a healthy lifestyle, everyday care for nature, environment protection and children's safety on way to school, at home and at school. In total, over 8 millions children have already participated in our programmes.

Actions promoting „5 portions of vegetables, fruit or juice”

Since 2007, Tymbark company has been encouraging the Poles to enrich their diet with fruit, vegetables and juice as part of the international initiative promoting a daily intake of 5 portions of fruit and vegetables. Additionally, together with other manufacturers associated in the Polish Association of Juice Producers, the company undertakes various actions targeted at consumers and an educational programme for children, which aim at developing healthy eating habits. The company provides education on the properties of juice and mousés and encourages to include them in the daily diet. The campaigns are co-funded by the European Union and the Fund for Promoting Fruit and Vegetable Consumption.

Vegetables, fruit, and are important in the human nutritious habits as these contain precious ingredients such as vitamins, minerals and fibre. Some vitamins (e.g. vitamin C, betaCarotene) and other active ingredients that are included in vegetables and fruit (e.g. polyphenols), demonstrate antioxidant effects. The Poles, like other Europeans, most of them do not eat fruits and vegetables in sufficient quantities. Consumption is lower than the recommended minimum of 400g per person per day. This problem concerns children as well. They suffer, more and more frequently, from obesity and overweight.

Dietary experts recommend adding fruit, vege-



5 porcji zdrowia
owoc, warzywo lub sok

table or juice, minimum 5 portions within a day, to each meal. A portion may include medium-sized fruit or vegetable (apple, carrot) or several smaller pieces (strawberry, cherry, grape). Besides fresh vegetable and fruit, a portion may include a glass of fruit, vegetable, or fruit and vegetable juice or mousse. **Fruit and vegetable juices and mousés may play a part in creating a balanced diet, rich in vitamins and nutrients.** A wider diversity of vegetable and fruit products constitutes a more varied and tasty diet.

Experts recommend to consume fruits, vegetables or juice with every meal, **at least 5 servings a day.**

A glass of juice is one of the five nutritional portions of fruits and vegetables recommended by experts.



Football Tournament „From the Backyard to the Stadium for the Tymbark Cup”

www.zpodworkanastadion.pl

The Tournament „From the Backyard to the Stadium for the Tymbark Cup” is the largest football Tournament for primary school children. The final matches take place every year at the PGE National Stadium in Warsaw, directly before the Polish Cup final.



The Tournament is played in three age categories: U-8, U-10 and U-12. The main goals of the Tournament are the promotion of football and active spending among children, the emergence of football talents and the fulfillment of children's dreams. Over two million children took part in all editions in total, and 1/3 of the participants were girls. The games cover all of Poland – all municipalities, poviats and provinces – and end with the final matches at the PGE National Stadium in Warsaw, directly before the Polish Cup final. The hallmark of the Tournament is a high level of sports and a huge dose of positive football emotions, as well as an exceptional main prize – the Tymbark Cup and a meeting with the players of the Polish National Team along with a trip to their match.

The Tournament was the beginning of the football adventure for over 50 Polish Representatives of various age categories: Arkadiusz Milik, Krzysztof Piątek, Piotr Zieliński, Tomasz Kędziora, Bartosz Bereszyński, Bartosz Salamon, Marcin Kamiński and Paulina Dudek.

Honorary patronage over the 19th edition of the competition is held by the President of the Republic of Poland – Andrzej Duda. The patronage of the Tournament was also taken by the Ministry of Sport and Tourism, the Ministry of National Education and the Ministry of Health.

The organizer is the Polish Football Association, and Tymbark has been its main sponsor for 13 years.

Since 2016, the Tymbark Cup – Cupa Tymbark Junior – is also played in Romania.

The biggest football Tournament for children in Poland and Europe.

Tymbark has been the main sponsor **since 2007.**

Over 2 million participants.

The Grand Final at the National Stadium.



Educational program „Puchatek Safety Academy”

www.akademiapuchatka.pl/nauczyciele

The aim of the action is to educate and improve the safety of children who start school. The program draws attention to potential threats, makes children and their parents aware of the consequences of dangerous behavior at home, school, on the road, as well as when using the Internet and during leisure time.

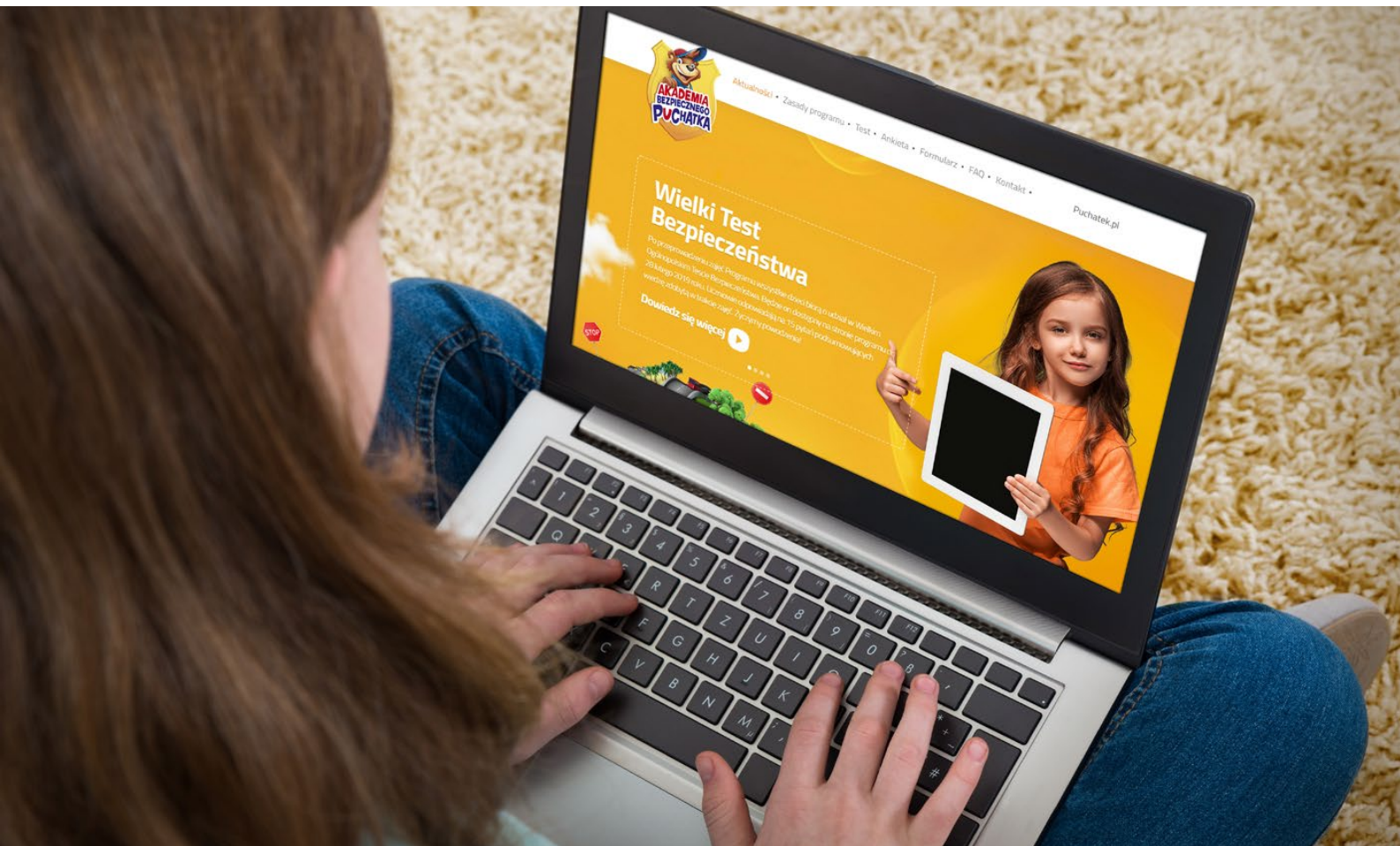
Each school submitted to the program receives free special, prepared by methodologists, educational materials and the prestigious Certificate confirming the honorable title of belonging to the „Puchatek Safety Academy”. As part of the program, there is also the **National Test of Knowledge on Safety** – the first and the largest such initiative in Poland on such a large scale checking children’s knowledge in the field of security. In total, **over 2 million children** have participated in the „Puchatek Safety Academy”. The program is organized by the Puchatek brand in cooperation with the Prevention Office and the Traffic Office of the Police Headquarters. The Honorary Patrons of the action are the Chief Commander of the Police and the Curatorial of Education.



The largest program about safety addressed to the first classes of primary schools in Poland.

Over 2 million. children have already taken part in the campaign.

Organized since **2009.**



| Action „Kubuś Hospitals”

Over 50 repainted hospital wards in Poland.

It was organized for the first time in **2005**.

The action „Kubuś Hospitals” is another important project aimed at children. As part of it, Kubuś paints children’s wards in hospitals throughout Poland.

Although the stay in the hospital is never a pleasant experience for the youngest patients, Kubuś manages to make it a little bit easier. Uninteresting halls and corridors turn into colorful fairy-tale and land-

fifty hospitals in Poland. Each project is different, but all combine to be full of sunshine, warmth and colors. Painted Kubuś always appears on them and encourages children. Hypoallergenic and odorless paints



scapes full of positive emotions. The contractor for the projects being carried out is Maciej Kot – a well-known and widely appreciated artist specializing in beautifying the space in which children reside.

Thanks to the action „Kubuś Hospitals” hospital rooms change into child-friendly, colorful lands. Walls full of fairytale characters and joyful colors are already enjoyed by children in more than

are used to create drawings – thanks to this, not only the final effects of the work, but also the whole process of creating them is friendly to the youngest. The importance of the environment in which children reside is emphasized by parents and doctors, but the most important goal of the action is the smile of small patients.



The educational and culinary program „I adore – Academy”

www.akademiauwielbiam.pl

Young people like to gain knowledge through engaging tasks and interesting experiences. The Academy is a project supporting the education of students about the principles of proper nutrition and a healthy lifestyle.



One of the largest projects

in Poland about cooking and less-waste of food.

Organized from **2017**.



This program is addressed to students in the last grades of primary school and their teachers. In the school year 2018/19, over 160,000 pupils from primary and junior high schools from all over Poland took part in it! They gained not only extensive knowledge about healthy lifestyle, nutrition principles, less-waste of food and cooking, but also participated in special competitions in which attractive prizes were available! Both registration and participation in the program, as well as educational materials, scripts and other teaching aids, as well as participation in the competition are free.

Academy participants learning the basics of a healthy lifestyle, the need to diversify products in their daily diet, and can see how important they are in nutrition. They also learn about the proper behaviors related to not wasting of food and why one should appreciate the value of common meals and their preparation, as well as the joy of cooking together. As part of the Academy, there were also two **inspiring culinary competitions** – both school and individual.



Ecological program „Kubuś’ Friends of Nature”

www.przyjacielenatury.pl

Over 4 million preschoolers took part in the „Kubuś’ Friends of Nature” program.

Every second kindergarten in Poland learns about ecology with Kubuś.

Organized since **2008.**

„Kubuś’ Friends of Nature” is the largest nationwide educational program for kindergartens **dedicated to ecology**, organized by the Kubuś brand. Every year, the program enjoys great interest among kindergartens. So far, **over 4 million children** have

participated in the campaign. Every year, every second kindergarten in Poland learns together with Kubuś!

The aim of the program is to encourage children to care for the natural environment, te-



ach respect for nature, but also to teach good eating habits and to spend time actively. Each kindergarten that submits its participation in the program receives a free package of educational materials for teachers and for children.

A lot of novelties were introduced to this year's edition, as the subject matter of the program was expanded and the educational materials were expanded. As part of the program, the youngest find out: how to take care of plants, animals and clean air, how to segregate rubbish, save energy and water, and why it is worth eating vegetables and fruits and how to spend time actively in harmony



with nature. Confirmation of the fact that the institution participates in the program and cares about the ecological upbringing of its pupils is obtaining a special certificate of „Kubuś’ Friends of Nature”.



| The Umbrella of History

The Umbrella of History was established in 2017 with a view to supporting social historical awareness and cooperation with organizations working to cultivate the memory of Polish Heroes. The Umbrella of History is primarily to protect people and past events from oblivion. The current edition of the project is a sign of remembrance about the Warsaw Uprising.

The Umbrella of History focuses a number of activities in which the company is involved. **The memory of the fallen, who sacrificed their lives in the fight and support of living Heroes, as well as**

reports on the Uprising in the most important Polish media.

The company also supported the unique initiative

The project was created in **2017.**

It is based on the **memory** of the Warsaw Uprising and the living Heroes.

Cooperation with **Warsaw Rising Museum.**



spreading knowledge about historical events and heroism of Poles – these are the main tasks that this project has been devoted to. However, all the implemented activities have a common goal and measurable effects, such as, for example, material help for living National Heroes. As part of the educational program, the company cooperates with social and historical institutions.

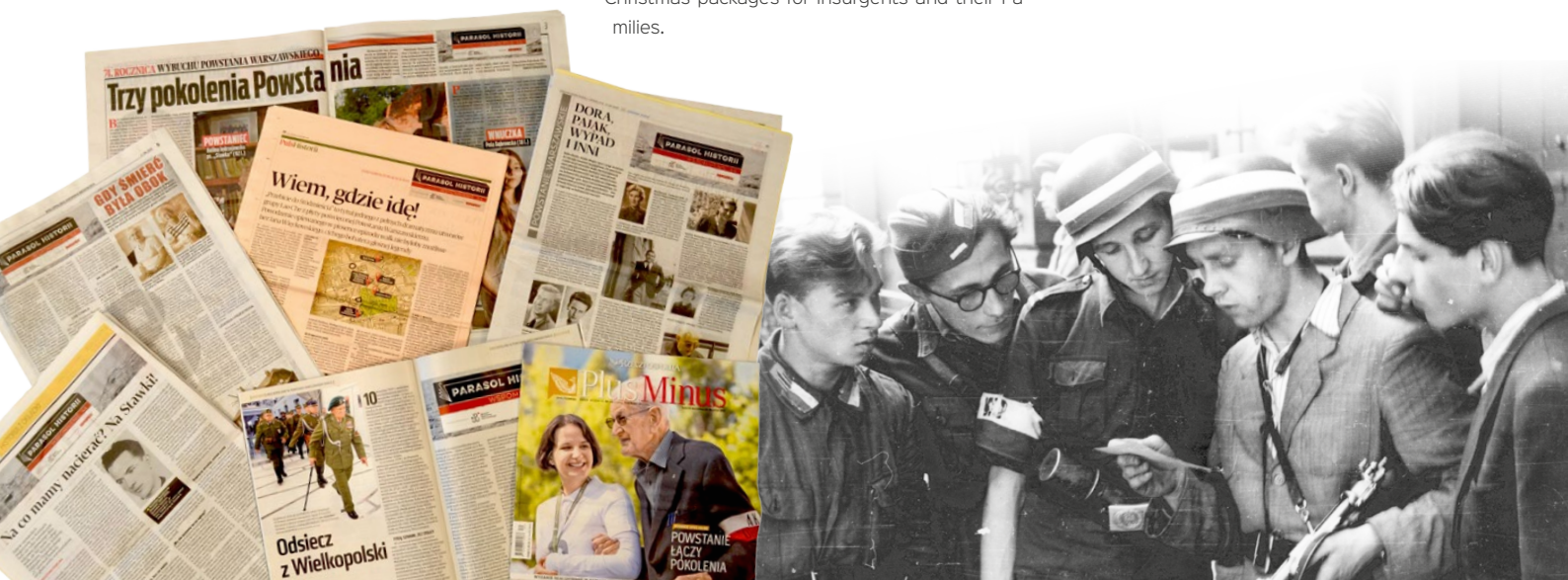
Educational activities

As part of the program Maspex conducts educational activities that are carried out **in cooperation with the Warsaw Rising Museum – a substantive partner of the project.** The company organizes an educational project by publishing

„Young for AK (Home Army)_AK for young people”, which is run by students from Krakow high schools. This project aims to interest young people about the Second World War and to help soldiers of the Home Army.

Help to the living Insurgents

Maspex supports institutions and organizations whose goal is to help the Heroes of our homeland. As part of these activities, the company engages in financial collections and campaigns to support veterans of the Second World War, Soldiers of the independence underground, Warsaw Insurgents, Home Army soldiers and all those who merit fights for free Poland. The company also donates Christmas packages for Insurgents and their Families.



Support for local communities

Nearly **1000** local organizations supported each year.

Commitment to culture, education, sport and cooperation with public benefit organizations.

Maspex operates among local communities that are close to it from the very beginning. During almost 30 years of history, the company has always been present in the lives of its neighbors – regional societies. By actively supporting activities and initiatives for children and youth, it has a real impact on their development in the field of charity, culture, education and sport.



Assistance to organizations and institutions operating in areas where the company's production facilities are located is, apart from nationwide social programs, an extremely important part of its activities in the area of social responsibility. As an international company, Maspex does not forget about local communities. Companies belonging to the Group are involved in **events and actions organized in the poviats, where our plants are located, supporting mainly initiatives for children and youth. In each of these regions, each year, Maspex supports several hundred institutions and organizations – foundations, charities, help houses, schools, kindergartens, clubs and associations, cultural events and many more.** Our products delight children and young people during trips and school celebrations, stand at tables during local events and quench the thirst of local athletes. Thanks to this, they are even closer to the local community every day.

Support is also provided through active participation in important events for residents – such as family picnics, concerts and festivals. Maspex cooperates with representatives of local selfgovernments for this purpose and is constantly involved in matters concerning local residents. Also promotional and communication activities of brands have regard to their roots – Lubella, Tymbark, Kubaś, Łowicz and Włocławek engage in the course and organization of local holidays and events, provide residents with attractions and space for integration. The company is also involved in education and schooling – creating patron classes for students who are educated in technical professions, cooperating with universities and taking part in scientific events.



Notes

Notes

scan the code
and visit our website



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