



Delivering
**Sustainable, Ethical, and
Innovative apparel**
supply chain solutions





Hela Apparel Holdings has
**become a leading
apparel exporter**
in Sri Lanka and Africa

Powered by the
passion and drive of over
20,000
employees





Serving the demands of the
global fashion market with over

10 MILLION

garments produced every month

A Social Capital Focused Company



Inclusivity

Hela embraces diversity. We believe that a diverse workforce is a strength and that each individual adds value to who we are as an organisation



Equity

We believe in creating an environment that focuses on developing the skills and strengths of our employees. We continue to work towards bridging the gaps in equity across all aspects of the company



Climate Stability

As an ethical and sustainable apparel manufacturer, we consider it our responsibility to ensure that our operations have the minimum negative impact on the planet



MISSION

Our mission is to assist retailers in developing **responsibly-manufactured hero products** through supply chain solutions that allow them to **maintain optimum inventory at the most competitive retail price**

PURPOSE

To provide solutions to the stakeholders we serve through the **principles of our focused social capital criteria centred on equity, inclusivity, and climate stability**

A History of Growth

2015

Sri Lanka

New leadership enter with a vision to build the next global apparel supply chain giant, expanding on a strong manufacturing base in Sri Lanka

2016

Kenya

Establishment of operations in Kenya with 250 team members

2017

Ethiopia

First manufacturing facility in Ethiopia commences operations with 150 team members

2019

Significant Growth

Hela becomes the leading apparel manufacturer in East Africa, accounting for approximately 20% of Kenya's total apparel exports and employing over 5,000 people in the region

2021

Technical Capabilities

Acquisition of a second manufacturing facility in Ethiopia and the first focused on bras, the most technical product in the intimate wear category

2022

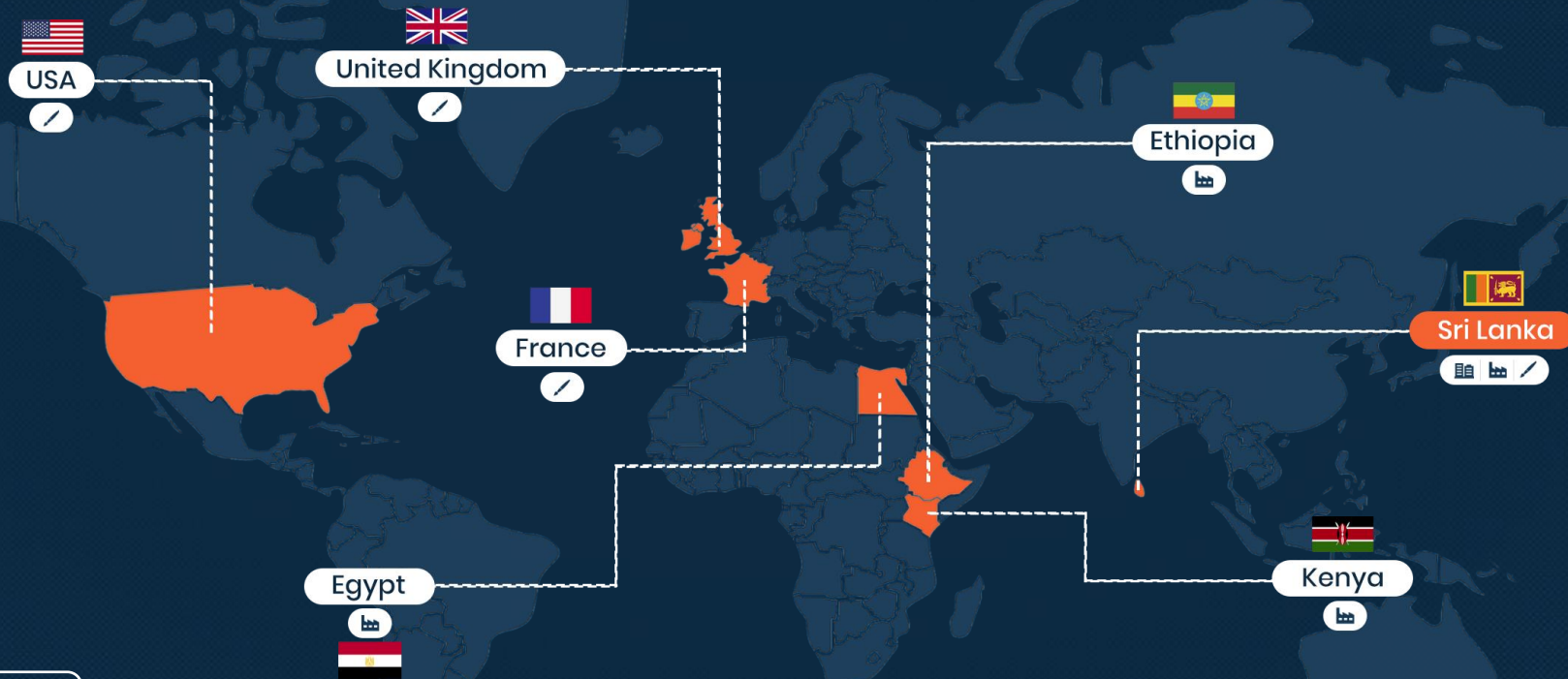
Egypt

Establishment of Hela's first manufacturing facility in Egypt

IPO

Successful completion of public listing on the Colombo Stock Exchange

Serving the world through our global presence in strategically selected destinations



-  Headquarters
-  Manufacturing Facilities
-  Design Centre

10
Manufacturing
Facilities

04
Design
Centres

07
Country
Footprint

20K
Global
Workforce

We offer a diverse range of products across a number of categories and applications



Kidswear

Kids Fashion, Kids Sleepwear,
Schoolwear



Active Wear

Performance Wear, Athleisure

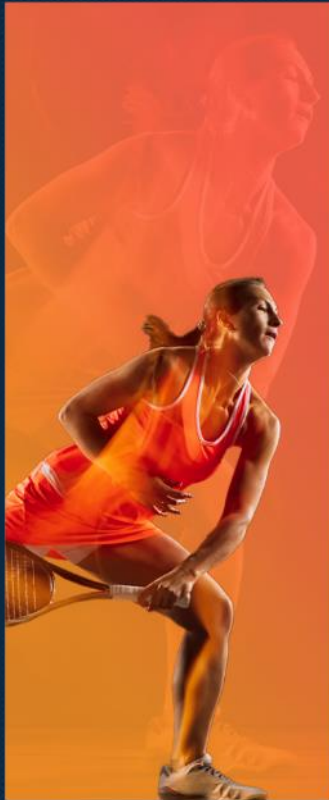


Intimates

Sleepwear, Mens Underwear,
Bras & Panties, Lingerie



Evolved from a traditional apparel manufacturer to a world class end-to-end apparel supply chain solutions provider



Culture of
**Speed &
Agility**



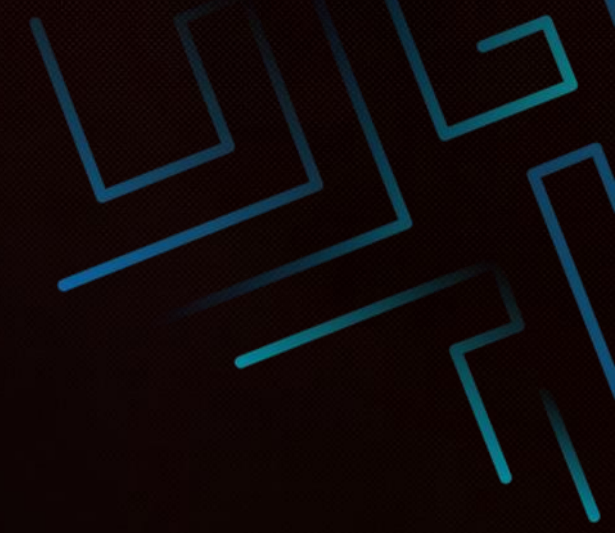
Strategic
**Relationships
with Clients**



World Class
**Innovation
& Design**



Focus on
**Environmental
Sustainability
and Community
Empowerment**



Culture of
**Speed and
Agility**

Adaptability
through
**our network of
manufacturing
facilities**



SRI LANKA



KENYA



ETHIOPIA



EGYPT

Hela Sri Lanka

Overview

Sri Lanka hosts Hela's global headquarters and its largest manufacturing footprint

Drawing on Sri Lanka's long-standing reputation as an ethical apparel manufacturing hub, Hela's base in Sri Lanka provides in-depth experience in design, manufacturing, and operations

Core Competencies

- In-depth industry knowledge
- World class technical expertise with duty free access to EU and UK
- Established reputation for ethical manufacturing



Highlights

06 manufacturing

facilities operated

Global HQ

and primary design centre

05 million

units capacity/month

91%

Average HIGG vFEM score

Product Focus



Active Wear
Performance Wear,
Athleisure



Intimates
Sleepwear, Lingerie



Kids Wear
Kids Fashion

Hela Kenya



Overview

Kenya hosts Hela's largest manufacturing facility outside of Sri Lanka, employing over 5,000 team members

Hela Kenya is one of the most extensive apparel manufacturing facilities in the country, accounting for 20% of Kenya's total apparel exports

Core Competencies

- Competitive cost base
- Increasingly skilled workforce
- Duty-free access to EU, UK, US and other markets

Highlights

01 manufacturing
facility operated

20% contribution
to Kenya's total apparel exports

03 million
units capacity/month

67.8%
Average HIGG vFEM score

Product Focus



Intimates
Men's Underwear



Active Wear
Performance Wear,
Athleisure

Hela Ethiopia



Overview

Building on its success in Kenya, Hela expanded to Ethiopia in 2017

In 2021, Hela further expanded its reach in Ethiopia with the establishment of a second manufacturing facility focused solely on bras, the most technical product in the intimate wear product category

Today Hela Ethiopia offers employment to over 3,500 people

Core Competencies

- Competitive labour base, with population of over 100 million
- Specialized expertise in bra manufacturing
- Duty-free access to EU, UK, Australia, Japan, China, and India

Highlights

02 manufacturing

facilities operated

Largest plant

Specialising in bra manufacturing in East Africa

1.5M panties | 0.5M bras

units capacity/month

HIA: 87.5% | SHI: 84.9%

Average HIGG vFEM score

Product Focus



Intimates

Bras and Panties

Hela Egypt



Overview

Egypt is the latest addition to Hela's global manufacturing footprint, with a 275,000 sq ft facility in the Alexandria Governorate employing over 2,000 people

The facility offers competitive nearshoring advantages to key markets such as Europe and North America

Core Competencies

- Rapid shipping to Europe and North America
- Indefinite duty-free access to the US, EU, and UK
- Access to established local supply chain

Highlights

01 manufacturing

facility operated

1.5 million

units capacity/month

Under Assessment

for the 1st Higg vFEM Score Evaluation

Product Focus



Active Wear
Performance Wear,
Athleisure



Intimates
Sleepwear, Lingerie



Kids Wear
Kids Sleepwear,
Kids Schoolwear

Competitive global manufacturing footprint to meet diverse customer needs

Product	Description	Standard US Import Duty	Sri Lanka	Kenya	Ethiopia	Egypt
Boxers	Synthetic-Knit	14.9%				
Panties	Cotton – Knit	7.6%				
Panties	Synthetic – Knit	15.6%				
T-Shirts	Synthetic-Knit	32%	0% EU & UK	0% US, EU & UK	0% EU, UK, Australia, Japan, China, & India	0% US, EU & UK
Men's Bottom	Cotton – Knit	16.1%				
Women's Bottom	Cotton – Knit	14.9%				
Women's Bottom	Synthetic – Knit	14.9%				

Supporting clients through a range of **innovative inventory management options and models**

Basics Model

Predict hero products and adjust supply during peaks and troughs of the demand cycle

(90 Days PO to Ex Factory)

01

Core Replenishment

Identify hero products that sell on a season-less basis and replenish these products constantly

(30 Days PO to Ex Factory)

02

Read & React

Utilize reactive analysis to track demand trends and ensure products are made available when needed

(90 Days PO to Ex Factory)

03

Vendor Managed Inventory

A fully managed and optimized inventory management system that replenishes stocks based on demand pull signals from retailers

(14 Days PO to Ex Factory)

04



Strategic
Relationships
with **Clients**

Established and long-term relationships with leading apparel brands from across the globe

Calvin Klein

TOMMY HILFIGER



JOCKEY.



MICHAEL KORS

ellesse

TORRID

warners



KARL
KARL LAGERFELD

TESCO

Etam

Sainsbury's

ASDA

THE CHILDREN'S
PLACE

VICTORIA'S
SECRET

next

VANITY FAIR



FRUIT OF THE LOOM
Activewear

Focused on ensuring mutually-beneficial and strategic collaborations beyond manufacturing



Direct and seamless engagement

On-site Hela staff at strategic customer locations, ensuring client requirements are understood and shared with Hela's global team promptly



Collaborative design and innovation

Adopting a collaborative design and innovation process focused on creating hero products



White space-focused sales development

Proactively looking for gaps and opportunities for new products or services



Africa-focused supply chain advisory services

Actively supporting customers to develop their supply chains in Africa from fiber to garment through strategic collaborations



Tailored logistics & distribution services

Capacity to curate custom solutions for logistics and distribution based on customer requirements and expectations

Recognised as one of the world's leading ethical apparel supply chain solution providers



Sustainability Award 2021

Awarded for sustainability initiatives that were closely tied to Tesco's values and strategies



Most Sustainable Factory 2021

Awarded for the high standards and exceptional practices built around sustainability at Hela's factories



Collaboration Award 2021

Awarded for being the best solution provider across Tesco's supply chain



Presidential Export Awards 2021

Awarded the Best Exporter Award (Apparel Sector – Medium Category)



Most Inclusive Employer Award 2019

Awarded by the Ethiopian Centre for Disability and Development in recognition of efforts to nurture a culture of inclusivity



Highest Contribution Award 2019

Awarded for strategically collaborating with PVH on offering unmatched value to its brands across multiple product categories



Presidential Export Awards 2019

Awarded the merit prize for Hela's contribution towards Sri Lanka's apparel exports



Global Human Rights Award 2016

Awarded for Hela's commitment towards empowering its employees and uplifting their communities



World Class
Innovation
and Design



Our design centres in Sri Lanka, USA, UK, and France help us stay ahead of the curve and predict client demand

Pulse on global fashion trends

Predicting design trends and changes in consumer preferences to proactively develop hero products that meet these demands

3D Design and Fitting

Leveraging emerging technology to allow seamless collaboration between in-house designers and client teams

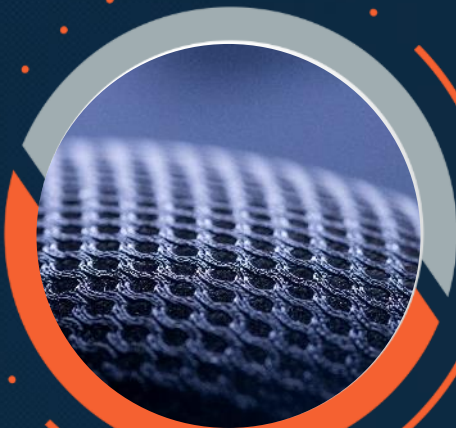
In-house data scientists and designers

Our team of data scientists collaborate with our creative team of designers to analyse and predict consumer trends, ensuring a data-driven approach to product development

Direct to Retailer Licensing

Securing licensing and approval from leading brands to produce their branded merchandise on behalf of our customers, without the need for third-party involvement

Our commitment to innovation focuses on 3 core aspects of our operations



**Material
Innovation**

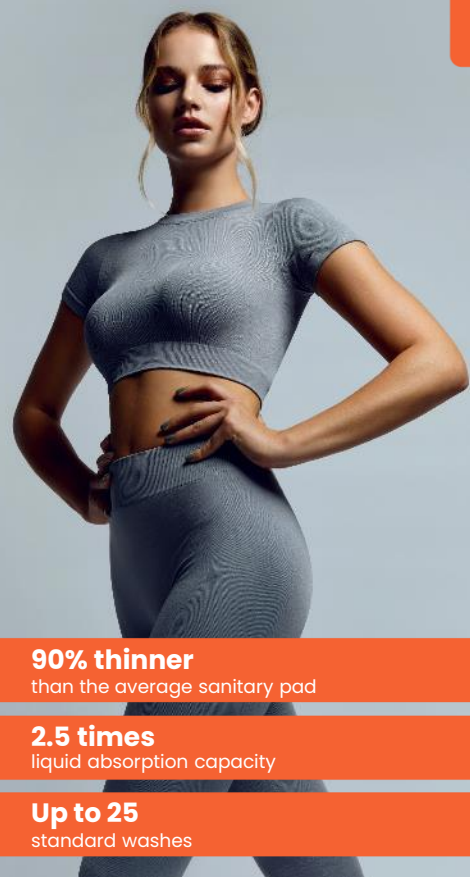


**Product
Innovation**



**Manufacturing
Innovation**

Innovations spearheading Hela's commitment to sustainable and multi-functional materials



DRY3™

- + Innovative technology designed by Hela
- + Features an ultra-thin high absorbency lining to prevent liquid or discharge penetrating through clothing
- + Incorporated in underwear it becomes a reusable undergarment that can be worn during a woman's menstrual cycle.

90% thinner
than the average sanitary pad

2.5 times
liquid absorption capacity

Up to 25
standard washes



Reclaimed™

- + A circularity initiative that involves the use of polyester in apparel - manufactured from PET bottles
- + Expanded to support the development of recycled cotton yarns made from used clothing

95%
sustainable cotton

5%
reclaimed elastane

26.6% reduction
in CO2 emissions in manufacturing

Proactively developing innovative new product ranges for its clientele



Warner's No Side Effects Panty

Full coverage style with side panels for a smoothing effect



Torrid One Size Panty

A smooth microfiber with 400% elongation in both length and width to fit all sizes



Tesco EPP Dress

Fully sustainable product, while maintaining an Entry Price Point



Calvin Klein Ultra Stretch

The four way stretch structure allows flexible fit for lounge pieces and is perfect for the new normal lifestyle from WFH to workout mode

Authorized by Disney to reproduce licensed graphics on garments



Creating a “Digital Core” to integrate and streamline operations and decision making

Hela has invested in SAP S/4 Hana to digitize, transform, and integrate systems and processes across all Hela facilities.

Expected Results:



Enhance productivity, efficiency and sustainability



Innovate faster and better to serve its client portfolio



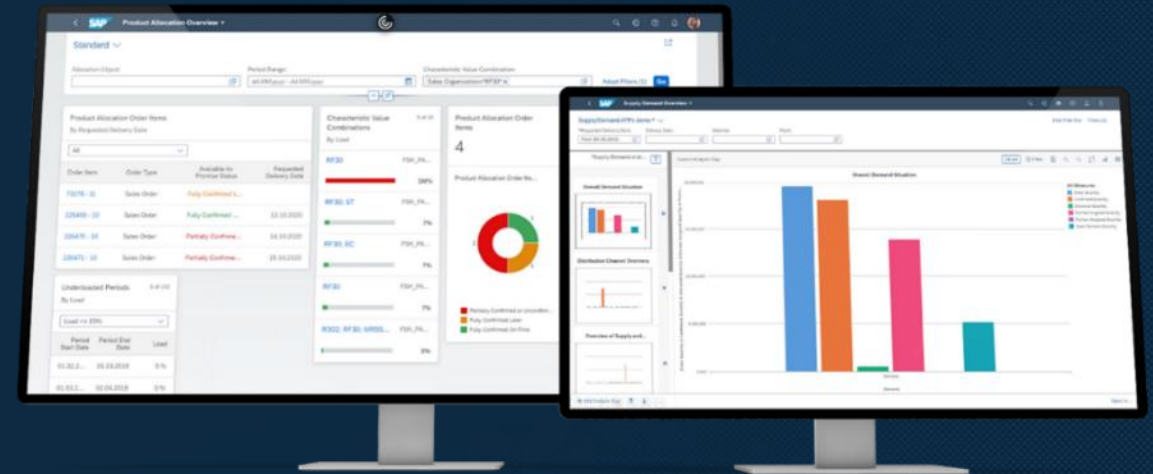
Improve on-time delivery performance by enabling real-time inventory and order confirmation



Enhanced integration with other systems and applications from across the group



Ability to expand integration with external customer and supplier systems in the future, for increased efficiency



PARTNERS

SAP S/4 HANA

Azure

RIZING
a wipro company

||| ONE

Altria

Dialog

THEOBALD
SOFTWARE

Microsoft

Sat

SOTI

mi

ManageEngine
ServiceDesk Plus

ICEES
Innovation Center for Enterprise Excellence Solutions



Focus on
**Environmental
Sustainability
and Community
Empowerment**

A Social Capital centric approach to group-wide initiatives that deliver results

01 P.A.C.E. Program

02 Hela Diriliya

03 Hela Diridaruwo

04 Hela Freshi

05 Hela Creche



Partnering with global and local sustainability forums

01

Implementing the Only One Earth sustainability strategy

02

Reducing the carbon footprint & impact

03



P.A.C.E. Program

Overview

P.A.C.E. (Personal Advancement and Career Enhancement) is an evidence-based, innovative learning program that provides foundational life skills training to team members

Approach

Employees are trained to execute a 48 hour activity based training program for team members utilizing adult learning mechanisms

Impact

FIRST COMPANY

to launch P.A.C.E. in Ethiopia and Egypt

Goal

5000+ employees

to be educated and empowered by 2024





Hela Diriliya

Overview

A social capital initiative, designed to inculcate an entrepreneurial culture among Hela's employees and strengthen their economic resilience

Approach

Offers team members the required knowledge, skills, and resources needed to establish their own business, develop new business models, maintain their finances, and ensure product quality

Impact

400+ entrepreneurs

have already been identified in Sri Lanka

Goal

500+ employees

to be enrolled by 2023





Hela Diridaruwo

Overview

A social capital initiative to support the education of our employees' children. It is currently funded by Tesco and Hela, while being managed by a non-governmental body, Berendina Pvt Ltd

Approach

Offer scholarships, English and IT courses and other opportunities for the children of our employees from the Secondary to Undergraduate level

Impact

451 scholarships

presented covering all manufacturing facilities in Sri Lanka

Goal

Unlock potential

of all our scholars





Hela Freshi

Overview

An initiative launched to address the shortage of clean drinking water in East Africa. The programme was initially launched in Hela Kenya and has now been expanded to Hela Ethiopia

Approach

Team members from our manufacturing facilities in Kenya and Ethiopia can take home 20 litres of clean drinking water for their families each day

Impact

5+ million

litres of clean drinking water provided

1000+ families

positively impacted to date





Hela Creche

Overview

An initiative launched in Kenya to help young mothers return to work while care is being given to their children

Hela provides childcare, healthy-cooked meals, and early childhood development activities conducted by qualified staff. These services are available for all female team members with children between the ages of 6 months to 3 years

Approach

Providing free childcare for Hela Kenya team members (both morning and night shifts) with meals for the children

Impact

100 children

cared for at the on-site childcare centre



Hela's sustainability strategy is aligned with global and local sustainability forums





Hela's approach to a sustainable future

Hela has established a comprehensive sustainability strategy around the theme

Only One Earth

– a framework for becoming a truly sustainable apparel company



Hela Sustainability



Working towards **becoming a Net Zero operation** by 2050



Maintain an **average HIGG vFEM score of 80%** across all facilities



Preparing product lifecycle assessment reports to **minimize the impact of final products**



Hela's contribution towards climate stability

01

Hela **implemented solar power generation to reduce its carbon footprint** across four manufacturing facilities in Sri Lanka

02

Established an internal framework to quantify and report the company's Greenhouse Gas Emissions in-line with ISO standards

03

Onboarded **a dedicated in-house greenhouse gas emission expert** to maintain a carbon quantification database for the Group

Achievement

In 2022, Hela Apparel Holdings was **awarded the prestigious ISO 14064-1:2018 certification for quantification and reporting of greenhouse gas emissions** across the group by the Sustainable Future Group (SFG)



To Partner with Hela Apparel Holdings

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