



## ESSELUNGA SUPPORTS THE PEOPLE OF UKRAINE

Esselunga promptly took action to support the Ukrainian population so deeply hit by the war through a fundraising in collaboration with the **Italian Red Cross** and its network involved in the Ukrainian humanitarian crisis.

Thanks to this initiative, Esselunga's customers could make their own contribution by using their **Fidaty loyalty cards**: for every 500 Fidaty points offered to the initiative, Esselunga has given 10 euros to the Italian Red Cross for the purchase of goods and the provision of services. Thanks to its clients' generosity, Esselunga has reached a total amount of **more than 2.6 million euros of donations**.

Clients could participate through Esselunga's APP and website or directly in store. As a sign of gratitude, they received a package of 100% Italian supply chain Esselunga branded pasta.

**Esselunga's employees** could make their contribution as well, by donating an amount between 2, 5, 10 or 20 euros directly from their paycheck.

The collaboration with the Red Cross is one of the many initiatives undertaken by Esselunga in support of the Ukrainian population: the company has also **shipped foodstuffs and basic necessities** such as pasta, oil, milk, rice, legumes, tuna, baby food, diapers, textiles and personal hygiene products through its own trucks or in collaboration with various local entities (such as Caritas, Federdistribuzione, Civil Protection, Municipalities, etc.)

Lastly, there are various **food collections** granted to non-profit organizations which, through Esselunga's stores and thanks to its customers generosity, were able to collect and distribute goods to the many Ukrainian families who arrived in Italy fleeing the conflict.