



CARING FOR CHILDREN

Since 2006, X5 has supported the Life Line Charity Foundation that assists children with serious illnesses. More than 900 children have received professional medical treatment using the funds raised through this partnership to date.

X5 helps its customers support the Foundation by installing donation boxes in its stores, as well as directing a portion of its private-label revenue (through the Candies of Kindness project) to the Foundation and running similar initiatives with the Company's other suppliers (eg. the Give a Ray of Hope project).

[Link to case](#)