



18 April 2017

**“Robinson helps parents save on the cost of the new school semester
with Robinson School Break Campaign”**

Robinson is starting a new campaign called “RobinsOn School Break” to celebrate the school break and welcome the new school year with a special offer from the Children’s Department and a chance to win a motorcycle, a “Suzuki Let’s Premium” with a total value of 450,000 baht. Customers will also receive up to 500 Baht Robinson Gift Voucher when participating in the charity project “Robinson Giving Back – Helping Children in Need”.

- Robinson poured over **5 million baht** of its marketing budget into the “RobinsOn School Break” campaign to celebrate the school break and to help parents in preparation for the new school year under the concept of “Robinson helps parents save on the cost of the new semester with Robinson School Break Campaign” through discounts on more than 100 brands in the Children’s department. Customers will get up to a 25 % discount on the latest selection of children’s merchandise and toys. Moreover, The 1 Card members will get an additional 12.5% discount when redeeming points equivalent to the total purchase value. A special price on school uniforms, shoes, socks, etc. will start as low as 49 baht (available only at participating branches). Customers will have a chance to draw for an entry to win the grand prize, a motorcycle “Suzuki Let’s Premium”. 10 motorcycles will be given out with a total combined value of 450,000 baht. Customers are also eligible to purchase a “Robin Bird” backpack at a special price of 299 baht, from the regular price of 990 baht. When using The Central The 1 credit card, customers will receive up to 4 times The 1 Card points and up to 6% cash back. Moreover, customers will also receive 0% interest if paid in full within 10 months by major credit cards such as KBANK and SCB. The event will run from

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www.robinson.co.th
(A Center Retail Company)



April 18 - May 14, 2017 at all 25 Robinson Department Stores and 18 Robinson Lifestyle malls.

- Robinson invites customers to participate in the charity project “**Robinson Giving Back – Helping Children in Need**”. By donating new or used children’s necessities and school supplies such as strollers, cribs, beds, walkers, student and backpacks that are in good condition. Customers will receive up to **500 Baht Robinson Gift Voucher**. All donations will be distributed to the Foundation for Slum Child Care and to needy children in provinces where participating Robinson department stores and Robinson Lifestyle malls are located.
- Also under the charity project “**Robinson Giving Back**”, Robinson has joined hands with **S.C.S Shoes** to make a donation of their shoes to help underprivileged children in Suphanburi province to purchase a “**new pair of children’s school shoes**” during the “**RobinsOn School Break**” event.

Mr. Anawat Sangkhasap, Senior Vice President – Customers Strategy, Robinson Department Store Public Co. Ltd., noted “Back to school time is one of the most important shopping periods. Parents spend more than usual in preparation for the new school year. For some parents, this creates a significant financial burden. Therefore Robinson has invested over **5 million baht** to launch a marketing campaign called “**RobinsOn School Break**” under the concept of “**Robinson helps parents save on the cost of the new semester with Robinson School Break Campaign**” to help parents during this challenging time. Robinson will offer special promotions on over 100 brands of merchandise in the Children’s department during the “**RobinsON School Break**” event. Customers will get up to 25 % off on the latest collections of children’s merchandise and toys. Moreover, The 1 Card members will get an additional 12.5% off when redeeming points equivalent to the total purchase value. The top brands include ENFANT, Little Wacoal, Lee KIDS, Disney Jeans, Lego and Barbie. The price of school uniforms, shoes and socks from various brands such as Trasamor, Plawarn, Nomjitt, Breaker, S.C.S, PAN, CATCHA, ADDA, etc. will start as low as 49 baht (available at participating Robinson Department Stores and

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ได้สัมผัสใหม่ให้ชีวิต



Robinson Lifestyle malls only). Highlights of the event include a chance to win a grand prize, a motorcycle “Suzuki Let’s Premium”. A total of 10 motorcycles valued at 450,000 baht will be given out to winners. When spending every 1,000 baht or using every 10 The 1 Card points, customers will receive a chance to draw an entry in the contest to win a motorcycle. Moreover, customers who pay with a Robinson gift card will earn 10 chances to draw an entry for each 1,000 baht spent. Customers are also eligible to purchase a “Robin Bird” backpack at a special price of 299 baht, from the regular price of 990 baht. When using the Central The 1 credit card, customers will receive up 4 times The 1 Card points and up to 6% cash back. Furthermore, customers will also receive 0% interest if paid in full within 10 months by a major credit card such as KBANK and SCB. The event will run from April 18 – May 14, 2017 at all 25 Robinson Department Stores and 18 Robinson Lifestyle malls.

Besides an exciting “RobinsOn School Break” campaign, Robinson has put forward the company’s policy on providing an opportunity for customers to participate in charities to help the society they live in. Under the “Robinson Giving Back – Helping Children in Need” charity project, Robinson invites customers to donate new or gently used children’s necessities and school supplies such as backpacks, strollers, cribs, and walkers that are in good condition. To thank customers for their donations, Robinson will give out up to 500 Baht Robinson Gift Voucher that can be used in the Children and Toy department, Gift Shop, and Babyshop at all participating Robinson Department Stores and Robinson Lifestyle malls. All donations will be distributed to the Foundation for Slum Child Care and to needy children in provinces where participating Robinson department stores and lifestyle malls are located.

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Under the project “Robinson Giving Back”, Robinson has partnered with S.C.S Shoes to make a donation of their shoes during the “RobinsOn School Break” event to needy children in Suphanburi province so they can purchase a “new pair of children’s school shoes”. Moreover, as an ongoing charity project that has been carried out every year, Robinson will donate 1% of all “Robinson Gift Card” sales to the “Robinson Children’s Scholarship Fund”, under the campaign “1% Gift Card” to raise educational funds for underprivileged children in remote areas across the country.

“We anticipate that this campaign will be well received by our valued customers. By providing extensive selections of products and special promotions, we hope to financially assist parents with the challenges involved in preparation for the new school year. We expect to see a significant increase in sales this year in the children’s department, which is one of our major groups of merchandise, and plan to surpass last year’s sales”, Mr. Anawat concluded.

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