



PRESS RELEASE

Aid by Trade Foundation gains new Demand Alliance Partner

C&A purchases sustainable cotton from Cotton made in Africa

(Hamburg, October 4th 2011) C&A, one of Europe's leading fashion groups, today joins the Cotton made in Africa initiative's Demand Alliance. In 2012 the company plans to take up 1,000 tonnes of sustainably produced African cotton for its textile products. This additional demand supports the initiative in improving the living conditions of some 240,000 smallholder farmers and their families in Benin, Burkina Faso, Zambia, Malawi and Ivory Coast.

The Cotton made in Africa initiative thus gains an important partner and further strengthens its international Demand Alliance. C&A is not only a very strong brand but also a company that places great importance on sustainable and responsible business. "We're happy to respond to our customers' demand for fashion produced in a socially and environmentally sustainable way", says Phil Chamberlain, Head of Sustainable Business Development at C&A. "Cotton made in Africa offers us a great opportunity to use a high-value raw material with added social value in our textiles." With this sustainably produced cotton, C&A widens its already extensive engagement in the organic cotton sector. In 2012 it plans to take up 1,000 tonnes of African cotton; in 2013, 1,500 tonnes and in 2014, 2,000 tonnes of Cotton made in Africa are to be processed into C&A textiles.

"Rather than sending financial donations to Africa we're being proactive in helping create stable demand on the global market for sustainably produced African cotton", is how Tina Stridde, Managing Director of the Aid by Trade Foundation, explains the initiative's approach. "Gaining C&A as a Demand Alliance Partner is a great success for us on the European market." Cotton made in Africa provides participating smallholder farmers with cultivation methods that both conserve the environment and raise crop yields, while providing training and educa-

tion for adults and children. Besides C&A the Otto Group, PUMA, Anvil and Tchibo are also Demand Alliance Partners.

The Aid by Trade Foundation

The Aid by Trade Foundation was established in 2005 by Dr. Michael Otto, the Hamburg-based entrepreneur and Chairman of the Supervisory Board of the Otto Group. It has since acted independently of the Otto Group. The Foundation's goal is to help people help themselves through trade, and thus to secure the conservation of vital natural resources and the future of coming generations in developing countries. Cotton made in Africa is the Foundation's first initiative that literally puts the principle of 'aid by trade' into practice.

C&A Europe

C&A Europe is an enterprise of COFRA Holding AG. With nearly 1.500 stores in 19 European countries and more than 36,500 employees C&A Europe is one of the leading fashion retail businesses in Europe. In the financial year period from March 2010 to February 2011 C&A Europe achieved a turnover of 6.59 billion Euro. C&A is one of the biggest retailer in the world, offering textiles out of Bio Cotton and has sold 26 Million pieces out of 100% certified Bio Cotton in the trading year 2010/2011.

