

Ekspansja · Rozwój · Możliwości

SIEĆ SKLEPÓW PEPCO



PEPCO RETAIL

Growth · Development · Opportunities



Who are we?

PEPCO is a national non-food discount retail chain offering clothing for all age groups and everyday basics (clothing and houseware).

We give our clients an opportunity to buy a lot at the lowest prices, ensuring the best service – every day.

Owing to streamlined chain management, extensive expansion and increasing market share, the Company is successful at meeting sales targets and implementing strategic development plans.



PEPCO figures – basic data

Over 20 million clients visit PEPCO stores each year.

Even 2 million Poles shop in PEPCO each month.*

*Company data 2010-2011

Who are we?

Otwarcie 200 sklepu PEPCO w Sandomierzu, maj 2010



Opening of 200th PEPCO store in Sandomierz, May 2010

What do we want to achieve?

We want to become the largest, the best, the cheapest and the most recognizable clothing and houseware discount retailer.

We see a huge market potential when it comes to discount sales. Retail development is not only about modern distribution channels, but also about client preference for cheap, small stores in good locations. Therefore, non-food discount stores are very popular all over the world.

PEPCO strategy now is to strongly develop the retail chain. In May 2010, we opened the 200th store of our chain in Poland. The opening of 300th PEPCO store is planned for September 2011.

PEPCO development model was based on a programme of 70-80 openings a year. PEPCO is planning to reach a target of 600 stores all over Poland.



282 PEPCO stores in Poland (June 2011)

What do we want?

Pepkor

Making the desirable affordable



About the company

PEPCO Poland Sp. z o.o. is a member of Pepkor investment holding company that manages retail chains forming a group that is one of the largest companies in South Africa in terms of capital.

PEPCO Poland Sp. z o.o. seated in Poznań manages the existing stores and develops a discount retail chain under the brand of PEPCO.

Since it was founded in 1965, Pepkor has been operating in the discount retail sector. The company operates in 12 countries on 3 continents (in Africa, Australia and Europe), and manages 13 retail chains under different trade brands (among others, PEPCO, PEP, Ackermans, Best&Less, Dunns, Shoe City, John Craig).

Pepkor holding over 2800 stores and employs over 27 000 people all over the world.

About the company



PEPCO stores

PEPCO stores are self-service non-food discount stores with a total sales area of about 250-350 m².

The basic criterion for store location is a good commercial place with a natural flow of clients:

- at main streets;
- in local shopping centers;
- in the vicinity of food retailers (a supermarket or a discount store).

PEPCO stores can be first and foremost found in Polish towns with a population of over 10 000. PEPCO has its stores also in larger cities (in Bydgoszcz, Gdańsk, Kraków, Łódź, Poznań, Szczecin, Warszawa and Wrocław). New openings are planned both in big cities and smaller towns.

PEPCO stores



PEPCO offer

PEPCO stores are focused on mass sale of non-food products, and offer all clients different goods at very attractive discount prices.

PEPCO offers clothing for all age groups and household merchandise (houseware) – a total of 12 assortment groups. Currently it runs in the region of 2000 items per season of which 1200 will change from season to season. PEPCO assortment comprises clothing (45%), houseware (40%) and seasonal articles (15%).

Main assortment groups in PEPCO:

- Child garments, womenswear, menswear
- Underwear and clothing accessories
- Toys and stationery
- Household merchandise
- Decor and decorations
- Household textiles
- Suitcases, bags, backpacks

The above is overlaid with a strong promotional element to support the customer communication strategy. We communicate with our customers predominatly via bi-weekly leaflet campaigns.

PEPCO offer

PEPCO customers

PEPCO clients visit our stores on a regular basis and declare they like shopping in our stores. According to PEPCO clients, our stores are characterized predominantly by low prices, large selection of products and truly nice and professional staff.

PEPCO customers are typically married women with children, aged 25-45, in lower income groups. PEPCO customers are extremely loyal and most of them visit the store at least once a week.*

PEPCO stores offer their clients reasonable prices and practical solutions; a place where 'under the same roof' you shop for home and family, where shopping is fast, comprehensive and convenient. Our clients value PEPCO stores also owing to convenient location and opening hours.

PEPCO means not only low prices, but also versatility ensuring wide selection of products and successful shopping for the whole family. The main goal of PEPCO is to offer their clients not only "more for less...every day!" - shopping at low prices, in a convenient location and convenient time, but also with the best service and in a friendly atmosphere.

All these factors create an image of each our store as a true "friend of the family".

* according to company research survey 2008-2010



PEPCO – the only store of this kind

"I shop in PEPCO regularly."

"I am looking for the best bargains, occasions and gems in PEPCO! In PEPCO, I can always find something very special."

"I like PEPCO store very much – I like low prices, wide assortment, the service and good atmosphere there, everything in one place."

"Very often I do not plan any shopping – I am coming to PEPCO just to comfort myself and to improve my mood... it's a friendly store."

"There are good things at good prices. It's fast, easy and pleasant."

What customers say

Friend of
your family



What makes us special?

Given the specifics of stores and operation area, it is difficult to talk about direct competition for the PEPCO chain, which is the only such operator in Poland. From the early beginnings of chain development, PEPCO Poland plans focused on adjusting an offer that best suits the Polish client, and creating a chain of cheap, self-service stores located in city centers or shopping centers, where together with neighbouring food retailers PEPCO provides a comprehensive trade offer.

- Small area as compared with hypermarkets, and streamlined arrangement of the store interior ensure convenient shopping.
- Regular promotions in PEPCO attract new clients.
- Wide selection of products and level of prices ensure that PEPCO is a regular shopping place for all clients, irrespective of their age and income level.
- In all PEPCO stores, we use identical visualisation standards and POS materials, which facilitates not only coherent brand identification, but also ensures convenient, fast and nice shopping to our clients.

We are special



Modern shopping in PEPCO

The most modern trading solutions are the offspring of the Company's consequently followed development strategy. The Company pays special attention to locations of exceptional selling potential – in smaller as well as larger towns, both new and already existing shopping centers, retail parks and city galleries. This approach brings PEPCO closer to its customers, who can shop with us comfortably – in their favorite places, at the most convenient time, and be always sure of the top shopping experience. After all, we are here to make sure the customers enjoy a wide selection of goods at attractive prices – for themselves and their families.

WE INVITE YOU!

Modern
shopping in PEPCO



Cooperation with PEPCO

The goal of the company is to develop a large clothing and houseware discount retail chain, treated by the clients as the first choice for cheap shopping for household merchandise and clothes.

Under PEPCO retail chain development in Poland, PEPCO Poland offers cooperation as regards long-term tenancy/lease of commercial premises. **The cooperation offer is addressed to:**

1. Owners of real estate with premises that meet the required criteria;
2. Developers who invest in new commercial premises;
3. Retail chains (food retailers and household equipment retailers) as regards tenancy and joint usage of commercial space.

We are looking for locations that meet the following criteria:

- in Poland, in towns with a population of at least 10 000, with special focus on towns with a population of 10 000-50 000;
- at main roads, with access to residential areas, in visible places and with access from main roads; at or near shopping streets in towns/ districts where there is a natural flow of clients;
- where possible, in the vicinity of food retailers managed by chains;
- meet the following parameters:
 - total area 275-450 m²,
 - on one storey – the ground floor,
 - access directly from the street;
- rectangle-shaped; no internal pillars or columns; no walls in sales area; no internal and/or external staircases; meet the requirements of a retail store; good general technical condition;
- separate gate/ supply place allowing convenient loading/ reloading; easy access for delivery trucks.

We encourage you to cooperate with us.

Contact: ekspansja@pepco.pl

Cooperation with PEPCO

przyjaciel twojej rodziny

Tylko w Pepco szeroki asortyment, niskie ceny i wielkie promocje. Pepco to sklep inny niż wszystkie, przyjaciel twojej rodziny! Ubieramy, wyposażamy, bawimy – Jesteśmy po to abyś codziennie miał wybór. Radość zakupów dla Ciebie i całej Rodziny!

szeroki asortyment

- odzież damska
- odzież męska
- odzież dziecięca
- wyposażenie mieszkań
- wyposażenie łazienki
- wyposażenie kuchni
- artykuły papiernicze
- artykuły toaletowe
- zabawki

PEPCO
GWARANCJA ZWROTU GOTÓWKI

Jeżeli nie jesteście Państwo w pełni zadowoleni z zakupów, prosimy o zwrot towaru z paragonem w ciągu 30 dni. Na życzenie Klienta dokonamy wymiany towaru lub zwrócimy gotówkę.

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