



LPP SA
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History of our development.

LPP was founded in 1991 in Gdańsk and initially it operated under the name Mistral. By making consistent investments in its activity for several years the company has been transformed from a small local firm dealing with import of clothing from Asia into one of the most dynamically developing Polish clothing manufacturers, with regular increases in sales results and goodwill.

In 1995 the company was transformed into LPP SA the name comes from the first letters of the founders' surnames (Jerzy Lubianiec, Marek Piechocki and Partners). The owners decided to create the first proprietary brand and build their own retail network. The first stores of Reserved brand, which until today remains the pillar of the LPP group, were opened in 1998.

The culmination of the first stage of the dynamic development of the company was LPP's IPO on the Warsaw Stock Exchange in 2001. The next two years meant the expansion of the Reserved brand to the Central European markets - Estonia, the Czech Republic, Russia, Hungary, Latvia, Lithuania, Ukraine and Slovakia. The success of the company's products on the Polish market and abroad has contributed to the achievement of the objective to create another brand in the group's portfolio.

In 2004 the first Cropp store in Poland was set up. Over the next two years clothes with the brand's logo could be purchased in 6 countries of Central and Eastern Europe. In 2007-2008 the Romanian and Bulgarian markets were conquered.

The important step in the development of the LPP group was the acquisition of the Cracow-based company - Artman in 2008, the owner of House and Mohito brands. This transaction made LPP the largest clothing producer in Poland and a significant player on the international market. In 2013 a new brand appeared in the portfolio of LPP – Sinsay, which offers clothes and accessories for teenagers.

In 2014 the company's flagship brand Reserved launched on the German market. In the same year the products of all brands of the LPP Capital Group appeared in the Balkans, in Croatia. In 2015 Reserved was launched in the Middle East and the expansion policy was continued in Germany, where more brand stores were opened. A year later LPP celebrated the opening of its thousandth store in Poland. 2017 was another important year in the company's activity, during which the first stores in the Belarusian and Serbian markets were opened. The company also rolled out the Reserved brand on the world's largest high streets in Berlin and London.

1991 – Marek Piechocki and Jerzy Lubianiec set up the company - Mistral Ltd.

1995 – transformation of Mistral company into LPP S.A.

1997 – official opening of the LPP's office in Shanghai.

1998 – the first Reserved brand stores are created.

2001 – IPO of LPP on the Warsaw Stock Exchange.

2002 – beginning of the Reserved brand's expansion to Estonia, the Czech Republic, Russia, Hungary and Latvia.



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- 2003 – Reserved hits the markets of Lithuania, Ukraine and Slovakia.
- 2004 – the first store of the Cropp brand in Poland is created.
- 2005 – Cropp is present in Estonia, Slovakia and Latvia.
- 2006 – Cropp reaches Russia, Lithuania and the Czech Republic.
- 2007 – LPP reaches the Romanian market and a year later – the Bulgarian market.
- 2008 – modern LPP Distribution Centre in Pruszcz Gdański is put into service.
- 2008 – a merger with the Artman company, the owner of the House and Mohito brands. LPP becomes the largest clothing chain in Poland and a significant player on the international market.
- 2013 – the creation of the Sinsay brand.
- 2014 – LPP is introduced to the WIG20 stock exchange index. It also opens the first Reserved stores in Germany. The beginning of the expansion on the Croatian market.
- 2015 – the launch of the Reserved brand in the Middle East and further expansion in Germany, including the opening of the flagstore in Stuttgart.
- 2016 – opening of the thousandth store in Poland.
- 2017 – the launch on the Belarusian and Serbian markets and the expansion on the British market - opening of the representative store on Oxford Street in London.