



CARE
RESPONSIBILITY

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Health
and wellness

RETAIL WITH PURPOSE
COMMUNITY RESPONSIBILITY
CARE ECOLOGY
ECOLOGY HEALTH RESPONSIBILITY
CARE COMMUNITY ECOLOGY
CARE RESPONSIBILITY

Health and wellness

We are committed to protecting the health and wellness of consumers. Not only do we provide customers with access to healthy and balanced foods, but we also support initiatives for the promotion of active and healthy lifestyles.

To that end, in 2020 we adopted a corporate Health and Wellness Policy that outlines our principles and responsibility regarding the health and wellness of consumers and sets out our standards and approaches to maintaining their health.

The year 2020 was a starting point for health and wellness initiatives, the first being Health Cubes – special areas in 52 stores where customers can find food items labeled as organic, sugar free or gluten free, as well as superfoods.

In 2020, the Company began publishing a magazine for customers, "My Magnit", dedicated to health and well-being. The magazine is a part of the communication system that unites the interests of customers, suppliers and retailer that strive to act responsibly and sustainably. "My Magnit" magazine is a guide for the whole family, which helps customers navigate the assortment, informs about new products and unique properties of products, helps in the formation of healthy habits, supports the desire for a proper lifestyle, encourages concern for the environment and inspires change for the better.

"My Magnit" is published monthly with a circulation of over 3.5 million copies, printed on PEFC-certified paper and we are working on getting My Magnit into digital.

Each issue of the magazine "My Magnit" contains author's and editorial materials about modern scientific based approaches to nutrition, interviews with experts, opinion leaders and scientists on the topics of healthy lifestyle, nutrition, responsible consumption, and environmental protection. In September 2020, Magnit became a member of Coalition for Healthier Lives, a Consumer Goods Forum collaboration designed to empower people to live healthier lives. Its mission is to inspire healthier behavior in stores, online and throughout communities around the world. The Coalition is led by manufacturers and retailers in partnership with public health authorities, local communities, academia and other stakeholders.

In 2021, we are planning to re-launch a Healthy Habits Club and to place greater focus on a healthy lifestyle.

Information about healthy lifestyles and diets to be available to all customers

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SUBSTANTIAL
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Health-related products and services to be available to all customers

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