

C&A proposes modernization of European business to better position the company for future success.

- Proposed plan would consolidate key business functions at its headquarters by creating a more agile and lean operating model
 - Significant planned investment in digital solutions to ensure C&A is better prepared to serve consumers
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C&A's European management team today announced proposed plans to consolidate and centralize its corporate functions, laying the groundwork for future growth in a radically changing market environment for fashion retailers. The intention is to build a more agile and faster-functioning business that can adapt quickly to new market realities. The proposal would also create a simpler, more straightforward operating model to improve decision making, organizational effectiveness and efficiency, all with a view to providing an even better service to consumers.

The COVID-19 pandemic had a significant impact on all retailers, including C&A, and showed that a blended digital and offline approach is critical. C&A has proposed a plan, using this moment as a catalyst, for new strategic thinking around how the business could be structured for the future. This proposal could lead to a number of organizational changes across Europe that would allow the company to reposition itself to better serve consumers today and in the future. An important piece of this proposed approach would be a significant planned investment into digital solutions aimed at ensuring C&A's business can be re-shaped in-line with business priorities to improve the consumer experience by serving their needs just as effectively online, as in stores.

The proposed changes, communicated this morning to European employee representatives and C&A employees, would impact a number of roles across our European business. C&A is committed to working closely with its social partners and team members to support employees who might potentially be affected in each market. This process will take place in accordance with all local and country regulations.

Giny Boer, Chief Executive Officer of C&A, said:

“In today’s market, it is imperative that we consider positioning ourselves for success with a modern approach in our stores and a stronger digital offering, attuned to what our consumers need and ready to serve them. This is a great company, and we plan to adapt our organizational structure, to one which is more dynamic, more collaborative, more modern, and fit for future. Proposed changes like these are never easy to consider. And we are committed to working closely with our social partners, participating in an open dialogue, and moving through this process together, with the utmost respect for our potentially affected team members.”

As part of this proposed change, C&A is envisioning a new organizational structure built around the divisions Merchandise & Sustainability, Operations, Digital & Consumer, Selling & Markets, Finance & IT, People & Culture and Corporate Communications & Fashion PR. These divisions would operate within a new centralized framework aiming for closer alignment and collaboration between European head offices and national head offices across four markets: Germany, Central Eastern Europe, Benelux, and Southern Europe.

About C&A

C&A is one of Europe’s leading fashion retailers, with nearly 1,400 stores in 18 European countries and about 23,000 employees. Every day, C&A welcomes millions of visitors in its stores and online in Europe, offering high-quality, long-lasting clothes for the whole family at affordable prices. For further information, please visit our website: www.c-a.com

About the C&A Management Team

The C&A Management Team consists of Giny Boer (CEO), Eric Brenninkmeijer (Clusters & Countries), Betty Kiess (Corporate Communications), Birgit Kretschmer (CFO), Jean Sebastien Guy (People & Culture), Martijn Van der Zee (Merchandise & Sustainability) and Joris Van Rooy (Digital & Consumer).

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