

MAY 20, 2020


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## EXECUTIVE SUMMARY

VRG

## Key 1Q20 event: COVID-19

| $1^{\text {st }}$ January - $13^{\text {th }}$ March | $14^{\text {th }}-31^{\text {st }}$ March |
| :---: | :---: |
| January and February 2020 - no coronavirus impact $1^{\text {st }}-13^{\text {th }} \text { March }$ <br> A gradual coronavirus impact along with increasing uncertainty towards epidemic and economy | Closing down of shopping malls <br> Operating: <br> - e-stores of all brands - strong YoY growths <br> - highstreet stores - limited impact on revenues |
| A QUATER SPLIT INTO PARTS |  |

## Results impacted by COVID-19



## Group's development continues

NUMBER OF STORES EOP 1Q20

| VISTULA | 148 | -4 |
| :---: | :---: | :---: |
|  | 125 | +4 |
| Wól ( Zanka | 137 | -2 |
| DENI CLIANO | 30 | -1 |
| W. $\mathrm{K}_{8}^{\mathrm{K}} \mathrm{RU}_{4} \mathrm{UK}$ | 140 | +8 |
| VRG | 580 | +5 |



## Continuation of group's floorspace growth

Group floorspace growth YoY (ths m2)


Group floorspace growth YoY (ths m2)


- Group floorspace reached 53.7 ths m 2 at the end of 1 Q20, up $2 \%$ YoY.
- The apparel segment added 0.7 ths m2, up $1 \%$ YoY.
- The jewellery segment added 0.7 ths m 2 net to group floorspace, growing 7\% YoY.
- There were similar openings of own stores and franchise ones.
- Own stores added 0.6 ths m2 to group floorspace, growing $1 \%$ YoY.
- Growth of 0.7 ths m 2 in franchise floorspace (up 7\% YoY) resulted mostly from development of franchise stores of Vistula, Wólczanka and W.KRUK brands.



## Vistula: over $25 \%$ of revenues from on-line

Vistula brand network

|  | 1Q19 | 1Q20 | YoY |
| :---: | :---: | :---: | :---: |
| Number of stores | 152 | 148 | -4 |
| incl. franchise | 58 | 59 | +1 |
| Floorspace $(\mathrm{m} 2)$ | 18,727 | 18,650 | $0 \%$ |
| incl. franchise | 5,818 | 5,991 | $3 \%$ |
| Internet \% revenues | $19.8 \%$ | $26.0 \%$ | 6.2 pp. |

Vistula brand revenues (PLN m)


- Vistula brand floorspace was stable YoY at the end of 1 Q20, while the sales network contracted by 4 stores net.
- Franchise development continued: 1 new franchise store net and $3 \%$ YoY franchise floorspace growth.
- Vistula brand revenues reached PLN 48.2m in 1Q20 (down 17\% YoY).
- Franchise revenues reached PLN 8.1m in 1Q20 (-19\% YoY).
- $\quad$ Share of franchise in revenues fell from $17.2 \%$ in 1Q19 to $16.7 \%$ in 1Q20.
- Internet revenues amounted to PLN 12.5 m in 1Q20, up 9\% YoY.
- Share of internet in revenues reached $26.0 \%$ in 1Q20.


## Vistula: growing share of casual



Vistula brand efficiency

|  | 1Q19 | 1Q20 | YoY |
| :--- | :---: | :---: | :---: |
| Revenues <br> (PLN/m2 per month) | 1,061 | 850 | $-19.9 \%$ |
| Gross profit margin <br> (\%) | $47.5 \%$ | $47.7 \%$ | $0.2 p p$. |
| Costs of stores <br> (PLN/m2 per month) | 414 | 391 | $-5.6 \%$ |
| Store EBIT (PLN m) | 4.9 | 0.8 | $-83.2 \%$ |

- Growth of Vistula Red share in revenues coupled with fall of Lantier brand.
- Stable share of the main line in revenues (lack of occasional lines in the base).
- Further YoY growth in share in revenue of casual clothing in 1Q20.
- YoY fall in revenues/ m2 - dynamic growth in on-line sales was not sufficient to cover for the fall in revenues in traditional stores (COVID-19) in March 2020.
- Stable YoY gross profit margin due to margin synergies, yet stronger YoY promotions.
- Fall in costs of stores/ m2 lower than in revenues/m2 due to a high share of fixed costs.


EXECUTIVESUMMARY

## BYTOM

## Bytom: doubling of on-line sales

Bytom brand network

|  | 1Q19 | 1Q20 | YoY |
| :---: | :---: | :---: | :---: |
| Number of stores | 121 | 125 | +4 |
| incl. franchise | 6 | 8 | +2 |
| Floorspace (m2) | 15,761 | 16,487 | $5 \%$ |
| incl. franchise | 723 | 908 | $26 \%$ |
| Internet \% revenues | $13.5 \%$ | $29.2 \%$ | 15.7 pp. |

Bytom brand retail revenues
(PLN m)


Bytom brand data is presented for comparison in line with VRG methodology. Impact since December 1st, 2018.

## Bytom: a growing share of casual

Bytom brand revenue split


Bytom brand efficiency

|  | 1Q19 | 1Q20 | YoY |
| :--- | :---: | :---: | :---: |
| Revenues <br> (PLN/m2 per month) | 823 | 698 | $-15.2 \%$ |
| Gross profit margin <br> (\%) | $49.1 \%$ | $45.8 \%$ | $-3.3 p p$. |
| Costs of stores <br> (PLN/m2 per month) | 410 | 396 | $-3.3 \%$ |
| Store EBIT (PLN m) | -0.3 | -3.8 | N/M |

- A growing share of casual in 1Q20 revenues, in line with market tendencies and increased interest due to home office from mid-March 2020.
- A stable share of accessories in sales split.
- Lower revenues/m2 due to unfavourable impact of COVID-19 and relatively low share of internet in revenues.
- Lower YoY gross profit margin due to stronger YoY promotions in on-line (second half of March).
- Fall in costs of stores/ m 2 lower than revenues/ m 2 despite a growing share of internet due to a sizeable portion of fixed costs.


Wól ( Z A N K A

## Wólczanka: an internet brand

Wólczanka brand network

|  | 1Q19 | 1Q20 | YoY |
| :---: | :---: | :---: | :---: |
| Number of stores | 139 | 137 | -2 |
| incl. franchise | 48 | 50 | 2 |
| Floorspace (m2) | 4,894 | 4,877 | $0 \%$ |
| incl. franchise | 1,479 | 1,504 | $2 \%$ |
| Internet \% revenues | $39.5 \%$ | $54.9 \%$ | 15.4 pp. |

Wólczanka brand revenues
(PLN m)


- Franchise revenues reached PLN 2.4 m in 1Q20 (down 25\% YoY).
- Share of franchise in revenues came in at $10.0 \%$ in 1Q20 versus $13.2 \%$ in 1Q19.
- Internet revenues amounted to PLN 13.2 m in 1Q20 (up 38\% YoY), constituting as much as $54.9 \%$ of revenues.
- Wólczanka network contracted by 2 stores net YoY. Growth materialised in franchise stores - there were 2 more of these YoY.
- Brand's floorspace was stable YoY. Franchise store floorspace grew $2 \%$ YoY.
- Wólczanka revenues reached PLN 24.0 m in 1Q20 (-1\% YoY).


## Wólczanka: a growing share of knitwear

Wólczanka brand revenue split


- A higher share of knitwear due to extended assortment (introduction of chinos trousers) at the expense of mens' shirts.
- A stable share of women shirts in sales structure.
- Stable YoY structure by brands (Lambert and Wólczanka brands).
- Stable revenues/ m2 despite COVID-19 due to a sizeable share of internet and lower sensitivity to closed shopping malls.
- Lower gross profit margin due to stronger YoY promotions.
- Growth in costs/m2 due to higher YoY e-commerce costs.



## DENI CLER <br> MILANO

## Deni Cler: stable network, shop-in-shop development

Deni Cler brand network

|  | 1Q19 | 1Q20 | YoY |
| :---: | :---: | :---: | :---: |
| Number of stores | 31 | 30 | -1 |
| incl. franchise | 8 | 9 | 1 |
| Floorspace (m2) | 3,047 | 2,947 | $-3 \%$ |
| incl. franchise | 600 | 720 | $20 \%$ |
| Internet \% revenues | $14.4 \%$ | $17.5 \%$ | 3.2 pp. |

Deni Cler brand revenues (PLN m)


- Deni Cler network encompasses 30 stores in top shopping malls in Poland.
- There are 9 franchise stores in the network.
- Development of shop-in-shop concept. Deni Cler collections available at selected partners running multiband stores in 7 towns in the country.
- In 1Q20 Deni Cler revenues reached PLN 10.3m and were 6\% lower YoY.
- Franchise revenues reached PLN 2.0 m in 1Q20 (down 13\% YoY). Franchise constituted some $19 \%$ of revenues in 1Q20.
- Internet generated PLN 1.8 m of revenues in 1Q20 (up 15\% YoY) and amounted to 17.5\% of brand's revenues.


## Deni Cler: the highest gross profit margin

| Deni Cler brand revenue split |  |  |  |
| :---: | :---: | :---: | :---: |
| 16\% $16 \%$ |  | 16\% | 17\% |
| 8\% 7\% |  | 8\% | 8\% |
| 77\% $77 \%$ |  | 77\% | 75\% |
| 1Q19 $\quad$ Main collection $\quad$ © Com | mentary | $\begin{gathered} 2018 \\ \text { tion } \end{gathered}$ | $\begin{gathered} 2019 \\ \text { essories } \end{gathered}$ |
| Deni Cler brand efficiency |  |  |  |
|  | 1Q19 | 1Q20 | YoY |
| Revenues <br> (PLN/m2 per month) | 1,193 | 1,142 | -4.3\% |
| Gross profit margin (\%) | 53.1\% | 50.6\% | -2.5pp. |
| Costs of stores (PLN/m2 per month) | 454 | 473 | 4.2\% |
| Store EBIT (PLN m) | 1.6 | 0.9 | -42.6\% |

- Emphasis on capsule collections.
- Stable YoY sales structure.
- Only a couple percentage fall in sales/ m2 with low e-commerce share shows the success of the strategy to gradually increase the casual offering and to develop multibrand revenues (shop-in-shop concept).
- The highest level of gross profit margin among brands. YoY fall due to COVID-19 (stronger promotions).
- Higher YoY HR costs/ m2 and commissions from multibrand stores resulted in costs/ m 2 growth.
- As a result, positive store EBIT.

W. KRUNK


## W.KRUK: lider wzrostu powierzchni

## W.KRUK brand network

|  | 1Q19 | 1Q20 | YoY |
| :---: | :---: | :---: | :---: |
| Number of stores | 132 | 140 | +8 |
| incl. franchise | 11 | 14 | +3 |
| Floorspace (m2) | 9,992 | 10,732 | $7 \%$ |
| incl. franchise | 680 | 856 | $26 \%$ |
| Internet \% revenues | $7.5 \%$ | $10.9 \%$ | 3.4 pp. |



- Dynamic YoY growth in W.KRUK brand stores.
- Opening of 8 stores net translated into a $7 \%$ YoY increase in brand's floorspace.
- The brand had 14 franchise stores at the end of 1Q20, 3 more YoY.
- Introduction of new products: lab-grown diamonds (New Diamond by W.KRUK), a collection of perfumes and Shine jewellery (Polish: Blask).
- Retail revenues of W.KRUK brand reached PLN 73.2m in 1Q20 (up 1\% YoY).
- Franchise revenues amounted to PLN 3.9m in 1Q20, while internet sales reached PLN 7.9m in 1Q20 (up 46\% YoY).
- Internet constituted $10.9 \%$ of revenues in 1 Q 20 versus $7.5 \%$ in 1Q19.


## W.KRUK: a growing share of watches

W.KRUK brand revenue split

W.KRUK brand efficiency

|  | 1Q19 | 1Q20 | YoY |
| :--- | :---: | :---: | :---: |
| Revenues <br> (PLN/m2 per month) | 2,471 | 2,284 | $-7.6 \%$ |
| Gross profit margin <br> (\%) | $51.7 \%$ | $50.1 \%$ | -1.6 pp. |
| Costs of stores <br> (PLN/m2 per month) | 808 | 817 | $1.1 \%$ |
| Store EBIT (PLN m) | 13.7 | 10.5 | $-23.6 \%$ |

- Closing down of shopping malls has not altered the sales split.
- Watches continued to increase their share in revenues in 1Q20.
- Within jewellery, there was a growing YoY share of gold jewellery over higher-margin silver in 1Q20 sales.
- Introduction of the Shine jubilee collection to market at the end of February 2020.
- Fall in sales/ m2 in the quarter due to a low share of internet in sales.
- A YoY fall in gross profit margin due to a growing share of watches in sales.
- Growth in costs/m2 at above sales/m2 growth due to commissions for franchise stores and e-commerce development.


## GROUP RESULTS

## Higher revenues in jewellery segment



- Group revenues reached PLN 197.5m in 1Q20 (down 8\% YoY).
- Apparel segment revenues fell $13 \%$ YoY, reaching PLN 123.3m.
- Jewellery segment revenues amounted to PLN 74.2m, up 2\% YoY.
- In 1Q20 group sales per m2 reached PLN 1,221, down 12\% YoY, due to falls in both segments.
- Revenues per m2 for the apparel segment amounted to PLN 951 in 1Q20, down 15\% YoY.
- Jewellery segment revenues per m2 reached PLN 2,315 in 1Q20, down 7\% YoY, due to less unfavourable impact of coronavirus.


## Lower gross profit in both segments



Gross profit on sales margin


[^0]- Group gross profit on sales amounted to PLN 94.0m in 1Q20 (down 10.5\% YoY).
- In 1Q20 gross profit on sales of the apparel segment reached PLN 56.8m, down $16 \%$ YoY.
- Gross profit on sales of the jewellery segment amounted to PLN 37.2m, down 1\% YoY.
- Group gross profit margin reached $47.6 \%$ in 1Q20, down 1.4 pp. YoY.
- The apparel segment gross profit margin fell 1.6 pp . YoY to $46.1 \%$ in 1Q20, due to higher share of internet and stronger promotions.
- The jewellery segment noted a 1.4 pp . YoY fall in 1Q20 gross profit margin, to $50.1 \%$ level, due to a higher share of watches and higher share of internet in sales.


## Lower operating costs/ m2

Operating costs, monthly per m2
(PLN m, excl. IFRS16)


Operating profit
(PLN m, excl. IFRS16)


- Group operating loss reached PLN 12.2 m in 1Q20 under IAS17 (PLN 11.9m loss under IFRS16).
- 1Q20 EBIT loss of the apparel segment
amounted to PLN 12.8m excl. IFRS16 (PLN 12.6 m under IFRS16).
- Operating profit of the jewellery segment reached PLN 0.7 m in 1 Q20 (the same under IFRS16).
- Group operating costs/ m2 (IAS17) reached PLN 654/ m2 monthly and fell 4\% YoY in 1Q20 due to lack of rentals in second half of March 2020.
- Costs of stores/ m2 reached 451 PLN/m2 (down 7\% YoY) and HQs costs/ m2 came in at PLN 203, up 4\% YoY (IAS17).
- Under IAS17, the apparel segment costs reached PLN 534/m2 in 1Q20, down 7\% YoY, while the jewellery segment costs amounted to PLN 1,142/m2 per month, stable YoY.


## 1Q20 results affected by COVID-19 (IFRS16)

| PLN m | 1 Q19 <br> IFRS16 | 1 IFRS16 | YoY |
| :--- | ---: | ---: | ---: |
| Revenues | $\mathbf{2 1 4 . 4}$ | $\mathbf{1 9 7 . 5}$ | $\mathbf{- 7 . 9 \%}$ |
| Gross profit on sales | 105.0 | 94.0 | $-10.5 \%$ |
| Gross profit margin | $49.0 \%$ | $47.6 \%$ | $-1.4 p p$. |
| Operating costs | 106.2 | 105.5 | $-0.6 \%$ |
| EBIT | $\mathbf{- 1 . 2}$ | $\mathbf{- 1 1 . 9}$ | N/M |
| EBIT margin | $-0.6 \%$ | $-6.0 \%$ | $-5.4 p p$. |
| Net financial activity | -2.7 | -23.2 |  |
| Net profit | $\mathbf{- 2 . 4}$ | $\mathbf{- 3 2 . 0}$ | N/M |
| Net margin | $-1.1 \%$ | $-16.2 \%$ | $-15.1 p p$. |
|  | $\mathbf{2 4 . 8}$ | $\mathbf{1 7 . 4}$ | $\mathbf{- 2 9 . 8 \%}$ |
| EBITDA | $11.6 \%$ | $8.8 \%$ | $-2.8 p p$. |
| EBITDA margin |  |  |  |

- YoY fall in revenues as a result of shopping malls being closed since mid-March 2020.
- Lower YoY gross profit margin due to higher share of on-line and stronger promotions.
- Results comparable YoY - application of IFRS16 since 1Q19. Lower YoY costs (no rentals since 14 March 2020).
- A larger YoY EBIT loss due to fixed costs of stores and higher YoY marketing outlays at W.KRUK brand (180th jubilee).
- A less favourable YoY net financial activity due to higher FX losses on IFRS16 (PLN 17.3 m in 1Q20 versus PLN 0.1 m in 1Q19).
- Additionally, PLN 4.3m of FX losses under from balance sheet items.
- As a consequence, larger YoY net loss.


## 1Q20 results affected by COVID-19 (IAS17)

| PLN m | 1Q19 <br> IAS17 | 1Q20 <br> IAS17 | YoY |
| :--- | :---: | :---: | :---: |
| Revenues | $\mathbf{2 1 4 . 4}$ | $\mathbf{1 9 7 . 5}$ | $\mathbf{- 7 . 9 \%}$ |
| Gross profit on sales | 105.0 | 94.0 | $-10.5 \%$ |
| Gross profit margin | $49.0 \%$ | $47.6 \%$ | $-1.4 p p$. |
| Operating costs | 106.0 | 105.8 | $-0.2 \%$ |
| EBIT | $\mathbf{- 1 . 1}$ | $\mathbf{- 1 2 . 2}$ | N/M |
| EBIT margin | $-0.5 \%$ | $-6.2 \%$ | $-5.7 p p$. |
| Net financial activity | -1.7 | -5.0 |  |
| Net profit | $\mathbf{- 1 . 2}$ | $\mathbf{- 1 4 . 0}$ | N/M |
| Net margin | $-0.6 \%$ | $-7.1 \%$ | $-6.5 p p$. |
|  | $\mathbf{4 . 4}$ | $\mathbf{- 6 . 2}$ | N/M |
| EBITDA | $2.1 \%$ | $-3.1 \%$ | $-5.2 p p$. |

- YoY fall in revenues as a result of shopping malls being closed since mid-March 2020.
- Lower YoY gross profit margin due to higher share of on-line and stronger promotions.
- Stable YoY costs (no rentals since 14 March 2020).
- A larger YoY EBIT loss due to fixed costs of stores and higher YoY marketing outlays at W.KRUK brand (180 jubilee).
- PLN 4.3m of FX losses under from balance sheet items in 1Q20 - higher YoY due to weakening of PLN at the end of March 2020 (PLN 0.5 m in 1Q19).
- As a consequence, larger YoY net loss.


## Impact of COVID-19 on inventory

Change in inventory
(PLN m)


Inventory by segments (PLN m)


- Inventory up $12 \%$ YoY to PLN 547.1 m due to
network development plans, expectations for higher YoY revenues and shopping malls closed since mid-March.
- Apparel segment inventory increased $11 \%$ YoY.
- Inventory of the jewellery segment grew 13\% YoY.
- Inventory levels stable compared to end of 2019.
- Group inventory per m2 reached PLN 10,188 at the end of 1Q20, up $9 \%$ YoY.
- Apparel segment inventory per m2 reached PLN 7,245, up $10 \%$ YoY.
- Due to the market characteristics, inventory per m 2 in the jewellery segment amounted to PLN 21,971, up 5\% YoY.
to


## Fall in net debt

Net debt
(PLN m, excl. IFRS 16)


Capex vs. net debt/EBITDA
(excl. IFRS 16)


- Long-term and short-term indebtedness shown together with financial leases, yet excluding the leases from IFRS16. Financial leases under IFRS16 at PLN 284.5m.
- Usage of reverse factoring for supply chain financing reached PLN 15.7 m at the end of 1Q20.
- Group's net debt under IAS17 came in at PLN 142.5 m at the end od 1 Q20, down $13 \%$ YoY.
- Net debt/ EBITDA (4Q, IAS17) at $1.4 x$ - lower YoY despite fall in revenues due to safety measures undertaken.
- Excluding reverse factoring, the ratio would come at 1.3x.
- Lower YoY capex in 1Q20 due to limits on own store development.


## Inventory as a key to NWC



Quarterly cash flows
(PLN m)


- Higher YoY inventories due to impact of coronavirus and lack of revenues from shopping malls through half of the key month - March.
- Lower YoY receivables due to fall in prepayments for goods purchased on Asian markets (usage of reverse factoring).
- Growing liabilities due to higher YoY inventory.
- More favourable YoY operating cash flows due to higher YoY trade liabilities and lower dynamics of inventory growth.
- Lower YoY capex - limits on openings of own stores.
- Financing cash flows show lower usage of debt due to higher trade liabilities.


## CORONAVIRUS ACTIONS AND PLANS FOR 2020

## So-far coronavirus impact



1Q20 presentation
E-stores of our brands are operational and record high sales growths.

Closing of shopping malls resulted in majority of Group's traditional stores not being operational between 14.03-03.05.

## Actions taken due to coronavirus



## Support for on-line sales

Target for 2020: e-commerce constituting 25\% of revenues.


## 2020 floorspace lower YoY

|  |  | 2019 | $2020$ <br> former | $\begin{gathered} 2020 \\ \text { target } \end{gathered}$ | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: |
| APPAREL SEGMENT | stores | 451 | 435 | 413 | -38 |
|  | m2 | 43,731 | 42,471 | 40,813 | -7\% |
| VISTULA | stores | 154 | 149 | 140 | -14 |
|  | m2 | 19,320 | 18,697 | 17,787 | -8\% |
| WÓLCZANKA | stores | 140 | 135 | 126 | -14 |
|  | m2 | 4,954 | 4,790 | 4,528 | -9\% |
| BYTOM | stores | 126 | 120 | 116 | -10 |
|  | m2 | 16,421 | 15,952 | 15,468 | -6\% |
| DENI CLER | stores | 31 | 31 | 31 | 0 |
|  | m2 | 3,037 | 3,031 | 3,031 | 0\% |
| JEWELLERY SEGMENT | stores | 139 | 142 | 142 | 3 |
|  | m2 | 10,647 | 10,970 | 10,970 | 3\% |
| TOTAL | stores | 590 | 577 | 555 | -35 |
|  | m2 | 54,378 | 53,441 | 51,783 | -5\% |

In 2020 floorspace will be lower YoY due to closing down of unprofitable stores.

Franchise store floorspace should reach some 9.5 ths m 2 at the end of 2020 .


2020 capex should not exceed PLN 15m (upgrades, IT infrastructure).

## Actions related to HR costs



## Actions taken to reduce rentals



## Working capital improvements



## April 2020 - month under COVID-19 impact

## Group revenues: <br> PLN 29.0m, <br> - 65.2\% YoY

Apparel segment revenues:
PLN 20.8m,

- 62.4\% YoY

Jewellery segment revenues: PLN 6.9m,

- 72.5\% YoY

Group gross profit margin:
35.7\%, - 18.7pp.

Reasons behind margin fall:
only on-line sales, lower gross profit margin
$\qquad$
stronger YoY promotions, sell-offs at W.KRUK
$\qquad$
higher share of sewing services in revenues.

## Base case scenario: a gradual return of clients to stores

YoY GROUP SALES DYNAMICS (BASE CASE SCENARIO)


## Targets for 2020



## We help



## Q\&A



VRG
VISTULA RETAIL GROUP

## BACK-UP

## Vistula: executive summary



## Vistula (menswear)

- Vistula brand is characterised by the highest quality of products and a fresh approach to men's fashion.
- There are 3 stylistic lines in Vistula brand collections: Vistula modern classical clothes, Vistula RED - the latest trends, brave colours, Lantier - reference to traditional tailoring, formalwear.
- "Made to Measure": personalised service dedicated to the most demanding customers. Available in selected brand's stores.


## Spring/Summer 2020 collection

- The Capri collection, inspired by the scenery of the Italian island, includes lightweight fitted jackets, shirts in shades of white, sea blue and turquoise. Lemon-themed shirts, shorts, T-shirts and chinos are also available.
- The ECO LINE mini capsule contains, among others sweaters made from PET bottle processing, jeans made with water savings, with laser abrasions, a jacket and a suit made from organic fabrics from ecological farms, while cotton from which shirts or T-shirts are made comes from sustainable crops.
- $\quad$ Social campaign \#POMAGAMzVISTULA: revenue from T-shirts donated for the purchase of medical equipment. In addition, the production of protective masks that have been handed over to the University Hospital in Cracow.


## Network development

- W 1Q20 6 stores net were closed, out of which 3 were franchise stores.


## Bytom: executive summary



## Bytom (menswear)

- Bytom - a Polish brand with origin dating back to 1945.
- The brand offers men's formalwear and smart casual assortment.
- "Made to Measure" - personalised men's tailoring offered in selected stores.


## Spring/Summer 2020 collection

- The heroes of the campaign are unique figures of Polish culture and art: Jacek Koman and Maciej Musiałowski.
- Softness, lightness, causal - these are the main slogans of the new collection. The classic forms and constructions used to date are modified for convenience. The whole collection takes on a more casual character. Suits acquire spaciousness by using fabrics with contrasting patterns.
- The colors of the collection are contained in subdued, but also fresh, coastal colors inspired by the Baltic Sea, supplemented with subdued earthy colors. The collection also includes a line of products with a more casual, urban character - soft pants, shorts, polo shirts and sweatshirts in strong, saturated colors.
- As part of the "MISSION: HELP" pro-social campaign, a series of BYTOM $t$-shirts was created, of which $100 \%$ of revenue is transferred to the Provincial Specialist Hospital in Tychy MegrezSp. z o.o. to fight COVID-19.


## Network development

- In 1Q20 the net number of stores was reduced by 1 store net. A franchise store was closed in 1Q20.


## Wólczanka: executive summary

## Wólczanka (fashion for men and women)

- Wólczanka runs a network of own and franchise stores in Poland with shirts for men and women, knitwear and accessories. The brand has two lines: Wólczanka and Lambert.



## Spring/Summer 2020 collection

- The faces of the \#WE Wólczanka campaign were brand's clients selected through social media and a loyalty program. The choice was determined by their activity in content publishing, frequency of purchases, but first and foremost the sympathy each of them has towards the brand.
- The women's collection in Wólczanka will be marked by flowers. The rich offer of business fashion also plays a big role, while the casual offer includes strong color combinations, checked and a number of smaller motifs referring to associations with free time and holidays.
- In the men's collection, Wólczanka focuses on strong colors and expressive patterns present on both shirts and accompanying accessories. The business men's collection will not lack shirts in shades of white and blue, microstructures, delicate stripes and more expressive bars and stripes.
- \#WE Wólczanka Help is a charity campaign in which PLN 100 from the sale of each shirt and PLN 50 from the sale of all Tshirts from the collection, the brand donates for the purchase of medical equipment and protective equipment supporting the Provincial Specialist Hospital named after Wł. Biegański in Lodz.


## Network development

- In 1Q20 the net number of boutiques fell by 3 QoQ, out of which 2 net were franchise.


## Deni Cler: executive summary

## Deni Cler (women's fashion)

- Women's fashion brand with Italian origin, established in Italy in 1972.
- A network of stores for women over 35 years of age who value high quality and elegance.
- Collections created from highest quality fabrics with superior accessories and designer cut.


## Spring/Summer 2020 collection

- Emphasis on capsule collections. The inspiration to create the MUSICA NELL' ARIA capsule collection - Music in the Air was music. The entire collection consists of 240 models presented in six capsules, created on the basis of 6 musical genres.
- Swing begins with mainly daytime stylizations. Then Jazz with suggestions for work. The evening and visiting part can be found in the Opera. Country is an idea for the weekend. The summer season opens with Chillout, which naturally goes into Canzone Italiana, or "Italian song" with summer dresses at the forefront.
- Charity event / help with Deni. $100 \%$ of the proceeds from the sale of items marked \#PomagamzDeniCler will be donated to the Siepomaga.pl foundation to support the Polish health service in the fight against COVID-19.
- \# Stay at home with \#DeniAtHome - after closing down of traditional stores, campaign with a free e-book, advice of a stylist, free on-line delivery and extended return (30 days).


## Network development

- 1 own store was closed in 1Q20. Further development of presence in multibrand stores.


## W.KRUK: executive summary



## The oldest jewellery brand in Poland

- The jewellery offer includes gold and silver jewellery, diamonds, precious stones and original collections.
- W.KRUK's offer also includes global watches brands, such as Rolex (sole distributor in Poland), Cartier, JaegerLeCoultre, Hublot, Panerai, Chopard, Breitling, GirardPerregaux, Omega, Tudor, Tag Heuer, Longines, Rado, Swatch and many more. W.KRUK offer also includes perfumes and a collection of accessorieswith the brand's logo: leather handbags, silk scarves, leather accessories.


## 180 ${ }^{\text {th }}$ anniversary of W.KRUK

- The premiere of the jubilee campaign took place on February 28, 2020 along with the collection of Shine silver and gold jewellery and the Shine advertising campaign.
- The star of the Shine campaign is actress Joanna Kulig, and she is accompanied by other exceptional ambassadors: writer Joanna Bator, sportswoman Joanna Fiodorow, teacher Zyta Czechowska, model Angelika Wierzbicka and Aleksandra Drozdowska, W.KRUK store manager.
- \#Shine from helping - charity action, support of the Supreme Chamber of Nurses and Midwives in order to equip them with necessary protective products, donating $20 \%$ of net sales from the Shine collection.
- After closing down of traditional stores, W.KRUK introduced free online delivery and extended the return time ( 60 days).


## Network development

- 1 net store was opened in 1Q20, that was 1 own store. 50

VRG

## Summary of brands' 1Q20 results

VISTULA<br>GROWING SHARE OF CASUAL.

Wól ( Z A N K A

HIGH SHARE OF INTERNET.


BYTOM<br>SZTUKA KRAWIECTWA OD 1945<br>GROWING SHARE OF ON-LINE.<br>\section*{DENI CLER}<br>HIGHEST GROSS PROFIT MARGIN.

## Group's structure



## Growing number of stores

NUMBER OF STORES

|  |  | 1Q18 | 2Q18 | 3Q18 | 4Q18 | 1Q19 | 2Q19 | 3Q19 | 4Q19 | 1020 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| APPAREL SEGMENT | total | 299 | 300 | 304 | 440 | 443 | 452 | 451 | 451 | 440 |
|  | franchise | 93 | 94 | 100 | 117 | 120 | 126 | 129 | 132 | 126 |
| VISTULA | total | 136 | 138 | 141 | 148 | 152 | 154 | 152 | 154 | 148 |
|  | franchise | 46 | 47 | 50 | 56 | 58 | 60 | 60 | 62 | 59 |
| WÓLCZANKA | total | 131 | 132 | 133 | 139 | 139 | 142 | 142 | 140 | 137 |
|  | franchise | 39 | 39 | 42 | 47 | 48 | 50 | 51 | 52 | 50 |
| BYTOM | total | - | - | - | 122 | 121 | 125 | 126 | 126 | 125 |
|  | franchise | - | - | - | 6 | 6 | 8 | 9 | 9 | 8 |
| DENI CLER | total | 32 | 30 | 30 | 31 | 31 | 31 | 31 | 31 | 30 |
|  | franchise | 8 | 8 | 8 | 8 | 8 | 8 | 9 | 9 | 9 |
| JEWELLERY SEGMENT | total | 117 | 121 | 126 | 128 | 132 | 134 | 135 | 139 | 140 |
|  | franchise | 4 | 6 | 6 | 10 | 11 | 11 | 13 | 14 | 14 |
| TOTAL | total | 416 | 421 | 430 | 568 | 575 | 586 | 586 | 590 | 580 |
|  | franchise | 97 | 100 | 106 | 127 | 131 | 137 | 142 | 146 | 140 |

## Higher floorspace

FLOORSPACE (M2)

|  |  | 1018 | 2018 | 3Q18 | 4Q18 | 1019 | 2 Q19 | 3Q19 | 4Q19 | 1020 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| APPAREL SEGMENT | total | 24,822 | 24,864 | 25,163 | 42072 | 42,429 | 43,207 | 43,461 | 43,731 | 42,962 |
|  | franchise | 6,389 | 6,487 | 6,820 | 8394 | 8,621 | 9,223 | 9,322 | 9,590 | 9,123 |
| VISTULA | total | 16,855 | 17,176 | 17,429 | 18230 | 18,727 | 19,007 | 19,058 | 19,320 | 18,650 |
|  | franchise | 4,580 | 4,686 | 4,925 | 5581 | 5,818 | 6,084 | 6,065 | 6,283 | 5,991 |
| WÓLCZANKA | total | 4,676 | 4,707 | 4,753 | 4979 | 4,894 | 4,978 | 4,985 | 4,954 | 4,877 |
|  | franchise | 1,209 | 1,201 | 1,295 | 1489 | 1,479 | 1,528 | 1,546 | 1,576 | 1,504 |
| BYTOM | total | - | - | - | 15816 | 15,761 | 16,175 | 16,402 | 16,421 | 16,487 |
|  | franchise | - | - | - | 723 | 723 | 1,011 | 1,011 | 1,011 | 908 |
| DENI CLER | total | 3,291 | 2,981 | 2,981 | 3047 | 3,047 | 3,047 | 3,017 | 3,037 | 2,947 |
|  | franchise | 600 | 600 | 600 | 600 | 600 | 600 | 700 | 720 | 720 |
| JEWELLERY SEGMENT | total | 8,769 | 9,048 | 9,449 | 9554 | 9,992 | 10,215 | 10,347 | 10,647 | 10,732 |
|  | franchise | 245 | 371 | 371 | 630 | 680 | 680 | 802 | 856 | 856 |
| TOTAL | total | 33,592 | 33,912 | 34,611 | 51626 | 52,421 | 53,422 | 53,809 | 54,378 | 53,693 |
|  | franchise | 6,633 | 6,858 | 7,190 | 9024 | 9,301 | 9,903 | 10,124 | 10,446 | 9,979 |

## Own e-stores of five brands

On-line sales by segments (PLN m)


Group on-line sales


- We have own e-stores for all five retail brands.
- Our aim is to develop on-line stores of own brands (monoshops).
- Revenues and costs of on-line stores are allocated directly to the brands.
- E-commerce logistics for Bytom brand is conducted from the same distribution centre as this of Vistula and Wólczanka brands.
- In 1Q20 on-line sales amounted to PLN 45.5m, up 37\% YoY.
- Share of internet in revenues increased from $15.5 \%$ in 1Q19 to $23.0 \%$ in 1Q20, due to closing down of shopping malls since midMarch 2020.
- On-line sales amounted to PLN 145.2 m in 2019, up 50\% YoY.
- Share of internet in revenues grew from $12.0 \%$ in 2018 to $13.6 \%$ in 2019.


## Fall in costs/ m2

Operating costs per month/m2
(PLN, excl. IFRS16)


Costs of own stores per month/m2
(PLN, excl. IFRS16)


- Differences in SG\&A costs/ m 2 between segments result from different business models.
- The jewellery segment is characterised by higher revenues and costs/ m2 than these of the apparel segment.
- Segmental costs/ m2 are calculated based on average working floorspace for each segment. Bytom brand's costs are included since XII 2018.
- Costs of stores encompass costs of own and franchise stores.
- Costs of own stores include rental costs, HR costs and other costs of own stores.
- Costs of own stores/m2 are calculated based on average working floorspace of own stores.
- Costs of franchise stores equal to commission for franchisees.


## Marketing: $180^{\text {th }}$ jubilee of W.KRUK

Marketing costs by segments
(PLN m)


- Marketing costs are part of group selling costs.
- These encompass: recurring advertising spending (catalogues, photoshoots) and nationwide marketing campaigns in editorial, internet and TV with celebrities.
- In 1Q20 marketing outlays reached PLN 4.4m, up $70 \%$ YoY, due to W.KRUK's $180^{\text {th }}$ jubilee campaign.
- In 2019 marketing outlays reached PLN 19.1 m, up $16 \%$ YoY.
- The apparel segment: marketing outlays are related to campaigns, which typically cumulate in the second and fourth quarter. W 2018 Bytom's marketing costs were shown only for XII.
- Marketing costs within the jewellery segment cumulate in 4Q (seasonally best), before Christmas.


## FX risk exposure

Purchases by currencies (PLN m)


1Q20 revenues and SG\&A costs by currencies (excl. IFRS16)


Revenues


SG\&A

- FX risk is sizeable for the capital group, thus it is being hedged since 2Q16.
- The group is a beneficiary of strengthening of zloty versus foreign currencies.
- YoY shift in purchases structure due to changes in sourcing.
- Depreciation of zloty to main currencies (USD, EUR and CHF) may unfavourably impact the gross profit (higher COGS) and operating margin (higher rental costs, excl. IFRS16).
- The Company uses currency derivatives (currency forwards) to hedge future cash flows against currency risk.
- Hedging of the FX risk exposure takes place in the apparel segment.


## Historical quarterly results

| PLN m | 3Q18 | $\begin{aligned} & 3 Q 19 \\ & \text { IFRS16 } \end{aligned}$ | YoY | $\begin{aligned} & 3 \text { Q19 } \\ & \text { IAS17 } \end{aligned}$ | 4Q18 | $\begin{gathered} \text { 4Q19 } \\ \text { IFRS16 } \end{gathered}$ | YoY | $\begin{aligned} & 4 \mathrm{Q} 19 \\ & \text { IAS17 } \end{aligned}$ | $\begin{gathered} 1 \text { Q19 } \\ \text { IFRS16 } \end{gathered}$ | $\begin{gathered} \text { 1Q20 } \\ \text { IFRS16 } \end{gathered}$ | YoY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Revenues | 180.1 | 251.2 | 39.5\% | 251.2 | 272.1 | 332.5 | 22.2\% | 332.5 | 214.4 | 197.5 | -7.9\% |
| Gross profit on sales | 90.1 | 128.0 | 42.1\% | 128.0 | 143.8 | 178.5 | 24.1\% | 178.5 | 105.0 | 94.0 | -10.5\% |
| Gross profit margin | 50.0\% | 51.0\% | 1.0pp. | 51.0\% | 52.9\% | 53.7\% | 0.8pp. | 53.7\% | 49.0\% | 47.6\% | -1.4pp. |
| SG\&A costs | 80.5 | 115.5 | 43.5\% | 115.6 | 103.4 | 132.1 | 27.7\% | 132.2 | 106.2 | 105.5 | -0.6\% |
| Other operating activity | 0.4 | 0.1 |  | 0.1 | 0.4 | 1.1 |  | 1.1 | -0.1 | -0.3 |  |
| EBIT | 10.0 | 12.6 | 25.5\% | 12.4 | 40.8 | 47.6 | 16.7\% | 47.5 | -1.2 | -11.9 | N/M |
| EBIT margin | 5.6\% | 5.0\% | -0.6pp. | 4.9\% | 15.0\% | 14.3\% | -0.7pp. | 14.3\% | -0.6\% | -6.0\% | -5.4pp. |
| Net financial activity | -1.2 | -12.4 |  | -3.3 | -1.9 | 6.3 |  | 0.1 | -2.7 | -23.2 |  |
| Pre-tax profit | 8.8 | 0.2 | N/M | 9.1 | 38.9 | 53.9 | 38.6\% | 47.5 | -4.0 | -35.1 | N/M |
| Tax | 1.9 | 2.0 |  | 2.0 | 6.4 | 9.5 |  | 9.5 | -1.6 | -3.1 |  |
| Net profit | 6.9 | -1.8 | N/M | 7.1 | 32.4 | 44.3 | 36.7\% | 38.0 | -2.4 | -32.0 | N/M |
| Net margin | 3.8\% | -0.7\% | -4.5pp. | 2.8\% | 11.9\% | 13.3\% | +1.4pp . | 11.4\% | -1.1\% | -16.2\% | -15.1pp. |


| EBITDA | $\mathbf{1 4 . 0}$ | $\mathbf{4 0 . 9}$ | $\mathbf{1 9 1 . 5} \%$ | $\mathbf{1 8 . 4}$ | $\mathbf{4 5 . 6}$ | $\mathbf{7 6 . 1}$ | $\mathbf{6 7 . 0} \%$ | $\mathbf{5 3 . 4}$ | $\mathbf{2 4 . 8}$ | $\mathbf{1 7 . 4}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| EBITDA margin | $7.8 \%$ | $16.3 \%$ | $8.5 p p$. | $7.3 \%$ | $16.8 \%$ | $22.9 \%$ | $6.1 p p$. | $16.1 \%$ | $11.6 \%$ | $8.8 \%$ |

## Safe indebtedness level

| PLN m | 1 Q19 | 4Q19 | 1 Q20 |
| :--- | :---: | :---: | :---: |
| Long-term debt | 73.8 | 58.0 | 57.9 |
| Bank loans | 70.5 | 55.9 | 55.7 |
| Finance leases | 3.2 | 2.2 | 2.1 |
| Short-term debt | 109.7 | 58.6 | 91.9 |
| Bank loans | 1.4 | 1.9 | 1.9 |
| Finance leases | 16.6 | 21.1 | 15.7 |
| Reverse factoring | 20.6 | 25.3 | 7.3 |
| Cash | 163.0 | 91.3 | 142.5 |
| Net debt | 286.1 | 268.3 | 284.5 |
| Finance leases IFRS16 | 449.1 | 359.7 | 426.9 |
| Net debt under IFRS16 | 4.4 |  |  |

- Interest bearing indebtedness includes: bank loans, finance leases and reverse factoring (taken over with Bytom S.A. merger).
- Bank loans include: overdrafts and investment bank loans. Bank loan collateral comprises of: a floating charge on inventory, a fixed charge on "Vistula", "Wólczanka", "Intermoda", "Bytom" trademarks and a fixed charge on W.KRUK and DCG shares.
- Consistent YoY reduction in long-term debt.
- A safer and more diversified financing structure after merger with Bytom.
- PLN 15.7 m of reverse factoring used for financing of Bytom brand's suppliers.
- PLN 284.5m of IFRS16 liabilities (finance leases).


## Monthly sales data

## APPAREL SEGMENT REVENUES

 (VISTULA, WÓLCZANKA, DENI CLER,BYTOM from XII 2018)


## Monthly sales data

Jewellery segment revenues<br>(W.KRUK)



## Monthly sales data

## REVENUES OF THE CAPITAL GROUP



## Shareholder structure

## Shareholder structure as of 19.05.2020 (share in equity and votes)

|  | Number of shares/votes | \% stake |
| :---: | :---: | :---: |
| 1. IPOPEMA TFI | 35,918,372 | 15.32\% |
| 2. PZU OFE and DFE | 35,540,000 | 15.16\% |
| 3. NN OFE and DFE | 33,119,487 | 14.13\% |
| 4. Jerzy Mazgaj with related party Krakchemia SA | 19,477,333 | 8.31\% |
| 5. FORUM TFI | 15,680,800 | 6.69\% |
| 6. Other free-float | 94,719,848 | 40.39\% |

Suma 234,455,840

## Sources of information on VRG S.A. shares

1. information on the number of shares provided in accordance with the notification received by the Company pursuant to art. 69 clause 1 point 2 and art. 87 paragraph 1 item 2 of the Act of July 29, 2005 on public offerings and conditions governing the introduction of financial instruments to IPOPEMA TFI S.A. According to the information held by the Company, the Ipopema 21 FIZ Private Equity Fund, managed by IPOPEMA TFI SA, holds $14,819,183$ shares of the Company, which qnstitutes $632 \%$ of the share capital of the Company and gives 14819,183 votes, constituting $6.32 \%$ of the total number votes at the Company's General Shareholder Meeting
2. information provided on the basis of the number of shares registered by the PZU Open Pension Fund "Złota Jesień" and the PZU Voluntary Pension Fund at the Extraordinary General Meeting of the Company on February 20, 2020. At the Company's Extraordinary General Shareholder Meeting on February 20, 2020, the PZU "Złota Jesień" Open Pension Fund owned 34,700,000 shares of the Company independently, representing $14.80 \%$ of the Company's share capital and was entitled to $34,700,000$ votes at the Company's General Meeting, which constitutes $14.80 \%$ of the total number of votes at the Company's General Shareholder Meeting.
3. information provided on the basis of the number of shares registered jointly by NationaleNederlanden Open Pension Fund and Nationale-Nederlanden Voluntary Pension Fund at the Extraordinary General Meeting of the Company on February 20, 2020. At the Extraordinary General Meeting of the Company on February 20, 2020, Nationale-Nederlanden Open Pension Fund owned independently 32750487 shares of the Company, which constitutes $13.97 \%$ of the share capital of the Company and was entitled to $32,750,487$ votes at the Company's General Meeting of the, which constitutes $13.97 \%$ of the total number of votes at the Company's General Shareholder Meeting.
4. information on the number of shares provided in accordance with the notifications received by the Company pursuant to art. 69 of the Act of July 29, 2005 on public offerings and conditions governing the introduction of financial instruments to organized trading, and on public companies nd in accordance with the notifications received by the Company pursuant to art. 19 MAR. According to the information held by the Company, Mr. Jerzy Mazgaj owns 18,477,333 shares of
 represents $7.88 \%$ of the number of vote at the Company's General Shareholder Meeting.
5. information on the number of shares provided in accordance with the notification received by the Company pursuant to art. 69 clause 1 point 2 in connection from art. 87 paragraph 1 point 2 lit a) The Act of July 29, 2005 on public offerings and conditions governing the introduction of financial instruments to organized trading, and on public companies and in accordance with the notification received by the Company pursuant to art. 19 MAR, applies to shares held jointly by the following funds managed by Forum TFI SA: (i) Forum $\times$ Closed-end Investment Fund holding $8,429,760$ shares of the Company constituting $3.60 \%$ of the share capital of the Company and entitling to $8,429,760$ votes at the General Meeting of the Company, representing 3.60\% of the total number of votes in the Company, and (ii) Forum XXIII Closed-end Investment Fund holding entitling to $7,251,040$ votes at the Company's General Shareholder Meeting, constituting 3.09 \% of the total number of votes in the Company.

Jerzy Mazgaj with related party
6.69\%

## Glossary

Apparel segment
Jewellery segment
Casual
Formal
Revenues (PLN/m2 per month)
Costs of stores
Costs of stores (own) /m2
(PLN per month)
EBITDA
Store EBIT (PLN m)
Operating costs (SG\&A)/m2
(PLN per month)
Inventory/ m2

Revenues from brands: Vistula, Wólczanka, Bytom (from XII 2018), Deni Cler and wholesale segment, B2B and processing.

Retail revenues of W.KRUK brand and other revenues (including B2B).

Revenues including the following assortment: jackets, trousers, coats, knitwear.

Revenues from sale of formalwear, including suits and shirts.
Quarterly revenues of segment or brand (stores and internet)/ average working floorspace / 3.

Operating costs of stores including among others rental expenses, HR costs, depreciation, commissions for franchise stores and logistics.

Quarterly costs of stores (own stores)/ average working floorspace (of own stores) / 3.

Operating profit plus depreciation and amortisation from cash flow statement.
Store operating profit calculated as gross profit on sales for stores minus store costs.

Quarterly group SG\&A / average total working floorspace / 3.

Inventory end of period / group's floorspace end of period.


## THANK YOU

VRG S.A. Pilotów 10 St. 31-462 Cracow


[^0]:    1Q18 2Q18 3Q18 4Q18 1Q19 2Q19 3Q19 4Q19 1Q20
    $\rightarrow$ Group $\rightarrow$ Apparel segment $\rightarrow$ Jewellery segment

