



LPP

1Q18 FINANCIAL RESULTS PRESENTATION

WARSAW, 17TH MAY 2018

RESERVED

CROPP

 house

MOHITO

sinsay

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RESERVED

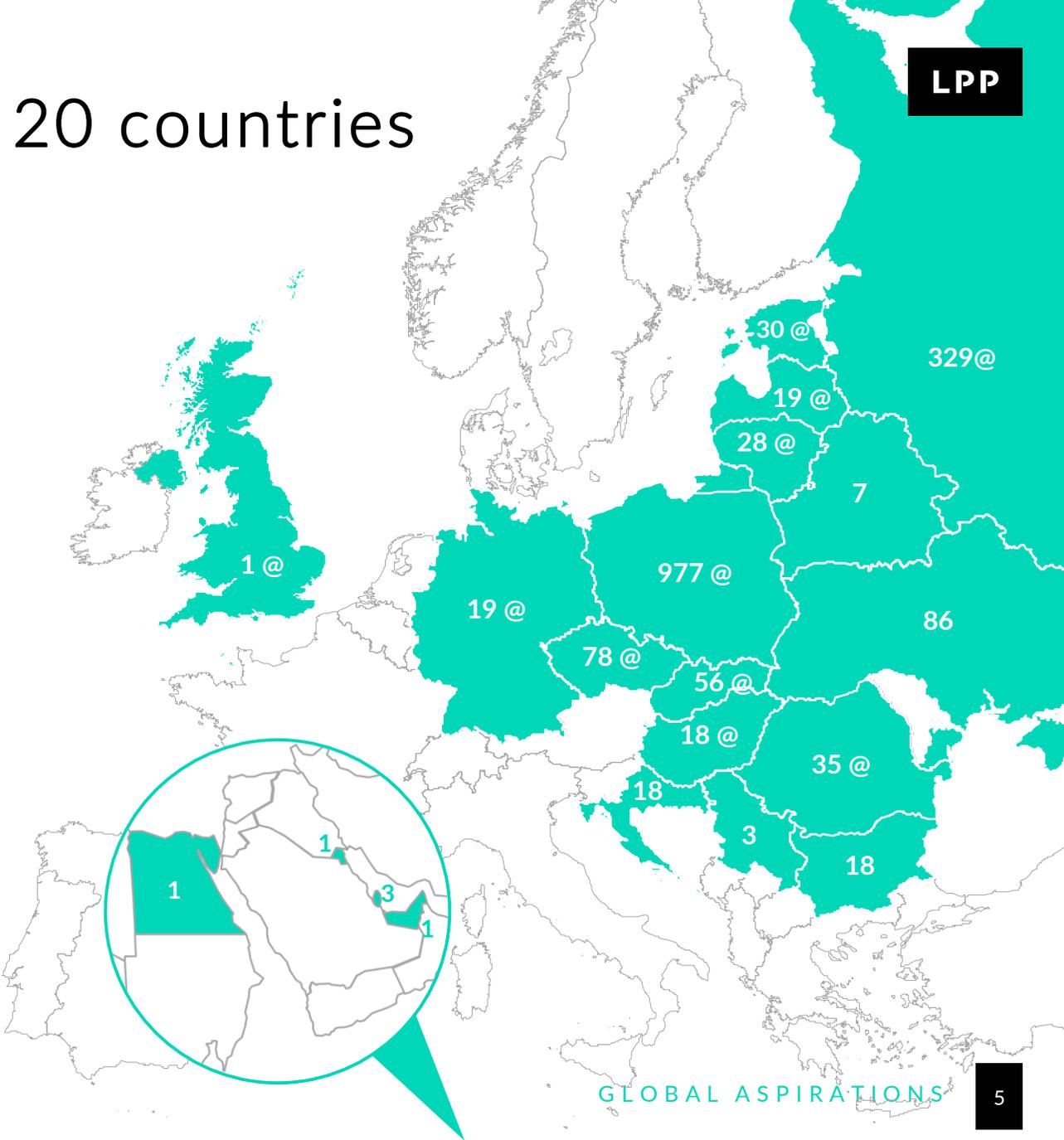
1. 1Q18 financial results
2. Key corporate events
3. 2018 outlook

Million square metres of floorspace



Over 1,700 stores, 20 countries

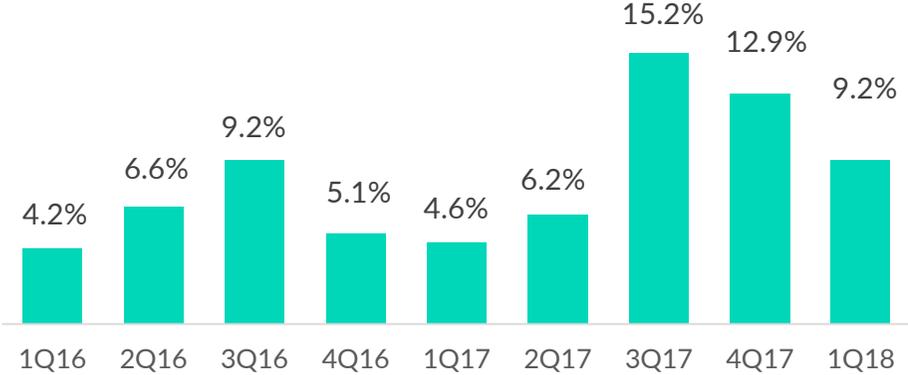
31.03.2018	No. of stores	YoY
LPP GROUP	1,728	+ 57
Reserved	458	+ 3
Cropp	377	+ 1
House	332	+ 11
Mohito	291	+ 6
Sinsay	236	+ 38
Outlets	34	-2



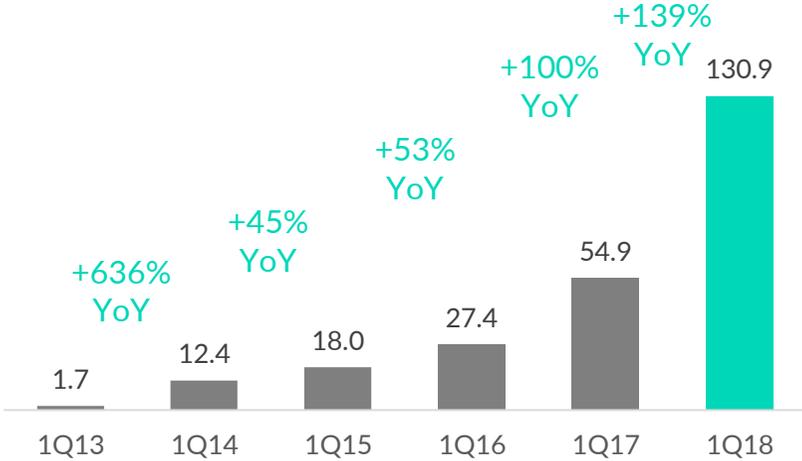
xx Number of stores
 @ Internet stores

LFL and e-commerce growths

LFL DYNAMICS
(local currencies)



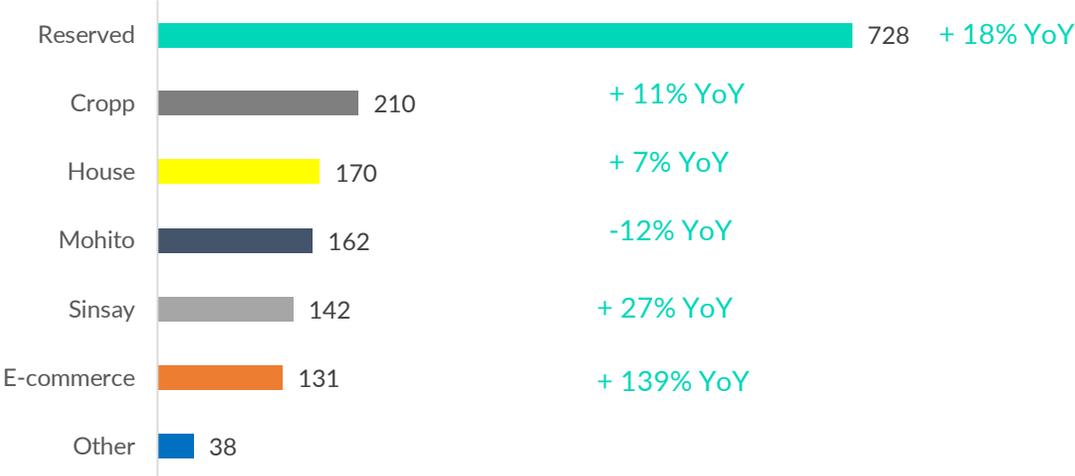
ON-LINE SALES
(PLN m)



- LFLs were in the black in all months of 1Q18. Except for Mohito all brands showed positive LFLs in 1Q18.
- 1Q18 LFLs were in the black in majority of countries (the highest growth rates were recorded in Hungary, Romania, Ukraine and the Czech Republic).
- On-line sales amounted to 9.6% revenues in Poland and 8.3% of group revenues in 1Q18.
- Further e-commerce growth due to investments in e-stores outside Poland, marketing outlays and changes in Polish customer habits (stores closed on selected Sundays).

Floorspace growths in all brands

REVENUES BY BRANDS
(PLN m)



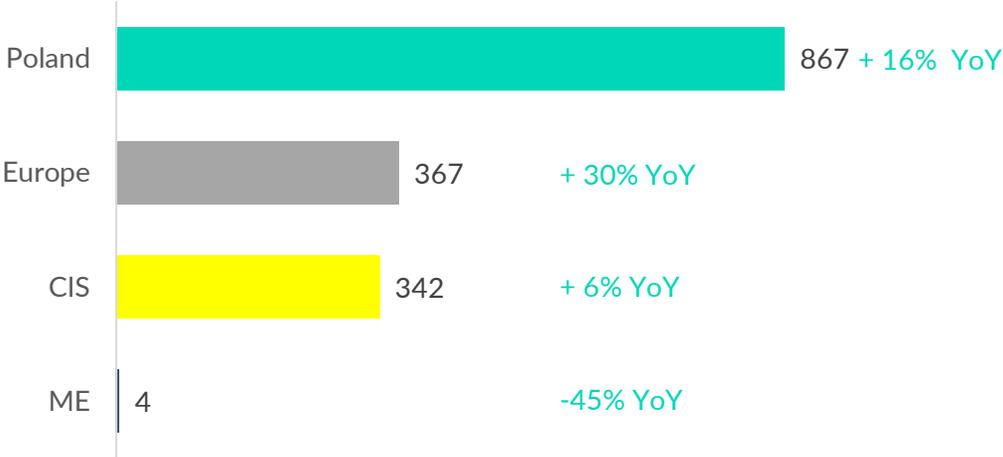
1Q18 FLOORSPACE
(by brands)

ths m2	1Q17	1Q18	YoY
LPP GROUP	913.9	1,000.9	9.5%
Reserved	510.7	561.0	9.9%
Cropp	120.1	127.7	6.3%
House	102.9	110.9	7.7%
Mohito	97.8	103.4	5.7%
Sinsay	69.8	85.8	23.0%
Outlets	12.6	12.1	-4.1%

- Dynamic Reserved 1Q18 revenue growth resulted from: floorspace development and strong reception of brand's collections by customers (positive LFLs in women, children and men departments).
- Sinsay's revenues grew at the highest pace. Our youngest brand's floorspace recorded the highest growth due to consistent foreign development.
- House brand showed QoQ improvement while Monito brand had a slower quarter.

Growths in key regions

REVENUES BY REGIONS
(PLN m)



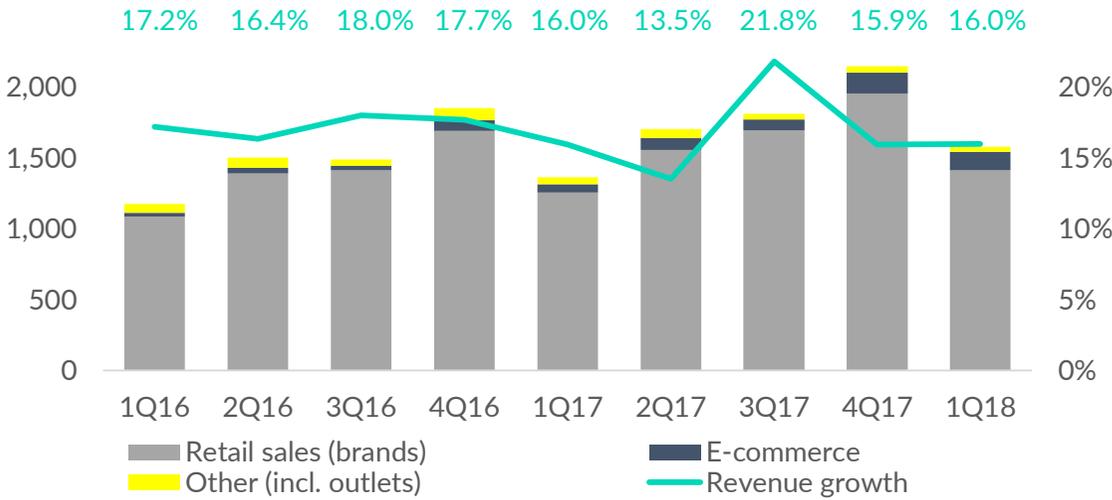
1Q18 FLOORSPACE
(by regions)

ths m2	1Q17	1Q18	YoY
LPP GROUP	913.9	1,000.9	9.5%
Poland	485.3	511.5	5.4%
Europe	212.8	235.0	10.4%
CIS	208.2	247.8	19.0%
ME	7.6	6.6	-13.3%

- Revenue growth in Poland higher than floorspace growth due to positive LFLs.
- Dynamic revenue and floorspace growth in Europe in 1Q18 among others due to strong development in CEE region.
- Double-digit floorspace growth in the CIS region – all brands in Belarus at the end of 1Q18.
- Among countries, the highest nominal YoY revenue growth was recorded in Poland and Czech Republic.

High sales/ m2 dynamics

GROUP REVENUES
(PLN m)



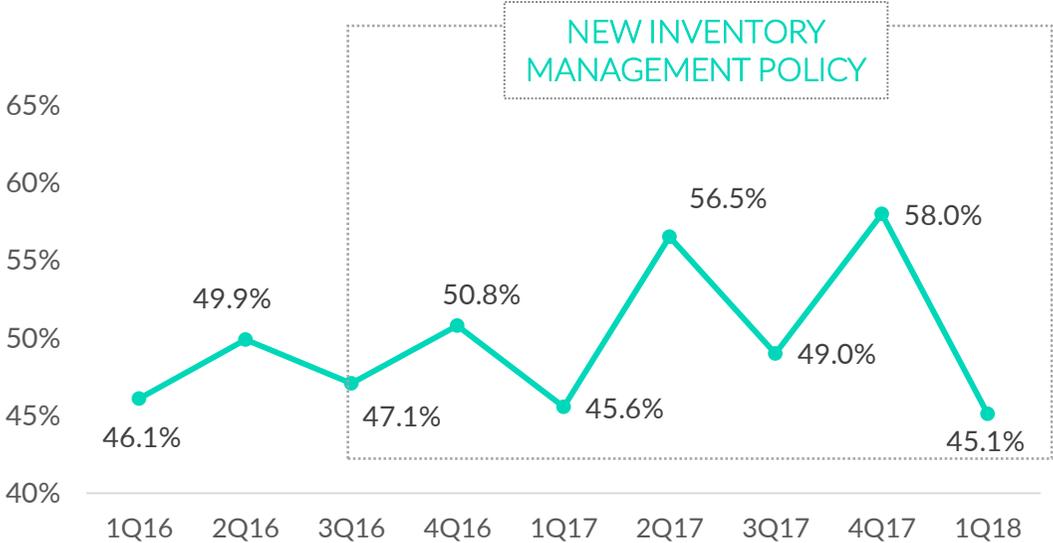
REVENUES/ M2

PLN (monthly)	1Q17	1Q18	YoY
LPP GROUP (retail)	492	521	6.0%
Poland	500	562	12.2%
Europe	451	520	15.4%
CIS	514	444	-13.6%
LPP GROUP	499	532	6.6%

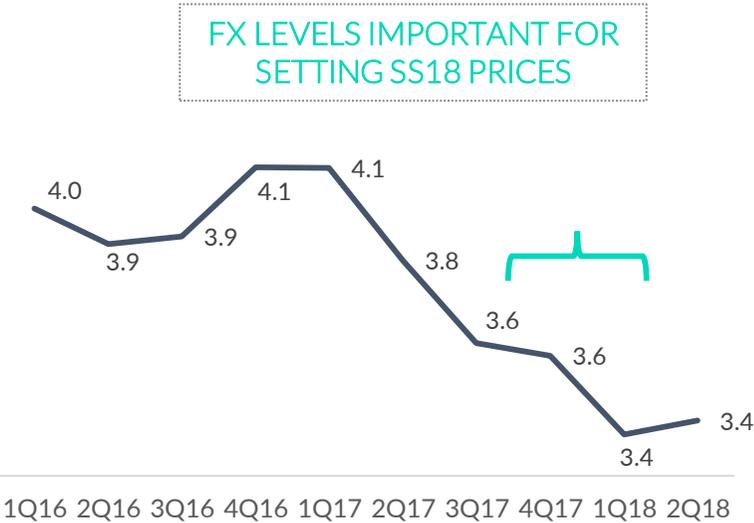
- Group revenues grew 16% YoY in 1Q18 due to higher floorspace, positive LFLs and high e-commerce dynamics.
- In 1Q18 both retail sales/ m2 and sales/ m2 were higher YoY.
- The highest double-digit retail sales/ m2 were recorded in 1Q18 in Romania, Czech Republic, Hungary and Slovakia.

Stable gross profit margin

QUARTERLY GROSS PROFIT MARGIN



AVERAGE QUARTERLY US\$/PLN



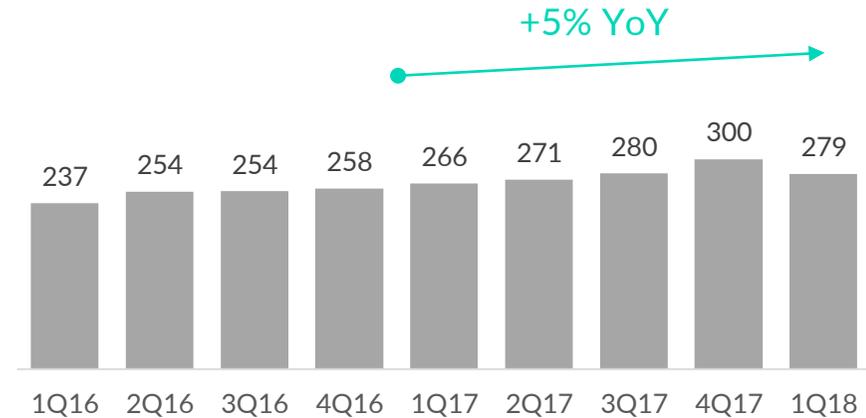
- Stable 1Q18 YoY profit margin - favourable FX trends, but less favorable YoY weather - cold March shifted demand for the Spring collection for April.
- We continue to improve our inventory management policy, to be better prepared for weather changes in the season.
- Appreciation of zloty versus dollar creates a cushion for gross profit margin.

Stable costs of stores/ m2

COSTS OF OWN STORES/ M2



SG&A COSTS/ M2



- Lower YoY rental charges → closing down of older less favourable locations, lower rentals in Russia and Ukraine and change in fit-out recognition.
- Lower YoY in personnel costs and higher YoY other costs → we lower the responsibilities of sales personnel and we shift part of these to external subcontractors (other costs of stores).
- Growth in SG&A/ m2 YoY → higher costs of headquarters (further e-commerce development and resultant pick-up in logistics costs, higher on-line and off-line marketing costs).

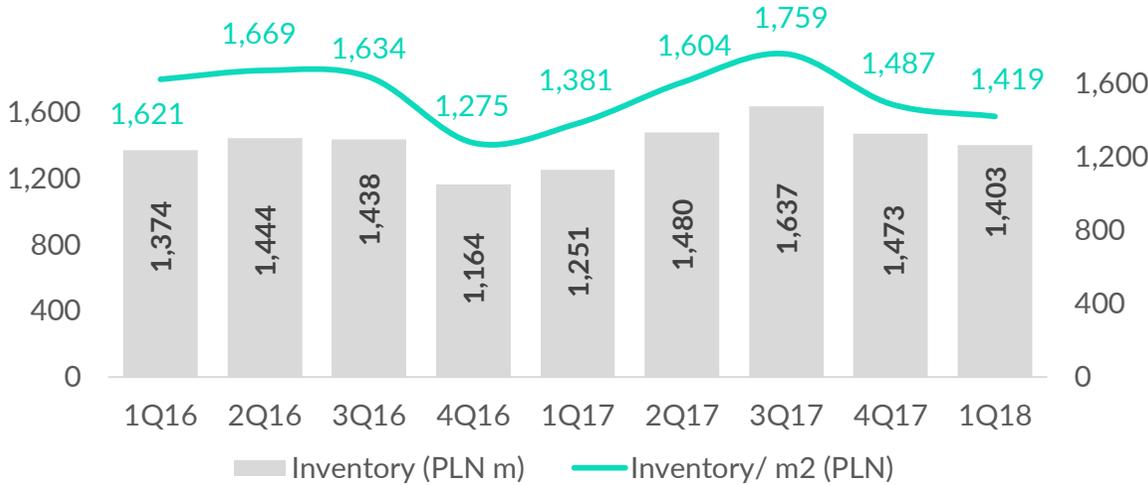
Stable results

PLN m	1Q17	1Q18	YoY
Revenues	1,362.3	1,580.4	16.0%
Gross profit margin	45.6%	45.1%	-0.5p.p.
SG&A costs	719.2	820.5	14.1%
EBIT	-109.0	-117.7	N/M
EBIT margin	-8.0%	-7.4%	0.6p.p.
Net profit (loss)	-117.0	-104.8	N/M

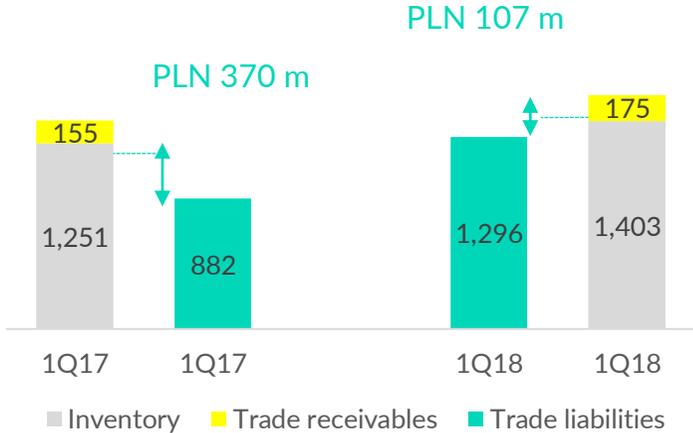
- Dynamic group revenue growth:
 - positive LFLs and floorspace growth,
 - on-line sales increase.
- Stable gross profit margin: favourable FX trends but unfavorable weather in March.
- SG&A growth below top-line growth.
- More favourable net financials:
 - lower interest due to lower indebtedness,
 - higher FX gains.
- Net loss in the seasonally weakest quarter.

Freeing up working capital even further

INVENTORY



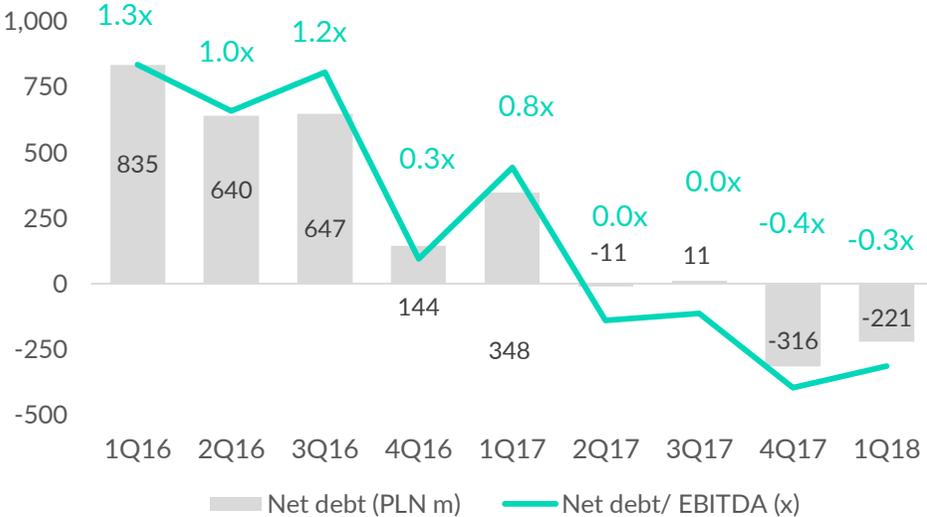
WORKING CAPITAL (PLN m)



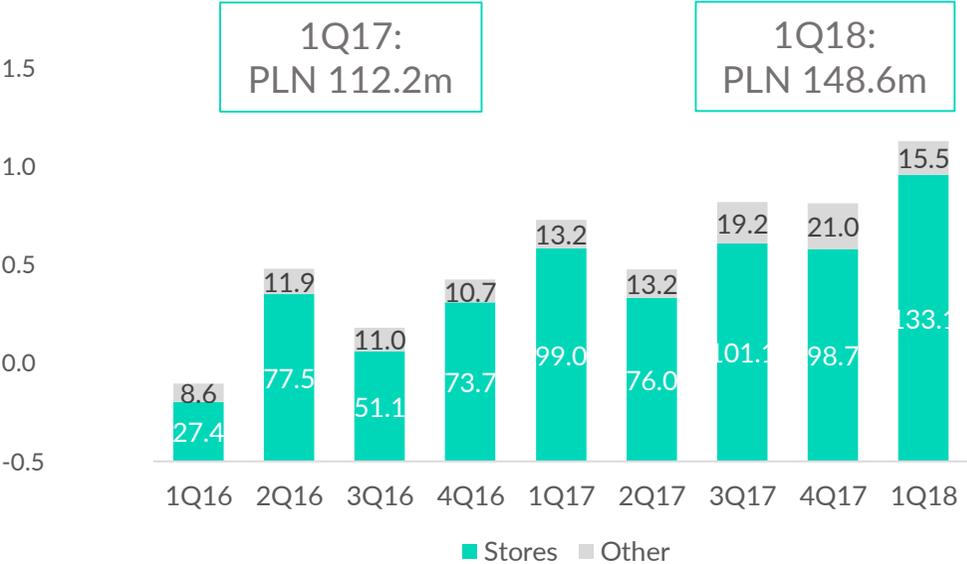
- 12% YoY growth in inventory and only 3% YoY growth in inventory/ m2, due to effective sell-offs, favourable collections and dynamic e-commerce growth.
- PLN 583m additional liabilities due to extension of payment terms for suppliers at the end of 1Q18.
- We are close to our target of matching liabilities to the inventory level.
- As a result, we reduced our cash cycle to 24 days in 1Q18 compared to 50 days in 1Q17 and 106 days in 1Q16.

Net cash on the balance sheet

NET DEBT VS NET DEBT/EBITDA
(PLN m)



CAPEX
(PLN m)



- 1Q18 capex grew 32% YoY due to payments for store openings from 4Q17 and higher costs of stores modernisation.
- Fall in short-term debt due to favourable operating cash flows and supply chain financing.
- Our aim is to keep net cash in upcoming quarters due to further development of supplier financing programme.

1Q18 executive summary

1 Successful restructuring of the Reserved brand - success of the collections.

2 E-stores in 11 countries - triple-digit e-commerce growth continues.

3 SG&A costs under control.

4 Stabilisation of inventories / m2.

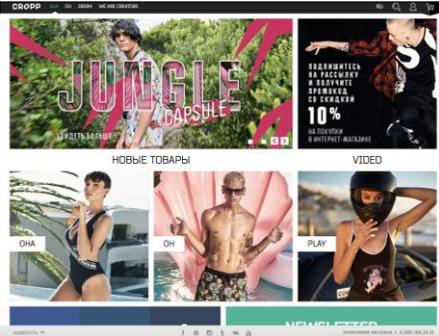
5 Net cash.



sinsay

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Key corporate events



CROPP E-STORE IN RUSSIA

Launch of the fifth e-store in Russia for the **Cropp** brand.

February 2018



ACCELERATION IN BULGARIA

5 new stores in Bulgaria, including first Sinsay store.

3,600 m²

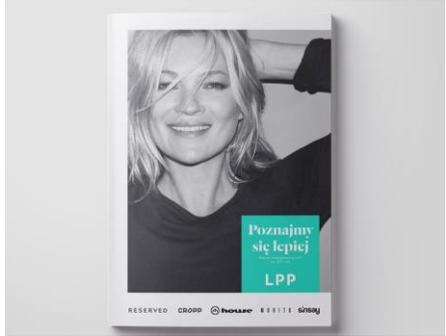
March 2018



CAMPAIGN WITH CINDY CRAWFORD

Another global star promotes **Reserved** collection.

March 2018



FIRST INTEGRATED REPORT

„**LPP MORE**” is LPP’s first integrated report, presenting social and environmental issues and CSR strategy.

May 2018

Stars promote Reserved

TOP-MODELS AND FASHION INFLUENCERS PROMOTE RESERVED PRODUCTS.



CINDY CRAWFORD

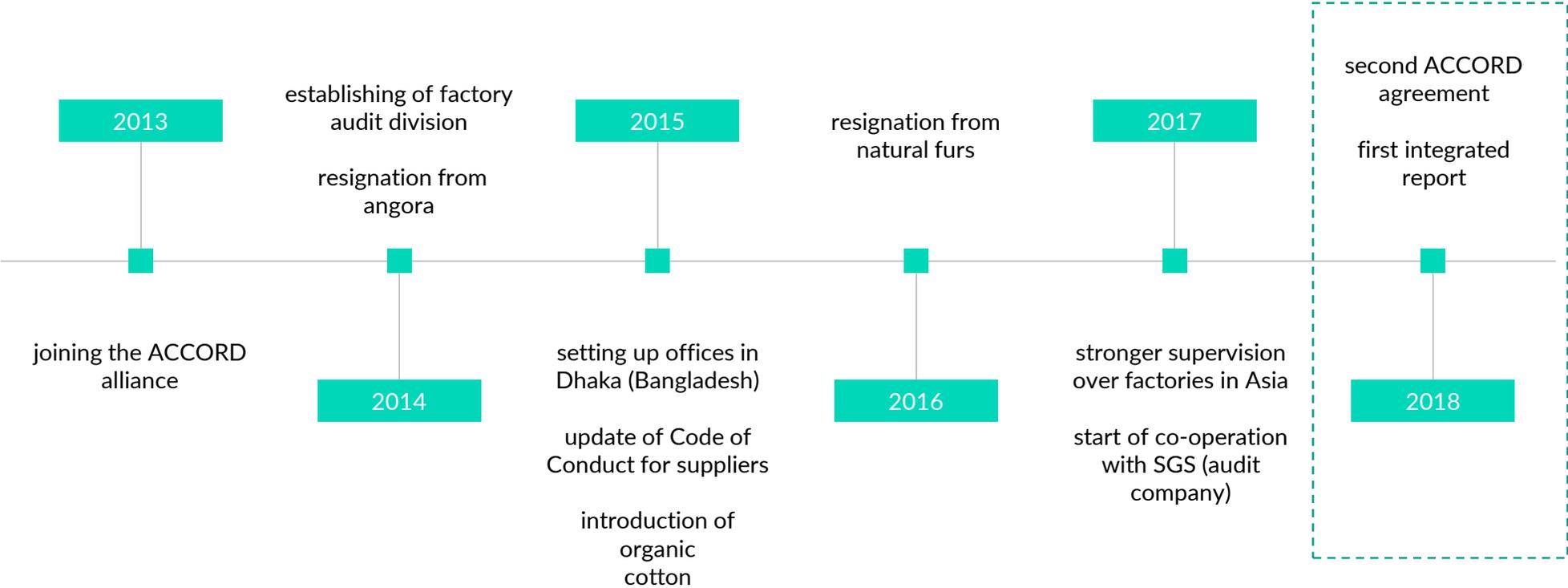


CAJMEL



MAFFASHION

History of our CSR activities





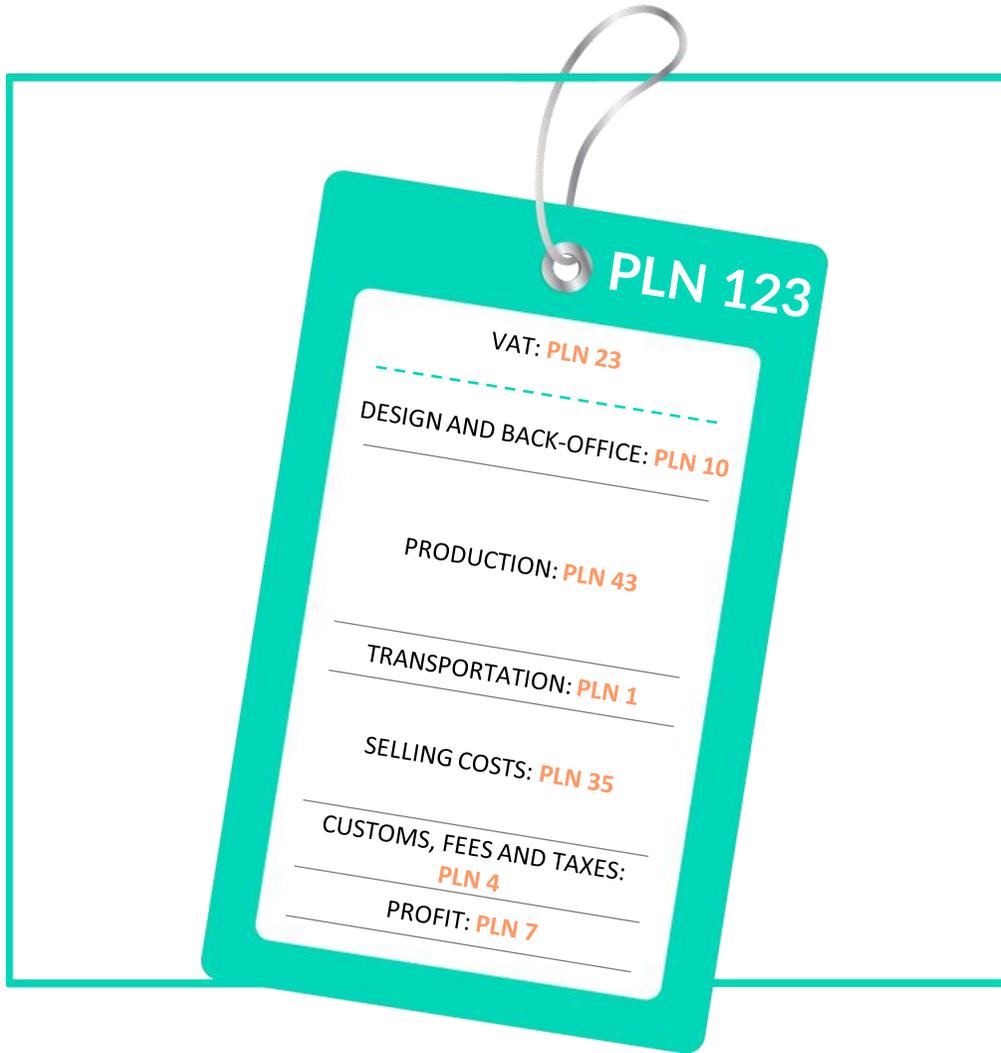
LPP integrated report 2017

created based on GRI Standards
(Global Reporting Initiative)

Anna Miazga
CSR Coordinator



Social responsibility



A simplified split based on 2017 data.



LPP MORE - Sustainable Development Strategy

4 PILLARS OF LPP'S SUSTAINABLE DEVELOPMENT STRATEGY FOR 2017-2019



MORE SAFE

OUR PRODUCTS

covers our practices related to design of clothes and accessories, with the way they are designed and manufactured.



MORE CARE

OUR EMPLOYEES

includes our practices related to relations with employees, both potential and former employees.



MORE MINDFUL

OUR ENVIRONMENT

covers our practices related to consumer education, broad fashion industry and our presence in local communities.



MORE ETHICAL

OUR PRINCIPLES

includes our management approach and the way we conduct business.

MOHITO

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Further floorspace growth

Floorspace (ths m2)	2017	2018 former target	2018 target	YoY
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BY BRANDS

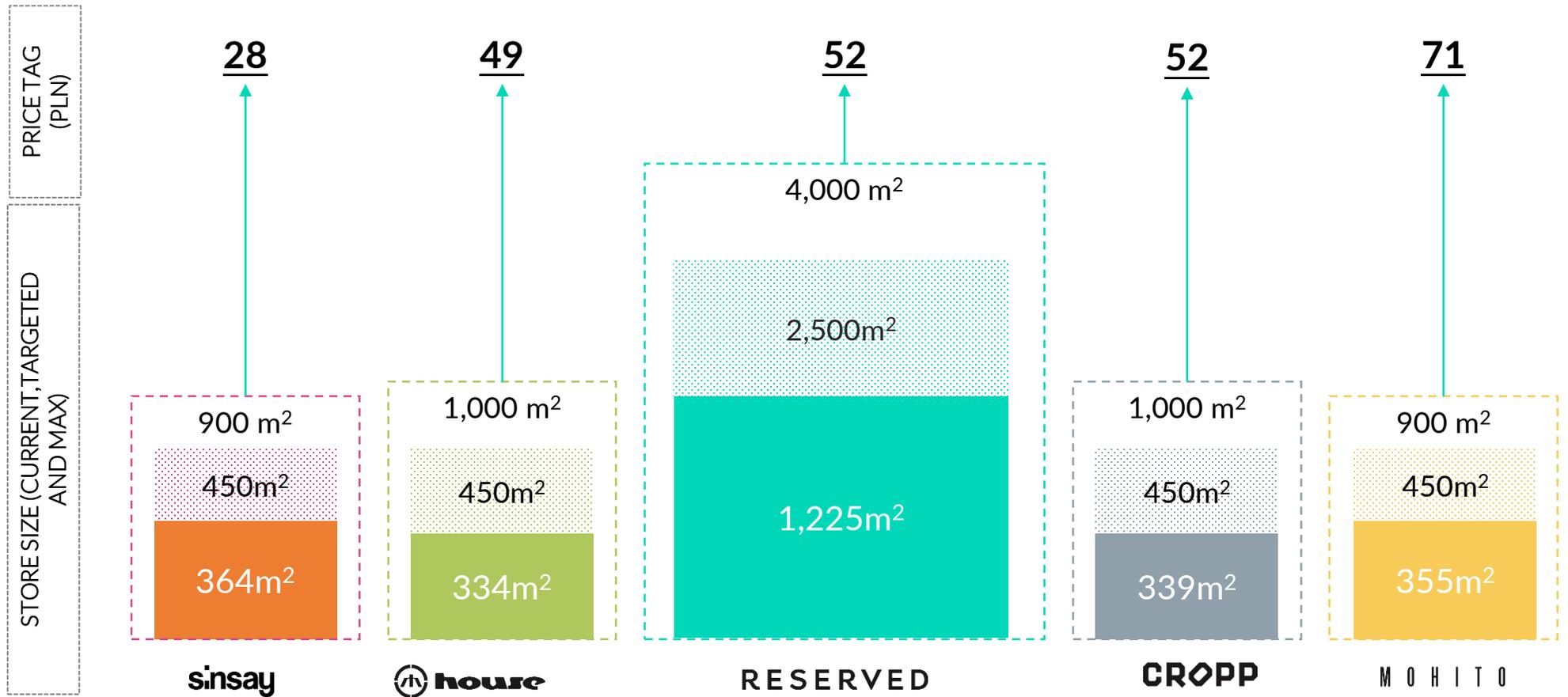
Reserved	562.3	628.9	632.3	12%
Cropp	127.2	132.7	132.9	4%
House	110.6	114.7	114.8	4%
Mohito	103.8	109.5	111.0	7%
Sinsay	84.6	107.4	106.3	26%
Outlets	12.1	11.8	11.8	-2%

BY REGIONS

Poland	514.0	527.4	529.6	3%
Europe	232.8	285.3	286.4	23%
CIS	247.3	284.1	285.9	16%
ME	6.6	8.4	7.3	11%
TOTAL	1,000.6	1,105.1	1,109.1	11%

- 11% YoY floorspace growth in 2018.
- Reserved stores in 23 countries at the end of 2018.
- 3 new markets in 2018:
 - Kazakhstan and Slovenia (own stores),
 - Israel (franchise stores).
- 2018 target:
 - selective development in Poland,
 - acceleration of growth in Europe (emphasis on South-Eastern Europe),
 - further development in the CIS region,
 - return to growth in the Middle East.
- Planned 2018 capex at c. PLN 520m, up c. 18% YoY. Planned store capex at PLN 350m, HQs outlays at PLN 95m and IT and logistics outlays at PLN 75m.

Store upgrades to continue



We plan to continue to gradually enlarge the average size of stores of all our brands so as to accommodate room for more comprehensive collections.

Continuation of e-commerce growth

E-commerce in Ukraine in 2H18.

2018 target:
100%
YoY revenue growth.

PLN 720m
e-commerce revenues in 2018.



2018 outlook

2018 TARGETS

- Continuation of double-digit revenue growth due to floorspace development and e-commerce.
- Group's gross profit margin should be between 54-55% (higher YoY).
- Net cash to continue.

OPPORTUNITIES

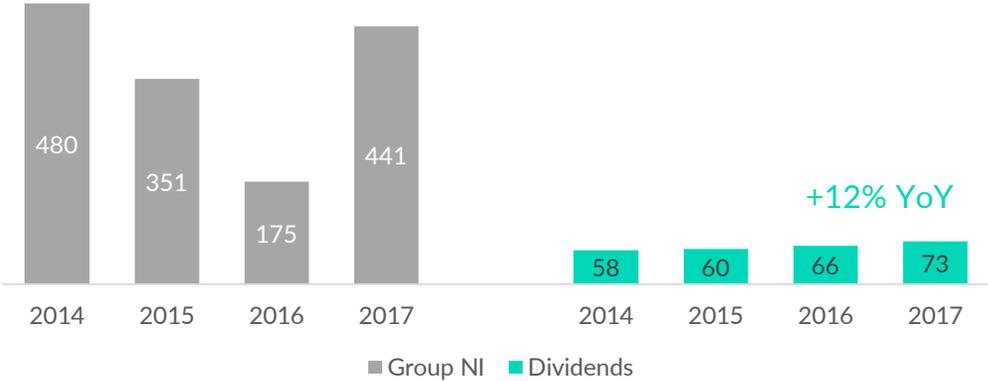
- LPP's stores in new countries.
- Dynamic e-commerce growths.

RISKS

- Unfavourable FX trends on US\$, EUR and RUB in relation to PLN.
- Ban on trade on Sundays (18% of Polish revenues).

A growing dividend

DIVIDEND VERSUS NET PROFIT
(PLN m)



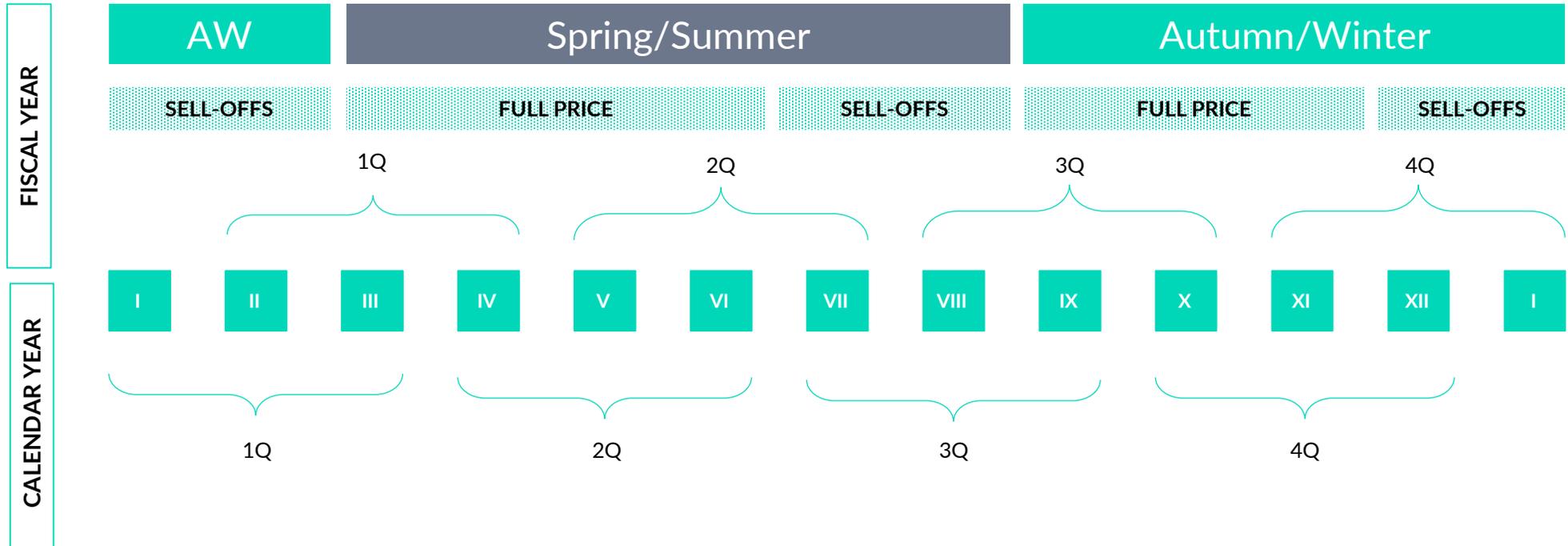
Dividend date
24 August 2018

Payment date
14 September 2018

Dividend shown under the year from which it is paid, not under the year, in which it is paid out.

- Management recommends LPP’s Supervisory Board and the General Meeting paying out PLN 73.3m in dividends from 2017 profits. AGM is to take place on 25th May 2018.
- The amount is 12% higher YoY and 17% of the consolidated audited profit of 2017.
- The proposal translates into a dividend per share of PLN 40.00 and will not change if the supervisory board offers 117 stock option plan shares to employees.

Change in fiscal year



The aim behind the planned fiscal year change is to align the fiscal year with the fashion seasons (collection assessment, lower seasonality).

2019 fiscal year will have 13 months.

First 12-month fiscal year after the change starting February 2020.



RESERVED

Q&A



Back-up

Network development

Floorspace (ths m2)	31.03.2016	30.06.2016	30.09.2016	31.12.2016	31.03.2017	30.06.2017	30.09.2017	31.12.2017	31.03.2018
Reserved	467.1	473.8	487.2	509.1	510.7	520.8	526.8	562.3	561.0
Poland	230.9	235.1	232.0	248.7	245.9	247.4	247.9	266.8	264.9
Europe	124.0	127.2	140.0	144.1	147.7	151.3	157.6	160.8	162.2
CIS	104.6	103.9	107.7	108.7	109.5	114.0	114.7	128.1	127.3
ME	7.6	7.6	7.6	7.6	7.6	8.2	6.6	6.6	6.6
Cropp	115.4	117.8	116.7	120.4	120.1	121.9	121.4	127.2	127.7
Poland	63.6	65.2	63.0	65.3	65.1	66.5	64.9	65.7	65.7
Europe	20.2	20.6	21.0	21.2	21.0	20.8	21.2	22.3	22.1
CIS	31.6	31.9	32.8	34.0	34.0	34.7	35.3	39.3	39.8
House	100.5	104.8	103.8	105.7	102.9	106.6	105.6	110.6	110.9
Poland	62.9	65.4	63.1	64.9	62.4	65.1	64.0	65.0	64.9
Europe	15.5	16.4	16.8	16.4	16.2	16.2	16.2	17.1	17.2
CIS	22.0	23.1	23.9	24.3	24.3	25.4	25.4	28.6	28.7
Mohito	94.9	95.9	97.6	99.1	97.8	99.3	98.5	103.8	103.4
Poland	52.5	51.8	52.4	53.4	51.7	52.6	52.1	53.0	52.3
Europe	16.5	17.7	18.1	18.1	18.1	18.1	18.1	19.7	20.1
CIS	25.9	26.3	27.1	27.7	28.0	28.6	28.4	31.1	31.0
Sinsay	60.5	63.1	65.2	69.8	69.8	72.5	76.0	84.6	85.8
Poland	43.9	44.5	45.5	48.6	48.6	49.0	50.9	53.2	53.3
Europe	8.0	8.8	9.2	9.7	9.7	10.4	10.9	12.8	13.1
CIS	8.6	9.8	10.5	11.5	11.5	13.1	14.2	18.7	19.4
Tallinder (Poland only)	2.9	3.7	3.7	4.1	0.0	0.0	0.0	0.0	0.0
Outlets	13.8	13.8	13.8	12.6	12.6	12.6	11.6	12.1	12.1
Total by regions									
Poland	468.3	477.4	471.2	496.6	485.3	492.1	490.5	514.0	511.5
Europe	184.4	190.8	205.2	209.5	212.8	216.9	224.1	232.8	235.0
CIS	194.7	196.9	204.0	207.0	208.2	216.5	218.7	247.3	247.8
ME	7.6	7.6	7.6	7.6	7.6	8.2	6.6	6.6	6.6
TOTAL	855.0	872.7	888.0	920.7	913.9	933.7	939.9	1,000.6	1,000.9

2018 network development details

Floorspace (ths m2)	31.12.2017	31.12.2018	Nom. growth	YoY growth
Reserved	562.3	632.3	70.1	12%
Poland	266.8	275.8	9.0	3%
Europe	160.8	200.3	39.5	25%
CIS	128.1	149.0	20.9	16%
ME	6.6	7.3	0.7	11%
Cropp	127.2	132.9	5.6	4%
Poland	65.7	65.3	-0.4	-1%
Europe	22.3	25.0	2.7	12%
CIS	39.3	42.6	3.3	8%
House	110.6	114.8	4.1	4%
Poland	65.0	66.5	1.5	2%
Europe	17.1	18.8	1.6	10%
CIS	28.6	29.5	1.0	3%
Mohito	103.8	111.0	7.2	7%
Poland	53.0	53.3	0.3	0%
Europe	19.7	25.4	5.8	29%
CIS	31.1	32.3	1.2	4%
Sinsay	84.6	106.3	21.7	26%
Poland	53.2	59.2	6.0	11%
Europe	12.8	16.8	4.0	31%
CIS	18.7	30.4	11.7	63%
Outlets	12.1	11.8	-0.3	-2%
Polska	10.3	9.5	-0.8	-8%
Europa	0.2	0.2	0.0	0%
CIS	1.6	2.1	0.6	38%
TOTAL	1,000.6	1,109.1	108.5	11%

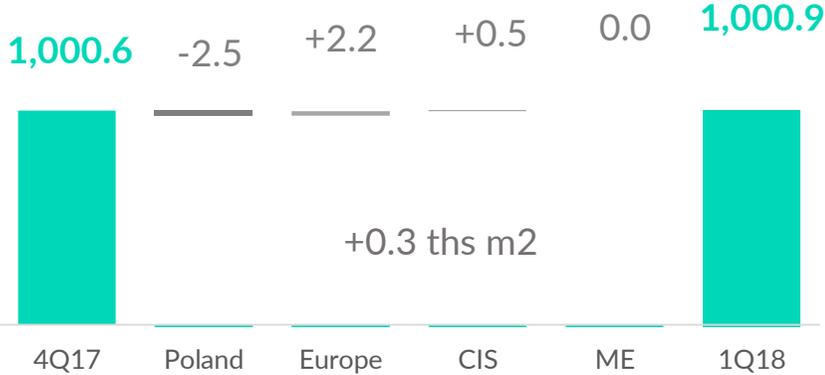
No. of STORES	31.12.2017	31.12.2018	Nom. growth	YoY growth
Reserved	468	471	3	1%
Poland	232	218	-14	-6%
Europe	119	131	12	10%
CIS	111	115	4	4%
ME	6	7	1	17%
Cropp	381	369	-12	-3%
Poland	211	196	-15	-7%
Europe	69	69	0	0%
CIS	101	104	3	3%
House	333	327	-6	-2%
Poland	205	197	-8	-4%
Europe	52	54	2	4%
CIS	76	76	0	0%
Mohito	294	298	4	1%
Poland	160	153	-7	-4%
Europe	53	64	11	21%
CIS	81	81	0	0%
Sinsay	233	279	46	20%
Poland	152	163	11	7%
Europe	33	57	24	73%
CIS	48	59	11	23%
Outlets	34	31	-3	-9%
Poland	30	26	-4	-13%
Europe	1	1	0	0%
CIS	3	4	1	33%
TOTAL	1,743	1,775	32	2%

Changes in 1Q18 floorspace

CHANGE IN FLOORSPACE BY BRANDS
(ths m2)



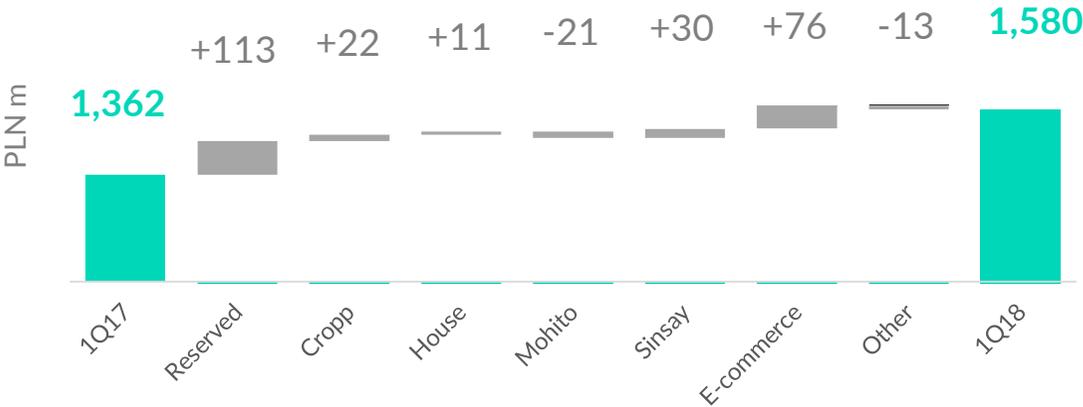
CHANGE IN FLOORSPACE BY REGIONS
(ths m2)



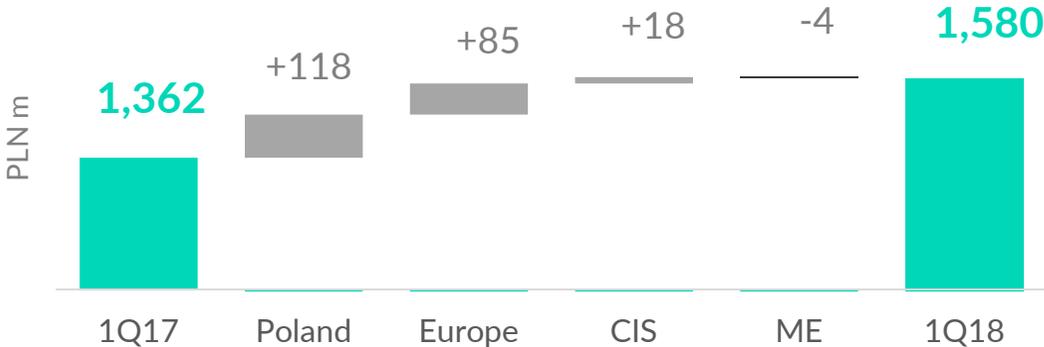
- Further network optimization in 1Q18 - closing down of smaller stores, whose rental agreements expired, especially in Poland and in the Reserved brand.
- Sinsay’s dynamic development of - first store in Bulgaria and Belarus.
- Focus on new openings in Belarus and Bulgaria - stores of all brands present at the end of 1Q18.

1Q18 revenue growth contributors

REVENUE GROWTH BY BRANDS



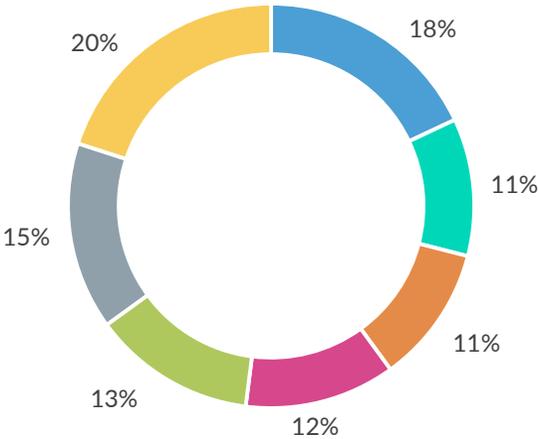
REVENUE GROWTH BY REGIONS



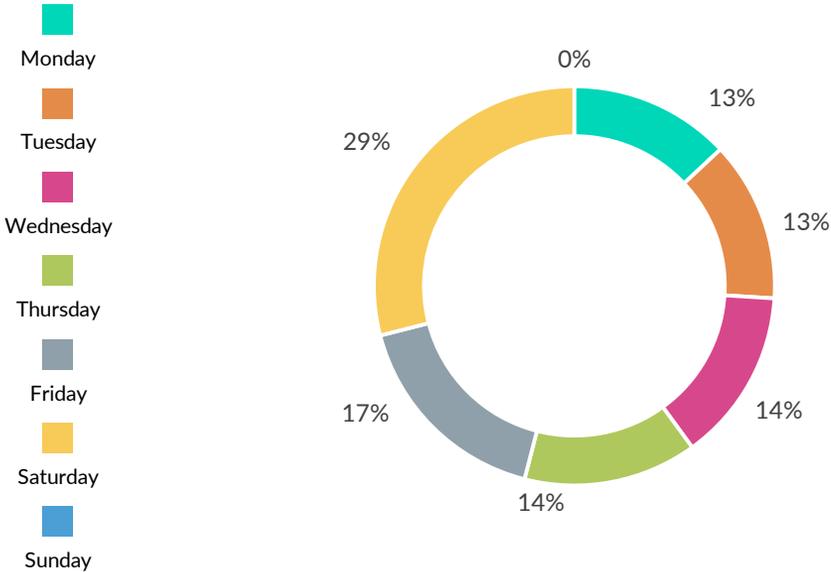
PLN m	1Q17	1Q18	YoY
LPP GROUP	1,362.3	1,580.4	16.0%
Reserved PL	295.9	367.9	24.3%
Reserved EX	318.4	359.6	12.9%
Cropp PL	93.8	104.1	10.9%
Cropp EX	94.7	106.1	12.1%
House PL	101.6	107.1	5.4%
House EX	56.9	62.7	10.1%
Mohito PL	95.2	86.9	-8.8%
Mohito EX	88.4	75.5	-14.6%
Sinsay PL	81.4	95.9	17.8%
Sinsay EX	30.8	46.2	50.2%
E-commerce	54.9	130.9	138.5%
Other	50.2	37.5	-25.3%

Impact of closed Sunday stores on revenues

DAYS OF THE WEEK REVENUE SPLIT
FEBRUARY – SEPTEMBER 2017



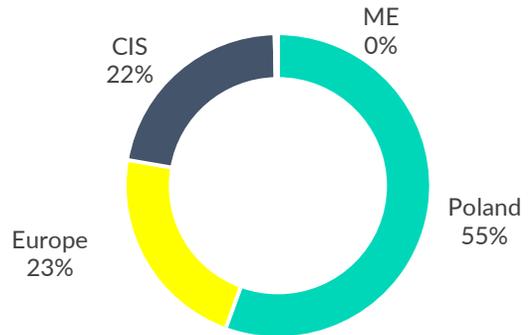
DAYS OF THE WEEK SPLIT IN 2018 WEEKS
WHEN STORES ARE CLOSED ON SUNDAY



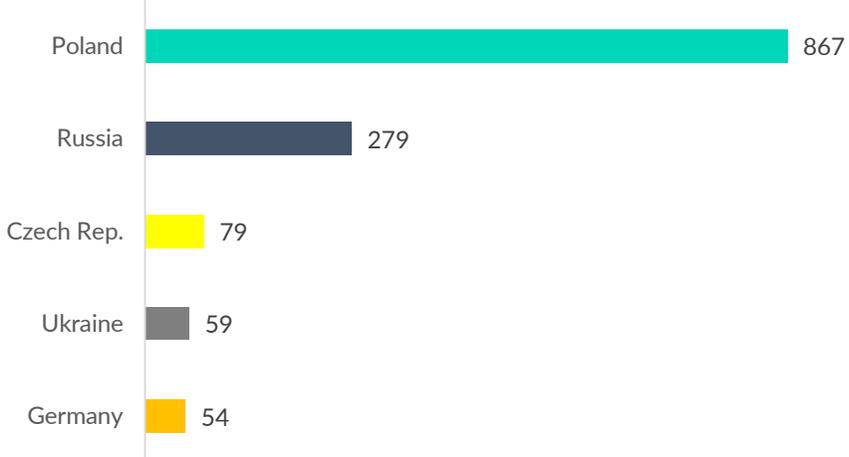
In weeks when stores are closed on Sunday, demand shifts to Saturdays.
In March 2018, the trade ban was effective for 2 Sundays in Poland,
while in April 2018 for 4 Sundays.

Revenue and COGS split

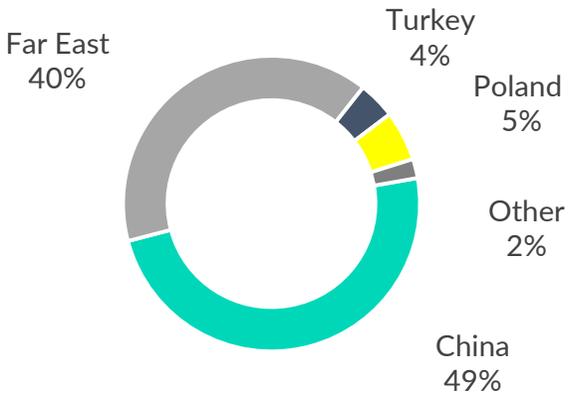
1Q18 REVENUES BY REGIONS
(PLN m)



TOP5 REVENUES BY COUNTRIES IN 1Q18
(PLN m)



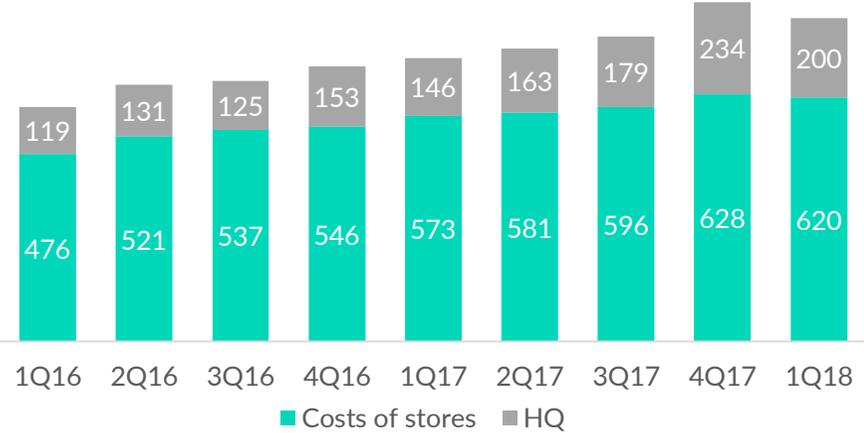
1Q18 PURCHASES BY REGIONS
(PLN m)



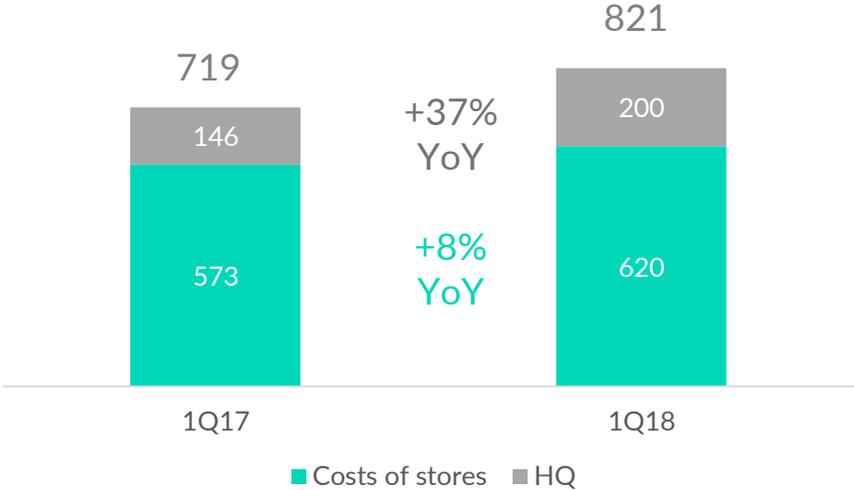
Poland remains our most important market.

Costs of stores and HQs

SG&A COSTS
(PLN m)



SG&A COSTS
(PLN m)



- Costs of stores encompass costs of own stores (rentals, personnel and other) as well as costs of franchise stores in Poland. Stores in the Middle East and Belarus do not have any material effect on SG&A costs.
- Costs of stores → YoY growth in 1Q18 due to higher YoY floorspace.
- HQ costs → YoY growth in 1Q18 due to further e-commerce development, logistics expansion, higher marketing costs and on-line advertising.

1Q18 other operating and net financial lines

OTHER OPERATING ACTIVITY

PLN m	1Q17	1Q18
OTHER OPERATING REVENUES	7.8	6.2
Inventory excess	3.6	4.6
Gain on sale of assets, write-ups	4.1	0.2
OTHER OPERATING COSTS	18.2	16.3
Write-offs	0.0	1.4
Inventory losses	11.9	11.7
Donations and other	3.7	2.4
OTHER OPERATING ACTIVITY	-10.4	-10.1

Lower other operating revenues due to lack write-offs reversal in 1Q18. A stable level of other operating costs.

NET FINANCIAL ACTIVITY

PLN m	1Q17	1Q18
FINANCIAL REVENUES	1.7	17.1
FX gains	0.4	16.2
Interest	1.3	0.9
FINANCIAL COSTS	4.2	2.5
FX losses	0.0	0.0
Interest	3.4	1.6
Fees and charges	0.8	0.9
NET FINANCIAL ACTIVITIES	-2.5	14.5

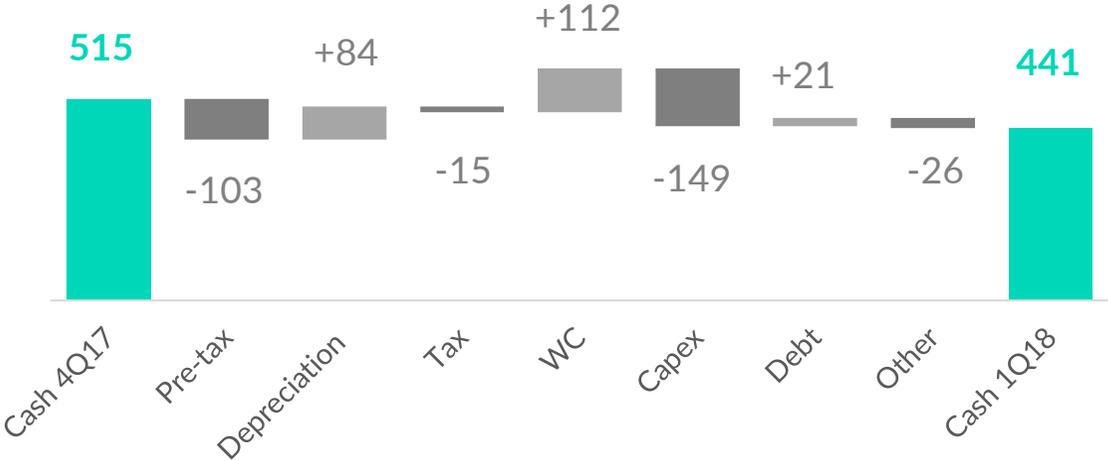
PLN 16.2m of FX gains (1Q17: PLN 0.4m gains), out of which PLN 5.4m of losses on ruble and hryvna (1Q17: PLN 5.0m losses), PLN 20m gains on US\$ (1Q17: PLN 16.6m gains) and PLN 1.4m gains on other currencies (EUR, RON, HUF, CZK).

Historical quarterly numbers

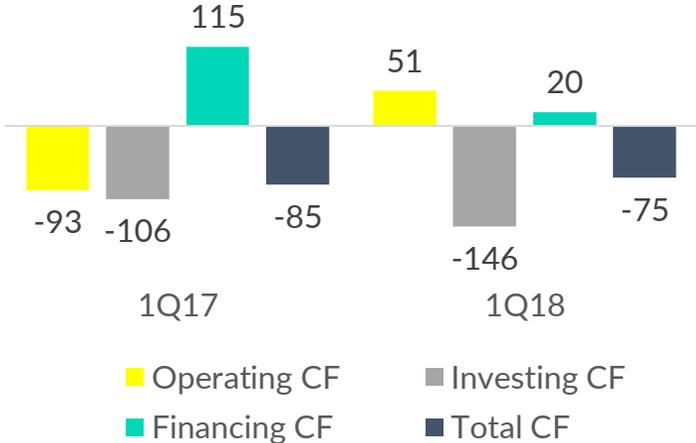
PLN m	2Q16	2Q17	3Q16	3Q17	4Q16	4Q17	1Q17	1Q18	YoY
Revenues	1,502.4	1,705.4	1,488.4	1,812.8	1,853.4	2,148.9	1,362.3	1,580.4	16.0%
Gross profit on sales	749.7	964.4	700.6	888.7	941.7	1,246.3	620.6	712.8	14.9%
Gross profit margin	49.9%	56.5%	47.1%	49.0%	50.8%	58.0%	45.6%	45.1%	-0.5p.p.
SG&A costs	651.7	743.8	662.2	775.0	699.6	861.9	719.2	820.5	14.1%
Other operating line	-11.6	-13.0	-33.6	-10.6	-43.0	-7.7	-10.4	-10.1	
EBIT	86.5	207.6	4.8	103.1	199.1	376.7	-109.0	-117.7	N/M
EBIT margin	5.8%	12.2%	0.3%	5.7%	10.7%	17.5%	-8.0%	-7.4%	0.6p.p.
Net financial activity	2.4	1.4	-8.0	11.2	-21.7	-24.9	-2.5	14.5	
Pre-tax profit	88.9	209.0	-3.2	114.3	177.4	351.9	-111.5	-103.2	
Tax	-0.9	35.8	3.2	29.3	20.4	52.3	5.5	1.6	
Net income	89.8	173.3	-6.5	85.1	157.0	299.5	-117.0	-104.8	N/M
Net income margin	6.0%	10.2%	-0.4%	4.7%	8.5%	13.9%	-8.6%	-6.6%	2.0p.p.

Cash flows

1Q18 CASH GENERATION
(PLN m)



1Q18 CASH FLOWS
(PLN m)



- Operating cash flow → freeing up inventory in the quarter and conversion of receivables into cash (from customers' credit cards).
- Investing cash flow → higher YoY capex, purchases and redemptions of investment funds.
- Financing cash flows → lower usage of debt due to strong operating cash flows.
- PLN 1.4bn in open credit lines used for letters of credits, guarantees and overdrafts

Balance sheet increasingly strong

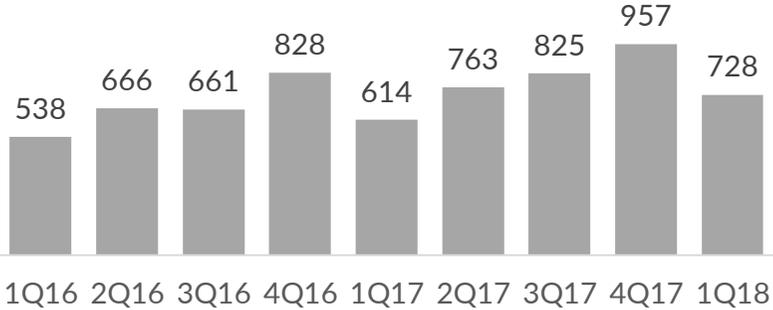
PLN m	31.03.2017	31.12.2017	31.03.2018
Non-current assets	1,874.6	2,036.7	2,043.8
fixed assets	1,338.0	1,471.9	1,480.1
intangibles (inc. goodwill)	334.2	351.2	354.7
Current assets	1,855.9	2,287.1	2,163.8
inventory	1,251.4	1,472.5	1,402.9
trade receivables	154.8	199.6	175.2
cash and equivalents	280.4	514.8	440.9
Total assets	3,730.5	4,323.8	4,207.7
Equity	2,016.4	2,443.4	2,340.4
Long-term liabilities	305.0	320.0	317.9
interest bearing debt	181.8	141.8	128.5
Short-term liabilities	1,409.1	1,560.4	1,549.3
trade liabilities	881.9	1,322.6	1,296.3
interest bearing debt	446.2	56.5	91.2
Total liabilities	3,730.5	4,323.8	4,207.7

- YoY growth in fixed assets due to network development and investments in HQs.
- Higher YoY intangibles, due to investments in concept stores of five brands and IT outlays.
- YoY growth in receivables due to sell-off of inventory, but QoQ decrease.
- YoY increase in receivables results from a larger scale of business, and QoQ decline results from the conversion of card transactions made at the end of the year into cash.
- YoY growth in trade liabilities, fall in short-term debt due to new supply chain financing policy.

RESERVED

CUSTOMER	Women, men and children.
YEAR OF LAUNCH	1998
BRAND CONCEPT	An anchor brand with a broad customer base and wide range of collections.
STORE CONCEPT	Lack of dedicated zones allows for a smooth transition between women, men and children areas. Wide, open and transparent storefront coupled with comfortable, large and spacious fitting rooms.
MARKETING	Advertised by international stars (Cindy Crawford, Kate Moss, Georgia May Jagger, Brooklyn Beckham).

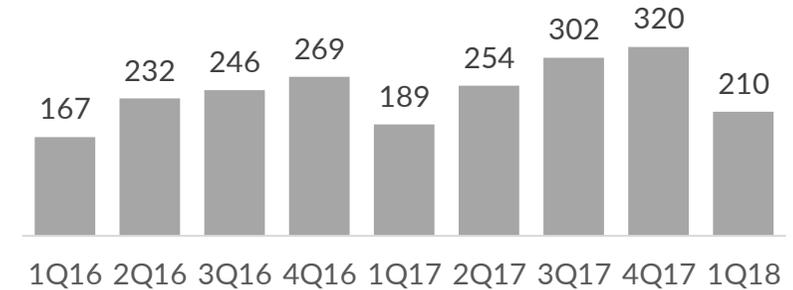
REVENUES (PLN m)



	1Q17	1Q18	YoY
Number of stores	455	458	+ 3
Floorspace (ths m2)	510.7	561.0	10%
Average store space (m2)	1,122	1,225	9%
Average monthly sales (PLN/m2)	411	444	8%

CUSTOMER	Teenagers – boys and girls.
YEAR OF LAUNCH	2004
BRAND CONCEPT	A casual streetwear brand.
STORE CONCEPT	The shopping space is designed in the form of squat, garage and industrial halls. Stores encompass special relax zones with PlayStation and tablets with WiFi. Shop window displays are equipped with modern multimedia.
MARKETING	Partner of events for artists and street art.

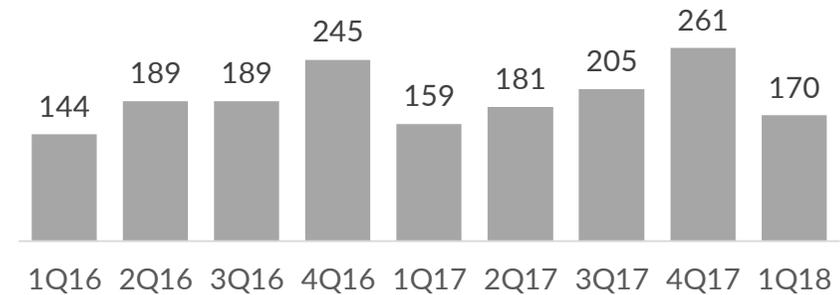
REVENUES (PLN m)



	1Q17	1Q18	YoY
Number of stores	376	377	+ 1
Floorspace (ths m2)	120.1	127.7	6%
Average store space (m2)	319	339	6%
Average monthly sales (PLN/m2)	525	559	6%

CUSTOMER	Teenagers (boys and girls) who like brave fashion choices.
YEAR OF LAUNCH	2001 (in LPP's Group since 4Q08).
BRAND CONCEPT	Urban fashion brand with folk and vintage elements.
STORE CONCEPT	The interior of the store is inspired by music instruments and possesses many music and art related details. A fresh look is obtained by usage of wooden elements and glass & metal lamps.
MARKETING	Participates in multiple artistic events (especially music related). Communication is based on insights and humour.

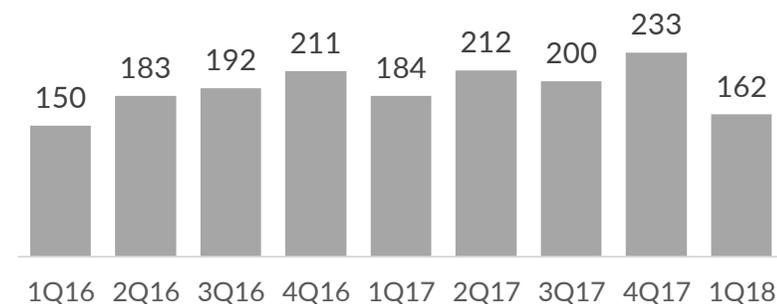
REVENUES (PLN m)



	1Q17	1Q18	YoY
Number of stores	321	332	+ 11
Floorspace (tho m2)	102.9	110.9	8%
Average store space (m2)	321	334	4%
Average monthly sales (PLN/m2)	512	519	1%

CUSTOMER	Young women.
YEAR OF LAUNCH	2008 (in LPP's Group since 4Q08)
BRAND CONCEPT	A brand that combines comfort and elegance for business and informal meetings.
STORE CONCEPT	Concept relates to elegance and beauty. The centre of the store is bright and is surrounded by a darker environment.
MARKETING	Anja Rubik created a limited collection for AW14/15. Zuzanna Bijoch was the face of AW15/16 collection. Top-model Anna Jagodzińska advertised SS16 collection, while Magdalena Frąckowiak the AW16/17 collection.

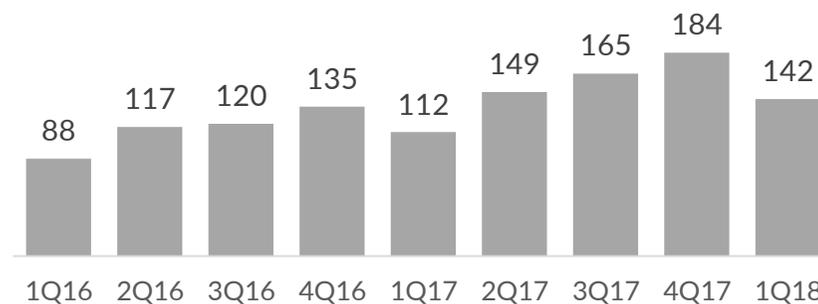
REVENUES (PLN m)



	1Q17	1Q18	YoY
Number of stores	285	291	+ 6
Floorspace (ths m2)	97.8	103.4	6%
Average store space (m2)	343	355	4%
Average monthly sales (PLN/m2)	622	529	-15%

CUSTOMER	Teenagers – girls only.
YEAR OF LAUNCH	2013
BRAND CONCEPT	Clothes for every day inspirations and original party outfits. The brand stands out for original T-shirts with extraordinary prints.
STORE CONCEPT	Fresh and edgy interiors yet monochromatic to differentiate from colourful clothes sold. Selling area divided into black and white parts.
MARKETING	Focus on social media. The brand co-operates with young fashion influencers and models. Last year Karolina Pisarek and Aleksandra Kowalska were the brand's faces.

REVENUES (PLN m)



	1Q17	1Q18	YoY
Number of stores	198	236	+ 38
Floorspace (ths m2)	69.8	85.8	23%
Average store space (m2)	352	364	3%
Average monthly sales (PLN/m2)	536	563	5%

Glossary

Poland	Retail sales in Poland and other sales of LPP SA.
CEE	Region including: Czech Republic, Slovakia, Hungary.
Baltic	Region including: Lithuania, Latvia, Estonia.
CIS	Region including: Russia, Ukraine, Belarus and from 2018 also Kazakhstan.
SEE	Region including: Bulgaria, Romania, Croatia, Serbia, while from 2018 also Slovenia.
WE	Region including Germany and the UK.
ME	Region including: Egypt, Qatar, Kuwait, UAE, while from 2018 also Israel. Until mid-2017 the region also encompassed Saudi Arabia.
Europe	Region including: CEE, Baltic, SEE and WE.
EBITDA	EBIT + depreciation from cash flow statement.
Average monthly revenues/m ²	Revenues of segment or brand / average working total floorspace / 3.
Average monthly costs of own stores/m ²	Quarterly costs of own stores / average working floorspace of own stores (ie. excluding all franchise stores which represent c. 5.5% of the working floorspace) / 3.
Average monthly SG&A PLN/m ²	Quarterly SG&A costs/ average working total floorspace excluding stores located in ME and Belarus / 3.
Inventory/ m ²	End of period group inventory/ total floorspace without foreign franchise stores.



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RESERVED

CROPP

 **house**

MOHITO

sinsay