



SHACOLAS GROUP

SOCIAL CONTRIBUTION: SIGNIFICANT DISCOUNTS TO LARGE FAMILIES.

The Shacolas Group, within the framework of its corporate social responsibility policy, has felt the need to make its own contribution to the major efforts of the State (Government, Parliament, Political parties and Business organizations), in these difficult times of economic recession and rising unemployment our country is currently facing, to support our fellow citizens in greatest need.

The ERMES Group, the largest retail organization in Cyprus, member of the Shacolas Group, in acknowledgement of the significant national contribution of large families, is proud to announce its decision to offer practical support to this group of about 63 thousand persons, through a special scheme of substantial discounts.

Members of large families, can apply for a Special Discount ERMES Card, valid for a year, from the 28th of February, 2011 until the 28th of February, 2012. This card, allows substantial discounts from all of our 45 department stores and other stores of the Group, which cover all consumer needs including, food, clothing, shoes, home entertainment, home appliances, kitchenware, home improvement & DIY, cosmetics, and everyday care.



DISCOUNTS FOR OUR LARGE FAMILIES

10 DEBENHAMS Department Stores

• Foodhall	5%
• Cosmetics	10%
• Clothing & Footwear for children & adults	15%
• Homeware	15%
• Venue Cafe	20%

7 next

5 PEACOCKS

1 SPRINGFIELD

2 oviessa

1 CORTEFIEL

Clothing & Footwear
for men, women
& children **15%**

6 DOMEX Showrooms - Sanitary ware, ceramics, flooring, bathroom accessories 15%

4 SUPER HOME CENTER DIY Superstores 10%

2 Glow Beauty Stores 10%

8 SCANDIA Showrooms - Electrical & electronic appliances and other general appliances 7%

In addition, MTN Cyprus offers to its Fixed and Mobile Telephony, as well as Internet subscribers, 5% discount on the monthly tariff.

- The offer is valid for families of 4 or more children with at least one dependent child.
- Applications for this Special Discount Card will be available from **14th February** at all Debenhams Department Stores throughout Cyprus.
- Correctly filled-in applications should be accompanied by a valid membership card of the Pancyprian Organization of Large Families (P.O.P).
- **The offer is also valid to all of our Turkish-Cypriot compatriots who are members of the Pancyprian Organization of Large Families.**
 - Applications will be accepted until the **31st March, 2011.**
- **In case of other offers (sale, surprise promotion), these special discounts will not be additional, but will be accordingly offset.**