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Winner announced in Grupa Azoty's 'We care for the Polish land' lottery

In the fourth edition of the 'We care for the Polish land' customer lottery run by Grupa Azoty, the grand prize, a John Deere 5058E tractor, went to Radosław from Orłowiny. The prize was presented to the winner by Tomasz Hinc, President of the Management Board of Grupa Azoty S.A., and Piotr Żyła, the ski jumping world champion supported by Grupa Azoty on his way to sporting success.

This year's 'We care for the Polish land' lottery ran from February 1st to April 30th 2021. Customers who purchased any fertilizer product offered by Grupa Azoty for at least PLN 1,000 (VAT-inclusive) and submitted their entry by sending a text message or registering on a dedicated website had a chance to win the grand prize or one of the 356 daily prizes of PLN 1,000.

The keys to the tractor were officially presented to the winner by Piotr Żyła and Tomasz Hinc on June 16th.

'I would like to congratulate the winner of the grand prize and all those who won the daily prizes. In this year's edition of the lottery we received over 30% entries more than last year, which demonstrates farmers live by the slogan 'made in Poland is good' not only when selling their own products, but also when buying fertilizer. Their purchasing decisions help Grupa Azoty to invest, develop new innovative projects and promote its brand by supporting Polish culture and sports. In other words, farmers who buy our products contribute to the sporting successes of athletes and teams supported by Grupa Azoty, including ski jumping world champion Piotr Żyła, winner of the Champions League ZAKSA, and Polish champion Grupa Azoty Chemik Police,' said Tomasz Hinc, President of the Management Board of Grupa Azoty S.A.

The key drivers of the lottery's success include its simple entry rules: 'buy fertilizer – register – wait to win' and a broad yet precisely targeted advertising campaign.

'The support from Grupa Azoty allows me to focus on achieving top performance. Grupa Azoty decided to put its trust in me nine years ago, long before my greatest accomplishments. I would like to emphasise that farmers who choose to buy fertilizer made by Grupa Azoty have their share in each of my victories. I would like to thank you for your support, and congratulations to the winner,' said Piotr Żyła, ski jumping world champion.

The grand prize was drawn on May 6th 2021. The lucky winner of the fourth edition of the lottery purchased fertilizer and registered an invoice for over PLN 4,000 worth of Polifoska 6 and Pulan.

'I have been purchasing Grupa Azoty fertilizers for years, first of all because of their proven quality, but also because I want to support Polish manufacturers. I am excited about this wonderful surprise that awaited me this time,' said the lottery winner.





