

We share openly with others and we act with integrity in all that we do.

### *EXCEED CUSTOMER EXPECTATIONS*

Whether it is products, processes, or people, we are uncompromising when it comes to quality. We strive to create products that are easy to buy, exciting to wear, and exceptional value. We strive to be the most responsible and efficient in all that we do in order to deliver the best value to our customers. We operate where design, comfort and value meet. Delighting the diverse needs and preferences of our customers is our lifelong mission.

### *IMPROVING LIVES*

Making people's lives better has been at the core of the company's philosophy for over 120 years. We do this by displaying respect for our customers, suppliers, employees and the communities we touch. We believe that we can make a difference in the lives of everyone we touch through openness and tolerance to race, religion or cultural differences. We offer an inclusive and supportive work environment to our employees where individuality is valued, where people can 'be themselves', and where everyone is encouraged to grow.

Everyone is treated and given equal opportunities for employment, regardless of race, colour, religion, gender, sexual orientation, national origin, age, disability, veteran, married or domestic partner status, citizenship, familial affiliation, or any other comparable feature.

About Hushpuppies

### *Our Story*

Since 1958, we've been leading the casual lifestyle revolution — helping people embrace everyday comfort. Our soft, breathable and comfortable footwear invited young families to break the rules, kick back and enjoy a comfortable, casual way of living. With over 17 million pairs of shoes sold every year in more than 165 countries around the world, Hush Puppies is a global brand, a household name and a cultural icon that embodies the light-hearted spirit of its beloved basset hound.

### *Our Promise.*

Hush Puppies is the go-to footwear, accessory and apparel brand that delivers the right mix of timeless style, dependable comfort and quality.

### *Inspire happiness from the shoes up.*

We provide the world's most comfortable and stylish shoes, accessories and apparel to help consumers look and feel their best. We know we've done our job when we see people smile—the purest expression of comfort and

The Bata logo is rendered in a bold, red, cursive script font. The letters are thick and fluid, with a classic, elegant feel. The 'B' is particularly large and stylized, leading into the 'a', 't', 'a' which follow in a similar flowing manner. The logo is set against a plain white background within a thin black rectangular border.

<b>Company type</b>	<a href="#">Private</a>
<b>Industry</b>	<a href="#">Shoemaking</a> , retail
<b>Founded</b>	21 September 1894; 129 years ago in <a href="#">Austria-Hungary</a> (now the <a href="#">Czech Republic</a> )
<b>Founder</b>	<ul style="list-style-type: none"> <li>• Antonín Baťa</li> <li>• <a href="#">Tomáš Baťa</a></li> <li>• Anna Baťová</li> </ul>
<b>Headquarters</b>	<a href="#">Lausanne</a> , Switzerland <sup>[1]</sup>
<b>Area served</b>	Worldwide
<b>Key people</b>	<ul style="list-style-type: none"> <li>• Graham Allan (<a href="#">Chairman</a>)<sup>[2][3]</sup></li> <li>• Sandeep Kataria (<a href="#">CEO</a>)<sup>[4]</sup></li> </ul>
<b>Products</b>	<a href="#">Footwear</a> and <a href="#">accessories</a>
<b>Owner</b>	Bata family
<b>Website</b>	<ul style="list-style-type: none"> <li>• <a href="#">bata.com</a></li> <li>• <a href="#">thebatacompany.com</a></li> </ul>

The corporation is one of the world's leading shoemakers by volume with 150 million pairs of shoes sold annually.<sup>[5]</sup> It has a retail presence of over 5,300 shops in more than 70 countries across five continents and 21 production facilities in 18 countries. Bata is an employer to over 32,000 people globally.

A family-owned business for over 125 years, the company is organized into three business units: Bata, Bata Industrials (safety shoes) and AW Lab (sports style). Bata is a

portfolio company with more than 20 brands and labels, such as Bata, North Star, Power, Bubblegummers, sprint, Weinbrenner, Sandak, and Toughees.

Bata, a name synonymous with quality footwear, has evolved over 125 years to become a global icon in the fashion and accessory industry. Founded by Antonín Baťa, Tomáš Baťa, and Anna Baťová, the Bata Corporation stands as a testament to innovation, style, and a commitment to community welfare.<sup>21 Dec 2</sup>

Bata was founded back in 1894 in Zlin, Czechoslovakia by Thomas Bata, a 9th generation shoemaker in his family. He invested his savings in some simple shoe making machinery which went on to revolutionize the shoe manufacturing industry at that time. Bata was founded back in 1894 in Zlin, Czechoslovakia by Thomas Bata, a 9th generation shoemaker in his family. He invested his savings in some simple shoe making machinery which went on to revolutionize the shoe manufacturing industry at that time. Bata shoes are an embodiment of quality fashion footwear at affordable prices. They are made by a Swiss multinational multinational shoe maker company. Bata is one of the few brands that sells quality shoes at prices that are affordable by all classes of society.