



# Yellow News

We are local and global!

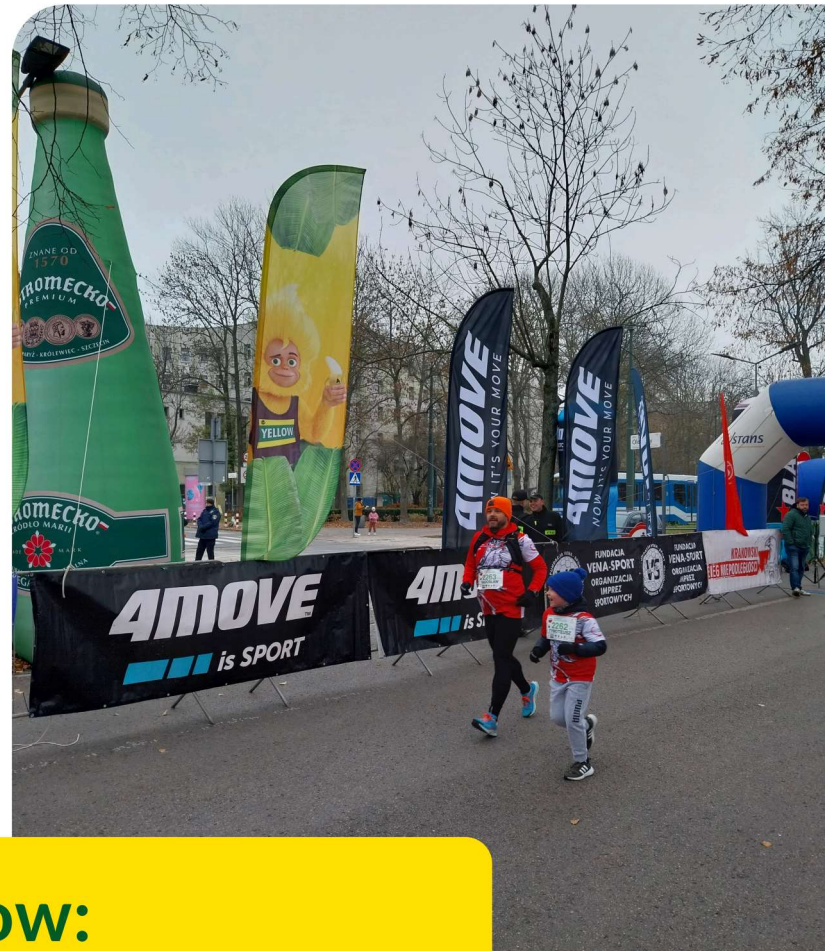
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Edition 2024

# Explore our newsletter!

We want to share with you how we care about sustainable development on a global and local scale. We are committed to making the world a better place through our pro-social activities.

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## Charity Run in Krakow: Event recap

On November 11th, we supported the **Charity Independence Run in Krakow**, organized for the **Schola Cordis Children's Cardiac Surgery Foundation**.

Yellow Bananas powered all participants, providing an essential boost of energy both on the racecourse and in daily life.

We ran together – for health, joy, and the youngest in need!



## 2024 Audits: Quality results

This year, we successfully completed audits for **IFS FOOD, BRC GS, GLOBALG.A.P, GRASP and CoC.**

The results confirm our high standards and the entire team's commitment to continuously improving production processes and ensuring the highest quality of products for our customers.





## Campaigns with Piotr Żyła: TV spot and Outdoor promotions

This year, we continued our partnership with Piotr Żyła, who, as **the ambassador of Yellow Bananas**, spreads positive energy!

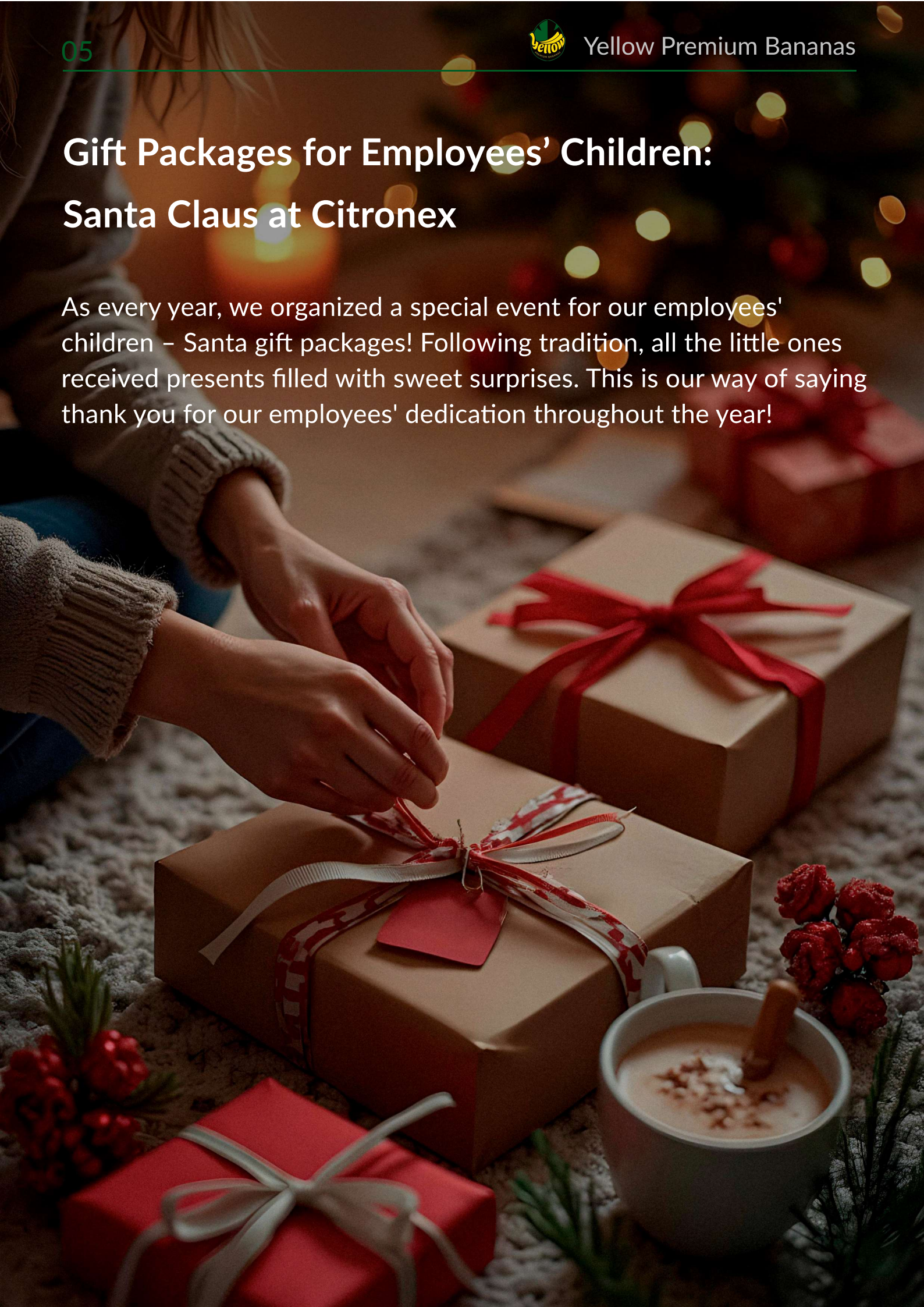
The campaign featuring him appeared on **TV, billboards** in Poland's largest cities, and in local towns. Together with Piotr, we show that health and energy go hand in hand, and Yellow Bananas bring them together naturally!





## Gift Packages for Employees' Children: Santa Claus at Citronex

As every year, we organized a special event for our employees' children – Santa gift packages! Following tradition, all the little ones received presents filled with sweet surprises. This is our way of saying thank you for our employees' dedication throughout the year!







## Helping seniors and diabetics: Spreading the holiday spirit

"The **"Package for Seniors"** initiative lets everyone become a Santa and fulfill the wishes of those in need. Our company joined this effort by making a dream come true for a **senior from a local care home**.

Additionally, we supported a **local group of diabetics** by donating **Yellow Bananas** for their Christmas Eve gathering organised by the association. By sharing what we have, we hope everyone can enjoy a joyful Christmas season.



## Trade Fairs in Madrid and Berlin: Successes and Preparations

In October 2024, we had the opportunity to explore the latest trends in the fruit and vegetable industry at the **Fruit Attraction trade fair in Madrid**. In February next year, Yellow will attend another key event – **Fruit Logistica in Berlin**.

This will be a great chance to showcase our products, build valuable connections, and exchange ideas with industry leaders.





## Yellow Banana Box: Nowy design

The new **Yellow Banana Box** design is a step forward, driven by our desire to grow and ensure that the quality and taste of our products go hand in hand with their visibility – all to stay as close to our consumers as possible.





## Electronics Waste Collection: Actions in Siechnice

At our Siechnice branch, we actively supported the **electronics waste collection** organised by the local Fire Brigade (OSP). Employees from the branch **donated used electrical and electronic equipment**, which was sent to proper **recycling** points.

This is a step towards taking care of the planet and responsibly managing waste.





## Year in Review:

# Charitable Support

Last year, we donated over **HALF A TRUCKLOAD** of **YELLOW BANANAS AND ONLY PINK TOMATOES** to support marketing and charitable initiatives. Our bananas were present at sports events in major cities across Poland and supported charitable efforts in the communities around our companies, both in Poland and abroad.

By participating in these initiatives, we had the chance to be part of important events and experience them together with you – **see you in 2025!**



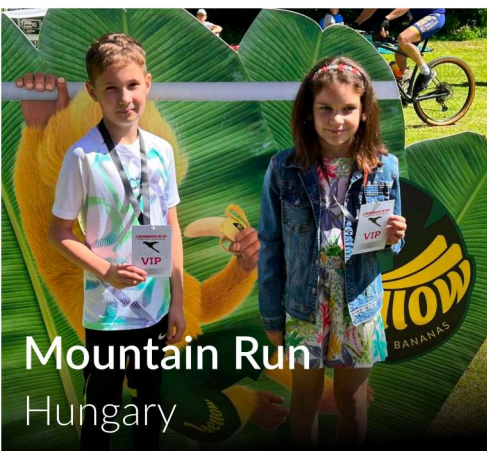
A visit to the greenhouse  
Bogatynia, Poland



International Banana Day  
Zgorzelec, Poland



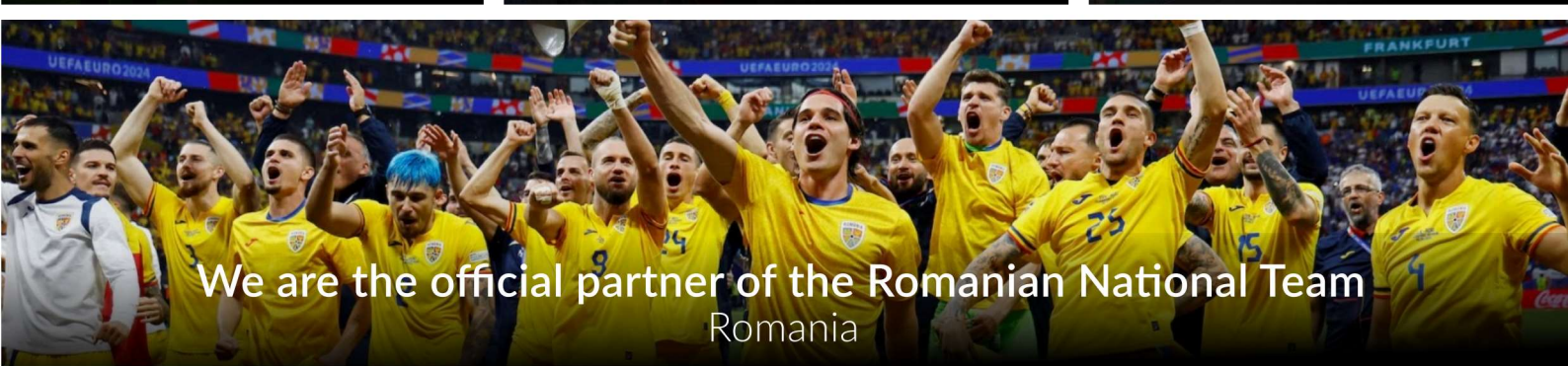
Texas student in the greenhouse  
Ryczywół, Poland



Mountain Run  
Hungary



Job Fair  
Siechnice, Poland



We are the official partner of the Romanian National Team  
Romania

# *Merry Christmas!*

*Wishing you a joyful Christmas and a New Year filled with peace, happiness and the realisation of all your dreams.*

*With best wishes,*

*Citronex Team*







# Yellow News

See you soon!

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