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Grupa Azoty and the Town of Puławy confirm their willingness to sign a sponsorship agreement

'Grupa Azoty Arena' – this is the name that will be given to a newly opened sports and entertainment hall in Puławy after signing the agreement.

Grupa Azoty will obtain the right to the title name and priority in advertising and promotional services. In order to boost the recognition of the sponsor, corporate visual identity systems will be placed both inside the hall and in the adjacent area.

"The cooperation between the town and Grupa Azoty has been planned for a long time. It could be described as a strategic partnership. I am glad that the partners' wish to cooperate was confirmed today, on the eve of the official opening of the new sports and entertainment hall. For me it is an important moment and a reason for personal satisfaction, because two years ago, when signing the letter of intent, we announced the cooperation and now it is materialising," says Artur Soboń, Secretary of State at the Ministry of State Assets.

"This impressive new facility will be called 'Grupa Azoty Arena'. A hall with the name of our Group is a symbol of care for the environment in which our plants operate. It also emphasises our role as a strategic sponsor of sport and patron of important sporting and cultural events," says Tomasz Hinc, President of the Grupa Azoty S.A. Management Board.

"Puławy is the place where Grupa Azoty Group's largest industrial plant, manufacturing nitrogen fertilizers, has been operating for over 60 years. Grupa Azoty Puławy is the town's ambassador, which with its strong business position raises the profile of Puławy in Poland and across Europe.

I believe that thanks to the cooperation between Grupa Azoty and the Town of Puławy we will make our contribution to providing the residents of Puławy with unforgettable emotions," comments Tomasz Hryniewicz, Vice President of the Grupa Azoty S.A. Management Board and President of the Grupa Azoty Puławy Management Board.

"Grupa Azoty S.A. is a stable, economically sound partner with a strong brand image and the capacity to influence the position of Puławy. Due to the chemical industry's long-standing influence on the town's development, it is a natural and socially expected patron of sports, entertainment and culture in Puławy. I am happy that in agreement with Grupa Azoty S.A. we will work out a successful cooperation format which will give the Group priority in marketing activities based on our modern investment, and thus will contribute to further development of the Group," says Paweł Maj, Mayor of the Town of Puławy.