



CCC
SHOES & BAGS

Results and
strategy
H1 2016

The information in this document has not been independently verified and no representation or warranty, expressed or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained herein. Neither the Company (as defined below) or any of its affiliates shall have any liability whatsoever (in negligence or otherwise) for any loss whatsoever arising from any use of this document, or its contents, or otherwise arising in connection with this document. Unless otherwise stated, the data in this presentation has been provided by the Company (as defined below) and its fairness, accuracy or completeness has not been verified by or sourced from any third party.

This presentation may not be reproduced, retransmitted or further distributed to the press or any other person or published, in whole or in part, for any purpose. Failure to comply with this restriction may constitute a violation of applicable securities laws. This presentation does not constitute or form part of any offer or invitation to sell or purchase, or any solicitation of any offer to sell or purchase any shares or securities in CCC Group (the "Company"). It is not intended to form the basis upon which any investment decision or any decision to purchase any interest in the Company is made.

Information in this document relating to the price at which investments have been bought or sold in the past or the yield on investments cannot be relied upon as a guide to future performance. Certain statements in this document are forward-looking statements. By their nature, forward-looking statements involve a number of risks, uncertainties or assumptions that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties or assumptions could adversely affect the outcome and financial effects of the plans and events described herein. Forward-looking statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. Except as required by law, the Company is under no obligation to update or keep current the forward-looking statements contained in this document or to correct any inaccuracies that may become apparent in such forward-looking statements.

All the information in this document is based on the financial statements of CCC Group available on the web page www.ccc.eu.



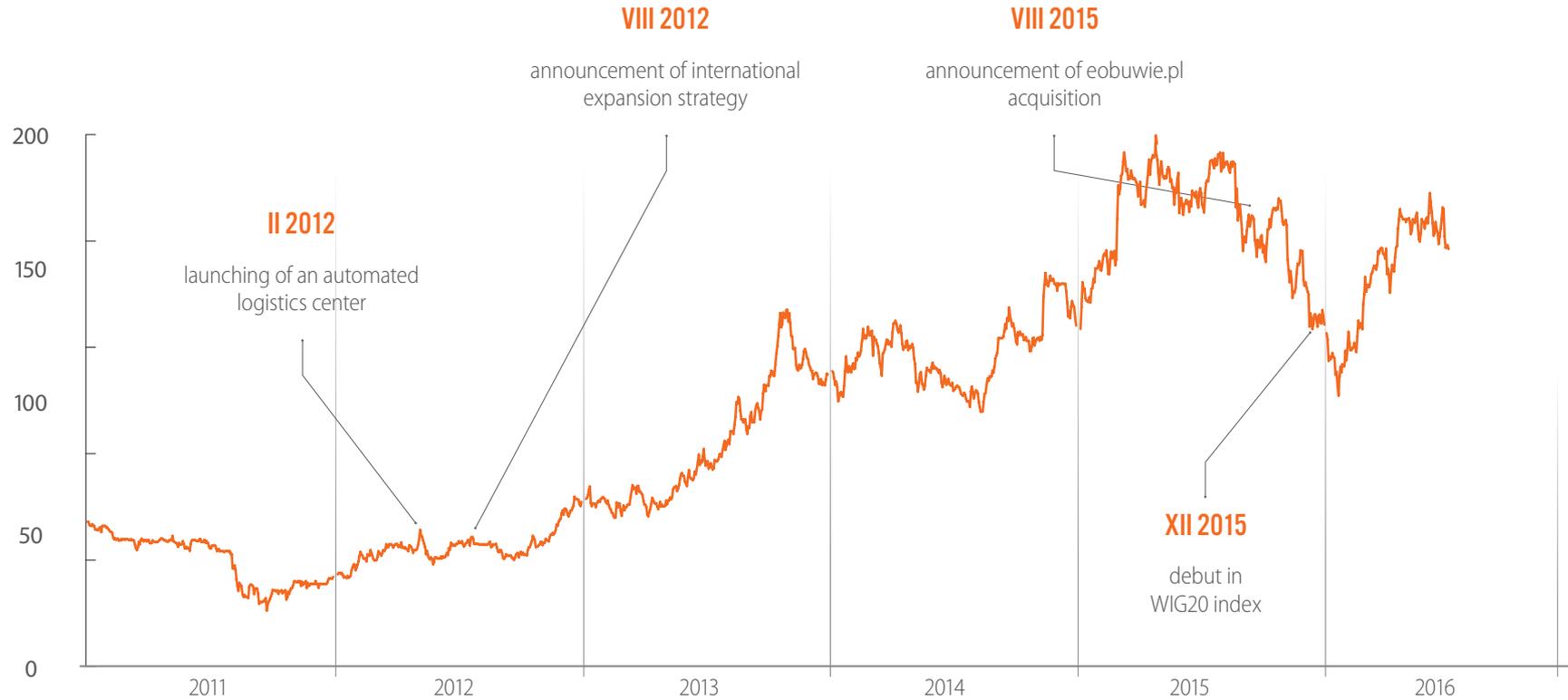
2016 is a groundbreaking year for CCC Group – first of all, because of implementation of an ambitious floorspace growth plan. During the first six months of this year the total floorspace of our stores grew by over 35.000 sqm, and until the end of the year we are planning to add almost 70.000 sqm more on top of that. Poland remains the main growth fundament, but for the first time in history its share in total Group's floorspace has fallen below 50%.

The first half of 2016 wasn't all just about floorspace though – it also meant great sales and financial results. The key months of spring/summer season brought extraordinary sales growth. Financial results delivered in that period should definitely satisfy all the investors.

Last but not least – the deal of aquisition of the Internet platform eobuwie.pl, closed in first quarter, has still been outperforming. Just like the traditional part of the CCC Group, it has been dynamically expanding throughout the region and delivering outstanding sales, while being able to hold on to an extraordinary profit margin.

SHARES LISTED ON WARSAW STOCK EXCHANGE SINCE 2004

02





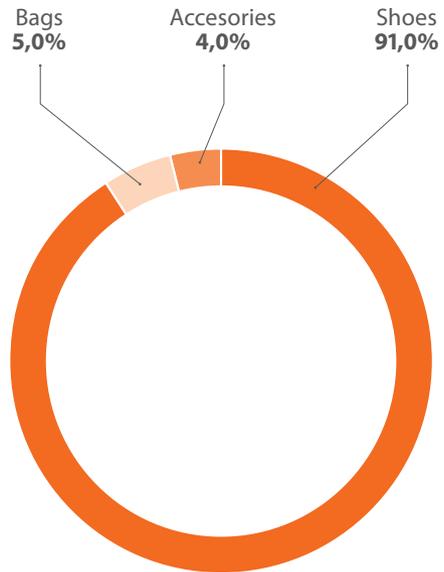
OPERATING STRUCTURE OF THE GROUP (AS OF 30.06.2016)

04

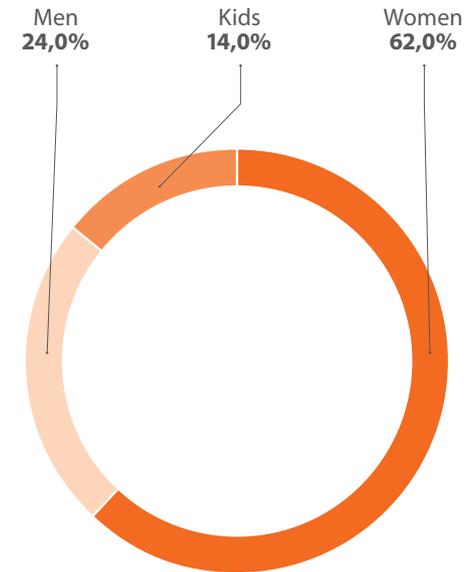


| | 30.06.2016 |
|-----------------------------|------------|
| TOTAL STORES | 809 |
| OWN STORES CCC | 734 |
| Poland | 422 |
| Czech republic | 78 |
| Slovakia | 38 |
| Hungary | 66 |
| Austria | 30 |
| Croatia | 19 |
| Germany | 65 |
| Slovenia | 9 |
| Bulgaria | 7 |
| FRANCHISE STORES CCC | 71 |
| Russia | 9 |
| Kazakhstan | 2 |
| Ukraine | 5 |
| Romania | 44 |
| Latvia | 7 |
| Lithuania | 3 |
| Estonia | 1 |
| OTHER STORES | 4 |

STRUCTURE OF SALES IN 2016
(BY VALUE)

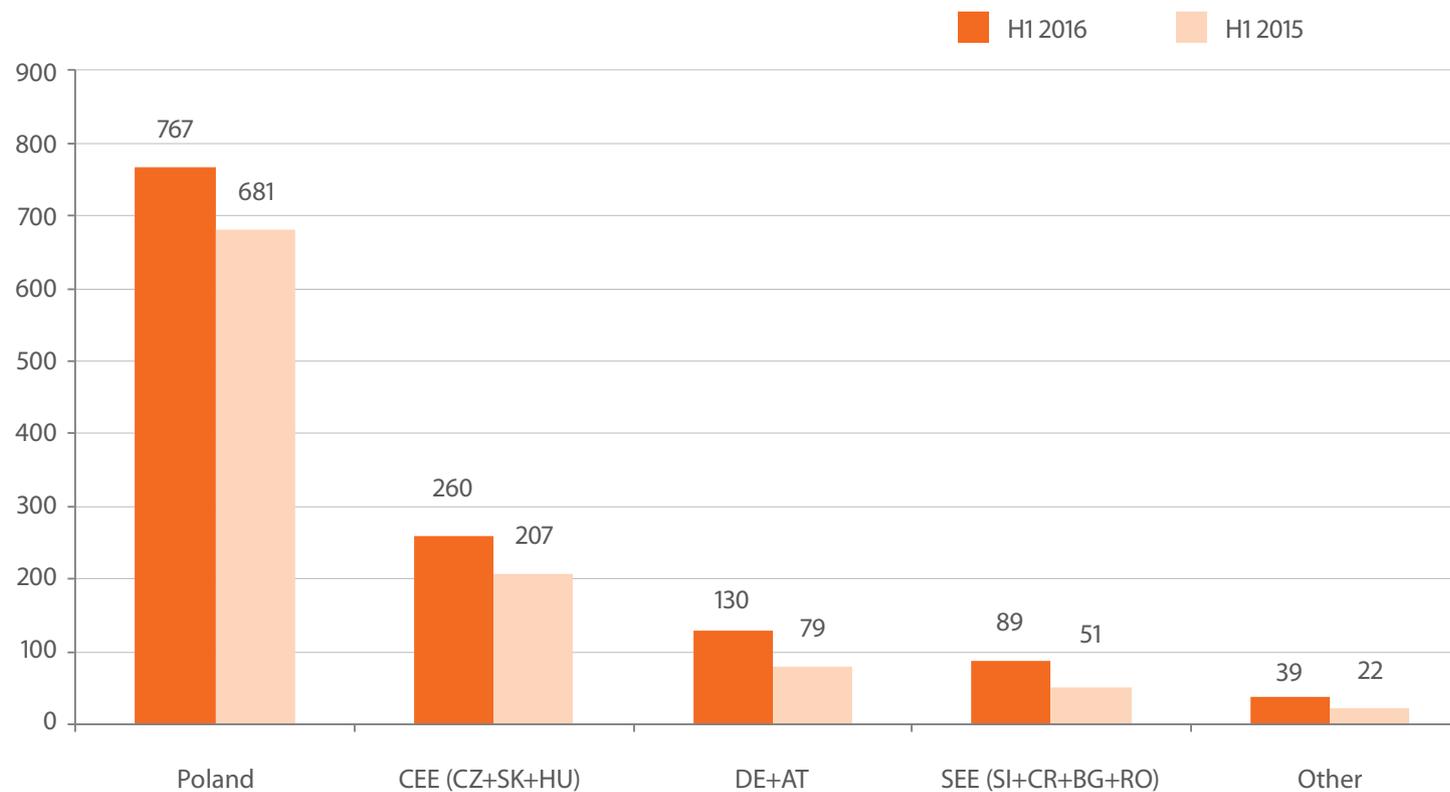


STRUCTURE OF FOOTWEAR SALES IN 2016
(BY VALUE)



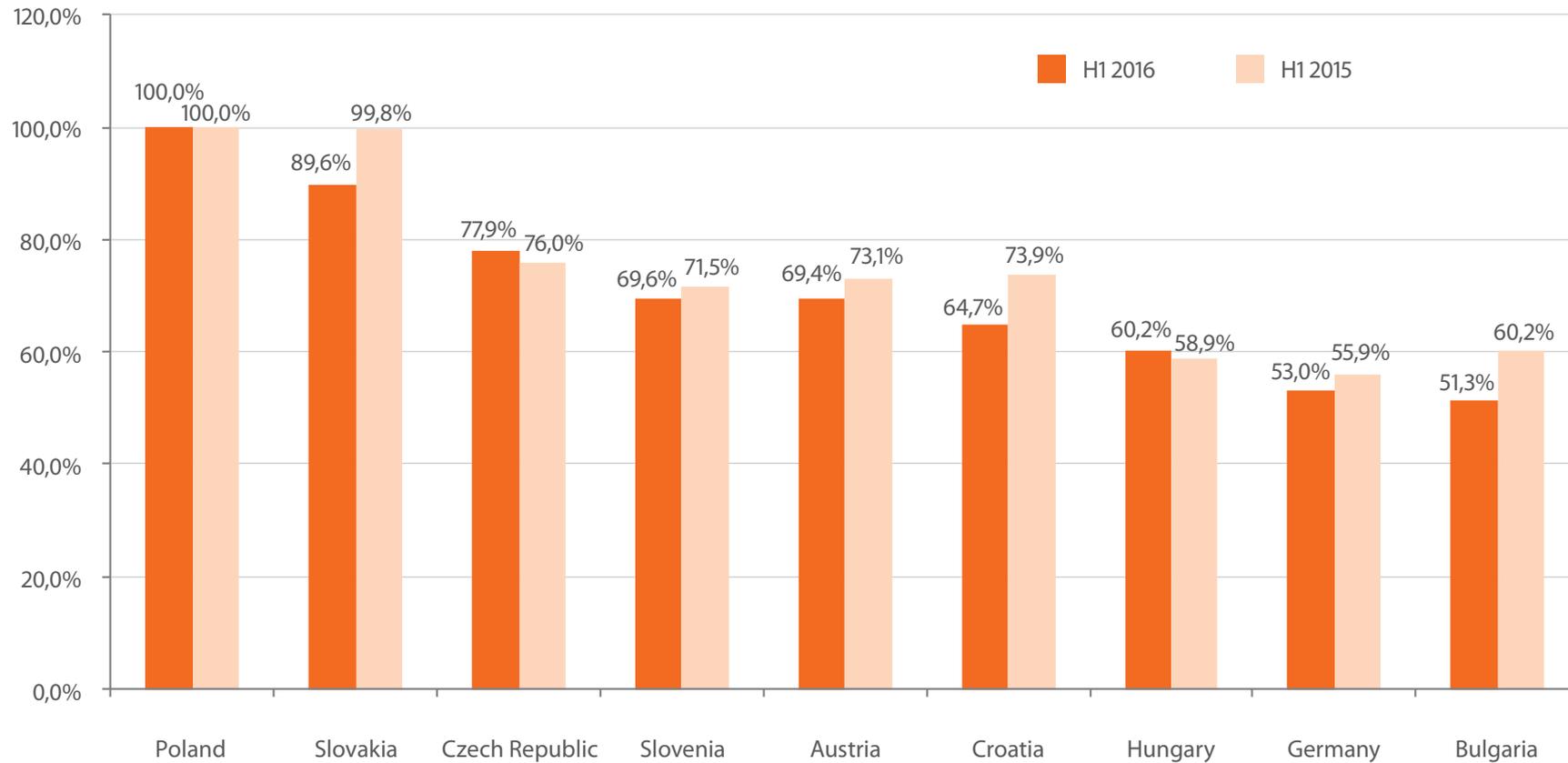
SALES BY REGIONS IN FIRST HALF 2016/2015 [IN PLN MILLION]

06



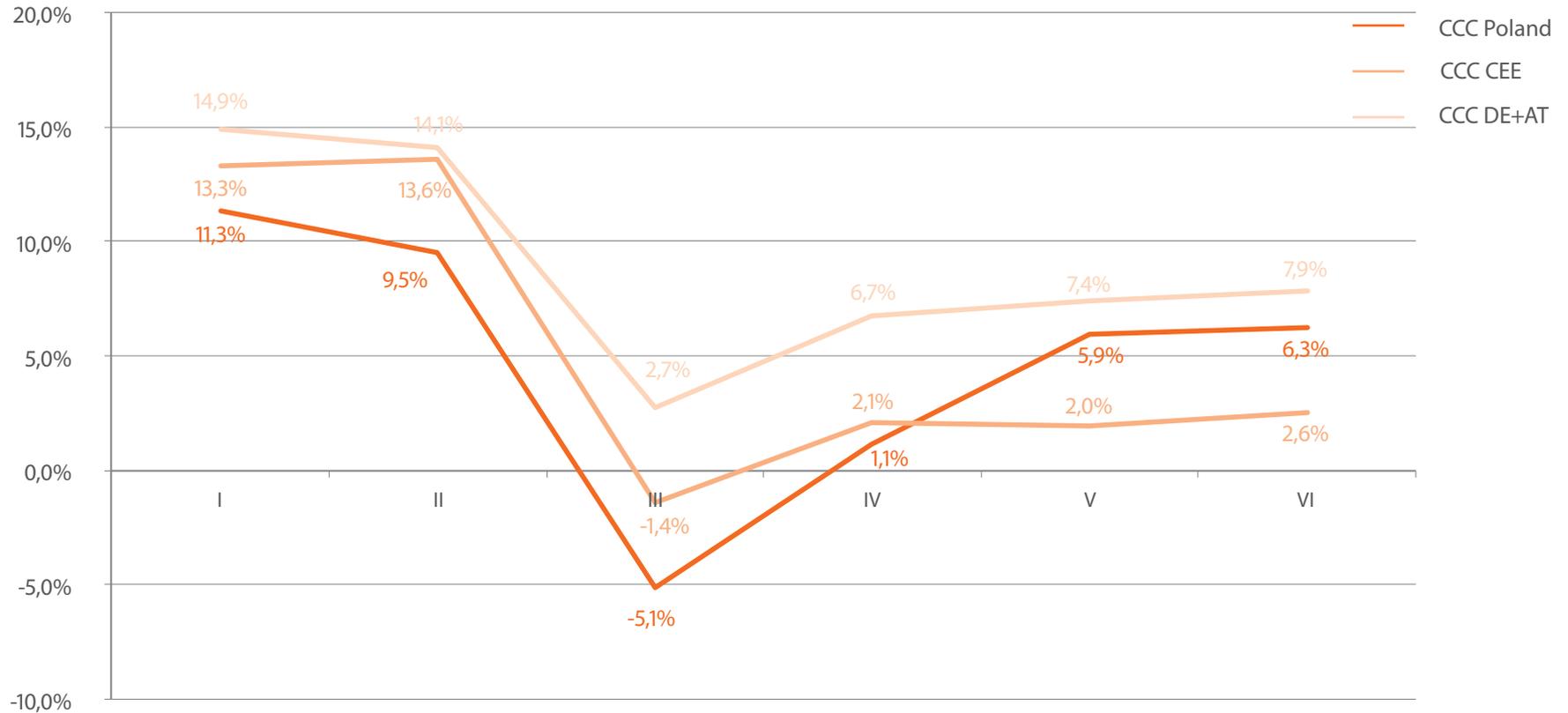
SALES PER SQM IN FIRST HALF 2016/2015 [PLN]

07



LIKE FOR LIKE SALES IN POLAND AND ABROAD (CUMULATIVELY)

08



CONSOLIDATED FINANCIAL RESULTS H1 2016 [IN PLN MILLION]

09

| | H1 2016 | H1 2015 | CHANGE % 2016/2015 |
|-----------------------------|----------------|----------------|-----------------------|
| SALES REVENUE | 1 394,6 | 1 039,9 | 34,1% |
| Gross profit (loss) on sale | 733,8 | 565,1 | 29,9% |
| Gross sale margin | 52,6% | 54,3% | -1,7 p.p |
| Cost of sale | (565,1) | (421,8) | 34,0% |
| Administrative expenses | (53,8) | (39,7) | 35,5% |
| EBIT | 130,8 | 105,8 | 23,6% |
| EBIT margin | 9,4% | 10,2% | -0,8 p.p |
| Finance income /cost | (5,5) | (13,0) | -57,7% |
| Gross profit (loss) | 125,3 | 92,8 | 35,0% |
| Net Profit (loss) | 113,3 | 111,5 | 1,6% |
| Net profit margin | 8,1% | 10,7% | -2,6 p.p |

CONSOLIDATED FINANCIAL RESULTS Q2 2016 [IN PLN MILLION]

10

| | Q2 2016 | Q2 2015 | CHANGE % 2016/2015 |
|-----------------------------|--------------|--------------|-----------------------|
| SALES REVENUE | 864,9 | 607,6 | 42,3% |
| Gross profit (loss) on sale | 467,1 | 314,6 | 48,5% |
| Gross sale margin | 54,0% | 51,8% | 2,2 p.p |
| Cost of sale | (303,8) | (202,7) | 49,9% |
| Administrative expenses | (36,3) | (29,0) | 25,2% |
| EBIT | 138,0 | 92,1 | 49,8% |
| EBIT margin | 16,0% | 15,2% | 0,8 p.p |
| Finance income /cost | 4,4 | (4,0) | >100% |
| Gross profit (loss) | 142,4 | 88,1 | 61,6% |
| Net Profit (loss) | 134,0 | 101,3 | 32,3% |
| Net profit margin | 15,5% | 16,7% | -1,2 p.p |

CONSOLIDATED BALANCE SHEET [IN PLN MILLION]

11

| | H1 2016 | H1 2015 |
|--------------------------------------------|---------|---------|
| FIXED ASSETS | 1 172,3 | 863,3 |
| CURRENT ASSETS, INCLUDING: | 1 261,1 | 941,2 |
| – inventories | 842,1 | 748,7 |
| – cash and cash equivalents | 254,3 | 136,6 |
| TOTAL ASSETS | 2 433,4 | 1 804,5 |
| EQUITY CAPITAL | 951,0 | 955,9 |
| NON-CURRENT LIABILITIES, INCLUDING: | 399,0 | 251,6 |
| Non-current bank loans, bonds and credits | 366,0 | 213,0 |
| CURRENT LIABILITIES, INCLUDING: | 1 083,4 | 597,0 |
| Current bank loans and credits | 562,5 | 375,2 |
| TOTAL LIABILITIES | 2 433,4 | 1 804,5 |

CONSOLIDATED STATEMENT OF CASH FLOWS [IN PLN MILLION]

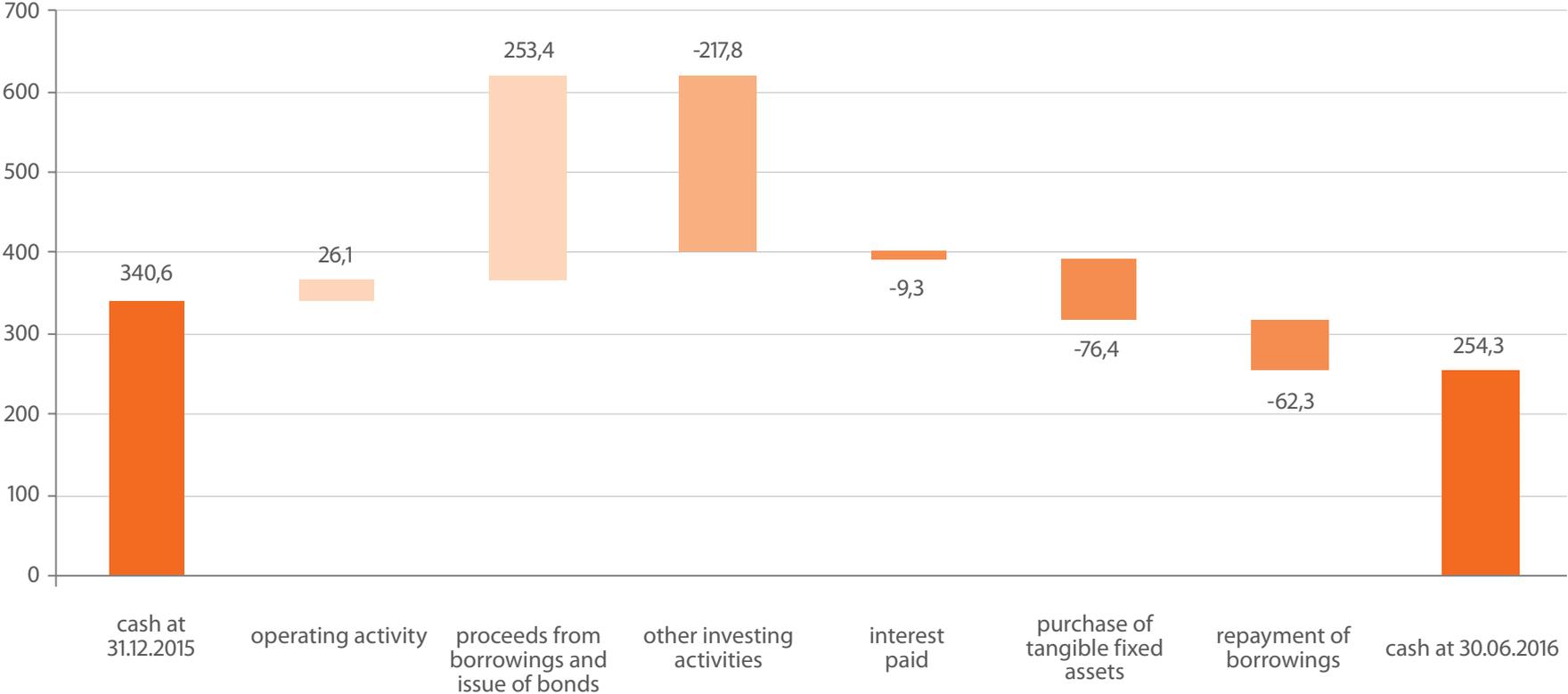
12

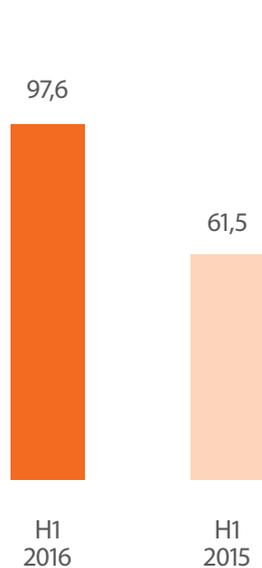
| | H1 2016 | H1 2015 |
|--------------------------------------|---------|---------|
| NET OPERATING CF | 26,1 | 17,5 |
| – changes in inventory | (115,2) | (7,4) |
| – changes in receivables | (16,4) | 27,3 |
| – changes in short term liabilities* | (16,9) | (94,7) |
| NET INVESTMENT CF | (294,2) | (44,6) |
| Income | 4,8 | 12,2 |
| Expenses | (299,0) | (56,8) |
| NET FINANCIAL CF | 184,0 | 1,7 |
| Income | 255,6 | 135,8 |
| Expenses | (71,6) | (134,1) |
| TOTAL CASH FLOW | (86,3) | (25,4) |
| cash at the beginning of the period | 340,6 | 161,9 |
| cash at the end of the period | 254,3 | 136,5 |

* without bank loans, bonds and credits

**CF – STRUCTURE OF CASH FLOW
IN FIRST HALF OF 2016 [IN PLN MILLION]**

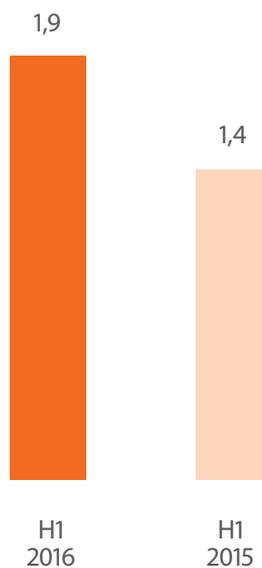
CF – structure of cash flow in first half of 2016





Financial Indebtedness /Equity (%)

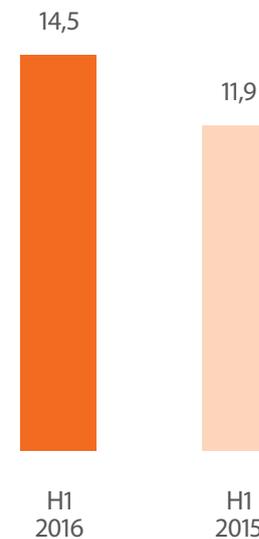
bank loans, bonds and credits liabilities / capital equity



Net debt /EBITDA*

(bank loans, bonds and credits liabilities – cash) / EBITDA

*annualized EBITDA



Gross Profit Interest Cover

(gross profit + interest cost) / interest cost

CCC strategy – set of unique competences building competitive advantages on the European footwear retail market



Fast Fashion

Providing CCC customers with thousands of different models during one season. Short product lines, variety of colours and styles guarantee high number of visitors and frequency of purchases

Price to Quality Ratio

CCC price offer is very attractive, both for leather and synthetic shoes

Private labels offline / Multibrand online

In traditional stores CCC sells private labels produced either in own factory in Poland or outsourced in Far East. Online channel, via eobuwie.pl platform, offers tens of thousands of models from world's most renowned brands

Key resources:

- logistics – state-of-the-art warehouse and distribution facilities
- production in Poland and abroad
- strong balance sheet
- unique e-commerce competences

The strategic goal for the years 2016-2017 is to continue very successful expansion in the CEE countries and to become the leader of the footwear market in each country of the region

- Already in 2014 CCC became the biggest footwear retailer of the CEE region (PL, CZ, SK, HU, RO, BG)
- In 2016 a new subsidiary has been opened – in Serbia. Also new franchising business has just commenced in Estonia

Another strategic goal involves reaching break-even point in Austria and Germany and turning into profit in those countries by the end of 2017

- Experience of the first two years of expansion shows that breaking even in those countries is possible, but it takes much longer than in the CEE markets
- Target for 2016 is reaching LFL sales growth in Germany and Austria of 15% and 10%, respectively

The strategic goal of e-commerce division is to exercise of synergies within CCC Group and to make eobuwie.pl the leader of online footwear sales in Central Europe region

- Currently eobuwie.pl SA sells footwear through its regional domains in Poland, Czech Republic, Slovakia, Germany, Romania, Hungary and Ukraine (recently added)
- In 2016 new domains are to be launched in Bulgaria and Lithuania



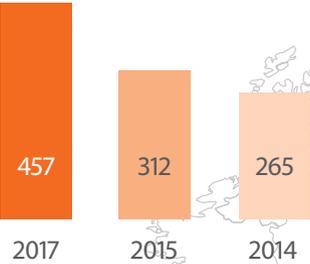
2016 is going to be the most spectacular year of the foreign expansion.



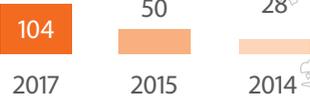
- CCC Group will grow by no less than 100.000 sqm net of new floorspace (27% increase):
 - ca. 77.000 sqm net (110 stores) to be opened outside of Poland (ca 23.000 sqm delivered in H1);
 - ca. 23.000 sqm net (40 stores) to be opened in Poland (almost 12 000 sqm delivered in H1).
- The biggest floorspace growth is expected in Poland, Germany, Austria and Romania.
- All the other countries will also have proportional, high participation in floorspace growth
- CAPEX in 2016 is expected to exceed 140M PLN.

PLANS OF DEVELOPMENT OF RETAIL CHAIN [K SQM] 2015-2107

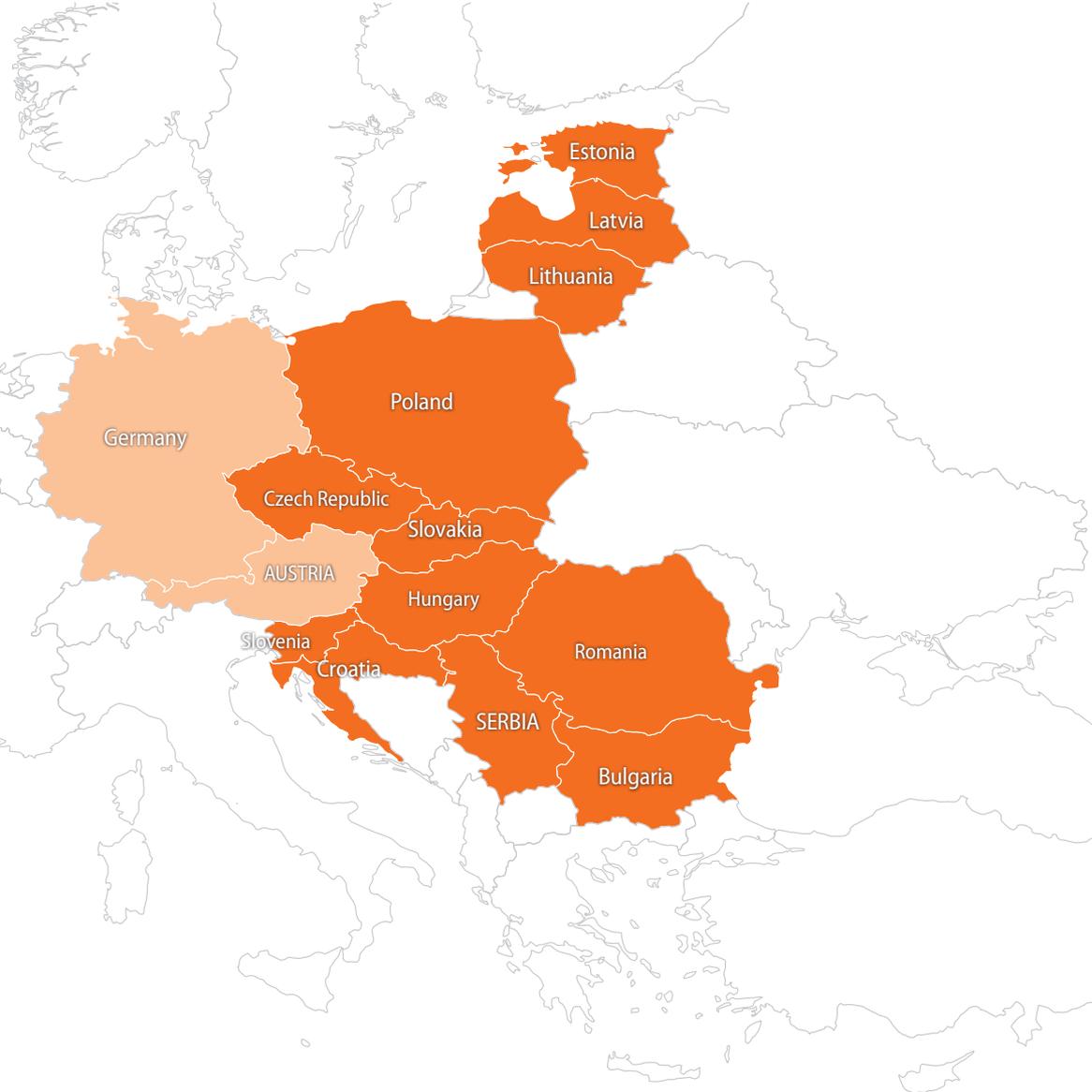
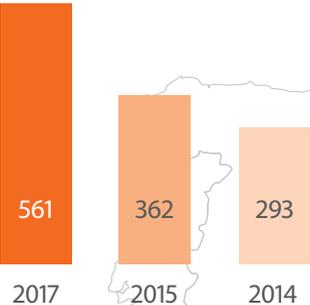
CEE (PL, CZ, SK, HU, HR, SLO, RO, BG, LT, LV, EST, SRB)



Germany and Austria

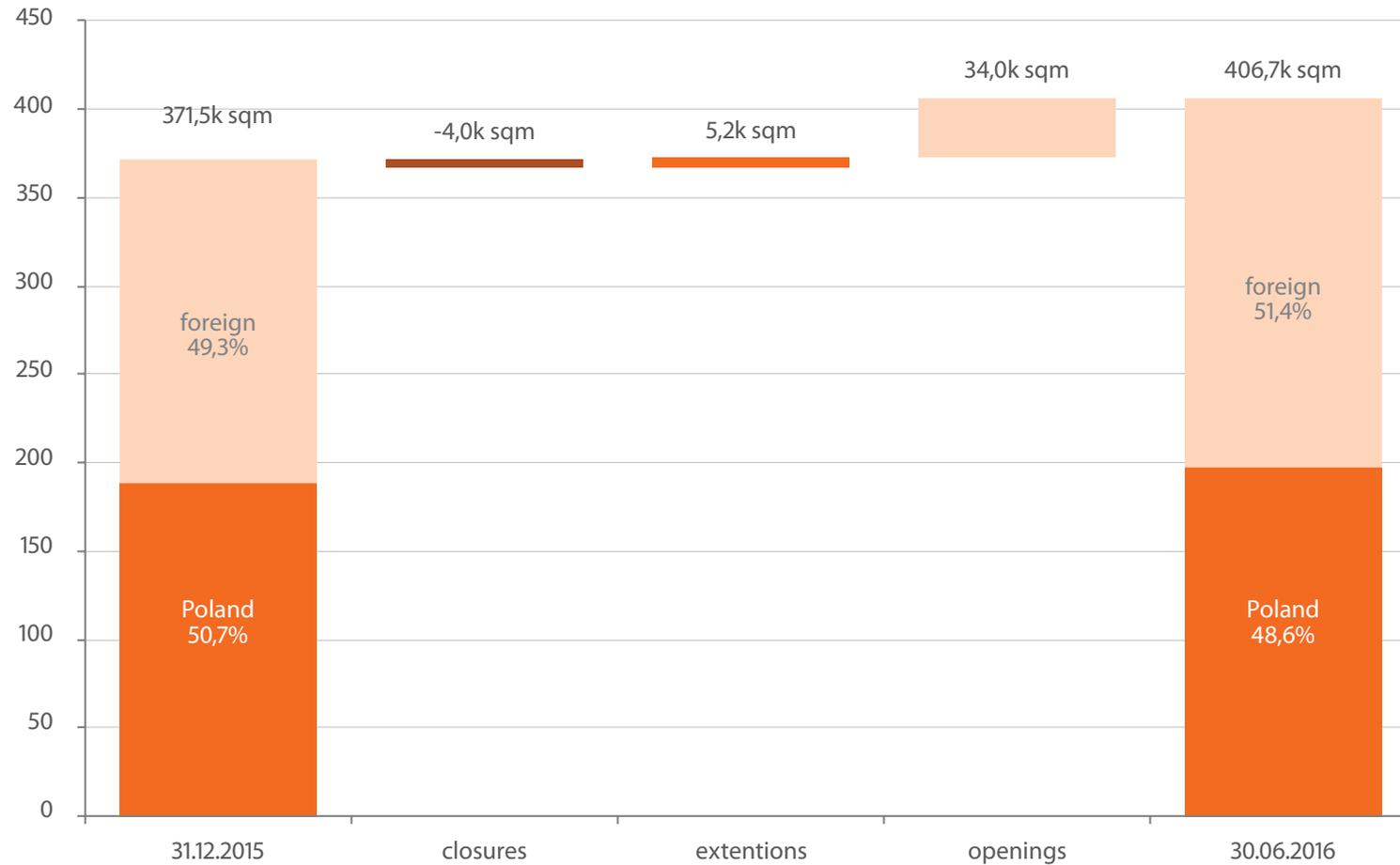


Total

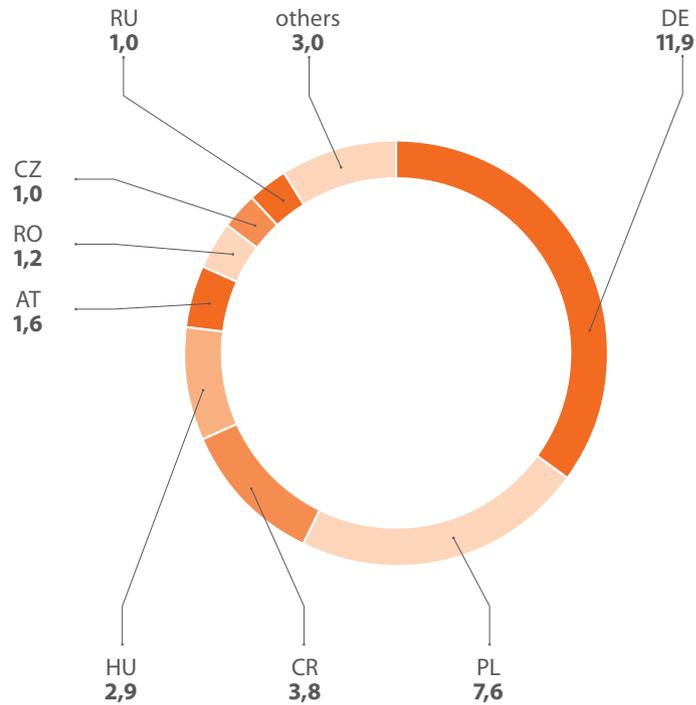


INCREASE OF FLOORSPACE [K SQM] - COMPONENTS 2016 VS 2015

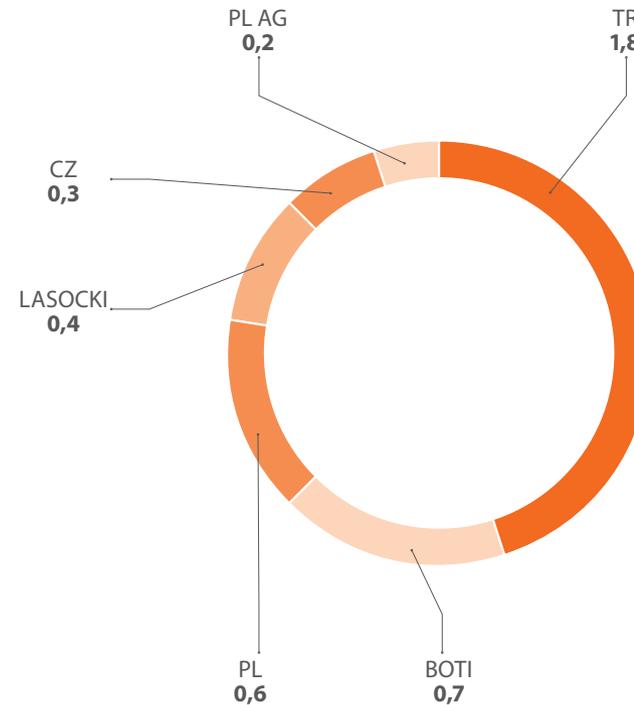
19



Openings [k sqm]



Closures [k sqm]

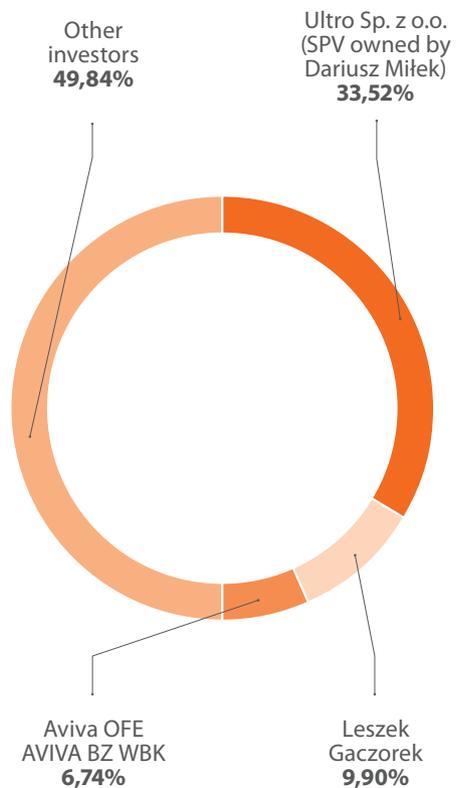


OWN AND FRANCHISE CCC STORES (FLOORSPACE AND STORE COUNT)

21

| CHAIN | TYPE | 31.12.2013 | | 31.12.2014 | | 31.12.2015 | | 30.06.2016 | |
|------------------|------------------------|------------|--------|------------|--------|------------|--------|------------|--------|
| | | SQM | NUMBER | SQM | NUMBER | SQM | NUMBER | SQM | NUMBER |
| CCC Own | Poland | 141 960 | 379 | 166 946 | 405 | 186 782 | 410 | 197 682 | 422 |
| | Czech republic | 26 947 | 73 | 32 309 | 79 | 36 104 | 79 | 37 100 | 78 |
| | Slovakia | 10 646 | 25 | 13 866 | 30 | 18 852 | 37 | 19 530 | 38 |
| | Hungary | 23 456 | 50 | 27 689 | 57 | 30 462 | 61 | 33 949 | 66 |
| | Austria | 2 816 | 6 | 9 184 | 17 | 14 681 | 27 | 16 258 | 30 |
| | Slovenia | 924 | 2 | 3 646 | 6 | 4 603 | 8 | 5 083 | 9 |
| | Croatia | 1 651 | 3 | 4 436 | 8 | 7 314 | 13 | 11 268 | 19 |
| | Turcja | 1 165 | 2 | 1 805 | 3 | 1 805 | 3 | — | — |
| | Germany | 2 272 | 4 | 18 380 | 27 | 34 920 | 51 | 46 792 | 65 |
| | Bulgaria | — | — | — | — | 3 875 | 6 | 4 412 | 7 |
| CCC Franchise | Russia | 2 178 | 6 | 1 781 | 5 | 3 617 | 8 | 4 655 | 9 |
| | Kazakhstan/ Ukraine | 1 587 | 4 | 2 288 | 4 | 3 055 | 7 | 3 055 | 7 |
| | Romania | 7 869 | 19 | 13 454 | 31 | 19 325 | 42 | 20 695 | 44 |
| | Latvia | 2 212 | 5 | 2 622 | 6 | 3 232 | 7 | 3 232 | 7 |
| | Lithuania | — | — | — | — | 1 187 | 2 | 1 787 | 3 |
| | Poland | 1 586 | 8 | — | — | — | — | — | — |
| | Estonia | — | — | — | — | — | — | 724 | 1 |
| CCC TOTAL | | 227 269 | 586 | 298 406 | 680 | 369 814 | 761 | 406 222 | 805 |
| OTHER | | 16 649 | 126 | 6 913 | 49 | 1 687 | 12 | 542 | 4 |
| TOTAL | | 243 918 | 712 | 305 319 | 729 | 371 501 | 773 | 406 764 | 809 |

SHAREHOLDERS BY NUMBER OF VOTES



CCC S.A. has been listed on Warsaw Stock Exchange since 2004. The main shareholder and founder of CCC Group is The President of Management Board Mr Dariusz Miłek.

Total number of shares:

38 400 000





THANK YOU