

pepco®

A leading European
Value retail chain

A woman with long, dark, wavy hair and a young child with blonde hair are lying on a white, textured surface. The woman is on the left, wearing a light pink long-sleeved shirt, and the child is on the right, wearing a light beige short-sleeved shirt and grey pants. They are both smiling and touching their foreheads. The child's hands are resting on the woman's face. The text "About us" is written in blue on the right side of the image.

About us

VISION

the largest
the best
the cheapest
the most known
discount brand
in Europe



**Europe's best clothing
and home led discount retailer**

MISSION

provide customers
with easiest access
to all the products
they want everyday
to clothe their families
decorate homes
for the lowest prices



**offer the lowest prices
and best value
to families on a budget**



we work to help our customers
live better lives

Pepco Strategy Framework

GROW OUR BUSINESS

GROW OUR PEOPLE



Bigger

Grow revenue, brand and market share



Better

Enhance portfolio of stores, categories and ranges



Cheaper

Drive cost efficiency



Simpler

Simplify customer offering & drive operational simplicity



Develop

Develop people, equip with tools, knowledge & opportunity to thrive

Pepco offers clothing for the whole family and products for home
at very low prices.

We are focused on dynamic expansion based on our customers' needs. In over a dozen of years of operation in Europe we have become one the most popular sellers of **children's clothes** and a leading supplier of **decorative products**.

Millions of customers visit Pepco stores every month, making over

28 million transactions
across Europe.



Company history



1999

THE COMPANY
IS ESTABLISHED



2004

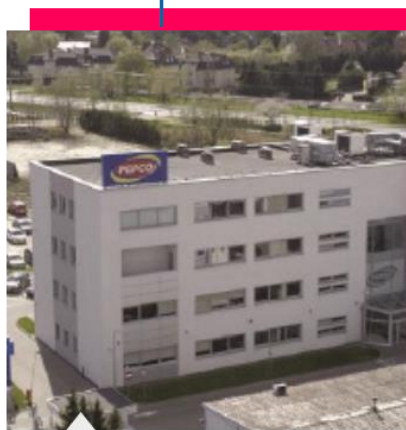
ACQUISITION
BY PEPCOR
THE FIRST
PEPCO STORE

2007

OUR **100TH**
STORE

2009

OUR **200TH**
STORE



2010

NEW HEAD
OFFICE

2011

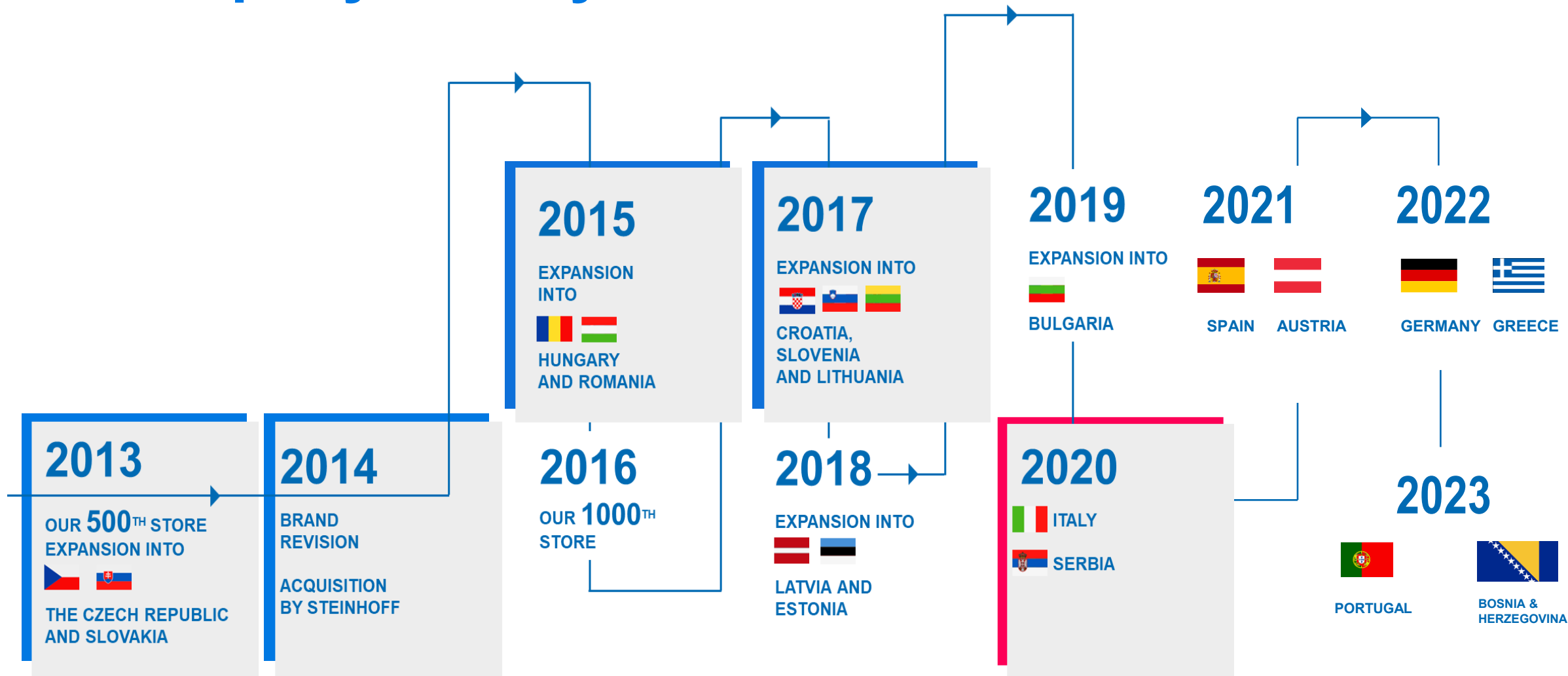
OUR **300TH**
STORE



2012

OUR **400TH**
STORE
ACQUISITION
OFD.C. IN RAWA

Company history



Our STORES in Europe

over 3900 locations



July 2025 data

Brand Communication



Pepco brand is recognisable

- 90-96% of women in most markets of Pepco's presence for over 3 years, know it and, for most of them Pepco is the top-of-mind children's clothing store.
- 88% - 96% of customers from these European markets have shopped in Pepco.
- During last 6 years Pepco market shares grew in all product categories and reaches e.g. 31,4% - 40,8% in kids wear (depending on country). That places Pepco on 1st market position.

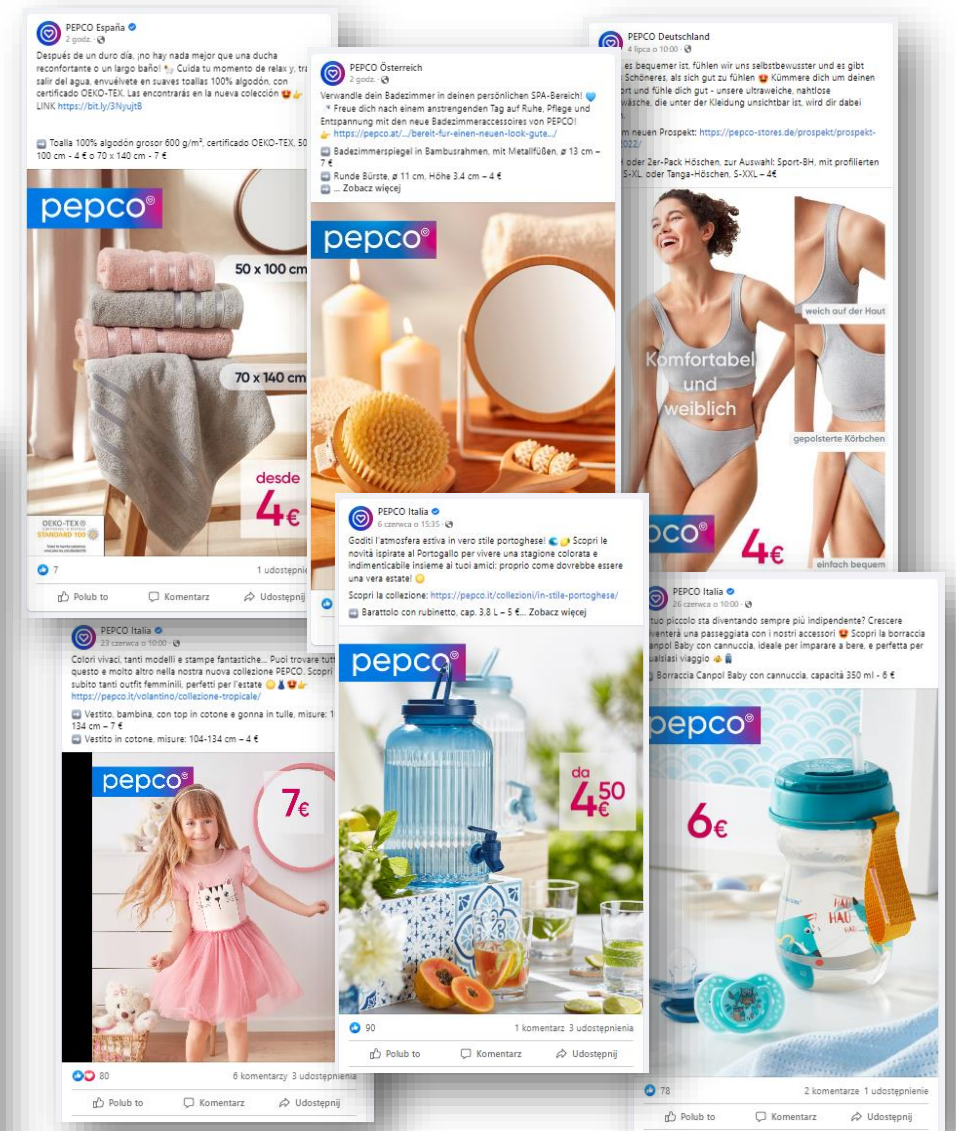
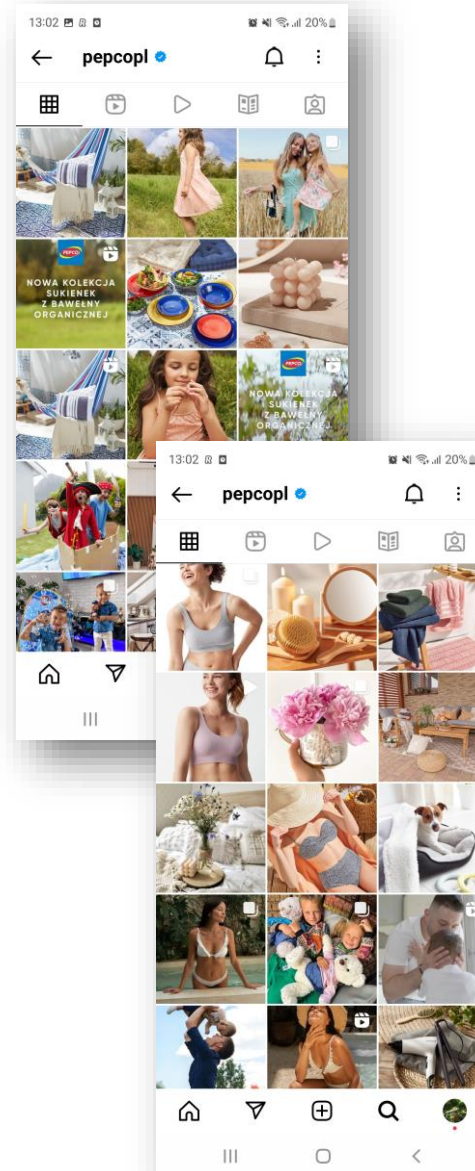


Brand positioning

Pepco marketing communication is built around products and their value, always at very low price.

Key media channels are digital (including social media) and TV, supplemented by cooperation with influencers. Pepco website guides our Customers through current promotional offer and newest collections.

feel the quality,
love the price



Statistics in social media

We reach over 65 million social media users every month.



over 4 million FB fans in Europe



pepcoes

Obserwuj

Posty: 62 8 956 obserwujących Obserwowani: 4

PEPCO

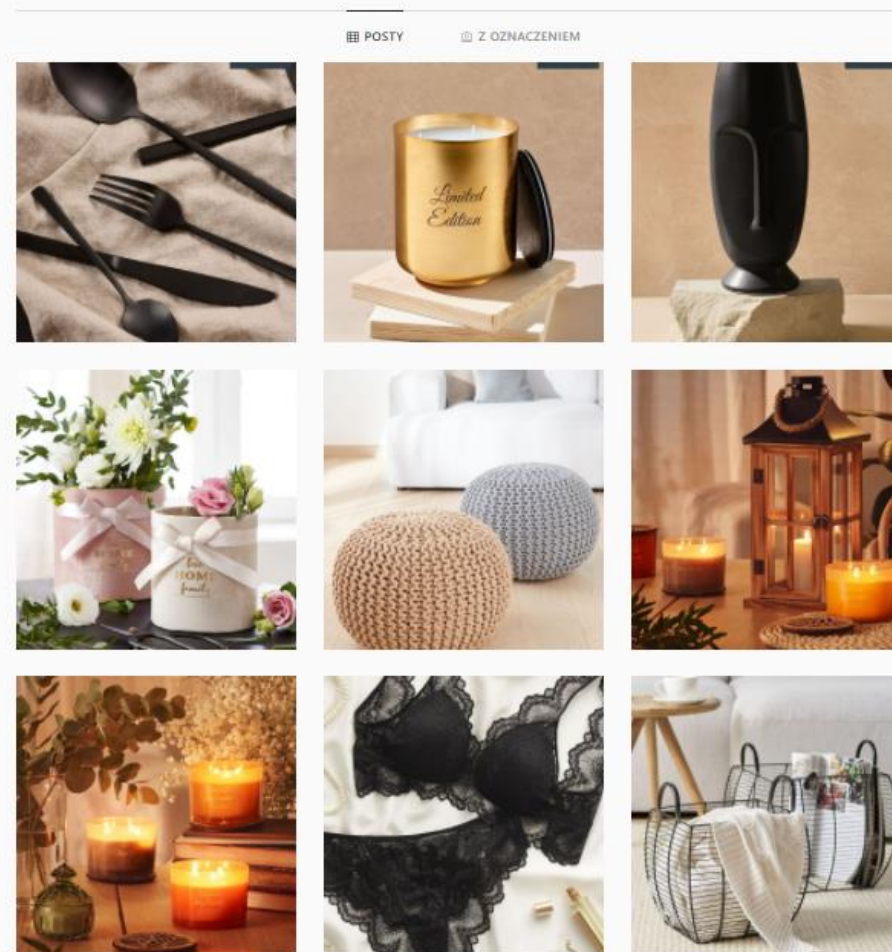
Perfil oficial de #PEPCO

Siente la calidad, enamórate del precio.

¡Síguenos para inspirarte y conocer nuestras novedades!

www.pepco.es

over 2,6 million Instagram followers



A close-up portrait of a woman with short, blonde hair, smiling warmly at the camera. She is wearing a blue and white vertically striped button-down shirt. Her earrings are small, round, and metallic. The background is blurred, showing a blue wall on the left and a wooden structure on the right.

Our Employees

Our Employees

Pepco employs more than 30.000 people across Europe. Over 1000 of them work in our Polish headquarters in Poznan and another 1000 work in our distribution centers in Poland, Hungary and Romania.

In Pepco we all understand and appreciate our family values we respect each other and communicate openly.

our
stores



our
distribution
centers



our
head
office



internships
and
traineeships



Our values



respect

We respect each other



growth

We are learning changing & growing



love the customer

We go beyond expectation



simplicity

We like simple solutions



team spirit

We are better together

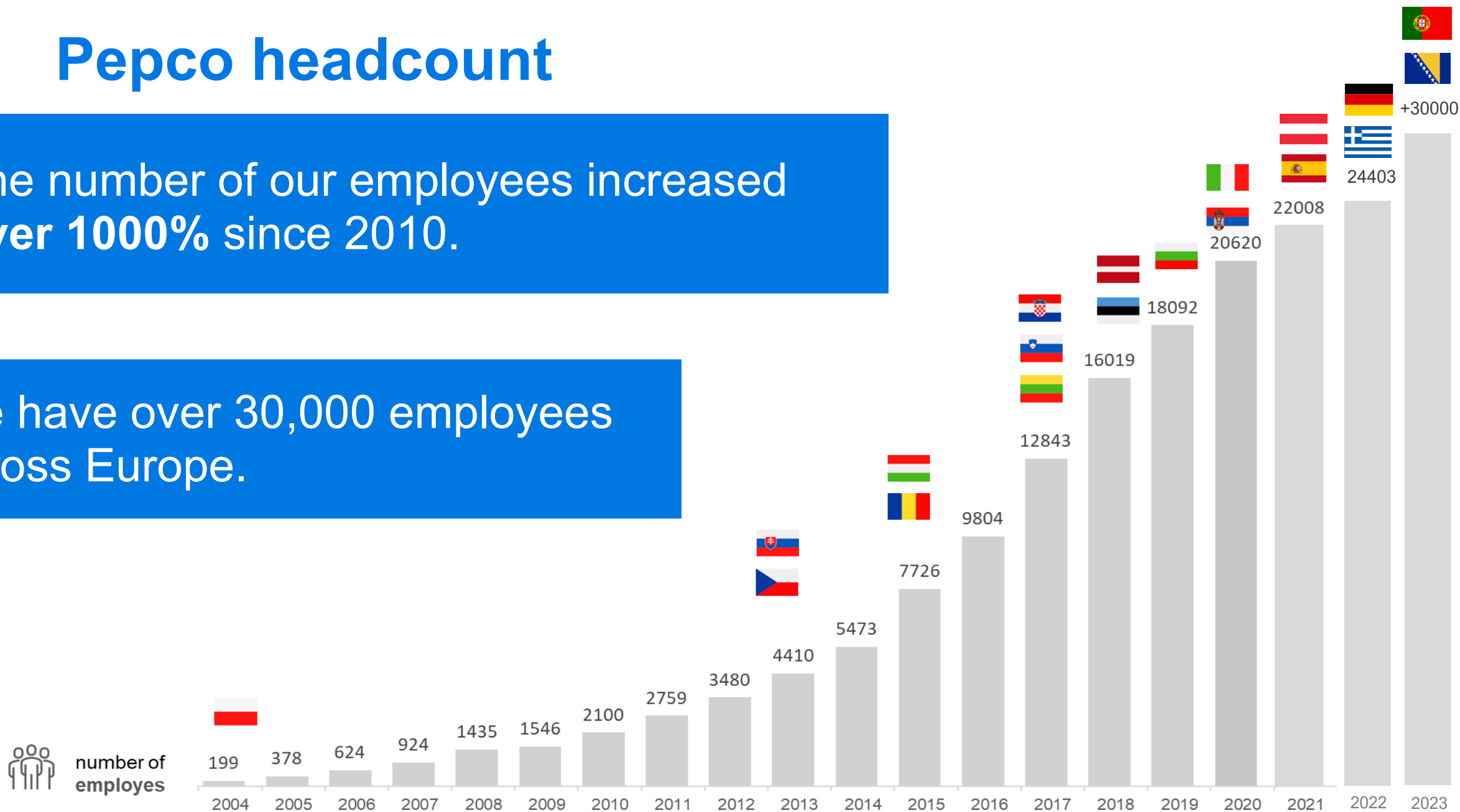


pepcoolture®

Pepco headcount

The number of our employees increased **over 1000%** since 2010.

We have over 30,000 employees across Europe.



Thank you