



30/05/2018, Warsaw

## **Sokołów Group finalises a take-over of the Gzella Group**

***Sokołów Group, one of the leaders of the Polish meat industry, has announced a finalisation of a merger with the Gzella Group — a well-known cold cuts producer located in Bory Tucholskie — which was announced in February 2018. In March 2018, Sokołów received a positive decision approving the merger issued by the Office of Competition and Consumer Protection.***

***Pursuant to the documents signed on 30 May 2018, Sokołów took over control of one of the most modern meat processing plants in Europe, with a production capacity of over 6,000 tonnes of meat per year, possessing a logistical base, and the country's biggest network of specialised shops. The facility located in Osie in Bory Tucholskie is the 8<sup>th</sup> production facility belonging to the Sokołów Group.***

Incorporation of the Gzella Group companies to the Sokołów Group will significantly increase the competitiveness of both entities. The strengthened production and business potential will allow us to efficiently realise the company's mission, which is to constantly provide best-quality products and set consumer market trends.

***“Sokołów Group's growth is driven by quality and innovativeness. Our goal is to provide optimal conditions for stable growth for all our facilities and companies, a steady strengthening our market position, improvement of our business profile and product quality, as well as being a partner for our clients and consumers. To meet this ambitious goal, we need an engaged and experienced team,” says **Bogusław Miszczuk, Sokołów S.A. President of the Management Board.** “With the acquisition of the Gzella Group, we are welcoming over a 1,000 of experienced employees to our team of over 7,000. They will benefit from the same conditions and job security, that we guarantee to the employees of all companies and facilities belonging to Sokołów Group”.***

After the merger, the Sokołów Group and the Gzella Group will become even more effective and credible partner to clients and business partners. 38 Sokołów business centres and 48 own shops will be joined by over 200 retail facilities currently operating under the Delikatesy Mięsne Gzella brand, where the most popular Sokołów products will be found next to Gzella products.

„SOKOŁÓW” S.A.



*“With the merger with the Sokołów Group, the company that I’ve founded will continue to grow its business. As a facility belonging to the market leader, the company will still have access to the latest technologies available on the market and a possibility to exchange know-how, innovative solutions and recipes. It will also have a guaranteed investment financing depending on mutual needs and development plans,” says **Mirośław Gzella, founder of the Osie-based company.** “The deal that we have just made with Sokołów is the best guarantee of the stability of employment for our employees, who have proudly created the Gzella brand strength for many years”.*

Sokołów is the best-recognisable meat brand in Poland, and a years-long precursor of brave changes and raising the standards — a fact confirmed by many awards, such as: Ulubiona Marka Polaków 2017 (Poland’s Favourite Brand), Złoty Paragon (Golden Receipt), as well as several medals and recognitions for its products and a prestigious title of the “2017 Reliable Employer”.

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### **About Sokołów S.A.**

The Sokołów Group employs more than 7000 employees. In 2017, the production sold from 7 production facilities and 3 affiliated companies totalled PLN 3,667.7m. This includes 331,000 tonnes of meat and meat products, out of which 73% (242,000 tonnes) was sold on the home market and 27% (89,000 tonnes) was exported. 6% (21,000 tonnes) was imported.

Sokołów S.A. manufactures its products using the best-quality raw materials and is actively supporting development of the Polish farming industry through the “Razem w przyszłość (Together into the Future) programme. In 2017, 1.7m of pigs and 193,000 cattle were slaughtered in the Sokołów Group. All livestock was bought from Polish farmers.

The development and innovation allowed the group to increase its revenues by over 9% in 2017.

The Sokołów brand is one of the most valuable Polish brands, appreciated by consumers especially for its taste and high quality, which is confirmed by numerous awards and recognitions — Poland’s Favourite Brand, MTP Polagra Food gold medals and a prestigious title of a Reliable Employer.

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### **„SOKOŁÓW” S.A.**

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