

## ACTIVITIES OF AMS

### Support for business and cultural institutions



Faced with the pandemic and in view of its serious impact on many areas of life, **AMS** has committed itself to numerous social campaigns. These included, among others, creating offers to support businesses and entrepreneurs, and building a community during the fight against the effects of the COVID-19 pandemic. One of them was the **#AMSnextdoor** (**#AMSpoSąsiedzku**) initiative, aimed at local entrepreneurs, to encourage them to take advantage of the company's dedicated offer and to help them promote their products and services during the pandemic. In these difficult times, also the cultural sector was targeted with a campaign from AMS called **#AMSsupportsculture** (**#AMSwspieraKulturę**), thanks to which cultural institutions, such as theatres, museums, cinemas, publishing houses or opera, could benefit from promotional terms of cooperation. A similar offer was made to public benefit organisations as part of the initiative **#AMSItisworthtohelp** (**#AMSwartoPomagać**).

### Building a community in the fight against the consequences of the COVID-19 pandemic

During the pandemic, AMS has also supported the inhabitants of the towns with campaigns, such as **“If you see this poster, it means you could not stay at home”** („Jeśli widzisz ten plakat, to znaczy, że nie mogłeś zostać w domu”) which reminded of the most important rules of conduct during the pandemic, or **#SendingLove** which was displayed on DOOH media all over the world and contained a positive message in these difficult times. An important project was also the social campaign prepared for medical workers - **“Thank you**

**healthcare service**” („Dziękujemy #sluzbazdrowia”).

