

CCC

MINORITY INVESTMENT IN EOBUWIE

Entering into exclusive negotiations
with two selected investors

March 12th 2021



photo. **CCC**, collection **SS'21** – shoes & clothing **Sprandi**, handbags **Gino Rossi**, **Jenny Fairy**

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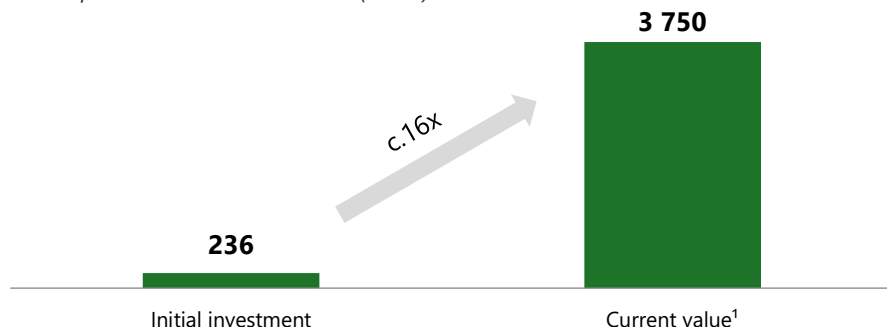
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Value crystallisation, strengthening of financial position while retaining control and participation in further upside

Significant value appreciation for CCC's shareholders already achieved...

Value of CCC's 75% stake in eobuwie (PLNm)



...with well-defined use of cash proceeds

- 1** General corporate purposes, incl. partial debt repayment (~0.4 PLNbn)
- 2** Cash buffer for any further lockdowns in relation to COVID-19 pandemic
- 3** Cash reserve for partial financing of CCC's call option for remaining 25% of shares in eobuwie currently owned by MKK3³

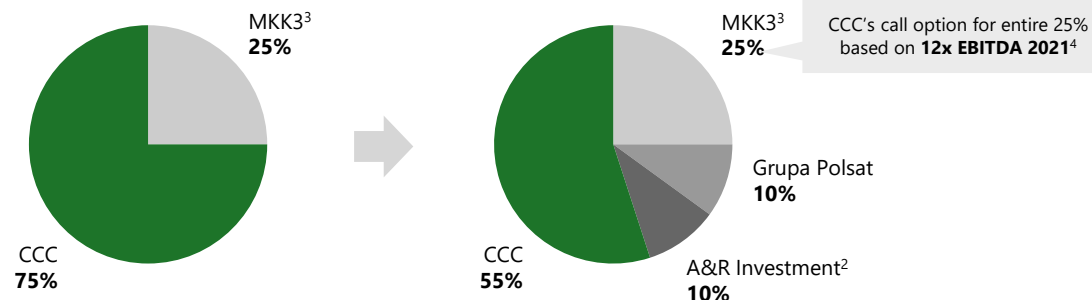
New investors strengthening shareholder base of eobuwie...

Cyfrowy Polsat
*Poland's largest Telecoms
Media and Technology group*

A&R Investment
A shareholder
of i.a. InPost S.A.

...while CCC retains the majority shareholding and upside potential

*Envisaged shareholding structure in eobuwie (%) – subject to transaction closing
(incl. relevant corporate and banks approvals)*

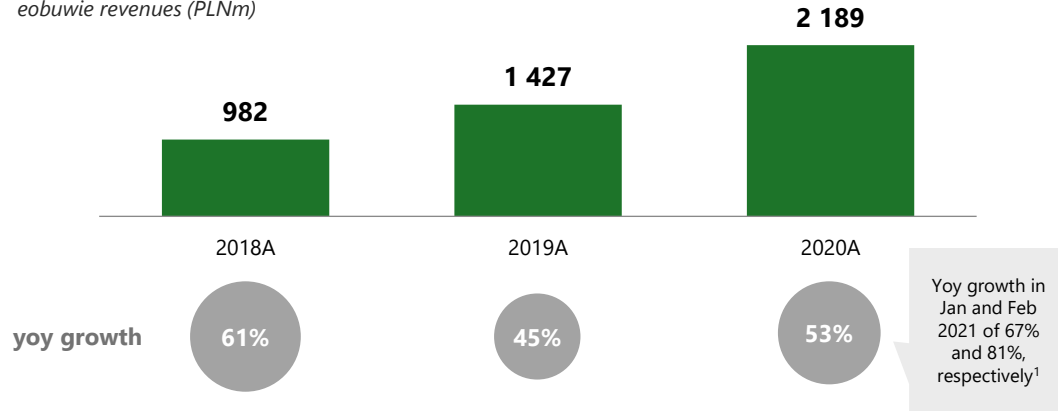


1-Based on implied equity value of 5.0PLNbn and CCC's current stake of 75%
2-A shareholder of i.a. InPost S.A.
3-Entity owned by Grzymkowski family
4-Pre-IFRS16

Extremely strong financial performance resulting in self-funded operations of eobuwie

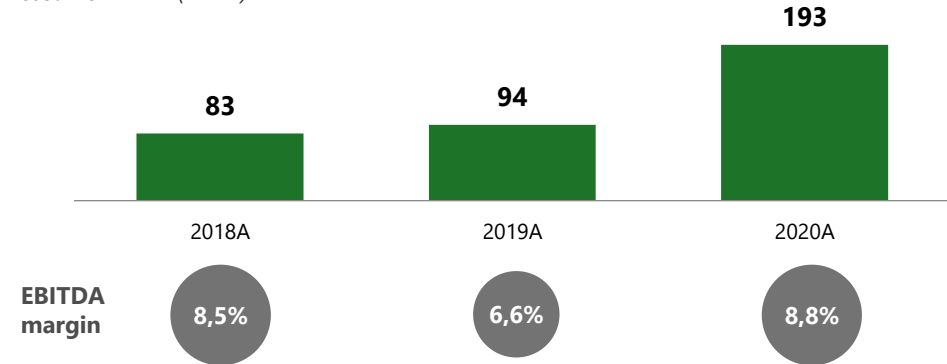
Impressive top-line growth...

eobuwie revenues (PLNm)



...followed by EBITDA margin expansion

eobuwie EBITDA (PLNm)



Confirming previously communicated ambitious targets for near future...

eobuwie financial targets published on Oct 1st 2020...

x3

Increase in revenue from 2019 to 2023

230-250

PLNm

EBITDA target for 2021²

8-10%

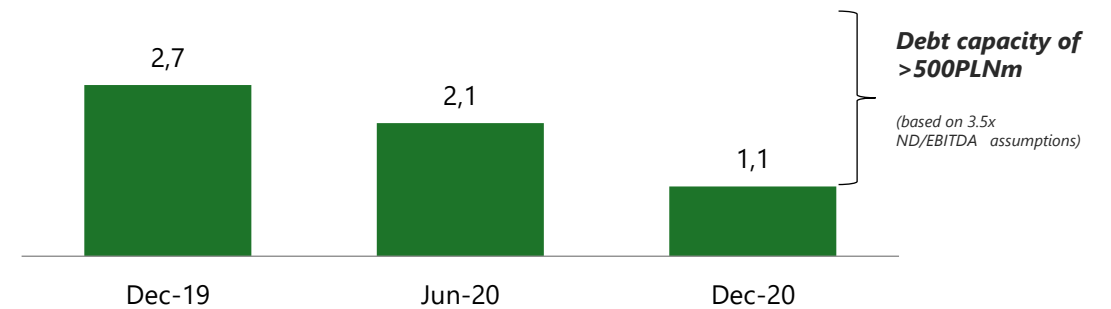
EBITDA margin³

target for 2022 in GO.22 CCC Group Strategy

...likely to be exceeded

... funded without diluting shareholders of eobuwie








Net debt/EBITDA³



1-Preliminary data
2-IFRS16 EBITDA
3-EBITDA and net debt without IFRS16 impact (as used for bank covenants)

Further rapid growth of eobuwie, with an IPO planned for 2022 or 2023

Well-defined pillars of future business growth...

		OVERVIEW
	Existing & new markets	Strengthening of leadership position in Poland and CEE and further growth in key Western European markets
	Modivo	Expansion into apparel (large target addressable market) and leveraging synergies with eobuwie platform
	Marketplace	Broader offering and closer co-operation with brands
	Mobile	Expanding mobile solutions (driving UX and traffic)
	CRM	Further personalisation of the offer / communication and building loyalty
	New digital platform	Implementation of platform based on microservices and website/app personalisation
	Logistics	Monetisation of recently conducted investments and further expansion to serve expected growth and ensure best customer service

...with potential IPO planned for 2022 or 2023

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 eobuwie.pl



GINO ROSSI



MODIVO



DeeZee
GIRLS DO IT BETTER

