

Thursday 12th May 2016
For immediate release

PEP&CO BRINGS FORWARD CHRISTMAS TEMP JOBS PLANS **100 temporary roles available in store** **Additional 30 temporary roles created at its Derbyshire logistics provider**

PEP&CO, Britain's newest high street fashion retailer, has brought forward its Christmas plans to create over 100 temporary jobs in its stores, following consistent 2016 sales growth and a positive customer reaction to ITV's new docusoap *Bargain Shop Wars*.

From this week, each of PEP&CO's 50 locations across Britain is recruiting temporary summer associates to help serve customers, as they continue to respond positively to the ranges they've seen. Applications can be made at <http://careers.pepandco.com/jobs>.

Its logistics partner Clipper also plans to recruit an additional 30 eight week roles for its Swadlincote distribution centre in South Derbyshire to help meet demand.

"Around five hundred of us came together last year to help us launch PEP&CO and now we're ready to bring new Pep stars on board", said PEP&CO managing director Adrian Mountford.

Over the past six months PEP&CO has significantly revamped its ranges, replacing homewares with menswear, expanding both kidswear and babywear and introducing new broad appeal leading womens' fashion – all extraordinarily priced and complimentary to its ranges of wardrobe staples such as T-shirts, leggings and jeggings.

Viewers have responded positively to the changes made by PEP&CO and the primetime series in three main ways.

- National awareness has helped drive a significant increase in footfall to existing stores;
- Over 20,000 people have so far asked for a PEP&CO to open on their high street at www.pepandco.com/bringmepep;
- PEP&CO's jobs website at <http://careers.pepandco.com> has seen traffic rise fourfold as people look for opportunities to work with the team they see on screen.

Episode five of *Bargain Shop Wars* which airs at 8.30pm this evening on ITV1 focuses on PEP&CO stores in Chelmsley Wood, Yardley, Cwmbran and Weston-super-Mare.

In addition to the temporary roles, around 150 permanent jobs will be created later this autumn as PEP&CO opens another 10-15 stores in similar high street locations. Over the next 12 months, PEP&CO expects to add an additional 35 stores to its estate.

Earlier this month, PEP&CO opened up a web page at www.pepandco.com/bringmepep to ask customers where it should open next. During the first transmissions of *Bargain Shop Wars*, up to 35 requests per second were being made online to its online store locator.

It will seek to reflect the feedback from over 20,000 customers in the selection of its next locations which will be announced as leases are signed.

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Editors' Notes:

About PEP&CO

- PEP&CO is one of Britain's newest High Street retailers – with 50 stores that opened in just a little over 50 days in the summer of 2015. With fashion for kids, women and now men too, it serves customers in the towns they live and love. With affordable fashion for the family, its store managers pride themselves on the service they provide in the places it trades.
- PEP&CO served its millionth customer less than 100 days after opening its 50th store and based on reaction in the places its opened, believes it can play a role in helping trade in town centres, offering shoppers another reason to shop locally.
- Each PEP&CO store has simple low pricing on fashion for kids, women and men. It's an offer that's become hard to find on secondary high streets. Prices start at £1 and 95 per cent of what it sells is under £10.
- PEP&CO is the first strategic investment made by Pepkor UK, a venture established in 2014 by former Asda CEO Andy Bond and ex-Bain & Company consultant Mark Elliott. Pepkor UK manages corporate activity in the United Kingdom in support of the wider Pepkor group - a Cape Town-based investment company with retail interests in Africa, Australia and Eastern Europe.
- The PEP&CO leadership team has over 70 years of combined experience, including Adrian Mountford, Cathy Haydon & Mark Jackson. **Adrian Mountford**, PEP&CO's managing director had stints at BHS, Matalan and Sainsbury's where he was business unit director for the Tu fashion brand. CFO **Mark Jackson** had eight years as CFO/COO at Heals and two years at Alders. Trading Director **Cathy Haydon**, joined from M&S where she was head of merchandising in womenswear. She's also worked at Tesco and BHS and has 26 years of retail experience
- PEP&CO trades in England, Wales & Scotland in the following locations:

PEP&CO Store Locations				
Ashton-under-Lyne	Chatham	Eastleigh	Kettering	Runcorn
Birkenhead	Chelmsley Wood	Ellesmere Port	Kirkcaldy	Salford
Birmingham Yardley	Corby	Falkirk	Maidstone	Scunthorpe
Bolton	Coventry	Glenrothes	Middlesbrough	Stretford
Boscombe	Crewe	Gloucester	Newport	Sunderland
Bootle	Cwmbran	Grays	Newton Mearns	Swindon
Boston	Dartford	Hartlepool	Oldham	Warminster
Bridgend	Derby	Hemel Hempstead	Paisley	Warrington
Bristol	Dunfermline	Hull	Redditch	West Bromwich
Burton-upon-Trent	East Kilbride	Irvine	Redhill	Weston-super-Mare