

TENDAM

GLOBAL FASHION RETAIL

CORTEFIEL

Pedro del Hierro

SPRINGFIELD

women'secret

hoss
INTROPIA

FIFTY

Press Dossier 2020



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TENDAM

Tendam is one of Europe's leading groups in the industry of specialised fashion, backed by its track record, experience, and growth during its 140 years of history.

It specialises in the management of brands in the premium mass market segment as a bridge between fast fashion and accessible luxury.

The sum of our brands— Cortefiel, Pedro del Hierro, Springfield, Women'secret, Hoss Intropia, and Fifty— exponentially multiplies the scope and expansion of an innovative company with an international vision. The collections are distributed through almost 2,000 points of sale located on four continents.

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 targets a specific audience and has its own creative, design and sales teams, sharing management centres and common services.

The company recently acquired Hoss Intropia and has expanded its offering to urban women with a bohemian, chic, and sophisticated romantic style with a Mediterranean inspiration; its style is geared towards younger women compared to Cortefiel and Pedro del Hierro's styles.

Tendam takes on the challenge of managing its operations in an efficient and environmentally friendly way and sets clear goals to tackle the industry's challenges in the fight against climate change and protecting the environment. It assesses the greatest risks regarding these matters and identifies the best opportunities to minimise their effects.

The company's headquarters are located in Madrid and there is another office in Spain in Barcelona. There are also other commercial offices in the countries with business under its own management. To manage the global supply chain, it has international centres in Hong Kong, India, and Bangladesh.

The company's central offices encompass the administrative, financial, technological, expansion, procurement, operations and human resources policy functions that support each of the brands. This structure allows it to efficiently manage a multi-format business model.

It has a logistics centre in Madrid that acts as a consolidation centre and sole distributor for Europe. The company also has another distribution centre in Spain (Cuenca) where it manages online operations and three other logistics centres in Hong Kong, Mexico, and Russia.

Recurring EBITDA

€162M

Turnover

1,187M



C O R T E F I E L

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

It is proud of its textile heritage, its experience in clothing and its commitment to society through its charitable actions.

This year, Cortefiel has become a benchmark brand and a leader in fashion. Maintaining its 'timeless' focus, it has created collections for every moment in life, prioritising innovation and sustainability. Its experience and customer service have allowed it to gain the trust and loyalty of its shoppers. Today, they are part of a club that has been running for 40 years and that has more than six million members.

The natural elegance that its garments transmit and its wide variety of products have led it to become a model of fashion that has been growing to such an extent that it now has more than 272 points of sale in 34 countries, both its own stores and franchises.

Cortefiel has strengthened its commitment to society through the campaign Perfectos Imperfectos (Perfectly Imperfect), an initiative carried out together with the Cadete Foundation, to demonstrate to the world the beauty of the imperfect, giving visibility to children born with a disability.

In figures



272

Points of sale



34

Countries



315.93

Million turnover



26.6%

Of Tendam's total turnover



Pedro del Hierro

Pedro del Hierro is a Spanish fashion brand that has a long tradition in haute couture in the country. Created in 1974 by the designer from Madrid who shares the same name, it exclusively joined Cortefiel in 1989 and has been owned by the group since 1992.

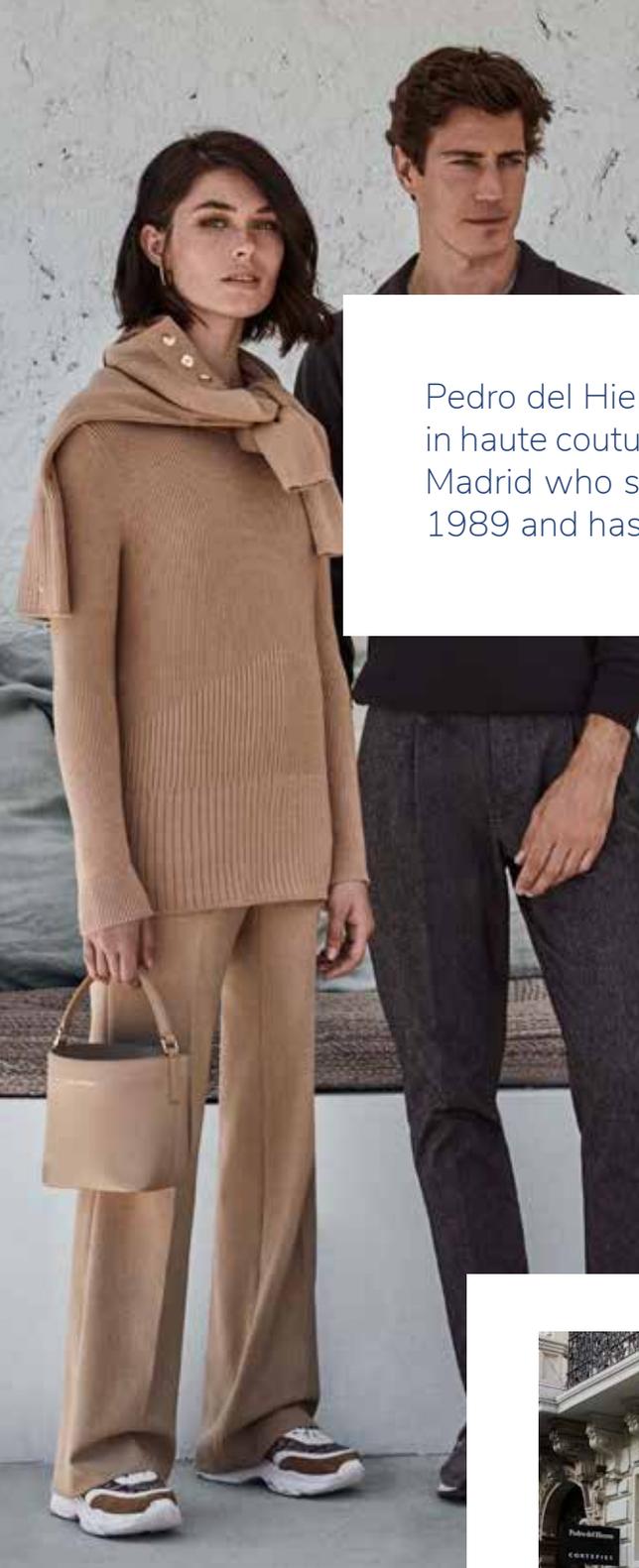
True to its values of style, elegance and quality, it carefully combines the colour and delicacy of fabrics with exclusive and unique designs, offering customers affordable luxury.

The brand's concept and personality are based on values such as tradition, culture, architecture and art, but, above all, the designer's legacy can still be found in the brand's DNA, adapting it to the latest trends, from everyday clothing to Red Carpet collections.

A symbol of Spanish artisan heritage, Pedro del Hierro is an exclusive brand for beauty lovers.

'My designs will always be a form of expression that helps to find one's best qualities'

Pedro del Hierro



In figures



292

Points of sale



35

Countries



20

Independent
PdH stores

SPRINGFIELD

It is a brand for real people with attitude in their daily lives, which is strongly committed to a new generation of demanding consumers. It offers them an attractive vision based on principles such as sustainability and innovation.

In keeping with this, since 2018 Springfield has been promoting its R[ECO]NSIDER label, which in 2019 has beaten its growth targets to account for 15% of the brand's products. The garments offer sustainable features with initiatives such as the use of natural and recycled fibres, as well as its H2Ø programme focused on the use of laser and ozone technologies in denim finishing processes. 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, competitive prices and fashion for everyone are the key concepts driving the rapid growth and expansion of the brand. In 1993, Springfield went international by opening its first store in Portugal. In 2002, the Springfield Club was born and is currently present in Spain, Portugal, Belgium, and France with more than eleven million members and in 2006, the brand's women's line was launched. All of this has turned Springfield into a global, authentic, inclusive, active and natural brand, values that define it and that have shown themselves capable of adapting to events.

Currently, Springfield is present in around 60 countries with a retail network of over 853 points of sale around the world through own stores and franchises and through its online sales channel.

In figures



853

Points of sale



58

Countries



446.02

Million turnover



37.57%

Of Tendam's total turnover



women'secret

WOMEN'secret was born in 1993 as a specialist in the female fashion sector. It is a brand created by and for women. It specialises in lingerie, sleepwear, and swimwear and is able to combine elegance, femininity, comfort, and quality.

In 2001, it embarked upon international expansion. Today, it is present in 67 countries and at 772 points of sale.

The brand is committed to an environmentally-friendly future and works to improve processes and select more sustainable raw materials. This year it launched Honest by WOMEN'secret, a new line of garments made with organic cotton and recycled materials, taking another step to care for and respect our planet's ecosystem.

For 25 years, Women'secret has maintained a strong commitment to society and to causes related to issues that are especially important and concerning for women. This is how the joint project with Dexeus Mujer was born five years ago. Thanks to it, it helps normalise the daily lives of women who have had breast cancer.

This year it received the SERES Award for Social Innovation.

'We work to make the daily lives of all women easier. We believe that it's very important for women to feel comfortable with their style and body. That's why we create a versatile collection each season that adapts to the needs of all our clients'.

In figures



772

Points of sale



67

Countries



336.31

Million turnover



28.33%

Of Tendam's total turnover



FIFTY

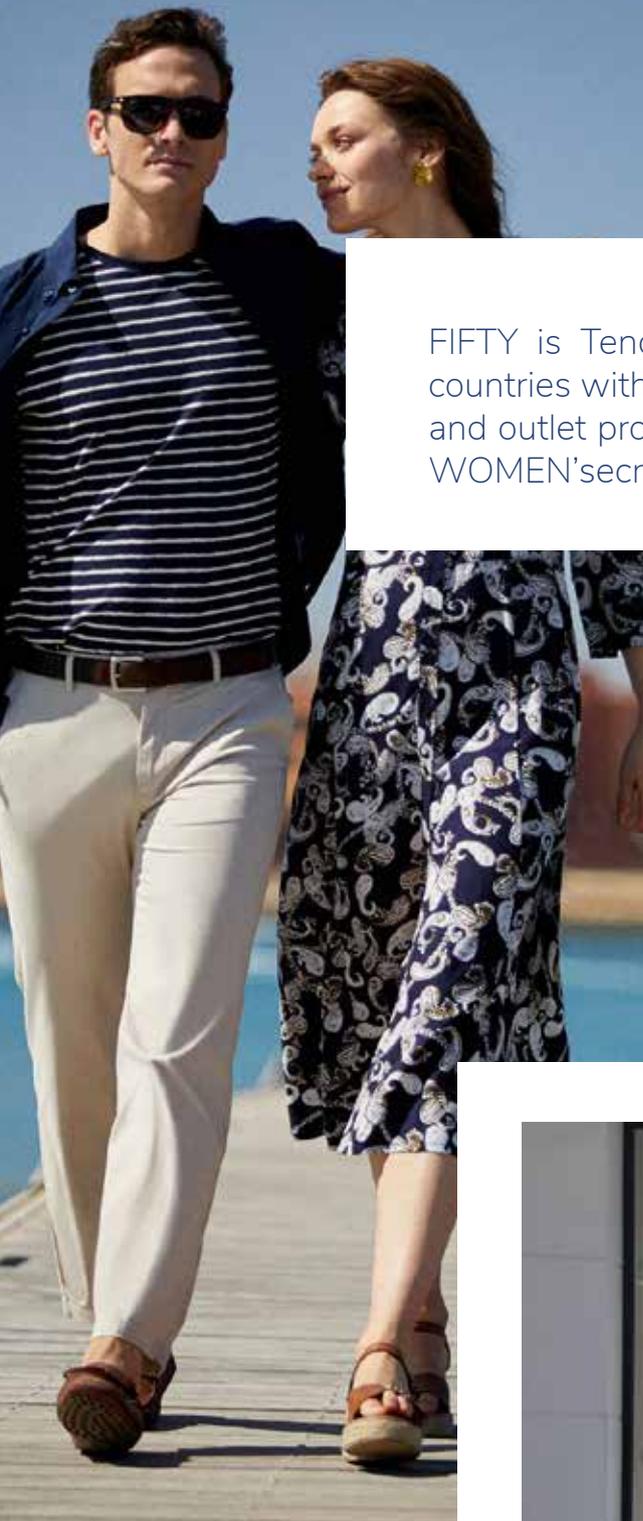
FIFTY is Tendam's multi-brand chain, which is located in seven countries with 73 points of sale. It offers its own brand called Milano and outlet products from Cortefiel, Pedro del Hierro, Springfield and WOMEN'secret.

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 a successful business system, offering a unique omnichannel shopping experience in the outlet sector.

It has its own brand, MILANO, which is brimming with its unique DNA with urban fit, trendy, and modern garments. Fifty offers great discounts without compromising on providing the best design and quality.

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*.

As part of the brand's expansion process, it opened its first stores in Croatia and Mexico over the last year, reaching seven countries.



In figures



1997

Established



73

Points of sale



7

Countries



87.44

Million turnover



7.36%

Of Tendam's total turnover

International presence

Tendam is present in 86 countries with 1,990 physical points of sale and 47 online markets across four continents: Europe, Asia, Africa, and the Americas.

International expansion is based on two management models: brand owned stores and franchises.

Its proprietary management model enables Tendam to operate in an integrated business wherein complete management of the market is controlled.

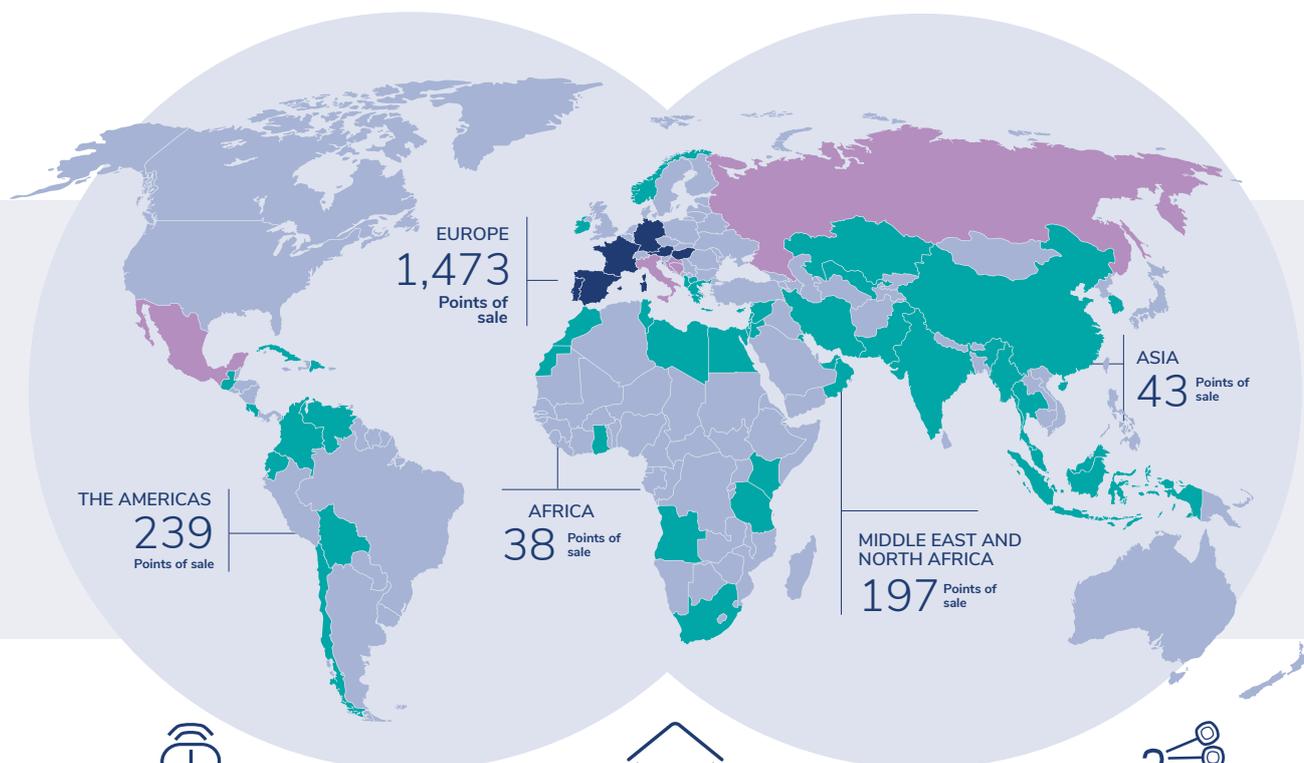
The franchise model is managed by franchisees who specialise in the fashion sector, with extensive knowledge of their local markets and financial capacity to develop the brands.

Expansion 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%. The global franchise business experienced strong growth from 2005.

Over the years, Tendam has built up its international presence by opening points of sale managed directly by the group in Europe and Mexico, strengthening its brands mainly in Portugal with 153 stores, Russia with 94, and the Balkans region with 85, and with 100 points of sale in Mexico, its prime country in the Americas, where the two models of business management are combined.

The American, Asian and African markets are managed through franchises, with a strong presence in countries that make up the MENA region, which includes the Middle East and North Africa, with 199 points of sale. It has also strengthened its presence in the main countries in Asia, mainly in India and the Philippines. Regarding Africa, at the beginning of the year the Spanish company launched all its brands in Kenya, making it the fifth country in Africa.

- ◆ Own stores
- ◆ Franchises
- ◆ Own stores and franchises



47

Online markets



1,367

Stores managed directly



623

Franchises

Own stores

EUROPE	CTF	PDH	SPF	WS	FF	Total
Germany	-	-	9	-	-	9
Belgium	-	-	17	12	-	29
Bosnia	1	-	7	6	1	15
Bulgaria	1	-	1	1	-	3
Croatia	-	-	9	10	1	20
Spain	141	6	312	305	57	821
France	-	-	57	5	-	62
Hungary	-	-	14	12	1	27
Italy	-	-	46	-	-	46
Luxembourg	-	-	5	1	-	6
Montenegro	1	-	1	1	-	3
Portugal	23	-	64	55	11	153
Russia	-	-	26	64	-	90
Serbia	1	-	18	20	1	40

THE AMERICAS	CTF	PDH	SPF	WS	FF	Total
Mexico	-	-	24	18	1	43



- ◆ CORTEFIEL
- ◆ PEDRO DEL HIERRO
- ◆ SPRINGFIELD
- ◆ WOMEN'S SECRET
- ◆ FIFTY



Franchises

EUROPE	CTF	PDH	SPF	WS	Total
Albania	1	-	1	1	3
Andorra	2	-	4	2	8
ARMENIA	-	-	1	2	3
Austria	-	-	2	2	4
Belarus	-	-	1	6	7
Bosnia	-	-	1	-	1
Cyprus	12	-	14	6	32
Croatia	-	-	-	1	1
Slovenia	-	1	3	2	6
Estonia	2	-	3	5	10
Georgia	1	-	-	2	3
Gibraltar	-	-	1	1	2
Greece	-	-	1	6	7
Ireland	-	-	12	1	13
Italy	-	-	-	1	1
Latvia	1	-	1	2	4
Macedonia	-	-	4	2	6
Malta	1	-	3	3	7
Montenegro	-	-	-	1	1
Norway	-	-	1	-	1
Czech Rep.	-	-	2	-	2
Russia	-	-	4	-	4
Serbia	-	-	2	2	4
Ukraine	-	-	8	11	19

AFRICA	CTF	PDH	SPF	WS	Total
Angola	7	-	7	7	21
Ghana	-	-	1	1	2
Reunion Island	-	-	2	2	4
Kenya	6	-	-	1	7
Mauritius	1	-	1	2	4

THE AMERICAS	CTF	PDH	SPF	WS	Total
Bermuda	-	-	-	1	1
Bolivia	2	1	2	2	7
Chile	3	-	-	17	20
Colombia	-	-	-	9	9
Costa Rica	1	1	6	6	14
Cuba	-	-	1	1	2
Curaçao	1	-	1	1	3
Ecuador	-	-	24	12	36
Guatemala	1	1	1	-	3
Mexico	11	-	23	23	57
Paraguay	-	-	1	2	3
Peru	10	-	13	1	24
Dominican Rep.	1	-	-	2	3
Venezuela	3	-	5	6	14

MIDDLE EAST AND NORTH AFRICA	CTF	PDH	SPF	WS	Total
Saudi Arabia	9	-	13	38	60
Bahrain	-	-	-	1	1
Egypt	3	-	7	6	16
Un. Arab Emirates	-	-	14	15	29
Iran	5	-	15	7	27
Iraq	1	-	1	1	3
Jordan	4	-	3	-	7
Kuwait	-	-	-	8	8
Lebanon	9	-	13	3	25
Libya	1	-	1	-	2
Morocco	-	-	-	3	3
Oman	-	-	-	2	2
Qatar	-	-	1	5	6
Tunisia	-	-	4	3	7
Uzbekistan	-	-	-	1	1

ASIA	CTF	PDH	SPF	WS	Total
Azerbaijan	-	-	-	2	2
Myanmar	-	-	3	1	4
Philippines	3	8	6	4	21
India	-	-	-	1	1
Indonesia	-	-	-	3	3
Kazakhstan	-	-	5	1	6
Pakistan	2	2	-	2	6

Multi-Brand

Tendam has incorporated brands such as Levi's Strauss and Bestseller and other independent brands such as Hemper into its e-commerce offering. With these incorporations, it evolves its model of multi-brand online stores and complements the offering on Cortefiel's, Springfield's, and Women's secret websites. This strategy will be followed for Fifty's website in 2021.

+125 million
visitors per year

6 million registered
customers

+100 M€
in turnover

With these partnerships, the group is making progress on its strategy to strengthen the group's omnichannel positioning, increasing the attractiveness of its digital stores and developing greater economies of scale in its online operations.

These agreements reached with large fashion companies such as Levi's and Bestseller will enable Tendam's websites to sell a selection of products from Levi's and Dockers, Jack&Jones, Only, Vero Moda, Mamalicious, and Selected Homme.

With over 125 million visitors each year, 6 million registered customers and a turnover of over €100 million, Tendam's online stores are one of the main destinations for digital fashion shoppers in Spain and Portugal. Part of the new range will also be sold at the physical stores.

Tendam currently has the largest omnichannel multi-brand distribution platform in the Iberian Peninsula, is number one or two in market share in Spain by categories, and manages a highly dispersed network of stores (over 950 stores in Spain and Portugal) offering a wide range of services. For this reason, 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 the extensive registered client base and the scale of logistics operations, this approach has enabled Tendam to develop a highly profitable e-commerce business.



Tendam's ecosystem, dialogue with customers

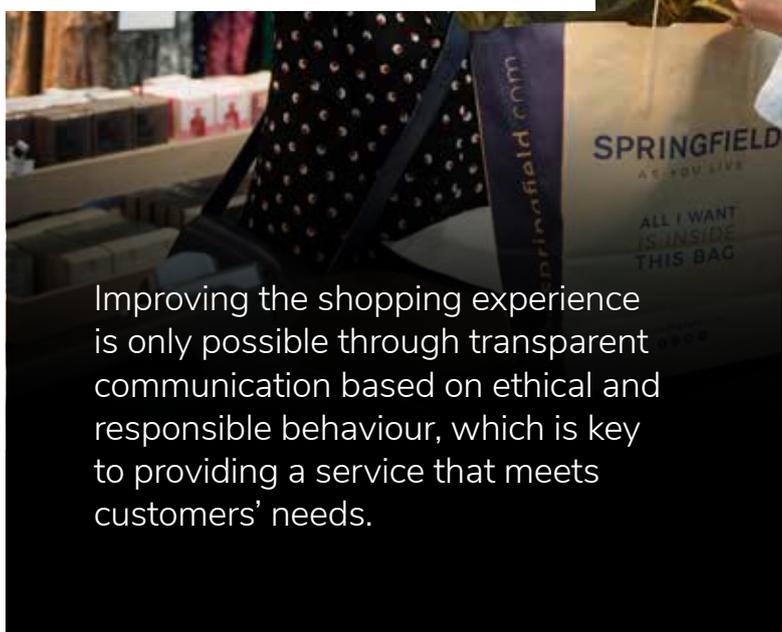
Creating a space for dialogue with customers



Tendam takes part in a dialogue with its customers through the members signed up for its brands' loyalty programs (Cortefiel, Pedro del Hierro, Springfield, Women'secret and Fifty). The history of loyalty programmes goes back to 1979 when the Cortefiel club was born. With all the brands' programmes, Tendam currently has over 26 million club members. It has a relationship with them focused on loyalty and involving them and personalising their shopping experience.

Cardholders of these programmes are the core of the company's strategy. The company continues developing initiatives to help understand the members better and to be able to offer them what they need at all times with tangible solutions that are integrated both at physical stores and the online channel.

Direct contact and multichannel communication are a key piece of the company's customer service model, with the main objective being to ensure customer satisfaction.



Improving the shopping experience is only possible through transparent communication based on ethical and responsible behaviour, which is key to providing a service that meets customers' needs.



Online presence

All the company's brands have an e-commerce channel and they currently operate in 47 online markets. Online sales have grown at a steady pace that has increased considerably for all the brands in recent years.

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 the offline and online sales services.

With a 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.

In 2019, online sales grew by 28.7% and now represent 9.6% of the turnover in Spain

Customer knowledge and management

Data management and analytical capacity, innovation when applying business intelligence models to operations, as well as CRM projects constitute the key components that the company is driving forward through various projects, creating a space for dialogue and interaction customers, which is continuously at the core of innovation at Tendam.

Tendam's Easy Shopping programme offers its customers:

- > Mobile Apps for all brands
- > Mobile payment 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.
- > Assisted sales with a tablet at Springfield.
- > Assisted sales in stores (Mercaux project).
- > Search via image recognition.
- > Online size recommendation.
- > Personal Shopper via telephone. Now you can shop by telephone and receive your purchase in less than an hour at some stores in Madrid.

Logistics management

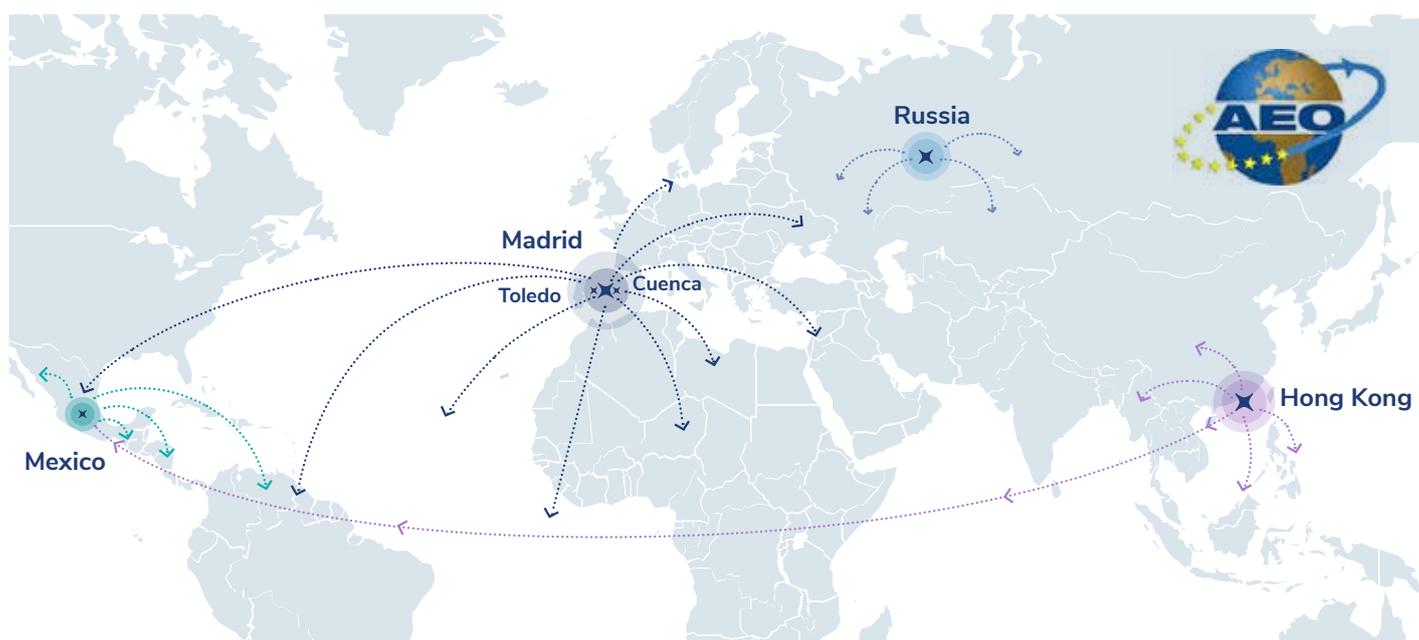
Logistics management is a key factor for achieving maximum efficiency and competitiveness in Tendam's multi-channel business throughout the world. Its two Spanish platforms in Madrid and Cuenca and its international platforms in Hong Kong, Mexico, and Russia handle the company's storage and distribution.

Tendam's logistic 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 the activity and to minimise the effects of traffic and pollution in urban areas.

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

Europe. This semi-automatic logistics centre has 135,000 m² of space for storage and is where 91 million garments are managed per year. It receives merchandise from suppliers from all countries. From there, it provides stock to 100% of its own stores and 70% of franchised stores of all of Tendam's brands as well as 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 own 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 own stores and the Mexican franchises.



6 Logistics centres

135,000 m²
of storage surface area

107 million
garments dispatched

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 of up 10,000 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

The company has measures regarding flexible hours and reduced workdays that adapt to employees' particular needs and maternity and paternity support programmes. It also provides well-being programmes for its employees such as mindfulness and yoga, a physical therapy service, health campaigns, laughter therapy workshops, and the online platform Gympass.



4 QUALITY EDUCATION

Internship plan: 300 educational institutions, 1275 students, and a 22% recruitment rate

Tendam is committed to talent and works to develop people outside the company by creating opportunities. Training agreements are made between regulated educational training institutions, public institutions, and associations, and there is a high rate of subsequent recruitment.



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. The 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. The 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

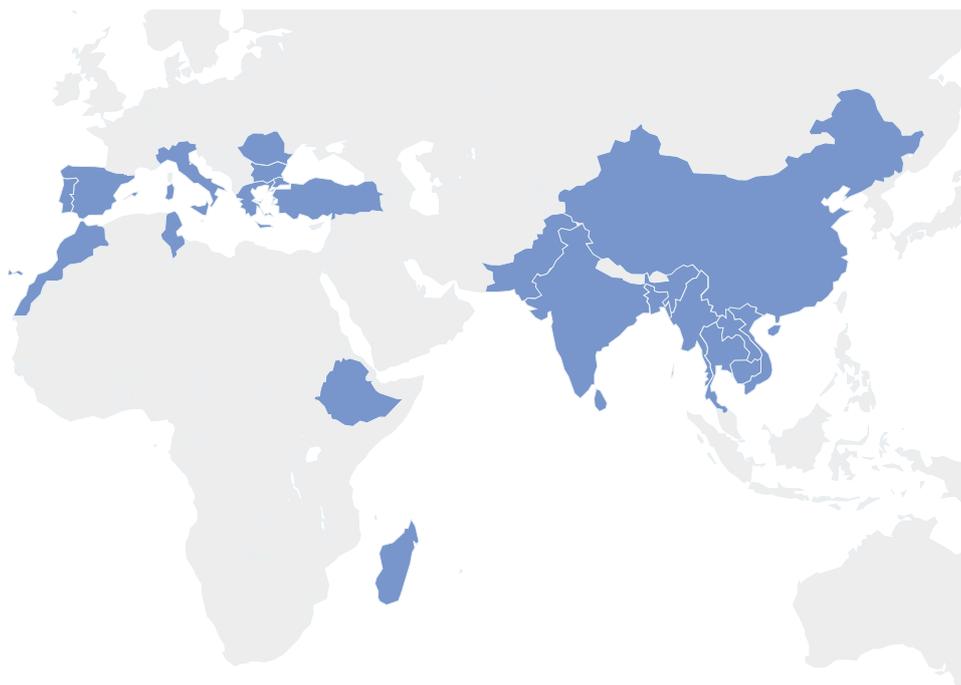
It has an integration action plan focused on growing its workforce with people with disabilities. It has also joined ONCE's INSERTA Programme to continue promoting employing people with disabilities in its workforce, implementing accessibility measures that contribute to improving the living conditions of people with disabilities.

Social responsibility and sustainable business

Tendam group works to naturally integrate social responsibility into our activities, viewing this responsibility as an inherent part of the organisation.

It promotes a commitment to sustainable development related to environmental aspects, the supply chain, the well-being of its workforce, a close relationship with its customers, and contributing to economic and social development in countries where it operates.

447
international suppliers
in nearly
50 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.
- ◆ We have 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.
- ◆ It is a member of AMFORI, with the aim of improving the social and environmental performance of its supply chain through AMFori BSCI and AMFori BPI.



Committed to sustainable development

- ◆ Tendam has joined **Fashion Pact**, the coalition of leading global fashion companies that support 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) held in Madrid at the beginning of December, Tendam was recognised by the United Nations Global Compact for joining the **Business Ambition for 1.5°C initiative**.
- ◆ Tendam has joined the **Fashion Industry Charter for Climate Action**, overseen by the **United Nations Climate Change Office**, to define action steps as well as actions to take to set an initial target to reduce GHG emissions by 30% by 2030 and other specific measures such as phasing out carbon sources in supply chains.



Committed to product innovation

The brands continue developing and making progress on their different lines of sustainable products. Fifty percent of Tendam brands' denim is H2O, which means up to 90% less water is used in manufacturing processes. The company has set a goal for sustainable collections to account for 50% of its collections by 2030.

- ◆ Springfield has the R[ECO]NSIDER collection (which already represents 15% of the brand's products) and the H2Ø Jeans line (which accounts for 50% of its denim), opting for new sustainable fabrics and using less water and energy.
- ◆ Honest by WOMEN'secret (made with organic cotton and recycled materials) which accounts for 15% of the basic undergarment collection.
- ◆ Over 70% of the Cortefiel Man jeans collection is now H2Ø denim and the Eco-Friendly programme at Cortefiel Woman (made with organic cotton and recycled polyester) now accounts for 9% of total garments. These figures have been attained in just two years.
- ◆ Fifty 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.



Committed to having a positive impact on the environment

Tendam signed a contract to acquire renewable energy with a guarantee of origin starting on 1 January 2020 for the total consumption at the group's facilities and commercial surface area in Spain, its main market.

This accounts for 80% of the total amount of energy purchased on a global level, with an estimated reduction of nearly 30,000 Tn CO₂.

In recent years, we have been implementing different measures to know and manage the waste generated by the company directly and indirectly and to apply the most efficient solutions. Thus, we have introduced procedures to improve and optimise the use of resources by promoting reusing and recycling.

The company works to reduce air transport, decreasing emissions in its supply chain as well as emissions from long-distance exports.

This is the direct consequence of applying a business model focused on more planning and a high-quality commercial offering that lasts longer.

Land transport includes **efficiency measures when filling boxes and trucks**, which reduces the emission of greenhouse gases for each tonne transported. Multi-brand distribution contributes to **decreasing transport** for deliveries to stores outside of business hours in order not to hinder the activity and to minimise the effects of traffic and pollution in urban areas.



Committed to the advancement of society

Aware of the role that the company plays in providing opportunities for people and the planet, Tendam has incorporated the Sustainable Development Goals and the 2030 Agenda in its business strategy.

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.

Others support children suffering hard-to-treat cancers to improve their daily lives, such as the **Brisas de ilusión, sonrisas al sol** project, which Fifty, through its Milano brand, has carried out together with the Blas Méndez Ponce Foundation. 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.

- ◆ Involucrados project and direct donation of garments.
- ◆ Cortefiel: Perfectos Imperfectos project
- ◆ Pedro del Hierro: Fashion 2nd Life
- ◆ Springfield: El bosque Springfield
- ◆ Women'secret: #SiMeImporta
- ◆ Fifty: Brisas de ilusión, sonrisas al sol

We all play a part in the fight against COVID-19

There has been an unprecedented health and economic crisis this year caused by COVID-19, which has triggered a global pandemic.

The company has launched several initiatives to collaborate with different entities to contribute to the fight against the spread of the virus and to mitigate its effects on all people.

Providing medical supplies

Since the beginning of the crisis, Tendam has made its international supply network available to Spanish authorities and other companies in its environment for purchasing medical supplies. Tendam has managed to purchase and ship more than 1 million euros worth of medical supplies to Spain. Part of this has been fully funded by Tendam and part has been funded in collaboration with other companies such as Openbank and CLH. This operation has resulted in delivering some 2.5 tonnes of medical supplies to Spanish health authorities.

#TodosSumamos (#AllTogether) Initiative El hilo que nos une (The thread that connects us)

In solidarity with those who have been most affected, Tendam Group's brands (Cortefiel, Pedro del Hierro, Springfield, Women'secret and Fifty) have joined forces and made their garments available to healthcare professionals, institutions, and nursing homes for free through the 'El hilo que nos une' campaign. They have responded to more than 600 requests from hospitals, health centres, nursing homes, and field hospitals and have donated over 50,000 garments worth more than 1 million euros. The following groups, among others, have received free garments from Tendam's brands: healthcare professionals who have relocated from their usual place of residence to fight the pandemic, sick people in isolation, and residents and staff at nursing homes.

Protecting our employees

The company's management has aimed to preserve jobs and protect employees at all times. Tendam has adopted measures such as providing a cash benefit (up to 100% of their monthly salary) as part of the government's temporary redundancy plan (ERTE) for each employee affected for its entire duration. It has also made micro-credits at zero interest available to them to deal with any incident or delay in receipt of government social benefits.

It also promotes teleworking and has put safety, health and hygiene measures and protocols into place at stores and offices.

Protection programme at stores

The reopening of the group's network of stores has been progressive, following the standards and guidelines required and/or recommended by the competent authorities in each country. Strict safety, health and hygiene protocols have been developed and implemented to protect customers and workers. The measures that have been put into place include using masks, gloves and hydroalcoholic gels; store capacity limits; practising physical distancing; sanitising clothing; disinfecting changing rooms after each use; changing store layout to improve traffic flows; and encouraging payment by mobile phone or card.



140 years of history

1880

The García-Quiros brothers open a small haberdashery store on Romanones street in Madrid

1933

The La Palma shirt factory opens

1960

The company exports to the **USA** with the **Cortefiel** brand that is sold in Macy's and Saks

1945

The first men's suits with the **Cortefiel** label leave the tailoring factory

1985

Launch of Milano, the brand specialising in tailoring

1993

Launch of Women'secret, with a focus on lingerie and swimwear fashion

1992

Acquisition of the brand **Pedro del Hierro**

1991

International expansion begins with the opening of stores in Portugal and France

1988

Launch of Springfield, the hallmark of young casual fashion

2000

Women'secret starts to operate online

2005

Change in the shareholding that results in the entry of **CVC, PAI Partners** and Permira

2006

Launch of **Springfield Woman**

2014

The company wins the **National Large Fashion Enterprise Award**

2013

Pedro del Hierro presents its first collection at **New York Fashion Week**

2012

All of the company's brands operate **100% online**

2017

CVC y PAI Partners acquire 100% of the company

2018

Launch of the new corporate brand **Tendam** as the head of the company, managing all the different brands

2019

Tendam acquires the **HOSS INTROPIA** brand to strengthen its growth strategy

Pedro del Hierro returns to

MBFWMadrid

TENDAM

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