



Facts

September 2011

- PEP opened its first store in 1965 in the Northern Cape
- PEP operates more than 1 400 retail stores in Southern Africa
- More than 12 000 people are employed by PEP
- PEP sells over 45% of all the blankets sold in SA
- PEP sells more than 55% of all school wear sold in SA
- Every second, PEP sells 16 airtime vouchers
- This year, PEP will send over 600 million products to more than 1 400 stores
- PEP will conduct over 240 million customer transactions this year
- PEP sells over 146 million airtime vouchers a year - that's nearly 950 vouchers every minute (and 16 every second)
- PEP sells 47% of all cell-phone handsets in South Africa – 6.5 million cell-phone handsets a year
- PEP sells 4.4 disposable nappies every trading second – that's 43 million nappies a year
- PEP is the first SA retailer to launch its own cell phone starter pack – PEPcell, powered by MTN
- A unique culture Sikhula KunYe (we are growing together) unites everyone at PEP and was started in 1998
- All PEP people are called Dynamos and they greet each other with a 'high five' hand signal

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- The PEP boardroom bus gives PEP directors the chance to visit stores and Dynamos all over the country
- As well as clothing and footwear, PEP sells home-ware, beauty, cellular and airtime products and also offers a range of money services – including mobile money (including e-wallet, payments to third parties and cash-backs), Capfin (for loans), funeral policies and more ...
- PEP launched PEPTxt, a downloadable mobile application which allows users to message one another for free.
- PEP aims to help its customers to look and feel good
- PEP has more than 100 stand-alone PEPcell stores that sell airtime and cellular products.
- More stand-alone home-ware stores – PEP Home - are being opened
- Margins are kept low so that more people are able to buy from PEP
- PEP operates a lay-by system so that customers pay cash with no interest
- PEP believes in giving back to the communities it serves
- PEP has opened nine Student Prince Academies within existing schools to help give around 1 440 Grade 4 learners the building blocks of education – numeracy and literacy
- Each PEP region is empowered to give back to the communities at a local level
- PEP aims to be the friendliest retailer in Southern Africa
- PEP aims to be the most exciting retailer in Southern Africa