

L P P

E Q U I T Y S T O R Y

GLOBAL ASPIRATIONS

20th AUGUST 2015

RESERVED

CROPP



M O H I T O

sinsay

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OVERVIEW

The largest clothing retailer on the WSE

1,594
STORES

16
MARKETS

c. PLN 5 bn
REVENUES

69%
FREE FLOAT

c. PLN 12 bn
MARKET CAP

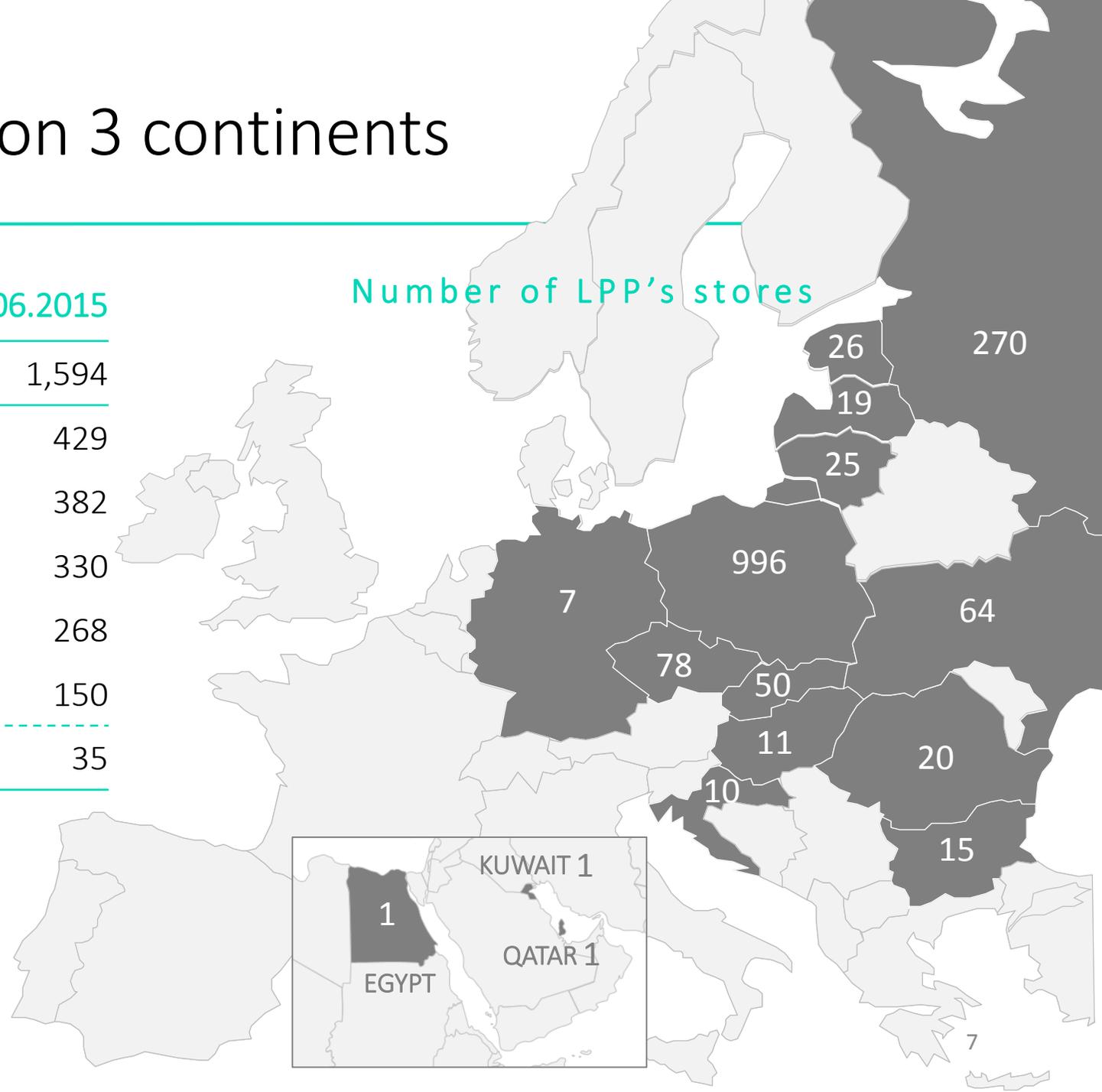
MSCI POLAND
WIG 20 MEMBER

5 brands and number 6 on the way

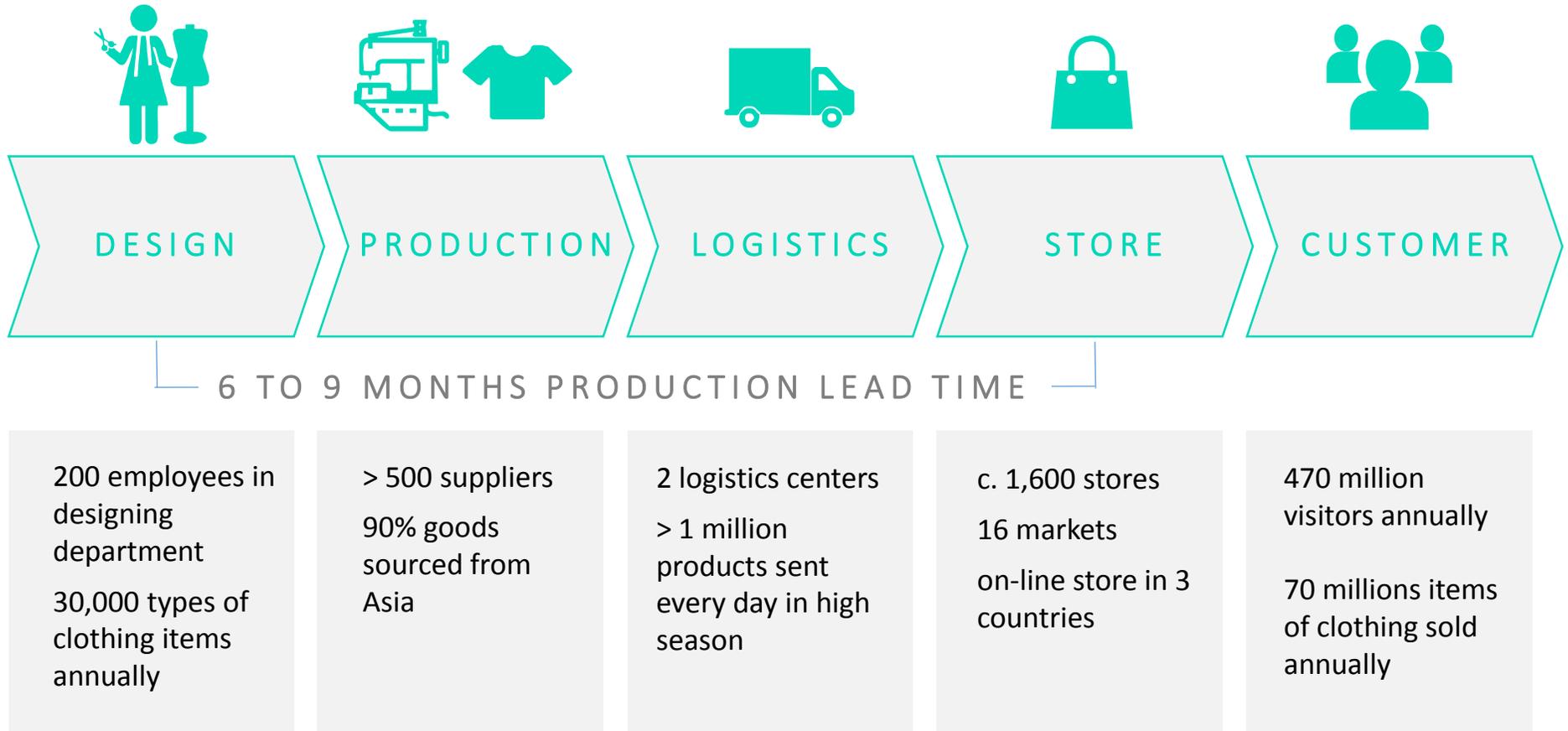


1,594 stores on 3 continents

Number of stores	30.06.2015
LPP GROUP	1,594
RESERVED	429
Cropp	382
House	330
MOHITO	268
SiNSAY	150
Outlets	35



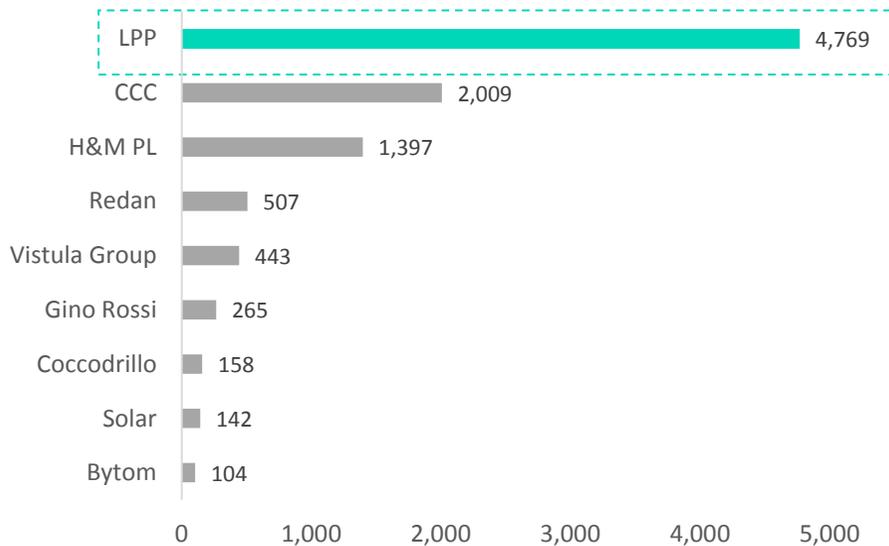
A lean retail-oriented business model



Eyeing the international giants

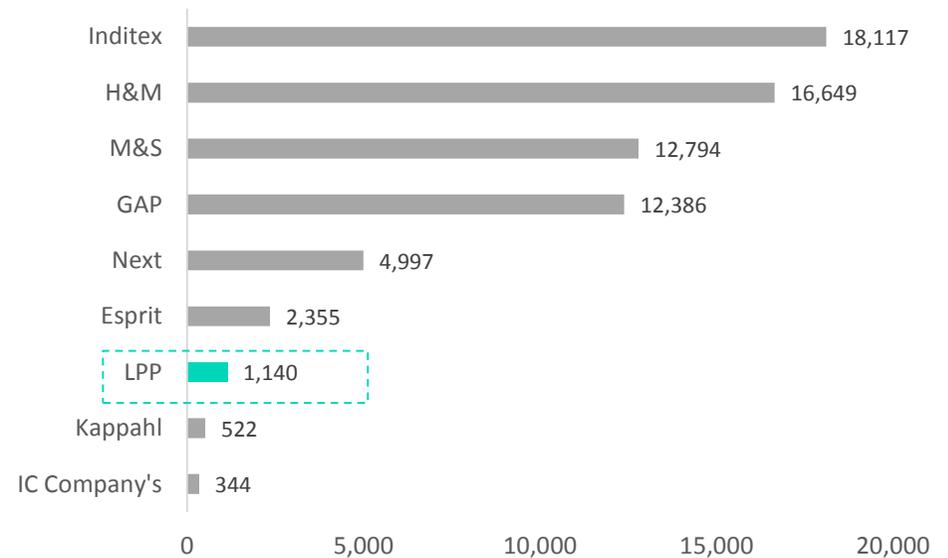
Leader domestically

Revenues (PLN m)
selected companies



Challenging international players

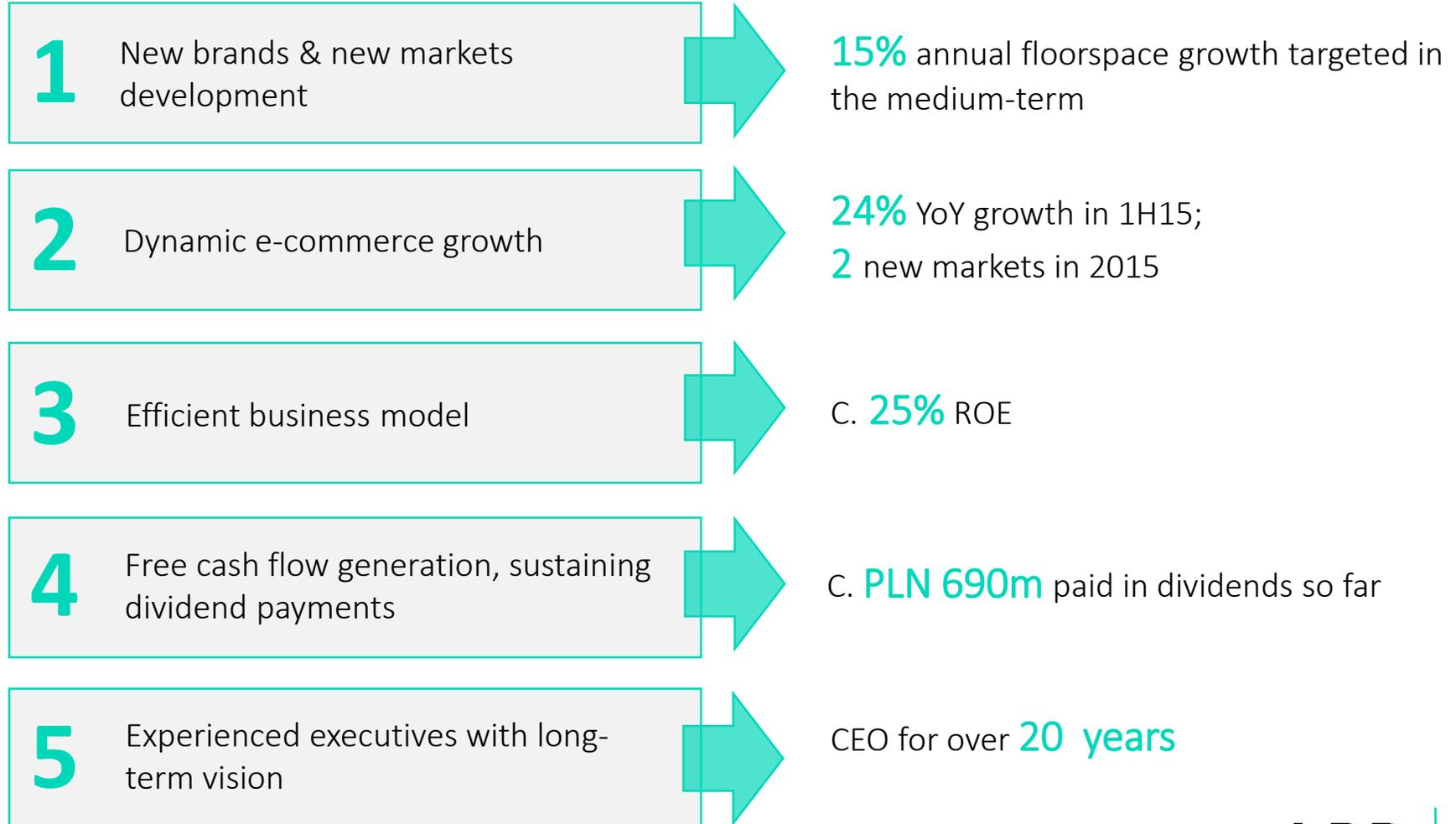
Revenues (EUR m)
selected companies



*Note: Data based on 2014 or equivalent annual revenues.
Values calculated at average exchange rates for the period.*

INVESTMENT THESIS

Investment thesis

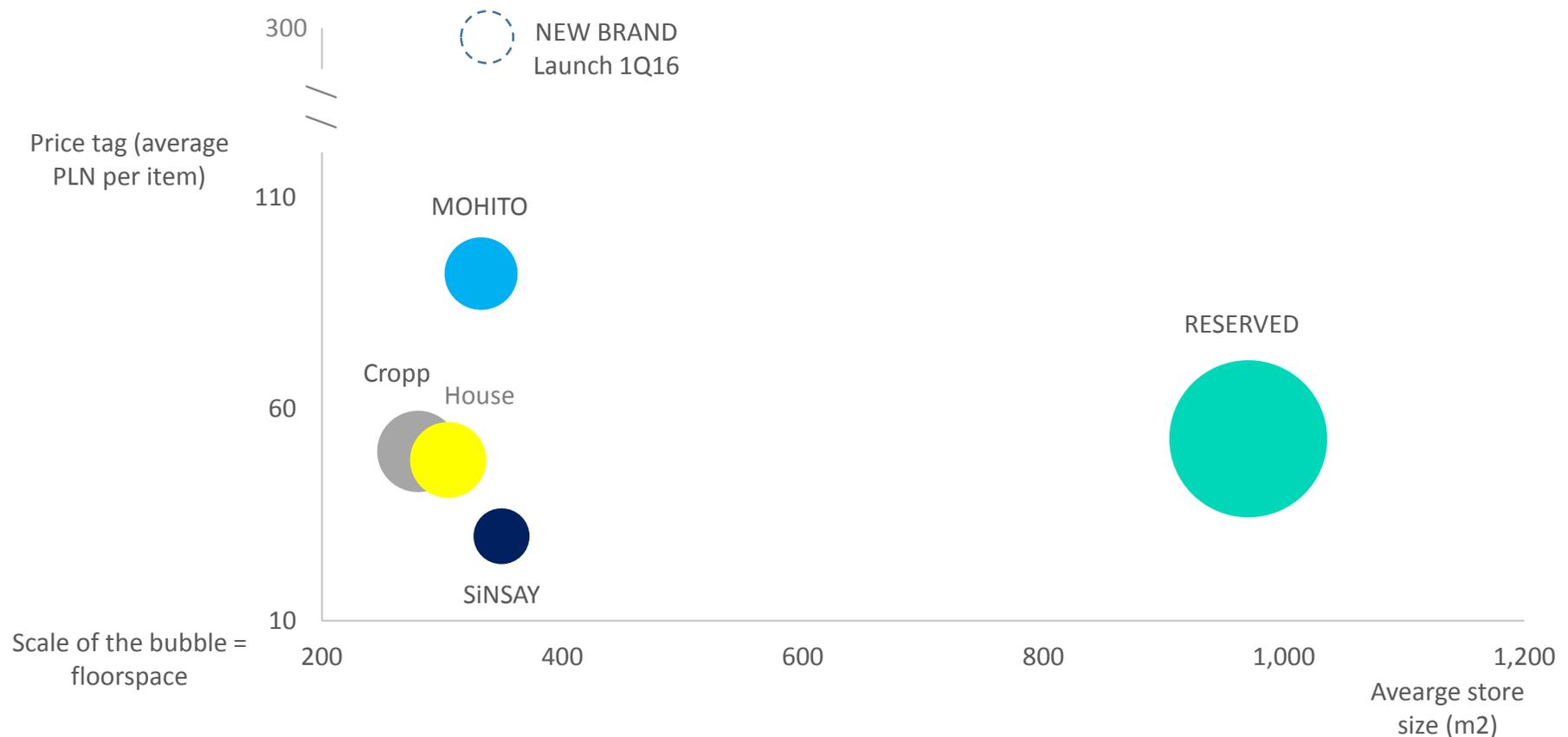


Growing number of brands

PRICE TAG	MAINSTREAM					UP-MARKET
	RESERVED	CROPP	 house	M O H I T O	sinsay	NEW BRAND
KEY BRAND FEATURES	Fast fashion brand with broad customer base.	Casual streetwear brand offering also international labels.	Urban fashion brand with folk and vintage elements.	Comfort and elegance for business and informal meetings.	Clothes for every day inspirations and original party outfits.	High quality clothing for more demanding customers.
TARGET CUSTOMERS	Women, men, children.	Teenagers (boys and girls).	Teenagers (boys and girls).	Young women.	Teenagers (girls only).	Men and women.
YEAR OF LAUNCH	1999	2004	2001 (at LPP since 4Q08)	2008 (at LPP since 4Q08)	2013	Planned launch: 1Q16
COUNTRIES / REGIONS PRESENT	CEE, SEE, Baltic, CIS, Germany, ME	CEE, SEE, Baltic, CIS	CEE (excl. Hungary), SEE, Baltic, CIS	CEE, SEE, Baltic, CIS	Poland, Czech Republic, Baltic, CIS	Expansion to start in Poland
# STORES FLOORSPACE 2Q15	429 416.3k m2	382 111.5k m2	330 96.7k m2	268 89.1k m2	150 52.4k m2	0 Target: 30 stores in Poland
AVERAGE STORE SIZE	970 m2	292 m2	293 m2	332 m2	349 m2	350 m2

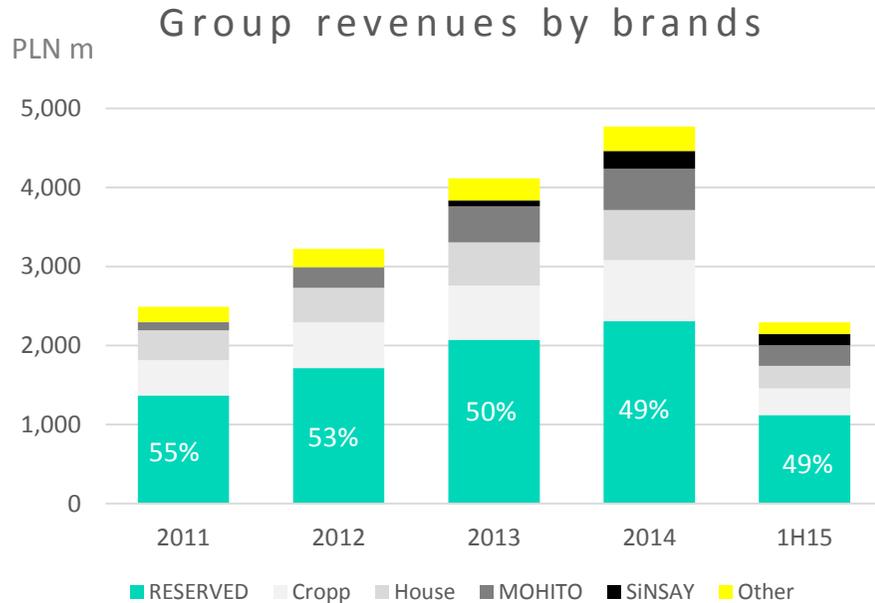
Each brand is targeted at a different customer base

LPP's brands: floorspace versus price tag



Note: Average price per piece of clothing and average store size based on 1H15 data.

Diversification by brands to continue



Group revenues by brands

PLN m	2011	2012	2013	2014	1H15
LPP GROUP	2,493	3,224	4,116	4,769	2,294
RESERVED	1,368	1,714	2,074	2,311	1,120
Cropp	447	580	687	771	338
House	378	437	546	634	287
MOHITO	104	259	456	523	260
SiNSAY	0	0	74	225	141
Other	196	233	279	306	148

- It is LPP's strategy to continue to diversify revenues by adding new brands to minimise fashion risk.
- The dependence on the key fast fashion mainstream RESERVED brand should continue to diminish.
- It is the intention to launch all five brands in all countries present in the medium-term.
- The priority in new markets' expansion is given to RESERVED brand (Germany, Middle East).

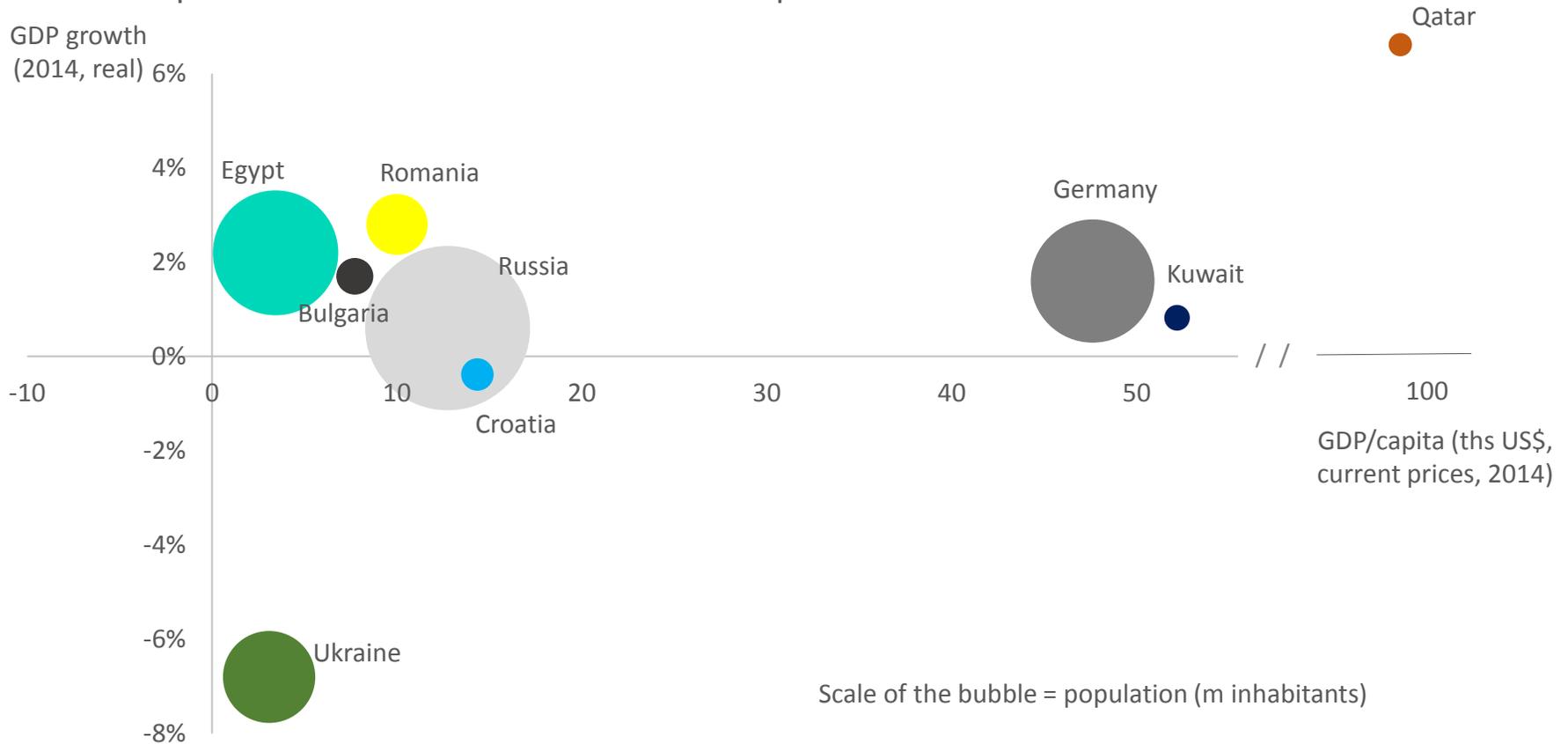
International growth opportunities

DEVELOPMENT STAGE	MATURITY		DEVELOPING		EARLY STAGE	
	CEE	BALTIC	SEE	CIS	WE	ME
	COUNTRIES PRESENT	Poland, Czech Republic, Hungary, Slovakia	Lithuania, Latvia, Estonia	Bulgaria, Romania, Croatia	Russia, Ukraine	Germany
# COUNTRIES PRESENT	4	3	3	2	1	3
BRANDS	RESERVED, Cropp, House, MOHITO, SiNSAY	RESERVED, Cropp, House, MOHITO, SiNSAY	RESERVED, Cropp, House, MOHITO, SiNSAY	RESERVED, Cropp, House, MOHITO, SiNSAY	RESERVED	RESERVED
# STORES	1,135	70	45	334	7	3
TYPE OF STORES	Own (majority), franchise	Own	Own	Own (majority), franchise	Own	Franchise
FLOORSPACE	508.6k m2	36.5k m2	32.1k m2	183.2k m2	14.1k m2	3.9k m2

Entry into high growth potential markets

Growth potential of countries developed

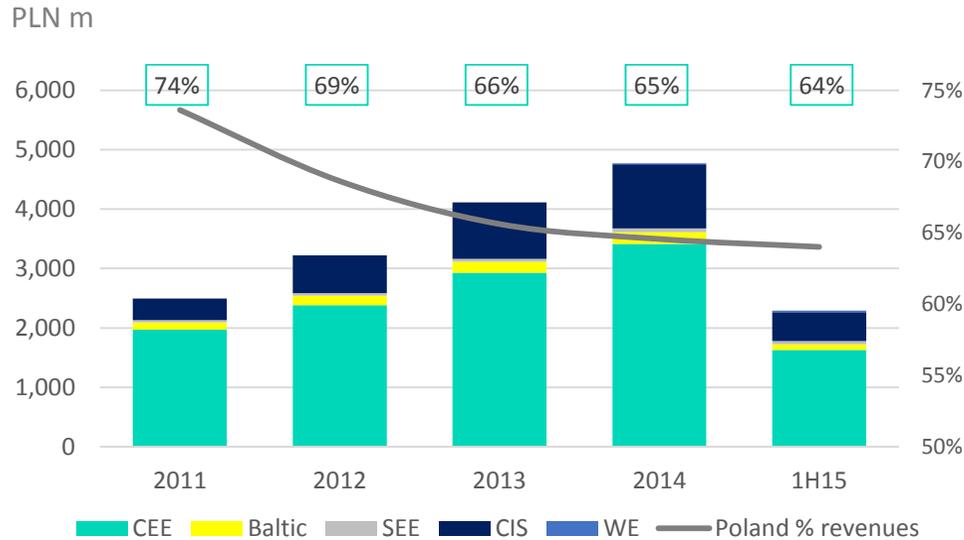
GDP growth
(2014, real) 6%



Source: World Bank data.

Diversification by countries to continue

Group revenues by regions



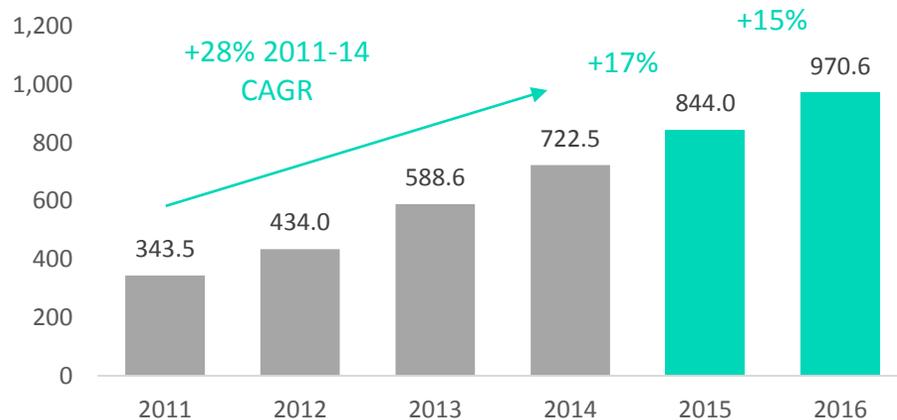
Group revenues by regions

PLN m	2011	2012	2013	2014	1H15
LPP GROUP	2,493	3,224	4,116	4,769	2,294
CEE	1,973	2,382	2,927	3,414	1,631
Baltic	120	162	186	200	97
SEE	40	42	52	65	49
CIS	359	638	952	1,076	488
WE	0	0	0	15	29

- Dependency on Poland should continue to diminish in upcoming years.
- Maturity has been reached in Czech Republic, but Slovakia and Hungary still offer growth potential.
- Development potential in SEE: (1) only 3 countries entered, (2) all 5 brands only in Romania.
- Target: 30 own stores in Germany in 3 years and 30 franchise stores in Middle East in 6 years.

Medium-term target: 15% p.a. floorspace growth

Floorspace growth targets
(ths m2)

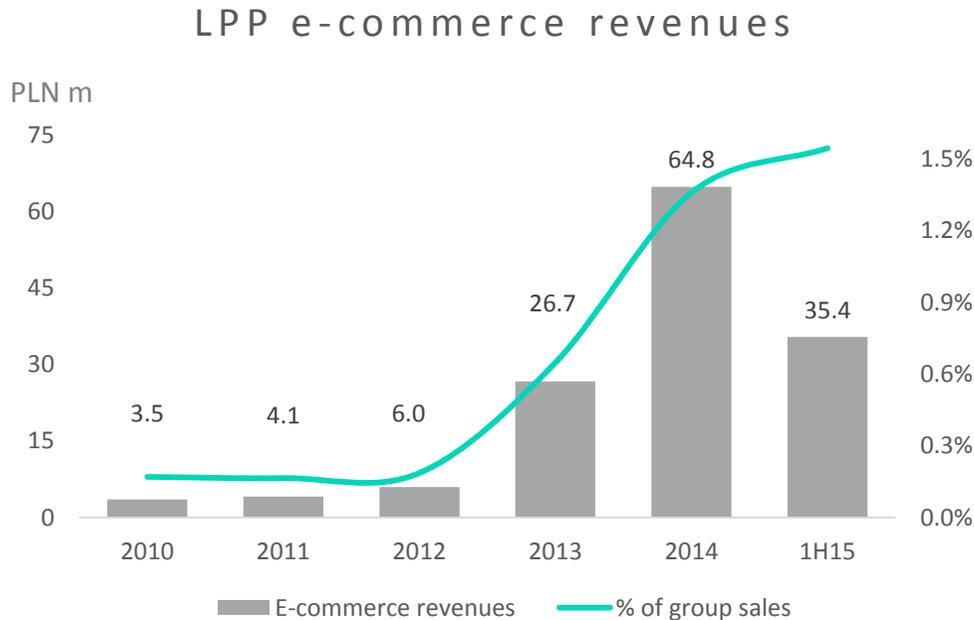


2015 floorspace
by regions

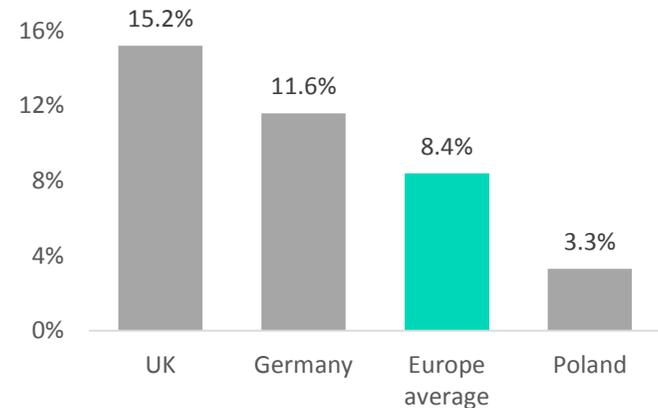
ths m2	2014	2015	YoY
LPP GROUP	722.5	844.0	16.8%
Poland	413.6	466.0	12.7%
EU	128.6	182.0	41.5%
CIS	180.3	190.5	5.6%
ME	0.0	5.5	N/M

- In 2015 we plan to grow floorspace by 16.8% YoY.
- Slowdown in CIS expansion should be partially offset by development in Germany and Middle East.
- We believe that in the medium-term we can maintain c.15% p.a. floorspace growth.
- From 2016 floorspace dynamics should be supported by the new sixth brand and launch of franchise stores in Belarus and Kazakhstan.

Dynamic e-commerce development



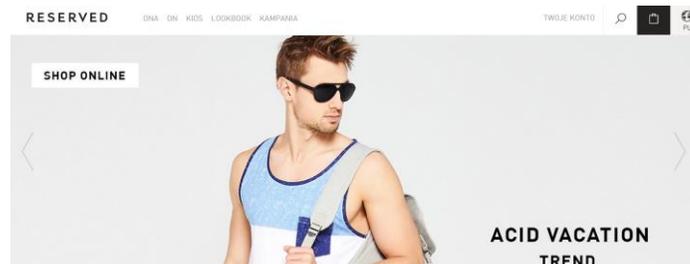
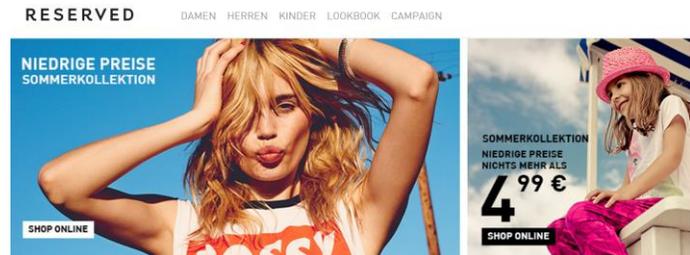
On-line sales in Europe
(% mkt share in retail 2015)



Source: Center for Retail Research.

- We believe on-line sales in Poland should converge to the European average.
- As our customers increasingly often shop on-line we invest in high quality internet stores for all our brands (in Poland 86% of women internet users buy clothes on-line).
- All 5 LPP's brands have their own internet stores in Poland.
- LPP's new integrated on-line sales platform is scalable onto the new markets.

We follow our customers



reserved.com
in Poland



No. 1 single brand e-store in fashion category
(*Rzeczpospolita daily dated 14.04.2015*)

1.2 million unique users per month

23 million page views per month

365 thousand customers

www.RESERVED.com operates also in **Germany**
and **Czech Republic**

Launch in **Slovakia** (3Q15) and in **Hungary** (4Q15)

We constantly improve business model

INCREASING ATTRACTIVENESS

ACTIONS TAKEN IN 2015

ADVERTISING

Contracting international stars

- Georgia May Jagger (face of RESERVED AW14/15, SS15) created a star collection for RESERVED AW15/16
- Brooklyn Beckham (RESERVED SS15)
- Anja Rubik (star collection for MOHITO AW14/15)
- Zuzanna Bijoch (face of MOHITO AW15/16)



COLLECTIONS

New collections at RESERVED:

- BE ACTIVE - sport collection
- Concept Limited Collection - modern design for city dwellers. For women only
- Modern Line - for fashion followers



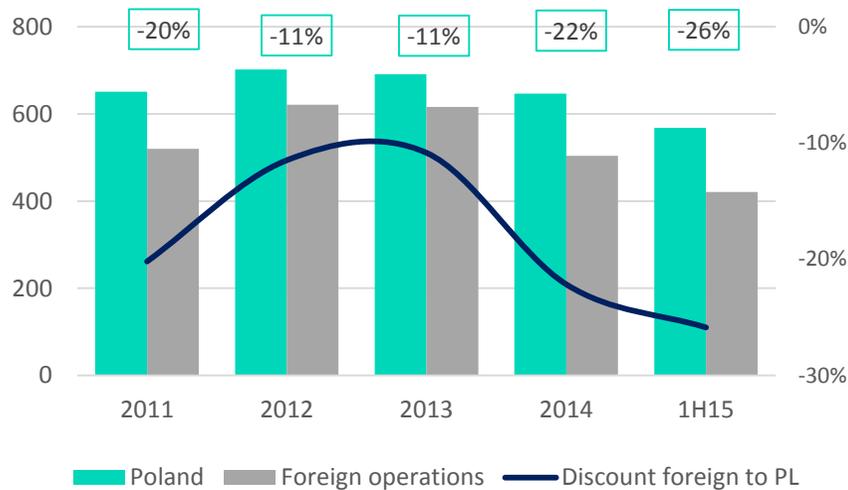
FLOORSPACE

- Refurbishment of stores of all brands
- New stores in top quality locations
- New flagships in Germany



Poland records highest sales/m2

Revenues/ m2 monthly



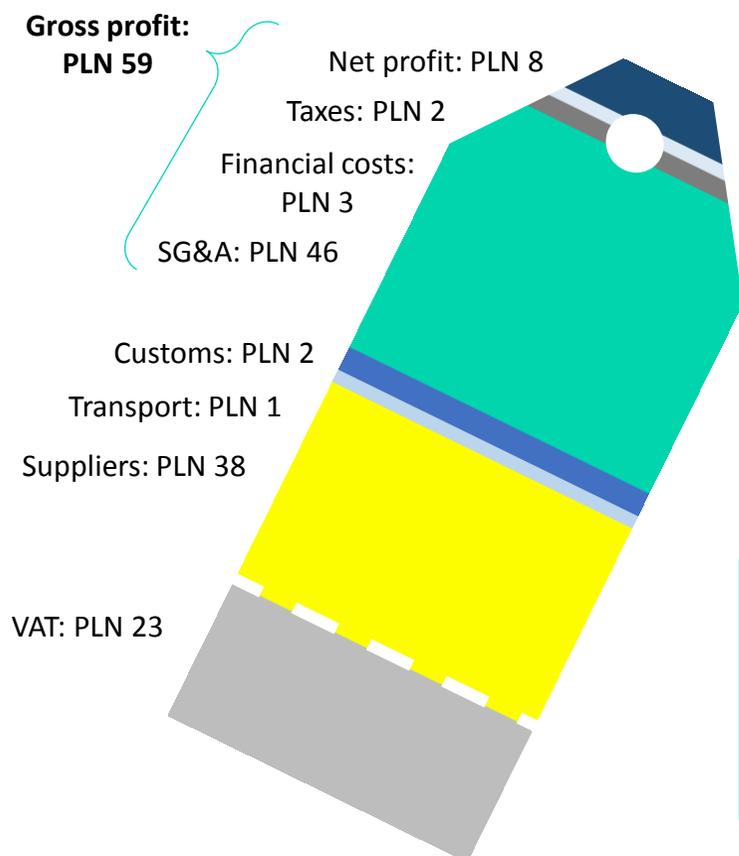
Revenues/ m2 monthly

PLN	2011	2012	2013	2014	1H15
LPP GROUP	610	675	664	589	504
Poland	651	702	691	647	568
Foreign operations	520	621	616	503	421
RESERVED	566	628	617	547	467
Cropp	651	756	725	647	531
House	633	654	652	612	525
MOHITO	733	843	759	583	506
SiNSAY	-	-	670	584	501

- Sales/m2 in Poland were on average c.15% higher in 2011-14 than on foreign markets.
- The difference widened in 1H15 due to depreciation of ruble and hryvnia to PLN.
- For all brands sales/m2 in Poland remain higher than abroad due to superior brand recognition.

Gross profit margin remains high despite the FX impact

Retail price split PLN 123



Gross profit margin development

Gross profit margin	2011	2012	2013	2014	1H15
LPP GROUP	57.1%	56.7%	58.5%	58.6%	53.0%

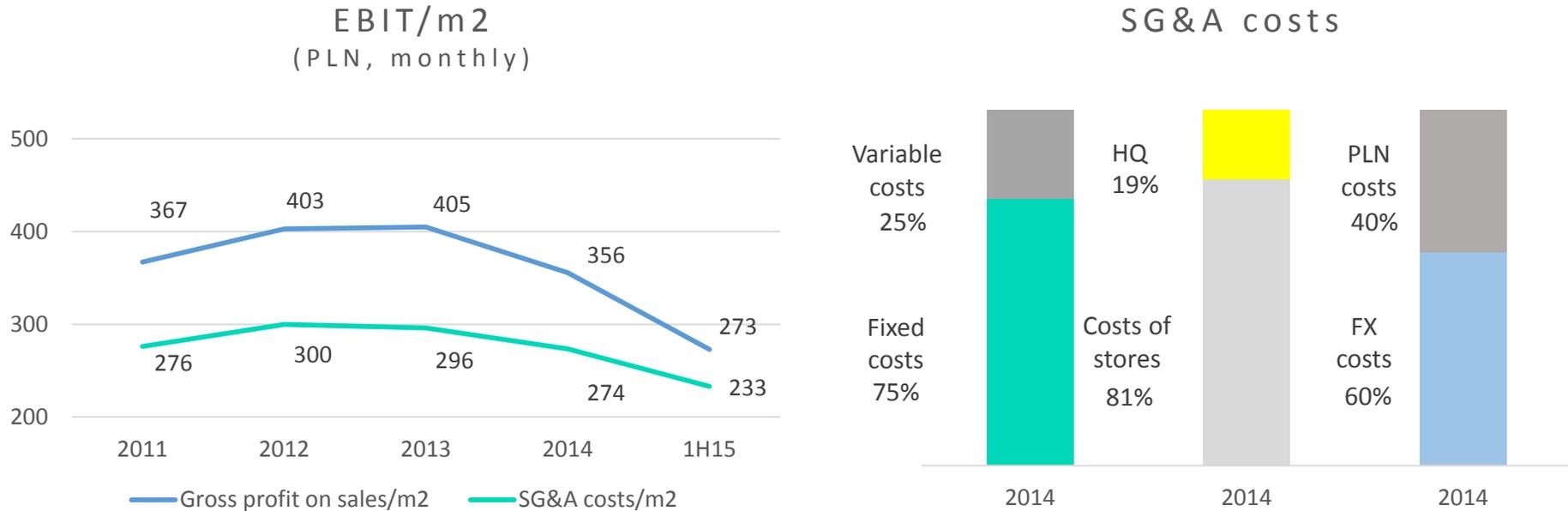
Factors affecting gross profit margin:

- FX - c. 90% of purchases made in the Far East and indexed to US\$. Depreciation of zloty to US\$ increases costs of purchases from Asia. FX exposure is not hedged.
- Consumer demand - the retail industry aims to transfer any increased costs of purchase onto the final consumer.
- Terms with suppliers - we pursue most attractive offers.

Gross profit margin contraction in 1H15 relates to: in 20% US\$ appreciation and in 80% to mid-season sales.

As we do not plan excessive sell-offs in 2H15 gross margin should be higher than 1H15 (ceteris paribus PLN/US\$).

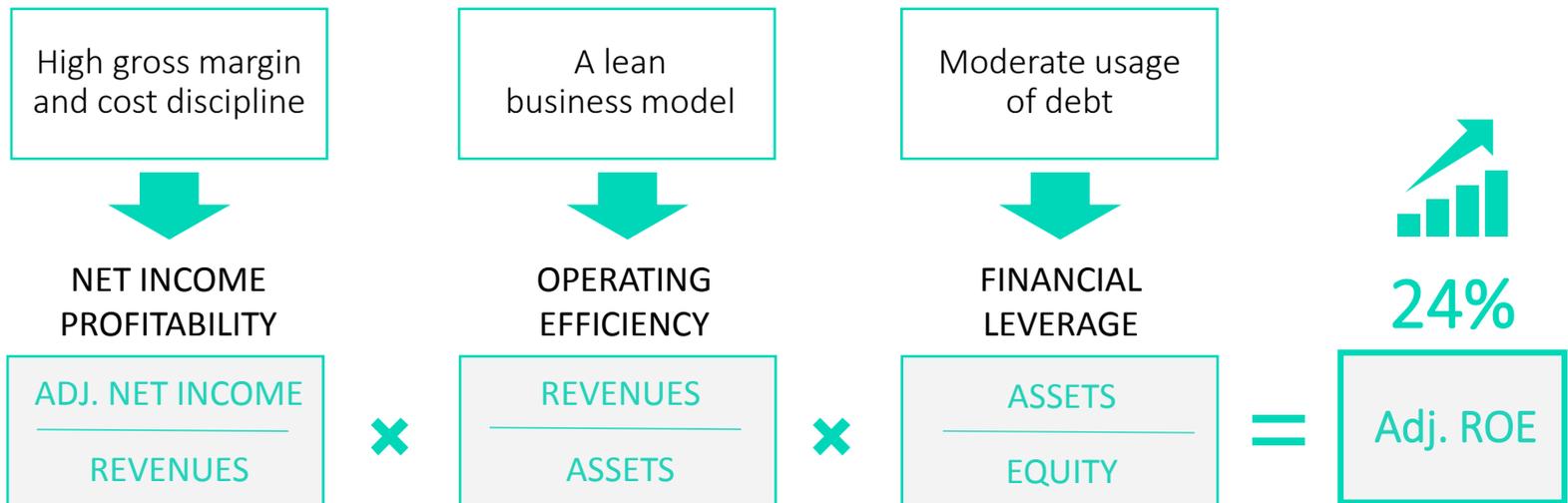
High operating leverage business



- 75% of our SG&A costs are fixed, which implies a high operating leverage.
- 60% of SG&A costs are linked to foreign currencies → zloty appreciation is favourable for EBIT.
- Fall in SG&A/m2 → optimisation of costs of stores and headquarters.
- Lower costs of stores/m2 → lower rentals, HR costs and other costs of stores.

High ROE levels should continue

LPP's high ROE contributors



	<u>NI margin</u>	<u>Asset Turnover</u>	<u>Equity Multiplier</u>	<u>ROE</u>
2011	10.8%	1.5	1.8	29.6%
2012	10.9%	1.7	1.8	33.4%
2013	10.5%	1.7	1.8	32.0%
2014	7.9%	1.6	1.9	23.9%

Lean business model remains intact.

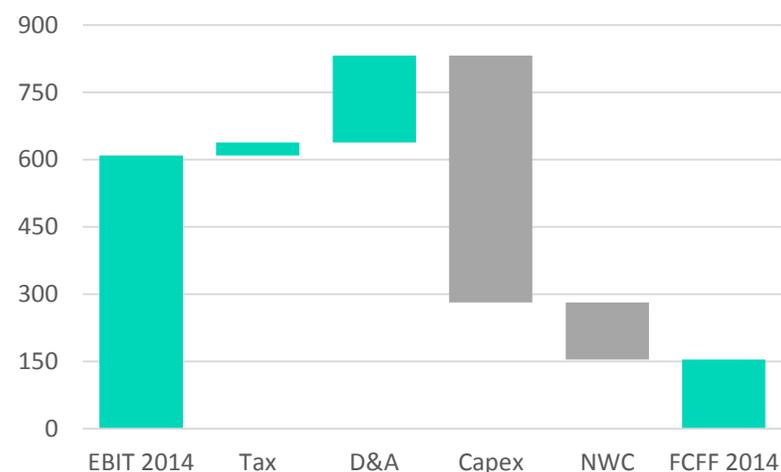
Note: 2014 net income adjusted for tax asset.

We generate free cash flow ...

FCFF generation

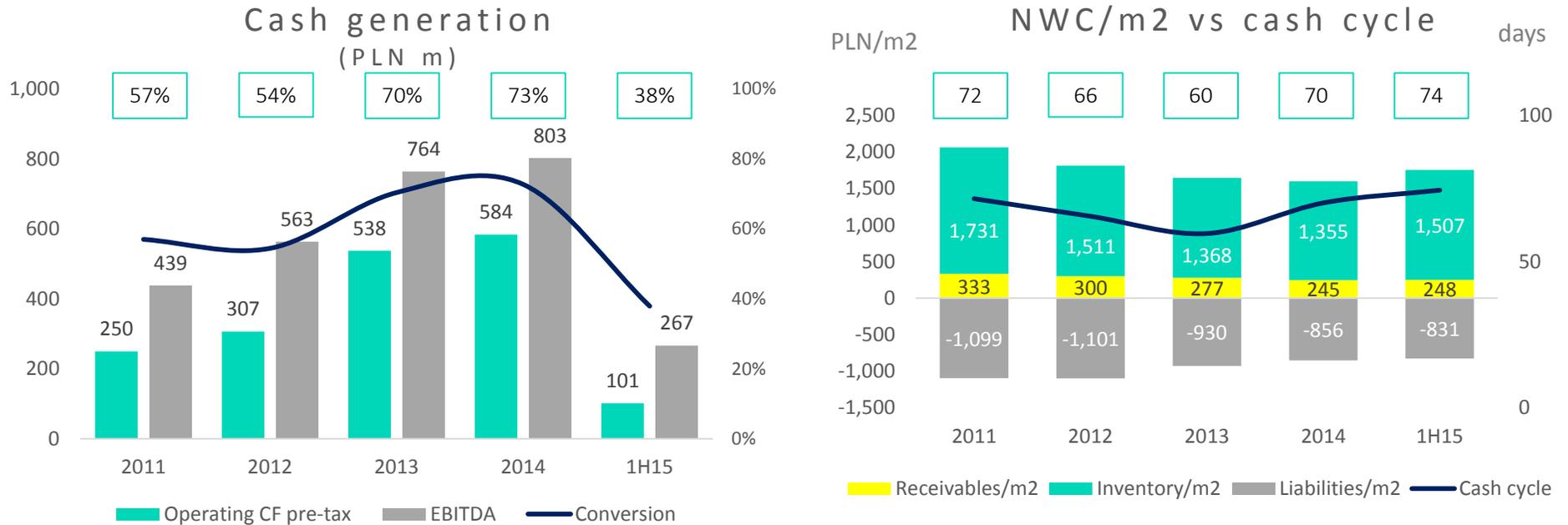
PLN m	2011	2012	2013	2014
FCFF	100	178	19	154
NOPAT	279	379	509	638
D&A	95	109	148	194
Capex	-129	-288	-542	-551
NWC	-145	-22	-96	-127

2014 FCFF bridge (PLN m)



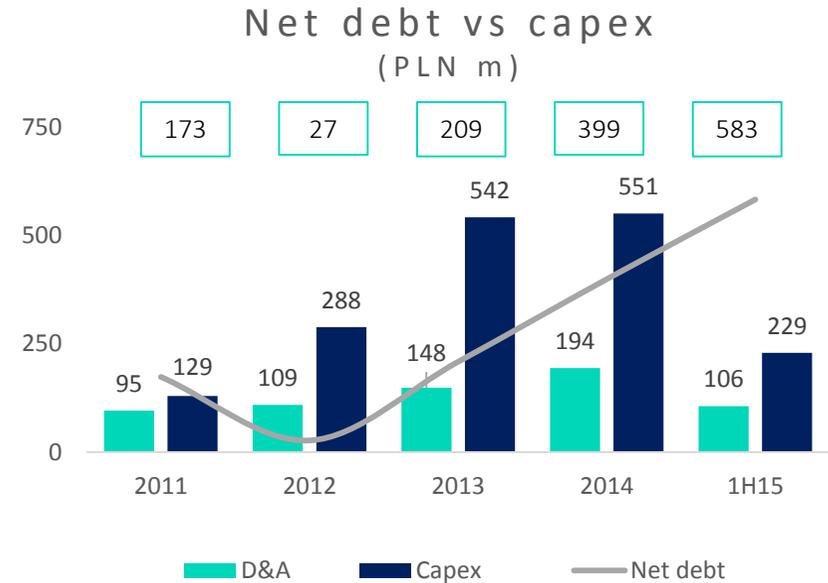
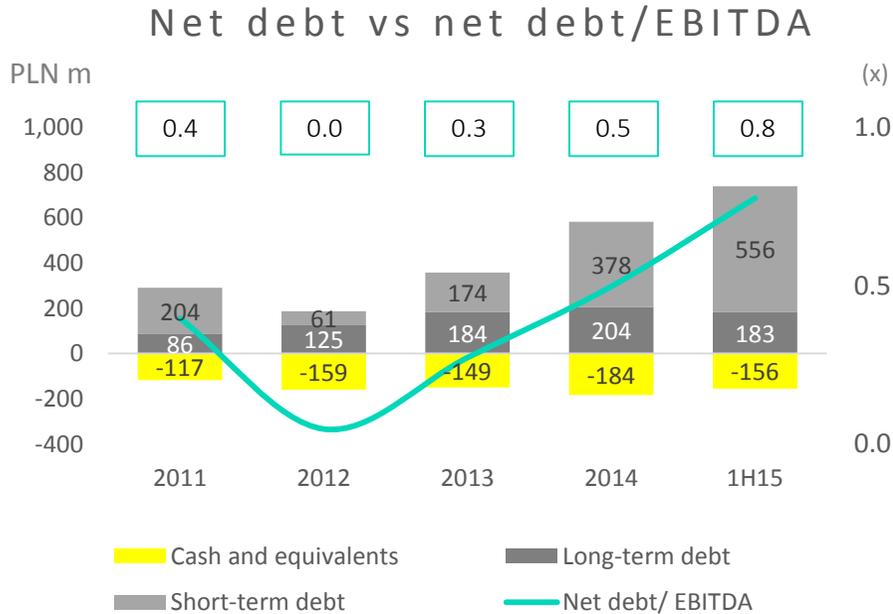
- In the last four years, we generated positive FCFF (free cash flow to firm).
- We continue to focus on FCFF:
 - NOPAT: ongoing cost optimisation (rentals renegotiation, search for best suppliers).
 - NWC: focus on maintaining target inventory/m2, lead time between 6 to 9 months.
 - Capex: withholding CIS expansion and focus on fits-outs.

... and cash despite NWC drag



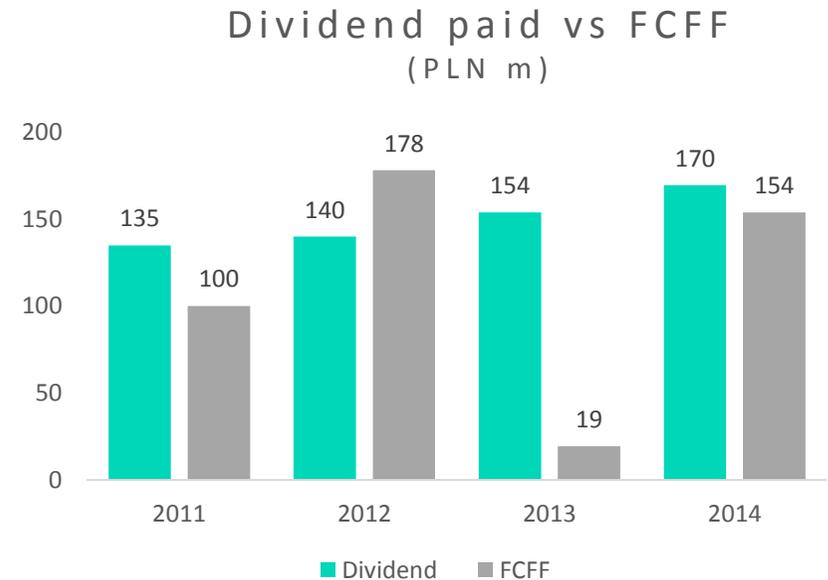
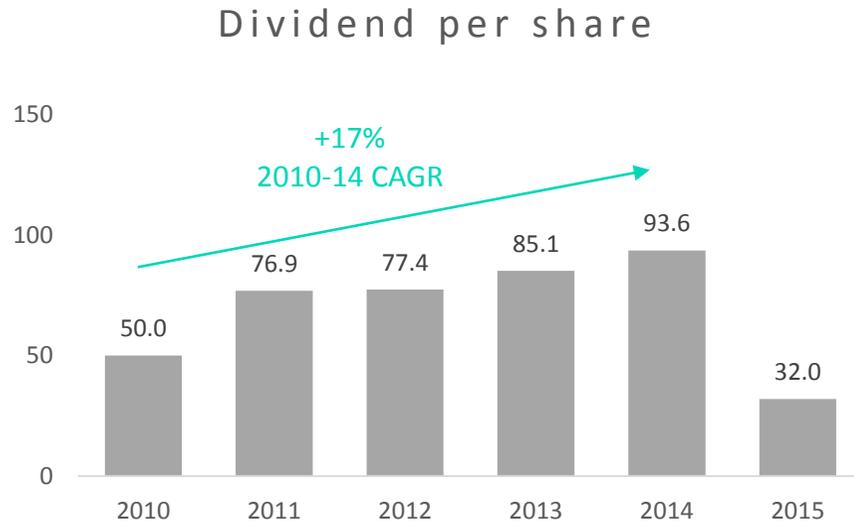
- Our business generates cash, even though inventory puts a pressure on cash cycle.
- We aim to keep inventories close to target level of PLN 1,500/m2.
- Liabilities cycle depends on the Far East purchases (goods ordered 3-4 months in advance of shipment).
- High EBITDA conversion into cash flow proves the quality of our results.

Safe net debt level...



- Despite growing capex (organic only) net debt/EBITDA ratio remained at a safe level.
- Core business cash generation allows for net debt/EBITDA being below 2.5x.
- Fit-outs are now demanded while expanding abroad, which should lower the overall cash outflow.

... allows to pay dividend



Note: DPS shown under year paid.

- LPP has a history of dividend payments (first in 2010 from 2009 earnings).
- It is the intention of LPP's management to continue dividend payments in future.
- Fall in 2015 DPS results from uncertain situation on the CIS market.
- Current dividend day is 3 September while payment day is 24 September.

Experienced and deliverable executives

- 1991 Jerzy Lubianiec (55) and Marek Piechocki (54) form Mistral company (LPP's predecessor).
- Each of the founders has over 20 years of experience in the retail business.
- Both founders still control the business with 30% of equity and 60% of votes.
- They are still actively involved in LPP's operations, with Marek Piechocki being the CEO and Jerzy Lubianiec holding the post of Chairman of Supervisory Board.
- Current management board members are long-standing employees, at LPP at least since 2008.
- Since IPO, top-ranked management for the quality of investor relations in domestic surveys among investment professionals.

RECENT AWARDS



Most effective CEO by Harvard Business Review (2013)

No 1 IR by Parkiet (2014)

No 1 at ranking Stock Company of the Year by Puls Biznesu (2014, 2012, 2011)

The most dynamically growing company in Pomerania region by Forbes (2014)

LPP – an investment opportunity



1

High quality Company gradually overcoming short-term turbulences.

2

Stock benefiting from increased liquidity and recognition from WIG20 and MSCI Poland membership.

3

Company actively pursuing international expansion.

BACK-UP

RESERVED

KEY BRAND FEATURES	Fast fashion brand with broad customer base
TARGET CUSTOMERS	Women, men, children
YEAR OF LAUNCH	1998
# STORES	429
# MARKETS	16
STORE SIZE	970 m2
ADVERTISING	International stars: Georgia May Jagger, Brooklyn Beckham



RESERVED

Key data	2011	2012	2013	2014	1H15
Revenues (PLN m)	1,368.4	1,714.1	2,073.8	2,311.3	1,119.7
No. of stores	304	344	386	425	429
Store size (m2)	697	733	835	917	970
Floorspace (eop, m2)	212.0	252.3	322.3	389.7	416.3
Sales/m2 monthly	566	628	617	547	467
% of floorspace in PL	65%	62%	59%	54%	53%



YoY growth	2011	2012	2013	2014	1H15
Revenues (PLN m)	25%	25%	21%	11%	6%
No. of stores	6%	13%	12%	10%	5%
Store size (m2)	2%	5%	14%	10%	11%
Floorspace (eop, m2)	7%	19%	28%	21%	16%
Sales/m2 monthly	13%	11%	-2%	-11%	-11%
% of floorspace in PL	-2ppt	-3ppt	-3ppt	-5ppt	-4ppt

CROPP

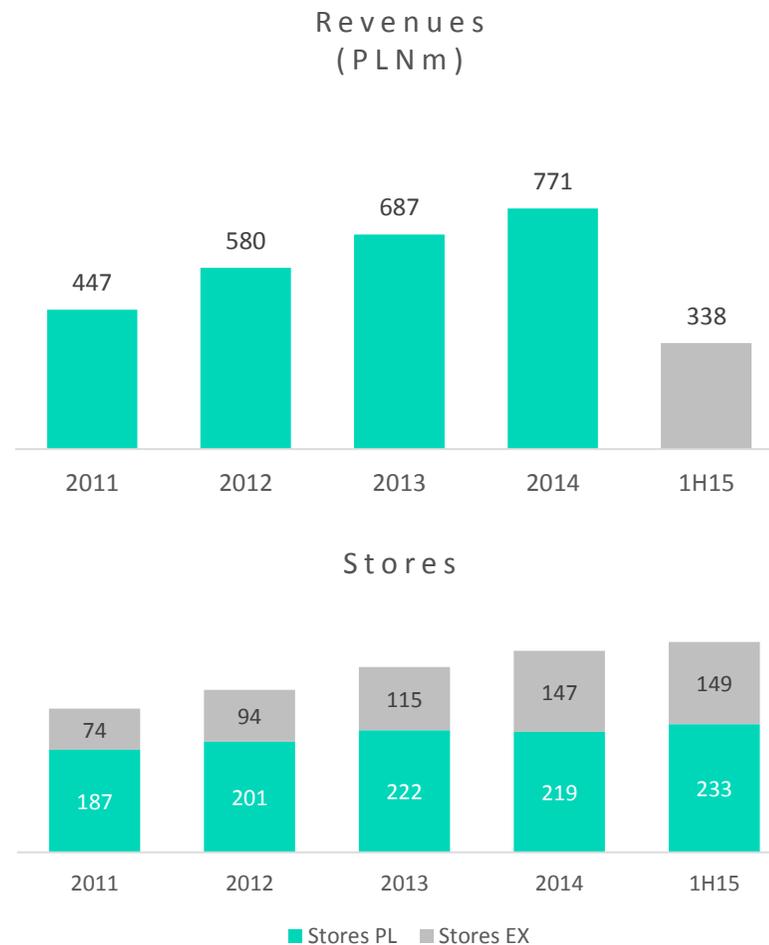
KEY BRAND FEATURES	Casual streetwear brand, offering international labels
TARGET CUSTOMERS	Teenagers (boys and girls)
YEAR OF LAUNCH	2004
# STORES	382
# MARKETS	12
STORE SIZE	292 m2
ADVERTISING	Partner of artists and street art events



CROPP

Key data	2011	2012	2013	2014	1H15
Revenues (PLN m)	446.6	580.4	687.0	770.9	338.2
No. of stores	261	295	337	366	382
Store size (m2)	228	244	269	288	292
Floorspace (eop, m2)	59.5	72.0	90.6	105.4	111.5
Sales/m2 monthly	651	756	725	647	531
% of floorspace in PL	67%	62%	60%	55%	56%

YoY growth	2011	2012	2013	2014	1H15
Revenues (PLN m)	17%	30%	18%	12%	6%
No. of stores	5%	13%	14%	9%	5%
Store size (m2)	2%	7%	10%	7%	11%
Floorspace (eop, m2)	7%	21%	26%	16%	16%
Sales/m2 monthly	7%	16%	-4%	-11%	-8%
% of floorspace in PL	-2ppt	-5ppt	-2ppt	-5ppt	-4ppt





KEY BRAND FEATURES Urban fashion brand with folk and vintage elements

TARGET CUSTOMERS Teenagers (boys and girls)

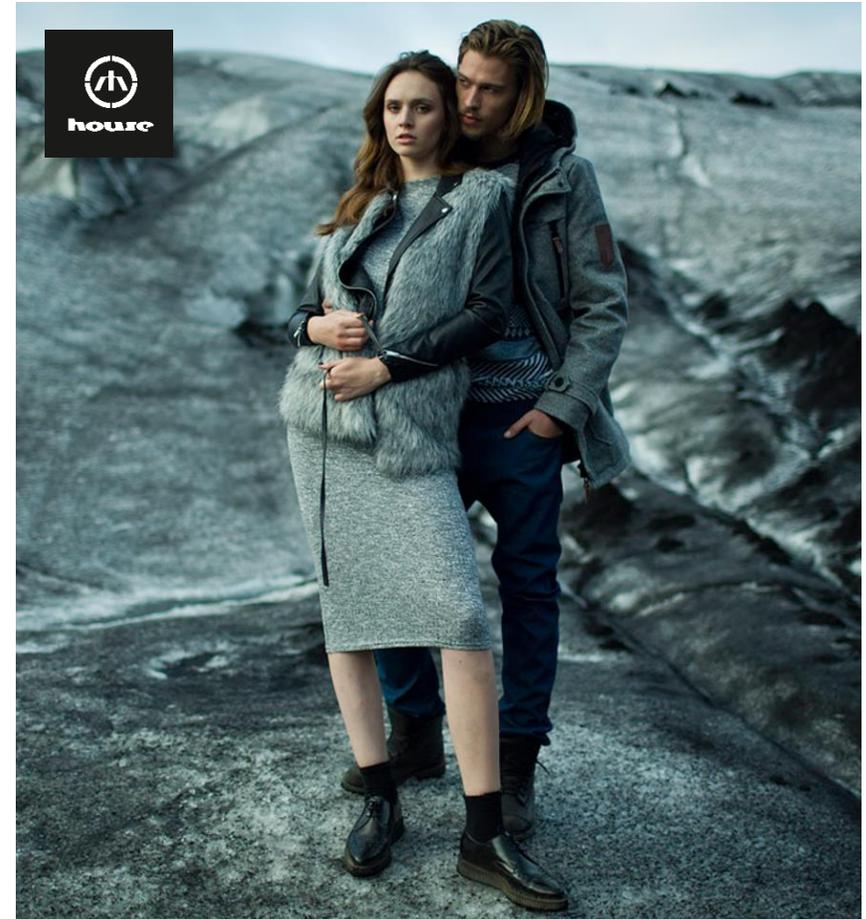
YEAR OF LAUNCH 2001 (at LPP since 4Q08)

STORES 330

MARKETS 11

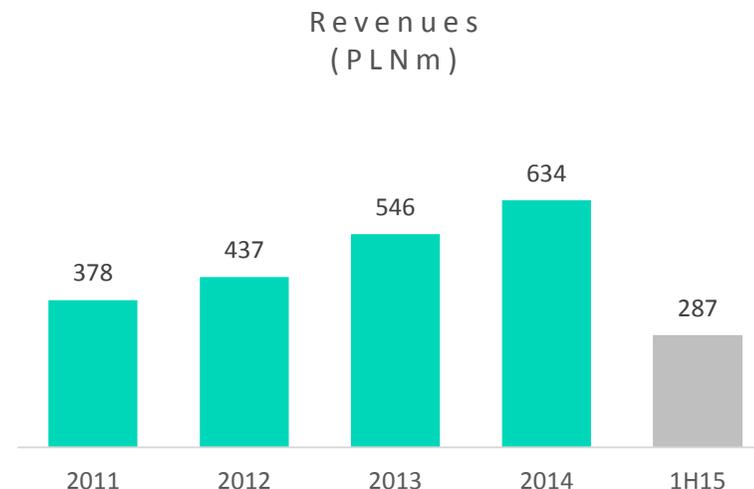
STORE SIZE 293 m2

ADVERTISING Artistic events partner and music sponsor



Key data	2011	2012	2013	2014	1H15
Revenues (PLN m)	377.6	436.6	546.3	633.6	286.6
No. of stores	222	259	292	308	330
Store size (m2)	230	247	275	291	293
Floorspace (eop, m2)	51.0	63.9	80.2	89.6	96.7
Sales/m2 monthly	633	654	652	612	525
% of floorspace in PL	80%	73%	69%	64%	65%

YoY growth	2011	2012	2013	2014	1H15
Revenues (PLN m)	29%	16%	25%	26%	6%
No. of stores	3%	17%	13%	5%	2%
Store size (m2)	3%	7%	11%	6%	6%
Floorspace (eop, m2)	6%	25%	26%	12%	8%
Sales/m2 monthly	18%	3%	0%	-2%	-3%
% of floorspace in PL	-2ppt	-7ppt	-4ppt	-5ppt	-1ppt



■ Stores PL ■ Stores EX

M O H I T O

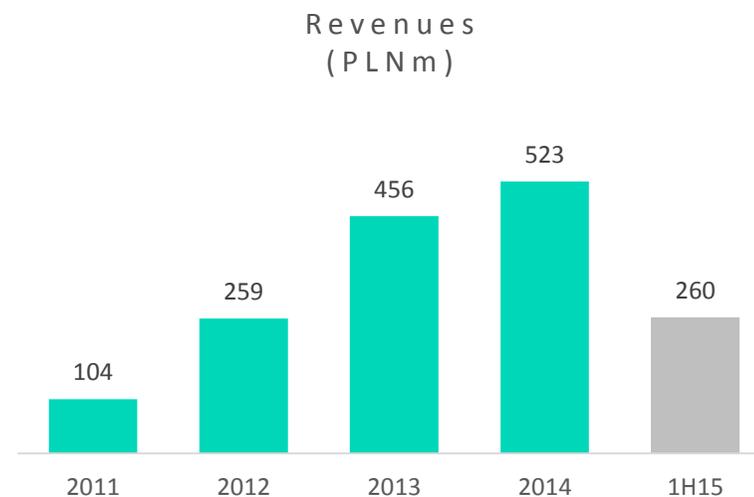
KEY BRAND FEATURES	Comfort and elegance; business and casual
TARGET CUSTOMERS	Young women
YEAR OF LAUNCH	2008 (at LPP since 4Q08)
# STORES	268
# MARKETS	12
STORE SIZE	332 m2
ADVERTISING	Super models (Anja Rubik, Zuzanna Bijoch)



M O H I T O

Key data	2011	2012	2013	2014	1H15
Revenues (PLN m)	104.0	259.4	456.4	522.9	260.3
No. of stores	93	161	219	256	268
Store size (m2)	186	242	301	323	332
Floorspace (eop, m2)	17.3	38.9	66.0	82.8	89.1
Sales/m2 monthly	733	843	759	583	506
% of floorspace in PL	87%	67%	62%	56%	55%

YoY growth	2011	2012	2013	2014	1H15
Revenues (PLN m)	67%	149%	76%	15%	7%
No. of stores	66%	73%	36%	17%	10%
Store size (m2)	3%	30%	25%	7%	5%
Floorspace (eop, m2)	71%	125%	70%	26%	16%
Sales/m2 monthly	39%	53%	-6%	-19%	-12%
% of floorspace in PL	-13ppt	-10ppt	-5ppt	-6ppt	-3ppt



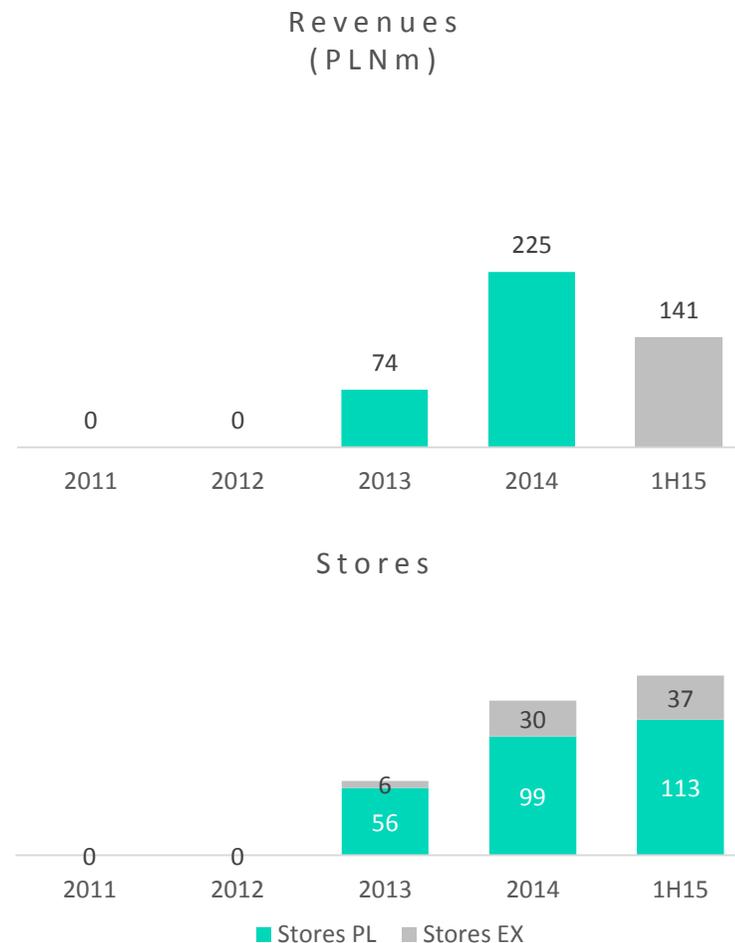
sinsay

KEY BRAND FEATURES	Every day clothes and original party outfits
TARGET CUSTOMERS	Teenagers (girls only)
YEAR OF LAUNCH	2013
# STORES	150
# MARKETS	10
STORE SIZE	349 m2
ADVERTISING	Social media



Key data	2011	2012	2013	2014	1H15
Revenues (PLN m)	-	-	74.0	224.7	141.3
No. of stores	-	-	62	129	150
Store size (m2)	-	-	325	338	349
Floorspace (eop, m2)	-	-	20.1	43.7	52.4
Sales/m2 monthly	-	-	670	584	501
% of floorspace in PL	-	-	89%	75%	74%

YoY growth	2011	2012	2013	2014	1H15
Revenues (PLN m)	-	-	-	204%	60%
No. of stores	-	-	-	108%	44%
Store size (m2)	-	-	-	4%	3%
Floorspace (eop, m2)	-	-	-	117%	49%
Sales/m2 monthly	-	-	-	-4%	-11%
% of floorspace in PL	-	-	-	-14ppt	-4ppt



New brand

KEY BRAND FEATURES	High quality clothing
TARGET CUSTOMERS	More demanding men and women
YEAR OF LAUNCH	Planned launch: 1Q16
# STORES	Target: 30 stores in Poland
# MARKETS	Expansion to start in Poland
STORE SIZE	350 m2
ADVERTISING	Not yet disclosed



Actions to boost LFLs

ACTIONS TAKEN TO BOOST LFLs

- New collections
- International stars
- Attractive floorspace
- Price
- Promotions

LFLs

	2011	2012	2013	2014	1H15
LPP GROUP	15.7%	11.3%	5.6%	-2.5%	0.5%

LFLs DEFINITION

- Stores that
 - have been the same as a year before (have not changed their floorspace, have not undergone upgrades) and
 - have been in operation for the past 12 months (without a break longer than 7 days).
- Calculations are conducted without taking into account changes in currencies in countries in which LPP's stores are run.

Attractive floorspace



International stars promote our brands



Zuzanna Bijoch

Face of MOHITO
AW15/16 collection



Georgia May Jagger

Designed star
AW 15/16 RESERVED
collection.
Face of AW14/15 & SS15



Brooklyn Beckham

Face of RESERVED
SS15 collection



Anja Rubik

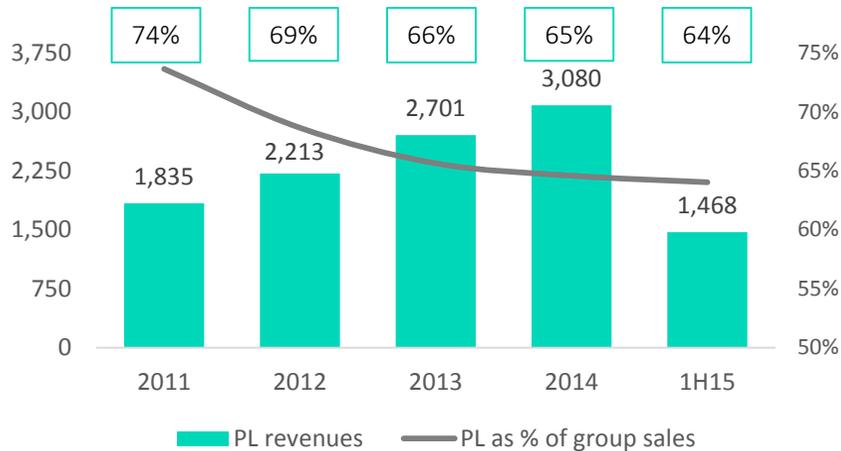
Designer of MOHITO
AW14/15 star
collection

Consistent network development

Floorspace (ths m2)	31.12.2011	31.12.2012	YoY growth	31.12.2013	YoY growth	31.12.2014	YoY growth	31.12.2015	YoY growth
RESERVED	212.0	252.3	19.0%	322.3	27.7%	389.7	20.9%	460.6	18.2%
Poland	137.6	156.1	13.5%	188.9	21.0%	209.2	10.8%	231.5	10.7%
EU	38.4	41.2	7.4%	52.4	27.1%	83.9	60.1%	121.7	45.1%
CIS	36.0	54.9	52.4%	81.0	47.5%	96.6	19.2%	101.9	5.5%
ME franchise	0.0	0.0		0.0		0.0		5.5	
Cropp	59.5	72.0	21.0%	90.6	25.9%	105.4	16.3%	114.8	8.9%
Poland	39.6	44.9	13.4%	54.5	21.3%	58.3	6.9%	63.6	9.2%
EU	9.1	8.3	-9.0%	10.9	31.1%	17.1	57.1%	20.2	17.9%
CIS	10.7	18.7	74.7%	25.2	34.6%	30.0	19.0%	31.0	3.4%
House	51.0	63.9	25.2%	80.2	25.6%	89.6	11.7%	100.6	12.2%
Poland	41.0	46.5	13.4%	55.4	19.3%	57.3	3.4%	63.1	10.0%
EU	7.0	7.2	2.5%	9.2	27.5%	11.4	24.6%	15.5	35.9%
CIS	3.0	10.2	236.2%	15.6	53.1%	20.9	33.6%	22.0	5.5%
MOHITO	17.3	38.9	125.3%	66.0	69.5%	82.8	25.5%	95.1	14.8%
Poland	15.0	26.1	73.9%	40.9	56.9%	46.2	12.9%	52.3	13.3%
EU	1.4	3.0	112.4%	6.5	118.7%	11.8	80.7%	16.5	40.6%
CIS	0.9	9.8	1,037.9%	18.5	88.0%	24.8	34.1%	26.2	5.6%
SiNSAY	0.0	0.0		20.1		43.7	116.7%	60.5	38.5%
Poland	0.0	0.0		17.9		32.7	82.2%	43.9	34.2%
EU	0.0	0.0		2.2		4.4	99.3%	8.0	81.8%
CIS	0.0	0.0		0.0		6.6		8.6	30.9%
Outlets	3.8	7.0	85.0%	9.3	-48.4%	11.3	22.0%	12.4	9.5%
TOTAL by regions									
Poland	236.8	279.4	18.0%	365.5	30.8%	413.6	13.1%	466.0	12.7%
EU	56.1	60.9	8.6%	80.7	32.5%	128.6	59.4%	182.0	41.5%
CIS	50.7	93.7	85.0%	142.4	51.9%	180.3	26.7%	190.5	5.6%
ME franchise	0.0	0.0		0.0		0.0		5.5	
TOTAL	343.5	434.0	26.3%	588.6	35.6%	722.5	22.8%	844.0	16.8%

Established position domestically

Poland remains the main market
(PLN m)



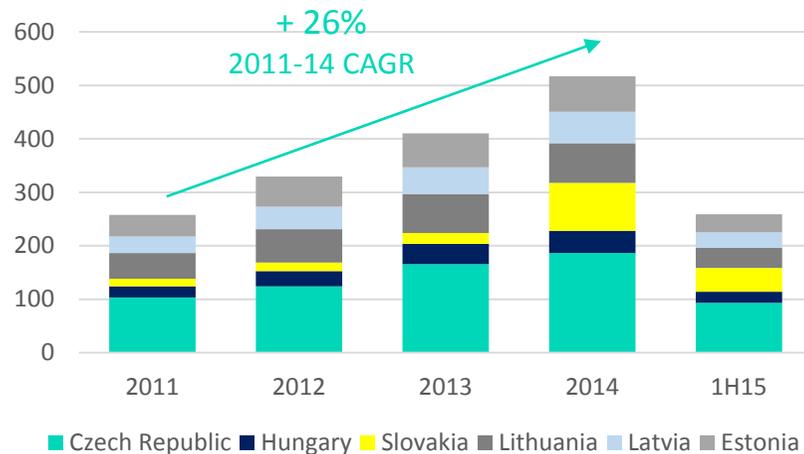
Polish network development

No. of stores	2011	2012	2013	2014	1H15
Poland	659	745	886	943	996
RESERVED	199	217	233	235	232
Cropp	187	201	222	219	233
House	183	197	211	209	227
MOHITO	78	114	144	153	158
SiNSAY	0	0	56	99	113
Outlets	12	16	20	28	33

- Poland is LPP's largest market, generating c.65% of group revenues in 1H15.
- Development of company-owned stores was initiated in Poland with the RESERVED brand in 1998.
- Currently, stores of all brands are present in Poland in best shopping malls and high-streets.
- Poland is the market where sales/m² are the highest due to strong brand recognition.
- Further development in Poland planned via new shopping malls and the new brand.

Strong presence in CEE and Baltic

Revenues from CEE and Baltic
(PLN m)



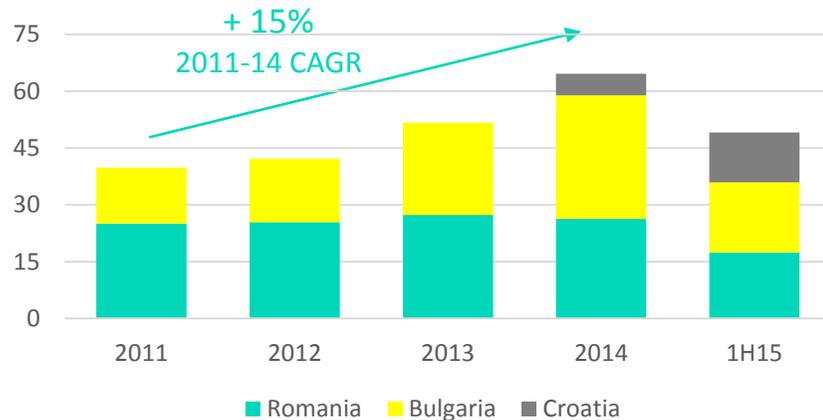
CEE and Baltic network development

No. of stores	2011	2012	2013	2014	1H15
CEE	50	64	90	132	139
Czech Republic	32	43	66	73	78
Hungary	8	9	11	11	11
Slovakia	10	12	13	48	50
Baltic	59	59	58	70	70
Lithuania	26	25	23	25	25
Latvia	15	14	16	19	19
Estonia	18	20	19	26	26

- All five brands are now in Czech Republic and maturity has been reached.
- In Hungary further growth could come from introduction of House and SiNSAY brands.
- After taking over the Slovak franchise stores (April 2014), we still see development potential. There should be 59 stores in Slovakia at the end of 2015.
- All five brands present in Lithuania, Latvia and Estonia. Target set at efficiency improvement.

Growth potential in the SEE

Revenues from SEE
(PLN m)

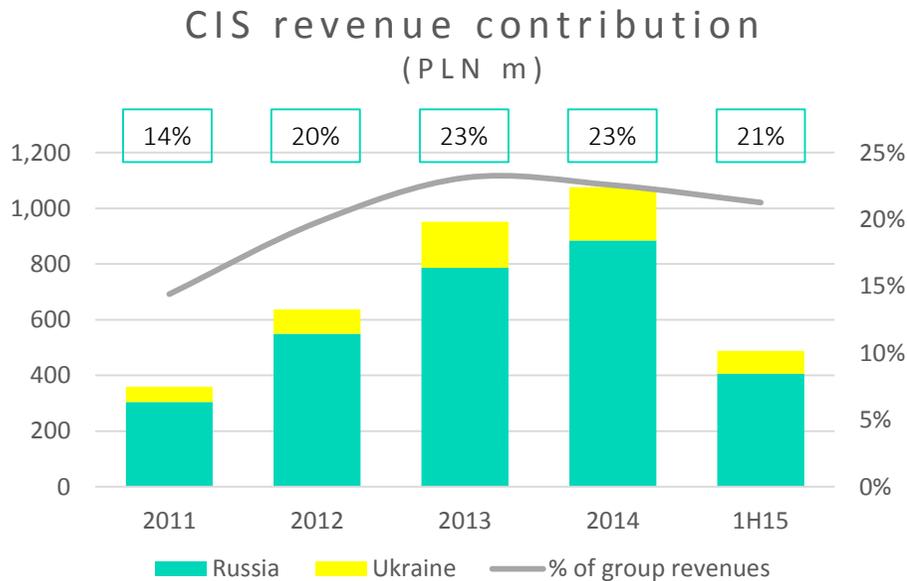


SEE network development

No. of stores	2011	2012	2013	2014	1H15
SEE	19	11	23	31	45
Romania	12	5	5	11	20
Bulgaria	7	6	9	15	15
Croatia	0	0	0	5	10

- Late SEE entry (2008) due to: 1) priority given to CIS, 2) limited appropriate infrastructure in the region.
- Along with softer macro environment, in 2014 we have stepped up our SEE development, opening more stores in Romania and Bulgaria and entering Croatia.
- We see medium-term development potential: 1) in terms of markets (only 3 markets entered so far) and 2) in terms of brands (Romania is the only SEE country with all five brands).

Development in CIS temporary withheld



CIS network development

No. of stores	2011	2012	2013	2014	1H15
CIS	106	198	272	336	334
Russia	84	159	219	267	270
Ukraine	22	39	53	69	64

FX changes

FX	2011	2012	2013	2014	1H15
PLN/RUB	9.9	9.5	10.1	12.0	16.4
PLN/UAH	2.7	2.5	2.6	3.7	5.5

- CIS is the second most important market after Poland, responsible for c.20% of group sales.
- Due to high-growth potential, development in Russia was initiated in 2002. The pace of new openings was dependent on the quality of shopping mall floorspace available.
- Following the geopolitical issues from 2014, we have withheld new Russian and Ukrainian openings. No changes are planned in relations to already possessed stores.

Western Europe – the new pillar

We are satisfied with our so far German performance

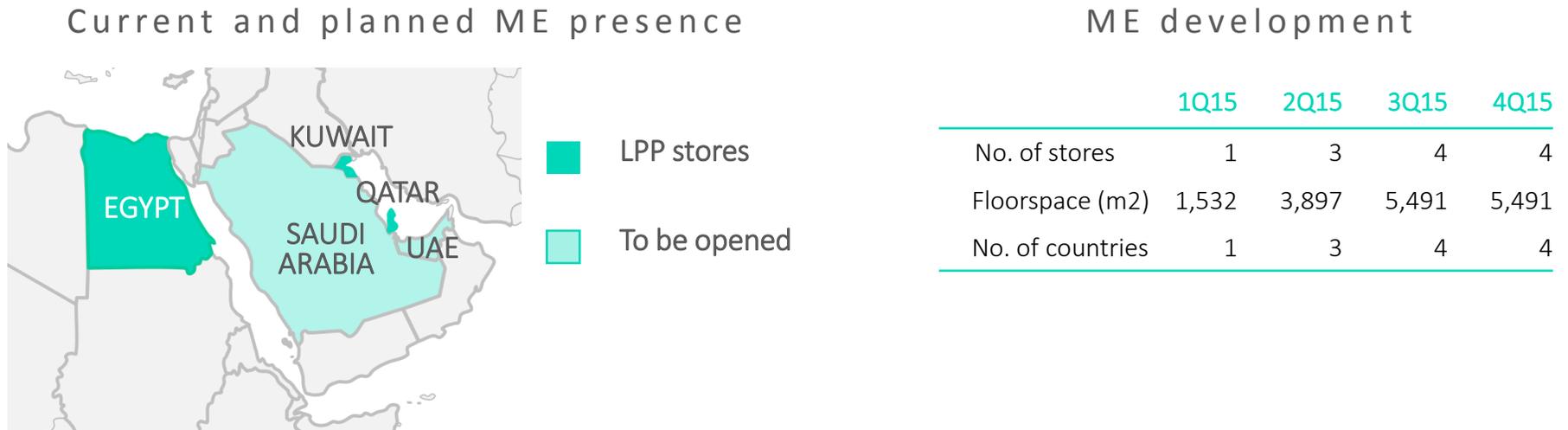
We open our German stores in top quality locations

	4Q14	1Q15	2Q15	3Q15	4Q15
Revenues (PLN m)	13.6	10.9	18.1	-	-
No. of stores	4	6	7	10	12
Floorspace (sqm)	7,638	12,007	14,054	22,103	26,895
Store size (sqm)	1,910	2,001	2,008	2,210	2,242
Sales/m2 monthly	773	459	488	-	-

2015 German openings	Type	m2	Opening
1. Kaiserslautern	Mall	2,202	Mar 2015
2. Moenchengladbach	Mall	2,249	Mar 2015
3. Wuppertal	Mall	2,047	Jun 2015
4. Leipzig	Street (flagship)	2,040	Aug 2015
5. Stuttgart	Street (flagship)	3,910	Sept 2015
6. Ludwigsburg	Mall	2,099	Sept 2015
7. Aachen	Mall	2,371	Oct 2015
8. Mannheim	Mall (flagship)	2,423	Oct 2015

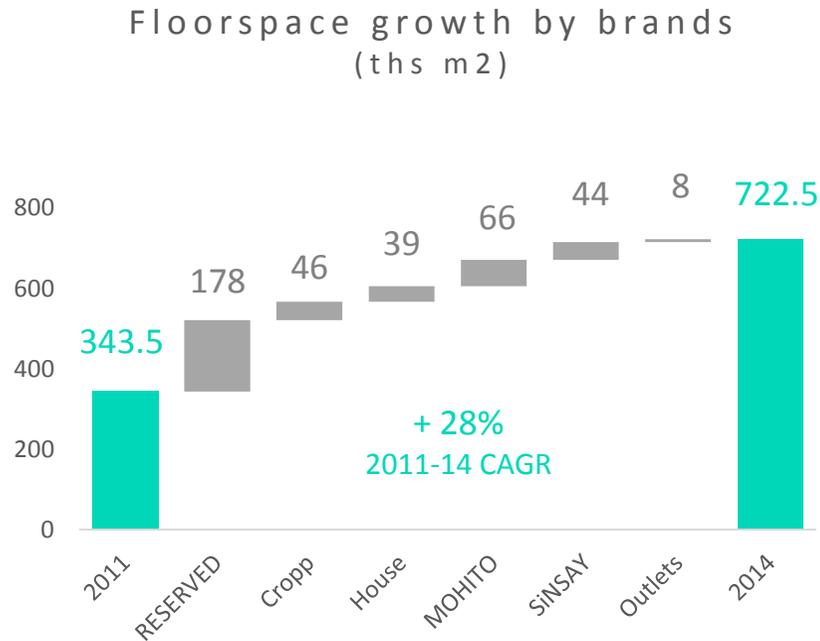
- Germany was the first Western European country entered.
- In July 2014 we launched RESERVED on-line store, while first shop was opened in September 2014.
- Our target: 30 stores in Germany in 3 years.
- Further WE expansion potential: Austria and France.

Middle East – foothold on the third continent



- Middle East was entered in 1Q15.
- Development via franchise stores opened by franchisee Azadea (contrary to other markets).
- Franchise stores require no capex, yet bear no retail margin.
- Currently, only RESERVED brand stores are opened, but MOHITO is also scheduled for ME expansion.
- 30 franchise stores targeted in the Middle East within 6 years.

New brands fuel floorspace growth



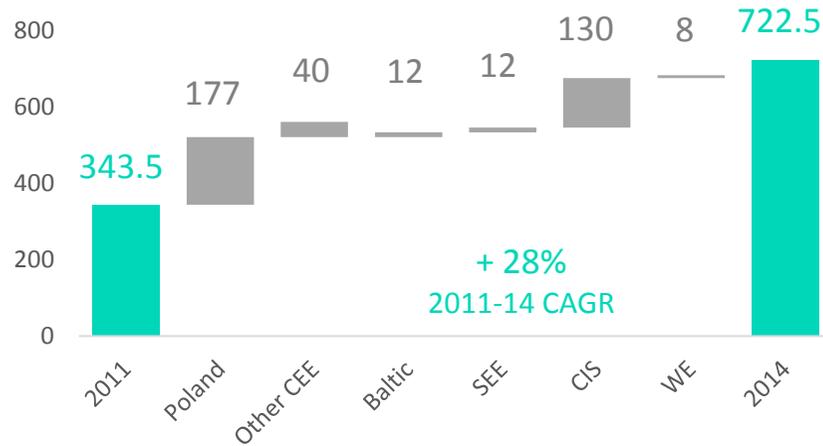
Floorspace by brands

ths m ²	2011	2012	2013	2014	1H15
LPP GROUP	343.5	434.0	588.6	722.5	778.4
RESERVED PL	137.6	156.1	188.9	209.2	219.0
RESERVED EX	74.4	96.2	133.4	180.5	197.3
Cropp PL	39.6	44.9	54.5	58.3	62.8
Cropp EX	19.8	27.0	36.1	47.1	48.7
House PL	41.0	46.5	55.4	57.3	62.4
House EX	10.1	17.4	24.8	32.3	34.3
MOHITO PL	15.0	26.1	40.9	46.2	49.2
MOHITO EX	2.3	12.8	25.0	36.6	39.9
SiNSAY PL	0.0	0.0	17.9	32.7	38.6
SiNSAY EX	0.0	0.0	2.2	11.0	13.8
Outlets	3.8	7.0	9.3	11.3	12.4

- In 2011-14, RESERVED opened 72ths m² in Poland but as much as 106ths m² abroad.
- Even though SiNSAY was launched in 2013, it added as much to revenues as the more mature Cropp.
- Cropp, House and MOHITO growths came from domestic and foreign expansion.

New regions fuel floorspace growth

Floorspace growth by regions
(ths m2)

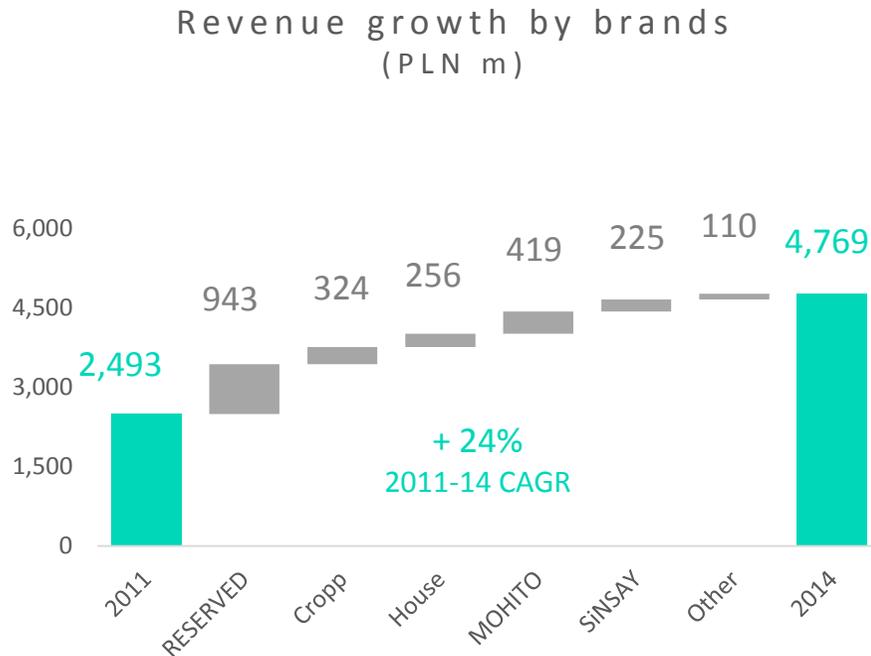


Floorspace by regions

ths m2	2011	2012	2013	2014	1H15
LPP GROUP	343.5	434.0	588.6	722.5	778.4
CEE	258.5	309.1	408.8	475.5	508.6
Poland	236.8	279.4	365.5	413.6	443.5
Other CEE	21.8	29.6	43.3	61.9	65.1
Baltic	24.1	24.3	27.2	36.4	36.5
SEE	10.2	7.0	10.2	22.6	32.1
CIS	50.7	93.7	142.4	180.3	183.2
Russia	41.9	76.4	116.7	146.0	151.7
Ukraine	8.7	17.3	25.6	34.3	31.6
WE	0.0	0.0	0.0	7.6	14.1
ME	0.0	0.0	0.0	0.0	3.9

- The CEE region dominated in new floorspace due to development of all 5 brands in Poland.
- The CIS region was the second largest contributor as more high quality mall space was available.
- Even though Germany was launched in 4Q14, the 4 stores added similar m2 to Baltic or SEE.

New brands fuel revenue growth

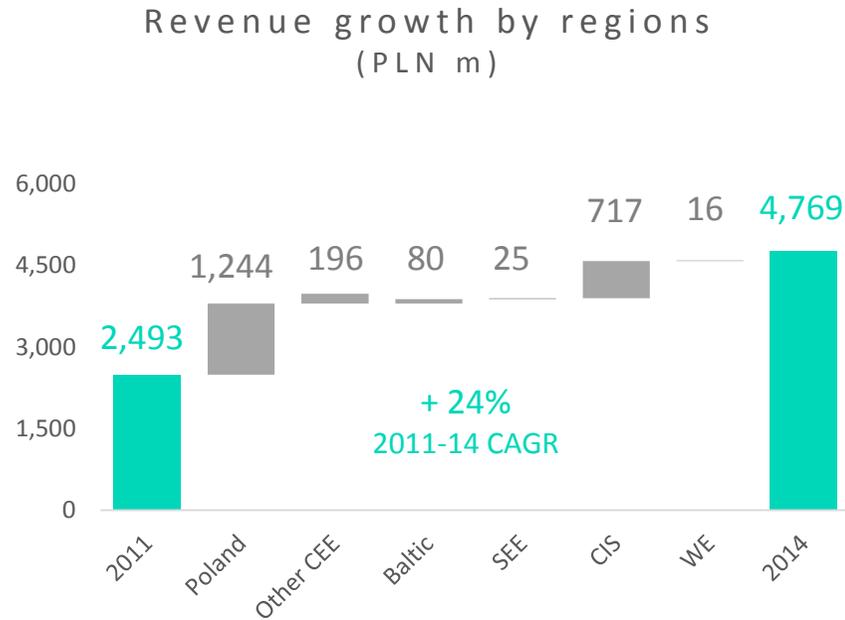


Revenues by brands

PLN m	2011	2012	2013	2014	1H15
LPP GROUP	2,492.5	3,223.7	4,116.3	4,769.3	2,293.8
RESERVED PL	944.7	1,134.9	1,298.0	1,425.7	670.5
RESERVED EX	423.7	579.2	775.8	885.6	449.1
Cropp PL	311.4	372.2	419.3	469.8	199.4
Cropp EX	135.1	208.2	267.7	301.2	138.7
House PL	322.9	350.9	409.0	454.9	198.7
House EX	54.7	85.8	137.3	178.7	87.8
MOHITO PL	96.6	192.5	307.6	340.5	162.1
MOHITO EX	7.4	67.0	148.8	182.4	98.2
SiNSAY PL	0.0	0.0	70.7	186.0	112.6
SiNSAY EX	0.0	0.0	3.3	38.6	28.6
Other	196.0	233.1	278.8	305.9	147.8

- Despite its scale in Poland, RESERVED was the largest group revenue contributor in 2011-14.
- MOHITO proved a successful concept, with growth coming from domestic and foreign expansion.
- Even though SiNSAY was launched in 2013, it added as much to revenues as House.

New regions fuel revenue growth



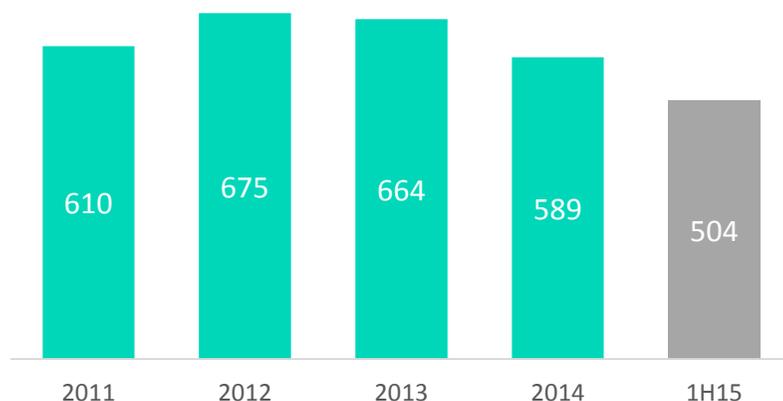
Revenues by regions

PLN m	2011	2012	2013	2014	1H15
LPP GROUP	2,492.5	3,223.7	4,116.3	4,769.3	2,293.8
CEE	1,973.4	2,382.1	2,926.5	3,413.6	1,630.7
Poland	1,835.1	2,212.6	2,701.2	3,079.6	1,468.4
Other CEE	138.4	169.5	225.3	333.9	162.2
Baltic	120.1	161.9	186.4	199.8	97.3
SEE	39.8	42.1	51.7	64.6	49.1
CIS	359.2	637.7	951.7	1,076.2	487.8
Russia	304.7	549.4	787.1	884.4	406.4
Ukraine	54.5	88.3	164.6	191.8	81.3
WE	0.0	0.0	0.0	15.2	29.0

- The CEE dominated in terms of revenue contribution largely due to the core Polish market.
- Floorspace expansion in Russia translated into CIS being the second largest revenue addition.
- Expansion into Baltic and SEE has been immaterial while WE was entered in 2H14.

Growth in floorspace lowers sales/m2

Revenues/ m2 monthly

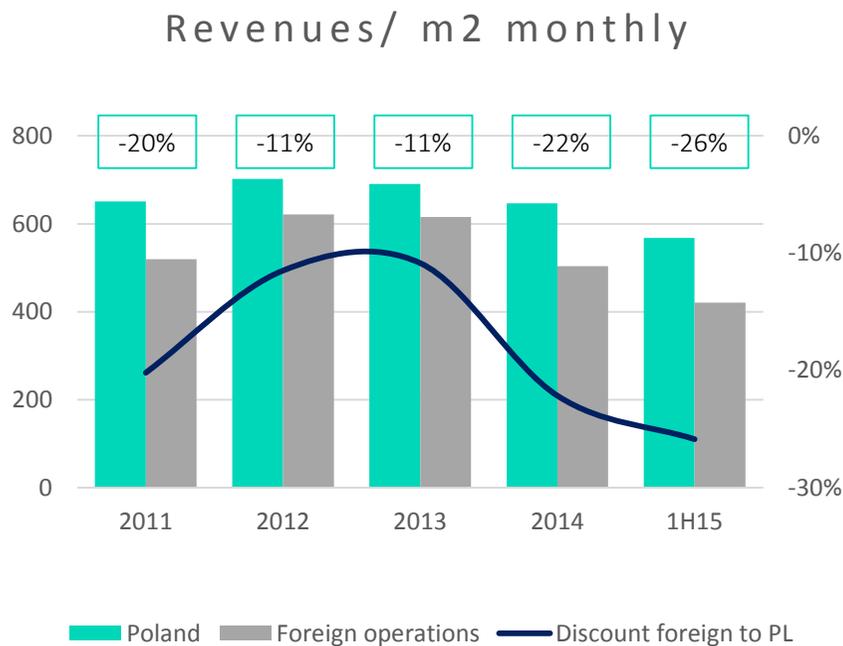


Revenues/ m2 monthly

PLN	2011	2012	2013	2014	1H15
LPP GROUP	610	675	664	589	504
RESERVED PL	607	654	644	599	523
RESERVED EX	491	582	573	481	403
Cropp PL	669	754	720	684	570
Cropp EX	613	759	733	596	484
House PL	661	684	682	664	577
House EX	507	556	578	511	437
MOHITO PL	724	857	777	647	570
MOHITO EX	876	803	725	491	428
SiNSAY PL	-	-	682	613	544
SiNSAY EX	-	-	483	475	383

- For all brands sales/m2 in Poland remains higher than abroad due to superior brand recognition.
- Falls in foreign sales /m2 in PLN in 2014 and 1H15 largely relate to depreciation of ruble and hryvnia.
- In 1H15, House had the highest revenues/ m2 in Poland, while Cropp on exports.

... and by regions

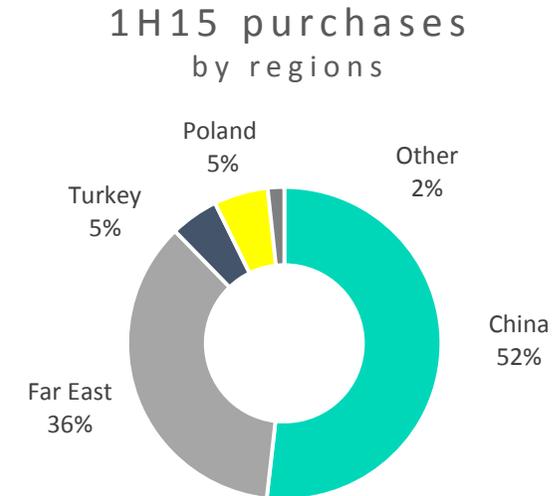
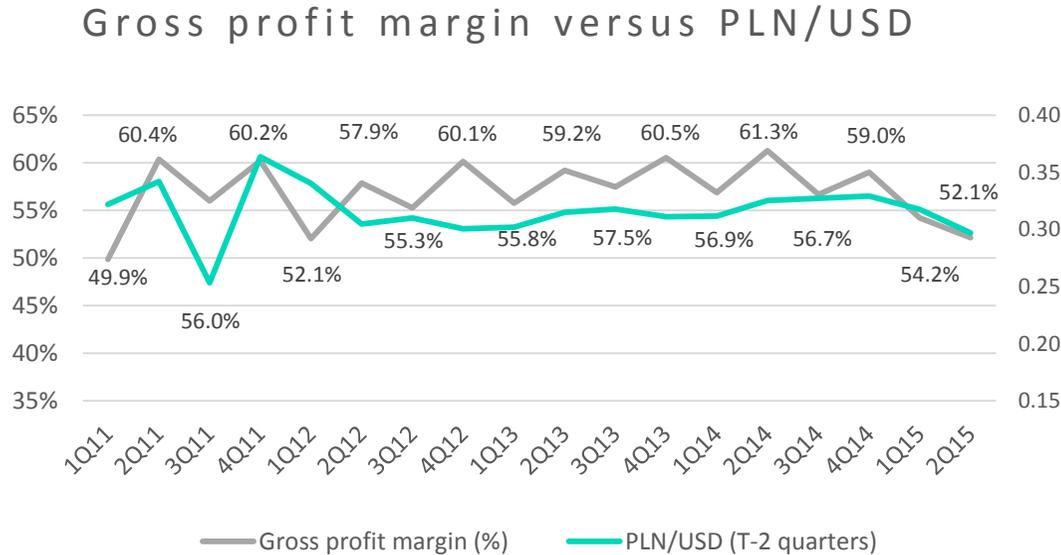


Revenues/ m2 monthly

PLN	2011	2012	2013	2014	1H15
LPP GROUP	610	675	664	589	504
CEE	530	578	578	543	472
Poland	651	702	691	647	568
Other CEE	489	537	540	509	440
Baltic	461	567	604	530	449
SEE	314	377	467	457	329
CIS	570	672	663	508	420
Russia	635	710	659	509	431
Ukraine	505	635	667	507	410
WE				836	477

- Sales/m2 in Poland were on average c.15% higher in 2011-14 than on foreign markets.
- The difference widened in 1H15 due to depreciation of ruble and hryvnia to PLN.
- Situation in Russia and Ukraine affects also the revenues from the Baltic countries.

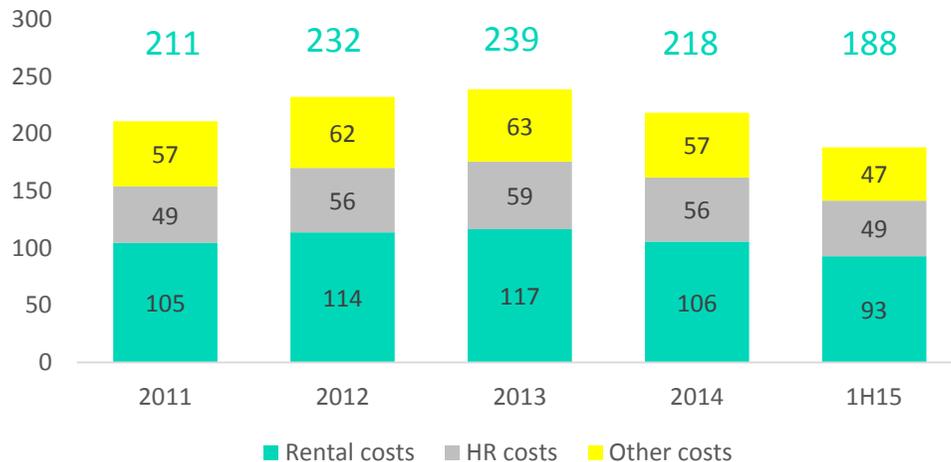
Gross profit margin depends on US\$



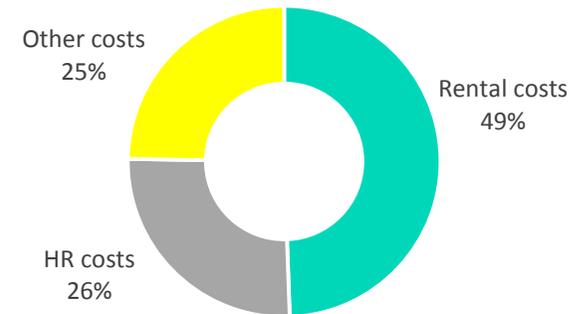
- The majority of purchases is conducted in the Far East and indexed to US\$.
- Depreciation of zloty to US\$ increases costs of purchases from Asia.
- In 1H15, gross profit margin contraction in 20% relates to US\$ appreciation and in 80% to mid-season sales.
- New collections in stores since mid-July, priced to stronger US\$.

Lower costs of own stores

Costs of own stores / m2
(PLN monthly)

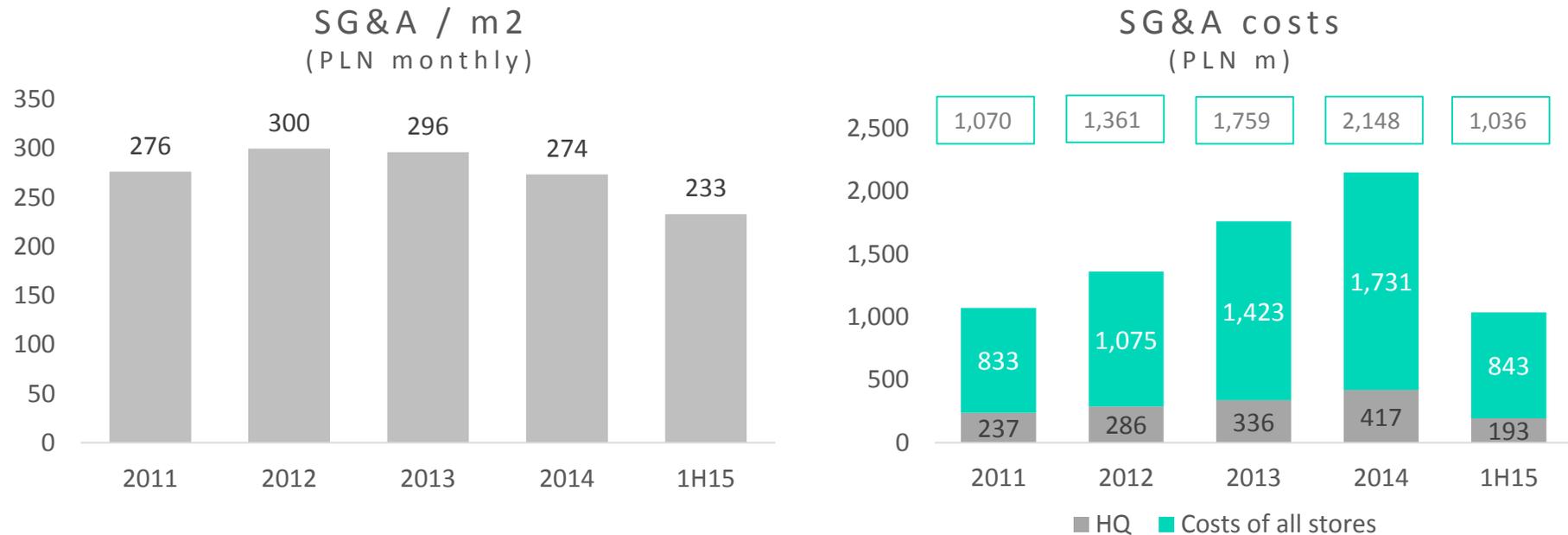


Split of costs of own stores in 1H15



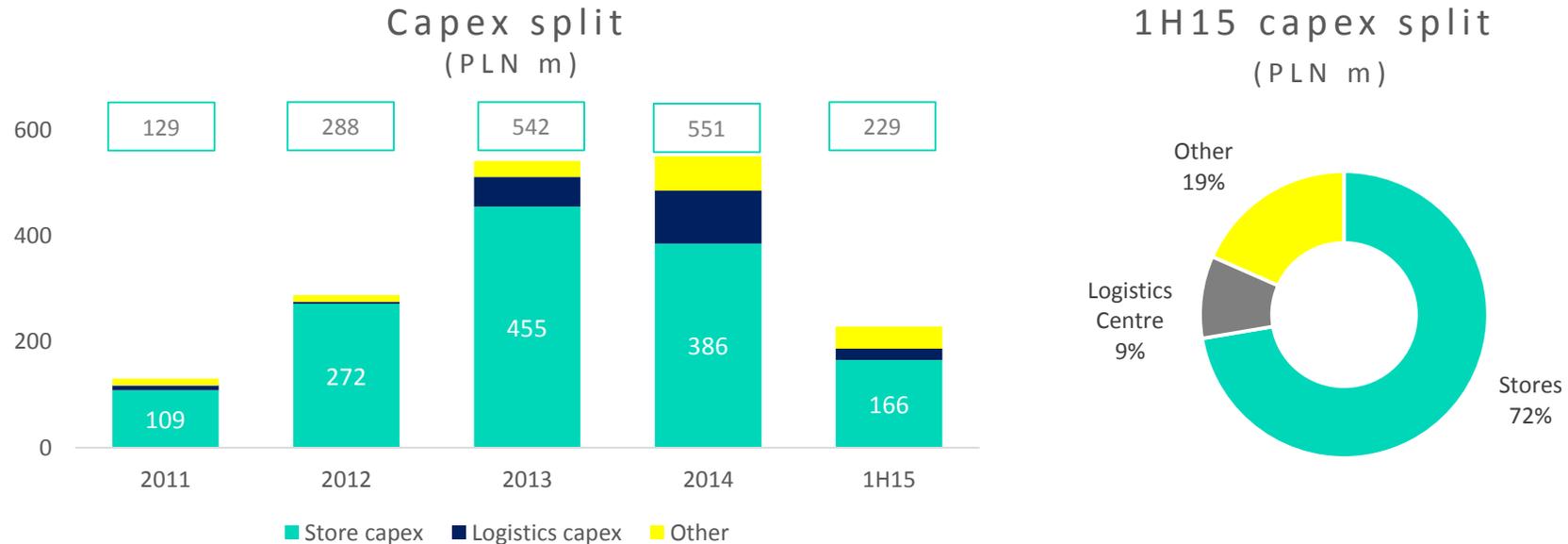
- Fall in rental charges → successful rental renegotiations domestically, in Russia and Ukraine.
- Fall in personnel costs → continuous headcount optimisation.
- Fall in other costs of stores → depreciation of ruble and hryvnia against US\$ and zloty.
- Depreciation constitutes half of other costs of stores; other costs: energy, provisions, security.

We control SG&A/m2



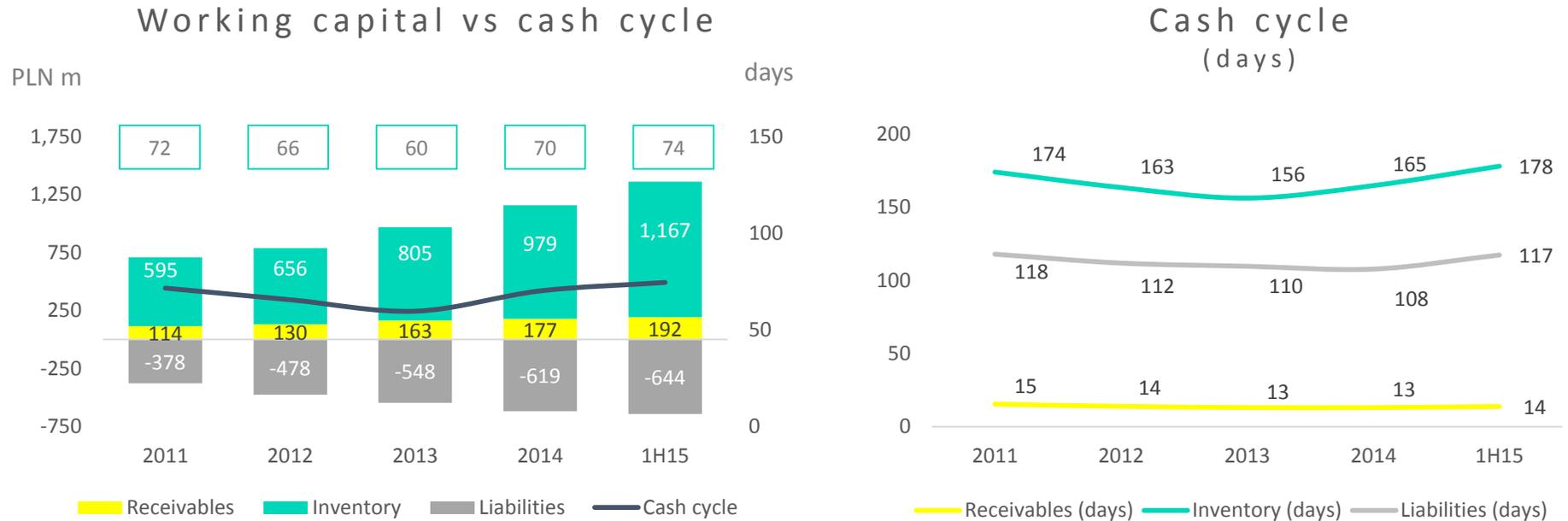
- Fall in SG&A/m2 → optimisation of costs of own stores and headquarters.
- Lower costs of stores/m2 → work on lower rentals, HR costs and other costs of stores.
- Lower costs of stores/m2 → depreciation of ruble and hryvnia against zloty.
- Lower costs of HQ/m2 → continuous cost savings despite work on new brand launch.

Capex reduced by fit-outs



- Maintenance capex constitutes c.10% of store outlays.
- Target capex of PLN 2,500 is lowered by fit-outs obtained domestically and abroad.
- Upgrade of Polish logistics center conducted in 2013-15 cost PLN 177m. Launch in 2Q15.
- Modernisation of Gdansk headquarters will be finished in September. We own plots for further growth.

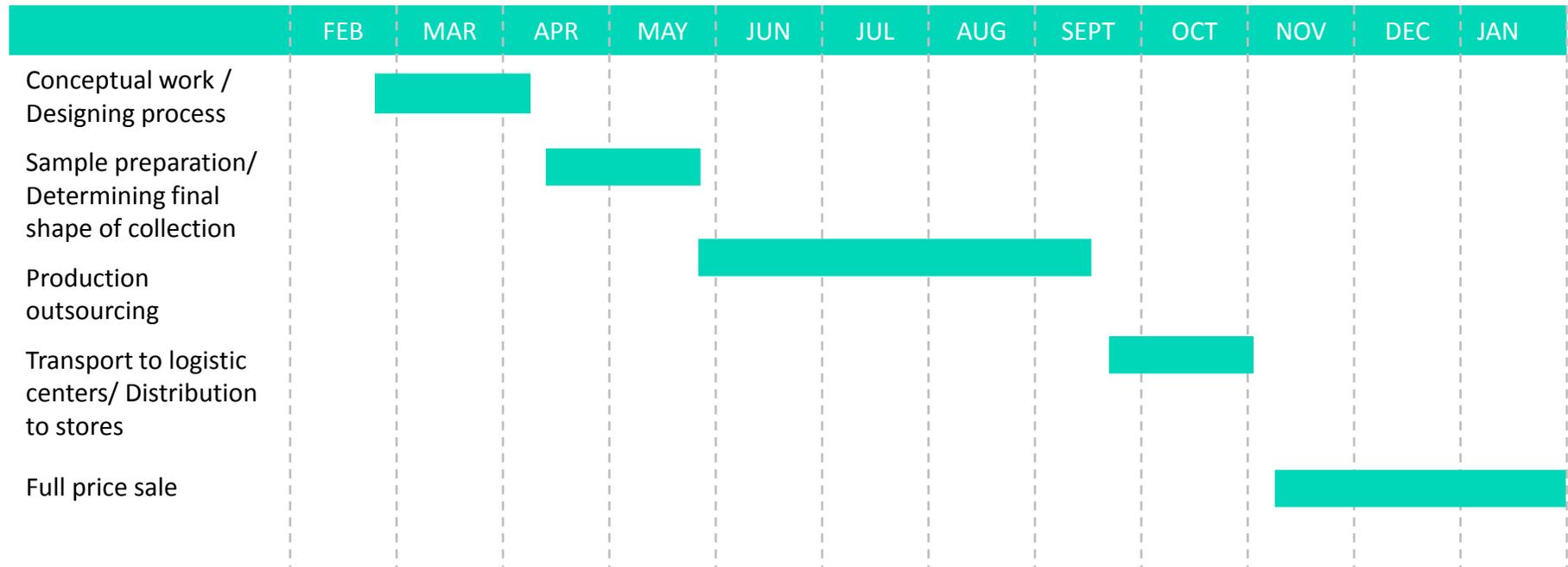
Cash cycle with potential to improve



- The majority of receivables are obtained in cash. The wholesale business is the only exception.
- Goods are ordered 3-4 months before their shipment. We usually use marine transportation.
- Half of settlements with suppliers is conducted in the form of a letter of credit. We do not use prepayments, contrary to documentary collection and bank transfers.

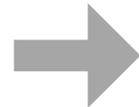
Streamlining production lead time

EXAMPLE: COLLECTION FROM FAR EAST



Top quality logistics

LOGISTICS CENTERS



90% goods sourced from Asia



10% delivery from Europe



100 containers per week



In Poland (owned)

The largest and most modern in CEE of its kind

Services all LPP stores ex. Russia

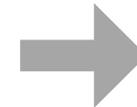
66,000 m2 floorspace

Sufficient for development until 2020

In Russia (rent)

9,500 m2 floorspace

Services 90% of goods in Russian stores



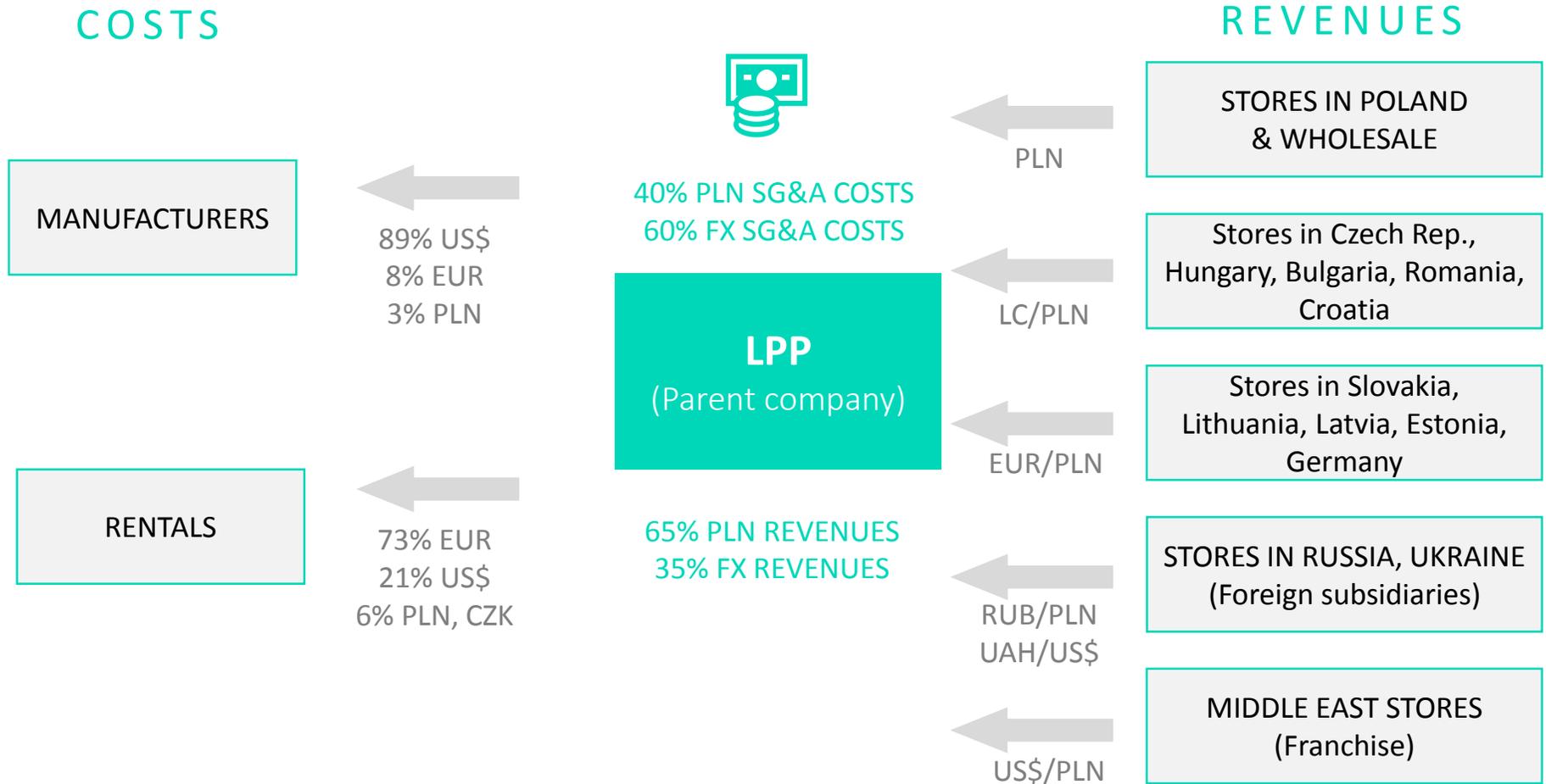
> 1m pieces of clothes sent daily in high season



Center prepares orders for c.900 stores simultaneously



Group's FX exposure



Note: LC stands for local currency.

Historical numbers show growth and cost efficiency

PLN m	2011	2012	YoY	2013	YoY	2014	YoY	CAGR 2011-14	1H14	1H15	YoY
Revenues	2,492.5	3,223.8	29.3%	4,116.3	27.7%	4,769.3	15.9%	24.1%	2,130.1	2,293.8	7.7%
Gross profit on sales	1,423.7	1,827.1	28.3%	2,409.2	31.9%	2,792.5	15.9%	25.2%	1,263.8	1,216.8	-3.7%
<i>Gross profit margin</i>	<i>57.1%</i>	<i>56.7%</i>	<i>-0.4ppt</i>	<i>58.5%</i>	<i>1.9ppt</i>	<i>58.6%</i>	<i>0.1ppt</i>		<i>59.3%</i>	<i>53.0%</i>	<i>-6.3ppt</i>
SG&A costs	1,070.3	1,360.8	27.1%	1,759.2	29.3%	2,148.3	22.1%	26.1%	1,013.8	1,036.0	2.2%
Other operating activity	-10.4	-11.9		-34.3		-35.0			-23.5	-20.3	
EBIT	343.1	454.4	32.4%	615.6	35.5%	609.1	-1.1%	21.1%	226.5	160.5	-29.1%
<i>EBIT margin</i>	<i>13.8%</i>	<i>14.1%</i>	<i>0.3ppt</i>	<i>15.0%</i>	<i>0.9ppt</i>	<i>12.8%</i>	<i>-2.2ppt</i>		<i>10.6%</i>	<i>7.0%</i>	<i>-3.6ppt</i>
Net financials	-12.1	-30.3		-91.8		-149.2			-35.4	-32.0	
Pre-tax profit	331.0	424.1	28.1%	523.9	23.5%	459.9	-12.2%	11.6%	191.1	128.6	-32.7%
Tax	61.9	70.2		91.0		-22.0			36.9	29.3	
<i>Effective tax rate</i>	<i>18.7%</i>	<i>16.5%</i>		<i>17.4%</i>		<i>-4.8%</i>			<i>19.3%</i>	<i>22.8%</i>	
Minorities	0.4	1.5		1.9		2.3			1.4	0.0	
Net income	268.7	352.4	31.1%	431.0	22.3%	479.5	11.3%	21.3%	152.7	99.3	-35.0%
<i>Net margin</i>	<i>10.8%</i>	<i>10.9%</i>	<i>0.1ppt</i>	<i>10.5%</i>	<i>-0.4ppt</i>	<i>10.1%</i>	<i>-0.4ppt</i>		<i>7.2%</i>	<i>4.3%</i>	<i>-2.9ppt</i>

Balance sheet remains strong

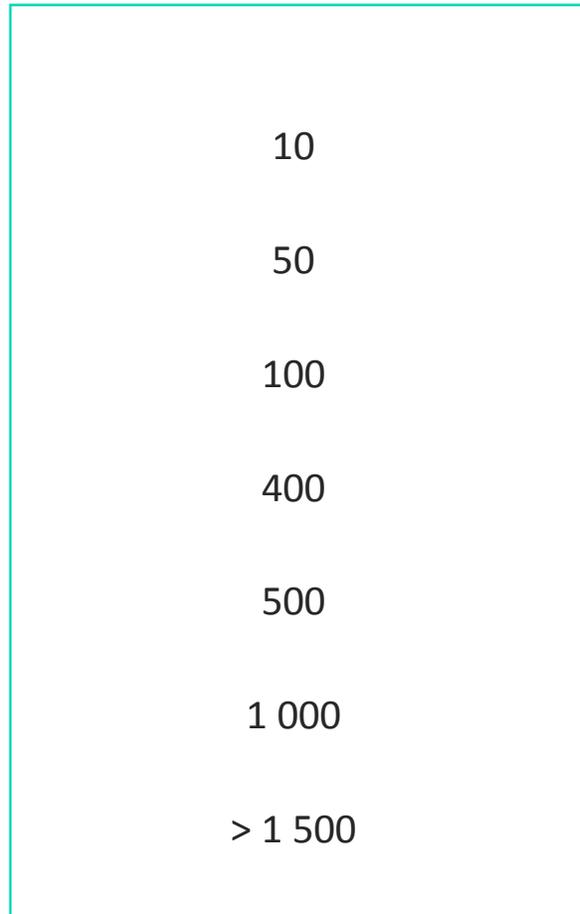
PLN m	31.12.2011	31.12.2012	31.12.2013	31.12.2014	30.06.2014	30.06.2015
Non-current assets	744.9	909.9	1,231.9	1,516.4	1,395.0	1,638.4
intangibles (including goodwill)	272.6	278.7	281.2	315.9	311.4	321.0
fixed assets	447.7	598.5	896.8	1,038.8	1,015.4	1,129.2
Current assets	868.9	1,022.4	1,259.7	1,417.3	1,395.7	1,601.8
inventory	594.6	656.1	805.0	979.3	963.1	1,167.1
trade receivables	114.3	130.4	163.3	176.9	157.9	192.0
cash and equivalents	117.0	159.4	149.4	183.5	143.7	155.7
Total assets	1,613.9	1,932.2	2,491.6	2,933.7	2,790.7	3,240.2
Equity	909.2	1,211.0	1,496.5	1,638.4	1,479.9	1,725.4
Long-term liabilities	89.4	131.0	192.3	210.7	210.1	217.9
interest bearing debt	86.4	125.1	184.3	204.5	202.5	182.8
Short-term liabilities	615.3	590.2	802.7	1,084.6	1,100.7	1,297.0
trade liabilities	377.5	477.8	547.6	618.6	577.8	643.5
interest bearing debt	204.0	61.0	173.6	378.3	280.0	556.1
Total liabilities	1,613.9	1,932.2	2,491.6	2,933.7	2,790.7	3,240.2

Operating cash flow in the black

PLN m	31.12.2011	31.12.2012	31.03.2013	31.12.2014	30.06.2014	30.06.2015
Pre-tax profit	331.0	424.1	523.9	459.9	191.1	128.6
D&A	95.4	109.0	148.2	193.7	91.5	106.1
NWC	-145.0	-21.7	-95.7	-127.3	-91.1	-118.9
Operating CF	254.0	481.3	508.8	492.9	150.2	28.2
Capex	-129.3	-288.4	-541.9	-550.5	-289.5	-229.2
Investing CF	-39.6	-260.7	-518.2	-476.0	-264.1	-190.6
Interest bearing debt	-42.9	-18.4	167.4	204.0	116.6	143.5
Dividends	-135.0	-140.0	-154.0	-169.6	0.0	0.0
Interest	-18.6	-17.9	-12.5	-14.8	-6.7	-8.9
Financing CF	-193.9	-178.1	-0.6	17.2	108.2	134.6
Total CF	20.5	42.4	-10.0	34.2	-5.7	-27.8

Successful story of LPP

No. of STORES



CORPORATE MILESTONES

- 1991 ○ Creation of Mistral company by Marek Piechocki and Jerzy Lubianiec
- 1995 ○ Mistral transformed into LPP
- 1997 ○ Opening offices in Shanghai
- 1998 ○ Launch of RESERVED – first retail store opened
- 2001 ○ IPO on the Warsaw Stock Exchange
- 2002 ○ Start of international expansion (Russia, Czech Rep., Estonia, Hungary, Latvia)
- 2003 ○ Further international expansion (Lithuania, Ukraine, Slovakia)
- 2004 ○ Launch of Cropp brand
- 2008 ○ Acquisition of Artman, owner of the House and MOHITO brands
- 2008 ○ Launch of the modern logistics center
- 2008 ○ Further international expansion (Romania, Bulgaria)
- 2010 ○ Payment of first dividend
- 2013 ○ Launch of SiNSAY brand
- 2014 ○ New countries: Germany, Croatia; new brand concept creation
- 2014 ○ Entry into MSCI and WIG20 indices
- 2015 ○ Middle East entry (Egypt, Kuwait, Qatar)

Founders still involved in the business

LPP's FOUNDERS

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graph TD; A[LPP's FOUNDERS] --> B[MAREK PIECHOCKI  
CEO]; A --> C[JERZY LUBIANIEC  
CHAIRMAN of SUPERVISORY BOARD];
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MAREK PIECHOCKI CEO

- Present in the retail business since 1989.
- In 1991 together with Jerzy Lubianiec, founded a Mistral company, activities of which in 1995 were transferred into LPP.
- CEO of LPP since 2000.
- The Best-Performing CEO according to Harvard Business Review (2013).

JERZY LUBIANIEC CHAIRMAN of SUPERVISORY BOARD

- 1991 - 1997 ran Mistral company as a sole trader (LPP's predecessor).
- 1995 – 2000 CEO of LPP.
- Since 2000 Chairman of the Supervisory Board of LPP.

Management with long-term vision

MAREK PIECHOCKI (54)
CEO & FOUNDER

- Since 1989 in retail business.
- Founded LPP in 1991. CEO of LPP since 2000.
- Responsible for LPP's strategy and rental negotiations.

PRZEMYSŁAW LUTKIEWICZ (44)
CFO

- At LPP since 2008.
- Since 2015 LPP's CFO, initially as Head of Controlling.
- 1995-2007 manager at First Data Poland.

PIOTR DYKA (39)
BOARD MEMBER

- At LPP since 2008, management board member since 2009.
- Responsible for RESERVED, SiNSAY and e-commerce development.
- 2000-2007 at Accenture.

HUBERT KOMOROWSKI (38)
BOARD MEMBER

- At LPP since 2000, initially in charge of RESERVED.
- Responsible for supervision of LPP's merger with Artman.
- Responsible for Cropp, House and MOHITO development.

JACEK KUJAWA (40)
BOARD MEMBER

- At LPP since 2004.
- Responsible for logistics, administration and IT.
- 1999-2004 at Wirtualna Polska.

Former CEO and CFO sit on the Supervisory Board

JERZY LUBIANIEC (55) CHAIRMAN

- Since 2000 Chairman of the Supervisory Board of LPP.
- 1995 – 2000 CEO of LPP.
- 1991 – 1997 ran Mistral company (LPP's predecessor).

DARIUSZ PACHLA (54) Member

- 2000 – 2014 CFO of LPP
- 1995 – 2000 manager at LPP
- 1991 – 1995 worked at Mistral (LPP's predecessor).

WOJCIECH OLEJNICZAK (59) Member

- Since 1999 member of the Supervisory Board of LPP.
- 1996 – 1997 LPP Management Board member.
- 1991 – 1996 partner at Mistral company (LPP's predecessor).

KRZYSZTOF OLSZEWSKI (54) Independent Member

- Since 2004 member of the Supervisory Board of LPP.
- Since 1993 a sole trader providing consulting services in real estate.
- Shareholder at Fasko limited liability company.

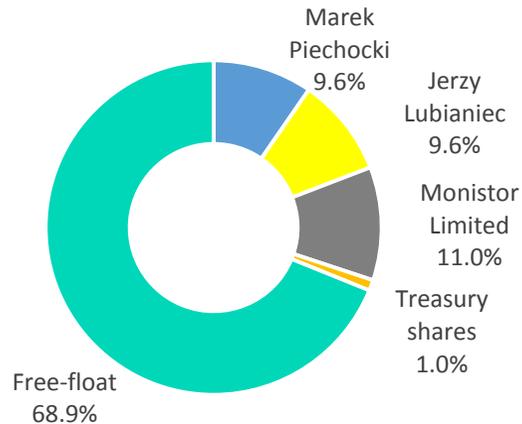
MACIEJ MATUSIAK (48) Independent Member

- Since 2004 member of the Supervisory Board of LPP.
- Licensed stock broker's, CFA chartholder.
- Since 2006 CEO of Artemis Investment limited liability company.

Company controlled by its founders

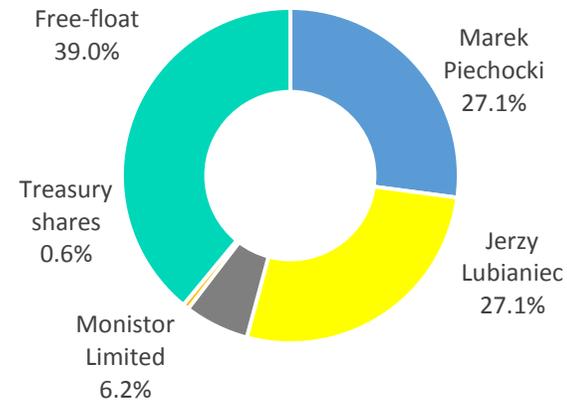
Shareholders by equity
(30.06.2015)

total no of shares: 1,831,123



Shareholders by votes
(30.06.2015)

total no of votes: 3,231,123



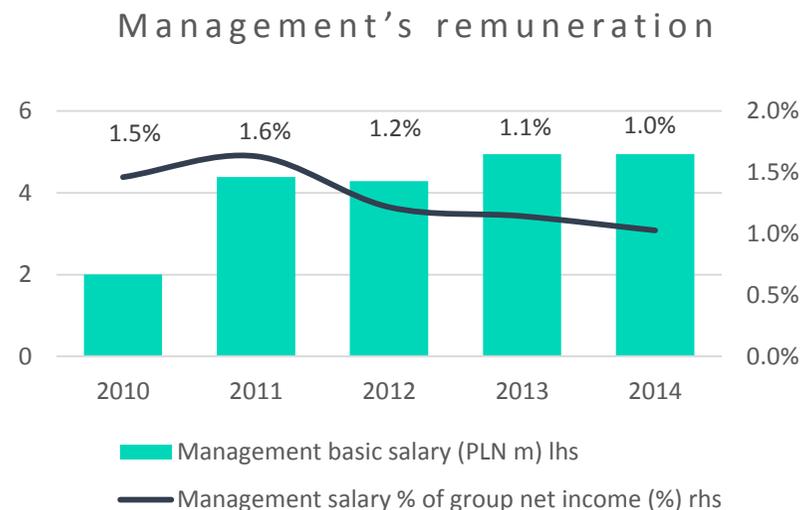
- The shares held by the founders are privileged 1 to 5 in votes.
- The Monistor fund is owned by the founders, i.e. Marek Piechocki and Jerzy Lubianiec.
- Effectively, the founders control 30.1% of equity and 60.4% of votes.
- Treasury shares (18,978) are valued at PLN 2,280 and partially used for the purpose of stock option plan.

Stable management motivated by stock option plans

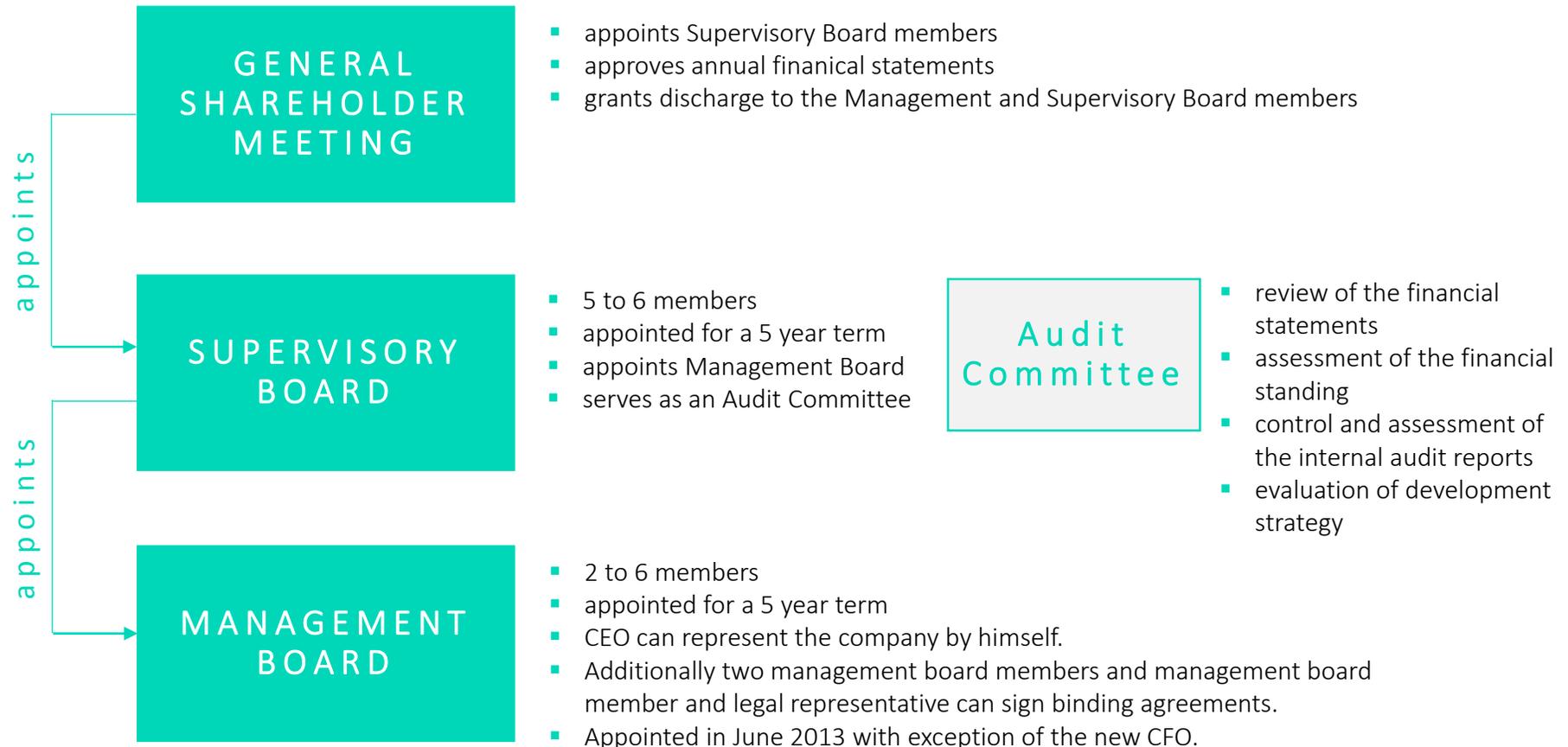
- Since 2011, there have been three stock option plans. Key summary below.

Tenure of stock option plan	Max dilution (no. of shares)	Shares issued	Cost in P&L (PLN m)	Issuance price	Criteria
2011-14	21,300	0	7.2	PLN 2,000 (market proxy)	10% YoY EPS growth
2013	2,420	2,420 (treasury shares used)	5.4	PLN2 (nominal price)	10% YoY EPS growth
2014	1,080	0	9.3	PLN2 (nominal price)	10% YoY EPS growth

- Between 2010-2014 management's remuneration grew proportionately to group's earnings.
- Between 2010-14 the management has remained the same.
- Change on the level of CFO took place from 2015, when Przemysław Lutkiewicz replaced Dariusz Pachła.



Corporate governance



Responsible production



EFFECTIVE SUPERVISION

- Creation of an Audit Department for Factories at LPP.
- Setting up offices in Dhaka (Bangladesh) responsible, among others, for auditing production facilities.
- All LPP factories producing in Bangladesh are subject to independent ACCORD inspections on fire, electrical and structural safety.



UPDATED CODE of CONDUCT

LPP's requirements versus foreign suppliers:

- safety in factories is our priority;
- obligation to provide decent pay;
- max. 48 hours of work per week;
- paid overtime;
- ban for hiring persons < 15 years old.

We take care of the safety of workers



- LPP was the only Polish retail company to join the international Alliance aimed at improving the safety of workers in Bangladesh (Accord on Fire and Building Safety in Bangladesh).
- The Accord was formed by over 190 retail companies and NGOs and signed by LPP in October 2013.
- It was signed for 5 years during which several actions are to be taken to improve the safety and conditions of Bangladesh employees.



Liquidity and interest supported by presence in key indices

POLISH INDICES

WIG20

- the most important index of the WSE
- member since Mar 2014
- c. 5.1% LPP's weight
- the sole clothing retailer in the index

WIG30

- WIG30 index of the 30 most liquid companies on the WSE
- WIG30 index was launched Sep 2013
- LPP member since index inception
- c. 4.7% LPP's weight

INTERNATIONAL INDICES

MSCI

- MSCI Poland is a key index for international institutions investing in Poland
- LPP member since Aug 2014
- c. 4.55% LPP's weight

FTSE

- FTSE indices are tracked by ETFs
- LPP member of three FTSE indices: All-World Index, Emerging Index, Global Style Index

Strong medium-term market outperformer

LPP'S SHARE PRICE RELATIVE PERFORMANCE TO WIG20



TICKERS

WSE LPP
 Bloomberg LPP PW
 Reuters LPPP.WA

PERFORMANCE

1Y -20%
 3Y +116%
 5Y +333%

MARKET DATA

Price (30.06.15) PLN 6,648
 Min 1Y PLN 6,525
 Max 1Y PLN 10,100

Broad analytical coverage of LPP

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Investor relations' calendar



KEY DATES

3 September	dividend day
24 September	payment day
15 October	Investors' Day
12 November	3Q15 results announcement



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Glossary

Poland	Retail sales in Poland and other sales of LPP SA
CEE	Region including: Czech Republic, Slovakia, Hungary, unless otherwise indicated.
Baltic	Region including: Lithuania, Latvia, Estonia.
CIS	Region including: Russia, Ukraine.
SEE	Region including: Bulgaria, Romania, Croatia.
WE	Region including Germany.
ME	Region including Egypt, Qatar, Kuwait.
EU	Region including: CEE, Baltic, SEE and WE.
EBITDA	EBIT + depreciation from cash flow statement.
Average monthly revenues/m2	Revenues of segment or brand / average working total floorspace / 12.
Average monthly costs of own stores/m2	Costs of own stores / average working floorspace of own stores (ie. excluding franchise stores) / 12.
Average monthly SG&A PLN/m2	SG&A costs/ average working total floorspace / 12.
Inventory days	Average inventory/ group COGS * 365 days.
Receivables days	Average receivables/ group revenues * 365 days.
Liabilities days	Average trade liabilities/ group COGS * 365 days.
Cash conversion cycle	Inventory days + receivables days – liabilities days.

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RESERVED

CROPP



M O H I T O

sinsay