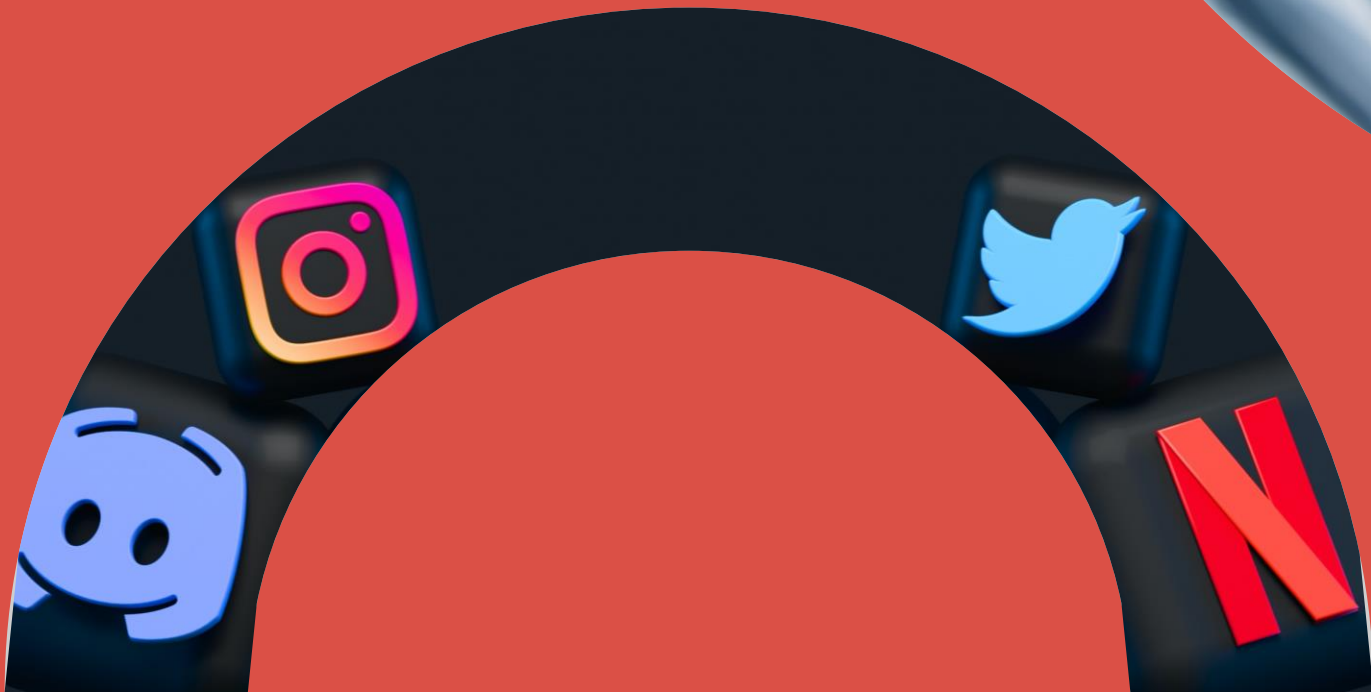




# Annual report



# PR report

1-12/2021



# PR 2021 – Communication goals

## Our communication goals in 2021 and what we achieved:

- ✓ Establishing TOMRA company on the **Slovak market**
- ✓ **Opening the topic of DRS**, promoting TOMRA´s experience and pointing out lessons-learned
- ✓ Securing the **position of thought-leader** and expert on DRS
- ✓ Building **strong position as a partner for DPO** (Deposit System Operator)
- ✓ Educate customers – retailers (**B2B**) and educate consumers (**B2C**)
- ✓ Prepare for the DRS launch and **create case study** for other markets where DRS will be implemented

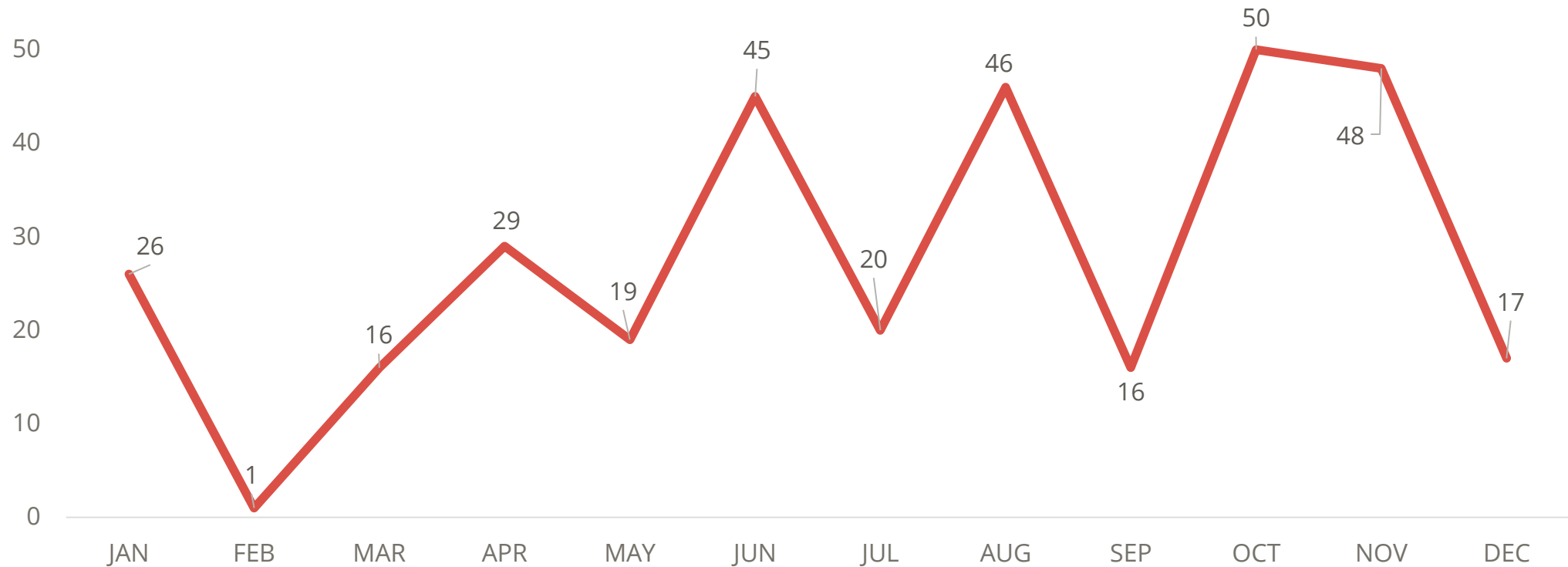
# What have we achieved in 2021 – overall summary

- We **positioned TOMRA as a leader at the market** with focus on being helpful partner for DPO, retailers and consumers
- We showed that TOMRA is a brand not focused only on B2B (retailers), but on B2C as well (consumers)
- TOMRA gained high visibility and we **increased brand awareness** throughout strong communication with media and on social media
- We **built relationship with various types of media** – trade, mainline and tech group, during whole year we've been constantly working on media lobbying and cooperation with media
- In 2021 we worked on **content to help educate consumers**, inform retailers, being helpful for DPO, provide high quality of service and support in various fields

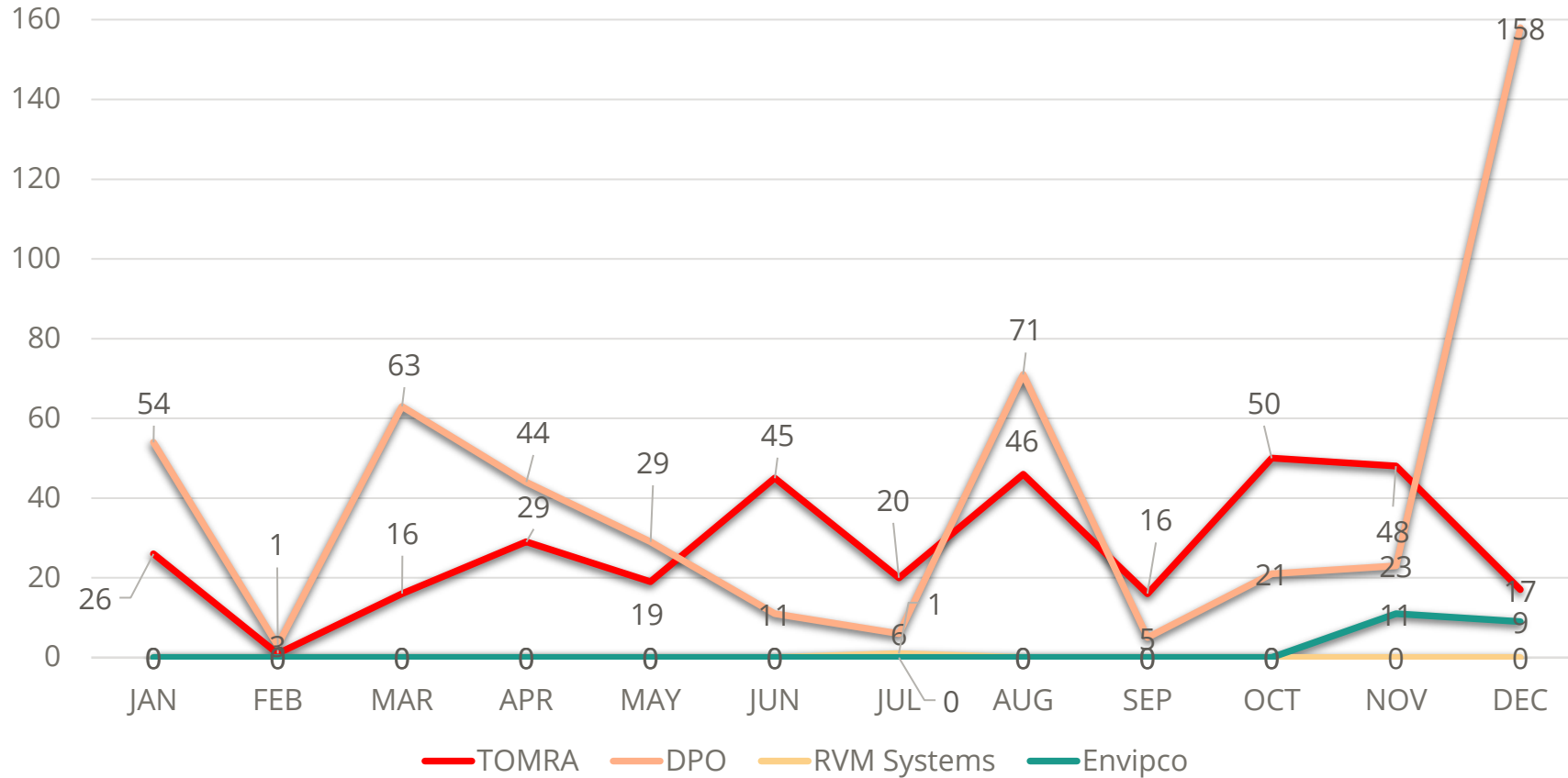
# TOMRA Media coverage 2021

## Overall summary:

- **Announcements of pilot zalogomats** placed in stores have reached **highest rate of coverage**.
- Announcements of DPO of Slovakia and key milestones to launch DRS have reached average rate of coverage.
- General information about DRS and recycling in overall without local radius have reached lowest rate of coverage.



# TOMRA vs DPO vs COMPETITORS 2021



**Communication of TOMRA reached a level of nonprofit organization of DPO and defeated other competitors.**

To compare – **in overall we achieved high media coverage(333 media outputs).**

Only two competitors have slight coverage and communication in media: **RVM – 1 media output in July, Envipco – 20 media outputs in November and December.**

# Wrote about us...

The screenshot shows the SME.SK website interface. At the top, there is a navigation bar with categories like DOMOV, REGIONY, EKONOMIKA, etc. The main article is titled "O zálohovaní sa rozpráva viac. Ako to bude vyzerat' v obchodoch?" (About single-use packaging is talked more. How will it look in shops?). The article is dated 27. máj 2021 o 16:07. Below the title, there is a sub-headline "Zálohovanie jednorazových obalov na Slovensku sa spúšťa už od januára budúceho roka." (Single-use packaging in Slovakia starts from January of the coming year). The author is identified as SITA tlačová agentúra. There is an image of a woman using a self-service machine. To the right, there is a list of "NAJČÍTANEJŠIE TLAČOVÉ SPRÁVY" (Most read news items) with 10 items, each with a title and a small number of views. Below the list is an advertisement for "super LIDL ceny" (super LIDL prices) featuring a LIDL logo and a product image.

## SME.SK

One of the biggest daily opinion-forming medium

The screenshot shows the HNONLINE.SK website interface. The main headline is "VRAJ NIJE JE CESTA K ZELENEJ BUDUCNOSTI. ALEJE!" (It is not the way to a greener future. It is the way!). Below the headline is a sub-headline "Ako bude Slovensko od januára zálohovať obaly? Obchodníci potrebujú spoľahlivý systém" (How will Slovakia single-use packaging from January? Merchants need a reliable system). The article is dated 19. 12. 2021 | mesiac má hna. There is a social media share button for Facebook and Twitter. Below the article is an image of a polluted beach with a lot of plastic waste. The website has a navigation bar with categories like STRATEGIE, SVETEVITY, CESTOVNE PORADKY, etc.

## HNONLINE.SK

Biggest daily economic related medium

# Wrote about us...

## ZÁKAZNÍCI UŽ TESTUJÚ ZÁLOHOMATY

Zálohomaticy sa na Slovensku začali používať už niekoľko mesiacov pred oficiálnym spustením zálohového systému. Aj keď podľa prijatého zákona vzniká povinnosť zálohovať prázdné jednorazové obaly až od 1. januára 2022, prví zákazníci si už počas leta vyskúšali, ako bude zálohovanie fungovať v praxi.



„Zálohomaticy prijímajú, udržiavajú, klasifikujú, zhodnocujú, uchovávajú a navyše nahlasujú a vyrovávajú vrátenie zálohy. Obchodníci zároveň poskytujú pravidelné a užitočné analýzy v reálnom čase. Vďaka zhromažďovaniu obalov na jednom mieste sa šetri predajný priestor obchodu a úlohy sú automatizované, čím sa zasa šetri pracovná sila. Vrátenie zálohy zákazníkom bude vďaka automatu bezchybné,“ vysvetľuje ďalšie výhody zálohomaticy **Roman Pašti**, konateľ spoločnosti TOMRA Collection Slovakia, ktorá už dodala zálohomaticy do prevádzok významných slovenských aj zahraničných maloobchodných sietí.



Jedným z cieľov pilotných projektov je naučiť spotrebiteľov, že záloha im bude vyplatená len za nestlačený a nepoškodený obal. Kľúčové bude najmä zachovať čitateľný čiarový kód.

### ZÁKAZNÍCI ZAREAGOVALI POZITÍVNE

Zálohomaticy si už vďaka spoločnosti TOMRA vyskúšali a skúšajú zákazníci viacerých domácich aj zahraničných obchodných sietí naprieč celým Slovenskom. V pilotných prevádzkach sa zatiaľ zákazníkom nevracia záloha – to bude aktuálne až po 1.1.2022 – ale symbolické sumy z každej jednej vrátenej hliníkovej plechovky alebo PET fľaše putujú na dobročinné účely, obvykle pre miestne komunity, vzdelávacie inštitúcie, športové vybavenie pre lokálne detské športové kluby alebo iné spoločenské prínosné projekty ako je napríklad výsadba zelene a revitalizácia zelených plôch. Predtým nastavení jednotlivých prevádzok sa od štartu pilotných projektov vyzbieralo za pár týždňov od 4000 do 15000 použitých obalov.

### ZODPOVEDNOSŤ ZA ŽIVOTNÉ PROSTREDIE

Spoločným cieľom všetkých zainteresovaných – teda spoločnosti TOMRA, Správcu zálohového systému, reťazcov aj zákazníkov – je chrániť prírodné zdroje a pomôcť pri naplnení záväzku v oblasti trvalej udržateľnosti a spoločenskej zodpovednosti. Dosiahnuť ciele pomáhajú najmodernejšie a najekologickejšie zariadenia – zálohomaticy, ktoré sú overené v praxi. Spoločnosť TOMRA má totiž viac ako 50-ročnú skúsenosť so systémami zálohovania nápojových obalov, jej zberné automaty

sa používajú vo viac ako 60 krajinách sveta a ročne zoberia viac ako 40 miliárd použitých nápojových obalov. Je chvalohodné, že si najmä domáce reťazce uvedomujú zodpovednosť za prostredie, v ktorom podnikajú a v ktorom žijú ich zákazníci a ich deti. Zálohomaticy sa tak postupne stávajú štandardným vybavením každej novootvorenej predajne, často aj tam, kde to zákon č. 302/2019 Z.z. neprikazuje. Na Slovensku bude povinnosť odobrania vratných obalov platná totiž iba pre predajne s plochou 300 m<sup>2</sup> a viac. Menšie prevádzky, čerpacie stanice, stánky a ďalšie retailové subjekty sa môžu do zberu zapojiť dobrovoľne.

„Sme veľmi radi, že zákazníci po celom Slovensku sa budú môcť spofahnuť na naše zálohomaticy. S potešením sme zareagovali na veľký záujem o inštaláciu zálohomaticy v pilotných projektoch v takom predstihu pred zákonom stanoveným termínom,“ vraví **Juraj Otta**, komerčný riaditeľ TOMRA Collection Slovakia a dodáva: „Sme radi, že si naši partneri uvedomujú dôležitosť a zmysluplnosť zálohového systému a snažia sa aj takýmto pilotnými projektami zodpovedne pripraviť na plnohodnotné uvedenie systému.“

### CIELOM JE ZÁLOHOVAŤ MINIMÁLNE 90 % POUŽITÝCH NÁPOJOVÝCH OBALOV

Cieľom Slovenska, ale aj celej Európskej únie, je zálohovať minimálne 90 % všetkých použitých nápojových obalov. Bude tak zozbierané a recyklované čo najväčšie množstvo nápojových obalov, ktoré zmiznú zo slovenských ulíc, lesov či riiek. K tomuto úlohu posilujú práve zálohomaticy TOMRA, ktoré už dnes zákazníci nájdu v pilotných prevádzkach v obchodoch naprieč celým Slovenskom. Po celej krajine sa ich do konca roka objaví tisíce.



PHOTO: TOMRA



SPRÁVY	UDALOSTI	PROFILY	MULTIMÉDIÁ	PUBLICISTIKA	BLOG	ČASOPIS	TAPNEWS	ŠPECIÁLY	TOP 30	O NÁS
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## Coop Jednota Krupina spustila pilotný projekt zberu PET fliaš a plechoviek

18. júna 2021 Správy



Sieť Coop Jednota umožňuje zákazníkom vrátiť PET fľaše a plechovky. Prvý automat na zber jednorazových obalov je umiestnený v najväčšom supermarkete v meste Krupina. Pilotný projekt zberného automatu spúšťa družstvo pred zavedením povinného zálohovania, ktoré vstúpi do platnosti v roku 2022.

### ODPORUČAME

LADISLAV AMBROVIČ  
výkonný riaditeľ  
MINIT SLOVAKIA

MINIT je dnes symbolom inovácií v pekárenstve, zavádza nové trendy na trhu, drží si pozíciu jednotky a úspešne expanduje do okolitých štátov. Tento rok je výnimočný, spoločnosť píše svoju históriu už tridsať rok.

30 ROKOV PRE VÁS NA SLOVENSKU

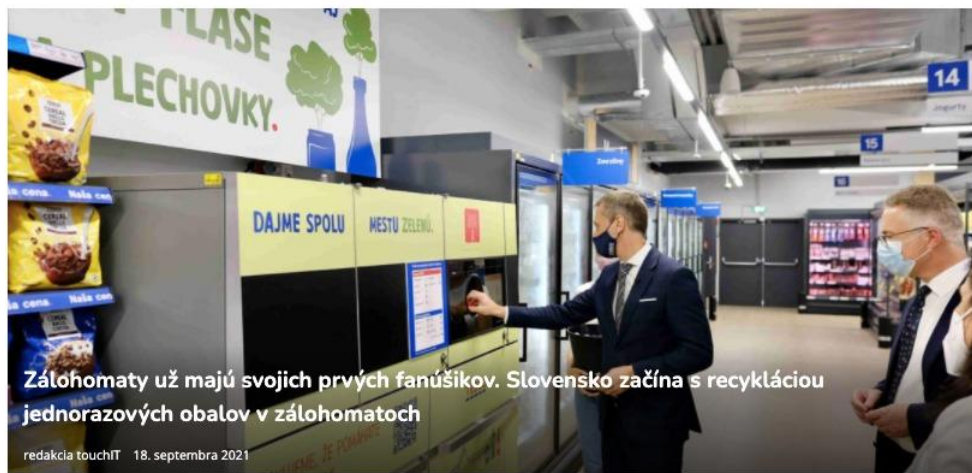
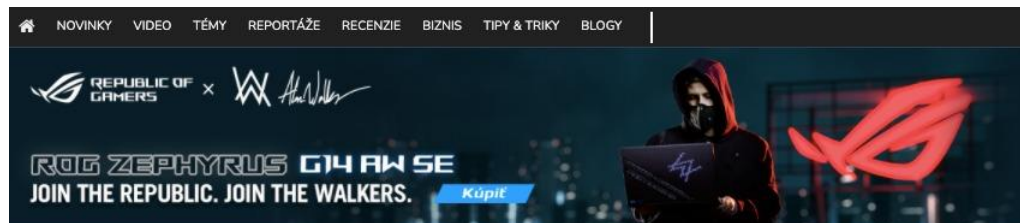
Nezmeškajte logistickú udalosť roka!

## IN STORE Slovakia, Tovar a predaj

We successfully cooperate with TRADE MEDIA on regular base with strong media coverage and great relationships



# Wrote about us...



## Touchit.sk, Fontech.sk

We cooperate with TECH MEDIA on regular base and position TOMRA as a leader on tech field providing state art technology RVM´s at SK market

# Wrote about us...

The screenshot shows the website 'AKČNÉ ŽENY'. The navigation bar includes links for 'TO SME MY', 'PODPORTE NÁS', 'SVET ŽENY', 'AKČNÉ MAMY', 'PRE ZDRAVIE ŽENY', 'MEDIAKIT', and 'KONTAKT'. The main menu features 'MAGAZÍN', 'RECEPTY', 'PODCASTY', 'BIZNIS', 'MARKETING', 'TESTUJEME', 'SÚŤAŽE', 'WEBINÁRE', 'ESHOP', and 'Prihlásiť sa'. The article text reads: 'Sieť domácich potravín FRESH Plus spúšťa zálohovanie so svojim prvým recyklomatom ešte predtým, ako je to povinné' dated 20 augusta, 2021. Below the text is a photo of a woman at a recycling machine. To the right is a promotional banner for 'Kresky' featuring a girl with tattoos and the text 'Tetovačky od výmyslu sveta. Akčné ženy Prepájame ženy medzi sebou! PRIDAJ SA K NÁM'.

The screenshot shows a news article from Eduard Starkbauer dated 16. november 2021, 9:30. The headline is 'Od nového roka zálohujeme plastové fľaše. Boli sme sa pozrieť, ako fungujú stroje na ich výkup a čo sa s obalmi deje ďalej'. The sub-headline states: 'Ako prvá krajina v strednej Európe zavádzame spätný výkup zálohovaných PET fliaš i plechoviek.' Below the text are social media sharing icons and a 'Uložiť' button. At the bottom is a large image of a pile of discarded plastic bottles.

## Akcnezeny.sk, Refresher.sk

We cooperate with LIFESTYLE MEDIA and provide them with interesting information based on lifestyle related information and information about recycling for young people who cares about environment

# KPIs FOR 2021

## Trade media group:

KPIs for 2021: 25 outputs

Achieved 2021:

**46 outputs till 31.12.2021 (184 %)**

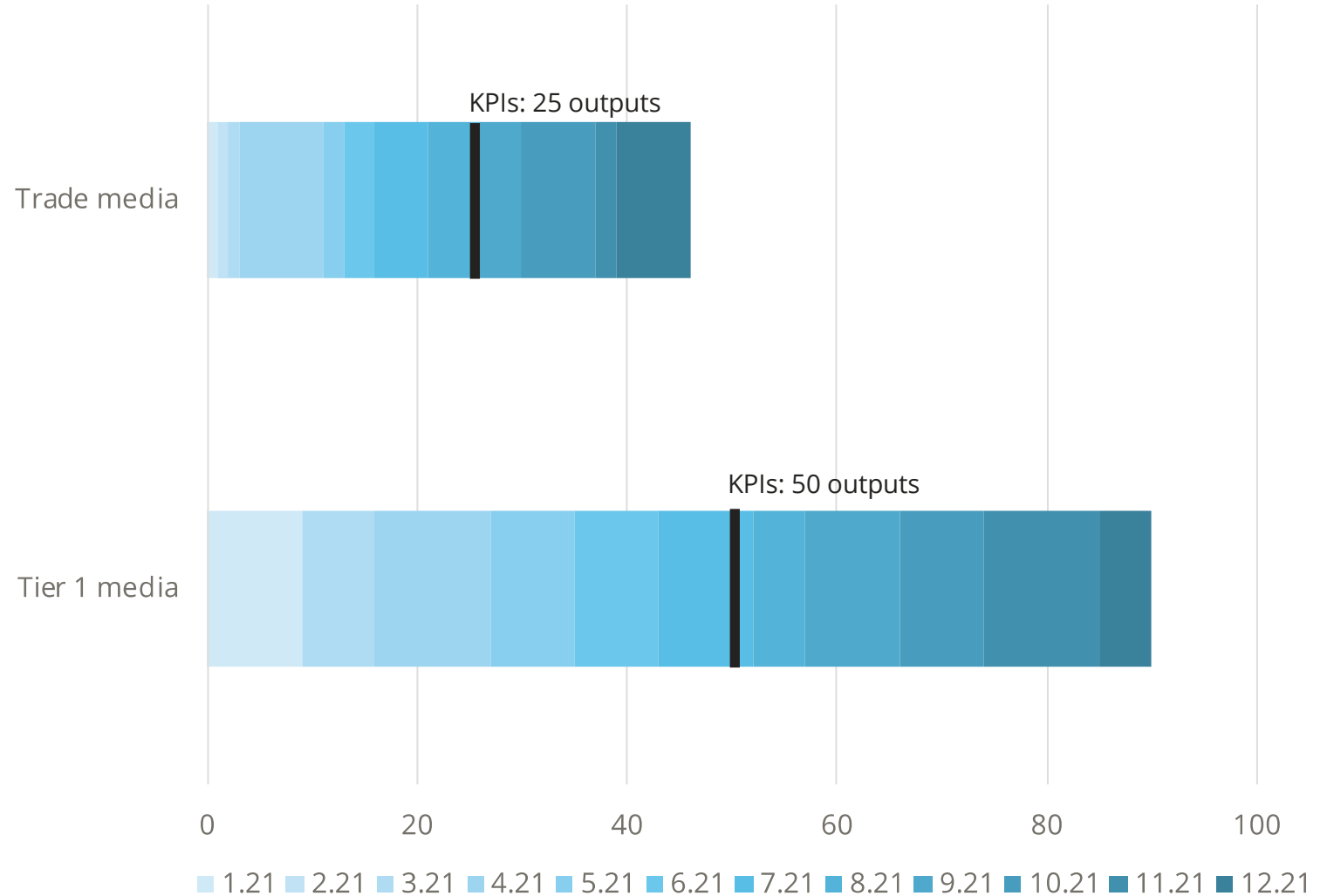
## Tier 1 media group:

(big news outlets, business media, media specialized on waste management and eco topics)

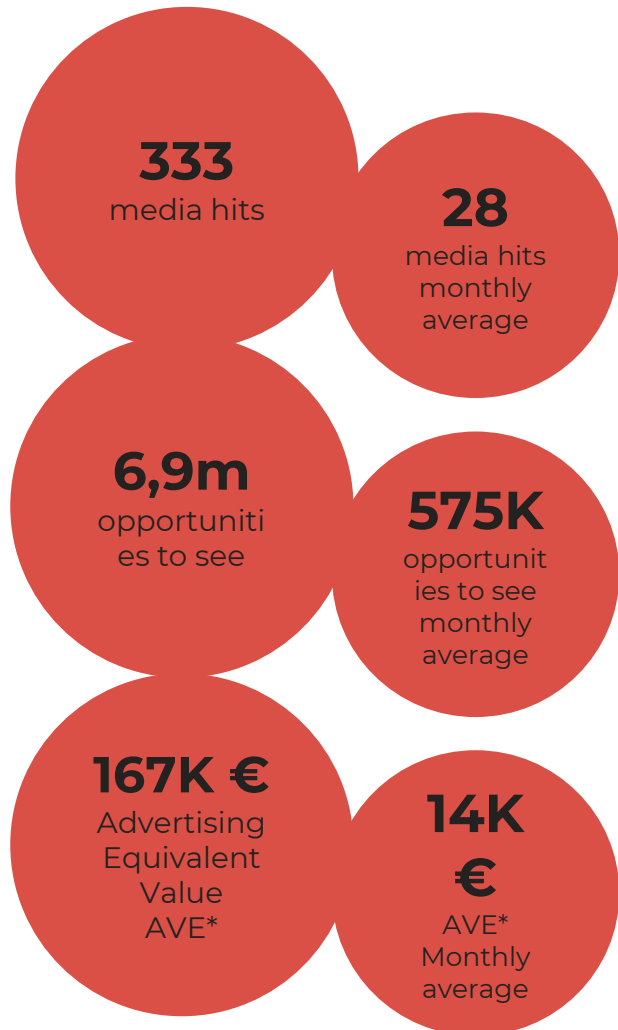
KPIs for 2021: 50 outputs

Achieved 2021:

**90 outputs till 31.12.2021 (180 %)**



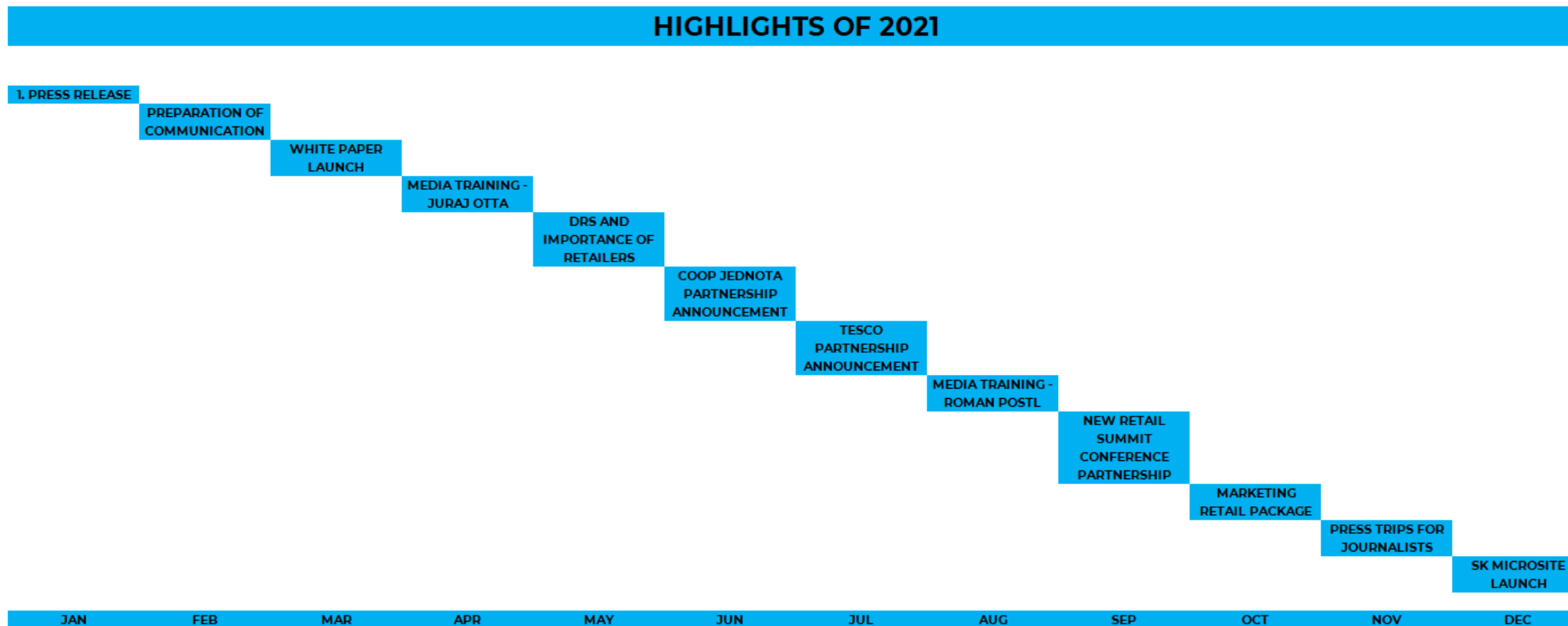
# TOMRA MEDIA COVERAGE IN 2021



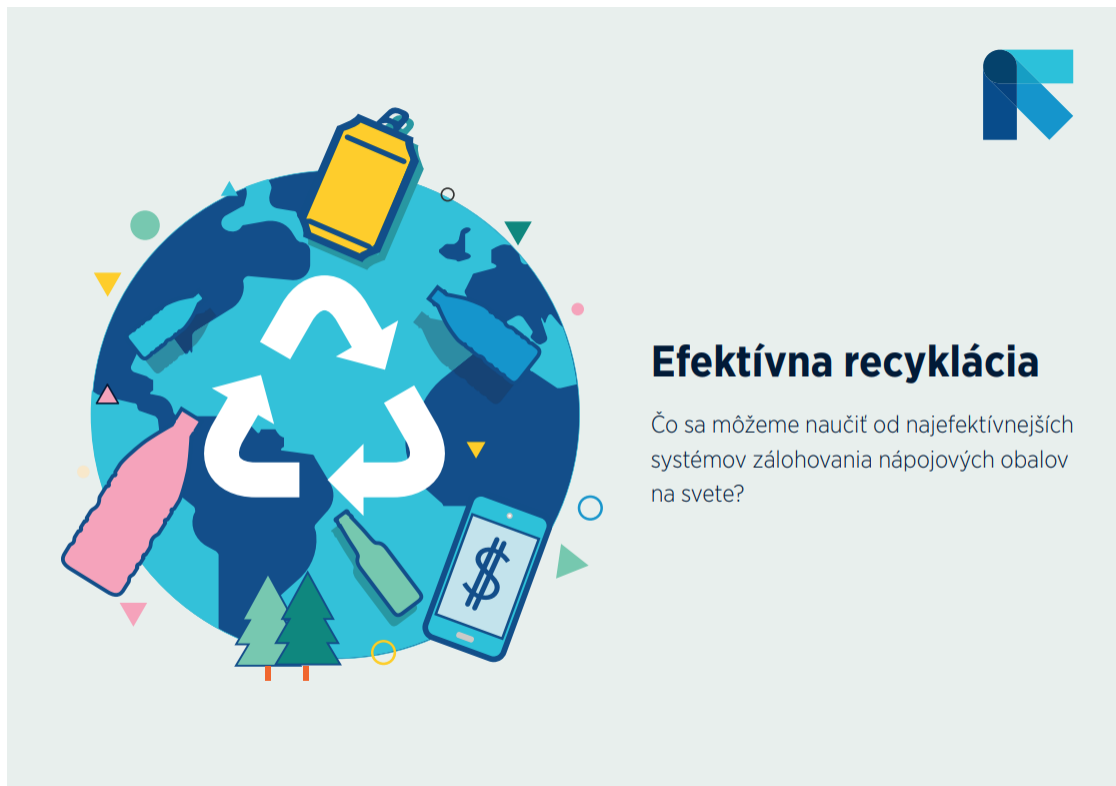
## Key topics we spoke about:

- Reaction to announcing the administrator
- White paper launch
- DRS is not a spend, it is an opportunity for retailers
- What will DRS look like
- Automatization will work for you in every aspect!
- Cooperation with retailers
- DRS system in practice
- Circular economy
- Retailer´s launches
- Case study – first results
- Slovak DRS: 2 months to go
- Interviews with Roman Postl
- New retail summit
- DRS – Experiences from abroad
- Press visits related article – About TOMRA and SK DRS
- Slovak DRS: 1 month to go
- DRS and impact on plastic pollution
- Press visits related article – About TOMRA and SK DRS
- Slovak DRS: It´s coming!

# CALENDAR SUMMARY OF PR ACTIVITIES IN 2021



# SUMMARY OF PR ACTIVITIES IN 2021



## External projects:

We localized **country brochures** in SK and EN language, as well as **product brochures** to be prepared and provide various, correct and up to date information about TOMRA and company´s portfolio.

We also prepared **DRS white paper and launch the press release** dedicated to key features of well functioning DRS system in Slovakia.

# SUMMARY OF PR ACTIVITIES IN 2021

## External projects:

During summer we also created our own video case study – **first experience of customers using TOMRA's RVM in Tesco Nitra**. We gathered valuable feedback from customers and transformed it in 4 separate videos with all respondents answers separately and also one video with their ideas and thoughts about using of TOMRA RVM in SK and EN version to **be able to demonstrate how was Slovakia preparing for DRS**.



**PLAY VIDEO >>>>>>>>>>**

# SUMMARY OF PR ACTIVITIES IN 2021

## External projects:

We **started cooperation** with **international** and **local retail chains** – **FRESH Plus**, **COOP Jednota** and **Tesco**. Together we worked on launching pilot press releases of our cooperation as well as press releases dedicated to case studies – with sharing first results with using zalohomats.



FRESH Plus



COOP Jednota



Tesco



# SUMMARY OF PR ACTIVITIES IN 2021

## Internal projects:

We **created tailored and detailed instruction videos & manuals for retailers and their employees.** This helps to improve knowledge of usage of TOMRA RVMs and it also **builds stronger relationship with customers – retailers.** Videos and manuals are **simple to understand and easy to distribute all around Slovakia** (possibility to use in other countries with localizing of subtitles).



H30



MultiPac & EasyPac

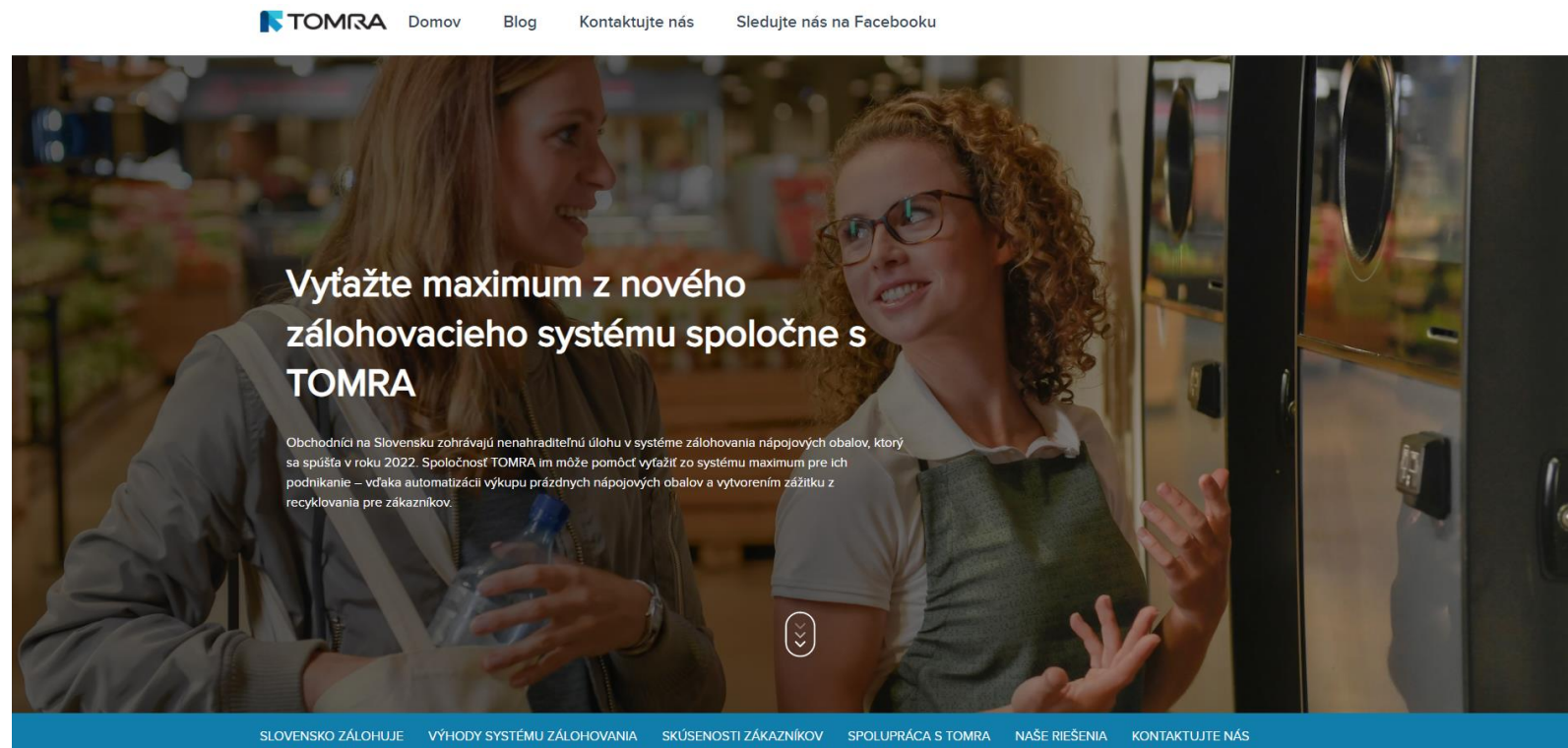


T7 Dual and Trisort/T90

# SUMMARY OF PR ACTIVITIES IN 2021

## External projects:

In December 2021 after systematic and regular work during couple of weeks we **launched new SK microsite** <https://collection-sk.tomra.com/>. We have main section, with **Blog** where we added articles on various topics, our press releases, new cooperation and other interesting facts. We will attract more people on page via social media redirection and with start of SEO work.



# SUMMARY OF PR ACTIVITIES IN 2021

## External projects:

In September we become silver partner at **biggest retail conference in Slovakia – New retail summit 2021.**

With more than **300 participants**, **20 speakers** and presentations and **3 panel discussion** it was great experience and **opportunity to speak about upcoming DRS.**

**Roman Postl** catch the attention of participants with his **presentation**, followed by well prepared **Juraj Otta** as a panellist **in panel discussion.** We also brought **TOMRA machine to provide real experience** for participants of the conference.



# SUMMARY OF PR ACTIVITIES IN 2021

## External projects:

In November we **organized exclusive press trips to premises at TOMRA SENEĆ in 3 separate days for 3 media groups** (trade, mainline, tech) to feel more special and also safe due to Covid-19 situation.

**9 journalists attended** and till this day 5 media **published their detailed stories** (other media will work with information they gained throughout the time of implementing SK DRS), so we can await more stories.

This also **helped us to build stronger and better relationships** with them and **showcase TOMRA as a leader** not only in collection field.



# Social media report

4-12/2021



## Interesting facts

**We were the first ones in Slovakia who started to communicating actively about deposit system on social networks**

# Interesting facts

Overall, we have achieved:



75

Published posts

19 980

All together post clicks

3 092

Likes of posts

670

All together comments

302

Shares of posts

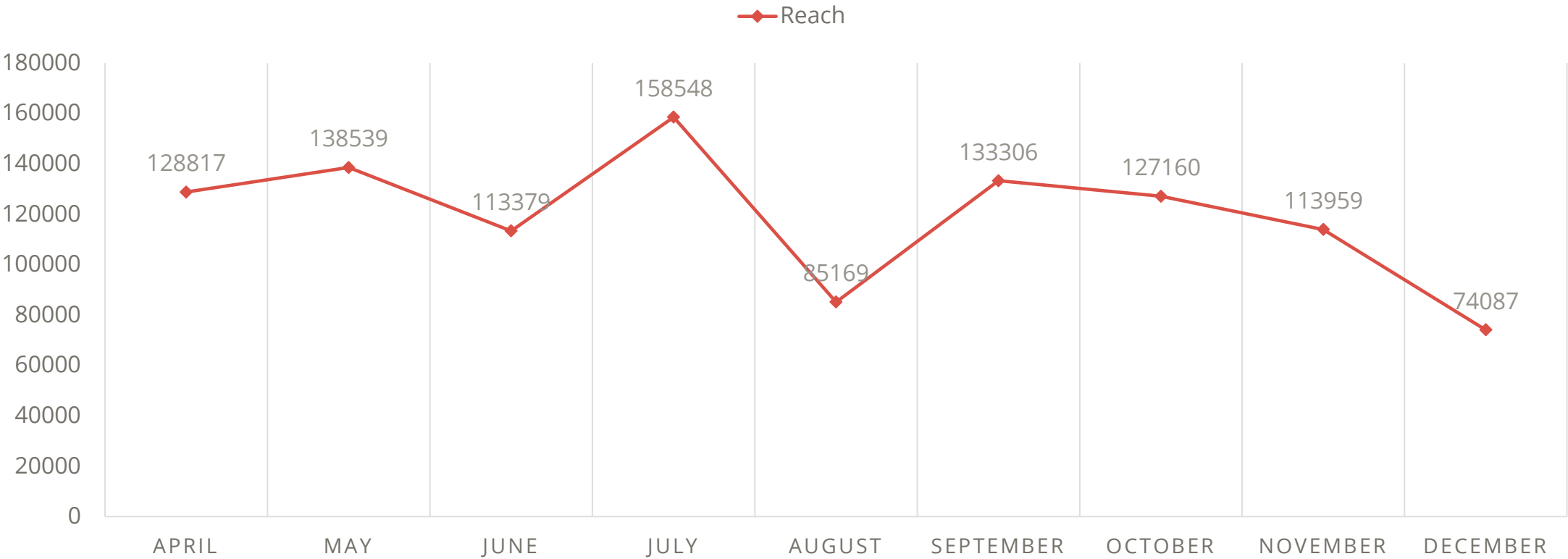
# SOME: What have we achieved in 2021

- **Our goal was to reach as many people as possible and build awareness of SK deposit system and zalohomats itself.**
- In the period from April to December 2021, **we hit a total of 456,712 unique users** on Facebook, **who made 24,366 interactions.**
- The KPIs that were set at the beginning of the cooperation are 10k - 25k reach per contribution. **Our average reach** of all posts (ad supported and unsupported) **is 29,269 unique users per post.** The average reach per supported post is 39,405 unique users.
- Until August, **we primarily communicated B2B**, and in August **we changed communication primarily to the B2C** segment.
- After August, the most reached users were people aged 25-34 and 18-24 who are interested in Recycling, Ecology, Plastic recycling or Plastic pollution.
- As part of the communication, **we connected with Slovensko Zalohuje.** We re-shared some of their stories, media discussions and influencer posts. We were also inspired by their communication style.



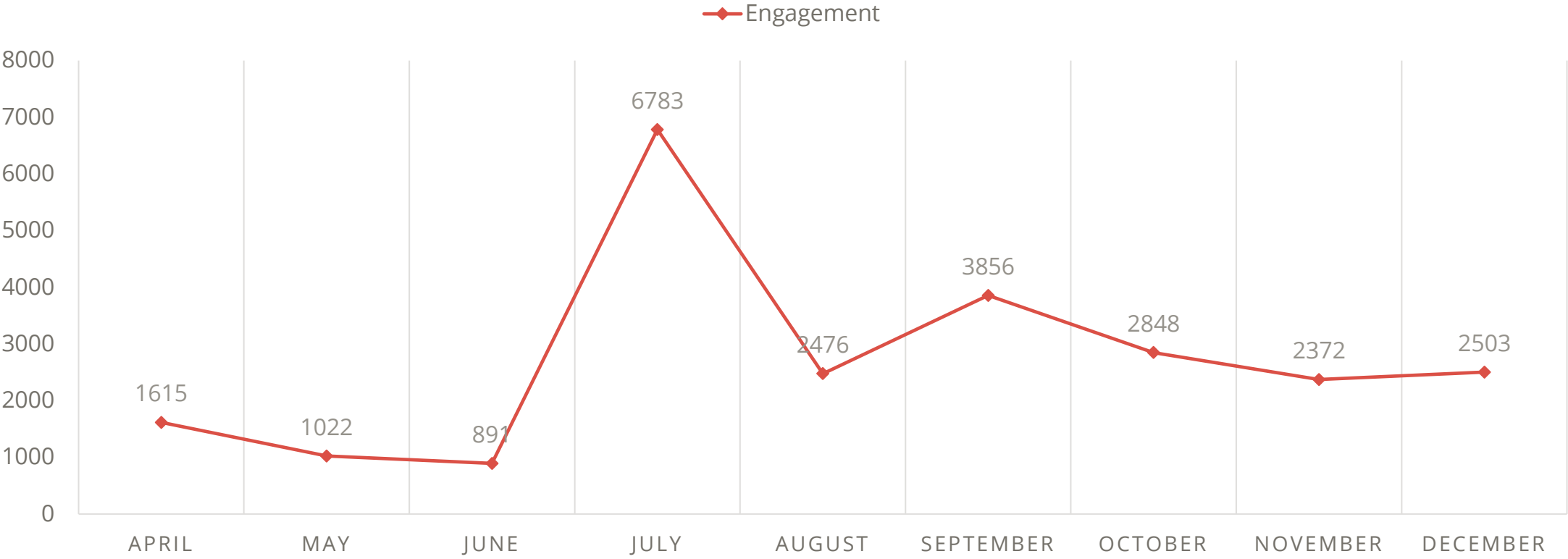
# Overall – People reached

## TOTAL REACH



# Overall – Engagement

## TOTAL ENGAGEMENT



# Posts analysis

Throughout the period, we published various types of posts (graphics, videos, photos, etc.). The best results we achieved with posts that included:

- Direct connection to some place/Example: Post about the launch of zalohomat in Nitra
- Multiple photos posts
- Graphics that are simple and understandable
- People - posts with people have a good overall reach
- Specific information, Data, Statistic/Example: The exact start date of the DRS in Slovakia

# Comments on Facebook

Our paid posts also had engagement in the form of comments. This has brought us several situations. Most commentators mentioned the following topics/questions:

- Why carry packaging to the store when I can throw it in the trash bin at home?
- We are not bringing anything new. DRS was already here during communism (referring to glass bottles DRS in their point of view)
- Glass is better. We need to go back to the glass containers
- Someone wants to get rich on us again. (referring to companies and DPO administrator)

# Comments on social media

Our recommendations for B2C communication on Facebook (content):

- Repeat – Always explain the whole deposit system and its operation in more specific details
- Communicate all the benefits of a deposit system
- Communicate differences such as: plastic production/other package production and recycling vs. glass
- Reshare information with known sources like: DPO administrator, MoE, experts on DRS/recycling topic