

Milan, June 27th, 2011

Databank
Cerved Group

Confers the

Company to Watch 2011

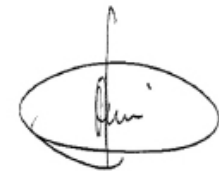
Women lingerie

Triumph 



Critical success factors are:

- Part of a multinational group specialized in lingerie and swimsuits enjoying leadership position on the European market
- Competitive positioning in quality vs. price terms thanks to an extensive control of the production cycle (activity realized towards its own factories located in worldwide various countries)
- Technical knowledge, target differentiation, innovation
- Leadership in the Sloggi brand panties segment, top brand amongst the most well-know ones from the final client
- Multichannel distribution policy, with constant efforts towards traditional retail requalification (distributes ca. 4.000 multi-brand sales points, added to ca. thirty Triumph own shops)
- Strong communication commitment towards trade and market and particular use of testimonial

A handwritten signature in black ink, enclosed within a hand-drawn oval.

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