

PRESS RELEASE

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The parcel delivery provider GLS presented the winners of the Entrepreneurial Woman competition

The Czech Republic knows the 3 best women entrepreneurs of 2020 in the field of e-commerce. To the eWoman category within the Entrepreneurial Woman project, which has been organized by Ženy s.r.o. in cooperation with AMSP CR, 18 businesswomen applied. The general public then selected the three best business projects. They are Veronika Švecová, the owner of an online store with wool and yarns, Kateřina Podzemná, the owner of an e-shop with natural cosmetics, and Šárka Křivánková, the owner of the Falling Bra brand. The winners were rewarded with a voucher worth CZK 15,000 for the e-Balík Profi service from GLS, which decided to support women entrepreneurs as part of the 15th anniversary celebrations in the Czech Republic.

The Entrepreneurial Woman project, the aim of which is to financially support women in business, make their abilities visible and, if necessary, also provide them with the necessary counselling, took place for the sixth time this year. The number of women entrepreneurs in the Czech Republic is increasing year by year, and despite the prevailing coronavirus pandemic, their number increased by almost 12,000 in the first half of the year. This follows from a survey by the AMSP CR. In the sixth year of the project, in cooperation with the parcel carrier GLS, a completely new category of eWomen for businesswomen in e-commerce was created. As the main prize, the winners received a voucher for the transport of parcels worth CZK 15,000 from GLS. *"We are happy to make it easier for at least three women to start their business and support the development of their e-shop. The e-Balík Profi service will make it easier for beginning entrepreneurs to access the Czech and European transport network without the need to conclude a contract, and thanks to the option to pay for shipping, they can save significantly on sending packages,"* says Pavel Včela, Director of GLS Czech Republic.

Based on a public vote, Veronika Švecová became the e-Woman of 2020, who started a business in 2009 with knitted and crocheted accessories for children. She is now the owner of the ganella.cz e-shop, where she sells wool and yarn from natural materials. *"At first, I started to create crocheted and knitted accessories for my daughter, but it caught me so much that the things I created would not be carried by my daughter, so I started offering them on the Internet. Wool and yarn themselves were then added to this. Previously, we carried all the packages to the branch. With the increase in orders, this way of sending orders is already unrealistic, so I am very glad that the main prize in the competition was a voucher from GLS. Our wish is to increase the daily number of packages and thanks to the win it will definitely be possible,"* comments Veronika Švecová on the win in the e-Woman category.

The second winner of the newly created category in the Entrepreneurial Woman competition is Kateřina Podzemná, a beautician who produces natural cosmetics by herself and runs courses where she is taught how to make quality cosmetics at home. *"My motto is with love for each other, with love for nature, and when my family and I decided to live in semi-solitude by the forest in harmony with nature and farm, the only thing we lacked was natural quality cosmetics. So, I decided to start making it myself. I'm just getting*

started. Recently, my office was approved and now I am going to open an e-shop. I would like to send at least 800 packages during the next year," says Kateřina Podzemná.

The businesswoman Šárka Křivánková became the third successful woman in e-commerce with her own brand Fitting Bra. *"I got into business on maternity leave when I found out that I didn't have a single fitting bra in my closet. It occurred to me that other women had a similar problem, and that's how it came about. I now have more than 700 pieces of underwear from proven brands and cuts in stock, and my plans for next year include the establishment of an e-shop, through which both existing clients and new customers will be able to buy. I currently send about 5 packages a week, which are orders that I make in person or by inquiry via email. Winning from GLS is a great help for me to start my e-shop,"* says Šárka Křivánková.