



BATA SOUTH AFRICA EMBARKS ON A STRATEGIC PARTNERSHIP WITH SOUTH AFRICAN RETAIL GIANT, EDGARS

Bata South Africa has entered into a strategic relationship with South African retail giant, Edgars, effective from June 2018. This will see a variety of Bata Brands being housed by selected Edgars stores and will promote mutual opportunities for both Bata and Edgars.

According to John Harman, Bata South Africa Country Manager, the relationship will benefit both parties in an environment where customers value a quality product at an affordable price. Bata's valued brands such as Bata, Bata Comfit, Bata Ambassador, Bata Executive, Toughees, Tomy Takkies and Bubblegummers which can be purchased with interest free credit from Edgars stores.

Bata are currently looking at expanding the range of footwear in Edgars stores and have confirmed that talks are ongoing for further collaboration.

Founded in 1894, Bata is the world's leading shoemaker by volume, designing stylish and comfortable footwear at surprisingly affordable prices. Bata is a family-owned business, globally serving more than 1 million consumers a day in 5,300 stores and produced locally in Bata-owned manufacturing facilities. Bata has a proud history in the South African footwear market which spans more than 60 years.

Edgars, part of the Edcon group, are the leading retailer of clothing, footwear, textiles, cosmetics, accessories and cellular products in Southern Africa, offering a wide assortment of merchandise for everyone, including both local and international brands. We will like to express our gratitude to the customers and our commitment to Edgars.

This move is in line with Bata SA's long-term restructuring strategy. "Bata needs to remain connected to their customers trends and respond quickly to those trends, that is why we are concentrating on our strengths and exercising the synergies that exist between Bata SA and Edgars, our retail partner," says Harman.