



LPP

# BACK TO SCHOOL

10 SEPTEMBER 2025

RESERVED

CROPP

HOUSE

M O H I T O

sinsay



## BACK TO SCHOOL

- Earlier interest in school products than in the previous year.
- Classic models, multipacks and licensed products were popular.
- Very good sales of autumn clothes (tracksuits, sweatshirts, jeans, fleece jackets).
- In Sinsay brand, a growing share of sales of school accessories (i.e. backpacks, notebooks, markers).

OMNICHANNEL  
**+35% YoY**

OFFLINE  
**+33% YoY**

ONLINE  
**+40% YoY**

data for the period 18.08.2025 - 7.09.2025 in constant currencies



# A VERY GOOD START TO THE AW 2025 SEASON

## OMNICHANNEL

- Over **25%** YoY sales growth in constant currencies

## OFFLINE

- Ca **25%** YoY growth in constant currencies
- Positive LFLs in all brands

## ONLINE

- Over **30%** YoY growth in constant currencies

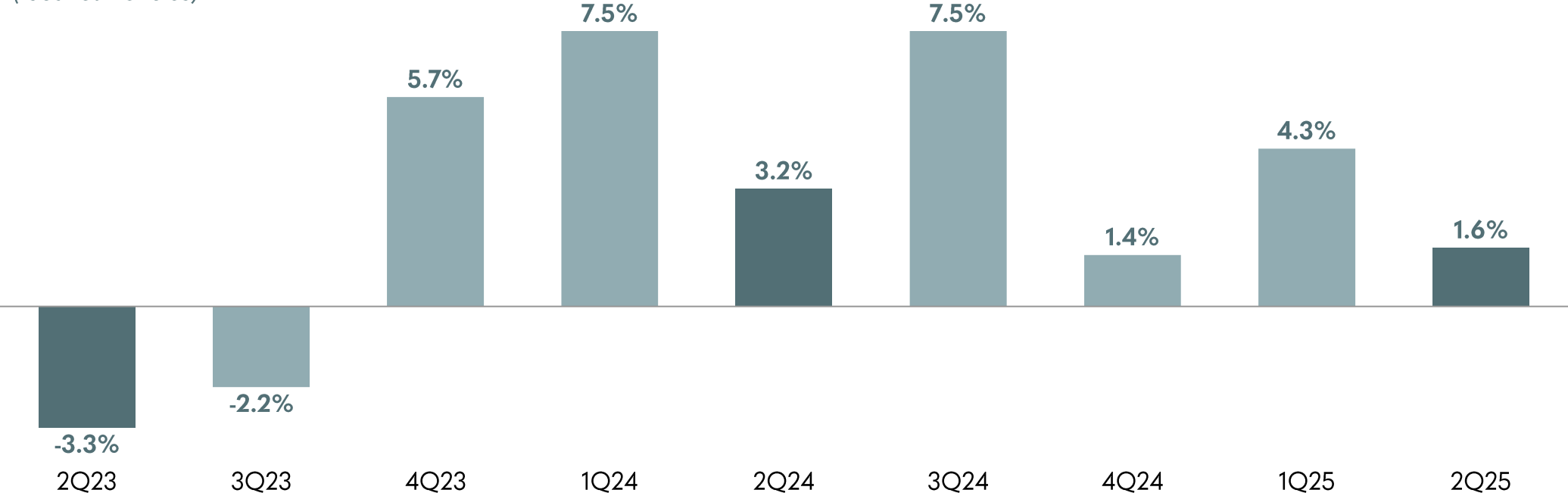
data for the period 1.08.2025 - 7.09.2025





# LIKE FOR LIKE

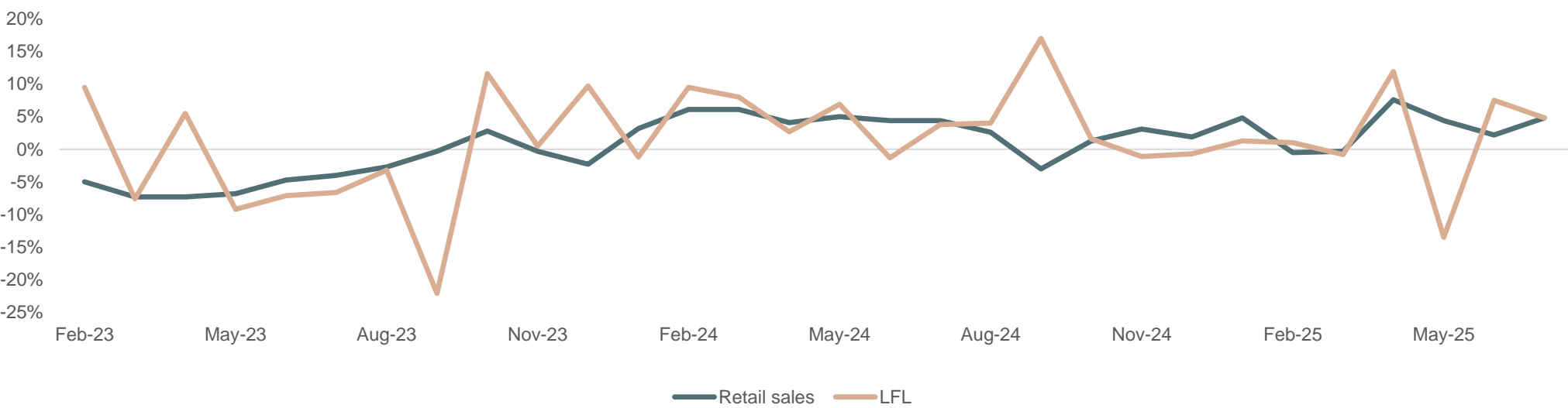
LFL – COMPARABLE SALES  
*(local currencies)*



# POLISH CONSUMER

## RETAIL SALES DYNAMICS<sup>1</sup> AND LFL

(data for Poland)



<sup>1</sup> source: <https://stat.gov.pl/>

# WE MAINTAIN OUR GUIDANCE FOR 2025

	2024	2025
Sales from core business <sup>1</sup> , PLN bn	19.4	ca 23 - 24
including:		
Offline	13.9	ca +20 - 25% YoY
Online	5.4	ca +20 - 25% YoY
Gross profit margin <sup>1</sup>	55.2%	53% - 54%
SG&A % sales <sup>1</sup>	42.6%	41% - 42%
EBITDA margin	21.1%	19% - 20%
Net margin	9.0%	7% - 8%
Capex (PLN bn)	1.8	3.1
Net debt/ EBITDA	1.0	ca 1.6

<sup>1</sup> For comparability, 2024 figures have been cleared for the impact of transactions with trade agents during the transition period







# Q&A

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**LPP**

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