

Głuchowo, February 8, 2022.

Press Release

GLS Poland the brand with the best image in Poland

In the prestigious ranking Top Brand 2021 the courier operator won in one of the three key categories. GLS Poland proved to be the best perceived brand in Poland. The ranking includes 500 strongest brands in the country.

Top Brand is the largest media survey in Poland. It takes into account the most important brands from 50 different industries. How a brand is perceived is shown by the so-called index of sentiment, which is the evaluation of the overtones of related publications. This is one of three key elements determining the strength of a brand in this study (the other two are the estimated reach of the information about the brand and the number of publications).

In its 14th edition GLS Poland turned out to be the best perceived brand in Poland. It examined the overtone of 500 brands in the media and social media, in the period from July 2020 to the end of June 2021.

- First place in such important category, in such important ranking, and in such a prestigious group is a huge success for us and confirmation that we are heading in the right direction. We are all the more pleased that it perfectly corresponds with the results of other surveys, such as Logistics Operator of the Year, which takes into account the actual customer experience. We are convinced that we have earned such a positive perception of our brand primarily through the quality of our services - says Małgorzata Markowska, promotion & communication manager at GLS Poland.

She adds that effective communication - both on the level of message in different media channels as well as in everyday, direct relations with customers - is a very important element of the company's development strategy.

- Our motto is: man is at the heart of everything we do. That is why we communicate openly and unforced communication with customers is an important complement of our activities and service development. We deliver something more than parcels - emphasizes Małgorzata Markowska.

The Top Brand research is carried out by the "Press" magazine and Press-Service Media Monitoring. The 14th edition takes into account over 100 million media releases: press, online and from social media. The methodology adopted allows for comprehensive comparison of communication strength of brands from various areas and industries.

For more information please visit gls-group.com or contact us:

Małgorzata Markowska, GLS Poland
E-mail: malgorzata.markowska@gls-poland.com
Phone: +48 695 354 791

Adriana Kondratowicz, PR Expert
E-mail: akondratowicz@prexpert.com.pl
Phone: + 48 502 332 358

**About GLS Group**

GLS Group is a leading provider of national and international parcel services. The company provides its customers in 41 countries with reliable, high-quality and personalized services, including express and freight services. Thanks to the company's extensive international network and good knowledge of local markets, GLS customers can expect the same comprehensive, flexible and personalized service throughout Europe and other parts of the world. GLS also operates through subsidiaries in Canada and on the West Coast of the United States. The GLS network includes 71 central and regional transshipment points and approximately 1,500 warehouses, served by approximately 31,000 end-to-end delivery vehicles and 4,000 long-haul trucks. GLS employs around 21,000 people. In 2020/21, the company achieved record revenues of €4.5 billion, delivering 840 million parcels despite global difficulties.