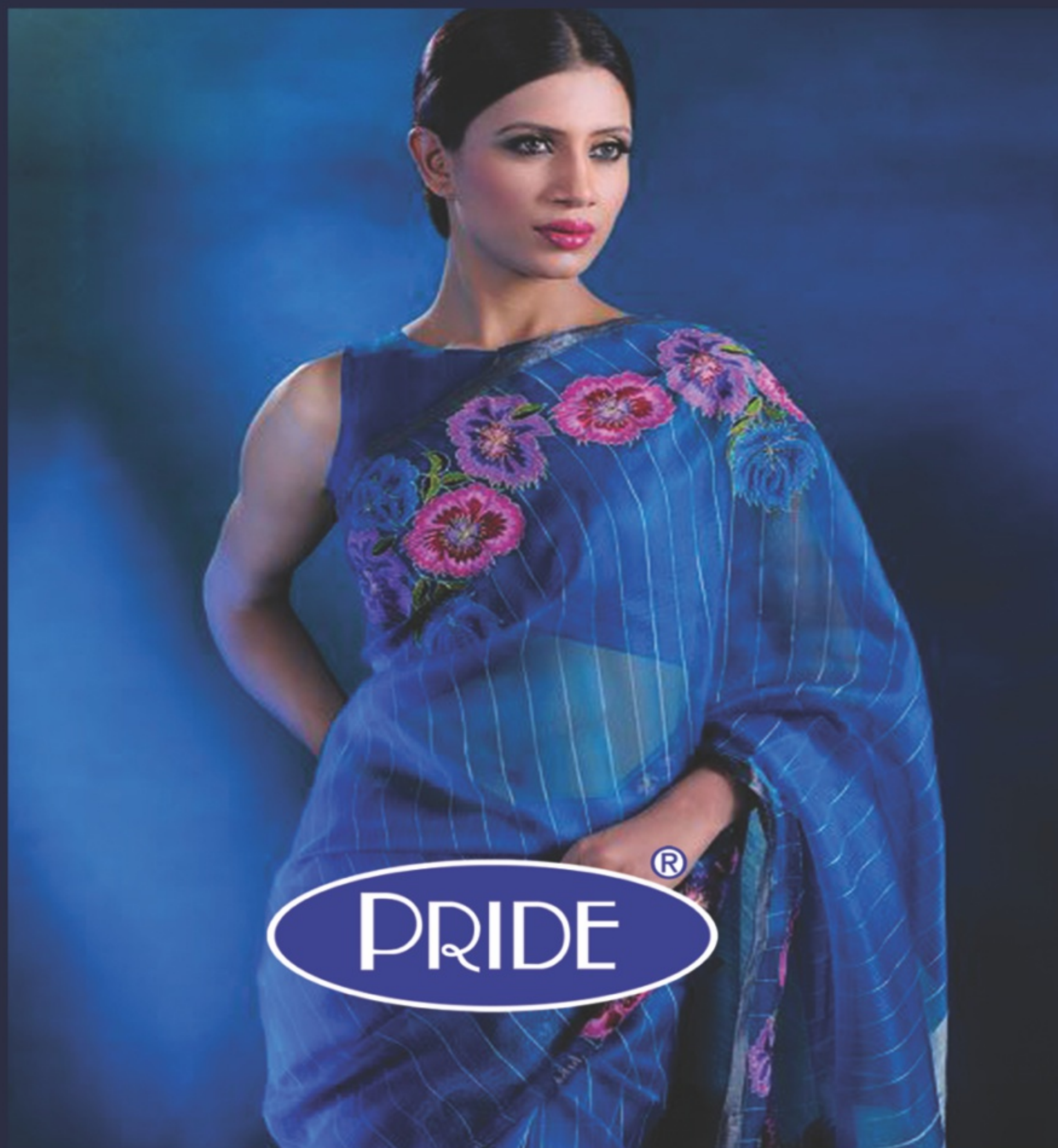


THE PIONEERING BANGLADESHI BRAND



In the past 25 years, Pride Limited[®] has revolutionised the retail industry of Bangladesh. As one of the first major brands of this country, we have led the way for an organised retail market and introduced the concept of affordable and durable quality, entirely designed and manufactured in our own textile production facilities. Over the years, we have constantly innovated and iterated our products and brought in new product lines to change with the growing market, and have succeeded with a 'Top of mind' positioning with our customers. In 2014, we were the first fashion retail company in Bangladesh to be awarded in 'Brand Excellence' by the World Marketing Congress. In 2015, our second brand, Urban Truth[™], which was introduced for the trendy youth, was awarded 'Emerging Brand of The Year'.

Constant innovation, our position as a top, responsible and ethical brand has helped us to maintain a standard of excellence for 25 years. Our vision is to continue being a Thought Leader in Bangladesh's retail industry for the coming generations.

On their Jubilee Year, we wish The Daily Star continued success, and hope they trail blaze on their journey in being the foremost English daily in Bangladesh.



PRIDE Group