

Łódź, 4 November 2024

POLSKA PRESS TO INTRODUCE MODERN SOLUTIONS FROM GRUPA KLEPSYDRA IN ITS OBITUARIES

ELECTRONIC NOTIFICATIONS OF FUNERALS COMING SOON TO READERS OF POLSKA PRESS LOCAL NEWSPAPERS

eKlepsydra, a company belonging to Grupa Klepsydra, the leader in the funeral market in Poland and the first company in this segment listed on the Warsaw Stock Exchange (GPW), has signed a cooperation agreement with Polska Press, one of the largest media and technology companies in Poland, with a very strong presence in local media. As a result of this collaboration, individuals purchasing obituaries in newspapers owned by Polska Press will be able to immediately order eKlepsydra notifications and send them to family and guests invited to the funeral.

This partnership further strengthens eKlepsydra, the first product in Poland offering electronic notifications of death and funeral ceremonies. Polska Press gains access to modern services provided by a reputable industry partner who understands the needs and expectations of families of the deceased.

Obituaries remain a very popular section in local newspapers and on the websites of Polska Press. Currently, they mainly provide information about deceased individuals or condolences offered to their families.

*„Polska Press enhances its modern formula even within very traditional sections such as obituaries. Through our collaboration with Grupa Klepsydra, we will offer readers a solution that assists families of the deceased in organizing funerals – eKlepsydra. Together with our industry partner, we are further developing electronic and internet services, which constitute a significant part of our business. We believe that Grupa Klepsydra has all the attributes necessary to meet the ambitious challenge of implementing the service and handling electronic funeral notification requests for readers of local newspapers owned by Polska Press” – said **Aneta Sarga-Burtan, President of the Łódź and Silesian Branches of Polska.***

eKlepsydra is the first service in Poland that offers a modern and simple way to inform loved ones—family members, friends, acquaintances, and colleagues—about a death and the upcoming funeral ceremony. Notifications can be sent via SMS, email, and social media. eKlepsydra also assists in reaching the ceremony through integration with Google Maps, allows for sending condolences, ordering flowers with delivery to the funeral, and even watching live streams of the event.

„We are excited to announce our partnership with Polska Press. Thanks to this collaboration, our innovative electronic funeral notification service—eKlepsydra—will be available to an even

*wider audience, including readers of local newspapers across the country. Our goal is to facilitate families in conveying difficult information quickly, easily, and effectively. We believe this partnership will enable us to jointly develop modern solutions that meet the needs of contemporary users while respecting the tradition of obituaries. We will strive not only to implement this service swiftly but also to continue developing it, offering local newspaper readers new options, such as ordering flowers or wreaths for funerals directly from the obituary ordering process” – said **Marek Cichewicz**, CEO of **Grupa Klepsydra** holding company.*

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Media contacts:

Iwona Mojsiuszko

8Sense Public Relations

Tel. +48 502 344 992

E-mail: iwona.mojsiuszko@8sensepr.pl

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ABOUT GRUPA KLEPSYDRA

Grupa Klepsydra S.A. (WSE: KLE) is the leader of Poland’s funeral market and the only company in this industry listed on the Warsaw Stock Exchange (WSE). The Group provides comprehensive funeral services, offering its clients support at every stage of the funeral. The strategic goal of the company is to consolidate the Polish funeral services market.

Grupa Klepsydra is a holding company which holds eight:

1. **Firma Pogrzebowa “Klepsydra”** from Łódź, which provides funeral, cemetery and cremation services;
2. **Bongo Funeral Services** from Warsaw, which specialises in cross-border transport of the deceased and their ashes;
3. **Centrum Pogrzebowe “Klepsydra”** from Łódź, which is running an investment project to build and manage a municipal cemetery in Kraków;
4. **eKlepsydra** - the first online service in Poland that allows you to easily inform others about the death of your loved ones and the date of the funeral ceremony.

The companies providing only funeral services:

5. **Przedsiębiorstwo Usług Komunalnych** in Kraków (**PUK**),
6. **Sotor** from Toruń,
7. **Styks** from Lublin,
8. **Przedsiębiorstwo Usług Komunalnych 'USKOM'** from Szczecin.

Grupa Klepsydra is a modern, family-owned company with traditions. It has more than 60 years of experience in the funeral industry in Poland, and its success is created by managers with several decades of experience in the business.

With its extensive range of services, broad in-house infrastructure and many years of experience, Grupa Klepsydra provides services for both individuals and business customers (cemetery management and cremations).

Follow us at:

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KLEPSYDRA



Grupa Klepsydra S.A.

—
ul. Solec 5
94-274 Łódź

—
T: +48 42 630 54 28

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grupaklepsydra.pl