#### 1Q15 RESULTS PRESENTATION



GLOBAL ASPIRATIONS

WARSAW, 12th MAY 2015

M [ H ] [ (h) house





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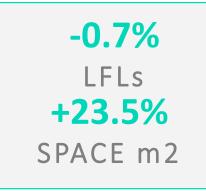
#### AGENDA

- 1Q15 executive summary
- 1Q15 financial results
- Key corporate events
- 2015 outlook
- Q&A



#### Over PLN 1 bn revenues in 1Q15





PLN 1,003 m REVENUES +6%



**-12%** SG&A / m2



PLN24 m EBIT > consensus

### Key 1Q15 achievements

#### **NEW OPENINGS**

**CSR** 



Cairo



Muenchengladbach



Doha

(Qatar)



Code of

Conduct

(Egypt)	
RESERVED Franchise store 1,500 m2	
February 2015	

(Germany)

RESERVED
Own store
2,125 m2

March 2015

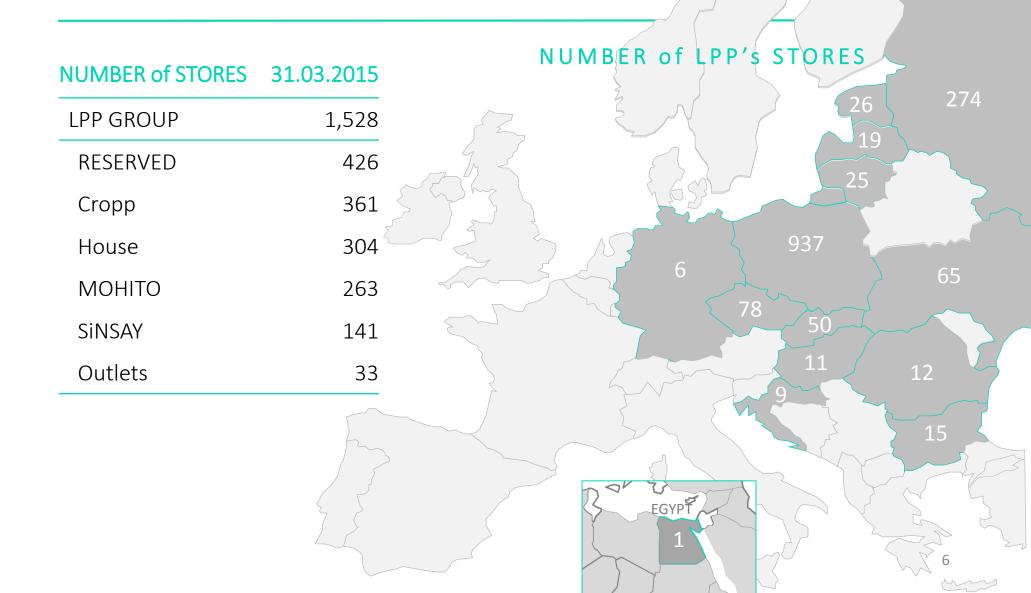
RESERVED
Franchise store
1,100 m2
April 2015

Tighter requirements for suppliers

April 2015

LPP

## Already 1,528 stores on 3 continents

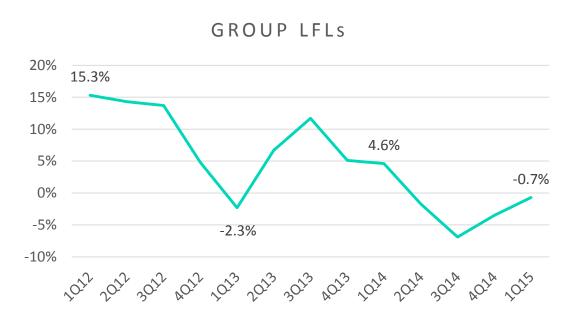


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### LFL dynamics mildly below zero

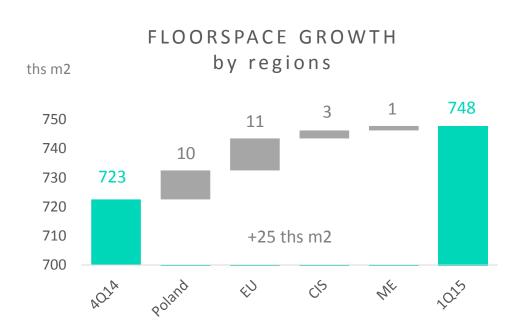


#### A new improved LFLs definition:

- 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.

- In 1Q15 like-for-like sales reached -0.7%.
- Lower YoY LFL dynamics in Poland resulted from falls in traffic in shopping malls and unfavourable weather.
- Despite political issues, LFLs in Russia and Ukraine were double-digit positive.
- The teenage-oriented brands (Cropp and House) positively stood out in terms of LFLs.

### Growth in floorspace per regions

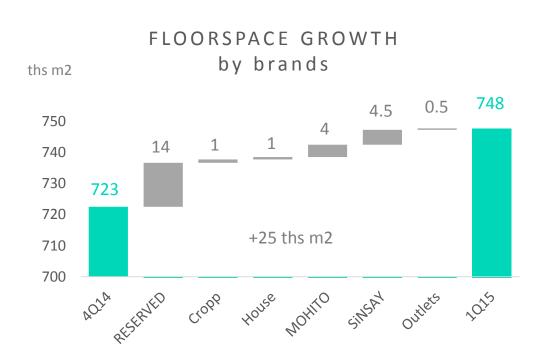


## 1Q15 FLOORSPACE by regions

m2	1Q14	1Q15	YoY
LPP GROUP	605.5	747.7	23.5%
Poland	376.3	423.5	12.5%
EU	80.3	139.6	73.7%
CIS	148.8	183.1	23.0%
ME	0.0	1.5	N/M

- Poland dominated the new openings in terms of countries.
- YoY growth in EU floorspace partially resulted from taking over the Slovak franchisee in 2Q14 (32 stores with 12 ths m2 of floorspace).
- Within the EU, floorspace in Croatia grew 3 ths m2, while in Germany 4.4 ths m2, in 1Q15.
- Slower development in Russia and Ukraine.

### New openings across all brands

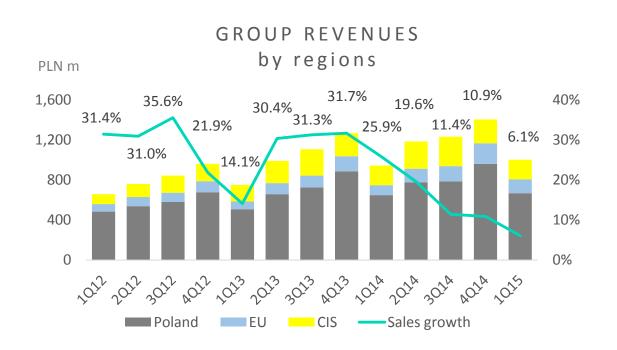


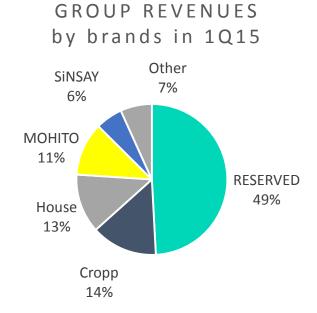
## 1Q15 FLOORSPACE by brands

1Q14	1Q15	YoY
605.5	747.7	23.5%
327.1	403.9	23.5%
91.8	106.4	16.0%
82.3	90.4	9.8%
69.3	86.8	25.3%
25.8	48.4	88.0%
9.3	11.8	27.3%
	605.5 327.1 91.8 82.3 69.3 25.8	605.5 747.7 327.1 403.9 91.8 106.4 82.3 90.4 69.3 86.8 25.8 48.4

- Dynamic development of RESERVED with focus on Germany.
- Fast growth of SiNSAY in Poland and abroad in 1Q15. Foreign floorspace already constitutes 27%.
- The majority of MOHITO openings took place outside of Poland.
- Lower dynamics in Cropp and House due to franchise store closures in Poland.

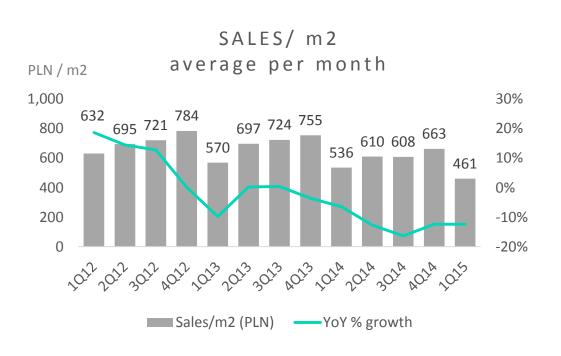
### Growth in group revenues





- Group revenues grew 6% due to higher floorspace.
- Poland added the most to revenue growth despite unfavourable weather and scale of inventories.
- Minor YoY fall in revenues in Russia and Ukraine, due to depreciation of local currencies.
- SiNSAY and House were the largest revenue growth contributors by brands.

## Growth in floorspace lowers sales/m2

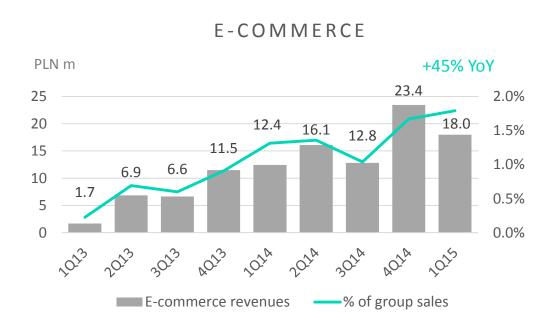


#### RETAIL SALES/ m2

PLN/m2 (month)	1Q14	1Q15	YoY
LPP GROUP	501	439	-12.4%
Poland	549	509	-7.2%
EU	416	378	-9.1%
CIS	446	357	-19.9%

- Sales/m2 in Poland remain higher than abroad due to superior brand awareness.
- Falls in sales /m2 in PLN in Russia and Ukraine result from local currencies' depreciation versus zloty.
- In 1Q15, in local currencies, sales/m2 grew 12% YoY in Russia while 48% YoY in Ukraine.
- Situation in Russia and Ukraine affects also the revenues from the Baltic countries.

### Dynamic e-commerce development



#### reserved.com

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

1.2 m unique users per month

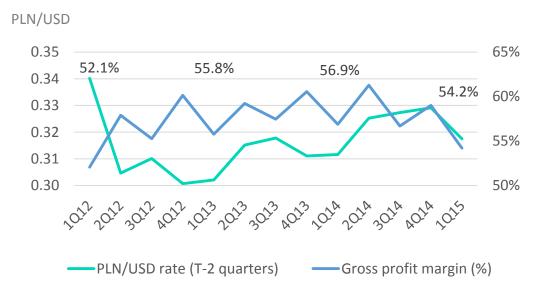
~26 m page views per month

**330 ths** customers

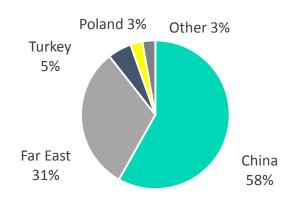
- On-line sales constituted 1.8% of group revenues in 1Q15 versus 1.3% on average in 2014.
- Each of the 5 brands has its own internet store. On top, RESERVED has an internet store in Germany.
- At the beginning of May, we opened an internet store for RESERVED in Czech Republic.
- In 2H15 we plan to launch RESERVED on-line store in Slovakia.

## Stronger US\$ increases COGS

#### GROSS PROFIT MARGIN versus PLN/USD

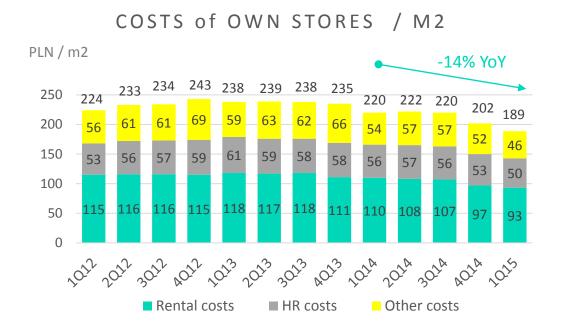


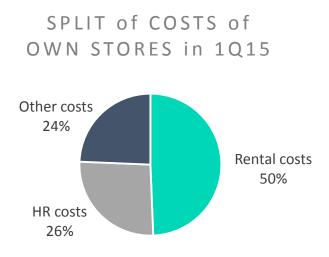
## 1Q15 PURCHASES by regions



- 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.
- Lower-than-planned LFLs caused stronger YoY mid-season discounts.
- Depreciation of ruble and hryvnia to US\$ and zloty forced sizeable price increases in local currencies
  in Russia and Ukraine.

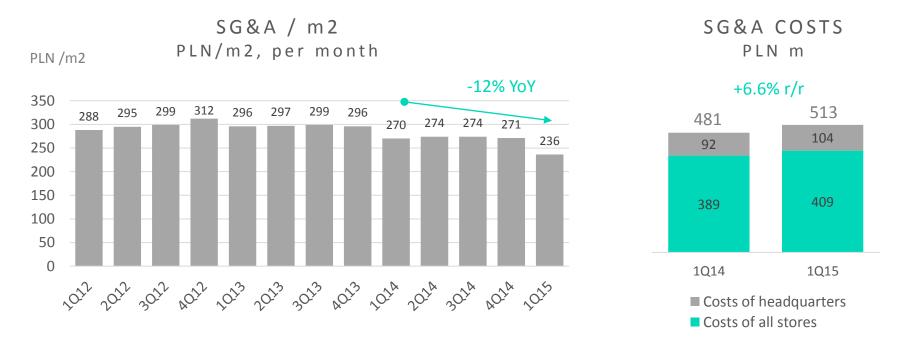
#### Lower costs of own stores





- 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.
- Costs of own stores have reached the 2010 level.

### Fall in SG&A / m2



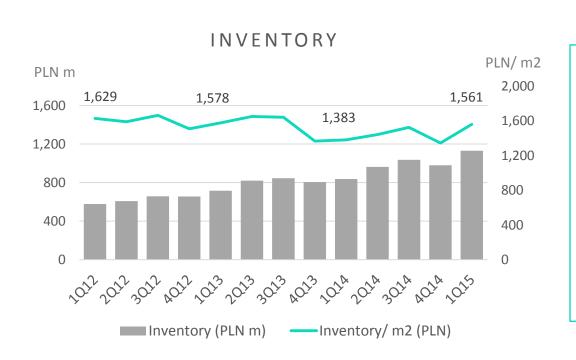
- Fall in SG&A/m2 → optimisation of costs of own stores and headquarters.
- Lower costs of stores/m2 → work on lower rentals, HR costs and other costs of stores.
- Lower costs of stores/m2 → depreciation of ruble and hryvnia against zloty.
- Lower costs of  $HQ/m2 \rightarrow$  continuous cost savings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

#### EBIT above consensus

PLN m	1Q14	1Q15	YoY
Revenues	945.0	1,002.6	6.1%
Gross profit on sales	537.6	543.4	1.1%
Gross profit margin	56.9%	54.2%	-2.7 ppt
SG&A costs	480.7	512.5	6.6%
Other operating activity	-8.5	-7.3	
EBIT	48.4	23.7	-51.0%
EBIT margin	5.1%	2.4%	-2.7 ppt
Net financials	-60.8	-53.4	
Pre-tax profit	-12.4	-29.7	
Tax	1.8	7.6	314.0%
Effective tax rate	-14.8%	-25.6%	
Minorities	0.7	0.0	
Net income	-14.9	-37.3	N/M
Net margin	-1.6%	-3.7%	-2.1 ppt

- Lower gross profit margin:
  - weaker consumer demand and traffic
  - less favorable FX trends
  - unfavourable weather
- EBIT above zero:
  - fall in SG&A/m2
- Lower other net operating costs:
  - lower write-offs
- High net financial charges:
  - PLN49.6m of net FX losses (1Q14: PLN57.4 m), inc. PLN28.6m on ruble and hryvnia (1Q14: PLN34.3m); PLN23m on US\$.
- Tax liability despite pre-tax loss → parent company pays taxes in the form of simplified advances based on 2013 numbers.

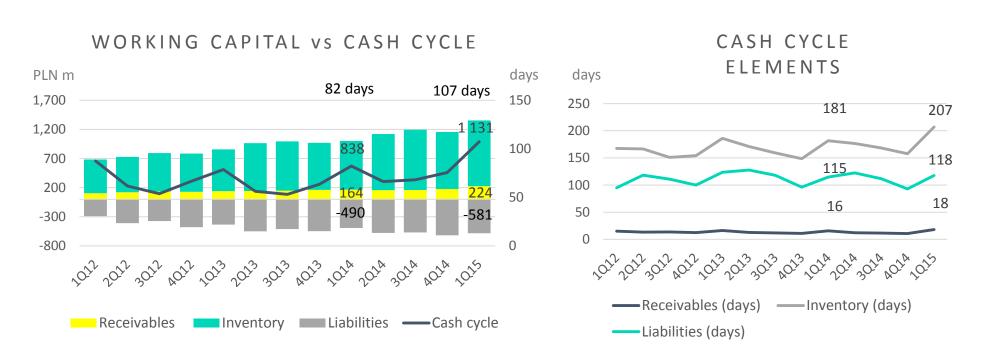
## Inventory/m2 under control





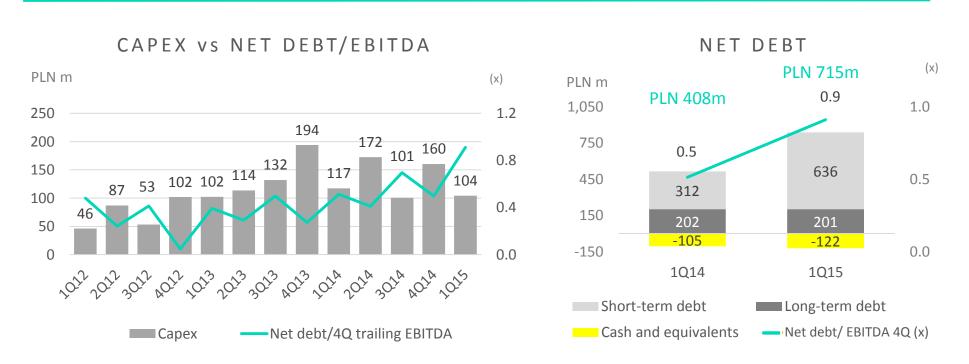
- Inventory per sqm remains close to the target level of PLN 1,500/m2.
- Weaker consumer demand in Russia and Ukraine (depreciation of local currencies, higher prices), holding back of Russian and Ukrainian development and unfavourable weather domestically resulted in end-1Q15 inventory being higher than planned.
- 90% of goods in Russian stores comes directly from China and not from the logistics center in Pruszcz Gdanski.

## Inventory lengthens the cash cycle



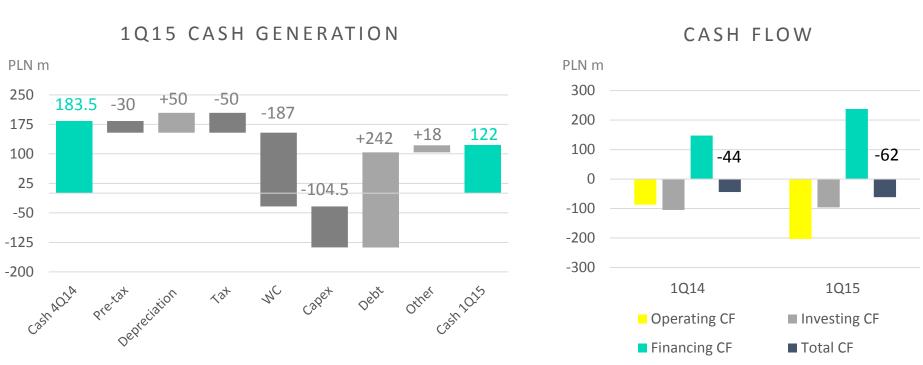
- The level of working capital was mostly affected by the scale of inventories.
- Half of settlements with suppliers is conducted in the form of a letter of credit. We do not use prepayments, contrary to documentary collection and bank transfers.
- Goods are ordered 3-4 months before their shipment. We usually use marine transportation.

#### Debt remains at a safe level



- 1Q15 capex was lower YoY despite more openings, due to higher fit-outs.
- Capex in Poland was lowered by fit-outs. We are transferring this model abroad.
- Net debt / 4-quarters trailing EBITDA increased, but remains at a safe level.

## Seasonal cash flow worsening



- Operating cash flow → burdened by higher inventory/m2 due to lower LFLs.
- Investing cash flow → lower capex despite more m2 opened, due to fit-outs.
- Financing cash flow  $\rightarrow$  higher usage of credit lines due to inventory and purchases of goods.
- PLN1.4 bn in open credit lines used for letters of credits, guarantees and overdrafts.

#### Balance sheet remains stable

PLN m	31.03.2014	31.12.2014	31.03.2015
Non-current assets	1,296.1	1,516.4	1,557.5
intangibles (including goodwill)	282.5	315.9	318.2
fixed assets	945.3	1,038.8	1,080.1
Current assets	1,246.6	1,417.3	1,565.0
inventory	837.6	979.3	1,131.1
trade receivables	163.8	176.9	224.1
cash and equivalents	105.4	183.5	121.9
Total assets	2,542.7	2,933.7	3,122.5
Equity	1,484.4	1,638.4	1,637.3
Long-term liabilities	210.2	210.7	207.3
interest bearing debt	202.0	204.5	201.0
Short-term liabilities	848.1	1,084.6	1,277.8
trade liabilities	490.2	618.6	581.2
interest bearing debt	311.8	378.3	636.0
Total liabilities	2,542.7	2,933.7	3,122.5

- Higher YoY fixed assets due to investments in stores.
- Despite YoY growth, inventory/m2 remains close to the target level.
- Cash and equivalents grew YoY despite weaker cash flow.
- YoY growth in trade liabilities results from higher floorspace.
- Short-term debt picked-up YoY due to the need to finance inventory and new openings.
- Long-term debt remains at a stable level.

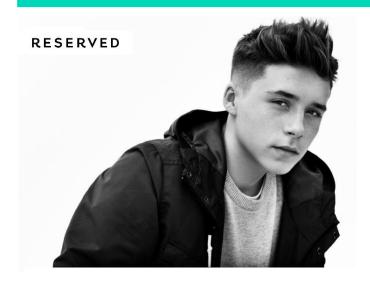
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#### International stars promote our brands

#### INTERNATIONAL STARS FOR LPP







Brooklyn Beckham

Georgia May Jagger

Anja Rubik

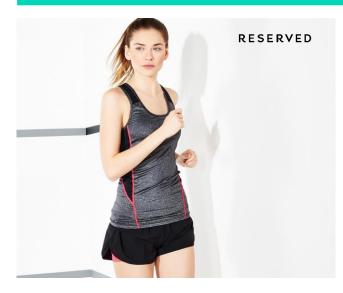
Face of RESERVED SS15 collection

Face of RESERVED AW14/15 and SS15 collections

Designer of MOHITO AW14/15 star collection

#### New attractive collections in stores

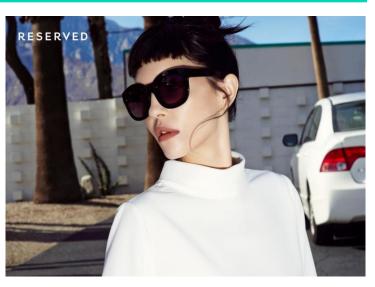
#### **CURRENT TRENDS AT RESERVED**



BE ACTIVE



Concept Limited Collection



Modern Line

Sports collection at RESERVED. For men and women.

Modern design for city dwellers.
For women only.

Collection for fashion followers. For men and women.

## Top of the class stores

#### ATTRACTIVE FLOORSPACE









Stores - Poland

Stores - Germany

New showroom

RESERVED (Galeria Mokotów) House (Arkadia) SiNSAY (Arkadia) New openings: Kaiserslautern Muenchengladbach

Prestige venue in the center of Warsaw at Chmielna street.



#### Responsible production

## UPDATE of CODE of CONDUCT

LPP's requirements versus foreign suppliers:

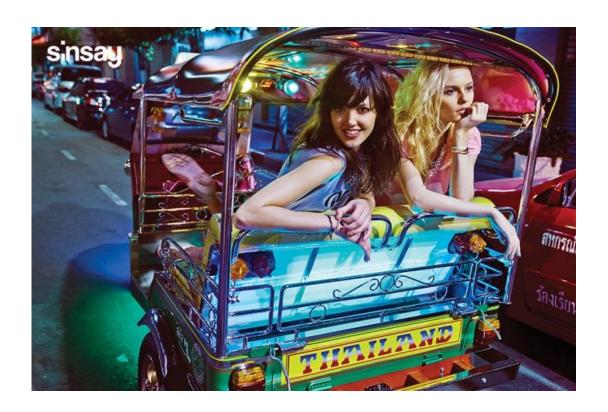
- safety in factories is our priority;
- obligation to provide decent pay;
- max. 48 hours of work per week;
- paid overtime;
- ban for hiring persons < 15 years old.</li>

## 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 Bangladesh factories producing for LPP are members of ACCORD (The Accord on fire and building safety in Bangladesh).

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## Slower floorspace growth

Floorspace (ths m2)	31.12.2014	5 PREVIOUS TARGET	2015 CURRENT TARGET	YoY % change
RESERVED	389.7	481.6	464.1	19%
Poland	209.2	233.3	234.4	12%
EU CIS	83.9 96.6	124.6	122.6	46%
MF franchise		108.8	100.6 6.5	4%
	0.0	14.9	114.8	- 00/
<b>Cropp</b> Poland	<b>105.4</b> 58.3	<b>117.0</b> 63.1	63.6	<b>9%</b> 9%
EU	17.1	20.7	20.6	20%
CIS	30.0	33.2	30.6	2%
House	89.6	101.6	100.9	13%
Poland	57.3	61.5	63.2	10%
EU	11.4	16.3	15.9	39%
CIS	20.9	23.8	21.8	4%
MOHITO	82.8	98.6	94.8	15%
Poland	46.2	52.3	52.1	13%
EU	11.8	16.7	16.9	44%
CIS	24.8	28.5	25.8	4%
ME franchise	0.0	1.1	0.0	-
Sinsay	43.7	61.7	61.0	40%
Poland	32.7	43.3	44.3	36%
EU CIS	4.4 6.6	8.8 9.7	8.8 7.9	99% 20%
Outlets	11.3	13.6	7.9 <b>13.6</b>	20% <b>20%</b>
Outlets	11.5	15.0	13.0	20%
TOTAL by regions				
Poland	413.6	465.5	469.8	14%
EU	128.6	187.1	184.8	44%
CIS	180.3	205.4	188.0	4%
ME franchise	0.0	16.1	6.5	
TOTAL	722.5	874.1	849.1	18%

- Sizeable reduction of floorspace development in Russia and Ukraine (only +7,7 ths m2 YoY).
- Continuation of new openings in Germany.
- Update of openings in the Middle East due to delays in shopping mall launches.
- Stronger focus on fit-outs.
- 2015 store capex planned at PLN410m (down 11% versus previous target).
- By the end of 2015 RESERVED stores should be present in 18 countries.

#### Focus on cost optimisation

#### COGS

- Negotiations on improved purchase terms.
- Search for more effective supply sources.
- Plan to transfer the increased cost of purchase (appreciation of US\$ against PLN) on prices of goods in stores in 2H15.

#### SG&A

- Lower rental costs of stores (favourable appreciation of zloty versus euro).
- Optimisation of headcount in stores.
- Launch of upgraded logistics center in 2Q15
   → doubled efficiency of packing coupled with half the previous man-hours.

## Further expansion

30 own stores in **Germany** in 3 years.

30 franchise stores in the Middle East within 6 years.

New brand launch in 1Q16 for people 30+ age.

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Back-up



### An upgraded LFLs definition

#### A new improved 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.

#### Former LFLs definition:

- Revenues from stores that have been in operation for 12 months.
- Calculations were conducted without taking into account changes in currencies in countries in which LPP's stores are run.

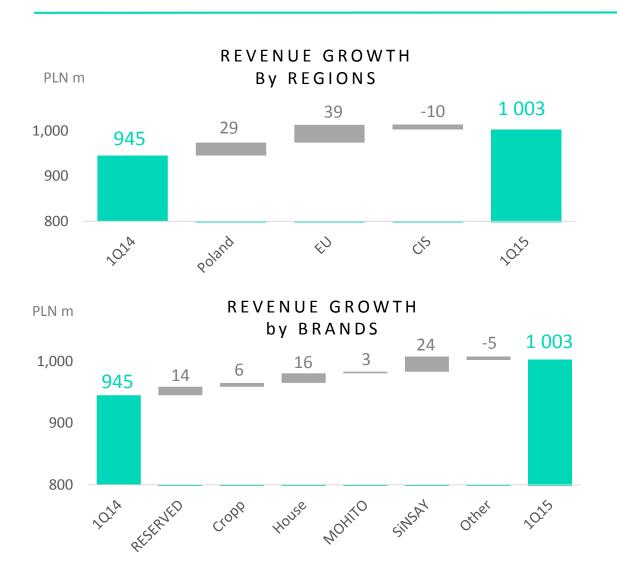
LFLs	1Q13	2Q13	3Q13	4Q13	1Q14	2Q14	3Q14	4Q14	1Q15
Former definition	-1.0%	8.8%	14.0%	7.6%	7.0%	-1.0%	-6.7%	-	_
Current definition	-2.3%	6.7%	11.7%	5.1%	4.6%	-1.7%	-6.9%	-3.5%	-0.7%

- In 4Q14 LPP introduced an upgraded methodology of LFLs calculation.
- The key reason behind the change was the intention to address upgrades of stores.
- The upgraded stores were temporary excluded from LFLs calculations, which lowered the historical numbers.

## Network development

Floorspace (ths m2)	31.03.2013	30.06.2013	30.09.2013	31.12.2013	31.03.2014	30.06.2014	30.09.2014	31.12.2014	31.03.2015
RESERVED	259.7	280.0	288.1	322.3	327.1	358.9	367.4	389.7	403.9
Poland	157.7	164.3	169.7	188.9	193.7	202.8	204.7	209.2	215.2
EU	42.7	47.7	48.8	52.4	52.4	64.6	69.6	83.9	90.1
CIS	59.3	68.0	69.6	81.0	81.0	91.5	93.2	96.6	97.0
ME franchise	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Cropp	74.4	81.7	81.8	90.6	91.8	102.2	101.2	105.4	106.4
Poland	46.2	50.7	49.7	54.5	54.5	59.1	57.0	58.3	58.4
EU	9.1	9.5	9.8	10.9	10.7	14.5	15.6	17.1	17.8
CIS	19.1	21.6	22.3	25.2	26.6	28.6	28.6	30.0	30.2
House	65.3	70.7	70.3	80.2	82.3	89.9	87.3	89.6	90.4
Poland	47.0	50.5	49.7	55.4	55.6	59.3	56.9	57.3	56.3
EU	7.8	7.8	7.8	9.2	9.0	10.5	10.3	11.4	12.7
CIS	10.5	12.4	12.8	15.6	17.7	20.1	20.1	20.9	21.4
MOHITO	43.5	51.2	53.6	66.0	69.3	76.7	78.4	82.8	86.8
Poland	29.4	33.5	34.9	40.9	42.3	44.7	45.1	46.2	47.8
EU	3.7	4.7	4.7	6.5	6.5	8.6	9.4	11.8	13.6
CIS	10.4	13.0	13.9	18.5	20.5	23.4	24.0	24.8	25.4
Sinsay	3.9	10.3	13.2	20.1	25.8	35.1	38.0	43.7	48.4
Poland	3.9	10.0	12.2	17.9	22.4	27.2	29.1	32.7	35.5
EU	0.0	0.3	1.0	2.2	1.7	2.7	3.1	4.4	5.4
CIS	0.0	0.0	0.0	0.0	1.7	5.2	5.8	6.6	7.6
Outlets	7.8	7.6	8.5	9.3	9.3	9.3	8.8	11.3	11.8
TOTAL by regions									
Poland	290.7	316.6	324.0	365.5	376.3	401.1	400.0	413.6	423.5
EU	64.5	70.0	72.1	80.7	80.3	100.9	107.9	128.6	139.6
CIS	99.2	115.0	119.3	142.4	148.8	170.2	173.2	180.3	183.1
ME franchise	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
TOTAL	454.5	501.5	515.4	588.6	605.5	672.2	681.1	722.5	747.7

## Group revenue growth contributors



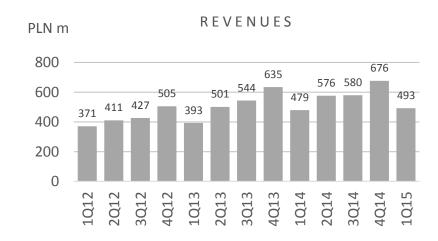
#### REVENUES by BRANDS

m2	<b>1Q14</b>	1Q15	r/r
LPP GROUP	945.0	1,002.6	6.1%
RESERVED PL	306.5	300.9	-1.8%
RESERVED EX	172.6	191.9	11.2%
Cropp PL	83.7	88.0	5.1%
Cropp EX	52.6	54.4	3.5%
House PL	81.8	91.4	11.8%
House EX	29.7	35.7	20.1%
MOHITO PL	74.6	73.9	-1.0%
MOHITO EX	37.2	40.7	9.4%
Sinsay PL	30.8	47.1	53.0%
Sinsay ex	2.6	10.9	316.4%
Other	72.8	67.7	-7.0%

#### RESERVED

- A fast fashion brand with a broad customer base;
   wide range of collections.
- Target customers: women, men and children.
- Established in 1998.
- First LPP's brand present in Germany and the Middle East.
- Advertised by international stars (Georgia May Jagger, Brooklyn Beckham).

	1Q14	1Q15	YoY
Average store space (m2)	856	947	11%
Average monthly sales (PLN/m2)	500	421	-16%

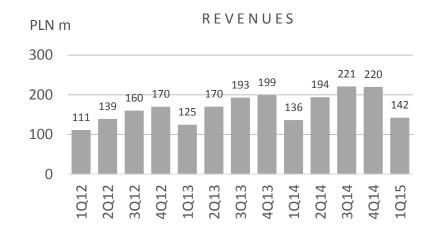


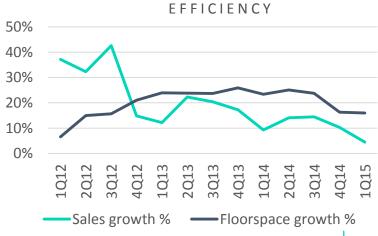


#### CROPP

- A casual streetwear brand.
- Target customers: teenagers (boys and girls).
- Established in 2004.
- Partner of many events addressed to artists and street art.
- Offers also international labels (eg. New Balance, Converse).

	1Q14	1Q15	YoY
Average store space (m2)	276	295	7%
Average monthly sales (PLN/m2)	502	454	-10%

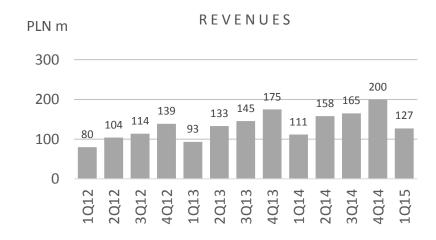


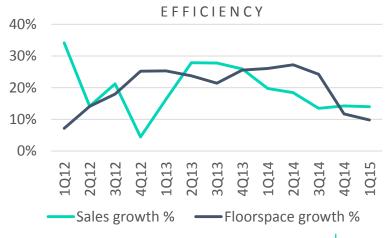




- Urban fashion brand with folk and vintage elements.
- Target customers: teenagers (boys and girls) who like brave fashion choices.
- Established in 2001 (in LPP Group since 2009).
- Participates in multiple artistic events and sponsors alternative music, eg. iFestival.

	1Q14	1Q15	YoY
Average store space (m2)	282	297	5%
Average monthly sales (PLN/m2)	463	473	2%

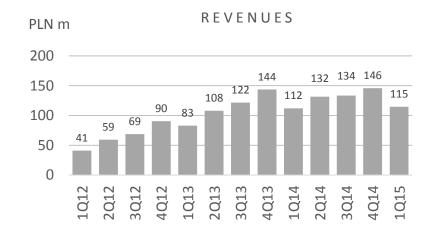




#### M O H I T O

- A brand that combines comfort and elegance for business and informal meetings.
- Target customer: young women.
- Established in 2008 (in LPP's Group since 2009).
- Anja Rubik created a limited collection for AW2014/15.
- Scheduled for Middle East development.

	1Q14	1Q15	YoY
Average store space (m2)	308	330	7%
Average monthly sales (PLN/m2)	560	459	-18%

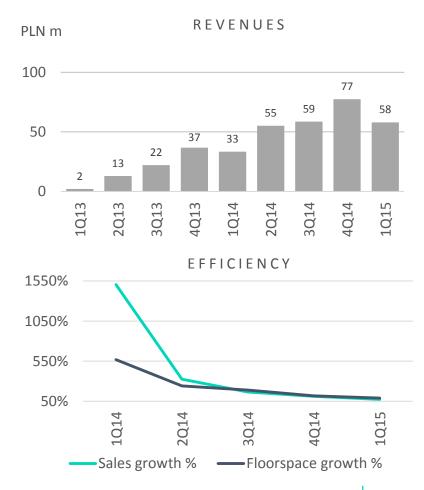




### sinsay

- Clothes for every day inspirations and original party outfits.
- Target customers: teenagers girls only.
- Established in 2013.
- The brand stands out for original T-shirts with extraordinary prints.

	1Q14	1Q15	YoY
Average store space (m2)	335	343	3%
Average monthly sales (PLN/m2)	524	432	-17%



# Other operating activity and net financials

OTHER OPERATING ACTIVITY	-8.5	-7.3	NET FINANCIALS	-60.8	-53.4
Other operating costs	18.3	13.4	Financial costs	61.5	54.1
Donations and others	2.5	4.0	Provisions	0.8	0.2
Inventory losses	9.9	7.3	Interest	3.3	4.2
Write-offs	3.7	1.7	FX losses	57.4	49.6
PLN m	1Q14	1Q15	PLN m	1Q14	1Q15
OTHER OPERATING COSTS			FINANCIAL COSTS		
Other operating revenues	9.8	6.1	Financial revenues	0.6	0.7
Gain on sale of assets	5.2	1.0	Interest	0.6	0.7
Inventory excess	3.1	4.3	FX gains	0.0	0,0
PLN m	1Q14	1Q15	PLN m	1Q14	1Q15
OTHER OPERATING REVENUE	S		FINANCIAL REVENUES		

## Glossary

Poland Retail sales in Poland and other sales of LPP S.A.

CEE Region including: Czech Republic, Slovakia, Hungary.

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.

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 / 3.

Average monthly costs of own Quarterly costs of own stores / average working floorspace of own stores (ie. excluding

stores/m2 franchise stores) / 3.

Average monthly SG&A PLN/m2 Quarterly SG&A costs/ average working total floorspace / 3.

Inventory days Average inventory/ group COGS \* 90 days.

Receivables days Average receivables/ group revenues \* 90 days.

Liabilities days Average short-term liabilities/ group COGS \* 90 days.

Cash conversion cycle Inventory days + receivables days – liabilities days.



#### GLOBAL ASPIRATIONS

#### **CONTACT INFORMATION**

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