



CCC

GROUP

X

authentic

AUTHENTIC BRANDS GROUP

WARSZAWA, 29.08.2024

DARIUSZ MIŁEK
JAMIE SALTER
SHAQUILLE O'NEAL

DARIUSZ MIŁEK

FOUNDER, MAIN SHAREHOLDER AND CEO
CCC Group



KEY FACTS AFTER ONE YEAR OF CCC & AUTHENTIC COOPERATION

2M+

units of Authentic branded products sold by the CCC Group

12

authentic's brands in the CCC Group's offer (**4** more incoming)

9%

share of Reebok in CCC's sales revenues in VIII'24 (**x5** yoy)

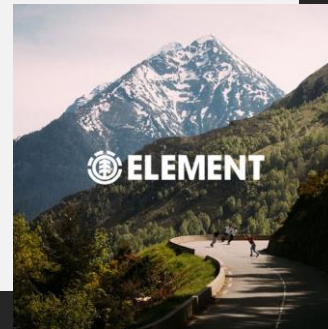
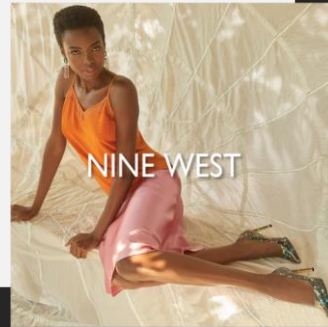
11%

share of authentic's brands in CCC's sales revenues in VIII'24



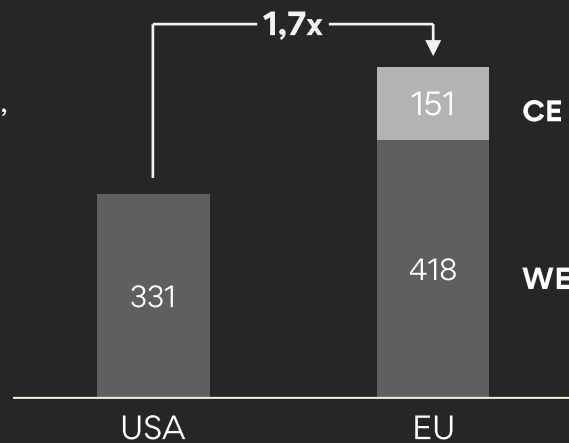
average intake gross margin on
Authentic branded products with CCC

74%



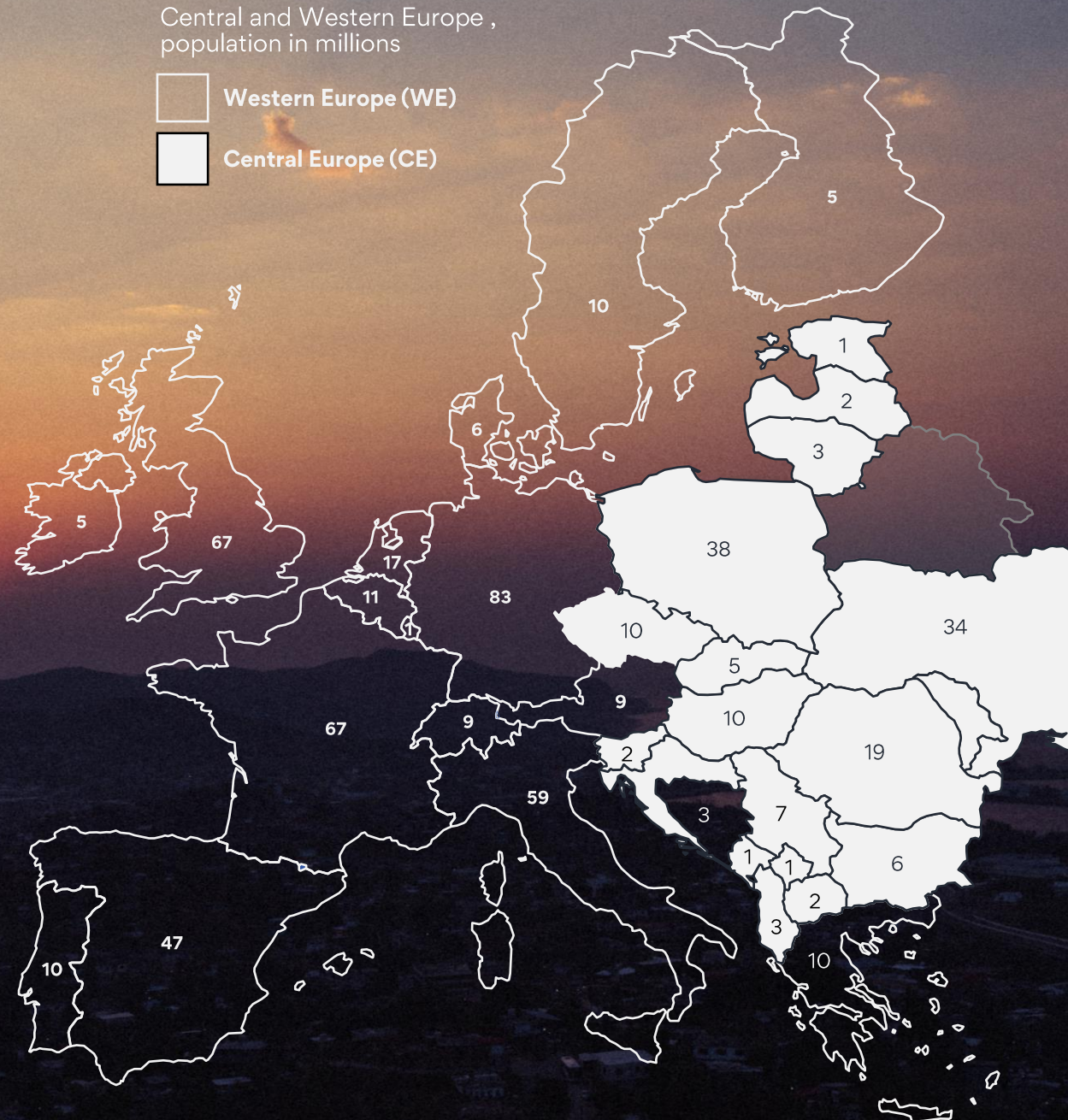
AUTHENTIC'S EXPOSURE TO PROSPECTIVE CEE REGION, THANKS TO COOPERATION WITH AN UNDISPUTED MARKET LEADER

Population in millions, USA vs Europe



Source: Eurostat, World Bank

Central and Western Europe, population in millions



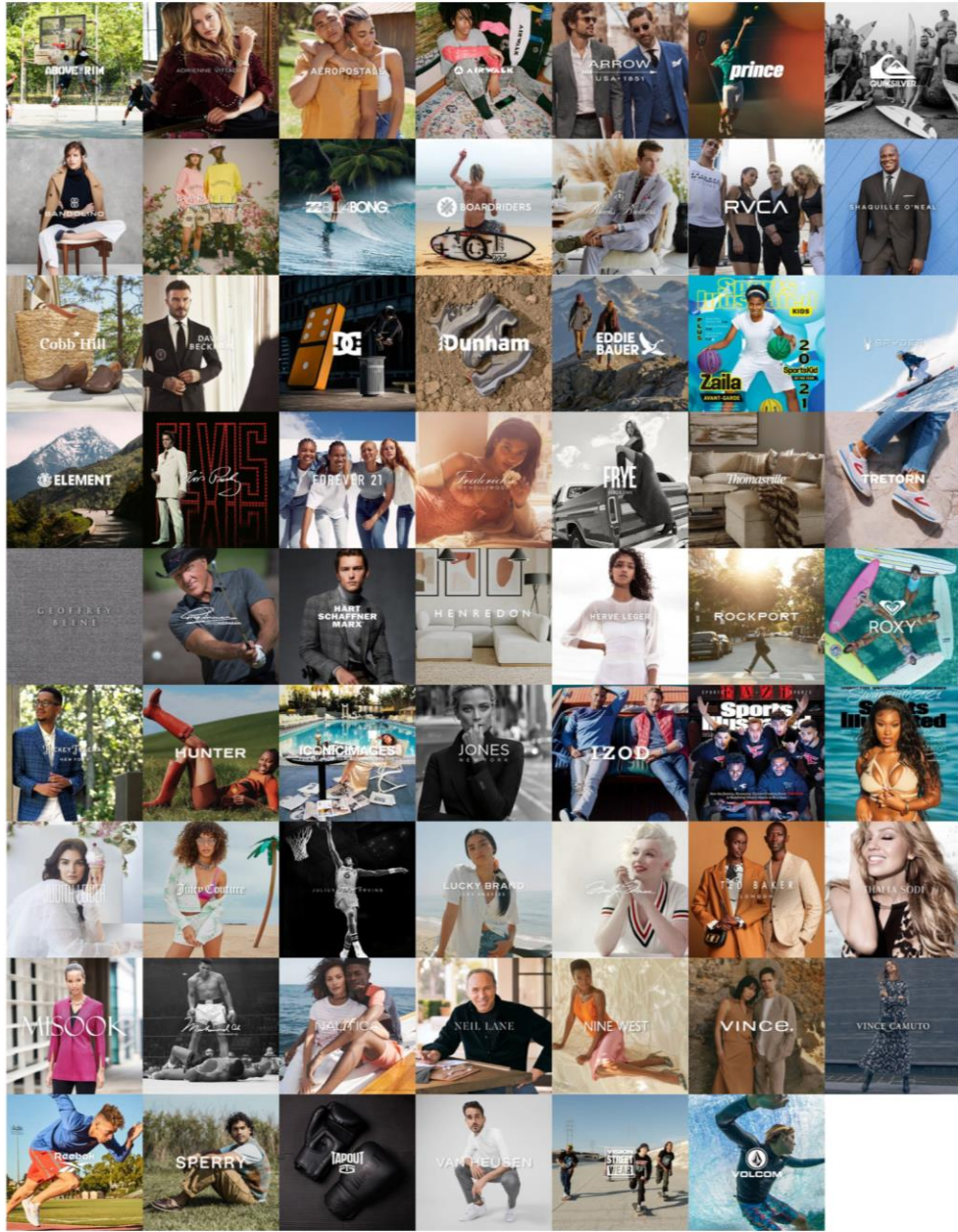
JAMIE SALTER

FOUNDER, CHAIRMAN AND CEO
Authentic Brands Group

BIO

- An **industry pioneer**, Mr. Salter has more than three decades of success in making **strategic and profitable investments** in consumer brand-related activities
- Created a **licensing playbook** that connects superbrands with best-in-class partners to drive long-term value worldwide
- Cofounded **Ride, Inc.** in 1992 and grew it into the **second largest** snowboard distributor in the world, taking the company public just two years later
- Cofounded **Hilco Consumer Capital** (2006), private equity firm that invests in consumer product retailers, wholesalers, manufacturers
- Founded **Authentic Brands Group** in 2010 and grew it into the **world's largest sports and entertainment licensing company**
- An active member of the boards of Mount Sinai Toronto and the Muhammad Ali Center
- Involved in many charity projects and investment initiatives





AUTHENTIC IN NUMBERS

50+
BRANDS

\$32B+
GLOBAL ANNUAL SALES

13K+
STORES & SHOP-IN STORES

1,600+
PARTNERS

150+
COUNTRIES

400K+
POINTS OF SALE

618M+
FOLLOWERS

13B+
ANNUAL SOCIAL
MEDIA IMPRESSIONS

200M+
CUSTOMER DATA FILES

1B+
ANNUAL WEB VISITORS

688B+
MONTHLY PR IMPRESSIONS

THE AUTHENTIC MODEL

Authentic is a unified platform that integrates M&A, brand strategy, creativity and digital innovation to unlock the power of our global brand portfolio.

TRADITIONAL VERTICAL MODEL

Brand identity and strategy

Marketing and promotion

Product design

E-commerce operations

Sourcing and merchandising

Pricing and markdown support

Inventory management

Wholesale customers/retail partners

Store operations

AUTHENTIC MODEL

Authentic sets the global brand vision and storytelling
Partners adapt marketing strategy for local consumers

Partner designs, Authentic approves

Partner operates e-commerce, Authentic curates technology stack

Licensee/channel partner responsibilities

BENEFITS OF THE AUTHENTIC MODEL

- ✓ Strong operating margins and highly capital efficient
- ✓ Highly scalable distribution network and enhanced exposure to Authentic's global partner network
- ✓ Vast industry knowledge, consumer insights and marketing support from Authentic's global HQ
- ✓ Partnerships with best-in-class operators create the ability to adapt brand strategy by category and territory
- ✓ Diversified brand portfolio and category mix, leveraging Authentic's virtuous circle of marketing



\$32B+

\$29B

\$23B

\$18B

\$14B

\$13.5B

\$8.4B

\$5.0B

\$4.5B

\$3.0B

\$2.6B

\$2.4B

\$0.3B

\$0.2B

\$0.1B

SALES GROWTH

2024

2023

2022

2021

2020

2019

2018

2017

2016

2015

2014

2013

2012

2011

2010

SHAREHOLDERS

BLACKROCK

GENERAL ATLANTIC

CVC CAPITAL PARTNERS

HPS INVESTMENT PARTNERS

LEONARD GREEN & PARTNERS

GIC

BROOKFIELD

LION CAPITAL

JASPER RIDGE PARTNERS

TEMASEK

QATAR INVESTMENT AUTHORITY

OAKTREE

INDEPENDENT SHAREHOLDERS



SHAQUILLE O'NEAL



DAVID BECKHAM



REEBOK



65M+

PAIRS OF SHOES SOLD

\$5,4B+

ANNUAL REVENUE

21M+

FOLLOWERS

MISSION:

Get more people to express themselves through movement

CHARACTERISTICS:

Bold, Street, Authentic, for the people, defiant

CUSTOMER:

Fit, fun, adventure seekers, Gen Z, Millennials

A woman with her hair in a bun, wearing a white athletic tank top, black leggings, and white sneakers with pink and yellow accents, is running on a city street. She is captured in a side profile, moving from left to right. The background consists of a weathered, grey concrete wall and a dark wooden door on the left. The scene is brightly lit, suggesting a sunny day.

BRAND STRATEGY

OUR PURPOSE:

Get more people to express themselves

THROUGH MOVEMENT

OUR ATTITUDE:

IRREVERENCE

OUR HOMECOURT:

TRAINING IS OUR BATTLEGROUND

BRAND ESSENCE

DISRUPTIVE

BOLD

UNDERDOG

STREET

AUTHENTIC

DEFIANT

FOR THE PEOPLE

DARING



FOOTWEAR ICONS



CLASSIC LEATHER
Heritage Running
1983



CLUB C
Heritage Court
1985



BB4000 II
Heritage Basketball
1986



PUMP
Performance Basketball
1989



ZIG
Style Running
2010



NANO
Training
2011



FLOAT
Performance Running
2017



OUR CONSUMER

Encouraging and empowering
those who are not afraid
to take chances
and find the greatness
within themselves.

Fit, fun, adventure seekers
who are connected to
the world around them.

TARGET AUDIENCE



GEN Z IS THE BULLSEYE
OF OUR CONSUMER TARGET



GLOBAL REACH

A world map where landmasses are colored in two shades: a dark blue and a grey. The blue regions include North America, South America, Europe, and parts of Africa, Asia, and Australia. The grey regions include Russia, China, India, and various countries in Africa, Asia, and South America. The map is centered on the Atlantic Ocean.

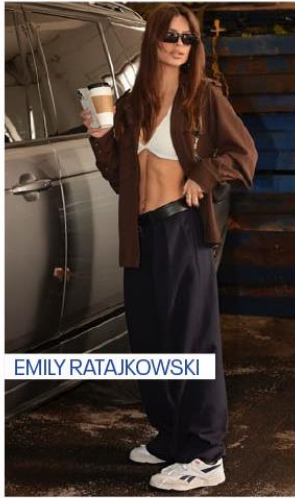
3000+
Shop-in-Shop

1230+
Branded Stores

\$5B*

RETAIL SALES ANNUALLY

CELEBS IN REEBOK



EMILY RATAJKOWSKI



SHAWN MENDES



LORI HARVEY



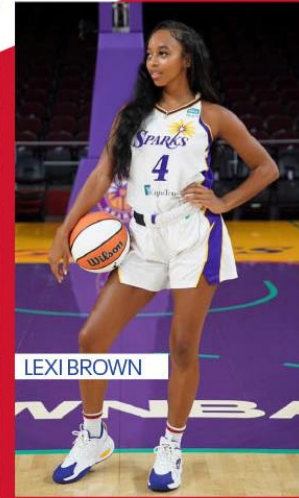
LUKA SABBAT



CHASE STOKES



ANUEL



LEXI BROWN



HARRY STYLES



LIL NAS X



SYDNEY SWEENEY



SOFIA RICHIE



AMELIA HAMLIN



GEORGINA RODRIGUEZ



MICHAH PARSONS



PETE DAVIDSON



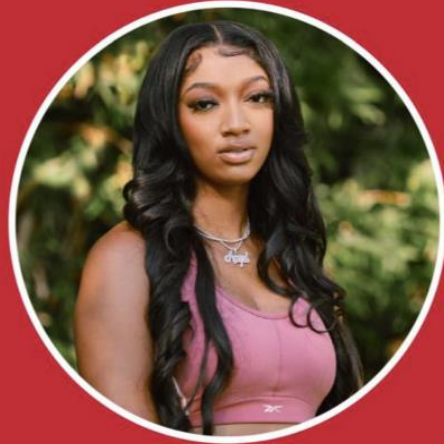
HILLARY DUFF

REEBOK PARTNERS

SPORTS



JUSTIN FIELDS



ANGEL REESE



SHAKUR STEVENSON



SURYAKUMAR ASHOK YADAV

LIFESTYLE



ANUEL



TOBE NWIGWE

HUNTER



\$186M+
ANNUAL REVENUE

1,3M+
FOLLOWERS

15+
LICENCES

MISSION:

Using the highest quality materials and techniques, Hunter leads the way in design and performance.

CHARACTERISTICS:

British heritage redefined, unmatched craftsmanship, enduring style

CUSTOMER:

Target age 25-34

BORN IN BRITAIN UNIVERSAL IN APPEAL

FOUNDED IN 1856, THE BRAND HAS A RICH HISTORY
OF INNOVATION AND PURPOSEFUL DESIGN.





AT THE HEART OF THE BRAND LIES

THE ORIGINAL WELLINGTON BOOT

First introduced in 1956, the globally recognized boot,
stands as a testament to our commitment to excellence.



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SUPPLIERS OF WATERPROOF FOOTWEAR
HUNTER BOOT LTD
EDINBURGH

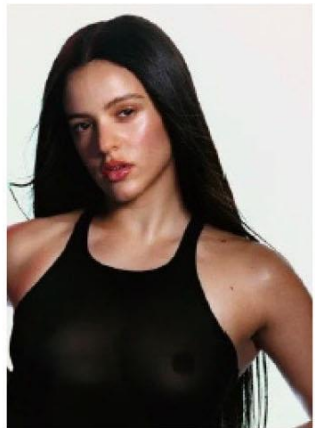
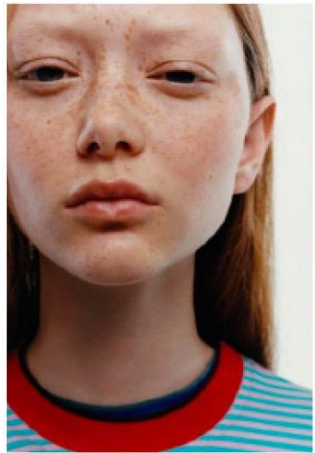


BY APPOINTMENT TO
HRH THE DUKE OF EDINBURGH
SUPPLIERS OF WATERPROOF FOOTWEAR
HUNTER BOOT LTD
EDINBURGH

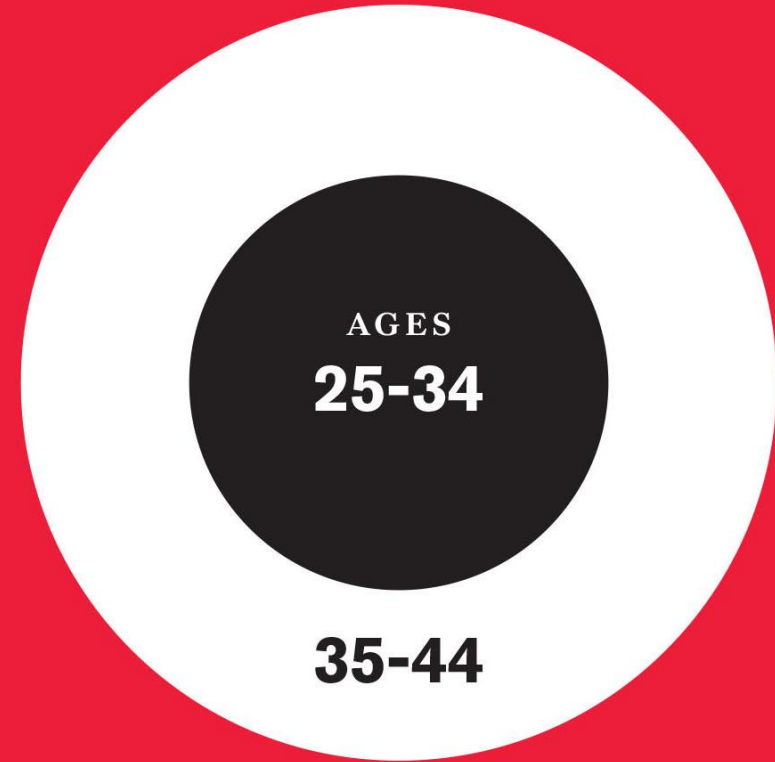
HUNTER

**HOLDS TWO ROYAL WARRANTS OF
APPOINTMENT TO HM THE QUEEN
AND HRH THE DUKE OF EDINBURGH**





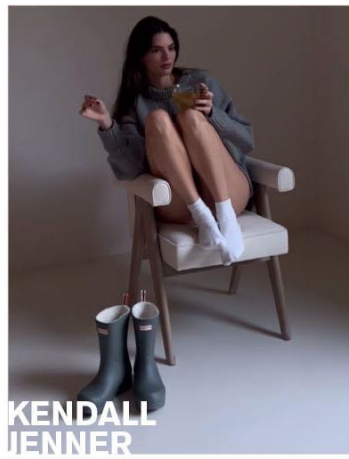
TARGET AUDIENCE



AGES
25-34

35-44

CELEBS + HUNTER



KENDALL
JENNER



EMMA
WATSON



DANIEL
CRAIG



KINGS OF LEON



MARGOT
ROBBIE



BEYONCÉ



SANDRA OH &
JODIE COMER



VICTORIA
BECKHAM



KING
CHARLES III



KACEY
MUSGRAVES



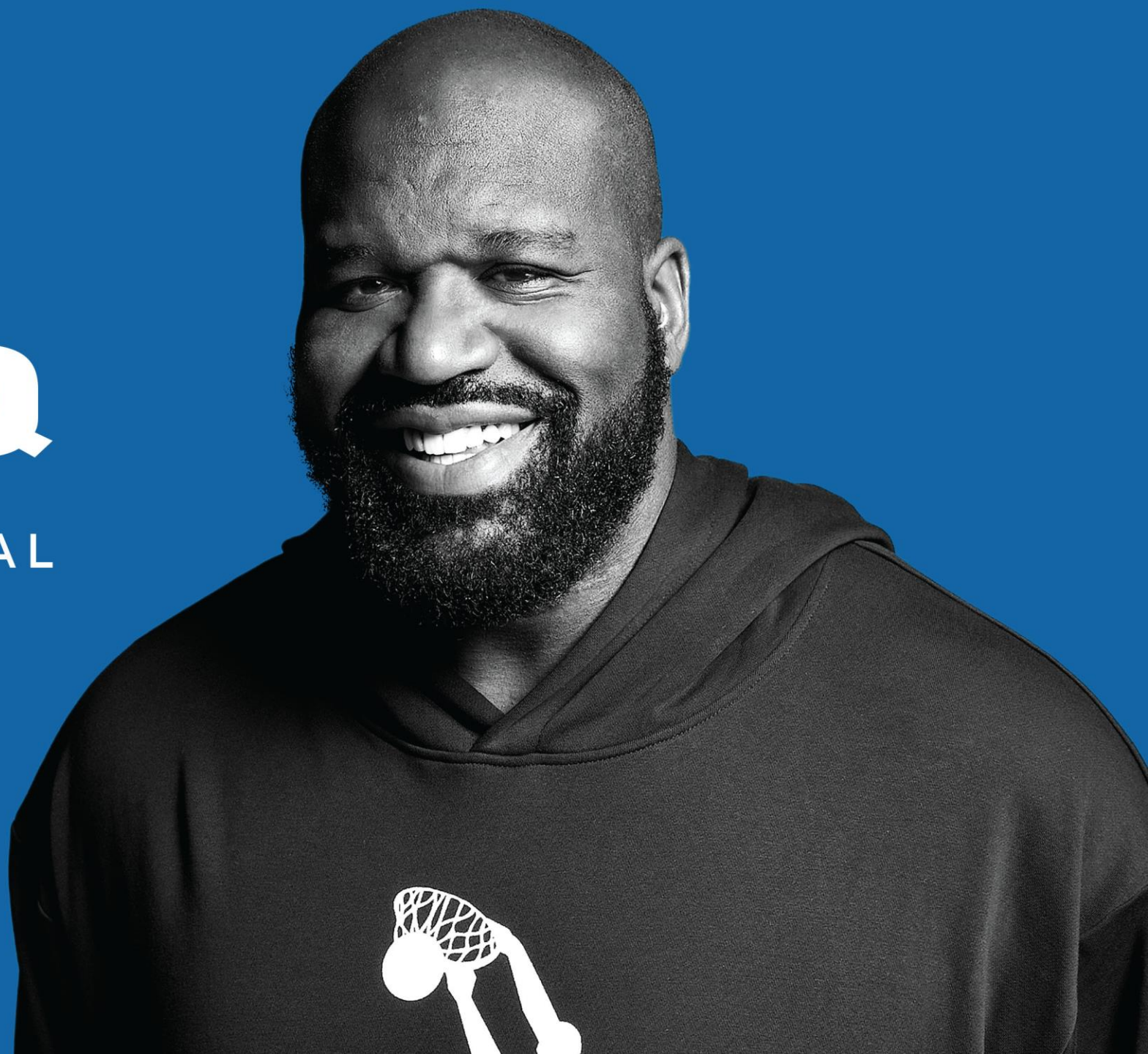
BRADLEY
COOPER



ALEXANDER
SKARSGÅRD

SHAQ

SHAQUILLE O'NEAL

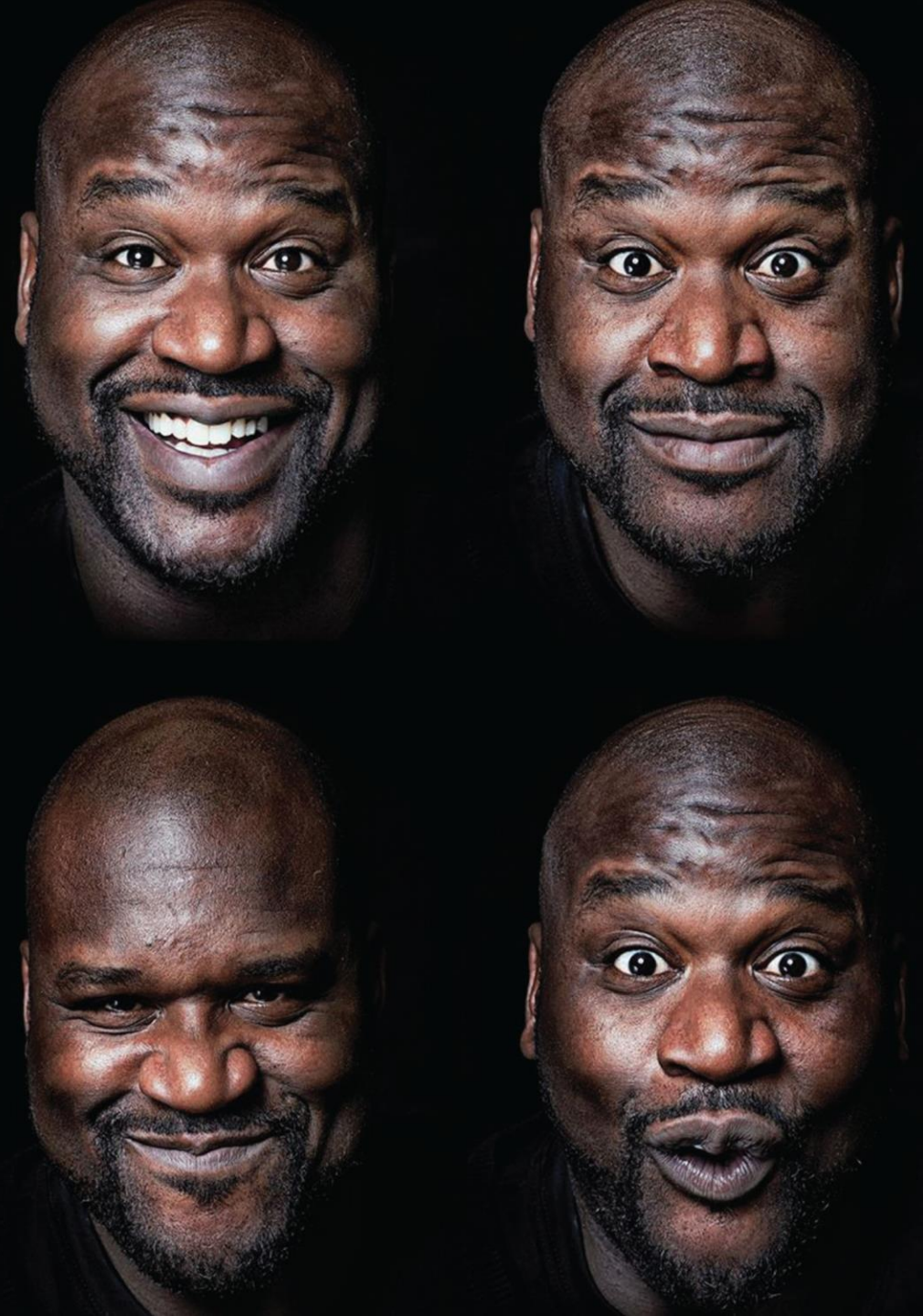


SHAQUILLE O'NEAL

SHAQUILLE O'NEAL IS LARGER-THAN-LIFE.

At 7-foot-1 his stature commands attention but it is his big personality, clever sense of humor, and innate likability that truly set him apart. He is undeniably fun, approachable, and genuine. A force within the worlds of sports, entertainment, and business. Shaq is a basketball hall-of-famer, actor, philanthropist, DJ, TV personality, role model for kids, and entrepreneur.

**THE SHAQUILLE O'NEAL™ BRAND
STANDS FOR FUN FOR EVERYONE.**



THE O'NEAL APPEAL

60+
LICENSEES
GLOBALLY

BROAD
CONSUMER
AWARENESS

among all demographic groups; general market, minorities, men, kids, and moms; cuts across income and geographic lines.



CONSUMER
“LIKABILITY”

SHAQUILLE HAS AN E-SCORE OF A WHOPPING **100**, HIGHER AND WITH MORE NAME RECOGNITION THAN SOME OF HIS MOST POPULAR CONTEMPORARIES. HE RESONATES MOST WITH ADULTS 25 AND OLDER.

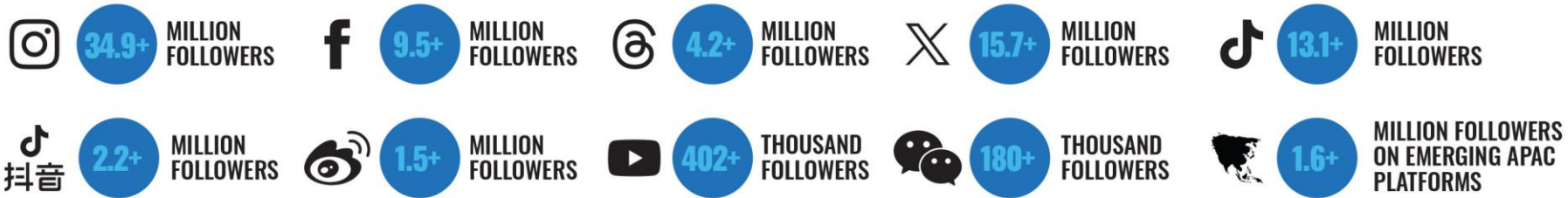
PROVEN
LICENSING
SUCCESS
across consumer categories and multiple channels of distribution.

Fusion of
BUSINESS
SUCCESS TO
PHILANTHROPIC
EFFORTS
locally and nationally.

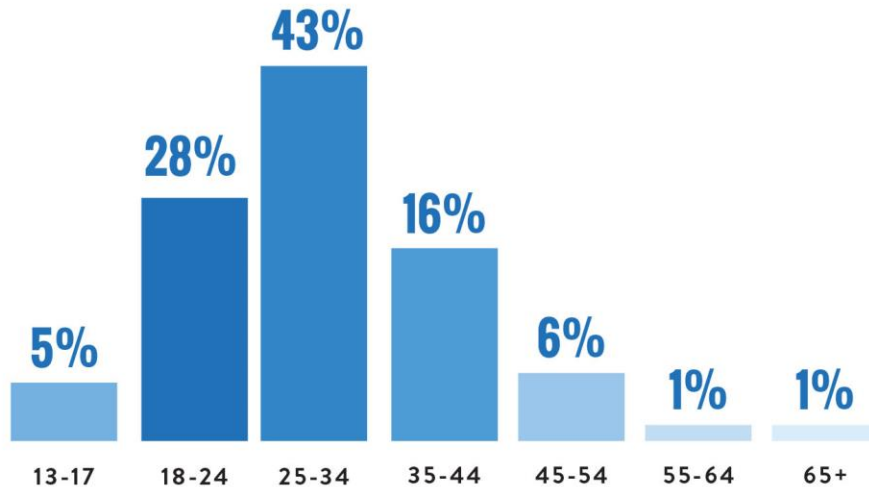
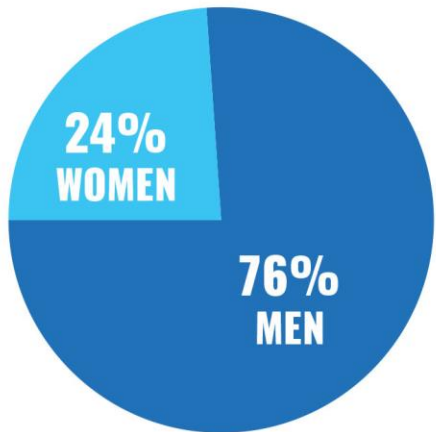
PERSONAL
INVOLVEMENT
in support of partners.

E-Score[®]
CELEBRITY

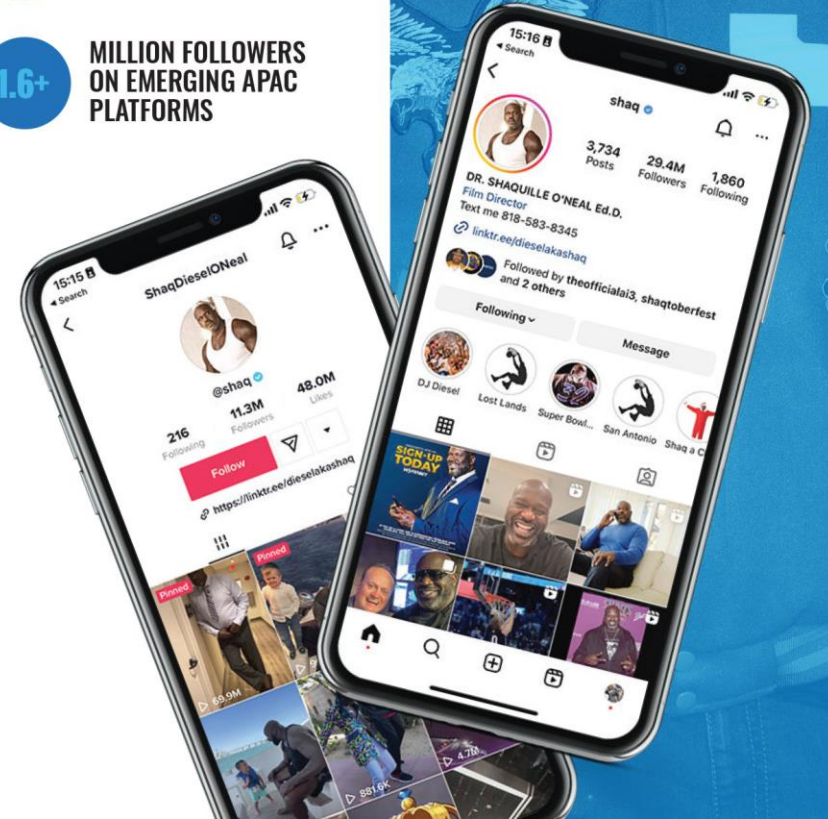
SOCIAL MEDIA OVER 83M FOLLOWERS



AGE & GENDER BREAKDOWN



* All data as of August 01, 2024



SHAQ FOOTWEAR

THE SHAQ™ BRAND has always been focused on providing iconic performance footwear with the best-in-class value for price.

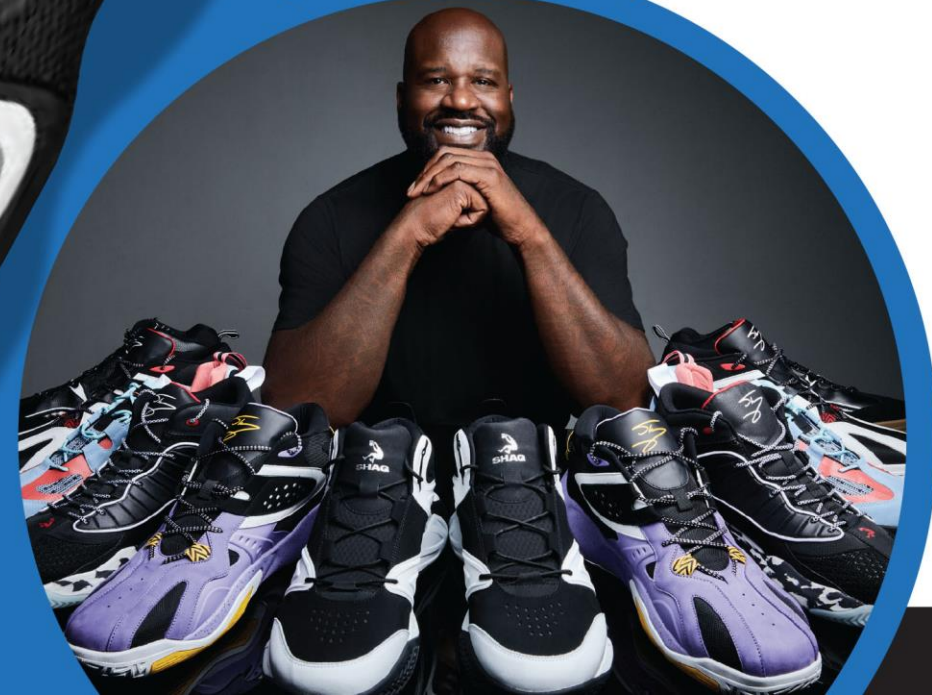
SHAQ™ FOOTWEAR targets budget-conscious consumers who seek affordable, durable athletic shoes that cater to the needs of casual athletes, families, and fans of Shaquille O'Neal, delivering quality and value for everyday use.



STYLE-DRIVEN VALUE

QUALITY MATERIALS

- Real Rubber
- High-grade Textiles
- Real full-length leather outsoles on Mens styles
- Real EVA foam
- Nylon Shanks to aid in flexibility



A woman with short dark hair, wearing dark sunglasses, a black blazer with a large black rose on the chest, a gold chain necklace, and leopard print high-heeled shoes. She is sitting on a white geometric shape against a grey background. The text "Q&A" is centered over her. There are white L-shaped corner brackets in the top-left and bottom-right corners.

Q&A

THANK YOU!

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Upcoming events:

9-10.09.2024

DM Pekao S.A. 21st Annual Emerging
Europe Investment Conference,
Warsaw, Poland



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MODIVO

HalfPrice

