

GRUPOCORTEFIEL

PdH
Pedro del Hierro

CORTEFIEL

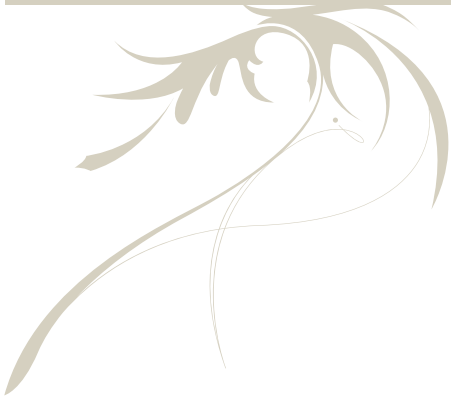


SPRINGFIELD



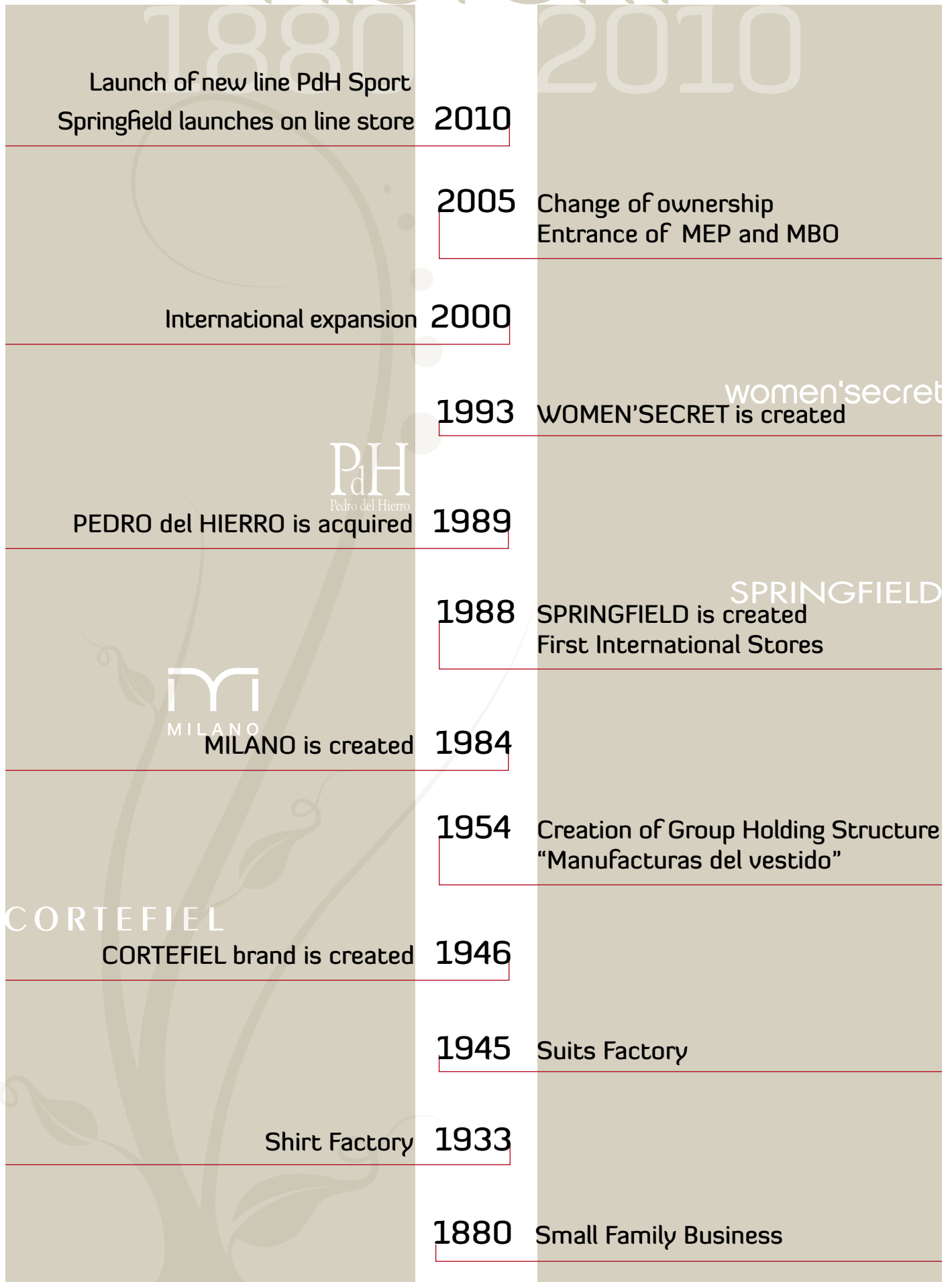
women'ssecret

GRUPO CORTEFIEL



- Grupo Cortefiel is one of Europe's top fashion names operating in the specialised chain sector.
- Founded in Madrid in 1880, today it is present in 61* countries and has 1,663* points of sale.
- Cortefiel, Pedro del Hierro, Springfield and women'secret are the four brands that make up Grupo Cortefiel, which also owns Fifty Factory, a chain of outlet stores. Each one has its own design team and a customer-oriented commercial and management network.
- In order to guarantee maximum efficiency in the management of this multi-format business model, the Group's head offices centralise the administrative, financial, technological, expansion, outsourcing and human resource services, as well as other major corporate executive functions.
- Distribution is organised around a network of logistics centres centralised at the Aranjuez platform in Madrid, which opened in August 2008. The company also has international buying offices in Spain, Hong Kong and India.
- Grupo Cortefiel's consolidated expansion policy includes the opening of direct operated stores and franchises. The direct management system is implemented mainly in Europe, whilst the franchise system is the primary vehicle for international expansion.
- Skilled professionals of more than 20 nationalities work to ensure excellence in all the Company's products and services, obtaining a turnover of 955 million euros in 2009.

HISTORY



POINTS OF SALE LOCALICATION MAPS



1.663 points of sale
in 61 countries

POINTS OF SALE EUROPE



1.373 points of sale
in 30 countries

Points of sale	CTF	PdH*	SPF	WS	Fifty Factory	Total
Albania			1			1
Andorra	2		2	2		6
Austria			4			4
Belarus				2		2
Belgium	6		26		2	34
Bosnia			7	1		8
Croatia				9		9
Cyprus	5		17	4		26
Czech Republic	2		4	2		8
France	9		63	12		84
Germany			13	17		30
Greece				1		1
Hungary			11	8		19
Italy			14			14
Kazajstan	1		3	2		6
Luxembourg			4			4
Macedonia			2			2
Malta			3	1		4
Montenegro				1		1
Poland			10	1		11
Portugal	40		46	34		120
Romania			4	2		6
Russia			31	28		59
Serbia	1		11	12		24
Slovakia	2		3	2		7
Spain	263	18	300	227	20	828
Switzerland			1			1
The Netherlands			31			31
Ukraine			8	10		18
United Kingdom	1		4			5
TOTAL Direct operated + Franchise	332	18	623	378	22	1.373

*Stand alone (PdH woman)
Data as of November 2010

POINTS OF SALE MIDDLE EAST & AFRICA

160 points of sale
in 15 countries



Points of sale	CTF	PdH*	SPF	WS	Total
Algeria			1		1
Azerbaijan			1	1	2
Bahrain			1	1	2
Dubai	5	1			6
Egypt	2		10	5	17
Israel			15	9	24
Jordan	1		3	1	5
Kuwait	1		2	5	8
Lebanon	3	1	8	6	18
Morocco	4		5	3	12
Qatar			1	3	4
Saudi Arabia	8	1		14	23
South Africa				2	2
Syria	2		2	2	6
UAE			20	10	30
Total	26	3	69	62	160

*Stand alone (PdH woman)
Data as of November 2010

POINTS OF SALE AMERICA



82 points
of sale in
10 countries

Points of sale	CTF	SPF	WS	Total
Aruba			1	1
Bermuda			1	1
Chile			7	7
Colombia			5	5
Costa Rica	1		1	2
Dominican Republic			1	1
Mexico	7	20	25	52
Panama			2	2
Peru		6		6
Venezuela			5	5
Total	8	26	48	82

POINTS OF SALE ASIA & AUSTRALIA

48 points of sale in 6 countries



Points of sale	SPF	WS	Total
Australia	3		3
Malaysia	3	2	5
Singapore	8	1	9
South Korea	3	13	16
Taiwan	5		5
The Philippines	10		10
Total	32	16	48

CORTEFIEL



Cortefiel is the Group's original brand. Created in 1946, it targets men and women aged between 35 and 45 with a youthful outlook on life and an open, enquiring mind.

Through its collections, the Cortefiel brand enjoys a loyal customer base, built up over fifty years, who trust a fashion alternative offering quality and fabulous styles. Cortefiel offers the latest fashion combined with comfort for those who see the world through today's eyes.

Steady growth over the years has turned Cortefiel into a consolidated brand and a major fashion reference.

Today Cortefiel is present in 21 countries with 366 direct operated stores and franchises.



Key information

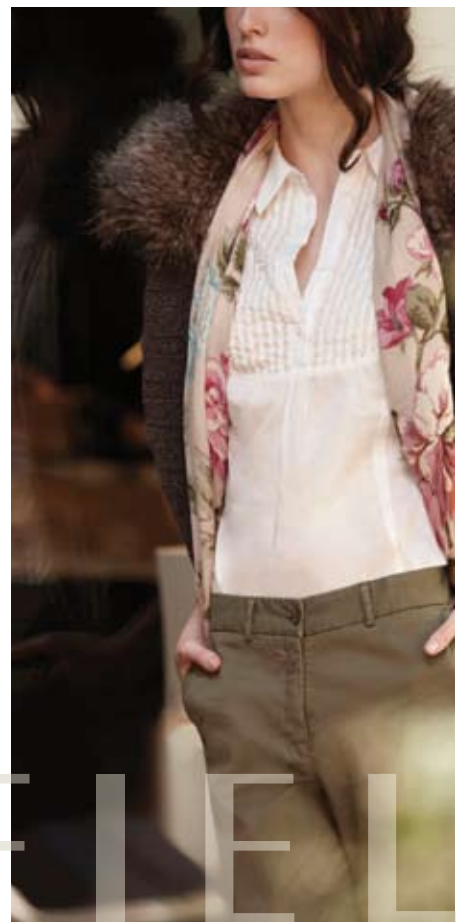
■ Established	1946
■ Points of sale	366
■ Countries	21



Presence and points of sale the Cortefiel brand

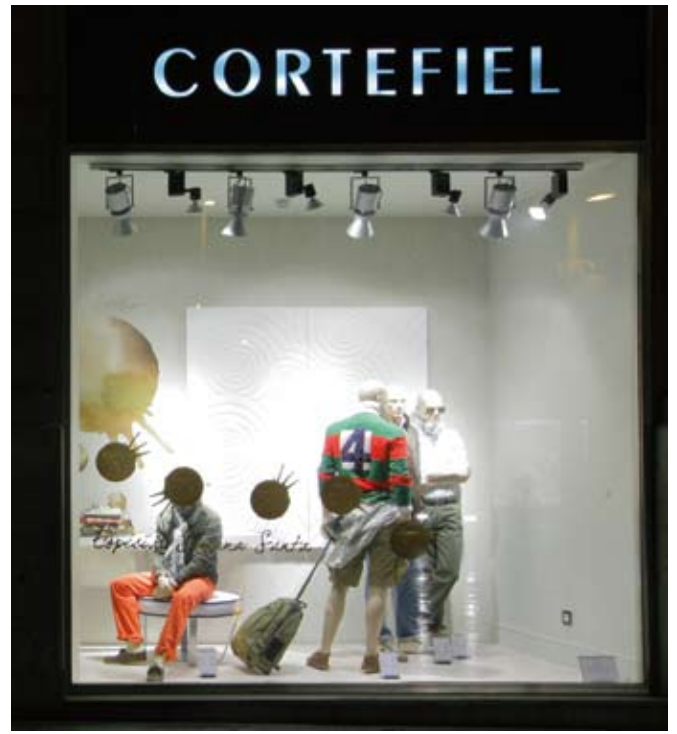


Points of sale	CTF
Andorra	2
Belgium	6
Costa Rica	1
Cyprus	5
Czech Republic	2
Dubai	5
Egypt	2
France	9
Jordan	1
Kazajstan	1
Kuwait	1
Lebanon	3
Mexico	7
Morocco	4
Portugal	40
Saudi Arabia	8
Serbia	1
Slovakia	2
Spain	263
Syria	2
United Kingdom	1
CTF Total	366



CORTEFIEL

Cortefiel stores



PEDRO DEL HIERRO



PdH
Pedro del Hierro

Grupo Cortefiel acquired the brand Pedro del Hierro in 1989, rapidly turning it into a top name with a natural, and a unique sense of urban style inspired in today's contemporary self-confident men and women.

Personality and a unique sense of style

The design of the Pedro del Hierro brand is always in constant evolution, harmoniously combining the essences of fashion and the visionary aspect of trends, dressing for pret-a-porter, haute couture, or urban style.

Pedro del Hierro embarked on its international expansion strategy in 2007. Today it is present in 21 countries and 386 points of sale, including stand alone boutiques selling PdH woman exclusively and corners in Cortefiel stores selling both PdH man and woman collections.



Key information

■ Acquisition of the brand by the Group	1989
■ Points of sale	386*
■ Countries	21*

*Stand alone (PdH woman) + Cortefiel stores.

PEDRO DEL HIERRO



Pedro del Hierro stores



SPRINGFIELD



Grupo Cortefiel's most youthful and urban brand was first created in 1988 as an alternative to traditional men's fashion stores. Based on the philosophy of 'basics at unbeatable prices', Springfield opened its first store on Madrid's Calle Bravo Murillo, a prime location just a few minutes from the Glorieta de Cuatro Caminos.

The positive response to the launch led Grupo Cortefiel to expand its basic range, introducing collections in keeping with the latest trends. Since then, Springfield has enjoyed a steady and sustained growth. The launch of the women's collection in 2006 is another milestone in the label's development.

Springfield Man & Woman target young men and women between 20 and 30 with a relaxed outlook on life and fashion. Each season the label's designers observe, combine and adapt the latest trends to create a style ideal for any time of day. The unique use of colour, combining a meticulous attention to pattern, the wash and design process is the unmistakable hallmark of a 'relaxed casual style' on all its creations.

Four years after its creation, Springfield embarked on an international expansion, opening its first stores in Portugal, and is now present in 47 countries with 745 sale points, under franchise or as stores.



Key information

■ Established	1988
■ Points of sale	745
■ Countries	47

Presence and points of sale Springfield



Points of sale		SPF	
Albania	1	Macedonia	2
Algeria	1	Malaysia	3
Andorra	2	Malta	3
Australia	3	Mexico	20
Austria	4	Morocco	5
Azerbaijan	1	Peru	6
Bahrain	1	Poland	10
Belgium	26	Portugal	45
Bosnia	7	Qatar	1
Cyprus	17	Romania	4
Czech Republic	4	Russia	31
Korea	3	Serbia	11
Egypt	10	Singapore	8
France	66	Slovakia	3
Germany	14	Spain	293
Hungary	11	Switzerland	1
Israel	15	Syria	2
Italy	14	Taiwan	5
Jordan	3	The Netherlands	30
Kazajstan	3	The Philippines	10
Kuwait	2	UAE	20
Lebanon	8	Ukraine	8
Luxembourg	4	United Kingdom	4

SPF Total 745



Springfield stores



WOMEN'S SECRET



women'ssecret sells lingerie, sleepwear, accessories and swimwear for the modern women between 25 and 40. The design team develop new ideas to make women's lives easier and happier, on occasions generating emotions and at other times offering solutions.

women'ssecret is proud of being a specialist in the world of women. women'ssecret was created by and for women, with the objective of creating a global brand capable of combining prestige, femininity, contemporary looks and excellent value for money.

women'ssecret was founded in 1993, and its first store opened in the centre of Madrid. Since the early days, women'ssecret is committed to being a leader in creativity, efficiency and awareness in the underwear and lingerie sector.

In 2001, women'ssecret embarked on an international expansion strategy and today has more than 500 stores in over 46 countries.

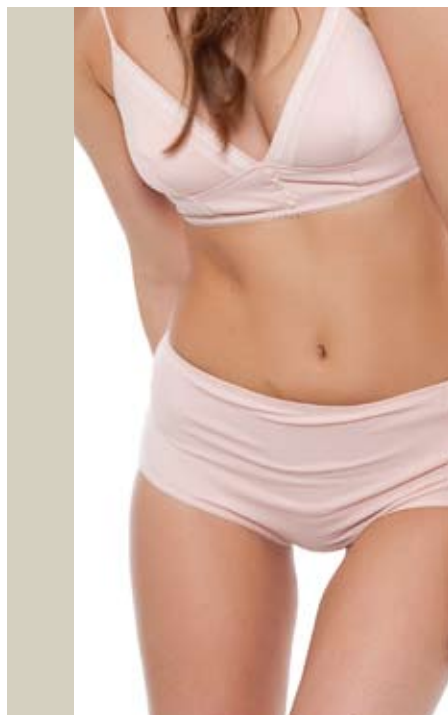
The women'ssecret online store sells throughout the metropolitan euro zone.

Key information

■ Established	1993
■ Points of sale	506
■ Countries	46



Presence and points of sale women'secret



Points of sale

WS

Andorra	2	Lebanon	6
Aruba	1	Malaysia	2
Azerbaijan	1	Malta	1
Bahrain	1	Mexico	25
Belarus	2	Montenegro	1
Bermuda	1	Morocco	3
Bosnia	1	Panama	2
Chile	7	Poland	1
Colombia	5	Portugal	33
Costa Rica	1	Qatar	3
Croatia	9	Romania	2
Cyprus	4	Russia	28
Czech Republic	2	Saudi Arabia	14
Dominican Republic	1	Serbia	12
Egypt	5	Singapore	1
France	13	Slovakia	2
Germany	17	South Africa	2
Greece	1	South Korea	13
Hungary	7	Spain	230
Israel	9	Syria	2
Jordan	1	UAE	10
Kazajstan	2	Ukraine	10
Kuwait	5	Venezuela	5

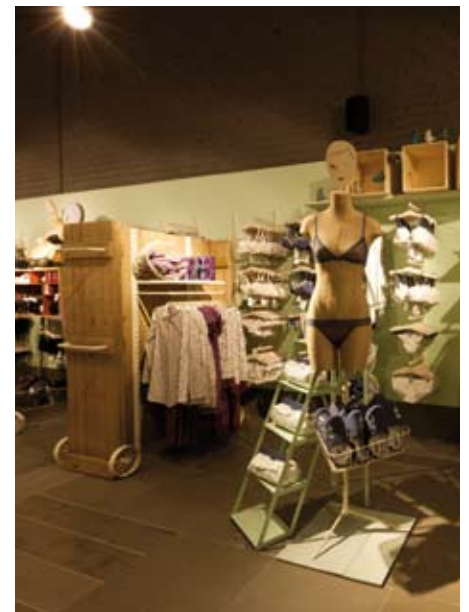
WS Total

506

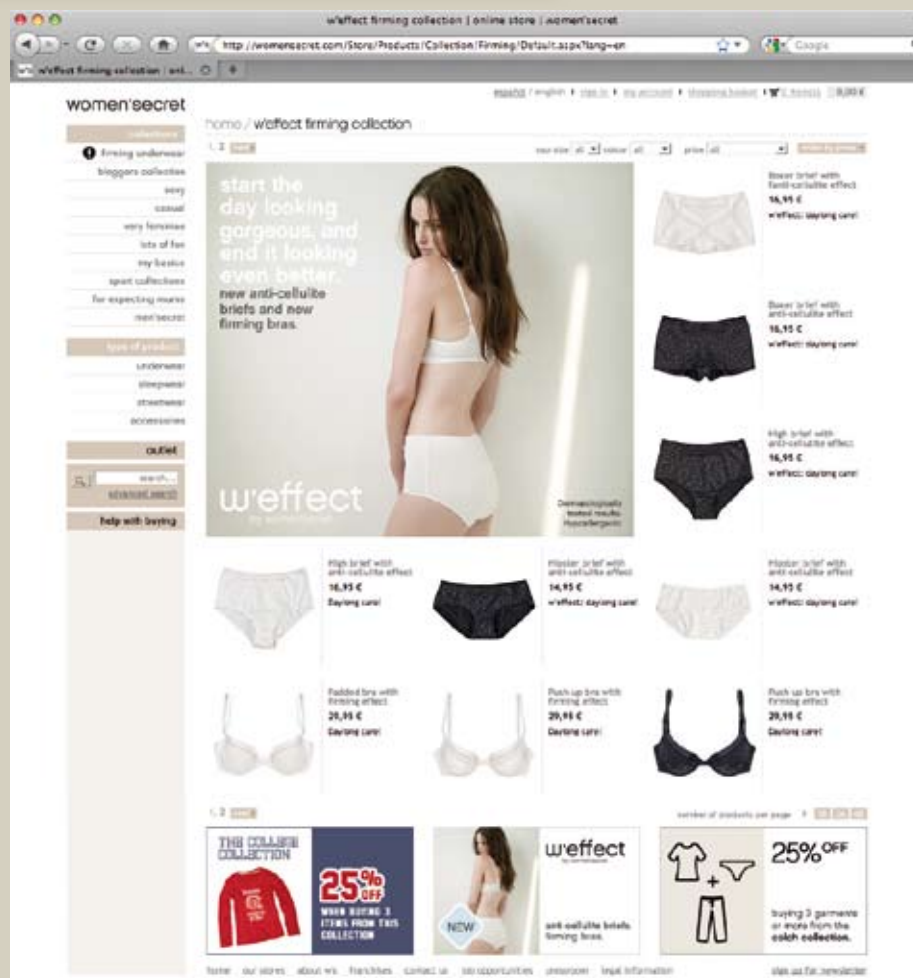


women'secret

women'ssecret stores



GRUPO CORTEFFIEL'S ON LINE STORES



www.grupocortefiel.com