

### CCC increased revenues by as much as 32% in 2017

The increase of the company's revenues by as much as one third - this is how the previous year in CCC can be summarized. During this period, the company opened 63 new stores, the store floor space amounted to 536 thousand m<sup>2</sup> [increase by 17%], and revenues significantly exceeded PLN 4 billion at 925 stores in 17 countries. This is plus 24% in offline channels and plus 111% in online channel.

The CCC Group, one of the largest retail footwear companies in Europe and one of the largest footwear manufacturers in Europe, recorded EBITDA of PLN 501.5 million (+ 12.4%) in 2017 and a net profit of PLN 302.3 million .

*"In 2017, we increased revenues by almost a third compared to 2016. This result is for us the confirmation of a properly implemented business strategy. The share of the online channel grew from 9 to 15%, we entered new offline markets (Moldova) and online (Sweden), we signed a franchise agreement for the Middle East and takeover of stores in Romania. This year, we are continuing our development strategy, including entering new markets, with our own CCC e-commerce channel and further openings of stores in new concepts, both CCC and eobuwie.pl," says Dariusz Miłek, President of CCC.*

This year is to be at least as intense as the previous one. CCC consistently builds foundations for further dynamic growth in turnover, it plans to enter at least 3 new sales markets and strengthen the position of the leader in the footwear industry on the CEE market. The Group is working on the development of multi-channel sales to be even closer to the customer and respond to market trends. In the middle of the year CCC online sales will be commenced with the reserve & collect option, and during the year the group plans to open at least 6 multichannel eobuwie.pl stores.

"The company intends to further increase its lead in the area of online sales. This will be served, among others, by the expansion of logistics potential, including the central eobuwie.pl warehouse. We will continue to focus on the development of innovation, including through the continuation of the digital transformation, started in 2017. Being a market leader in Central and Eastern Europe, we should set directions for the development of the industry," says Marcin Czaczycki, Vice President of the CCC Group.

*"The entire CCC CCC is supposed to finish the year 2018 with an increase in revenues to over PLN 5 billion, and every fifth zloty is to come from the online channel.", concludes Dariusz Miłek.*

The total area of the sales network in Poland and abroad after 2017 amounted to 536 thousand m<sup>2</sup>. The company carried out the most dynamic expansion in Russia, where the retail floor space increased by as much as 120% throughout the year. As of 31December 2017, the sales network of the CCC Group has 925 stores, including 477 abroad. The group is present in a total of 19 countries (17 offline and 11 online). As of 31December 2017, it employed nearly 13,000 employees.

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Wysokość kapitału zakładowego – 3 916 400,00 PLN, Wysokość kapitału wpłaconego – 3 916 400,00 PLN

**The CCC Group** is one of the fastest-growing large footwear companies in Europe and at the same time one of the largest footwear manufacturers in the region. CCC through eobuwie.pl SA is also an e-commerce leader in Central and Eastern Europe, in the segment of footwear. The CCC Group has a network of nearly 1,000 stores, with an area of approx. 550,000 m<sup>2</sup> and operates in 19 countries in Europe and beyond it, in off-line and on-line channels. Fashionable and attractive products are offered to clients in Poland, the Czech Republic, Slovakia, Germany, Austria, Slovenia, Croatia, Hungary, Bulgaria, Serbia, Russia, Ukraine, Romania, Lithuania, Latvia, Estonia, Moldova, Greece and Sweden. The CCC Group has its own factory of leather shoes in Poland. CCC employs almost 13,000 employees and annually sells about 50 million pairs of shoes. In 2017, the sales of the CCC Group reached PLN 4.2 billion (EUR 1 billion), an increase of 32% compared to 2016. Prestige and financial credibility highlights the Company's presence on the Warsaw Stock Exchange and participation in the group of the 20 largest companies included in the WIG 20.



CCC S.A., ul. Strefowa 6, 59-101 Polkowice, NIP 692-22-00-609, Sąd Rejonowy dla Wrocławia-Fabrycznej we Wrocławiu, IX Wydział Gospodarczy KRS 0000211692, kapitał zakładowy: 4.116.400 PLN, w całości wpłacony.  
CCC S.A., 6 Strefowa Street, 59-101 Polkowice, NIP 692-22-00-609, District Court for Wrocław – Fabryczna, Administrative Section IX of the National Court Register KRS 0000211692, The initial capital - 4 116 400 PLN, paid in full.