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DeeZee and CCC join forces to develop the fast fashion segment for young customers.

After the fulfillment of the agreed conditions precedent, on 23 October 2018 in Polkowice DeeZee and CCC signed an agreement finalizing the transaction, under which they start their business cooperation.

On the basis of the agreement signed at the beginning of July 2018, the CCC Group - one of the largest manufacturers and shoe sellers in Europe - acquired for the amount of PLN 13 million 51% of shares in DeeZee, a company specialized in Internet sales of women's shoes. At the same time, the parties agreed on the conditions for further gradual increase of the stake of CCC, potentially up to 100% within the next 5 years.

Thanks to the cooperation within the CCC Group, together with the premiere of the spring/summer 2019 collection, the DeeZee brand collection will appear in the CCC chain of stationary stores. The "fashion corner" concept of DeeZee is to attract young customers to CCC stores, at the same time increasing the recognition of the brand, which will also have a positive impact on traffic in the online store DeeZee.pl.

DeeZee remains a "fast fashion" brand, increasing the reach of the CCC Group in the segment of young customers in both offline and online channels. One of the fashion brands of CCC - Jenny Fairy – is already available in DeeZee.pl online store. Works on further development of the product offer and expansion of the DeeZee brand assortment are in progress. The parties are also working on developing further positive synergy effects and complementing competences. The aim is to become a leader in the fast fashion footwear segment for young customers.

DeeZee has been operating on the Polish online footwear market since 2005 and is one of the most recognizable independent online stores in this segment. In 2017 it generated revenues at the level of PLN 35 million. The large and constantly growing popularity of the service is influenced by the constant presence of the brand in social media (over 1.3 million Facebook and Instagram fans), maintaining an extensive network of contacts in the fashion industry, which translates into a presence in the press, and an active marketing policy.

The CCC Group currently comprises, in addition to the CCC omnichannel chain, the Eobuwie Group and the Swiss Vogelegroup. The total area of the CCC Group's sales network currently amounts to more than 680,000 sqm and has 1,1181 stores, including more than half of them abroad. Sales for 2017 reached the level of over 4.1 billion PLN. The CCC Group is present in 23 countries in total (18 offline and 15 online).

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