



2024 RESULT PRESENTATION

WARSAW, 3 APRIL 2025

LPP

sinsay

CROPP

HOUSE

MOHITO

RESERVED

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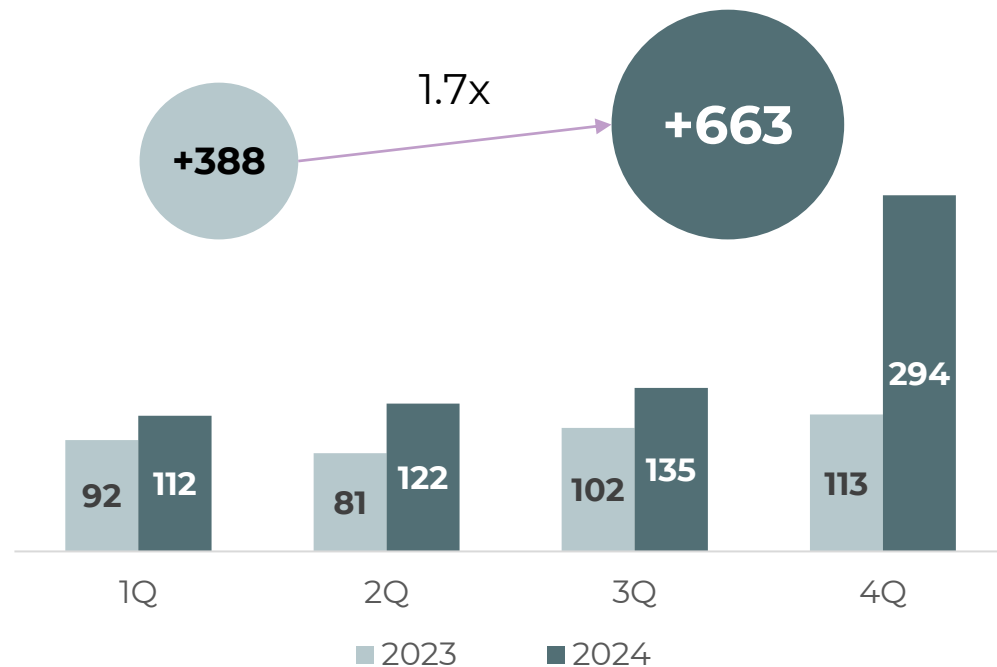
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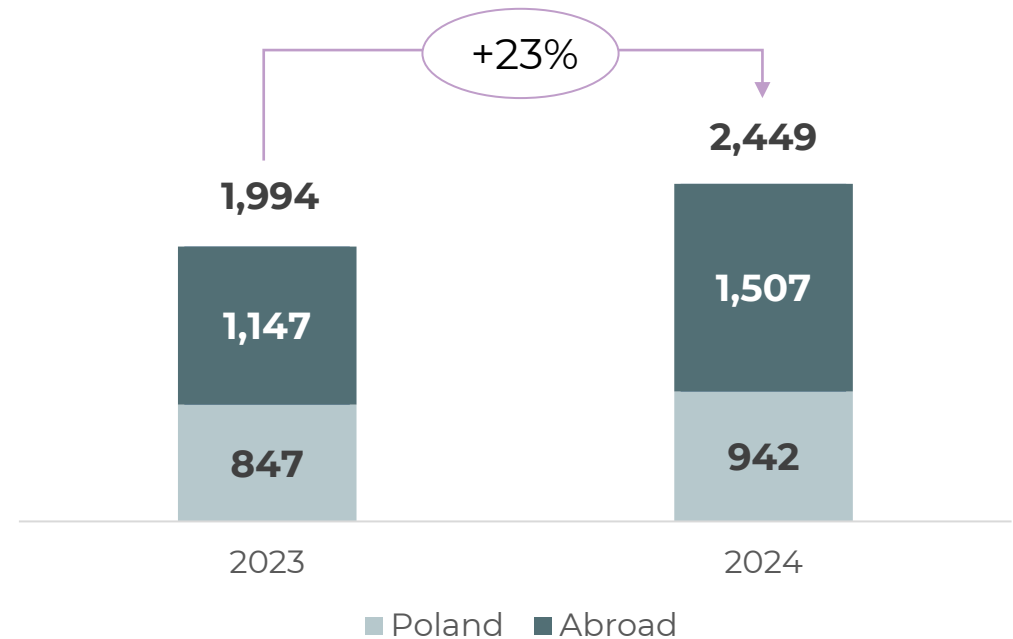
IMPLEMENTATION OF THE AMBITIOUS STORE OPENING PLAN

NUMBER OF STORES OPENED



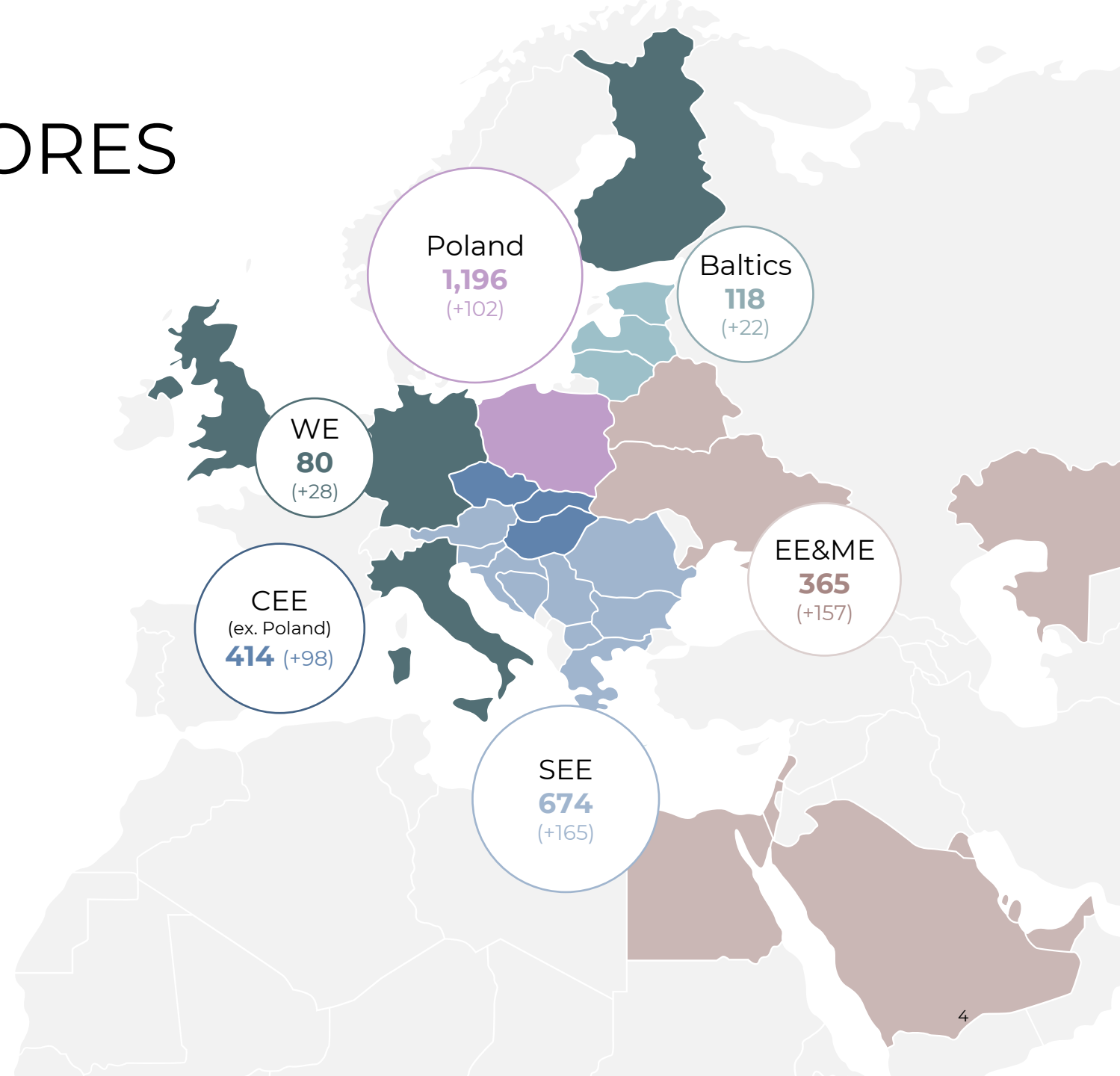
FLOORSPACE

ths. m²



ALMOST 2,850 STORES

| As at 31.01.2025 | No. of stores | YoY |
|------------------|---------------|--------------|
| LPP GROUP | 2,847 | + 572 |
| Sinsay | 1,512 | + 534 |
| Reserved | 361 | 0 |
| Cropp | 373 | + 18 |
| House | 371 | + 18 |
| Mohito | 230 | + 2 |



END OF TRANSITION PERIOD AFTER DIVESTMENT OF BUSINESS IN RUSSIA

AS OF 31 JANUARY 2025 THE FOLLOWING DEVELOPMENTS OCCURRED:

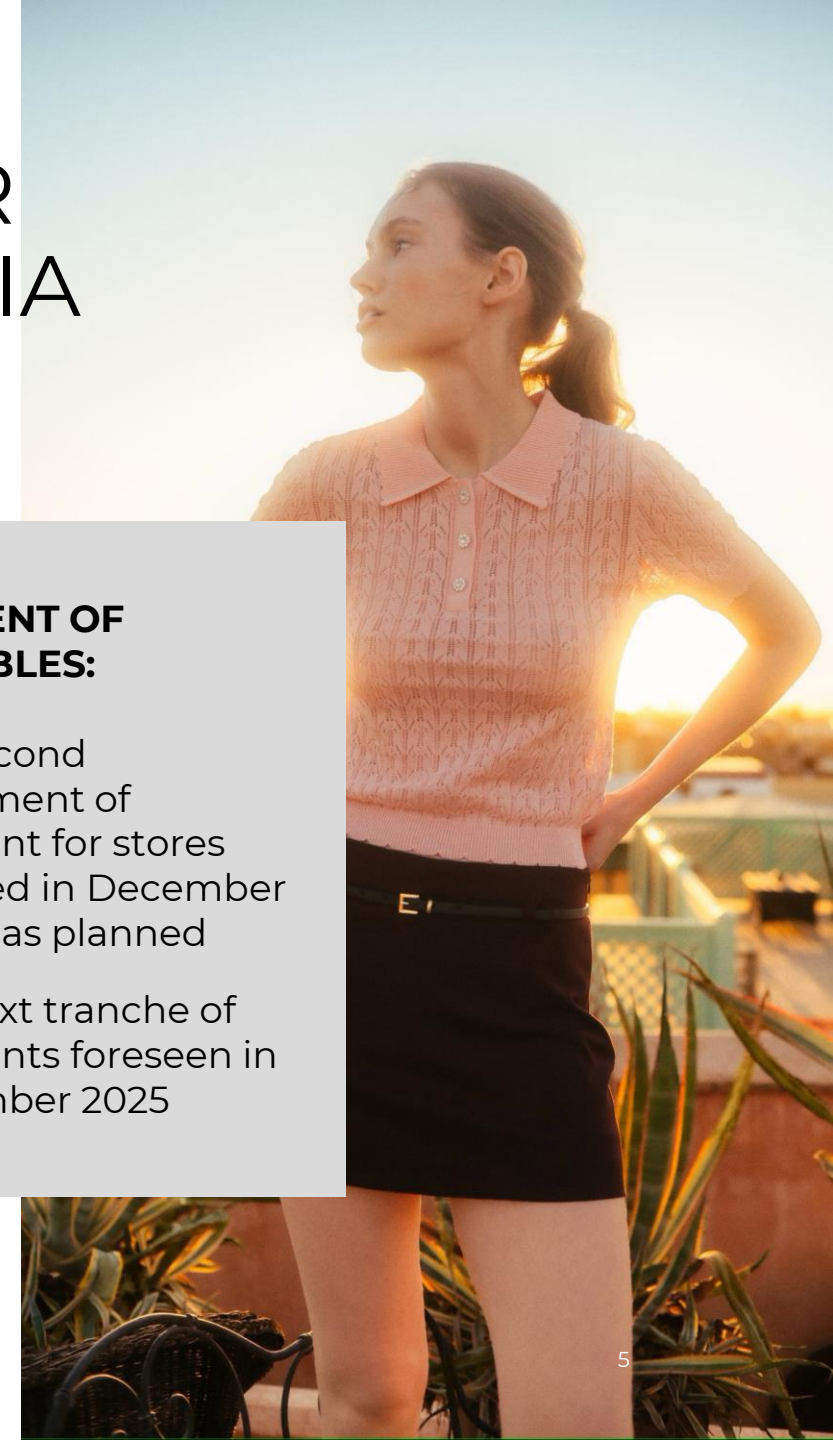
- Full takeover of purchasing and operational responsibilities by the purchasing investor
- expiry of sales to purchasing agents

RECEIVABLES IN THE BALANCE SHEET AS AT 31 JANUARY 2025:

- For the goods delivered within the transition period:
PLN 610 million
- For the company sold as part of divestment:
PLN 326 million

REPAYMENT OF RECEIVABLES:

- The second installment of payment for stores received in December 2024 – as planned
- The next tranche of payments foreseen in December 2025



2024 TARGETS ACCOMPLISHED

| PLN bn | 2023 | 2024 GUIDANCE | 2024 | YoY change |
|----------------------------|-------------|-----------------|--------------|--------------|
| Revenues | | | | |
| GK LPP | 17.41 | 20 – 21 | 20.19 | 16.0% |
| from core business | 16.2 | - | 19.41 | 19.7% |
| Gross profit [%] | 51.5% | 52 – 53% | 53.1% | 1.6pp |
| SG&A % sales | 37.7% | ca. 40% | 40.9% | 3.2pp |
| EBIT | | | | |
| GK LPP | 2.28 | - | 2.42 | 5.8% |
| from core business | 2.04 | - | 2.41 | 18.5% |
| CAPEX | 1.09 | 1.9 | 1.82 | 66.8% |
| including CAPEX for stores | 0.93 | 1.4 | 1.19 | 28.1% |
| Net debt/ EBITDA | 0.9x | safe debt level | 1.0x | - |



POSITIVE OUTLOOK FOR 1Q25

- 23% YoY growth in the Group's revenues in constant currency
- Online sales +32% YoY in constant currency
- Like-for-like sales (LFL) +1.4% YoY

Preliminary estimates for the period from 1 February to 31 March 2025.

BACK-UP

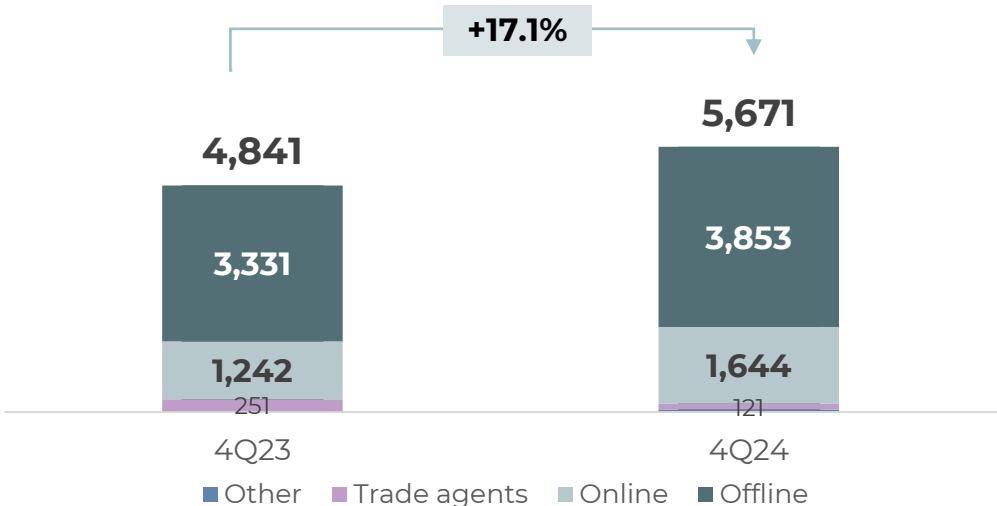
FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

| PLN m, IFRS16 | 4Q23 | 4Q24 | YoY | 2023 | 2024 | YoY |
|-------------------------------------|--------------|--------------|--------------|---------------|---------------|--------------|
| Revenues | 4,841 | 5,671 | 17.1% | 17,406 | 20,194 | 16.0% |
| From core business | 4,590 | 5,550 | 20.9% | 16,218 | 19,407 | 19.7% |
| <i>Gross profit margin on sales</i> | 52.5% | 52.7% | 0.3pp. | 51.5% | 53.1% | 1.6pp. |
| SG&A Costs | 1,837 | 2,331 | 26.9% | 6,565 | 8,259 | 25.8% |
| EBIT | 643 | 662 | 2.9% | 2,283 | 2,415 | 5.8% |
| <i>EBIT margin</i> | 13.3% | 11.7% | -1.6pp. | 13.1% | 12.0% | -1.2pp. |
| EBIT from core business | 533 | 589 | 10.5% | 2,035 | 2,412 | 18.5% |
| Net profit | 484 | 450 | -7.1% | 1,612 | 1,747 | 8.4% |
| EBITDA | 1,013 | 1,134 | 11.9% | 3,666 | 4,104 | 11.9% |

FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

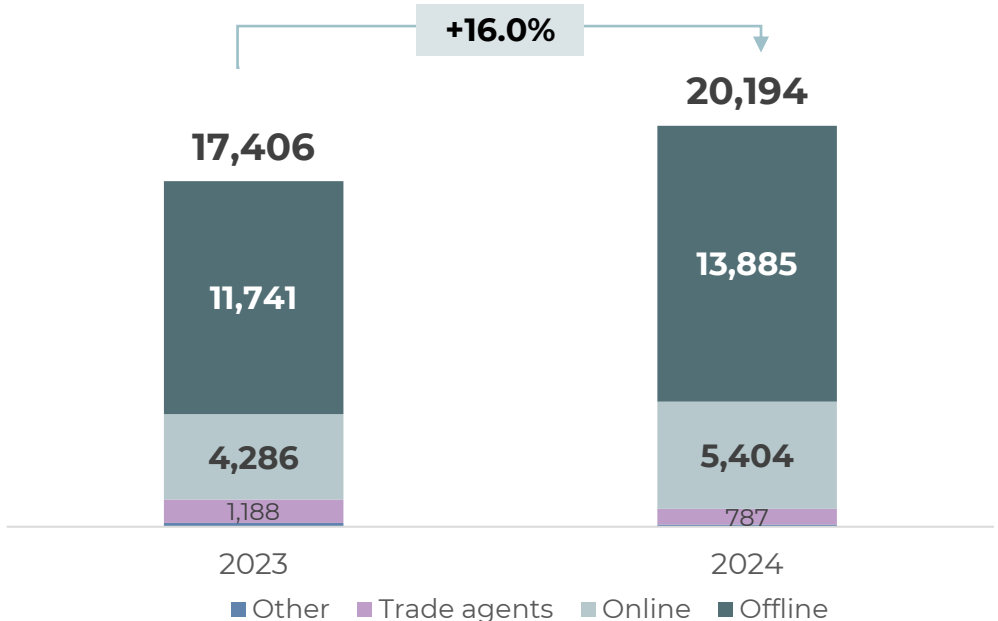
GROUP REVENUES

(4Q24, PLN m)



GROUP REVENUES

(2024, PLN m)



FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

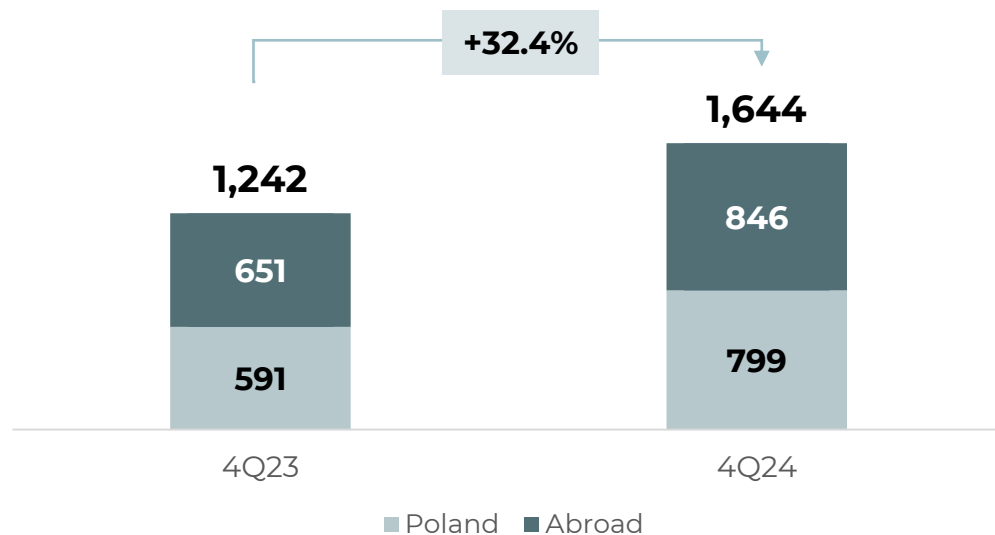
SALES AND FLOORSPACE BY REGION

| | FOORSPACE | | SALES – CORE BUSINESS | | | | | |
|-----------------------------|--------------|--------------|-----------------------|--------------|-------------|---------------|--------------|-------------|
| ths. m ² PLN m | 4Q24 | YoY | 4Q24 | YoY | Share [%] | 2024 | YoY | Share [%] |
| LPP GROUP | 2,449 | 22.8% | 5,550 | 20.9% | 100% | 19,407 | 19.7% | 100% |
| Poland | 942 | 11.3% | 2,431 | 17.4% | 44% | 8,729 | 18.2% | 45% |
| Abroad | 1,507 | 31.3% | 3,118 | 23.8% | 56% | 10,677 | 20.9% | 55% |

FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

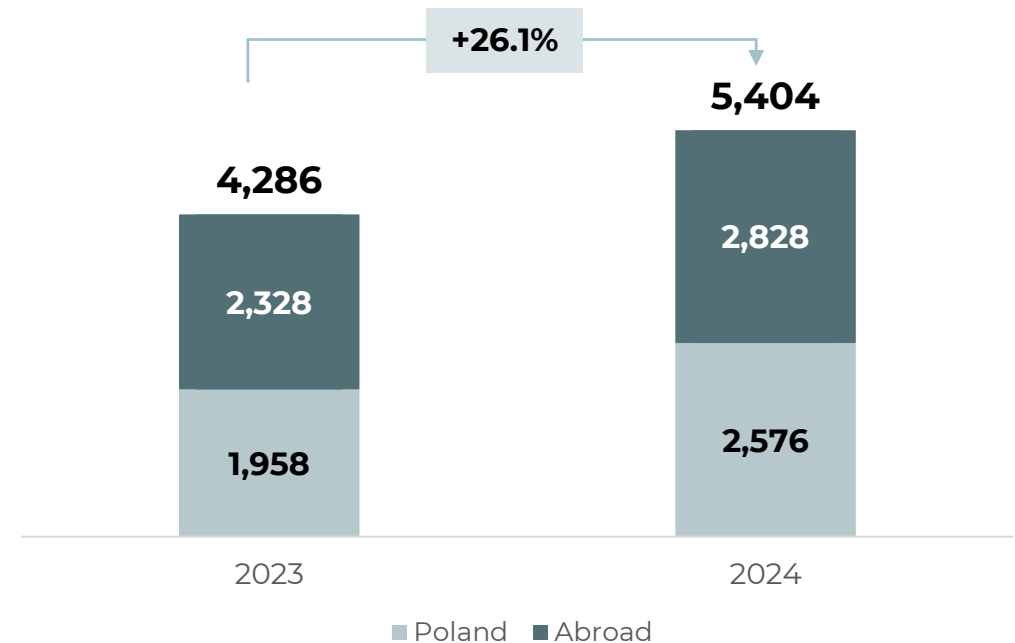
ONLINE BY REGION

(4Q24, PLN m)



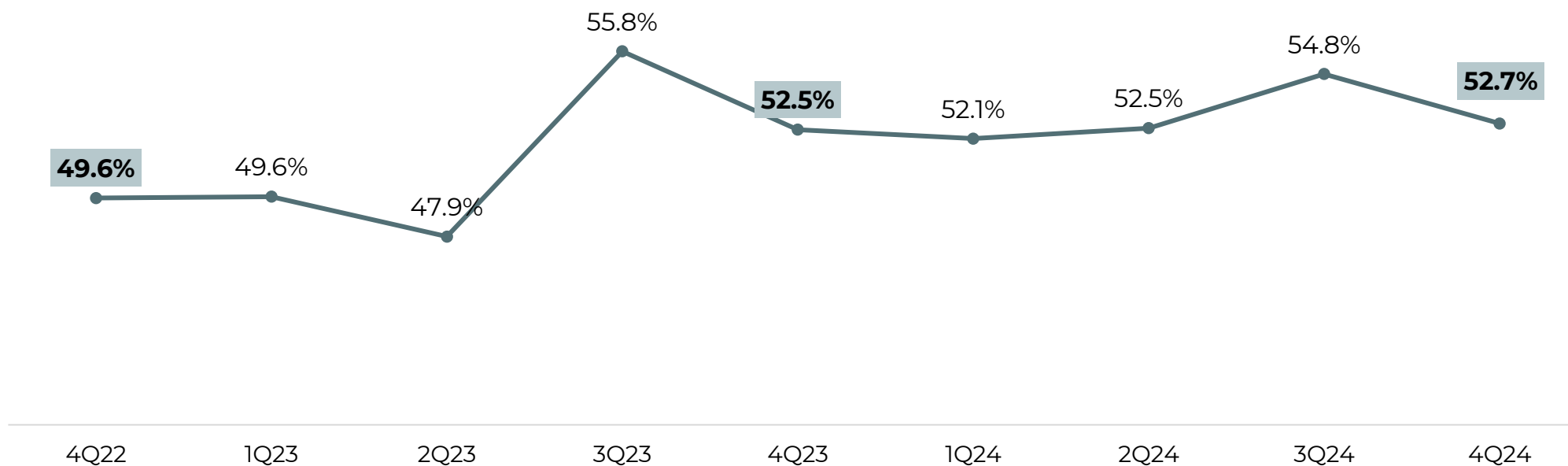
ONLINE BY REGION

(2024, PLN m)



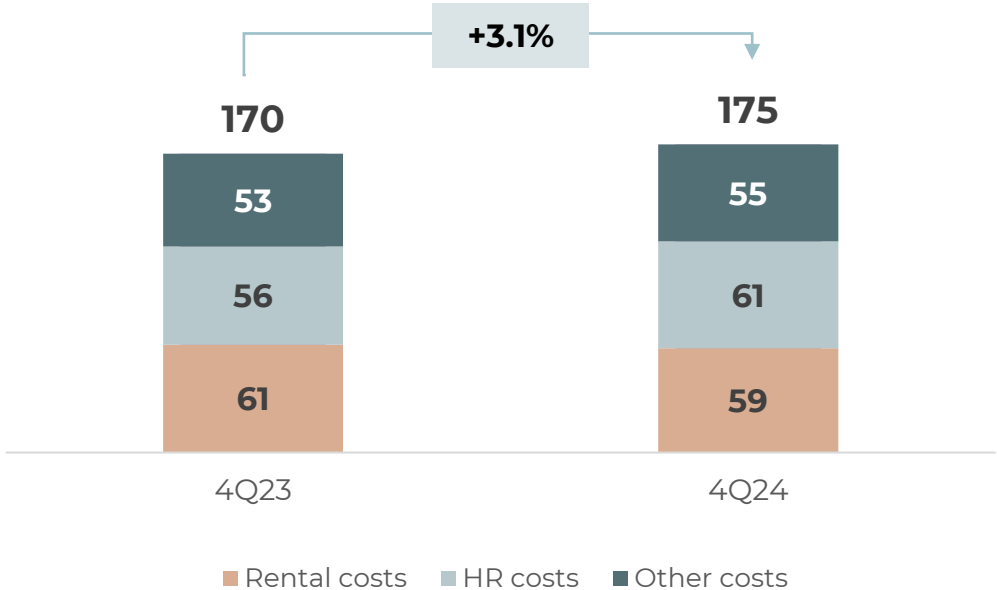
FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

QUARTERLY GROUP GROSS PROFIT MARGIN

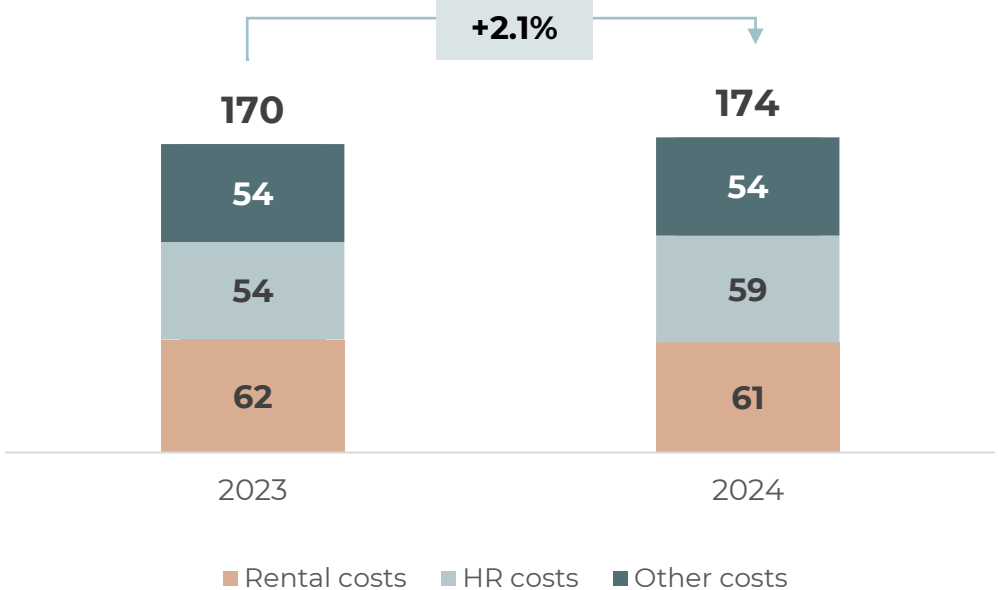


FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

COST OF OWN STORES/ M² (4Q24)

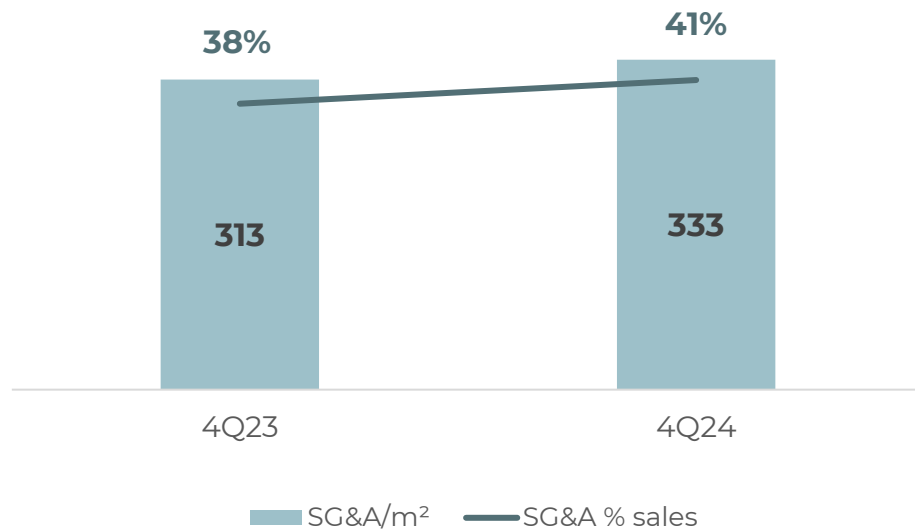


COST OF OWN STORES/ M² (2024)

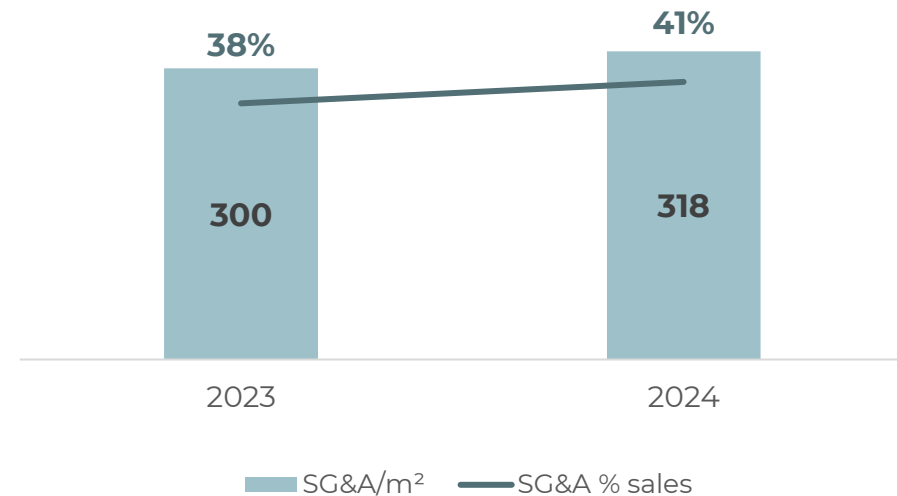


FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

SG&A COSTS/ M²
(4Q24)

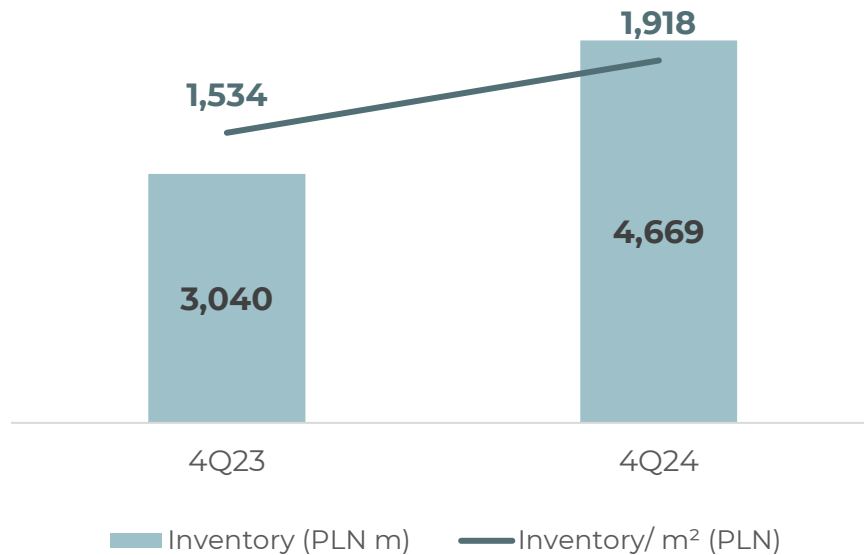


SG&A COSTS/ M²
(2024)



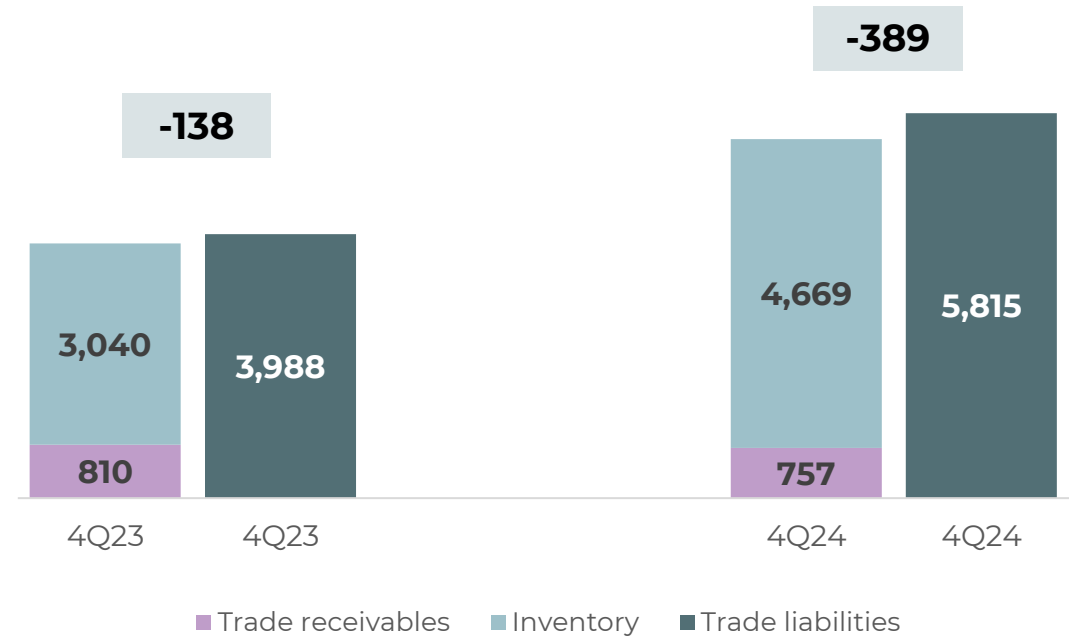
FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

INVENTORY AND INVENTORY/ M²



WORKING CAPITAL

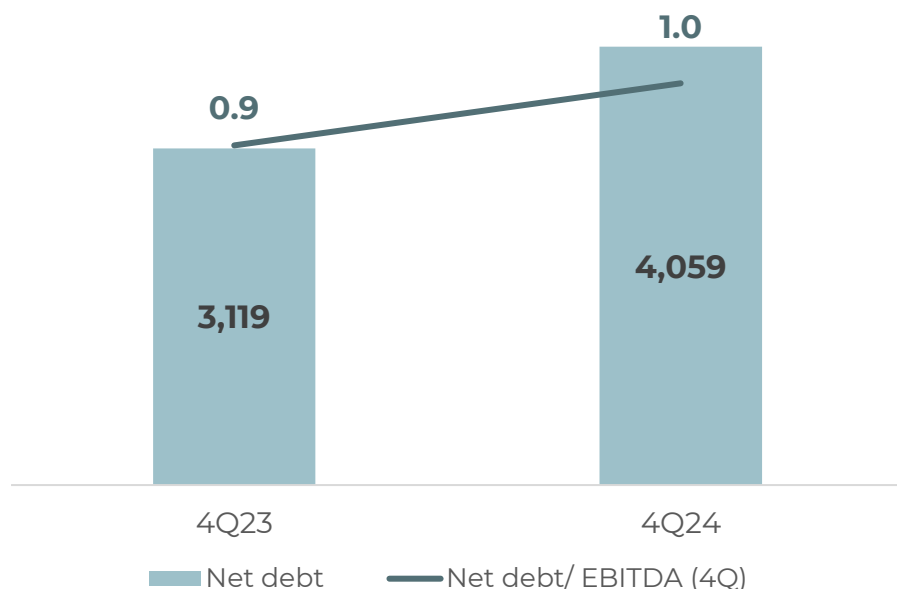
(PLN m)



FINANCIAL RESULTS FOR 4Q24 AND FOR 2024

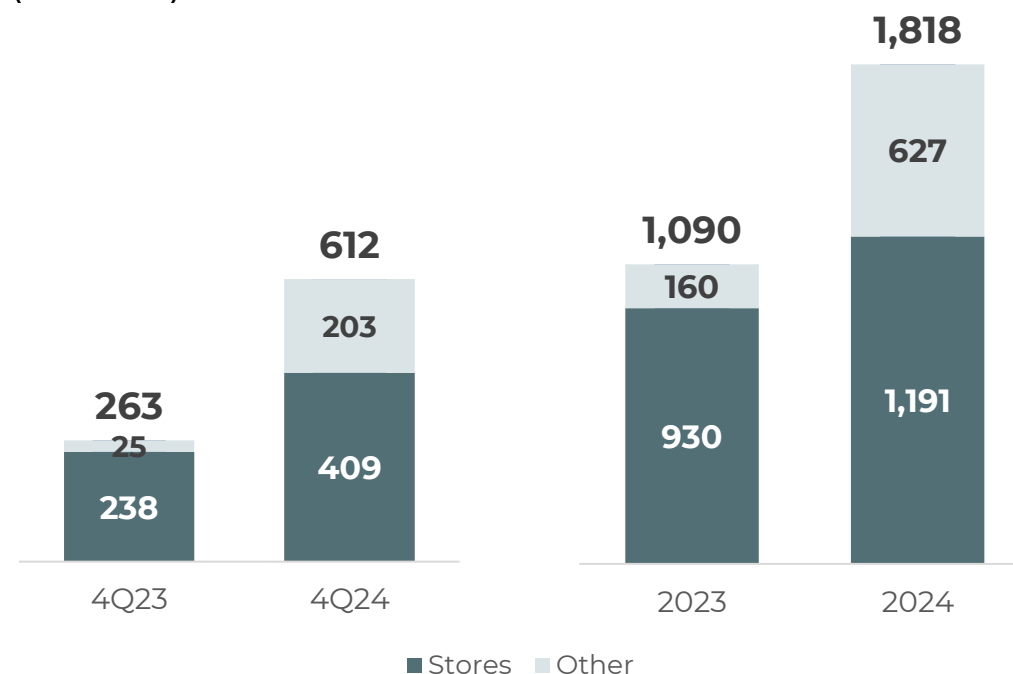
NET DEBT¹

(PLN m, IFRS16)



CAPEX

(PLN m)



¹ including funds deposited in money market funds that are not recognised as cash.

GLOSSARY

| | |
|---|--|
| Poland | Retail sales in Poland and other sales of LPP SA. |
| Other countries | Region including: CEE (Czech Republic, Slovakia, Hungary), Baltic (Lithuania, Latvia, Estonia), SEE (Bulgaria, Romania, Croatia, Serbia, Slovenia, Bosnia and Herzegovina, Northern Macedonia, Greece), WE (Germany, United Kingdom, Finland, Italy), Eastern Europe (Ukraine, Belarus, Kazakhstan) and activity in ME (Egypt, Qatar, Kuwait, United Arab Emirates, Israel, Saudi Arabia, Bahrain). Excl. Sales to Trade agents. |
| Revenues GK LPP | Total revenues of LPP GROUP |
| Omnichannel sales | Total of offline, online sales (excl. other sales and sales to Trade agents). |
| Sales from core business | Total of offline, online and other sales (excl. sales to Trade agents). |
| EBITDA | EBIT + depreciation from cash flow statement. |
| Average monthly revenues/ m² | Quarterly revenues of segment or brand / average working total floorspace/ 3. |
| Average monthly costs of own stores/ m² | Quarterly costs of own stores / average working floorspace of own stores (i.e., excluding all franchise stores which represent ca 1.6% of the working floorspace) / 3. |
| Average monthly SG&A PLN/ m² | Quarterly SG&A costs/ average working total floorspace excluding stores located in ME/ 3. |
| Inventory/ m² | End of period group inventory/ total floorspace without foreign franchise stores. |
| Cash turnover cycle | Receivables (in days) plus inventories (in days) minus liabilities (in days). Calculations on average amounts of receivables, inventories and liabilities. |
| Revenues in constant currencies (CC) | Reference to current revenue with recalculation of the comparative period to constant currencies (current exchange rate). |
| EBIT from core business | EBIT from LPP GROUP operations excluding results on sales to Trade agents during the transition period. |

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