

# TENDAM

GLOBAL FASHION RETAIL

women'ssecret

SPRINGFIELD

CORTEFIEL

Pedro del Hierro

hoss  
INTROPIA

SLOWLOVE

High Spirits

FIFTY



**PRESS KIT**  
**2022**



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# Tendam

Tendam is one of the leading European omnichannel groups in the specialised fashion industry and is backed by its track record and over 140 years of experience. It manages brands in the premium mass market segment.

The company currently has eight of its own brands: Women'ssecret, Springfield, Cortefiel, Pedro del Hierro, Hoss Intropia, Slowlove, High Spirits, and Fifty. It also sells more than 70 third-party brands on its multi-brand platform, which provides a complete omnichannel experience.

Present in over 70 countries, it has more than 1,800 points of sale through its corporate-owned stores, e-commerce, and franchises.

Its brands have special advantages that ensure that they are complementary brands, with no overlap, offering flexibility in retail formats and adapted to different sized markets. Each is geared toward a specific audience and has its own creative, design, and commercial teams.

It is based on a pioneering model with a robust central structure that can be used as a driver to facilitate brand growth through shared knowledge, expertise, and efficiency. This central structure, which operates from the Group's headquarters in Madrid, offers the following services to its brands: administrative, financial, technological, expansion, procurement, operations, and human resources policy functions, which support each of the brands. This structure facilitates the efficient management of an omnichannel, multi-format business model.

It also has commercial offices in countries under its own management, such as Continental Europe, Russia, the Balkans, and Mexico, among others. For global supply chain management, it has international centres in Hong Kong, India, and Bangladesh.

The logistics centre in Madrid serves as a base for consolidation and a sole distributor for Europe. It is supported by the distribution centre in Cuenca, where online operations are managed.

In addition, the company's distribution network is completed with three more logistics points in Hong Kong, Mexico, and Russia.

Tendam has a strong loyalty club with over 27 million members.

Tendam has a social and environmental commitment to ensure a better future. It has taken on the challenge of managing its operations in an efficient and environmentally friendly manner and has set specific objectives for facing the industry's challenges in the fight against climate change and protecting the environment, assessing the greatest risks in these areas and identifying the best opportunities to minimise its impacts.

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Recurring EBITDA

€145.8M

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Facturación

€ 777.2M

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Data from year-end for 2020/21



# women'secret

It is a brand created by and for women that specialises in lingerie, sleepwear, and swimwear and is able to combine elegance, femininity, comfort, and quality.

Since it was created in 1993, Women'secret has maintained a high level of commitment to society and to causes related to issues that are especially important and concerning for women.

In a similar vein, in 2013 it created the #SíMeLlporta movement together with Dexeus Mujer. Thanks to it, it helps normalise the daily lives of women who have had breast cancer. With this initiative, WS seeks to contribute to making the daily lives of women who are fighting against this disease easier and more bearable so that they do not give up their femininity and can continue to be themselves.

The brand is also committed to an environmentally-friendly future and works to improve processes and select more sustainable raw materials. Thus, it has an 'Honest by Women'secret' line, which are garments made with organic cotton and recycled materials, taking a step further to care for and respect the planet's ecosystem.

721 Points of sale

61 Countries where it operates



# SPRINGFIELD

It is a brand that is strongly committed to a new generation of demanding consumers and its approach, based on pillars like sustainability and innovation, is attractive to them.

Thus, since 2018 Springfield has been committed to its R[ECO] NSIDER line. With this line, it presents environmentally friendly collections, with garments with sustainable features through initiatives such as using natural and recycled fibres, and its H2O program, which focuses on using laser and ozone technologies in denim finishing processes.

Similarly, innovation in the fabric has also led the brand to create its 'ZERO GRAVITY' line of jeans and its 'KEEP IT WARM!' coats, both with the aim of making the lives of Springfield's shoppers easier. 'Easy to wear' collections, with competitive prices and fashion for everyone, are the key concepts that drive the rapid growth and expansion of the brand.

Created in 1988, it is Tendam's most international brand. Its first store outside of Spain was opened in 1993 in Portugal. Since 2002, it has also had its own loyalty club, 'Springfield Club', which is currently present in Spain, Portugal, Belgium, and France with more than 11 million members. All of this has turned Springfield into a global, authentic, inclusive, active, and natural brand, which are values that define it and that have allowed it to adapt to evolving demands.

**744** Points of sale

**54** Countries where it operates



# C O R T E F I E L

Cortefiel was the first brand created by the group. Since its beginnings in 1945, it has been based on values such as the elegance, quality, comfort, and functionality of its garments.

It proudly represents its textile tradition, its experience designing clothing, and its commitment to society through its charity actions, such as its 'Perfectos Imperfectos' campaign, an initiative carried out together with the Cadete Foundation, with the aim of showing the world the beauty of everything that is imperfect, giving visibility to children born with a disability.

The brand has become a leader in fashion that has adapted from its 'timeless' approach to collections in which innovation and sustainability are increasingly important.

Its experience and level of customer service have allowed it to gain the trust and loyalty of its shoppers. Today, it has a loyalty club that has been running for 40 years and that has more than six and a half million members.

259 Points of sale

33 Countries where it operates

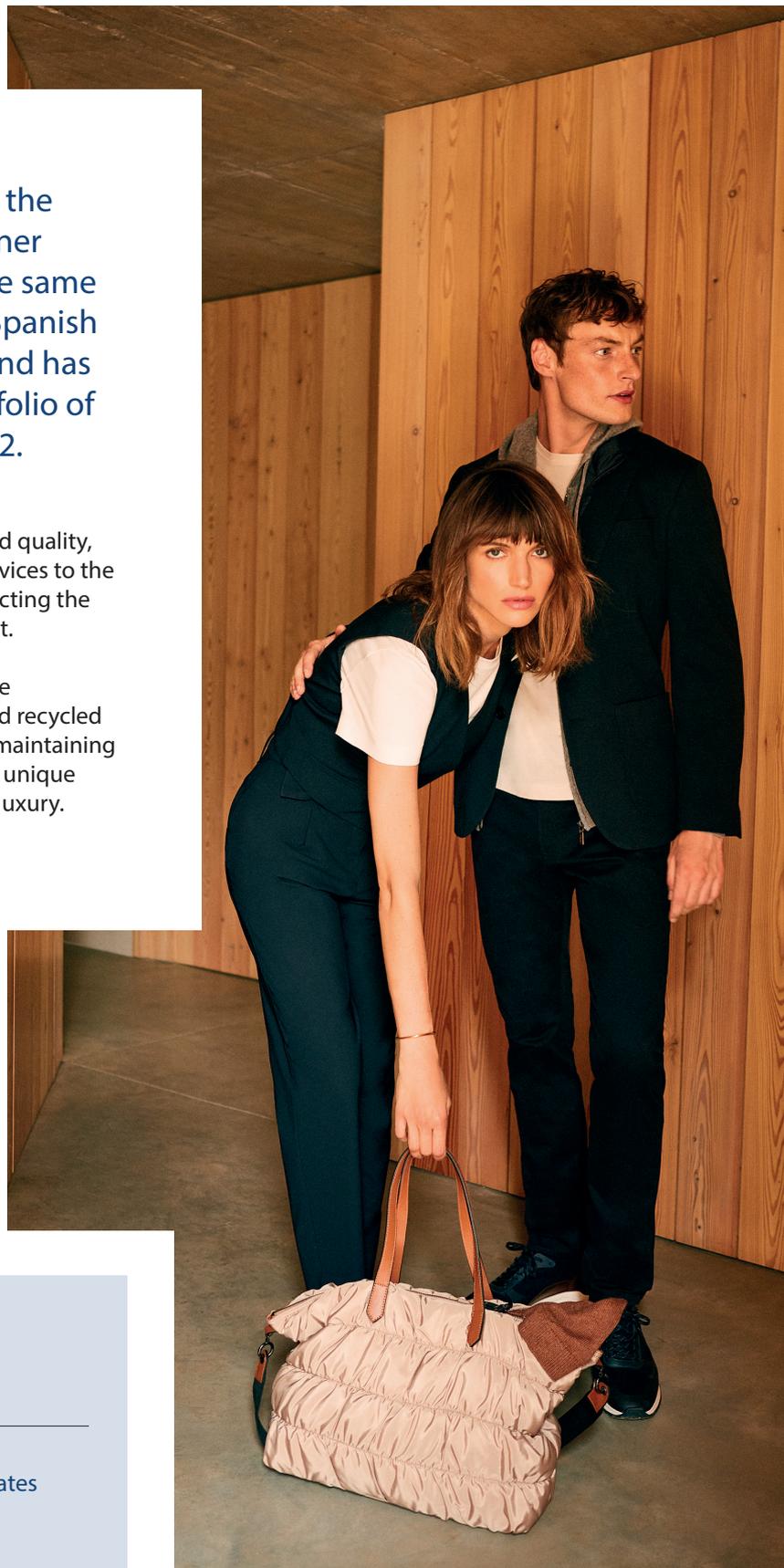


# Pedro del Hierro

A symbol of Spanish haute couture, Pedro del Hierro is the brand created by the designer from Madrid who shares the same name (1974). It joined the Spanish group exclusively in 1989 and has been part of Tendam's portfolio of corporate brands since 1992.

True to its values of style, elegance, and quality, the brand adapts its garments and services to the new needs of its shoppers while respecting the production chain and the environment.

In this regard, each year it increases the percentage of sustainable, organic, and recycled products used in its collections while maintaining the brand's personality with exclusive, unique designs, offering shoppers affordable luxury.



275 Points of sale

40 Countries where it operates

# hoss

INTROPIA

Hoss Intropia was created in 1994 and, after becoming renowned with a successful track record and strong international growth, Tendam acquired it to relaunch it in 2021, maintaining the brand's initial essence.

It is a brand designed for upper-middle-class women between 35 and 45 years old women who know what they want and feel confident in their own style. Its romantic, sophisticated, bohemian style collections, which have their own personality, provide options for dailywear and also for special occasions.

Complementing the brand's traditional essence, new product categories have been added that feature sustainability as a key value, to the point that its entire growth strategy is based on a growing commitment to the environment. Thus, the brand works with organic cottons, recycled materials, and responsible washes to achieve increasingly higher percentages of sustainability, which is currently around 30%.

35 Points of sale

2 Countries where it operates



# SLOWLOVE

In 2021, Tendam included the brand created by Sara Carbonero and Isabel Jiménez in its portfolio of corporate brands.

The relationship between the firm and the group dates back to the summer of 2020, when Cortefiel had already started distributing a small Slowlove capsule both on its digital platform and in some stores. The founders of Slowlove are currently still its creative directors.

Slowlove offers an urban folk style with a boho essence for women from 35 to 45 years old with a casual, urban lifestyle and a strong commitment to sustainability.



156 Points of sale

2 Countries where it operates

# High Spirits

It is the latest brand to join Tendam's portfolio of brands and the first that was 100% created in the digital world. It is a new fashion concept for women from 18 to 35 years old with a wild, free, and nonconformist spirit.

The brand, managed by Springfield, has María Pombo as its ambassador, who collaborates on its conceptualisation process. Boho, original, and trendy are its three main attributes, with very carefully designed collections and manufacturing details that show its firm commitment to sustainable products.



#### Points of sale:

Online in Spain and Portugal plus 50 corners in Springfield stores in Spain and 7 corners in Portugal.

**50** Spain and Portugal

# FIFTY

FIFTY is Tendam's multi-brand chain, which offers outlet products from Women'secret, Springfield, Cortefiel, and Pedro del Hierro and its own brand, Milano, which reflects its unique DNA with urban fit, trendy, and modern garments.

Since 1997, reinvention, innovation, and effectiveness have led the chain to undertake international expansion with a high level of recognition, thus encouraging 'smart shopping', an essential pillar of our successful business system, offering a unique omnichannel shopping experience in the outlet sector.

The chain has started a production process adapted to new environmental approaches based on the company's strategy, opting for a new concept based on an eco-friendly line: Lifeway.



73 Points of sale

6 Countries where it operates

# International presence

Its international expansion is based on two management models: corporate-owned stores and franchises. Thus, Tendam is present in over 70 countries with more than 1,800 physical points of sale and more than 50 online markets spread across five continents: Africa, North and South America, Asia, and Europe.

Its proprietary management model enables Tendam to operate in an integrated business in which it completely controls the management. Meanwhile, the franchise model is organised through franchisees that specialise in the distribution sector, with extensive knowledge of their local markets and capacity to develop the brands.

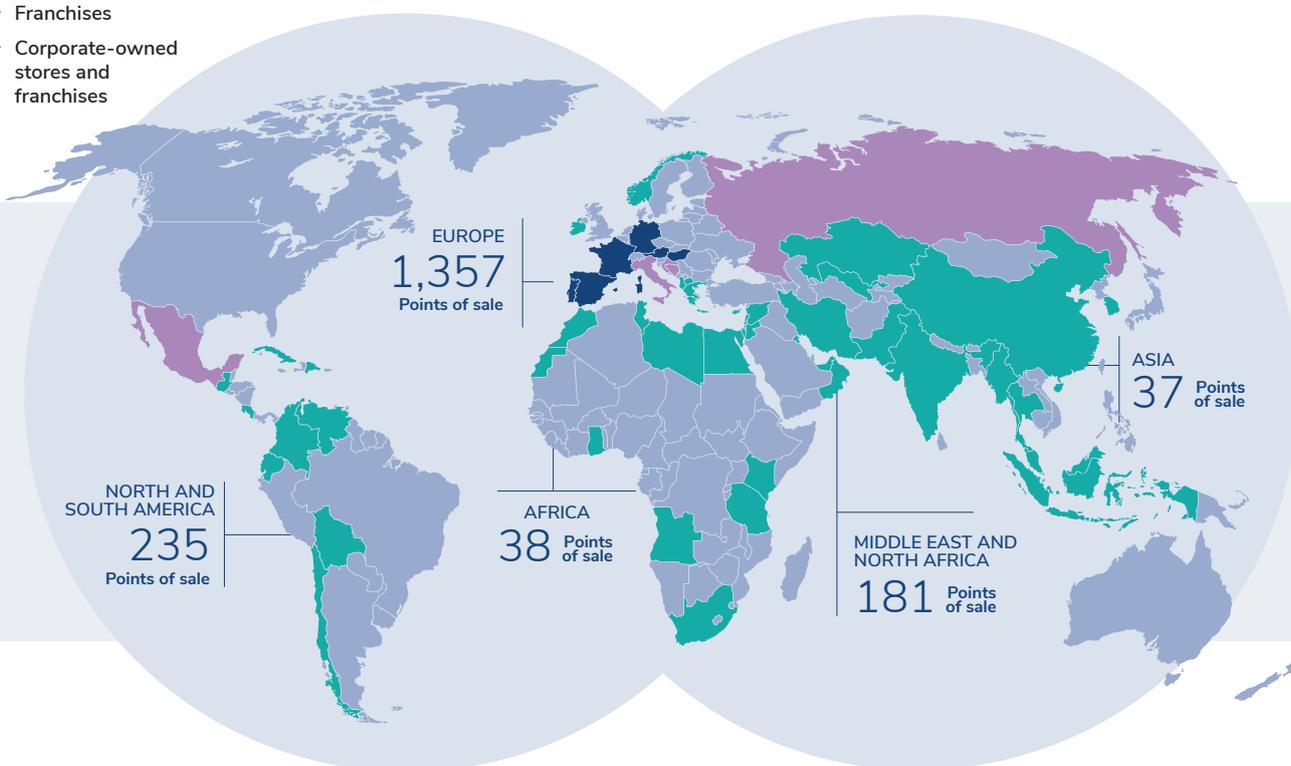
Expansion of the company began in 1993, but it was the period between 2000 and 2003 when the process accelerated, with the retail area under company management growing more than 70%. It was from 2005 onwards that the global franchise business experienced strong growth.

Over these years, Tendam has strengthened its international presence through opening points of sale that it manages in Europe and Mexico (where the

two business management models are combined). Specifically, beyond Spain, the company has a strong presence through its brands in Portugal, the Balkans, and Italy, among other European countries. In addition, Mexico is its main market in the Americas with nearly 100 points of sale.

It is present in American, Asian, and African markets through franchises; the MENA region (the Middle East and North Africa) stands out the most with nearly 2002 points of sale. It has also strengthened its presence in the main countries in Asia, mainly in the Philippines. Regarding Africa, the company is continuing its expansion. Kenya is the latest country where all of Tendam's brands are present, making it the fifth African country.

- ◆ Corporate-owned stores
- ◆ Franchises
- ◆ Corporate-owned stores and franchises



**50**  
Online markets

**1,163**  
Stores managed directly

**566**  
Franchises

## Corporate-owned stores

EUROPE	CTF	PDH	SPF	WS	HOS	FF	Total
Belgium	-	-	12	8	-	-	20
Bosnia	1	-	7	6	-	-	14
Bulgaria	1	-	1	1	-	-	3
Croatia	-	-	9	9	-	1	19
Spain	130	3	285	285	22	57	787
France	-	-	56	4	-	-	60
Hungary	-	-	13	12	-	1	25
Italy	-	-	30	-	-	-	30
Luxembourg	-	-	4	1	-	-	5
Montenegro	1	-	1	1	-	-	3
Portugal	26	-	63	57	3	11	160
Russia	-	-	-	50	-	-	50
Serbia	2	-	18	22	-	1	43

NORTH AND SOUTH AMERICA	CTF	PDH	SPF	WS	FF	Total
Mexico	-	-	24	24	2	50

## Franchises

EUROPE	CTF	PDH	SPF	WS	Total
Albania	1	-	1	1	3
Andorra	2	1	4	2	9
Armenia	-	-	1	2	3
Belarus	-	-	1	4	5
Bosnia	-	-	1	-	1
Cyprus	10	-	6	5	21
Croatia	-	-	-	1	1
Slovenia	-	1	3	2	6
Estonia	2	-	5	5	12
Georgia	1	-	-	2	3
Gibraltar	1	-	1	1	3
Greece	-	-	1	4	5
Ireland	-	-	12	2	14
Latvia	1	-	1	2	4
Macedonia	-	-	2	1	3
Malta	1	-	2	2	5
Montenegro	-	-	-	1	1
Russia	-	-	4	-	4
Serbia	-	-	2	2	4
Ukraine	-	-	6	11	16



## Franchises

NORTH AND SOUTH AMERICA	CTF	PDH	SPF	WS	Total
Bermuda	-	-	-	1	1
Bolivia	2	1	2	2	7
Chile	-	-	-	16	16
Colombia	-	-	-	9	9
Costa Rica	1	1	6	6	14
Cuba	-	-	1	1	2
Ecuador	-	-	26	13	39
Guatemala	1	1	1	-	3
Mexico	13	-	22	14	49
Paraguay	-	-	1	1	2
Peru	10	-	13	-	23
Dominican Rep.	1	-	2	3	6
Venezuela	3	-	5	6	14

MIDDLE EAST AND NORTH AFRICA	CTF	PDH	SPF	WS	Total
Saudi Arabia	3	-	13	38	54
Bahrain	-	-	-	1	1
Egypt	3	-	8	-	11
United Arab Emirates	-	-	11	13	24
Iran	5	-	12	7	24
Iraq	2	-	2	2	6
Jordan	4	-	-	-	4
Kuwait	-	-	-	7	7
Lebanon	11	-	11	1	23
Libya	1	-	1	4	6
Morocco	-	-	-	3	3
Oman	-	-	-	2	2
Qatar	-	-	1	5	6
Tunisia	-	-	5	4	9
Uzbekistan	-	-	-	1	1

AFRICA	CTF	PDH	SPF	WS	Total
Angola	7	-	7	7	21
Ghana	-	-	1	1	2
Reunion Island	-	-	2	-	2
Kenya	7	-	1	1	9
Mauritius	1	-	1	2	4

ASIA	CTF	PDH	SPF	WS	Total
Azerbaijan	-	-	-	2	2
Philippines	3	8	8	6	25
Kazakhstan	-	-	4	1	5
Pakistan	-	-	-	2	2



## Multi-brand

Tendam is making progress on its strategy to boost the Group's omnichannel positioning, among other things, with its multi-brand platform featuring outstanding third-party brands with commercial positioning similar to its own brands on Tendam's websites. This makes its online stores more attractive and builds greater economies of scale in its profitable online operation.

The multi-brand platform now includes more than 70 international and Spanish third-party brands, complementing Tendam's omnichannel offering.

With more than 140 million visitors a year, Tendam's online stores are one of the top destinations for digital fashion shoppers in Spain and Portugal.

Tendam has the largest multi-brand omnichannel distribution platform in the Iberian Peninsula. It is number one or two in market share in Spain by categories and has a network of stores with an extremely broad reach (more than 950 stores in Spain and Portugal) offering a wide range of services.

This is why over 50% of Tendam's online orders are collected at the Group's stores and nearly 75% of returns are also managed through this channel. These operations combine convenience for customers with significant cost savings for the company. Coupled with its extensive registered client base and scale of logistics operations, this approach has enabled Tendam to develop a highly profitable e-commerce business.

### 140 M

Visitors per year

### 200 M

Customer Traffic at DOS



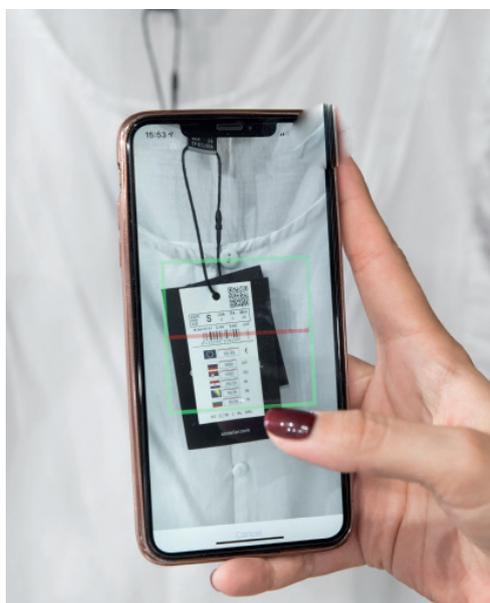
## Omnichannel Tendam

Tendam is committed to an omnichannel company culture where customers are at the core of its actions, ensuring a high level of quality of both its offline and online sales services.

With complete integration of physical points of sale and online channels, the company searches for new solutions to improve customers' omnichannel shopping experience, benefiting from the complementarity of these channels.

This integration is based on optimising the expansion of its network of physical stores with efficient and profitable digital operations.

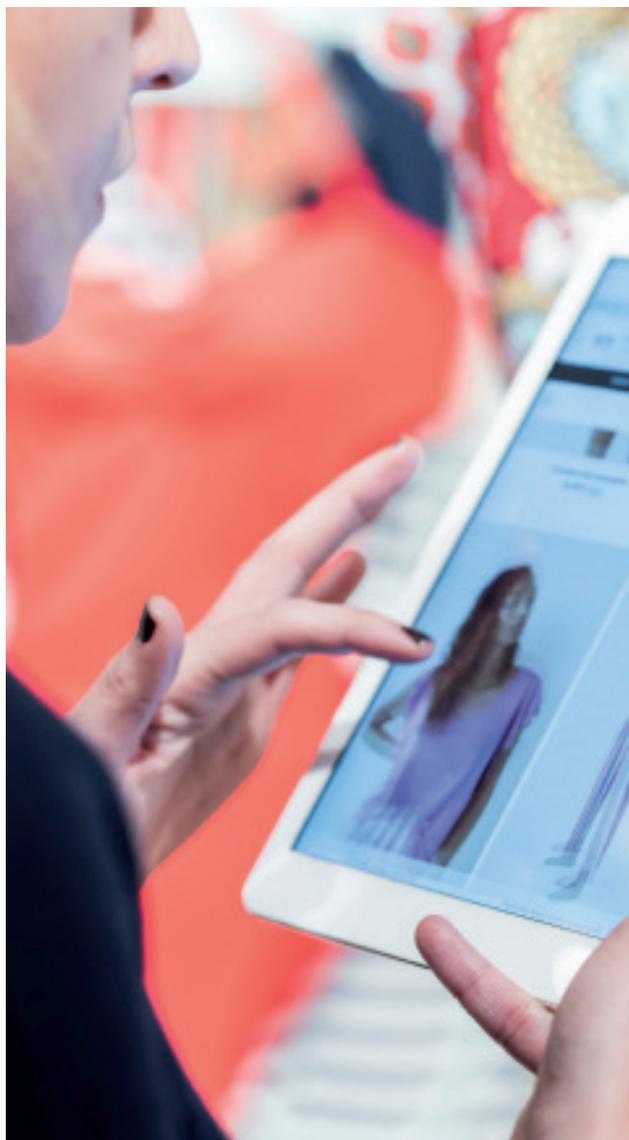
All of the company's brands have been available on the e-commerce channel since 2010, with Women'secret being the first to open an online store in 2000; it currently operates in more than 50 online marketplaces. Sales through this channel have continued to grow steadily and growth has increased considerably for all its brands in recent years, especially during the months of lockdown due to COVID-19.



### Tendam 5.0

Nowadays, the group defines itself as a unique ecosystem that possesses key consumer segments through its own brands, incubators, and third-party brands and that has been built around an efficient, shared platform with the highest market loyalty and a complete omnichannel experience.

## Gestión y conocimiento del cliente



Data management, analytical capacity, and innovation when applying business intelligence models to operations and CRM projects constitute the key components that the company is driving forward through various projects, always creating a space for dialogue and interaction with customers.

It has introduced RFID technology to improve the in-store customer experience whilst enhancing efficiency.

**For example, Tendam's programme, Easy Shopping, offers its customers:**

- ◆ Mobile applications for all brands Payment via mobile phones at all its brands.
- ◆ Delivery options including direct home delivery or collection at the store.
- ◆ A click Shopping option to directly order a product at the store if it is unavailable. Depending on what the customer prefers, it is either sent to their home or collected at the store.
- ◆ In-store reservation: reserving a product on the website with 24 hours to collect it at the selected store and paying for it when it is collected.
- ◆ Multi-brand in-store pickup: an option that allows you to shop online at Cortefiel and Pedro del Hierro and pick up or return at physical Springfield stores.
- ◆ In-store assisted sales with a tablet (Mercaux project) Search using image recognition Online size recommendation.



## Logistics management

Logistics management is a key part of achieving maximum efficiency and competitiveness in Tendam's multichannel business around the world. The company's warehousing and distribution are carried out from its central platform and its international centres in Hong Kong, Mexico, and Russia.

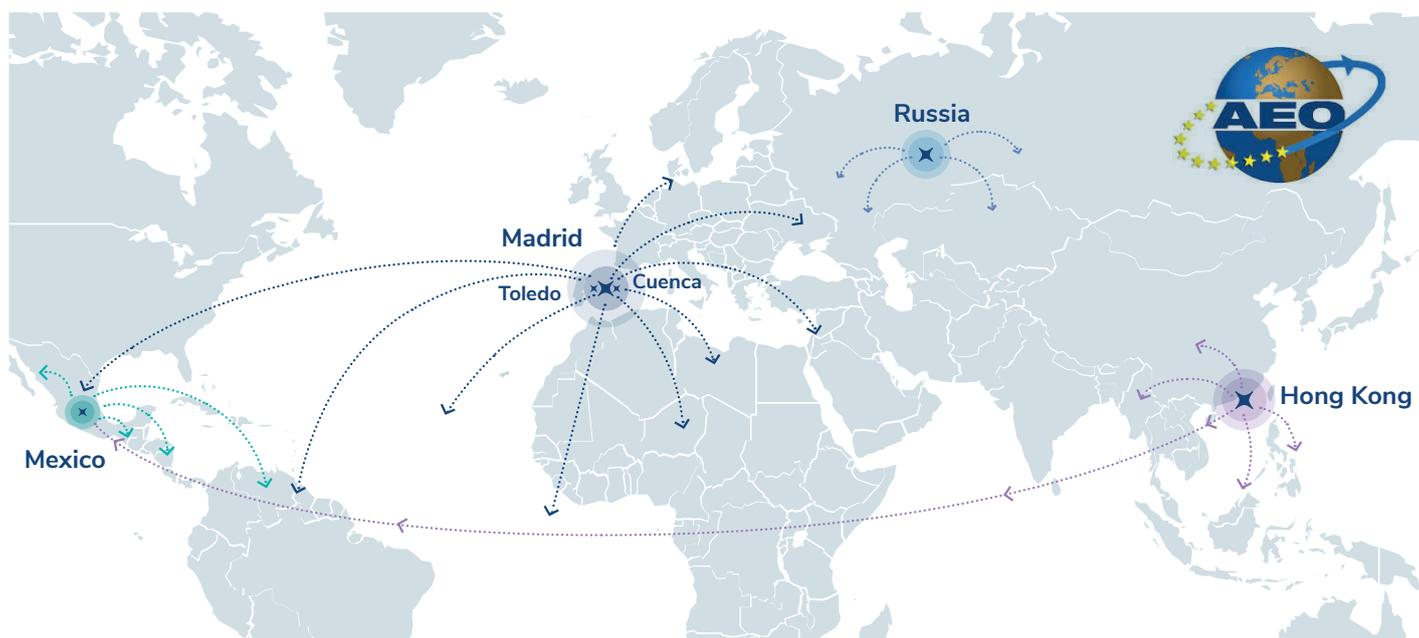
Tendam's logistics efficiency is based on multi-brand distribution which results in a considerable decrease in transport and deliveries outside of business hours in order not to hinder activity and to minimise the effects of traffic and pollution in urban areas.

The main logistics centre is located in Madrid, which acts as a franchise consolidation centre for merchandise from suppliers in the Euro-Mediterranean region. It is the sole distributor for all its corporate-owned stores in Europe.

This semi-automated logistics centre, with 135,000 m<sup>2</sup> of space, receives merchandise from suppliers from all countries. From there, it provides stock to 100% of

its corporate-owned stores and 70% of all the brands' franchised stores and two of the group's e-commerce warehouses in Spain and Russia.

On the one hand, there is a multi-brand consolidation centre in Hong Kong where merchandise from Asian suppliers is distributed to the Group's franchise network and its corporate-owned stores in Mexico through cross-docking. In addition, in the Central American country there is a specific distribution centre for deliveries to the group's corporate-owned stores and the Mexican franchises.



**5** Logistics centres

**135,000** m<sup>2</sup>  
Storage surface area

The centre in Madrid holds the European status of authorised economic operator and is a customs warehouse, which allows delivery times to be significantly shortened.

## Our people make the difference

Tendam is made up of 9,500 people who are part of a young, multidisciplinary, dynamic, and demanding team whose main goal is to provide their customers the best service.



**3** GOOD HEALTH AND WELL-BEING

### Health and well-being programmes for employees

Flexible hours, reduced workdays that adapt to employees' particular needs, and maternity and paternity support programmes. The company also offers wellness programmes for its employees such as mindfulness and yoga; physiotherapy services; health campaigns; laughter therapy workshops; and the Gympass online platform.



**4** QUALITY EDUCATION

Internship plan: 300 educational institutions, 1,275 students, and a 22% recruitment rate

Tendam is committed to talent and works to develop people outside the company by creating opportunities. To do so, it makes training agreements with regulated educational training institutions, public institutions, and associations. This results in a high rate of participants being hired afterwards in the company's different departments.



**5** GENDER EQUALITY

### It has had an Equality Plan since 2012

The company promotes a high-quality work environment based on respect, diversity, and personal and professional growth. For Tendam, human capital is key for success and it works each day to have the best team. Its objective is the development of labour relations based on equal opportunities and non-discrimination, fostering an open and inclusive working environment.

The team is 84% women and 56% of managers are women.



**8** DECENT WORK AND ECONOMIC GROWTH

### Recognised as a TOP Employer for 10 years in a row

The company promotes a high-quality work environment based on respect, diversity, and personal and professional growth. For Tendam, human capital is key for success and it works each day to have the best team. Its objective is the development of labour relations based on equal opportunities and non-discrimination, fostering an open and inclusive working environment.



**10** REDUCED INEQUALITIES

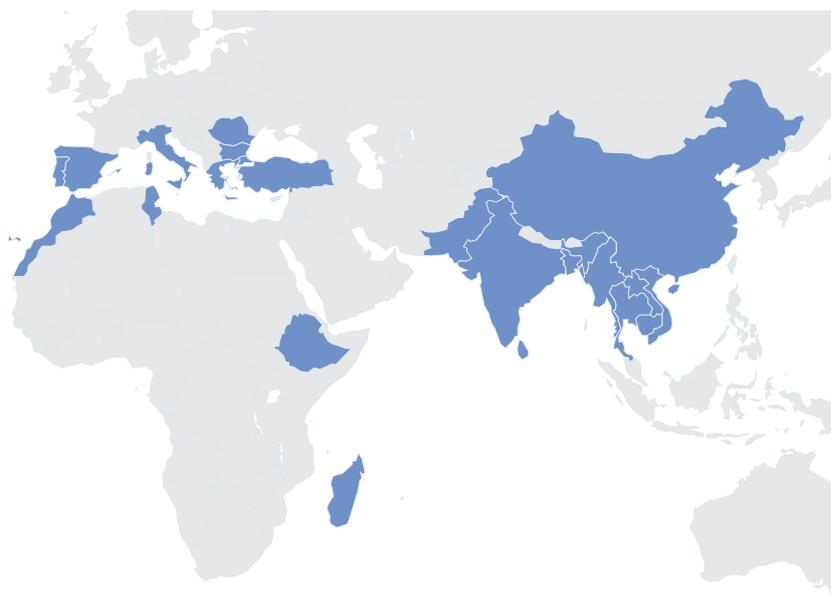
### Diversity and Inclusion

The company has an integration action plan and is part of ONCE's INSERTA Programme to continue promoting employing people with disabilities on its team and developing accessibility measures that contribute to improving the living conditions of people with disabilities.

# Social responsibility and sustainable business

Social responsibility is naturally integrated into Tendam's activities.

Thus, the company is committed to promoting best practices in sustainability and is aware of its role to help improve the social and economic environment where it operates to improve our quality of life and contribute to a healthier future for its employees, shoppers, suppliers, and society.



**324** international suppliers

**17** countries



## Committed to the supply chain

- ◆ The company bases its selection of suppliers on three pillars: transparency, equal opportunities, and mutual interest. Choosing suppliers is an intensive process that involves researching and evaluating them according to quality standards, product, production capacity and social aspects.
- ◆ Tendam has external and internal codes of conduct that outline its values, providing a common model for action and guidelines based on criteria of transparency, evaluation, and monitoring.
- ◆ It also has a Whistleblower Channel that can be accessed both from the intranet and from the company's website. It allows any employee or third party to report possible irregular or unethical behaviour or behaviour that goes against the principles set out in the Code of Conduct or violations of human rights.
- ◆ To improve the social and environmental performance of the supply chain, it is a member of Amfori, an organisation that promotes the visibility of responsible production: Business Social Compliance Initiative (BSCI) and Business Environmental Performance Initiative (BEPI).
- ◆ In 2022, the company signed a framework agreement with the UGT and CCOO unions to encourage the application of international labour standards in the supply chain to solve some problems detected in certain countries where it manufactures its garments. This agreement was created to take a step toward a more sustainable industry and is based on freedom of association, collective bargaining, and the right to go on strike. We will work together to ensure decent work throughout the entire supply chain, reinforcing key labour rights issues such as the right to safety and health; minimum wage and working hours; non-discrimination; the prohibition of child and forced labour; and the eradication of all forms of abuse, harassment, and bullying. These principles have been reflected in our codes of conduct and internal and external audit programmes since our international purchasing and sourcing offices were created in the 1990s.



## Committed to sustainable development

- ◆ After receiving the Silver medal in 2020 at the end of 2021, Tendam received the Gold medal from EcoVadis, the world's most trusted provider of business sustainability ratings, for its commitment to customers and workers to deliver sustainable value to society. Thus, the Spanish fashion company has improved its rating and is among the top 5% of companies evaluated internationally in terms of sustainability.
- ◆ It also has an A- rating from the Carbon Disclosure Project (CDP), which consolidates Tendam as a leading company in the international landscape for its strategies and policies against climate change.
- ◆ Tendam has joined Fashion Pact, the coalition of leading global fashion companies committed to shared environmental goals that are key to protecting the climate, biodiversity and the oceans.
- ◆ In a similar vein, during the 2019 United Nations Climate Change Conference (COP25), the company was recognised by the United Nations Global Compact for joining the Business Ambition for 1.5°C initiative.
- ◆ Tendam has also joined the Fashion Industry Charter for Climate Action, overseen by the United Nations Climate Change Office, to define steps and actions: reducing GHG emissions by 30% by 2030 and phasing out carbon sources in supply chains, among other specific objectives.



## Committed to product innovation

- ◆ The brands are developing and making progress on their different lines of sustainable products. Thus, the company has set a goal for sustainable collections to account for over 50% of its collections by 2030.
- ◆ The brands use the most sustainable fibres:
  - ◆ Tencel Modal is a sustainable fibre that is exceptionally soft and absorbs more moisture.
  - ◆ THERMOLITE® This innovative insulation was developed as an environmentally friendly and sustainable alternative to natural feathers. It is made from 100% recycled PET fibre.
  - ◆ Lenzing™ Ecovero™ This fibre comes from certified sources with the EU Ecolabel. This means that they respect the environment throughout their life cycle, from raw material extraction to production, distribution, and disposal. Its manufacturing process reduces emissions and impact on water resources by 50% compared to generic viscose.
  - ◆ SORONA® Dupont™ This synthetic fibre is a biopolymer partly made of natural materials. Producing it uses less energy, reduces CO<sub>2</sub> emissions and uses renewable natural resources instead of petroleum products.



## Committed to having a positive impact on the environment

Tendam has reached its target of 25% of its garments being sustainable in all of its collections six months ahead of its target date, the end of fiscal year 2021-22 (Feb. 2022). This percentage of sustainable garments is expected to exceed 30% by the end of the fiscal year.

To reach this target, Tendam's brands have followed a coordinated strategy called We Care with a commitment to work in a more sustainable way and expand their collections with an eco-design approach, which takes into account both sustainable materials (BCI and organic cotton, RDS feathers, recycled polyester and wool, biodegradable fabrics, etc.) and processes, which involves reducing chemicals and using water in a sustainable way. To accelerate this strategy, this year the company joined the international initiatives Better Cotton Initiative (BCI) and Zero Discharge of Hazardous Chemicals (ZDHC).

Currently, practically all of the company's denim uses responsible washing techniques in its garment finishes, minimising water consumption by up to 70%, and conducts studies on its scope and value chain to detect areas to improve its sustainable products with an impact on the climate.

This commitment, together with using sources of renewable energy in 82% of its stores and self-managed facilities throughout the world (100% in Spain), has allowed Tendam to improve its climate rating by the Carbon Disclosure Project (CDP) from a B in 2020 to an A- in 2021.





## Committed to the advancement of society

Tendam is aware of the role that the company plays in providing opportunities for people and the planet.

Some actions are aimed at promoting inclusiveness like the Perfectos Imperfectos project that Cortefiel has carried out with the Cadete Foundation with the aim of supporting the inclusion of children born with a disability.

Through Fifty, the company also supports children suffering hard-to-treat cancers to improve their daily lives, such as the 'Brisas de ilusión, sonrisas al sol project', which it has carried out together with the Blas Méndez Ponce Foundation through its brand Milano. Others support women who have had breast cancer with the Sí me importan project, which contributes to normalising the lives of women after a mastectomy and making their daily lives easier.

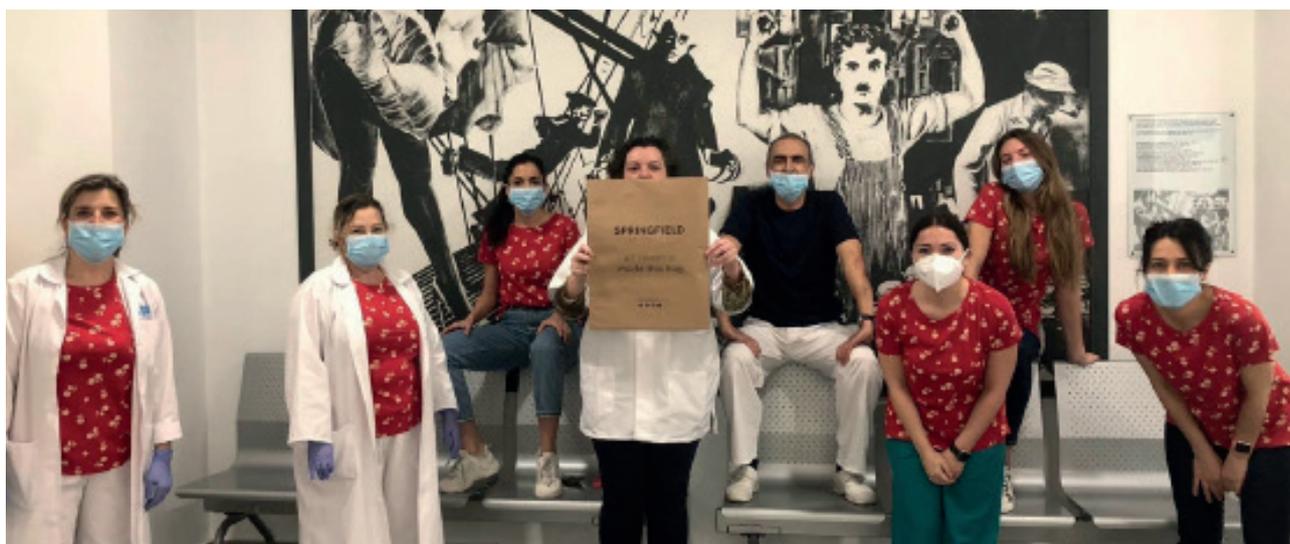
Below, we list some of the projects led by the corporate area and brands.

- ◆ In September 2021, they launched the [#TodosSumamos\\_LaPalma](#) campaign due to the eruption of the Cumbre Vieja in La Palma (the Canary Islands). During it, the brands (Women'secret, Springfield, Cortefiel and Fifty), made 27,000 units of garments, clothing, and footwear available to those affected by the volcano. Through the aid groups of the municipalities of Los Llanos de Aridane and El Paso and La Palma Red Cross, they began to distribute the packages of goods to warehouses near the damaged towns. Thanks to the operations, logistics, and brand teams, and especially to the Fifty managers and salespeople in La Palma and the Canary Islands, the garments reached the people who were affected.
- ◆ As a sign of Tendam's commitment, it also launched a charity initiative through its Cortefiel brand together with the actress Toni Acosta and the showman Andreu Buenafuente: '[X La Palma](#)'.
- ◆ In addition, in 2021, the [Involucrados Project](#) carried out a special edition to fight COVID-19 through a charity sale at the company's headquarters in Madrid, which raised a total of EUR 91,450. This money went to the Spanish National Research Council (CSIC, for its abbreviation in Spanish) to support and promote research on COVID-19: drugs; antibody detection tests; virus genome in patients; vaccines, among other projects on which CSIC has been working since the pandemic was declared.

## #TodosSumamos: initiatives to help in major crises

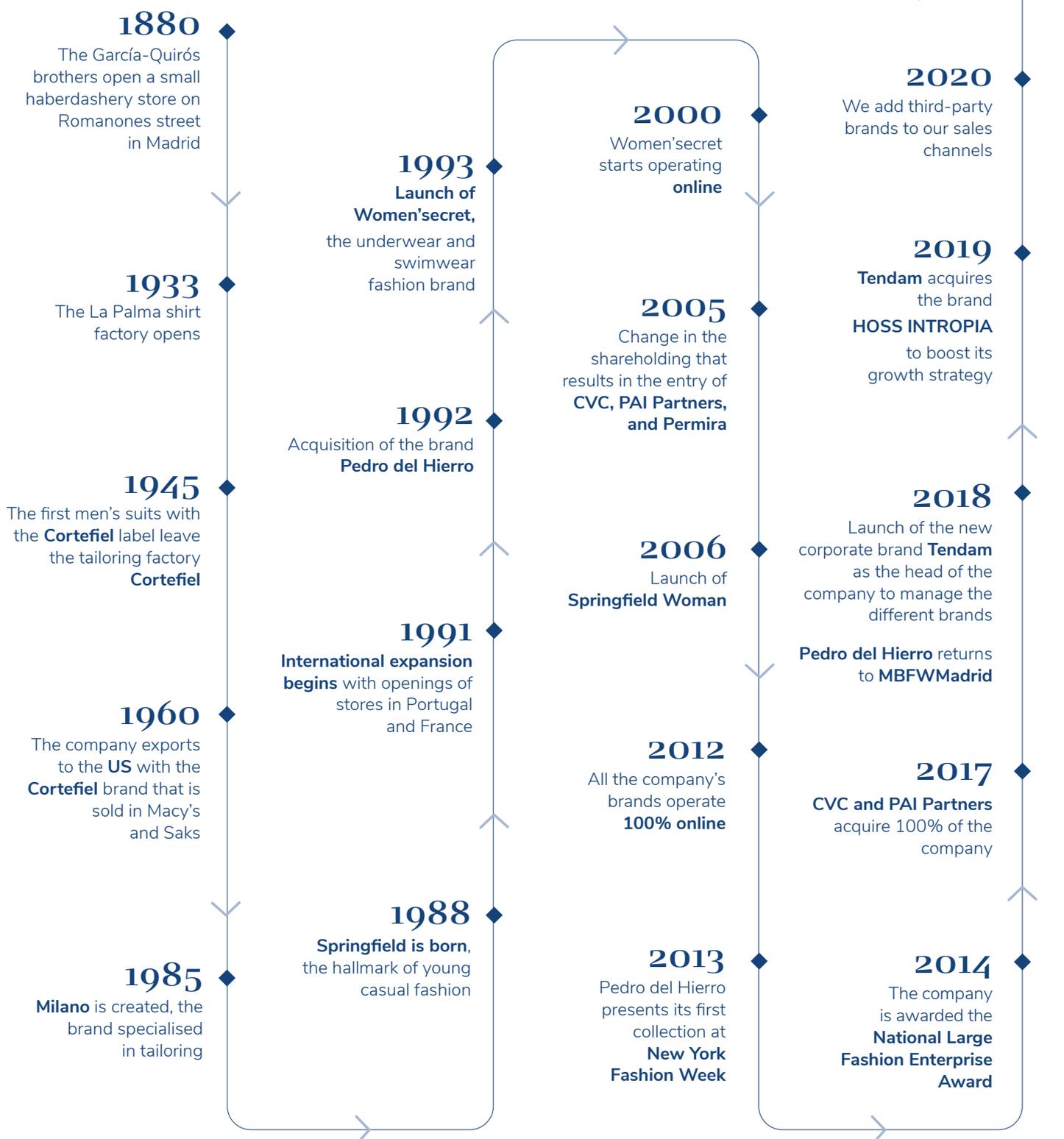
Tendam launched the solidarity initiative #TodosSumamos in 2020, with which it aims to provide a quick response to major social needs.

During the first year, it was the health crisis caused by COVID-19. The company provided garments made by its brands to health institutions and health professionals and made its resources available to health authorities, nursing homes, and hospitals.



# 142 YEARS OF HISTORY

## From Grupo Cortefiel to Tendam



# TENDAM

GLOBAL FASHION RETAIL

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