



Local Press Release Poland

epay and Żabka drive gaming expansion in Poland

Warsaw, June 24, 2025 – Żabka, the market leader in modern convenience stores in Poland, has partnered with epay, a Euronet division responsible for the distribution of prepaid products, to provide customers with broad and easy access to the rapidly growing world of gaming. Thanks to this collaboration, customers can now purchase games offered by epay in Żabka stores.

Żabka's mobile app, which currently has over 10 million users, serves as a gateway to a broad range of digital products. With a strong presence in over 11,500 locations across Poland, Żabka offers unmatched accessibility, making it easy for gamers and digital content fans to purchase these products at nearly every corner store.

"Żabka is one of the most renowned retail brands in Central and Eastern Europe. We are pleased to support Żabka's expansion into the world of gaming and digital content by tailoring an attractive offering to the network's goals and the needs of its customers," said Piotr Adamek, Managing Director of epay Poland. By combining Żabka's extensive reach with epay's expertise in digital content distribution, we are opening up a wide range of games and digital services to millions of Żabka customers.

A robust partnership

epay brings together content providers and consumers worldwide. As an end-to-end solution provider, epay delivers the technology and infrastructure to enable better payment solutions for partners and their customers worldwide. Through this collaboration, Żabka can leverage epay's robust infrastructure to offer diverse payment ecosystems to its mobile and in-store customers. With over 25 years of experience, a network of nearly 11,500 stores, and more than 10 million Żabka app users, the company is a leader in the convenience sector in Central and Eastern Europe. The gaming market presents an opportunity for further growth.

The partnership with epay gives Żabka broad access to Poland's fast-growing gaming market.

"Żabka's move into the gaming market is an exciting milestone, as games and digital content are becoming an integral part of our consumers' everyday lives," said Przemysław Tomaszewski, Sales and Service Development Director at Żabka Polska. "We are delighted that epay is supporting us with its expertise, technology and solutions."

About Żabka

Żabka Group is the ultimate convenience ecosystem with a mission to create value by simplifying people's everyday lives. The Group serves a growing number of consumers who are looking for convenience and promotes a responsible approach towards products, packaging, customers, franchisees, suppliers and the broader environment.

The ecosystem comprises Poland's leading convenience retailer with more than 11,000 physical stores (as at 31 December 2024) operated under a franchise model, supplemented by 24/7 autonomous unmanned Żabka Nano Stores. The Group also has an advanced, continually evolving digital customer offering. Its Maczfit operation delivers restaurant-quality prepared meals to consumers seeking convenient and healthy food, while Dietly is a leading online D2C meal solutions marketplace. The Group's eGrocery business is operated through two brands: Jush! and delio. In 2024 Żabka Group entered the highly attractive Romanian market by acquiring DRIM Daniel Distributie, a leading FMCG distribution company. It also launched a new modern convenience store chain in Romania under the Froo brand. Since October 2024 the Company's shares have been listed on the main market of the Warsaw Stock Exchange.



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About epay

epay, a business segment of Euronet, is a leading global provider of payment processing and prepaid products and solutions. The company has built an extensive network of retailer touchpoints in 64 countries that connects brands with consumers all over the world. The company offers a diverse portfolio of services, products and solutions supporting the issuing and distribution of Payment, Branded Payments and Mobile for more than 1,000 brand partners via Commerce, eCommerce, and mCommerce. An end-to-end solution provider, epay delivers the technology and infrastructure to enable better payments solutions for our partners and their customers worldwide.

Press contact:

epay: mrzemek@euronetworldwide.com

Żabka: biuro.prasowe@zabka.pl