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“Robinson” launches “RobinsOn Shoes” campaign

Offering a parade of shoes under the “One pair is never enough” concept

With a chance to win 20 baht of gold shoe worth over 500,000 baht

and join “Share your Shoes” social project to donate used shoes for underprivileged children and receive free voucher gift worth up to 300 baht

- Robinson invested over 10 million baht on “RobinsOn Shoes” with a parade of shoes, offering to The One Card member under the “One pair is never enough” campaign. the more you shop, the more special promotions and privileges earn such as every 1,000 spent or by using 10 points on the One Card, customers would get the chance to win a 20-baht of gold shoe worth 556,000 baht or buy “Robin Bird shoes case” at only 199 baht from the regular price 590 baht. Moreover, “Robinson tumdee” in collaboration with Heavy male shoes and Devy male leather goods will donate some of the proceeds from sales of “RobinsOn Shoes” to provide prostheses under the Prostheses Foundation of HRH the Princess Mother during February 1st-March 5th, 2017 at every branches of Robinson Department Stores and Robinson Lifestyle.
- A “Share your Shoes” Old for News, is a campaign to donate used shoes in order to mobilize fund for children under the Yuwapat Foundation and receive 100 Robinson gift voucher (*when donate one pair*) and 300 Robinson gift voucher (*when donate upto 2 pairs*) to shop at Ladies Gentlemen Children and Sports Shoes Departments that participate in the campaign for 1,500 baht and upward spent during February 1st-March 5th, 2017 at 17 branches of Robinson Department Stores and 7 branches of Robinson Lifestyle.

Mr. Anawat Sangkhasap, Vice President-Marketing at Robinson Department Store Plc said that Robinson continuously penetrates retail market with campaign which emphasize on both business purpose and corporate social responsibilities. It also focus on the shoes segment under this 2nd “RobinsOn Shoes”. Last year, this campaign drew strong response from consumers so Robinson has invested over **10 million baht** this year to offer over **140 brands** of shoes including *Heavy, Matino, Manwood, Freewood, Hush Puppies, Clarks, Scholl, Naturalizer, Adidas, Nike, Onitsuka Tiger, Sketcher, New Balance as well as international brand like Payless Shoesource and many other brands* for the One Card members under “One pair is never enough” concept with



special discount and privileges including a chance to win a 20-baht gold shoe worth over 500,000 baht or purchase “Robin Bird shoes case” for only 199 baht from regular price of 590 baht.

Moreover, Robinson has joined with Heavy shoes producer and distributor and Devy male leather goods to donate some of the proceeds from sales of “RobinsOn Shoes” to provide prostheses under the Prostheses Foundation of HRH the Princess Mother during February 1st- March 5th, 2017 at every branches of Robinson Department Stores and Robinson Lifestyle.

Consumers are also invited to participate in the “Robinson tumdee” project with “Share your Shoes” old for new to donate used shoes to mobilize fund for children under the Yuwapat Foundation and receive 100 Robinson gift voucher (when donate one pair) and 300 Robinson gift voucher (when donate up to 2 pairs) to shop at Ladies Gentlemen Children and Sports Shoes Departments that participate in the campaign for 1,500 baht and upward spent during February 1st-March 5th, 2017 at 17 branches of Robinson Department Stores and 7 branches of Robinson Lifestyle.

“We expect “RobinsOn Shoes” will draw more response from consumers than last year as there is greater liquidity in the economic system and Valentine Day's on February is coming up when people would purchase gifts for their love ones and families. At the same time, many companies pay bonus to their employees. These are factors to increase sales for this campaign. We also believe that customers would participate in the two CSR campaigns “Robinson tumdee” , especially the “Share your Shoes” which customers would donate used shoes to be sold as a educational fund for children of Yuwapat Foundation more than last year,” Mr. Anawat concluded.

For more information, contact PR Department # Tel .02-169-2500 ext 5521

E-Mail: prcenter.rbs@robinson.co.th Fax. 02-169-2544 Chommanad (Ying) 089-793-9848 / Sineenard (Klao) 087-917-9042

บมจ. ห้างสรรพสินค้าโรบินสัน
 9/9 ชั้น 14-17 ถนนพระราม 9
 แขวงห้วยขวาง เขตห้วยขวาง
 กทม. 10310
 ROBINSON DEPARTMENT STORE
 PUBLIC COMPANY LIMITED
 9/9 14-17th Floor, Rama 9 Road, Hual
 Khwang, Bangkok 10310
 Tel : 0-2169-2500-10
 Fax : 0-2169-2544
 www.robinson.co.th
 (A Center Retail Company)