



## **Penny Market Hungary cares about the local people in need In the demanding times of crisis, social responsibility means even more**

The COVID-19 worldwide crisis reached Hungary in the beginning of March with the first infections announced on March 5<sup>th</sup>. Weeks before that Penny Market Hungary has been preparing for a special operational mode following the situation as it unfolded in the neighbouring countries and all over in Europe. As one of the major player in the Hungarian retail market operating 223 stores with more than 4700 employees, it was more important than ever before to make sure that all the processes are well organized and that we stand for our company and brand values towards our customers, business partners and employees.

We have taken all the necessary measures and invested great sums to insure the maximum safety for all our employees in the store network, in the logistic centres and for the employees at our head office. We knew that only by preventing infections we could function as a truly reliable and responsible company in providing food supplies for the population of the country in such never seen demanding times. While taking care of ensuring safe shopping for our customers we continued with the ongoing support of some organizations within our social responsibility strategy. One of these is the National Food Bank of Hungary.

Penny Hungary has an ongoing cooperation with the National Food Bank of Hungary for nearly 10 years. Each month we provide them with a significant quantity of food products. After the COVID-19 crisis hit Hungary, tens of thousands of people lost their regular income, more than 50.000 people have become unemployed and there has been a significant increase in the number of people in need of aid. So did the value of our help to the National Food Bank grow. In March and April, our donations have tripled. On top of that, knowing that there was a special need for hygiene products and cleaning supplies, we have decided to grant them with an additional EUR 12.000 worth donation package of detergents and specific food items, which we deliver to their warehouse in the second half of May.

Building on our previous cooperation, Penny Hungary has decided to support the Together for Children with Cancer Foundation. We have purchased a special equipment for purifying blood worth more than EUR 17.000, which was installed in the Semmelweis Medical University's Childcare Clinique in April. As the plasma-therapy continues to be very promising in treating COVID-19 patients, we trust that this machine will be a true lifesaver.

Besides these, several local institutes including pet shelters, charity organizations and social care facilities are receiving financial help and support in the form of products from Penny Hungary in the past many weeks. Times like these, during the declared State of Danger, require a different way of thinking and constant support for those who need it. We have launched our "Together even at home" campaign jointly with other companies to support the elderly people of Budapest with prepacked food packages. This came as a huge help for them after the government declared a State of Danger and ordered the population above 65 years to remain at home and only go shopping in dedicated shopping hours.

With our campaigns "Together for the Hungarian customers" and "The family should stay at home" in cooperation with the National Trade Association of Hungary, we have significantly contributed to the creation of the safe shopping mind-set and to the compliance of the population with the official regulations using



hashtags like #togetherforhungariancustomers and #togetherwithPenny. Details about these campaigns can be found here:

<https://www.penny.hu/aktualis/koronavirus>

As the local economy has been hit hard and Hungarian producers and suppliers are facing more and more severe difficulties on the local and international markets, we have decided to support local companies in cooperation with the National Chamber of Agriculture, and through our own campaign "Selecting from home".

In order to show our appreciation to our employees for their dedicated support during the COVID-19 crisis, we have created an emotional "Thank you" campaign, where we thank our customers, employees and partners for their exceptional support of Penny Hungary using the #togetherwithPenny slogan. Our TV spot can be viewed here:

<https://www.youtube.com/watch?v=z1--88cdTuE>