

Briefly Briefly
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LC Waikiki

everyone deserves to dress well

MEN

WOMEN

XSIDE ADULT

TEEN

KIDS

BABY

NEWBORN

ACCESSORIES

LC Waikiki
everyone deserves to dress well



/LCWaikikiGlobal

<http://corporate.lcwaikiki.com>

VALUES

OUR MISSION

“To dress people in line with their life styles
and budgets and to make them feel good” based on our
“everyone deserves the right to dress well” policy.

OUR VISION

To become one of the three most successful clothing retailers
in Europe by 2023.

MAIN VALUES

- To act fairly and honestly
- To respect beliefs and differences
- To be modest, broad-minded and charitable
- To be flexible, situational and quick
- To be customer-focused
- Not to settle for what we already have, to aim for constant improvement and development
- To assume a scientific approach and to use technology efficiently
- To challenge difficulties, to believe anything is possible
- To employ people in positions that suit their skills and personal traits
- To carry out implementations in compliance with legal and ethical rules
- To have the will and courage to take action instead of complaining
- To provide freedom of expression and criticism which do not include any insults

MILESTONES

BECOMING AN INTERNATIONAL BRAND
from a local manufacturer

1985

LC Waikiki emerged as a brand name in France.

1989

LC Waikiki signed a supplier agreement with Taha Tekstil.

1991

Established by Taha Group,
Tema Tekstil acquired the license rights of LC Waikiki in Turkey.

1994

Taha Holding was established

1996

Tema Mağazacılık was established and started its first retail investments.

1997

International franchising rights of LC Waikiki were acquired.

2000

Taha Group was in charge of production while Tema Group focused on retail operations.

2004

LC WAIKIKI attained a turnover of 179 Million USD.

2009

LC Waikiki opened its first international store in Romania.

2010

The total sales area of LC Waikiki reached 290, 000 m2
with 291 domestic and 10 international stores.

International business expanded
to Romania, Bulgaria, Iraq, Albania and Kazakhstan.

2011

lcwaikiki.com started online sales.

International business expanded to Syria, Egypt,
Russia, Germany and Bosnia.

2013

LCWaikiki employs 20.000 people from diverse cultures and
runs a business of 2,5 billion USD, covering a sales area of 680.000 m2
with 407 domestic and 106 international stores.

LC WAIKIKI
everyone deserves to dress well



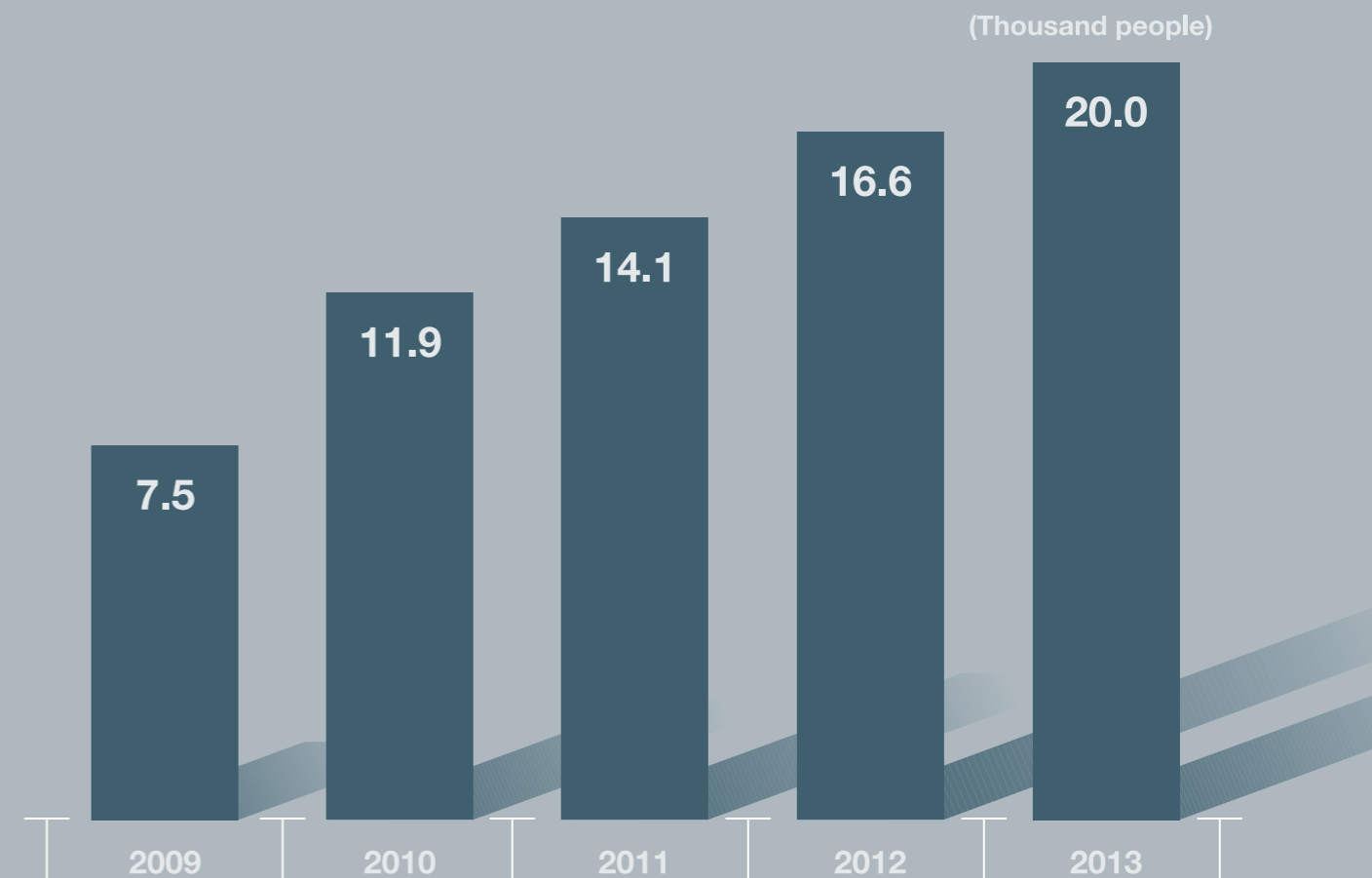
LC Waikiki
everyone deserves to dress well

HUMAN RESOURCES

GROWING WORKPLACE WITH
20.000 people across the world

LC Waikiki Headquarters in Istanbul
employ **2400 Personnel**

Total 20.000 international employees

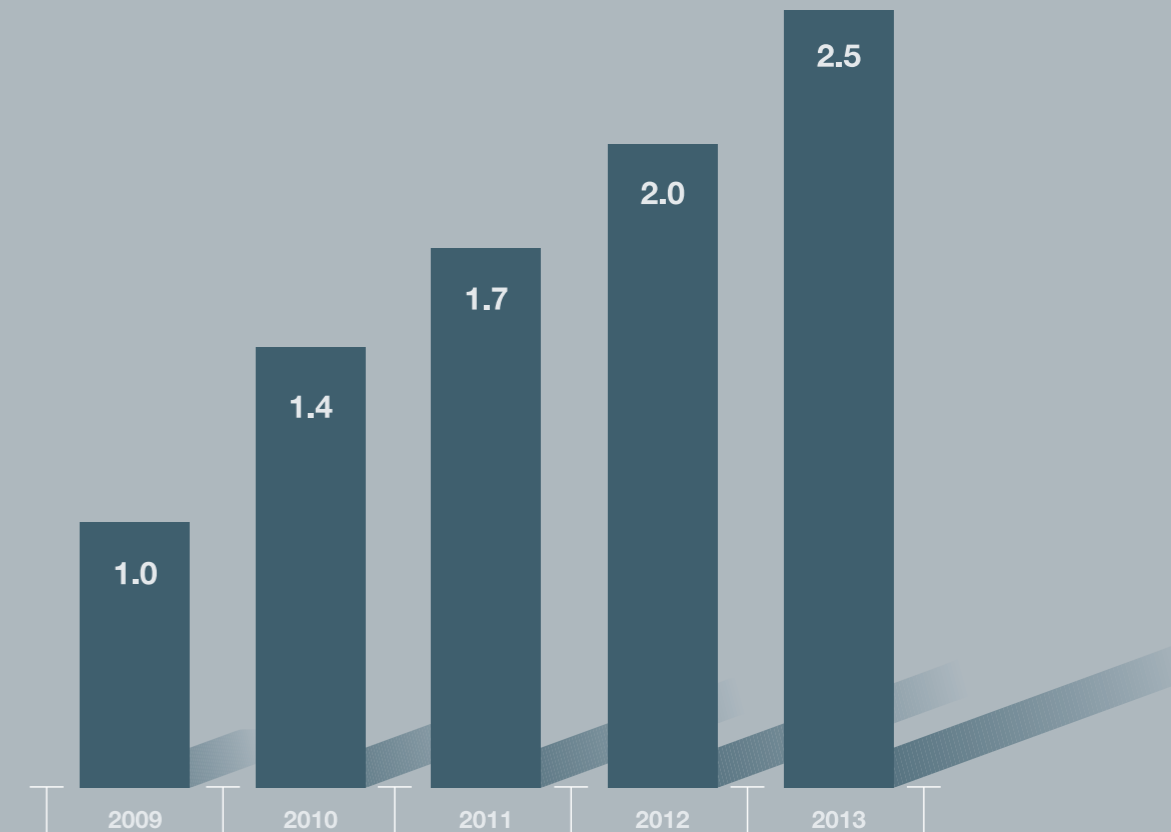


SALES

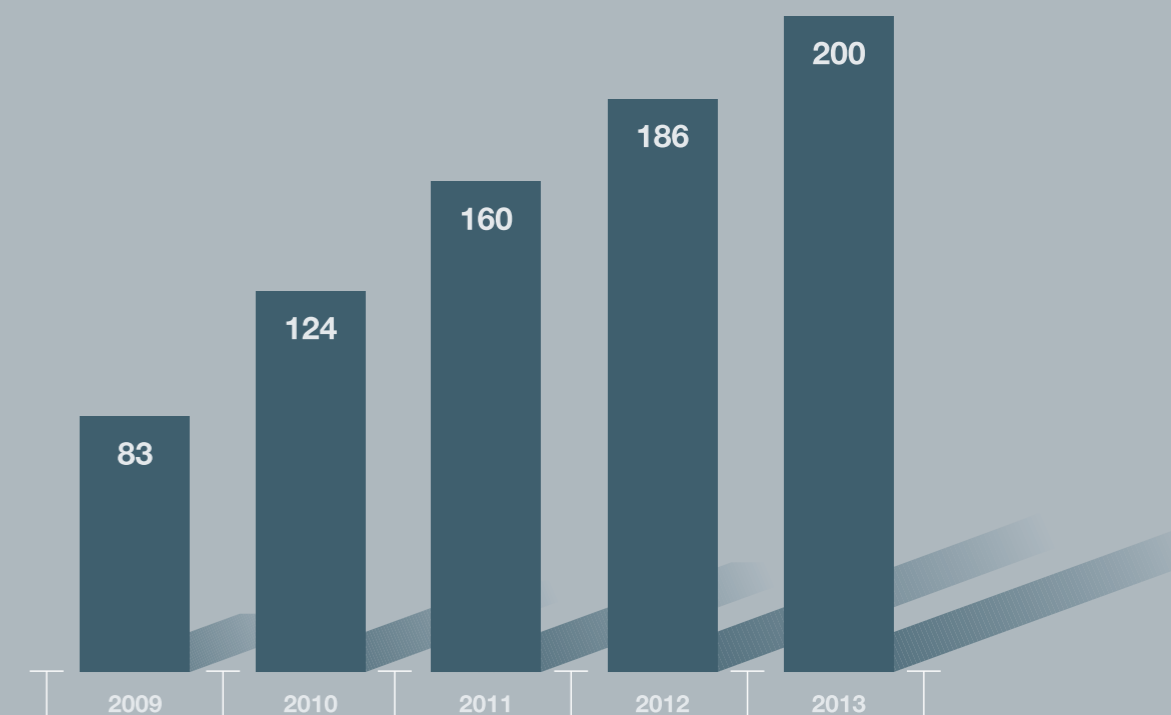
EVERY YEAR **40%** GROWTH

A tremendous growth from 12 million USD
in 2001 to 2.5 billion USD in 2013

LC Waikiki Retail Sales and Growth Rates (Billion USD)



Number of Units Sold Per Year (Million Units)



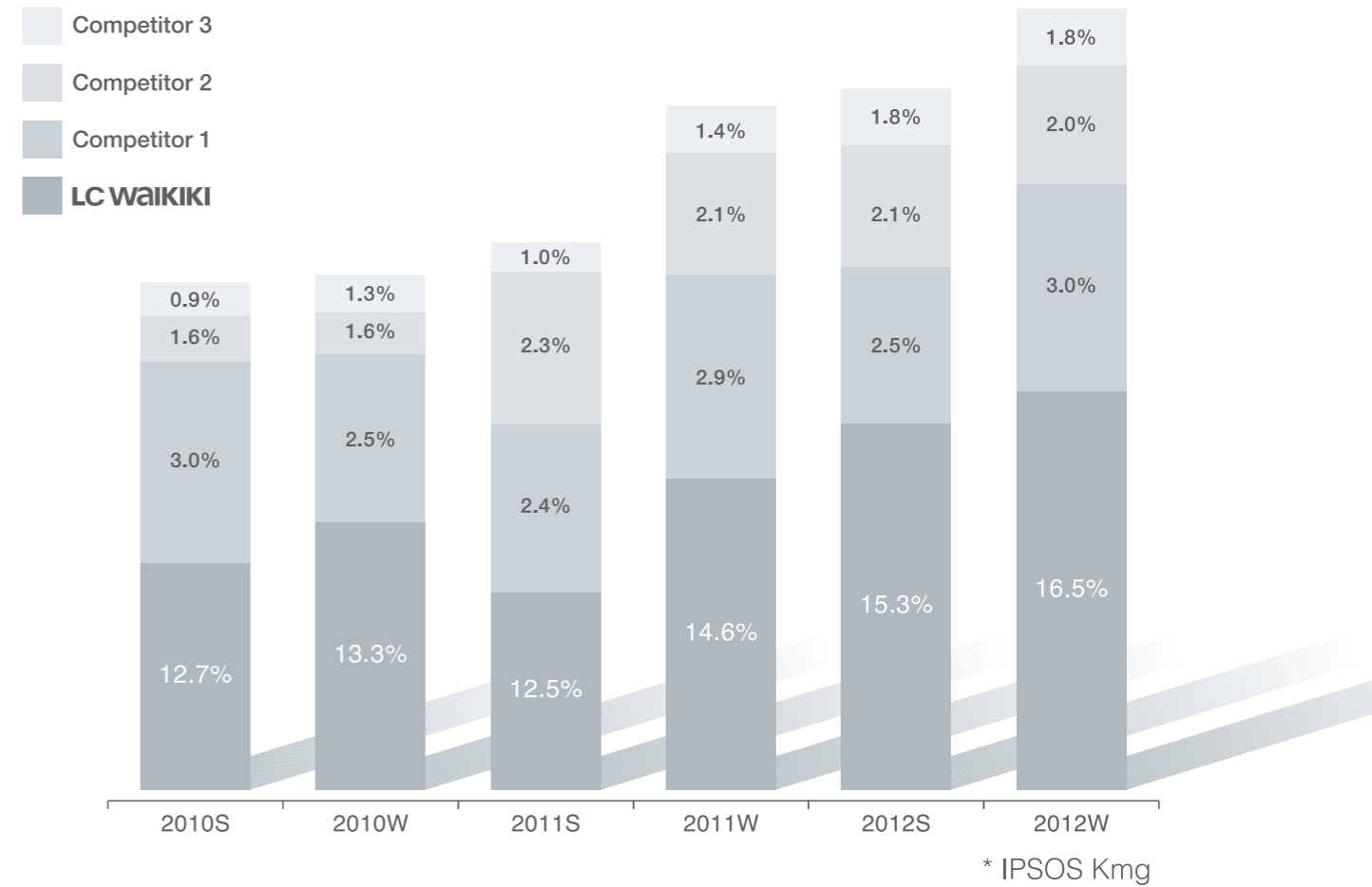
A group of four young adults (two men and two women) smiling and posing together, wearing denim shirts and jeans. The man on the far right is holding a guitar. The image is a promotional advertisement for LC Waikiki.

ACCORDING TO SURVEYS:

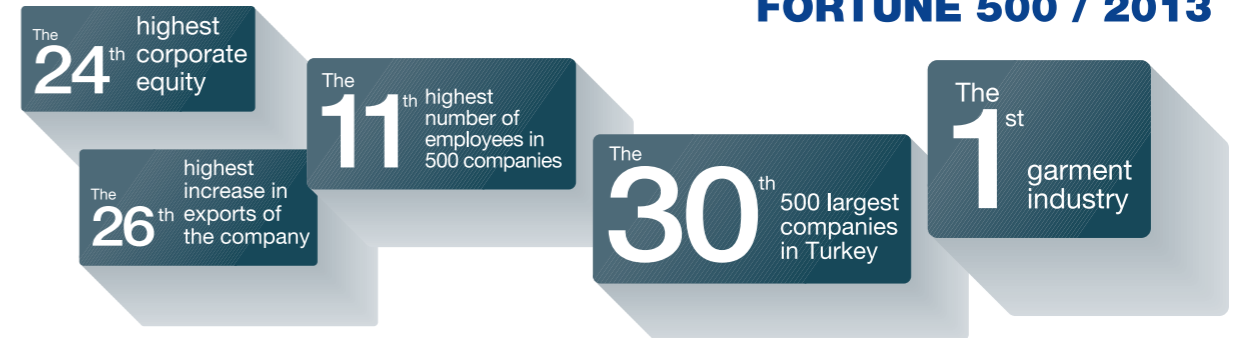
[**16,5%** MARKET SHARE IN TURKEY]

Brand Shares for Ready-to-Wear Clothing Market*

(Local & International Brands)



FORTUNE 500 / 2013



LC Waikiki is the number one Lovemark of Turkey in ready-to-wear category, 2013

(Local & International Brands)

CAPITAL 500 / 2013



Our vision is to become one of the three
most successful clothing retailers
in Europe by 2023

LC WAIKIKI STORE NUMBERS IN THE WORLD*	
COUNTRY	STORE
Turkey	407
Kazakhstan	16
Saudi Arabia	12
Russia	11
Bulgaria	8
Iraq	8
Romania	8
Egypt	7
Azerbaijan	4
Georgia	4
Ukraine	4
Albania	3
Morocco	3
UAE	3
Bosnia	2
Kosovo	2
Algeria	1
Belarus	1
Iran	1
Kyrgyzstan	1
Lebanon	1
Libya	1
Macedonya	1
Poland	1
Serbia	1
Syria	1
Tunesia	1

* Numbers of 2014 - 1Q

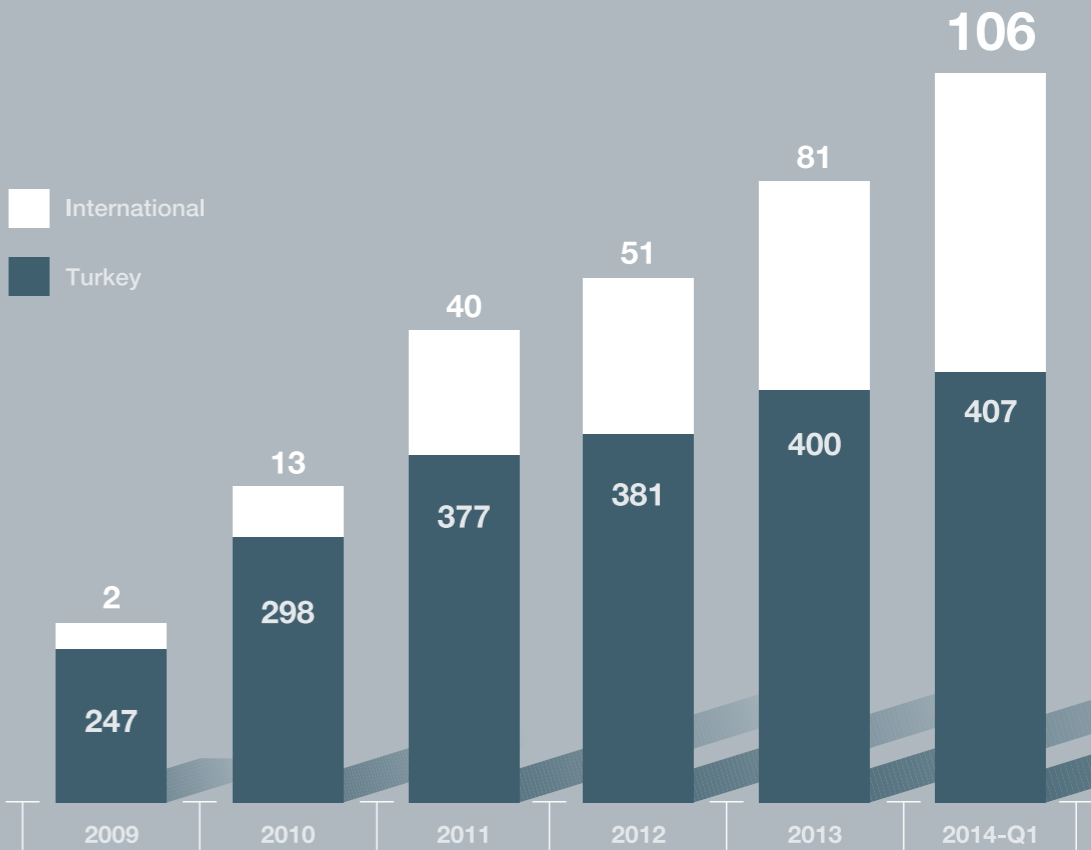


STORES

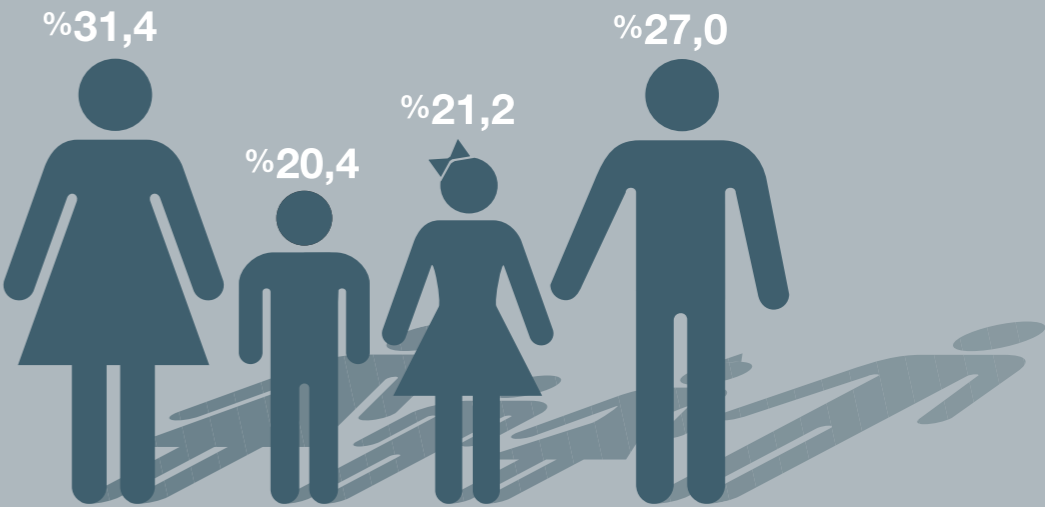
2012, LC Waikiki's
total sales area grew by 163.410 m²

TOTAL: 680.000 sqm

LC Waikiki Store Numbers



2013 Sales Mix by Division in Turkey





LC WAIKIKI has 407 domestic and 106 international stores
at total of 680.000 sqm selling area.

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Sustainable growth is achieved with a strong EBITDA.

RPM* is continuously growing.

* 2843 \$ in 2003 - 4167 \$ in 2013



Increasing number of ecological tests (35% growth in 2013)

Paying special attention to customers' health and children's safety, LC Waikiki conducted 1.107.351 tests in its own ecological laboratories in 2013.

CUSTOMER PROFILE

LC Waikiki shopper **gender portfolio is well balanced** with a slight skew towards women.

Average LC Waikiki consumer **is a middle aged consumer**, with a moderate household income, who is **price sensitive** and is either the decision maker or strongly supports the garment shopping for all family members.

This consumer is **in charge of the family budget** and seeks to find the best garment alternatives for his/her family and his/her self ensuring the product **quality/price balance**.

LC Waikiki consumers are **smart shoppers** whose efforts are awarded with the smile of their spouse for their refined taste, the joy of their kids for the brand new clothes, not to mention their own pleasure to select garments that help them look attractive with an affordable cost in return.

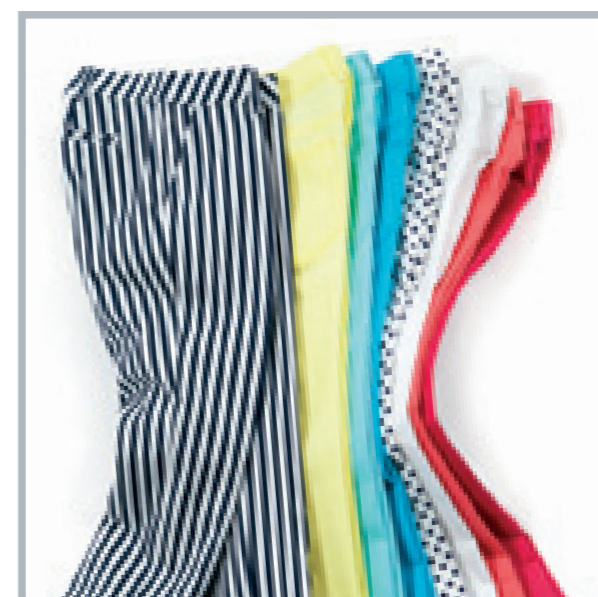
LC Waikiki offers a **value for money shopping experience** with trendy and basic garments for all members of the family.

ONE STOP SHOPPING
at affordable price level for the whole family

LC waikiki
everyone deserves to dress well



LC Waikiki WOMEN



BRAND CONCEPT



LC waikiki MEN

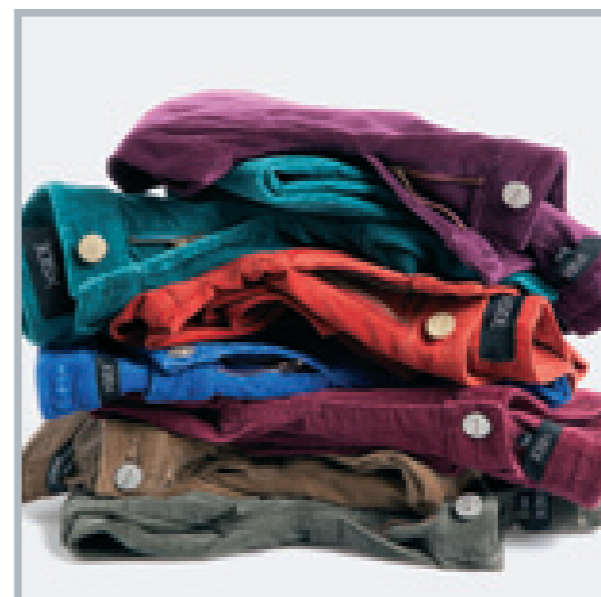


BRAND CONCEPT





XSIDE WOMEN



BRAND CONCEPT



XSIDE MEN

BRAND CONCEPT

XSIDE





LCW
teen



BRAND CONCEPT





LC Waikiki
kids

LC Waikiki
Baby



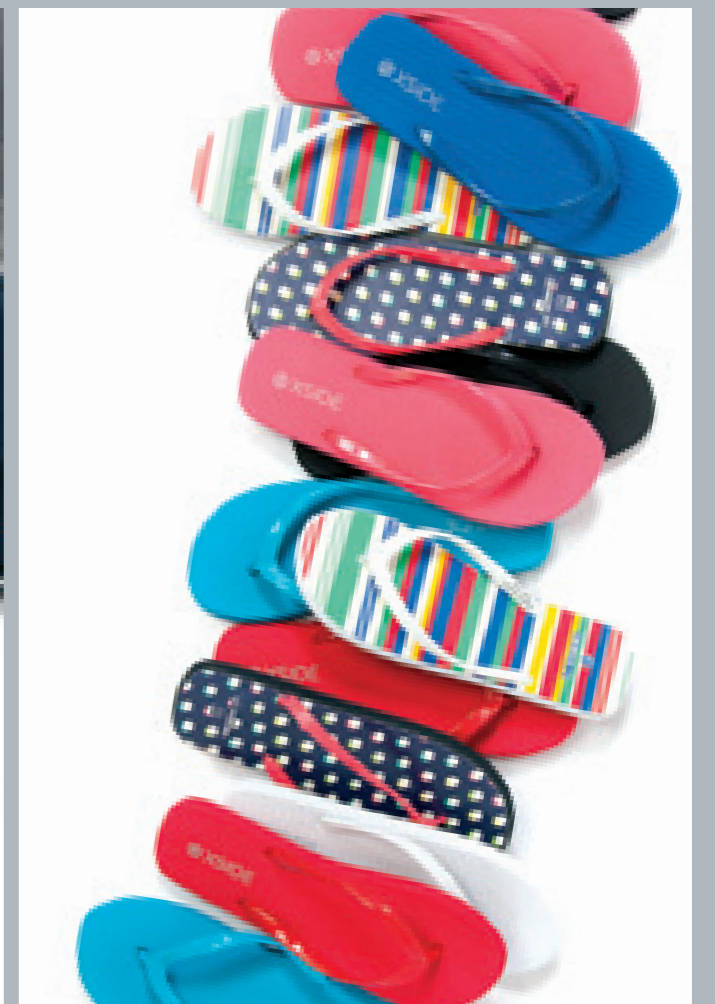
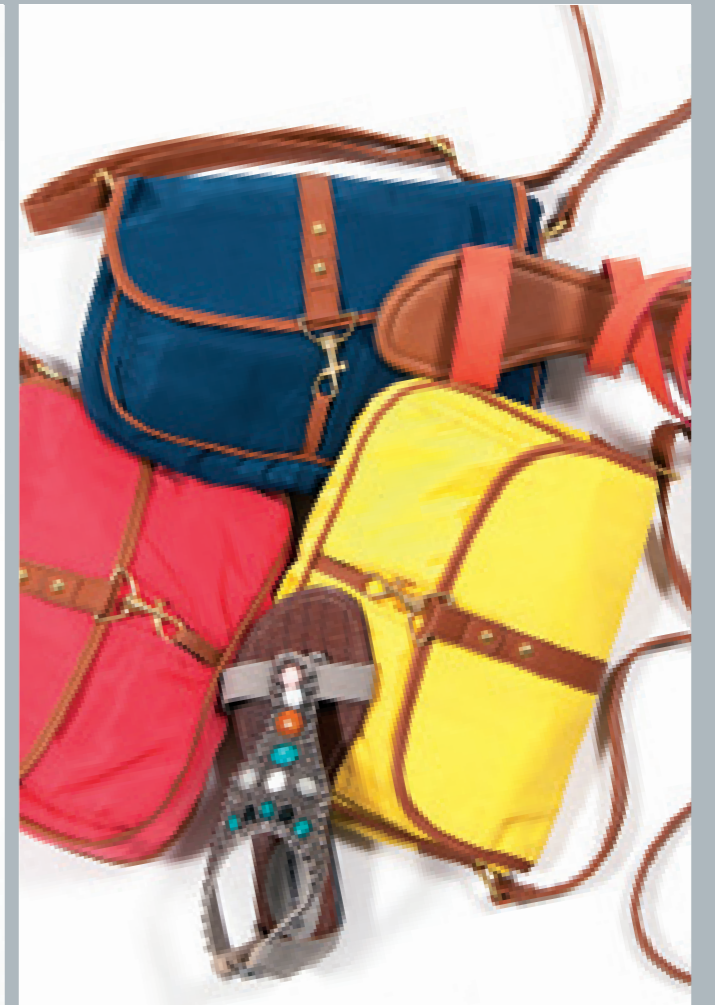
BRAND CONCEPT





DENIM COLLECTION

ACCESSORIES



Stores around
the WORLD





COMPANIES

ALBANIA - TEMA RETAIL AL SHPK

City Park 2nd Floor Tirana / Albania

BOSNIA - TEMA RETAIL BA D.O.O.

71000 Sarajevo Zmaja od Bosne 4
Bosnia & Herzegovina

EGYPT - TEMA RETAIL EG S.A.E.

Sun City Touristic, Leisure & Shopping Center,
Square 1258f, lots 1,2,3, Heliopolis, Egypt

IRAQ - KAPLAN RETAIL FOR GENERAL

Trading Co. Ltd. Majidi Mall, Erbil / Irak

KOSOVO

LC WAIKIKI RETAIL KOSOVO SH.P.K.

Pruga: Nënë Tereza Hyrja 30, Nr. 5, Prishtinë,
Kosovë

MOROCCO - LC WAIKIKI RETAIL MA

Espace Porte d'Anfa, 3 rue Bab Mansour,
1er étage bureau n°3 Anfa 20000

ROMANIA - TEMA RETAIL RO SRL

Str. Vasile Milea Nr:4 Stand E1038-E101 Sector
6 Bucuresti / Romania

SYRIA - TEMA TEXTILE LLC

Damascus- mazzeh villat shrqia- pharabi street-
alfaraa building- 1st store

AZERBAIJAN - LC WAIKIKI RETAIL AZ

AZ1069 Baku, Narimanov district,
Ibrahimpasha Dadashov street,50, apt 121

BULGARIA - TEMA RETAIL BG EOOD

Stat. No 201177347, VIES No BG201177347,
Sofia 1301, Vuzrazhdane district, 1 Lom Str.,
entr.V, 2nd floor, apt. 14

GEORGIA - TEMA GE LTD. ŞTİ.

2-nd floor, Tbilisi Mall in Dighomi, Tbilisi
Georgia, 0131.

KAZAKHISTAN - TEMA RETAIL KZ TOO

Manasa Street 62a, Business Center SAT /
Office 402 Almaty / Kazakhstan

MACEDONIA

LC WAIKIKI RETAIL MK DOOEL SKOPJE

Str. Orce Nikolov no. 98, 1000 Skopje,
Republic of Macedonia

POLAND - TEMA RETAIL PL

Ul. Chmielna 19, 00-021 Warszawa

RUSSIA - TEMA MODA RUSSIA

127018, Russia Moscow, Street Skladochnaya,
1, BLD.13 Moscow / Russia

UKRAINE - TEMA MODA UKRAINE LLC

Kyiv City, Druzhby Narodiv Boulevard, No: 10
Ukraine



TEMA GROUP



TEMA RETAIL

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