

You Pedal, Kozel Donates

Together, we light up parks in your community

Kozel is launching a new social responsibility project aimed at making a visible change in cities across Romania: lighting pathways in urban parks in five Romanian cities: Bucharest, Constanța, Brașov, Timișoara and Suceava.

The project stems from the message of Kozel's current campaign, "Meeereu împreună" (Always Together), and turns it into a tangible gesture with community and urban value.

In partnership with the *Act for Tomorrow Association*, Kozel will help light up parks, transforming them into livelier and more welcoming spaces after dusk, places where people can stroll, relax and enjoy the city even after dark.

The mechanism is simple: every kilometer pedaled and recorded on the platform www.kozel.ro, in Kaufland stores or at Kozel events, becomes a donation toward urban lighting.

An initiative that connects communities, kilometer by kilometer

With a brand purpose rooted in community belonging, Kozel transforms a simple act, cycling, into a symbol of collaboration and the joy of doing things together. Inspired by the story in the TV spot, where the community of Velké Popovice pedals to generate electricity for the brewery, the campaign brings people closer in a collective experience that celebrates team spirit and the well-deserved reward of a good beer after a shared effort.

Pedaling becomes both symbolic and practical: every registered kilometer is a real contribution toward lighting public spaces. A community that pedals together becomes a community that lights up places and makes them more welcoming for everyone who passes through. This type of participatory social

responsibility builds real connections between the brand, the community and the shared public space.

The campaign runs from **May 15 to July 31, 2025**, and offers multiple ways to get involved. Participants can pedal live, virtually, or directly in Kaufland stores. Virtual participation is possible through an interactive game available at kozel.ro/mereu-impredalezi-si-iluminezi, challenging users to pedal for at least one minute. Additionally, filling out the participation form grants automatic entry into a prize draw for an electric bike.

The campaign's highlight will take place **on June 28 in Izvor Park, Bucharest, during a live pedaling event**. The project will then expand to Constanța, Timișoara, Brașov, and Suceava. Bikes will be set up in the park, and the campaign's two endorsers Ioana State and Bogdan Drăcea, stand-up comedians and content creators, will invite their communities to join the team spirit and take part in a friendly "Who pedals the most kilometers?" competition.

Parks are among the few urban places where diverse social groups share space without barriers. Lighting park pathways is an investment in preserving these areas as spaces for connection, diversity and coexistence. In increasingly fragmented cities, parks remain perhaps the only spaces accessible to all, bringing communities together.

An illuminated pathway adds ambiance, provides a sense of safety, and restores the continuity of public space, even after sunset. It's a small but visible investment that sends a simple message: public space deserves care and can be transformed with small, consistent steps built in collaboration with people.

Through this initiative, Kozel reaffirms its commitment to the community, demonstrating that even the simplest actions can lead to **significant and visible changes when done together. In this way, we strive to create meaningful connections for people and for the planet.**

About Kozel & Act for Tomorrow

With a strong history dating back to 1874, Kozel is a premium Czech beer brand known for its flavorful and easy-to-drink beers. In Romania, Kozel is available in Kozel Premium Lager and Kozel Dark varieties.

Act for Tomorrow is a Romanian non-governmental organization active in the field of sustainability and sustainable development. Through impactful, nationwide projects, Act for Tomorrow promotes active involvement from communities, authorities, and companies in creating cleaner and safer living environments.

About Ursus Breweries

Ursus Breweries is the largest beer producer in Romania. The brands in the Ursus Breweries portfolio are: URSUS, Timișoreana, Ciucaș, Peroni Nastro Azzurro, Peroni Stile Capri, Kozel, Azuga, Pilsner Urquell, Asahi Super Dry. Ursus Breweries currently owns 3 breweries in Brasov, Buzau and Timisoara and a minibrewery in Cluj-Napoca. Ursus Breweries is part of Asahi Europe & International. For more information about the company and its programs, please visit: www.ursus-breweries.ro and www.desprealcool.ro.