
**A MULTINATIONAL
CORPORATION
WITH AN
ITALIAN-BEATING
HEART**

GRUPPO
TEDDY  DAL
1961

**OUR
DREAM**

**OUR
HISTORY**

**OUR
CORPORATE GROUP**

**OUR
BRANDS**

**OUR
BUSINESS**

**OUR
HEART**



— OUR DREAM —



Teddy Dream is to build up a large and global company that earns much money, enough to have the means to expand it, to give job and to use a part of the net profits every year to help weaker people thanks to charities operating in Italy and abroad.

The Dream is to build up a company where, thanks to their job, young people and even less young are able to give a meaning to their own life.

The Dream is to build up a company where every five so-called “normal” people there is one who is disabled and where “normal” people help those less lucky to settle in their job environment and to live a normal life, because it is only through work that man discovers his own dignity.

The Dream is to educate a brave, responsible, qualified management team who is projected into the future without fear and who is able to convey all the values I spoke of before to all the people coming after them.

Vittorio Tadei, Teddy Corporate Group Founder

— ENTREPRENEURS OF OURSELVES —



Teddy Corporate Group is a 'family-managed' multinational corporation whose core business has been clothing since 1961. A multinational, with an Italian-beating heart, that is a proud competitor within a market ruled by world fast fashion giants.

There is only one key to the success of **Teddy Corporate Group**: the sense of belonging, the courage and the expertise of the people who work for it. The real drive pushing us towards the future is the heart, the passion and the wish of our team in building a large and innovative company. This is the reason why we strongly believe that everyone should feel '**entrepreneur of himself**', playing a leading role in his or her job with the pleasure to build their own future and that of the company. This is the reason why, even though we are small, we can compete with the biggest ones.

The corporate culture we try to live and spread around is the one stemming from the principles detailed in '**The Dream**', written by Teddy founder, Vittorio Tadei, who describes the ideal dimension within which any of our actions is meant to be designed and carried out, despite of human limitations.

Alessandro Bracci, General Manager

OUR HISTORY



1961

Vittorio Tadei, the son of a railwayman and a housewife, leaves his job as accountant to work in the clothing store run by his family in Riccione. It is the beginning of a great adventure that, from the first handmade knitwear workshop, will bring him, in the 1970s, to engage in wholesale distribution projects on a wider range. He is laying down the grounds for the development of Rinascimento-branded wholesale network.



1981

Teddy srl (which will be turned into a limited company-SpA in 1992) is established thus turning the early entrepreneurial project into a more real and long-lasting one. In those years the company employs the people who, thanks to their work and personality, will help to create the corporate culture of the group. In these years fashion trends start to become a worldwide phenomenon and such an evolution forces Vittorio and his collaborators to learn reading the signs given by an increasingly faster and more dynamic market.



1988

Terranova brand is created and the franchising format 'on a sale-or-return basis' is launched. A flexible, dynamic and international sales network of franchised stores is further developed.

1990

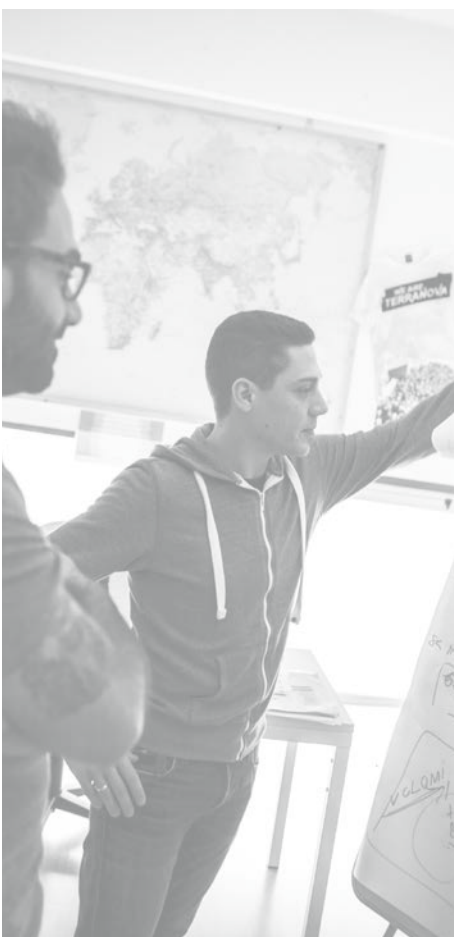
The company starts to expand abroad: Yugoslavia, Spain, and other Eastern European countries are the first markets it branches into. In just ten years' time Terranova sales network will include 22 countries. In 1990, the stores register takings exceeding 10 million Euros.

1994

The employees of Teddy Spa are more than 100.

2001

Teddy starts to develop a sales network of wholesale stores to distribute Rinascimento-branded products abroad: the first store is opened in Paris, the fashion capital. The garments sold by Teddy Spa are 11,400,000.



2002

Kitana is created and launched, the plus-size fashion clothing line by Rinascimento, which offers a clothing collection for a curvy woman who finds her own dimension without giving up being fashionable and glamorous.

2003

In the wake of the great development experienced in the 1990s, Terranova opens its 300th store in Moscow, the first one in Russia. In the meantime, the entire logistics system is automated.

2005

Terranova opens its 400th point of sale in the world, in Saudi Arabia. The brand Calliope is created, which immediately proves to be successful in the low-cost clothing market.

2006

Terranova Kids clothing line is created and launched, thus expanding Terranova product range.

2008

Rinascimento wholesale network goes on being expanded, positioning itself in several countries such as Germany, Lebanon, France, Canada, Belgium and Ireland.

2009

A year of big changes, as two new Terranova and Calliope concept stores are opened, meeting with great success: a real r-evolution is about to start.

2010

With over 550 Terranova, Calliope and Terranova Kids stores and Rinascimento-branded wholesale network of stores, Teddy SpA becomes a reference firm in the European clothing market.

2011

On 30th November 2011, 1,200 people including employees, integrated suppliers and former collaborators gather in Rimini to celebrate Teddy 50th anniversary. This is the year in which Terranova creates its own e-commerce platform.

2012

The underwear collection 'Mia Terranova' is launched.

2013

Teddy Corporate Group branches out into four new, big markets: Denmark, France, Malaysia and Morocco.



— OUR CORPORATE GROUP —



Teddy Corporate Group includes 27 firms and is the commercial division of T&M Holding SpA corporation, a multinational corporation that includes real estate business related to retail services.

Teddy Corporate Group mainly manages 3 brands, **Rinascimento, Terranova and Calliope**, with stores located in 48 countries. Terranova and Calliope products are marketed through a retail network of 565 flagships worldwide, while Rinascimento wholesale distribution network includes 18 wholesale stores located in 13 countries. The Corporate Group can rely on a total amount of 579 stores operating in 38 countries, which include the new-born network of Rinascimento flagships.

3 BRANDS
4 CONTINENTS
48 COUNTRIES
579 STORES
18 WHOLESALE STORES





Consolidated sales total 505.9 million Euros thanks to 72 million garments sold, with an EBITDA equal to 66.7 million Euros and net profits totalling 24.8 million Euros. The takings the Corporate Group registers worldwide total 924 million Euros.

Corporate investments are totally financed every year using provisional net profits while corporate development is partly financed by franchisees. The net financial position of the Corporate Group shows a credit balance.

TURNOVER
505,989,000 EUROS

NET PROFITS
24,823,000 EUROS

EBITDA
66,726,000 EUROS

CORPORATE TAKINGS
RETAIL PRICES
924,000,000 EUROS

GARMENTS SOLD
72,018,000

2013 consolidated financial statements



The main, distinctive mark of Teddy Corporate Group, which employs more than 2000 people, has always been **the strong sense of belonging** of the people who work every day to build their own part of the company, wherever they are, in Rimini or Shanghai, from Copenhagen to Dubai. The ideal dimension, as detailed in “The Dream” written by Teddy founder, Vittorio Tadei, is the greatest support to the development of a corporate culture based on the value of people, mutual help, **the wish to build something great** using as much efficiency and creativity as possible. It is the corporate culture our oldest and most expert employees have handed down over the years, through real facts, to the newbies, paying a close attention to those who work outside Italy.

2,182 EMPLOYEES
4,000 COLLABORATORS
150,000 HOURS OF
CORPORATE TRAINING
A 50 YEAR LONG STORY
AND MORE

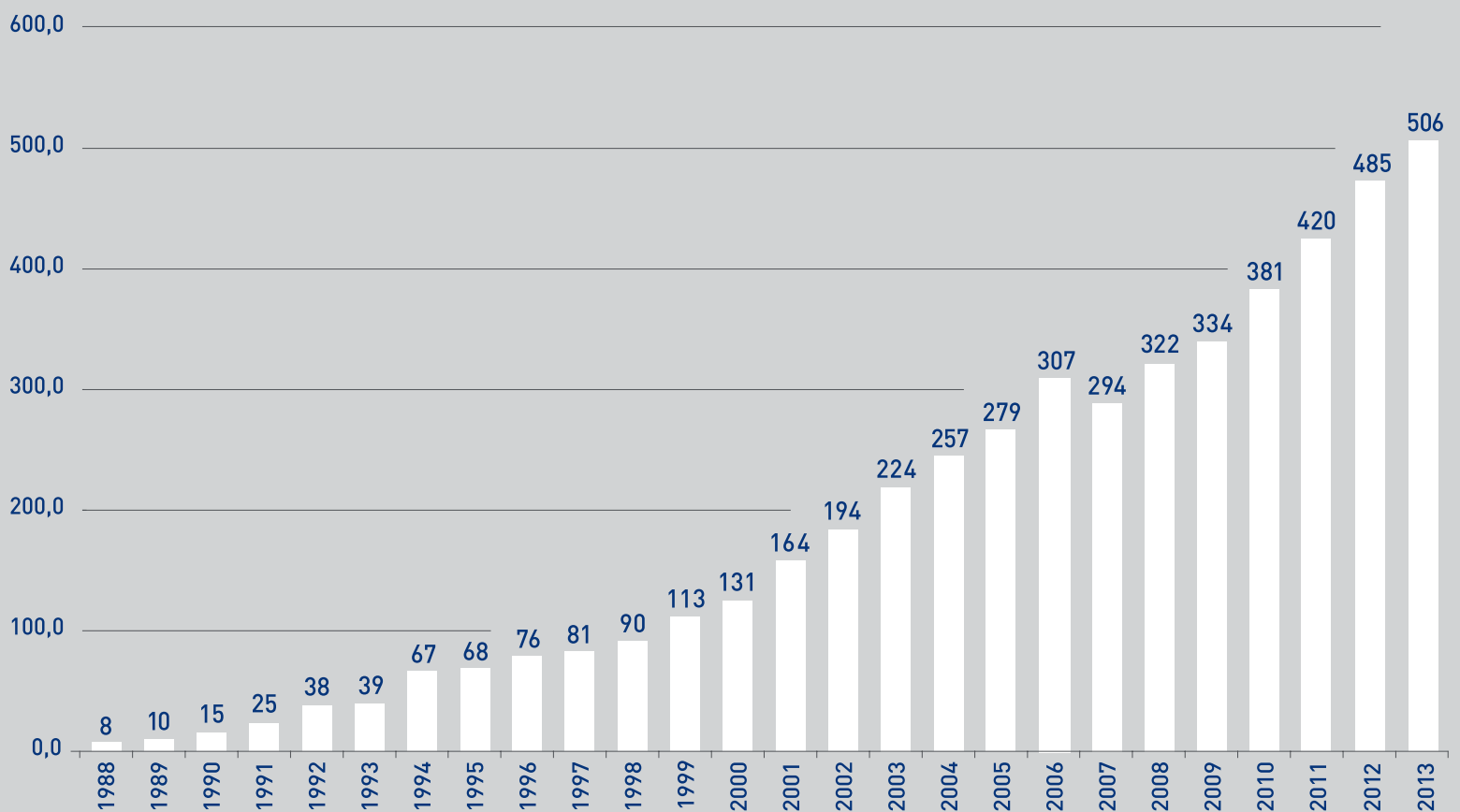


Our approach to the market sticks to the following rule: **treat others as we expect to be treated**. This is what we try to do every day and to pass down to our sales staff as the guiding rule for any choice or decision to make. This is also the way in which we try to interact with both each other in our company and our stakeholders as it is a rule stemming from our corporate culture mirrored in the Dream of our founder.

Furthermore, because we are the first customers in our stores, **we have always paid great attention to the quality and safety of our products**: over 200,000 tests are carried out on our clothing items by external and approved labs every year. Moreover, any of our suppliers and providers is required to strictly abide by our quality and safety guidelines and to undersign and comply with the code of ethics of our Corporate Group. The quality and safety control process starts from the very first moment a product is conceived and designed and ends only when the product has completed its manufacturing process, always requiring to strictly abide by the local and international laws and regulations in force in the countries where our Corporate Group operates, as a minimum standard level. With regard to Calliope and Terranova brands, the observance of our quality standards is further guaranteed by the employees and collaborators of our Corporate Group who supervise processes in the manufacturing countries.

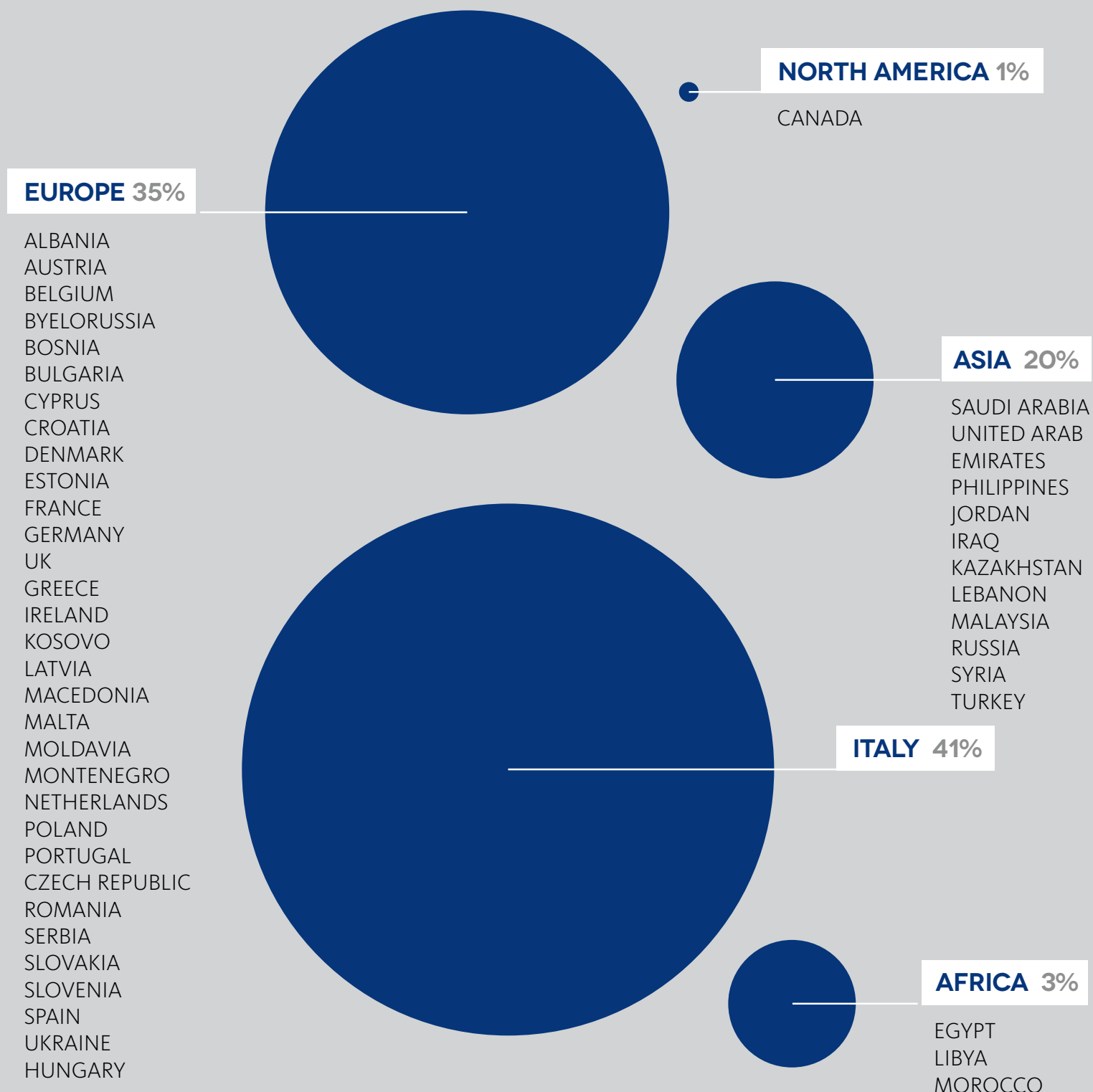


TURNOVER GROWTH TEDDY CORPORATE GROUP



18.1% AVERAGE ANNUAL GROWTH
FROM 1988 TO 2013

OUR COUNTRIES



Retail and wholesale stores per geographic area

— OUR BRANDS

CALLIOPE®
I T A L I A

After being launched in 2005, Calliope has immediately met with great success in the low-cost clothing market, making glamorous fashion style the key of its own image. The distinctive feature of Calliope product and its points of sale, both flagships and franchised ones, is their charm full of contaminations, to dare always new combinations, thus interpreting the latest fashion trends in a unique way.

The result is a product designed for men and women who want to feel naturally trendy every day.

Calliope is a brand always ready to face the challenges of the fashion world, affordable and at the same time paying a thorough attention to details: an icon of that typical Italian way to match garments and trends.

www.calliope.info





CLOTHING LINES: MENSWEAR, WOMENSWEAR, ACCESSORIES

88 STORES
18 COUNTRIES
14 CLOTHING COLLECTIONS
EVERY YEAR



— OUR BRANDS

RINASCIMENTO®
MADE IN ITALY



Reading through the wishes of a real, independent woman, well aware of her own femininity. A woman with a strong character, dynamic and glamorous, but never predictable. A woman who wants to make her own choices, to be in the limelight, always flawless. Today Rinascimento is all this and even more, with a wide range of different garments and accessories presented in its fast-fashion clothing collections, always following the very latest trends: a production philosophy that turns the speed of new stock arrangements as well as quality into its own distinctive features.

Rinascimento therefore achieves to create an ever-changing style, which follows the concept of a modern total look, 'punchy' and affordable, in which any detail reveals the passion for beautiful things made with care for the so multi-faceted world of women. Collections by collections, Rinascimento creates an always new fashion that foresees trends, thus surprising its customers with creative, versatile, 'Made in Italy' fashion suggestions. In 2002 the creative spirit of Rinascimento fashion designers also gave birth to **Kitana**, a clothing line designed for sizes ranging from Italian 46 (US: 10; UK: 12) to Italian 52 (US: 18; UK: 20).

www.rinascimento.com





CLOTHING LINES: WOMENSWEAR, ACCESSORIES

18 WHOLESALE STORES

13 COUNTRIES

10,000 MODEL PATTERNS

EVERY YEAR

8 SAMPLE BOOKS

200 ANEW ARTICLES

PRESENTED EVERY WEEK

120,000 GARMENTS SOLD

PER WEEK

28 E-COMMERCE COUNTRIES

OUR BRANDS

terranova



The brand was created in 1988 and is one of the most important European low-cost brands of young and urban fashion, with 477 points of sale in 38 countries. The stores are managed both directly by the company (flagships) or using the franchising format 'on a sale-or-return basis'. Terranova metropolitan fashion style stands out for its accessible and always fresh image, simple and cool at the same time.

Terranova experience is based on three key concepts: easy to wear, a product that fits everyone; easy to buy, thanks to its affordable price; easy to live, thanks to the feeling of freedom and freshness you can breathe at any **Terranova** point of sale.

www.terranovastyle.com



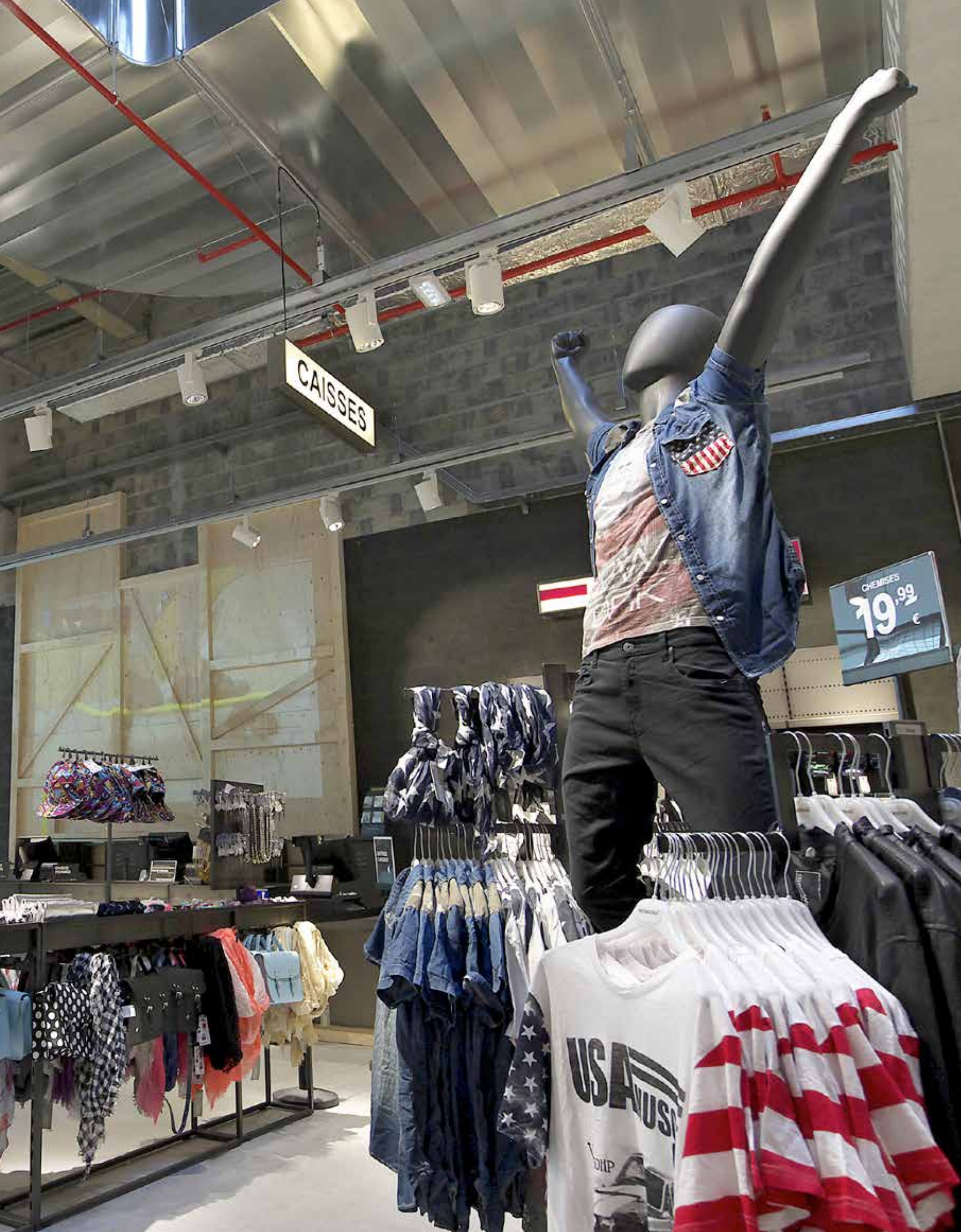


CLOTHING LINES: MENSWEAR,
KIDSWEAR, WOMENSWEAR,
UNDERWEAR

477 STORES, 38 COUNTRIES
14 CLOTHING COLLECTIONS
EVERY YEAR

15 E-COMMERCE COUNTRIES





CAISSES

CHEMISES
19,99 €

USA

— OUR **RETAIL** BUSINESS: TERRANOVA, CALLIOPE AND RINASCIMENTO —

When in 1988 the first Terranova store was opened, nobody would have foreseen what would happen later on: 579 points of sales branded Terranova, Calliope and Rinascimento, thousands of shop windows through which, every day in any part of the world, we tell about our way of being, looking at and interpreting fashion trends, thus offering our customers the best product at the best price.

For over 50 years, all the efforts, the expertise, the ability to do business and the entrepreneurial culture of our Corporate Group have always been brought out and boosted by all those who together with us have undertaken and shared this great entrepreneurial adventure.

Therefore, the franchising format is to us not just a great opportunity but it is the identity and outlook of the entire Corporate Group, the engine for a constant growth all over the world.





OUR FRANCHISING FORMAT **‘ON A SALE-OR-RETURN BASIS’,** **MUCH MORE THAN BUSINESS**



CALCULATED RISK

Our franchisees only need to take a calculated risk as they will pay only for the goods sold, without bearing the costs for any unsold stock, which will be totally borne by the company.

GUARANTEED AND CONSTANT PROFIT MARGINS

Our franchisees are guaranteed constant profit margins all the year round.

NO FALSE STARTS

When a new store is opened everything is carefully planned, thanks to the hard work and the surveys on the market area, pedestrian volumes, location of the point of sale, possible competitors, carried out by our Development Department.





IT SUPPORT

Our franchisees can easily and effectively manage and control all the store activities thanks to our management software, from sales statistics to staff management, including new stocks and the stockroom whose effective management is essential to allow a point of sale to perform well.

EFFECTIVE COMMUNICATION AND MARKETING

Our Marketing and Communication Department always provides our franchisees with updated communication materials and coordinated promotional strategies

CORPORATE TRAINING

Teddy Corporate Group regards corporate training as one of the essential elements to guarantee the development of the point of sale. Every year experts in the field train store personnel before the opening, either at our headquarters or at pilot stores, thus constantly supporting our franchisees and their teams, be it for sales strategies or visual merchandising.



— OUR WHOLESALE BUSINESS RINASCIMENTO —



Rinascento had already set the trends thanks to its Italian fast-fashion products, both in Italy and abroad, while international wholesale clothing giants had not entered the market yet. Fast fashion is a revolutionary marketing idea as it aims at reducing manufacturing and distribution times for products in order to offer a wide, constant and ever-changing range of pure fashion products. Thanks to a short-time manufacturing and distribution system, Rinascento is able to quickly meet the demand of consumers for new fashion trends, through its international network of wholesale stores and a B2B online shopping platform, providing for an always-fresh and fashionable product, even during the same season, thus allowing for new stocks always to be available in stores.

18 WHOLESALE STORES
IN **13** COUNTRIES,
5,000,000 GARMENTS SOLD
IN **90** COUNTRIES, **9,000** STORES
SELLING THE BRAND



— OUR HEART —



The support and funding of charities and non-profit organizations is one of the *raison d'être* of Teddy Corporate Group and is one of the reasons for which our corporate group exists, works, takes risks and faces the market every day > The support and funding of charities and non-profit organizations is one of the *raison d'être* of Teddy Corporate Group, one of the reasons for which our corporate group exists, works, takes risks and faces the market every day. "Man is an administrator of the goods he is given and not the owner". This motto has helped Vittorio to educate his own family and his collaborators. For this reason the company and Tadei family have always supported and been involved into many charity

projects all over the world. Since 2006, the company 'charity mission' is also fulfilled by the Charity Foundation "Gigi Tadei", which was established in memory of Luigi Tadei, Vittorio's son who died in 2006. There are hundreds of charities and people that are supported and helped by Teddy Corporate Group concretely, in their life and actions. Those collaborations were created because Vittorio was himself moved by what he saw with his own eyes, when he personally met missionaries, Zambian children, Bolivian street children (*chicos de la calle*), educators, disabled people in Bangladesh or young people in Rimini looking for a real 'master' to help them in their life.





RAINBOW PROJECT

ZAMBIA, KENYA, TANZANIA, UGANDA,
BRAZIL, BOLIVIA, BURUNDI.

Support to orphaned children

19,194 people who got support (of whom 15,700 were children) / 11 school canteens / 40 teachers
10 community schools / 2558 children going to school

GIGI POINT

RIMINI (ITALY)

Daytime recreational centre for children and teenagers

1,000 people every year (of whom 600 teenagers)
4 study halls / 6 meeting rooms / 1 kitchen



MISSION IN BOLIVIA

LA PAZ (BOLIVIA)

Support to street children, alcoholics, children and families in need, disabled people

1,200 people given support / 4 shelter facilities
20 humanitarian operators



GIGIBONTA' ICE CREAM SHOPS

BOLIVIA, ALBANIA, CHILE, ZAMBIA

Ice-cream shops managed by missionaries

8 ice-cream shops / 100 people employed





COOPERATIVE 'AMICI DI GIGI' (GIGI'S FRIENDS)

SAN MAURO PASCOLI, RIMINI (ITALY)

Social cooperative to support disadvantaged young people and adults

4 friends / 100 people supported

3,000 sq. m. farm garden producing 4 tons of vegetables

COMASCA

RIMINI (ITALY)

A former holiday camp building donated to Karis Foundation

500 students / 3 schools / 25 classrooms

4 laboratories / 1 lecture hall / 1 library / 1 cafeteria



MISSION IN SRI LANKA AND BANGLADESH

BANGLADESH, SRI LANKA

Education, health and nutrition support

1 Gigi school attended by 650 students

10,000 people supported every year

1 psychiatric centre / 1 physiotherapy centre



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