

A photograph of Taylor Swift with blonde hair and red lipstick, wearing a black sequined dress, leaning on a metal railing on a rooftop at night. The background shows a city skyline with blurred lights.

Lpp<sup>®</sup>  
S.A.

## Financial results 4Q 2013

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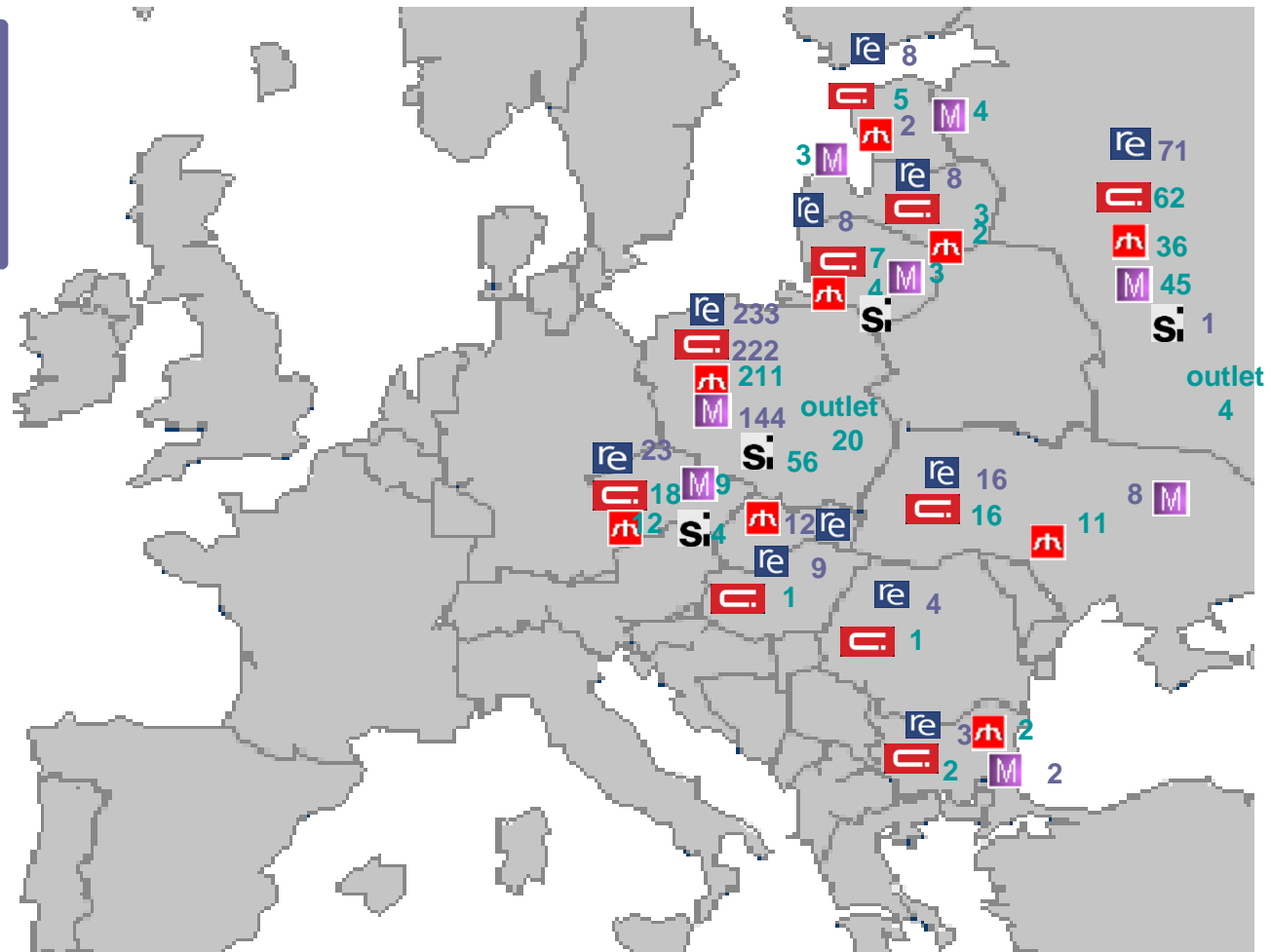
M O H I T O

  
four

sinsay

# Our brands present across CEE region

As of Dec 31, 2013 LPP's retail network included 1320 stores:  
386 Reserved  
337 CROPP  
292 House  
219 Mohito  
62 Sinsay

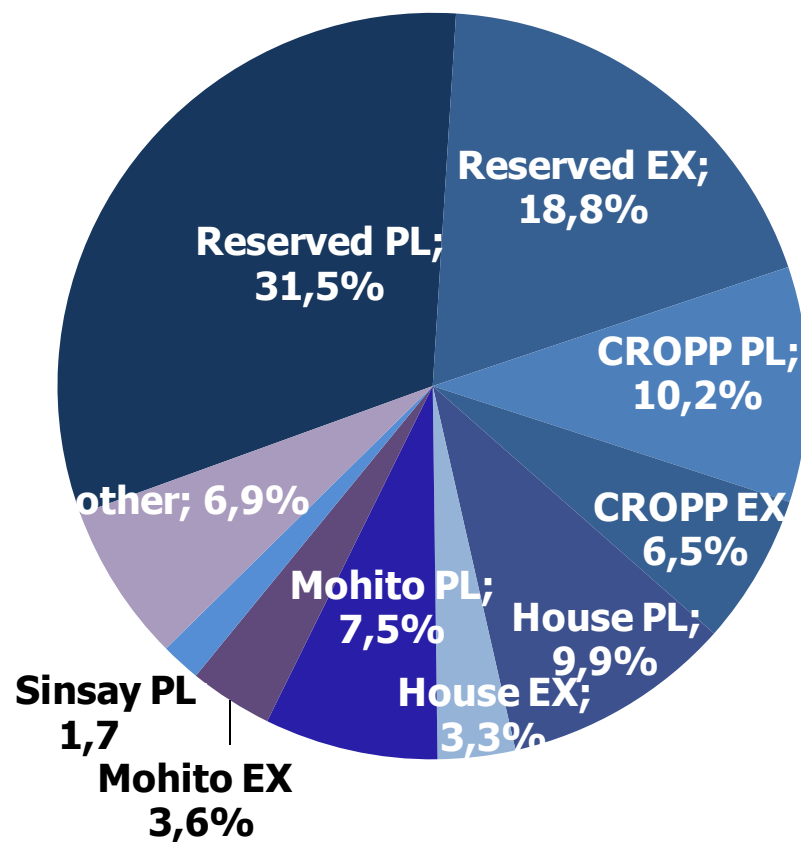


# Retail selling area development in 2013

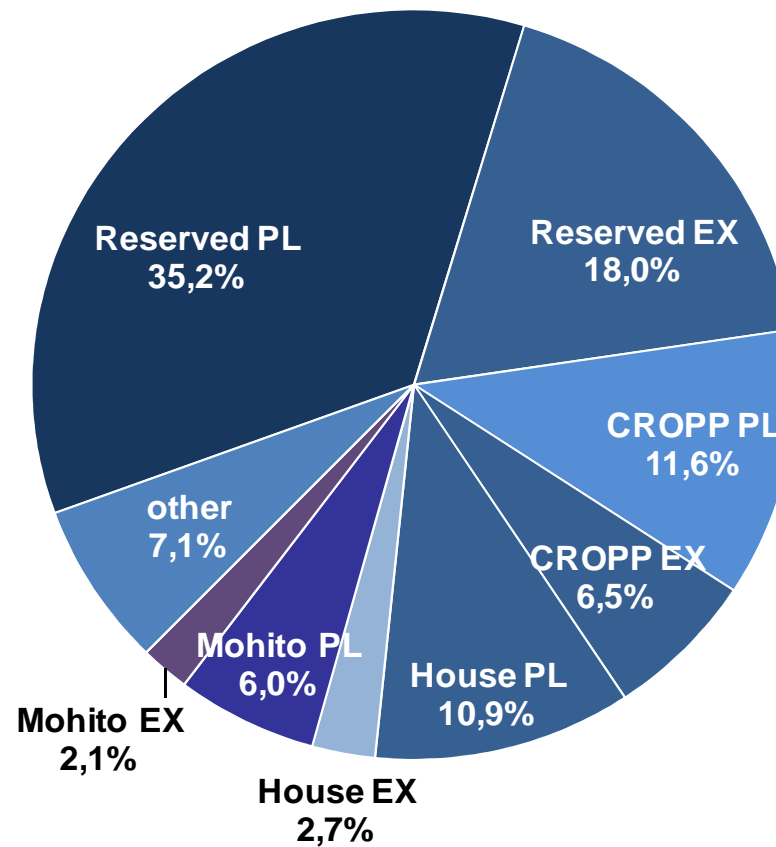
Selling area [000 sqm]	31.12.2014	31.12.2013	change [000 sqm]	change
<b>Reserved</b>	<b>322</b>	<b>252</b>	<b>70</b>	<b>28%</b>
Poland	189	156	33	21%
UE	53	41	11	27%
Russia & Ukraine	81	55	26	48%
<b>CROPP</b>	<b>91</b>	<b>72</b>	<b>19</b>	<b>26%</b>
Poland	55	45	10	22%
UE	11	8	3	31%
Russia & Ukraine	25	19	6	34%
<b>House</b>	<b>80</b>	<b>64</b>	<b>17</b>	<b>26%</b>
Poland	55	46	9	19%
UE	9	7	2	28%
Russia & Ukraine	16	10	6	54%
<b>Mohito</b>	<b>66</b>	<b>39</b>	<b>27</b>	<b>69%</b>
Poland	41	26	15	57%
UE	7	3	4	117%
Russia & Ukraine	19	10	9	87%
<b>Sinsay</b>	<b>20</b>		<b>20</b>	
Poland	18		18	
UE	2		2	
Russia & Ukraine	1		1	
outlet	9	7	2	33%
<b>RAZEM</b>				
Poland	367	280	87	31%
UE	81	60	21	35%
Russia & Ukraine	141	94	47	50%
<b>TOTAL</b>	<b>589</b>	<b>434</b>	<b>155</b>	<b>36%</b>

# Retail sale revenue split by brands

2013



2012



4

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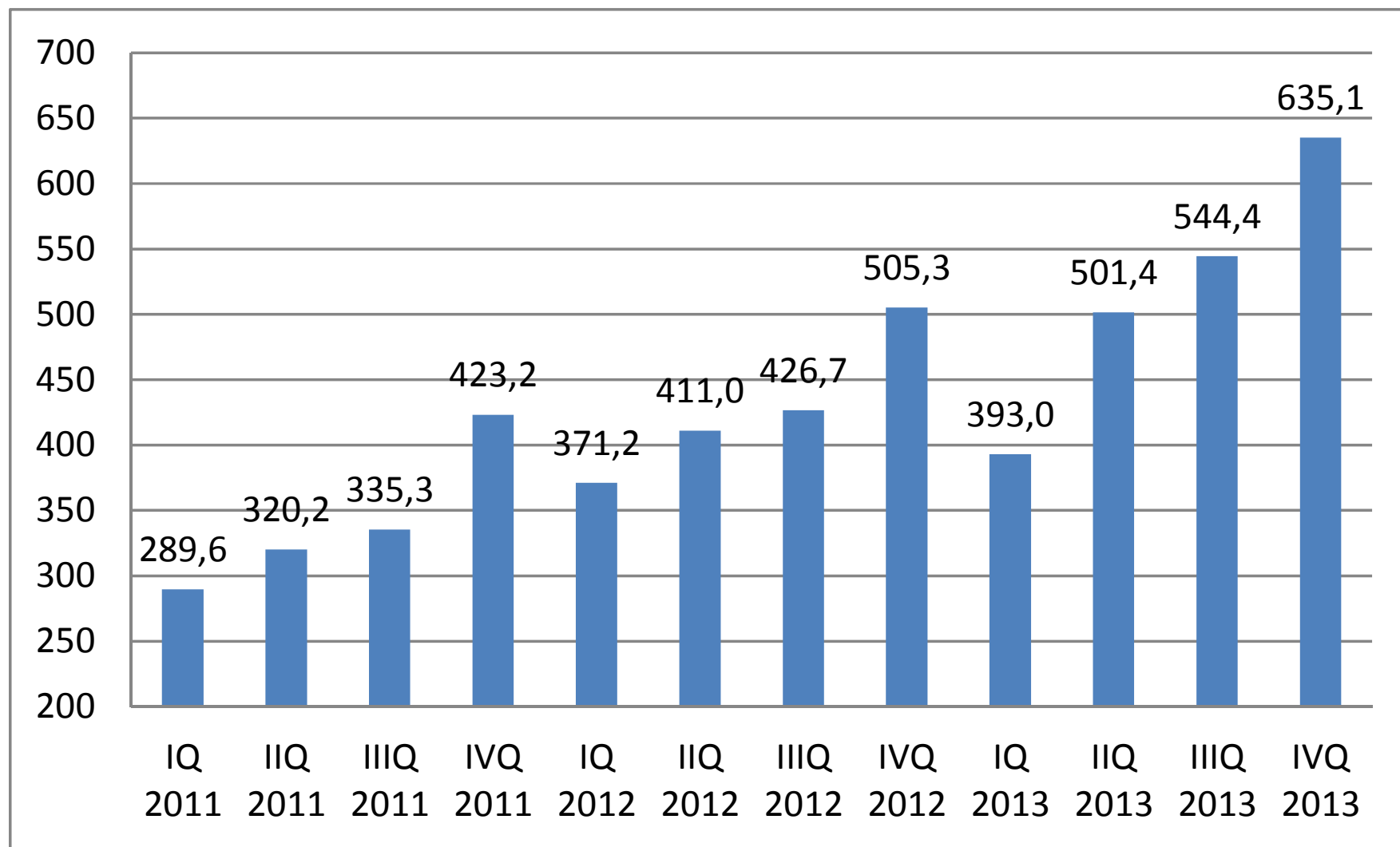


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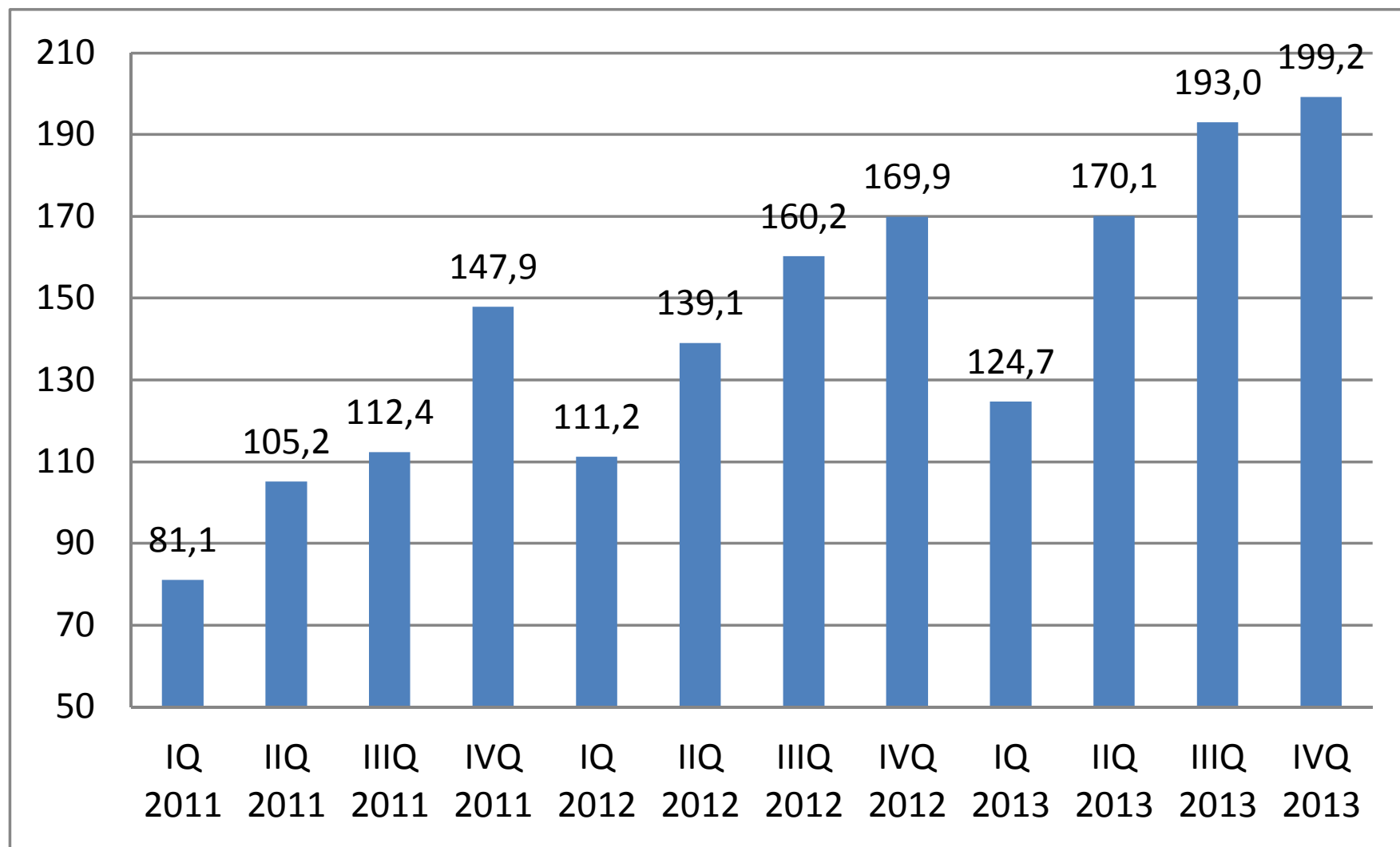


sinsay

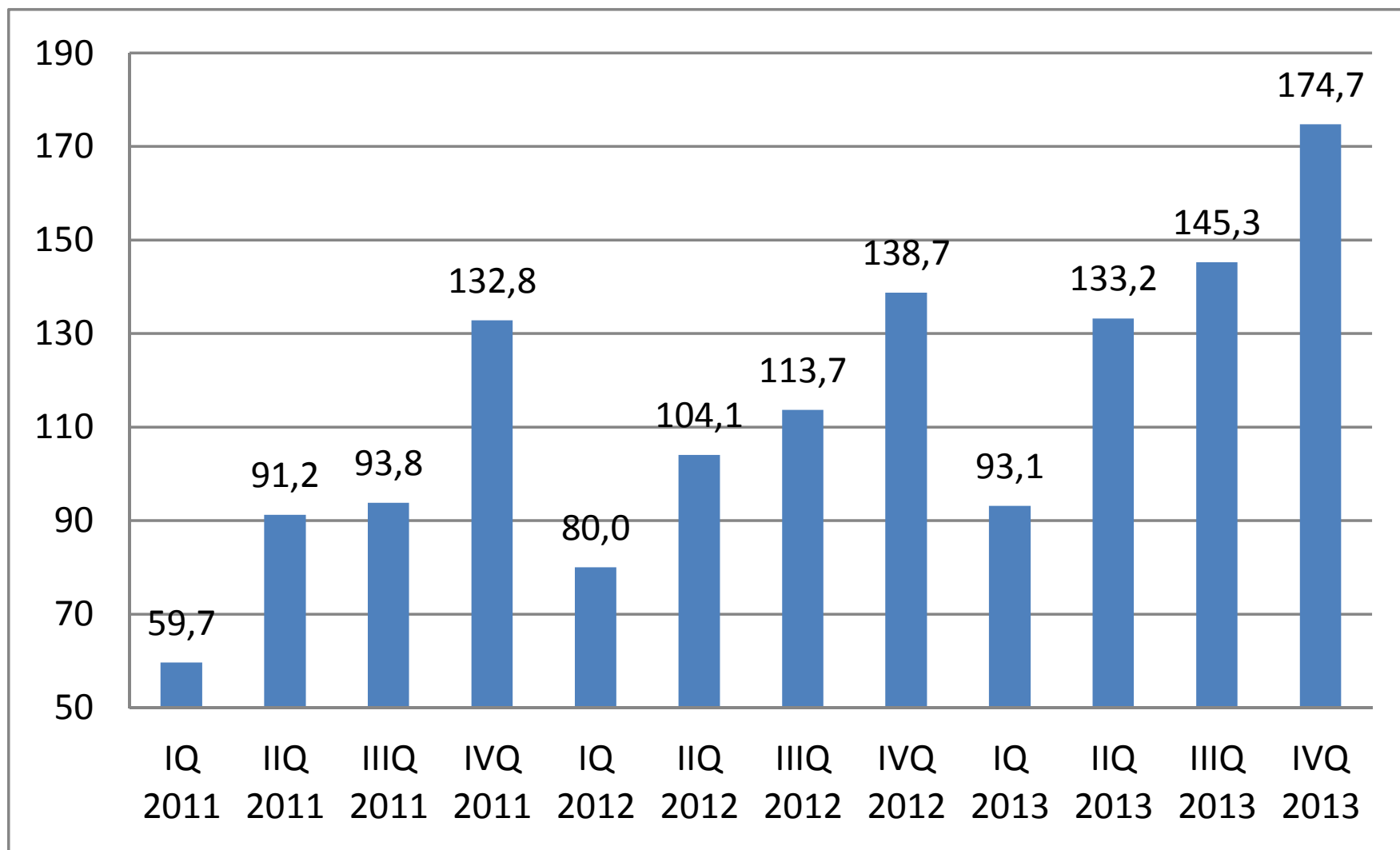
## Retail sale revenue of RESERVED brand [PLN mln]



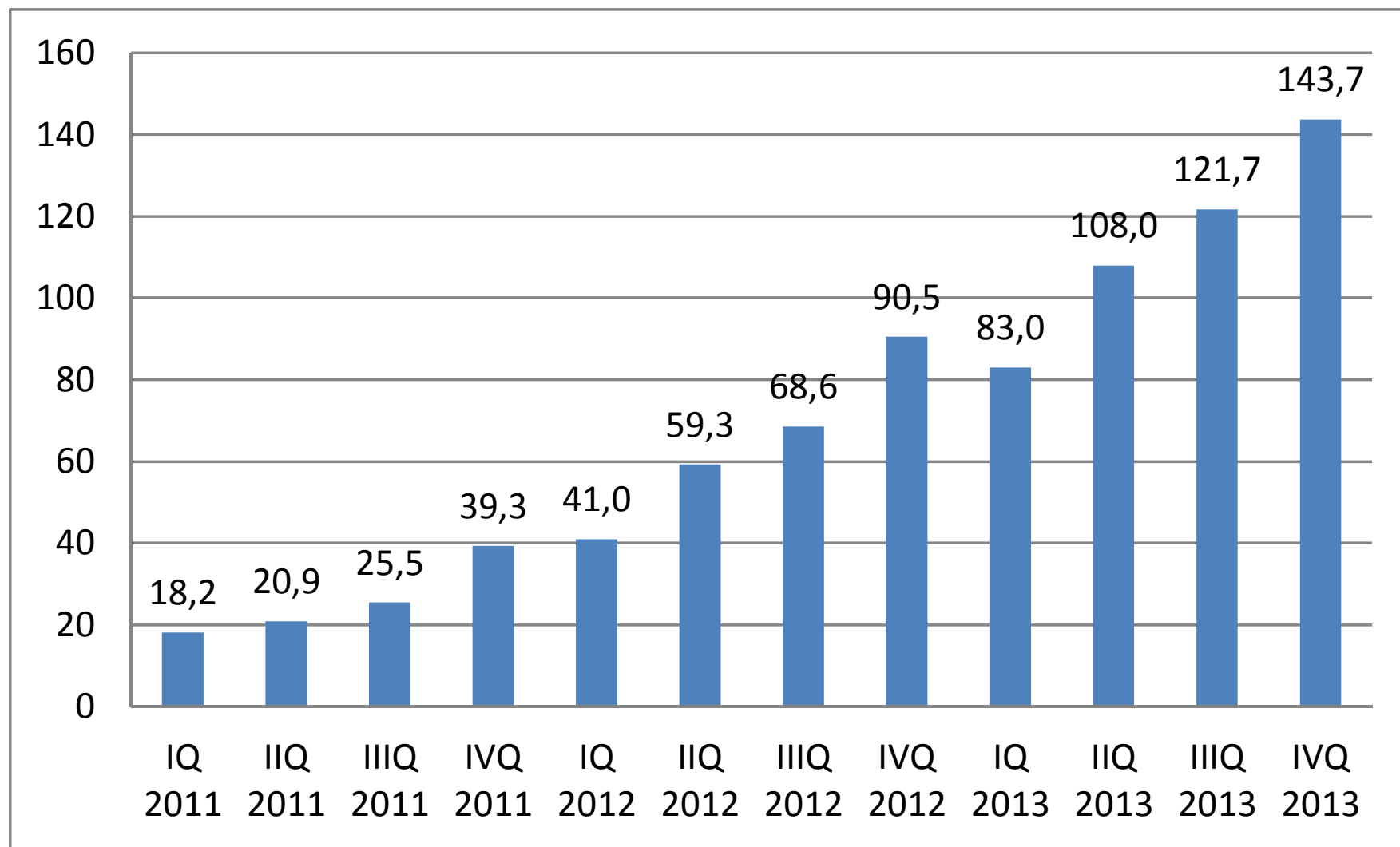
## Retail sale revenue of CROPP brand [PLN mln]



## Retail sale revenue of HOUSE brand [PLN mln]

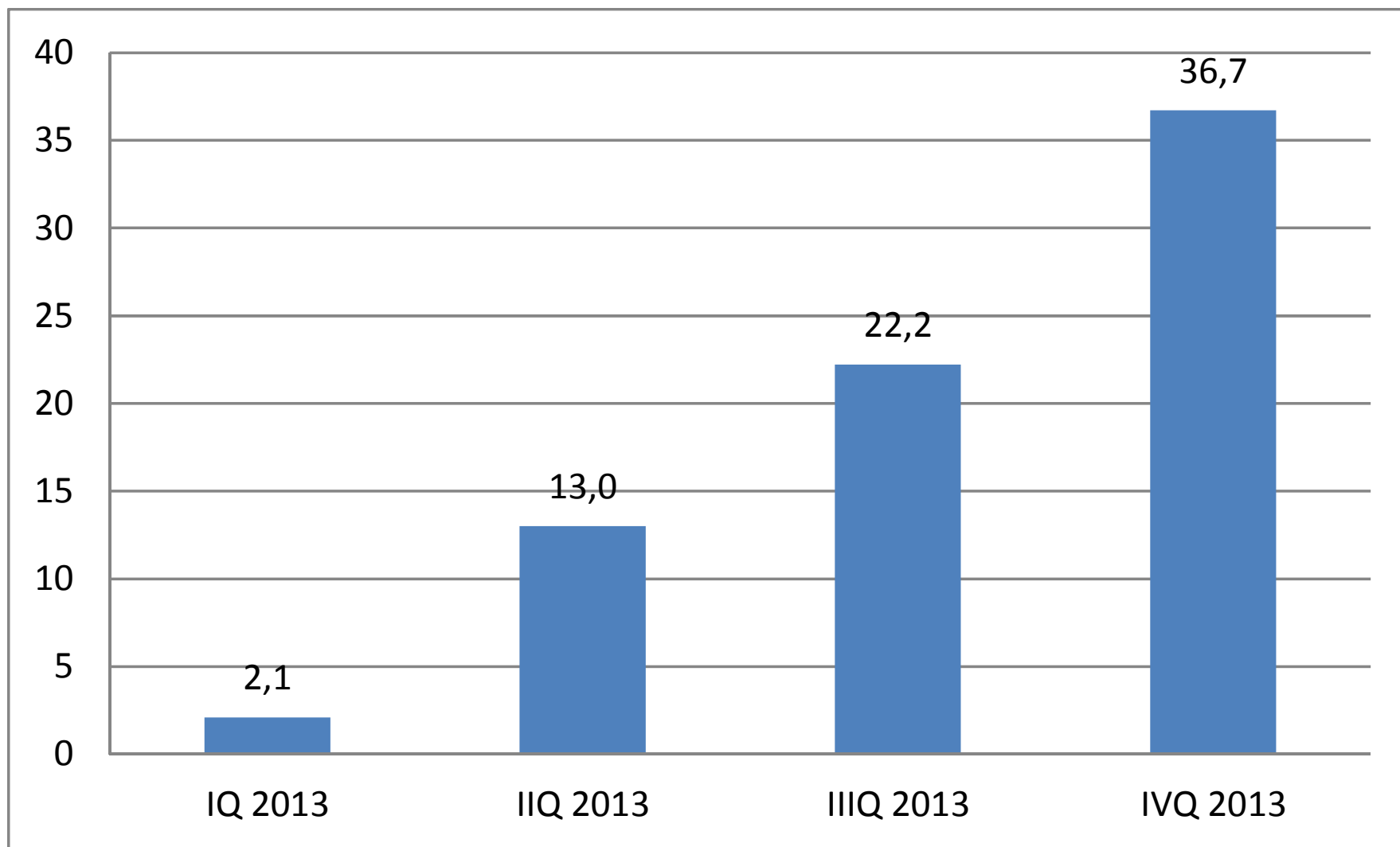


## Retail sale revenue of MOHITO brand [PLN mln]

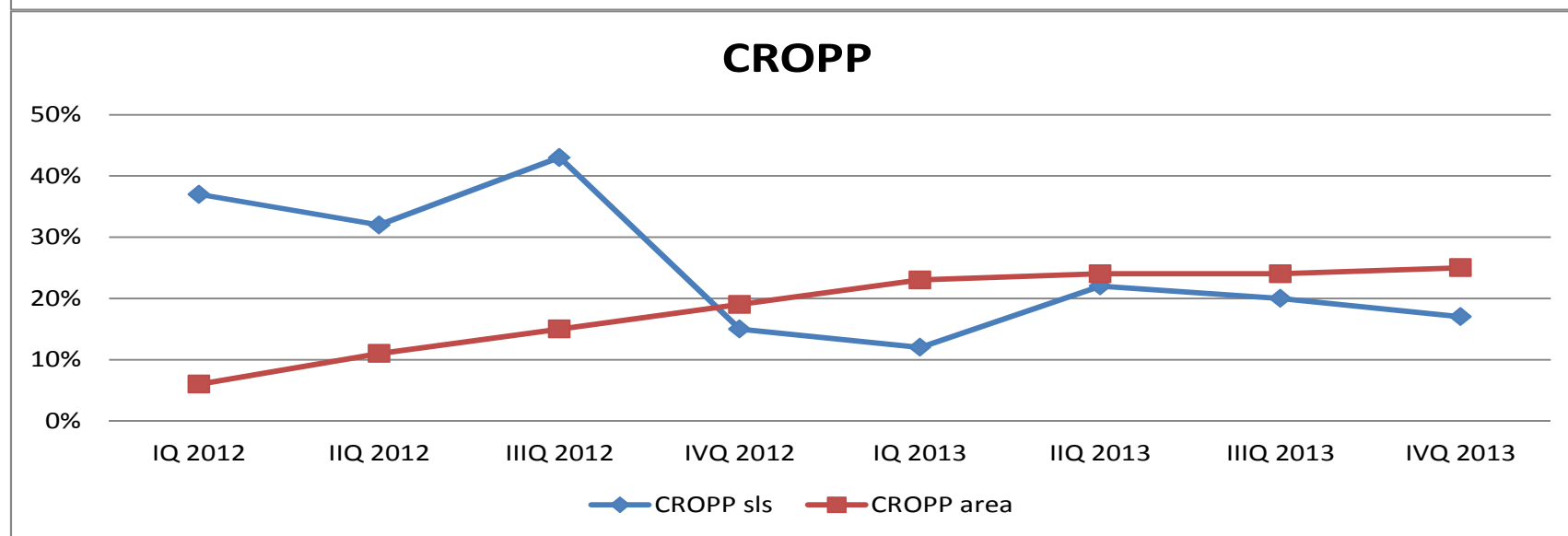
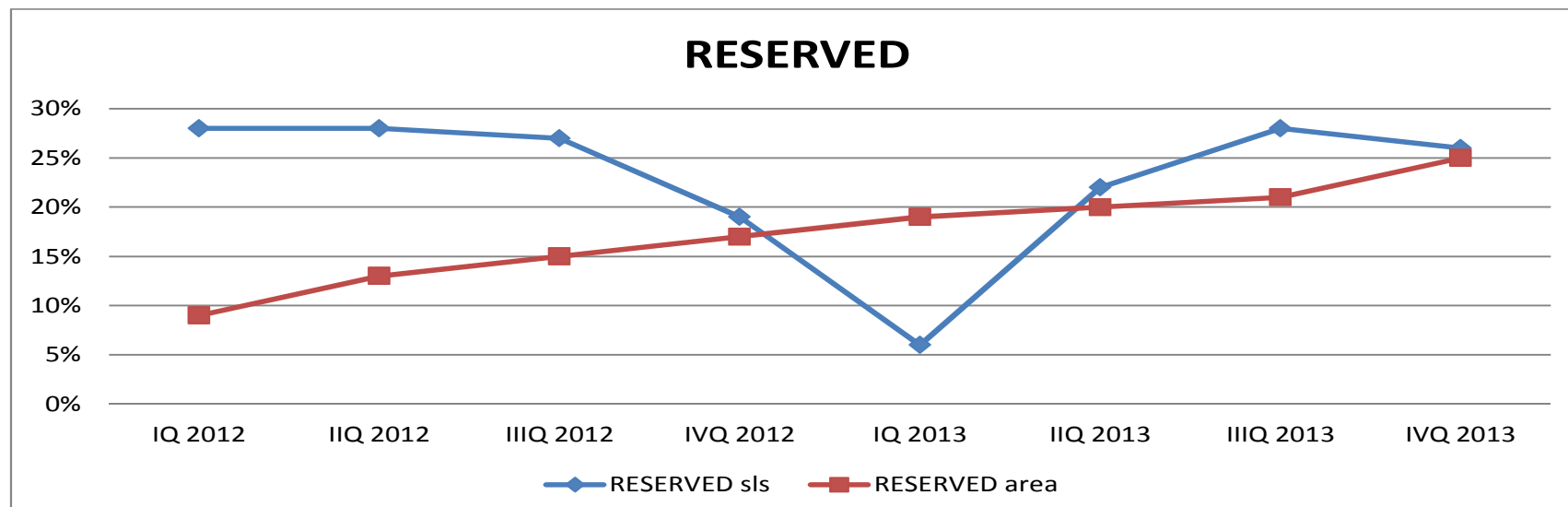




## Retail sale revenue of SINSAY brand [PLN mln]



# Change in efficiency



10

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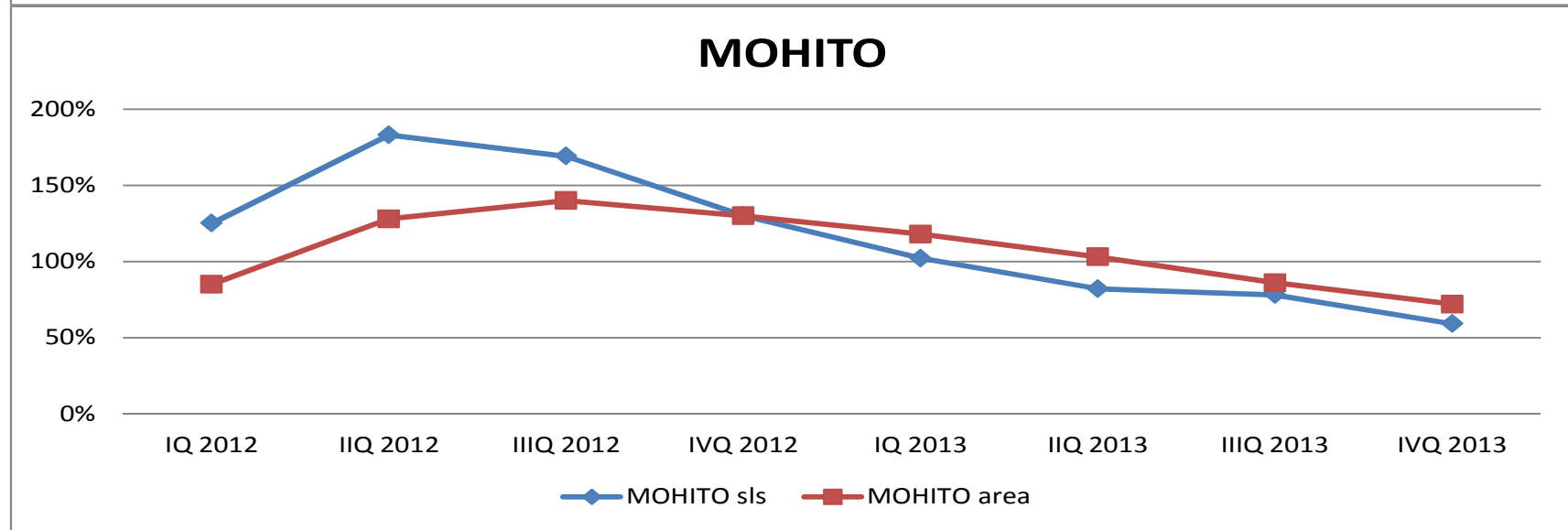
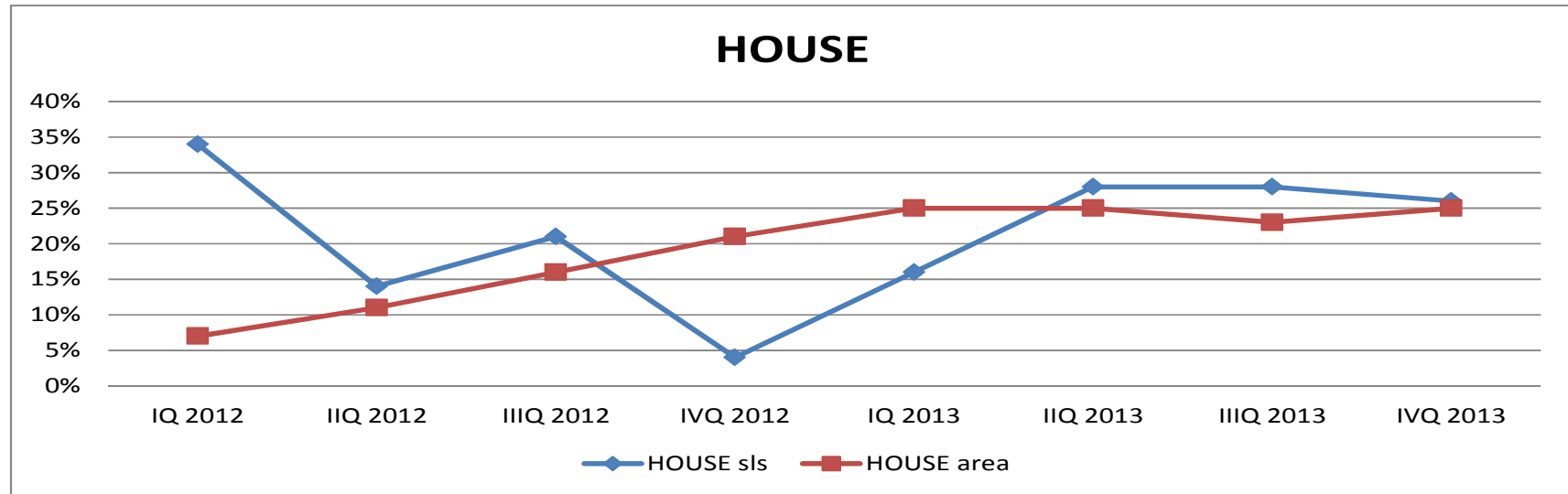


MOHITO

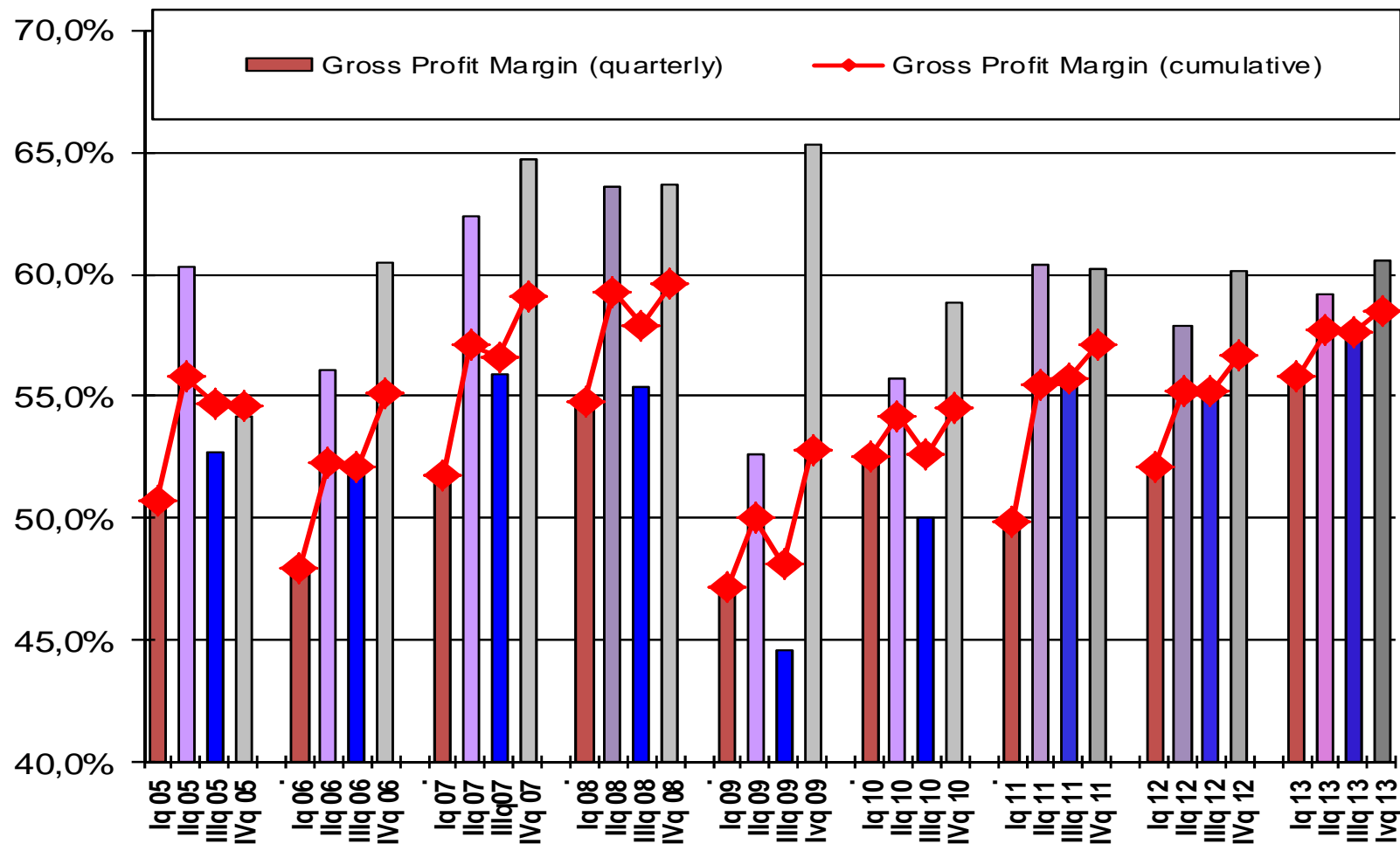


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# Change in efficiency



# Gross profit margin



# Consolidated Profit & Loss Account Q4 2013

Amounts in PLN mln	IVQ 2013	IVQ 2012	Change [%]
<b>Sales revenue</b>	<b>1 267,0</b>	<b>962,1</b>	<b>32%</b>
COGS	499,8	383,5	30%
<b>Gross Profit</b>	<b>767,2</b>	<b>578,6</b>	<b>33%</b>
<i>Gross Profit Margin (%)</i>	<i>60,6%</i>	<i>60,1%</i>	<i>0,5 p.p.</i>
<b>SG&amp;A</b>	<b>495,2</b>	<b>387,3</b>	<b>28%</b>
<b>EBITDA</b>	<b>303,2</b>	<b>214,8</b>	<b>41%</b>
<i>EBITDA Margin</i>	<i>23,9%</i>	<i>22,3%</i>	<i>1,6 p.p.</i>
<b>EBIT</b>	<b>261,7</b>	<b>185,1</b>	<b>41%</b>
<i>EBIT Margin</i>	<i>20,7%</i>	<i>19,2%</i>	<i>1,5 p.p.</i>
<b>Net Profit</b>	<b>181,9</b>	<b>147,5</b>	<b>23%</b>
<i>Net Profit Margin</i>	<i>14,4%</i>	<i>15,3%</i>	<i>-0,9 p.p.</i>

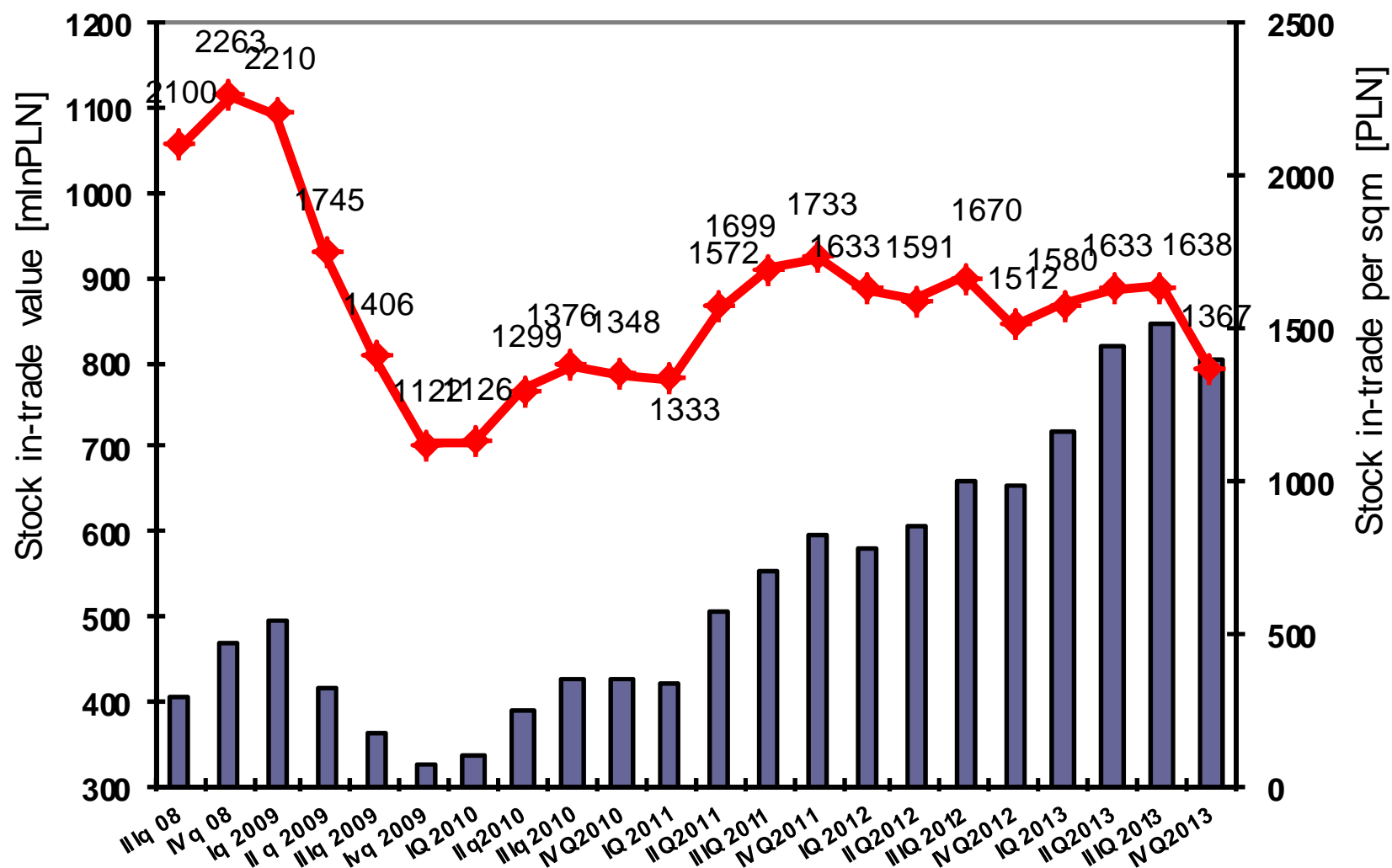
# Consolidated Profit & Loss Account FY 2013

Amounts in PLN mln	2013	2012	Zmiana [%]
<b>Sales revenue</b>	<b>4 116,3</b>	<b>3 223,8</b>	<b>28%</b>
COGS	1 707,1	1 396,7	22%
<b>Gross Profit</b>	<b>2 409,2</b>	<b>1 827,1</b>	<b>32%</b>
<i>Gross Profit Margin (%)</i>	<i>58,5%</i>	<i>56,7%</i>	<i>1,8 p.p.</i>
<b>SG&amp;A</b>	<b>1 759,1</b>	<b>1 360,8</b>	<b>29%</b>
<b>EBITDA</b>	<b>764,1</b>	<b>563,4</b>	<b>36%</b>
<i>EBITDA Margin</i>	<i>18,6%</i>	<i>17,5%</i>	<i>1,1 p.p.</i>
<b>EBIT</b>	<b>615,9</b>	<b>454,4</b>	<b>36%</b>
<i>EBIT Margin</i>	<i>15,0%</i>	<i>14,1%</i>	<i>0,9 p.p.</i>
<b>Net Profit</b>	<b>432,8</b>	<b>354,0</b>	<b>22,3%</b>
<i>Net Profit Margin</i>	<i>10,5%</i>	<i>11,0%</i>	<i>-0,5 p.p.</i>

# Consolidated Balance Sheet

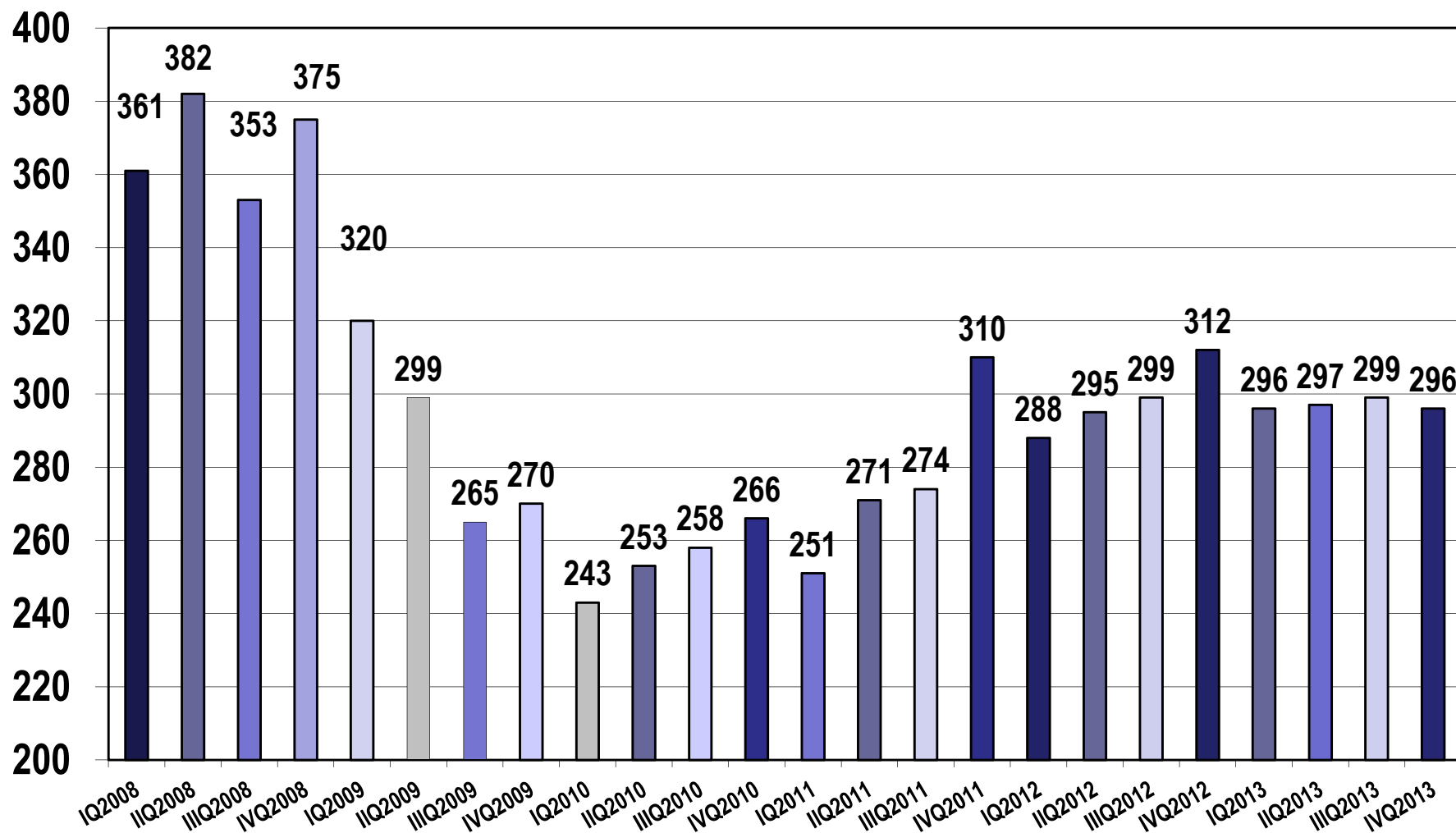
[mln PLN]	31 Dec 2013	31 Dec 2012
<u>Fixed Assets, incl:</u>	<u>1 232,10</u>	<u>909,9</u>
- intangibles	281,2	278,7
- tangible assets	896,8	598,5
<u>Current Assets, incl:</u>	<u>1 259,90</u>	<u>1022,4</u>
- stock in trade	805,2	656,1
- short term receivables	164,1	130,4
- cash & cash equivalents	149,4	159,4
Total Assets	2 492,0	1 932,2
<u>Equity, incl:</u>	<u>1 496,2</u>	<u>1 211,0</u>
- share capital	3,7	3,7
- current year profit	430,9	352,4
<u>Long term liabilities, incl:</u>	<u>192,3</u>	<u>131,0</u>
- bank loans and credit lines	184,3	125,1
<u>Short term liabilities, incl:</u>	<u>803,5</u>	<u>590,2</u>
- trade liabilities	547,4	477,8
- bank loans and credit lines	173,6	61,0
Total Equity & Liabilities	2 492,0	1 932,2

# Stock in trade





## SG&A Expenses (All expenses per sqm in PLN/month)



17

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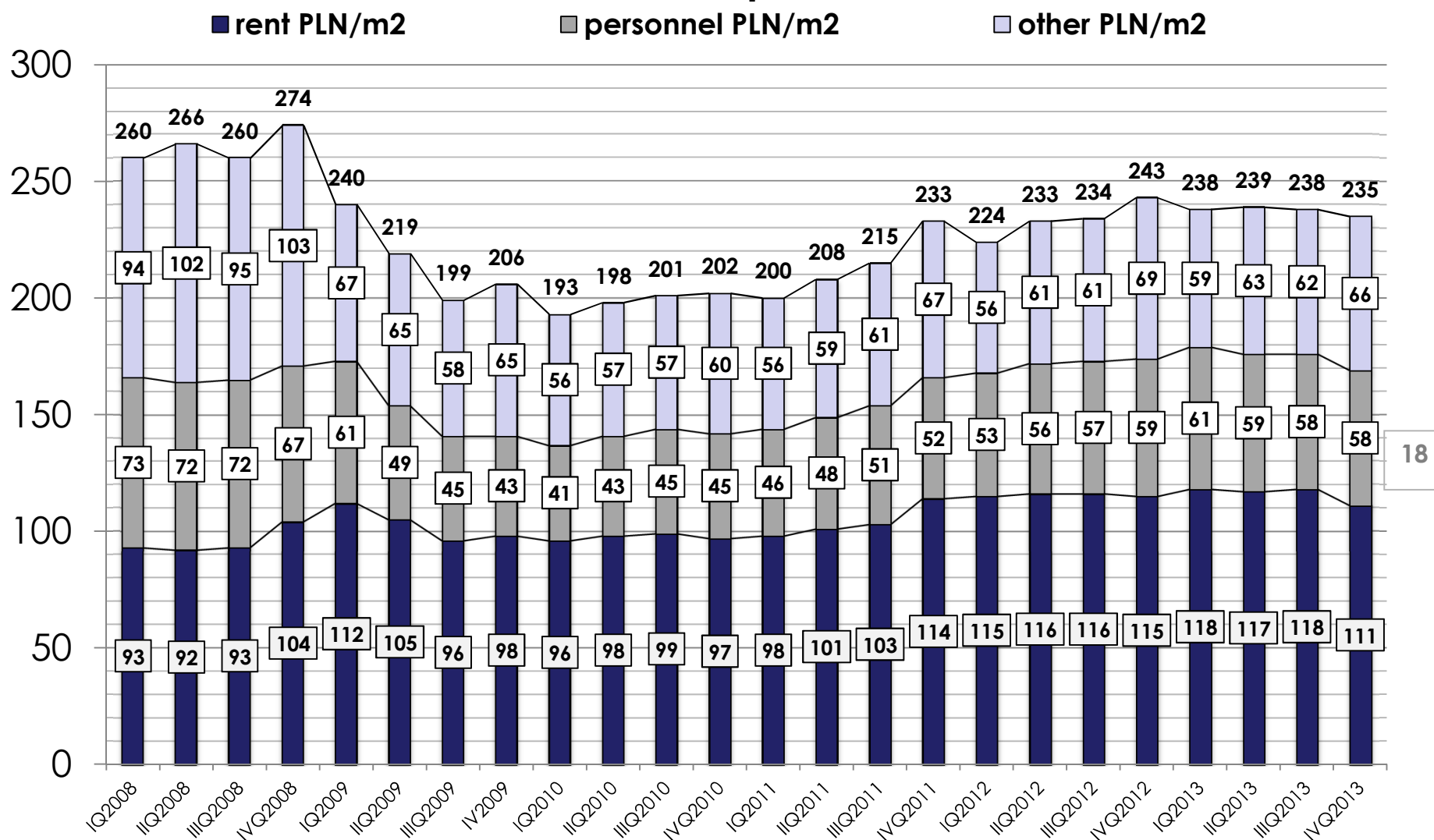


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# Expenses in own stores (Rent / Personnel / Other) in PLN/sqm/month



## Other operating income and costs [PLN mln]

### **Costs IV Q total 20,0**

1) Impairments	2,9
2) Inventory losses	15,3
3) Donations and liquidations	1,4
4) Other	0,4

### **Costs I-IV Q total 67,9**

1) Impairments	10,5
2) Inventory losses	43,8
3) Donations and liquidations	11,5
4) Other	2,1

### **Income IV Q total 9,7**

1) Compensation for inv. losses	4,2
2) Profit on assets sale	5,3
3) Other	0,2

### **Income I-IV Q total 33,8**

1) Compensation for inv. losses	12,5
2) Profit on assets sale	13,9
3) Other	7,4

## Financial income and costs [PLN mln]

### Costs IV Q total 41,3

1) FX losses	34,5
2) Interests paid	6,0
3) Commissions	0,8

### Costs I-IV Q total 94,1

1) FX losses	78,7
2) Interests paid	12,4
3) Commissions	3,0

### Income IV Q total 0,7

1) Interest income	0,7
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### Income I-IV Q total 2,3

1) Interest income	2,1
2) Dividends	0,2

# Selling area growth and Capex

Selling area [000 sqm]	31.12.2014	31.12.2013	change [000 sqm]	change
<b>Reserved</b>	<b>401</b>	<b>322</b>	<b>78</b>	<b>24%</b>
Poland	218	189	29	15%
UE	67	53	14	27%
Russia & Ukraine	116	81	35	43%
<b>CROPP</b>	<b>110</b>	<b>91</b>	<b>20</b>	<b>22%</b>
Poland	61	55	7	12%
UE	14	11	3	24%
Russia & Ukraine	35	25	10	40%
<b>House</b>	<b>98</b>	<b>80</b>	<b>18</b>	<b>22%</b>
Poland	60	55	5	9%
UE	12	9	2	26%
Russia & Ukraine	26	16	10	66%
<b>Mohito</b>	<b>89</b>	<b>66</b>	<b>23</b>	<b>34%</b>
Poland	48	41	7	17%
UE	11	7	5	72%
Russia & Ukraine	30	19	11	59%
<b>Sinsay</b>	<b>46</b>	<b>20</b>	<b>26</b>	<b>132%</b>
Poland	36	18	18	99%
UE	4	2	2	119%
Russia & Ukraine	7	1	7	1340%
outlet	12	9	3	23%
<b>total by regions</b>				
Poland	435	367	68	19%
UE	107	81	26	32%
Russia & Ukraine	214	141	73	52%
<b><u>TOTAL</u></b>	<b><u>756</u></b>	<b><u>589</u></b>	<b><u>167</u></b>	<b>28%</b>

- Forecasted growth of selling area in 2014 – approx. 167,000 sqm (+28%)
- Stores in Germany (2) and Croatia (5) opening autumn
- CAPEX for stores for 2014 – approx. 450 PLN million
- Continuation of new logistic centre construction – additional 100 PLN million in 2014

21

RESERVED



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