

GLS / C / 593-22

CIRCULAR

12th December 2022

THREADS named 'Most Admired Retailer of the year' by Retail ME

Dear Parent,

We are very happy to announce that Threads, GEMS school uniforms provider, has been awarded Retail ME's most prestigious award, the Retail Me Excellence Award (Editors' Choice). Selected by a panel of editors and experts, Threads beat top fashion brands and groups to the prize due to its novel and ethical approach to procuring and selling school uniforms.

Threads provides uniforms to all UAE GEMS schools, 28 non-GEMS schools, and is expanding to around 20 more schools in the UAE as well as further growth in Qatar.

Threads was awarded the Excellence Award for its focus on quality and customer service. Threads purchases items in China and conducts regular visits to the factories to ensure that working conditions and practices meet international standards and no child labour is used.

Jacques Rheeder, Managing Director, Threads, said: "Last year, Threads won the most admired children's wear brand, and we were delighted, but to win the Excellence Award this year and be celebrated by international retail experts and editors is truly special. We pride ourselves on customer service and quality, and we have continued to innovate in the retail space and give our families easy, safe, and ethical uniforms."

Threads implemented a 'drive through concept', an innovative, simple online booking system combined with a smart racking system for smooth stock management. This has reduced customers' waiting time from 15-25 minutes on an average day to 8-10.

Threads is the only uniform provider with retail stores conveniently located within top-tier shopping malls. This provides easy parking, convenience to shop for other items, and access to entertainment for kids.

We thank the entire GEMS parent community for their support and encouragement.

Warm regards,



Asha Alexander

Principal

Executive Leader - Climate Change

آشا ألكسندر

مديرة المدرسة

الرئيس التنفيذي - تغير المناخ