

## **Maxeda formats Hunkemöller and Claudia Sträter awarded best place to work**

**Amsterdam, 28 March. Maxeda formats Hunkemöller and Claudia Sträter are awarded 'Best Place to Work' by Effectory – market leader in employees satisfaction surveys. Furthermore, also Maxeda formats HEMA and La Place are nominated prestigious awards.**

Maxeda wins two out of four categories of the Effectory awards. In the category 'large organisations' Hunkemöller wins the Effectory Award 2006 for 'highest employee satisfaction'. With a score of 8,1 Hunkemöller scores far above the 6,9 average of Dutch organisations. In the category 'Mid-size organisations' Claudia Sträter wins the Effectory Award 2006 for 'highest employee satisfaction'. Also Claudia Sträter scores with a score of 8,3 far above the 6.9 average of Dutch organisations. On Thursday 29 March, both formats will be presented the awards.

Tony DeNunzio, Executive Chairman of Maxeda: "We are very pleased that Hunkemöller and Claudia Sträter have been awarded the 'Best Place to Work' in Holland by Effectory. It shows that our company philosophy of 'A passion to Serve' really delivers. On the basis of our philosophy we are focused within all our formats to serve our people who serve our customers. Our customers needs and desires are the driving force within Maxeda. The passion of our people in serving our customers will ensure that we will be successful."

Besides the award for best employer, Hunkemöller together with HEMA is also nominated by Thuiswinkel.org for the 'Home-shopping Award; Public Price' in the category's 'Fashion' (Hunkemöller) and 'Department Stores' (HEMA) for having the best online shopping possibilities. On Thursday 29 March, the winners will be announced.

HEMA is –besides its nomination for the 'Thuiswinkel award'- also nominated by newspaper Algemeen Dagblad for 'Best reachable & Most customer friendly company'. The survey will be published on Saturday 31 March in Algemeen Dagblad in which also the winner will be announced.

La Place is nominated for the prestigious retail award 'Most innovative format of the year' by the World Retail Congress in Barcelona – the global retail platform where all retailers and retail sectors meet. On Thursday 29 March the winner will be presented the award.

Tony DeNunzio: "We're very proud that so many interested parties have awarded or nominated our formats. It is a sign of retail leadership, that our formats have done so well. But we will not lean back. We will continue to strive to exceed our customers expectations."

### **For more information, please contact:**

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