

Polkowice, 24th February 2015

CCC S.A., the largest distributor and manufacturer of footwear in Poland, developed in IVQ 2014, 312,3 million PLN net profit at 682,0 million PLN revenue from sales. The operating profit amounted to 102,9 million PLN and EBITDA was 124,1 million PLN.

In IVQ the CCC Group continued the plans of expanding the own sales network which on 31.12.2014 was 278,3 thousand square meters. Total sales area, including franchise stores in the country and abroad, amounts 305,3 thousand square meters.

According to strategic objective of the CCC Group for 2013-2015, which is becoming a leader in the footwear market in the Central and Eastern Europe, the Group continued expansion in Poland, Czech Republic, Slovakia and Hungary. Moreover, the CCC Group started expansion in Austria, Slovenia, Croatia, Turkey and Germany. In Romania, Baltic countries, Russia, Kazakhstan and Ukraine the CCC intends to expand the network of franchise stores.

FINANCIAL RESULTS OF CCC GROUP AFTER FOURTH QUARTER OF 2014

Detailed financial data of CCC are as follows:

In thousands of PLN	Q4 2014	Q4 2013	Change (value)	Change (%)
Net revenues of sales	682 030	583 404	98 626	16,9%
Operating profit	102 876	94 972	7 904	8,3%
Net profit	312 342	70 419	241 923	343,5%

FOREIGN EXPANSION

Sales network abroad at the end of December 2014 included 275 own stores, inter alia: 79 in Czech Republic, 57 in Hungary, 30 in Slovakia, 31 in Romania, 17 in Austria, 27 in Germany, 8 in Croatia, 6 in Slovenia, 3 in Turkey.

Main strategic objective remains a further development of network sales, especially of own retail outlets, which will lead to **the increase of the market share and strengthening the**



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leadership in the domestic footwear market and abroad. Till the end of 2015 CCC means to gain the position of the leader also in the Czech Republic, Slovakia and Hungary.

In the years 2013-2015 we plan to double the sales network, around **200 thousand square meters.**

Number of stores of CCC Group

Number of stores	Condition on 31.12.2013	Condition on 31.12.2014
CCC Poland – own stores	342	366
CCC Poland – agency	37	39
CCC Poland - franchise	8	-
CCC Russia / Latvia / Kazakhstan / Ukraine – franchise	15	17
CCC Romania franchise	19	31
CCC Czech Republic	73	79
CCC Slovakia	25	30
CCC Hungary	50	57
CCC Austria	6	17
CCC Slovenia	2	6
CCC Croatia	3	8
CCC Turkey	2	3
CCC Germany	4	27
Lasocki / QUAZI	20	8
BOTI – own stores	72	34
BOTI – franchise	34	7
Total number of units	712	729

Piotr Nowjalis, the Vice President of the Management Board:

"The fourth quarter is characterized by a high gross sales profit margin resulting in improved profitability at all levels of financial results. The fourth quarter was also characterized by the restructuring of the CCC Group's business related to the separation of the ORGANIZED PART OF AN ENTERPRISE (Purchase Group), which took on itself all the functions of purchasing, marketing and price and sales management. The tax asset created deferred



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from this increased the consolidated net profit of about 230 million PLN. The result adjusted by the effect of business restructuring is estimated by the Company at approx. 220 million PLN. "

For further information:

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The Group CCC is a leader in the Polish retail footwear market and the largest manufacturer in Poland. The Capital Group of CCC consists of CCC S.A. - The company managing the network sales, CCC Factory Ltd., dealing with the production of footwear, NG2 Suisse S.a.r.l., the company managing the company trademarks, companies managing sales on foreign markets; CCC Czech s.r.o., CCC Slovakia s.r.o., CCC Hungary Shoes Kft, CCC Austria Ges.m.b.H., CCC Germany G.m.b.H., CCC Hrvatska d.o.o., CCC Obutev d.o.o., CCC Shoes Turkiye. Sales of a collection is run in total in more than 700 outlets under the brands of CCC, BOTI and Lasocki. Suppliers of shoes for the Company are both foreign manufacturers (especially sewing on behalf of the CCC, Chinese producers), domestic ones as well as our own production facilities. The CCC Group's share in the highly fragmented market of footwear is estimated at 19 -20%.