



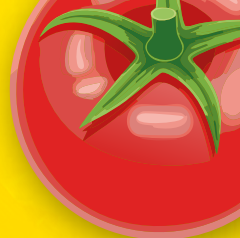
Yellow News

We are local and global!

March - July Edition 2025

We want to show how we care about sustainable development.

Our priority is to ensure that our actions
have a positive impact on the world.



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Banana Day



As part of our quarterly initiative, we decided to remind the residents of **Zgorzelec** just how important healthy eating is—while also brightening their day!

On Banana Day, we hit the streets of our city to hand out **fresh, juicy bananas** to passersby. The campaign was met with great enthusiasm—many people happily reached for this **healthy snack**, and we had the chance to chat about the benefits of eating fruit.

It was a wonderful opportunity to combine **education with action** and bring a bit of joy to the everyday lives of Zgorzelec's residents.

Sweet initiative



Growers at the ripening facility



We were delighted to accept the invitation from the **Embassy of the Republic of Ecuador** in Hungary to host a **wonderful group** of Ecuadorian producers in **Budapest** last week.

A heartfelt thank you to Ambassador **Cynthia Mayer** for organizing this inspiring gathering. We had the pleasure of holding joint workshops at our ripening facility in **Hungary**, which has been providing our clients with top-quality **Ecuadorian bananas** for the past four years.

It's always a **valuable experience** to exchange knowledge and deepen our understanding of fruit ripening processes. We were also truly pleased to meet with representatives from the banana industry: **Nicole Siguenza, Marianella Ubilla, and Sandra Monroy**.

We're already looking forward to the next opportunities for **collaboration and connection!**



IFS Focus Day



On May 7, we had the honor of participating in one of the key industry events of the season – IFS Focus Day in Warsaw. Our Director of Quality and Product Technology Management, **Alicja Abramek**, appeared as a speaker, sharing her **knowledge and experience** in the field of integrating quality management systems with the **strategic development of the company**.

In her presentation, she emphasized how important it is to view **quality** not only as an obligation, but as a real tool for building a competitive advantage in the market.

The event was full of **inspiring presentations, substantive discussions, and meetings with people who** – like us – are passionate about improving industry standards. It was a day full of **knowledge, inspiration, and motivation** for further action.



Charity Cup 2025



We're proud to share that **Citronex** had the honor of supporting this year's edition of Charity Cup 2025 – a **unique tournament** that brings together the thrill of sport and the spirit of giving.

This year's matches were filled with unforgettable moments, and the winning team was **ZPUE Włoszczowa** – who were also the organizers of this inspiring event. Congratulations to the champions, and thank you to all **participants for the incredible energy and commitment** to a great cause!

We're proud to have been part of this initiative and to **support efforts** that truly make a difference in the community.





Banana Training

On April 11, 2025, we had the pleasure of organizing a **specialized training** session, focused on **banana quality** at every stage of their journey – from the plantation, through transport and ripening, to the store shelf and ultimately the hands of the consumer.

The aim of the training was to **deepen knowledge** of the key factors affecting fruit quality, as well as to **exchange experiences and best practices** in our day-to-day cooperation.

We believe that **growth** and knowledge-sharing are the foundations of strong, lasting **business relationships**. Meetings like this not only help us **build trust** but also move us closer to our shared goal of delivering **the highest quality products** on the market.



New ripening room



We're excited to announce the upcoming **opening** of our new ripening facility in **Zelev, Belgium!** This is a major milestone for our company – it will be our first ripening center in this part of **Europe**.

Thanks to this investment, we will soon gain the opportunity to **reach new customers** and expand our operations in **Western European** markets, where demand for **top-quality bananas** continues to grow. The new location will significantly increase our operational flexibility and shorten delivery times to key commercial partners in the region.

The opening of the **Zelev** facility marks another step in the execution of our growth strategy, aimed at delivering fresh, ripe, and ready-to-sell fruit – always close to our customers.



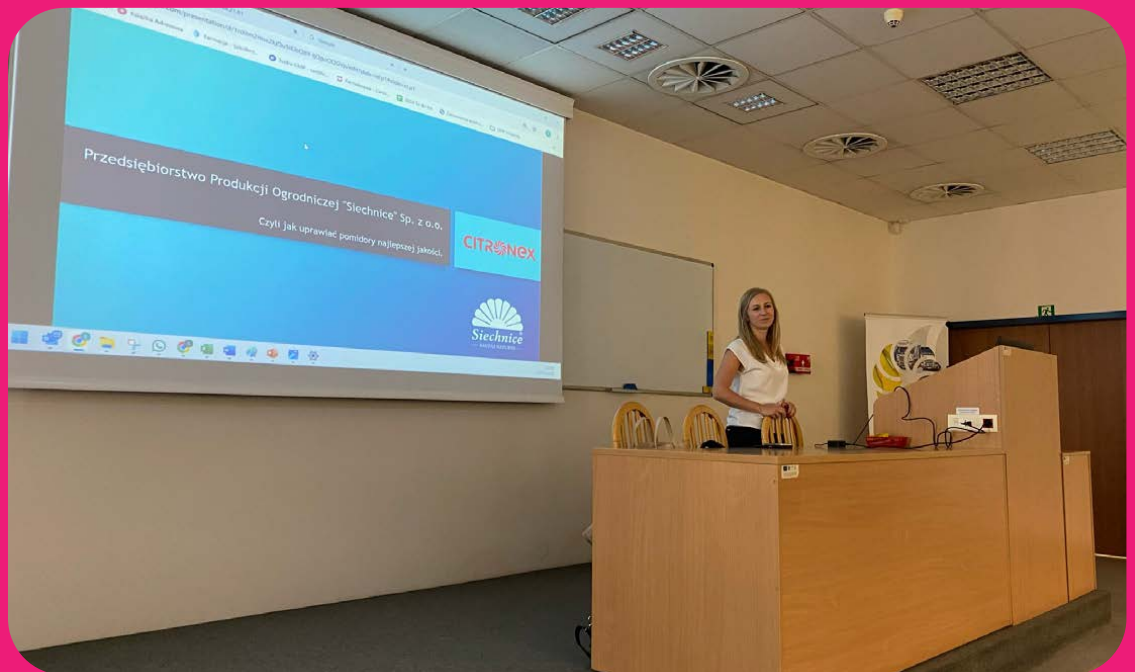
Lecture for students



On April 24, we had the pleasure of visiting the **Wrocław University of Environmental and Life Sciences** as part of our collaboration with the university and the Career Office. During the meeting with students from the **Agriculture and Horticulture programs**, we shared insights about **PPO Siechnice's** operations and career development opportunities within our company.

Our representatives – **Sandra Sobala and Magdalena Ogonowska** (a UPWr graduate and currently a Junior Crop Technologist at PPO) – introduced students to our company profile, daily work in **one of the most modern greenhouses in Europe**, and details about **the tomato cultivation process**.

The session was a great opportunity to discuss internships, thesis projects, and current job openings. We're happy to have **inspired future specialists** and established valuable new connections.



Senior tour



Today, we had the great pleasure of welcoming a group of seniors to our greenhouse as part of an **intergenerational community initiative**.

This special meeting was not only an **opportunity to learn** about modern plant cultivation methods but, above all, a chance to **exchange experiences and build bonds between generations**. During a walk through the greenhouse, we talked about **working with plants, sustainable farming, and the daily realities of vegetable production**.

We believe that places like ours have **the power to connect people**, inspire, and create space for dialogue—regardless of age or life experience. **Thank you** for your visit, your attention, and the many kind words!



Boleśławiec Run



Boleśławiec was buzzing with life, sporting passion, and positive energy! As a partner of Boleśławiec Run 2025, we had the great pleasure of treating participants to **delicious, ripe bananas – the perfect energy boost after their effort.**

Runners of all ages, from the youngest to the most experienced, covered kilometer after kilometer. Smiles, gratitude, and a positive atmosphere made the day truly special for us.

We thank the organizers for the fantastic cooperation and all participants for their incredible energy. We're excited to be part of this **celebration of movement and healthy living.**

See you at the next edition – **bananas in hand**, of course!



PKO Night Wroclaw Half-marathon



We were thrilled to support the 11th edition of the Night Wrocław Half Marathon – one of the region's most important running events! During this special night, we fueled the participants with deliciously sweet bananas. Bananas are the perfect snack for runners – they quickly replenish energy, providing natural sugars and potassium that support post-run recovery. It was a joy to see the smiles of athletes reaching for our fruit.

Thank you to the organizers, and congratulations to all the runners for their determination.
See you on the course!



Biegaj w Siechnicach



The 15th edition of the Kogeneracja "Run in Siechnice" event attracted nearly **700 participants** in the main races, along with hundreds of children and young people in accompanying runs. Runners competed on 5 and 10 km certified courses, and thanks to favorable weather conditions, **many personal bests and course records were achieved** – in both the women's and men's categories!

We proudly supported the event by providing **delicious bananas and fresh tomatoes to the runners** – because good energy matters!



Children's Day



At our company, we don't treat **Children's Day** as just a marketing opportunity — first and foremost, we wanted to bring **real joy to the little ones**. We organized an **outdoor adventure game** full of puzzles and excitement, which ended with a tour of our banana ripening facility in Zgorzelec. It was an unforgettable experience and brought **lots of smiles!**

Thank you to everyone who helped organize the event and celebrated this special day with us.





Next training

On May 28th, we kicked off a series of training sessions for our clients focused on raising awareness about fresh fruit and vegetable products.

During the first meeting, we discussed the product life cycle using bananas as an example – from cultivation all the way to the consumer's table.

The training was attended by representatives from quality and commercial departments, and included a visit to the greenhouse in Bogatynia, where we got a behind-the-scenes look at the processes.

And this is just the beginning – in the coming months, we'll continue our product education journey.



PZKosz Conference



On June 6, 2025, we had the pleasure of attending the Polish Basketball Association conference in Wrocław. This event was especially important to us, as it marked the official beginning of our collaboration with the Polish Basketball Association – we became a sponsor and partner of the Polish National Basketball Team.

It is a great honor and an exciting step for us toward supporting sports at the highest level. We are thrilled to be part of this team – both on and off the court!



We play together!
We play with Poland!



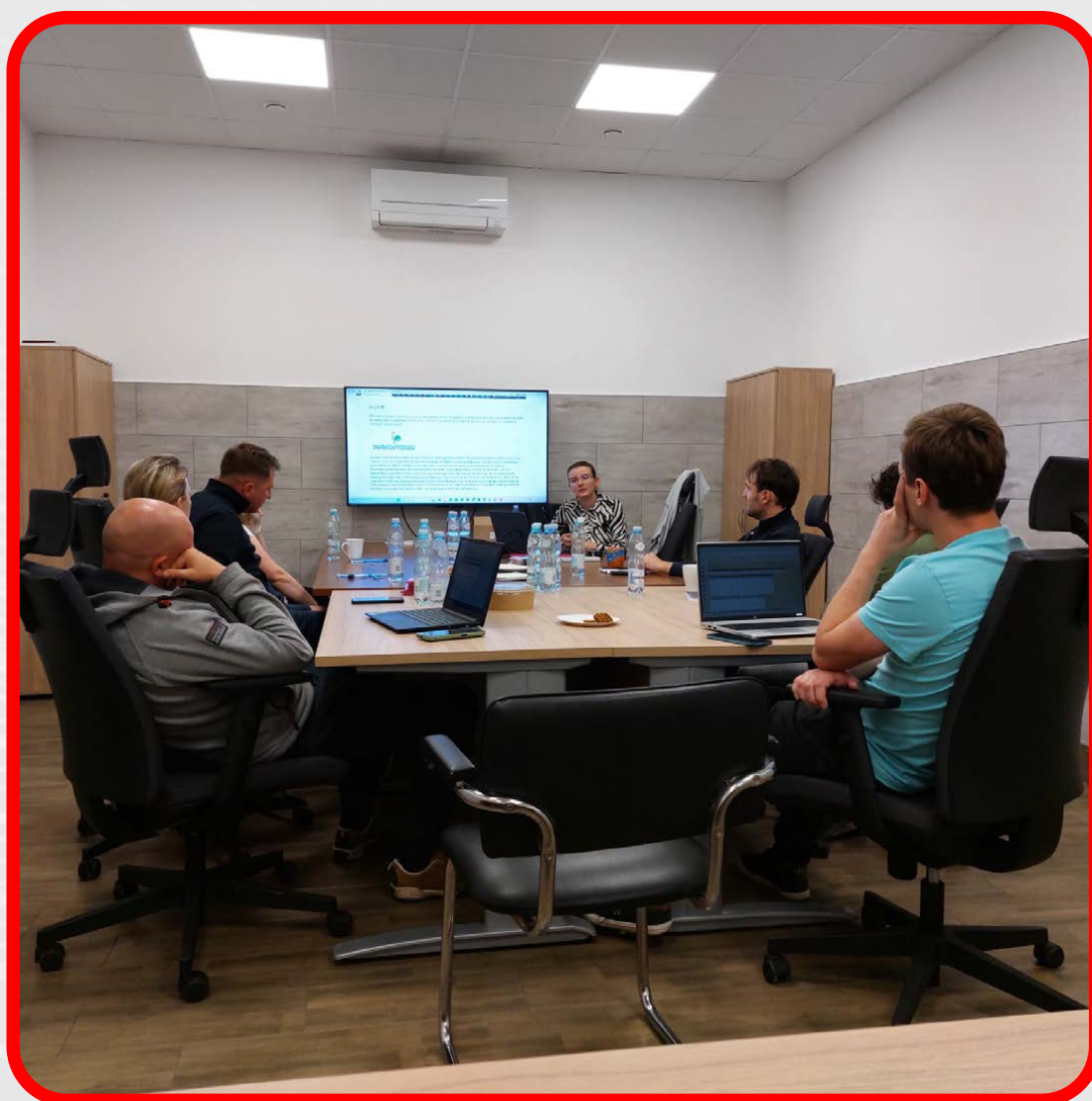
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Training our specialists



On 28-29.05.2025, a two-day training was held for employees of PPO Siechnice and Polish Tomatoes from Bogatynia and Ryczywół. Participants received personal certificates of training completion.

The training covered the following topics: protection of vegetable crops against diseases, protection of vegetable crops against pests, legal regulations regarding integrated plant production, methods of documenting activities in vegetable cultivation in accordance with the requirements of integrated plant production, inspection of integrated plant production, plant protection products and environmental protection, occupational health and safety when using plant protection products, planning and organization of integrated vegetable production, treatment techniques including practical classes using a field sprayer, and fertilization of integrated vegetable crops.



Thank You!

See you
in the next quarter!



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