LC WAIKIKI

PRESS RELEASE

LC Waikiki to Open Stores in Kosovo

LC Waikiki, Turkey's fastest growing fashion retailer and the sector leader, announces the opening of its second store in Pristine. The store will open on the 24th of November, 2013. The company has opened its first store on the 22nd of September in Prizren.

The 1100 square meter Pristine store is located in the Grand Store Mall. The store will be one hundred per cent LC Waikiki's own investment, which ensures to provide the product range, customer service and quality that the Company is offering to its customers worldwide.

Aligning with its overall international growth strategy, LC Waikiki plans to open a series of stores in Kosovo and neighbouring countries, giving precedence to the surrounding countries of Turkey.

"*Kosovo presents an exciting market opportunity for LC Waikiki, where we have evidence of strong brand acceptance through the positive response we have received in anticipation of the launch of LC Waikiki brand in Pristine*," said Yenal Gokyildirim, Managing Director at LC Waikiki International Retail. "*We are so pleased that we can finally cater directly to our clients in this emerging, steadily growing market. We will offer our fashionable and comfortable collections designed for the whole family to Kosovan and Albanian clients simultaneously with the rest of the world."*

The mission of LC Waikiki is to provide quality, colourful, comfortable, functional, and most importantly, fashionable clothing and accessories for women, men, teens, kids and babies – for the whole family - at affordable prices under its LC Waikiki brand, expressed by the Company's "***Everyone deserves to dress well***" motto. LC Waikiki has special collections for maternity, special occasions, vacations, graduations and back-to-school along with its trendy products in fall-winter and spring-summer collections.

LC Waikiki is the leader of the Turkish fashion retail industry. Currently it takes 15 per cent of the local market share with over 380 stores across Turkey. By the end of 2013 the Company will be trading in more than 20 other countries and it aims at further international expansion by opening about 400 more stores worldwide by 2017. The Company targets to become one of the three most successful 3 fashion retailer brands of Europe by 2023.

Please visit http://www.lcwaikiki.com or (http://corporate.lcwaikiki.com) for more information on LC Waikiki and its international stores.

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About LC Waikiki

LC Waikiki is an innovative fashion retail company which offers quality, stylish clothing and accessories for women, men, teens, kids and babies – for the whole family - at affordable prices under its LC Waikiki brand. Originated in 1985 in France, the Company has now grown to the fastest growing fashion retailer in Turkey and it is the sector leader since 2004. With headquarters in

Istanbul, LC Waikiki owns over 380 across Turkey and over 60 international and employes more than 22,000 employees. Except Saudi Arabian and Iranian franchises, all LC Waikiki stores are company-owned and operated. LC Waikiki has stores in Albania, Azerbaijan, Bosnia Herzagovina, Bulgaria, Egypt, Georgia, Iran, Iraq, Kazakhstan, Kosovo, Macedonia, Morocco, Poland, Romania, Russia, Saudi Arabia, Syria and Ukraine. The Company targets to become one of the three most successful 3 fashion retailer brands of Europe by 2023. LC Waikiki's 2012 revenue was 2 billion U.S. dollars.