

LC Waikiki
everyone deserves to dress well

2022

COMPANY PROFILE



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OUR JOURNEY

LC Waikiki

Our Journey

Founded in 1988 by three French partners, LC Waikiki became a Turkish brand in 1997. LC Waikiki aims to offer fashion at affordable prices in line with the belief that "everyone deserves to dress well," and has been the market leader in all clothing categories in Turkey since 2004.

Having been one of Europe's leading fashion retailers since 2014 as a result of the global journey it embarked on in 2009, LC Waikiki represents Turkey's power in textile retailing abroad as the market leader in 22 of the 54 countries where it operates today.

LC Waikiki has been focusing on separate sub-brands and store formats in certain categories since 2016 and continues to grow with LCW Home stores in home textiles and LCW Dream stores in underwear. In 2020, LC Waikiki started to grow in the footwear category with its sub-brand LCW Steps. It also introduced the XSIDE brand with a different store format.

LC Waikiki achieved a turnover of 36 billion TRY in 2021 and aims to increase it to 68.5 billion TRY in 2022. The company continues its efforts at full speed to become one of Europe's top 3 fashion retail brands in the coming years.

1988

LC Waikiki in France was established



2001

The dealership system was switched to the retail store model.



2010

E-commerce in Turkey sale started



2016

LCW HOME opened



2020

LCW BABY, LCW KIDS, LCW STEPS, LCW LOOK, XSIDE opened. Our 1000th overseas store opened in Kiev, Ukraine



1997

LC Waikiki became a Turkish brand and opened its first store in Istanbul.



2009

Our first overseas store opened in Romania



2014

Our 100th overseas store opened in Bosnia and Herzegovina



2019

LCW DREAM opened





OUR MISSION, VISION, AND VALUES



Our Mission

"Everyone deserves to dress well"

As one of Turkey's global brands, we believe that everyone deserves to dress well, and continue our activities in line with this belief. While we follow our mission by dressing people to fit their styles and budgets, we strive to make more people happy every day with our team of 54 thousand people.

Our Vision

As LC Waikiki, we continue to pursue our passion in line with our goal, based on the principles of employee, customer, and supplier satisfaction, social responsibility, and sustainability. We aim to make fashion affordable all around the world by achieving our vision of becoming one of Europe's top three most successful fashion retail brands in the coming years.

OUR VALUES

BEING CUSTOMER-ORIENTED
BEING VIRTUOUS
ACHIEVING TOGETHER
GAINING IN-DEPTH EXPERTISE
FACING UP TO CHALLENGES

● EPISODE 3



LIFE AT LC WAIKIKI

Our human resources and workforce are the keys to our success.

As one of Turkey's global brands, we are a big family that speaks the same language with our ecosystem of nearly 1 million people in 54 countries around the world and with more than 56 thousand employees.

As a global brand, we offer international career opportunities to our employees and export our experience to 53 countries.

We consider investing in the younger generation as our responsibility towards the future. We combine the productivity of Generations Y and Z, which make up 92 percent of our employees, with the experience of our experienced employees.

Established to support the training and development of our teams, our Corporate Academy Department has a staff of 600 in-house trainers, coaches, and mentors and provides our employees with training in 20 different languages. We make career plans for our employees, whose development and expertise we monitor, and provide them with internal promotion opportunities. We internally promote 75 percent of our head office staff and nearly all of our field staff.

A fair and equitable approach is one of the most important building blocks of our corporate values. With our Human Resources policy, which is based on this value, we have been the company having the highest number of female executives in Turkey for many years.

Number of Employees	Female Employee Rate	Ratio of Female Managers	The Average Age
56.000	%59	%44	30,2





A JOURNEY OF SUCCESS FROM TURKEY TO 54 COUNTRIES ON 4 CONTINENTS



Countries We Are Market Leaders

Turkey, Northern Cyprus, Bosnia and Herzegovina, Macedonia, Albania, Kosovo, Kazakhstan, Georgia, Armenia, Iraq, Kyrgyzstan, Tajikistan, Egypt, Moldova, Belarus, Ukraine, Serbia, Kenya, Morocco, Lebanon, Palestine, Montenegro



We Opened Our First Store Abroad in Romania

As Turkey's leading fashion retail brand, we opened our first store abroad in Romania in 2009. Then, we determined emerging markets as our growth area, added new customers to our target group, and reached more and more people with our collections every day. Today, we continue our efforts to offer quality products to our customers at affordable prices in 54 countries on 4 continents.



We Are the Market Leader in 22 Countries

Our brand dresses the world from Turkey and exports its experience in retail to 53 countries. We have been holding the leading position in the Turkish market since 2004, and we are the market leader in 22 of the 54 countries where we operate.

We sold 520 million products in 2021. Nearly 50 percent of our turnover comes from our international sales. We estimate that the rate of our turnover from our international sales will exceed 50 percent. In this context, we continue our investments at full speed. The total amount of our investments reached 1 billion TRY in 2021.



We Are Europe's 6th Largest Fashion Retail Brand

As LC Waikiki, we are currently the 6th largest fashion retail brand in Europe. We aim to become one of Europe's top 3 most successful fashion retail brands in the coming years.

We strive to become the best fashion retail brand in the countries where we operate. We prioritize emerging countries and geographies. In the meantime, we always look for opportunities to enter developed markets and continue our research activities for this purpose. We have stores both in the northern and in the southern hemisphere and experience different seasons all around the world at the same time. We currently ship 600 million products to all around the world every year.



We Produce Global Collections

We sell 2,155 LC Waikiki products per minute worldwide. Efforts made to understand customers in this process are essential to enter new markets.

When creating our collections, we consider various factors such as culture, standards of living, and different seasons in each country. Furthermore, as different countries have different climates, socioeconomic statuses, and cultures, we constantly review our collections to meet the changing needs of customers.

We mostly produce global collections, but we also try to reveal hidden potentials by constantly monitoring local demands and including them in our collections. We even include local clothes in our collections in certain seasons in the Balkans and Middle Eastern countries, such as Romania and Egypt, and in African countries, such as Ghana and Kenya. We update the product mix we offer to customers, together with sizes, in each region, considering different anthropological characteristics. Depending on the country, customers demand that their needs or fashion expectations be met. We change and improve our product mix based on these demands.



Our Franchise Operations Account for Nearly 20 Percent of Our International Sales

As LC Waikiki, we manage each of our target markets with different administrative and commercial structures. We usually prefer to invest with our own resources and apply our standard market entry models abroad. We operate through our franchise partners in countries where there is high business potential, as well as certain commercial, financial, and cyclical risks, or regulations preventing us from entering the market by ourselves.

We opened our first store abroad through the franchise system in Saudi Arabia in 2012. Today, we operate in 20 countries through our 17 franchise partners. We opened stores in new countries even during the pandemic. We aim to increase the number of countries where we have franchises to over 30 by 2023. The turnover of our franchise business was \$17 million in 2015 and approached \$350 million this year. Our franchise operations still account for nearly 20 percent of our international sales.



TECHNOLOGY

TECHNOLOGY



LC WAIKIKI'S DIGITAL TRANSFORMATION CONTINUES AT FULL SPEED

We have the largest single-brand e-commerce website in the fashion retail industry in Turkey. We develop 85% of our software and applications in Turkey with our technology team of 900 people, who are supported by in-house trainers, coaches, and mentors and follow fully agile methods, and we offer these technologies to the customers, users, and suppliers of LC Waikiki in 54 countries.

With our local operation centers established in 10 countries, we carry out e-commerce activities in 22 countries and 13 languages.

With our data analysis capabilities and artificial intelligence solutions, we identify the products that our customers from different cultures will like, and make these products available in our stores when needed.





LOGISTICS



A HUGE LOGISTICS NETWORK FROM TURKEY TO 53 COUNTRIES ON 4 CONTINENTS

We ship 1.7 million products a day and 600 million products a year to all around the world.

As LC Waikiki's Logistics Department, we are a team of 6,500 people who serve in 15 warehouses with an indoor area of nearly 500,000 sq. meters and a storage capacity of 350,000 pallets in Turkey.

We have the first highly-automated fashion retail warehouse in Turkey. Our logistics center in Aksaray, which is under construction, will have a shipping capacity of 1.5 million products a day and 300 million products a year with its indoor area of 250,000 sq. meters. We aim to increase our capacity by 50 percent with our new logistics center.





**OUR FOCUS ON
QUALITY**



LC WAIKIKI LABORATORIES

At LC Waikiki, we perform a total of 10 thousand tests, including 4,800 ecological and 5,200 textile tests, on an average of 1,600 samples every day in our laboratories, which set the quality standards in the industry. We have performed more than 3 million tests on 360 thousand samples in the last year. Our ecological performance in our laboratories is 99.9 percent.

We check the quality of our children's and baby products with nearly 400 thousand ecological tests a year. We examine our products in great detail, from their raw materials to their dyes, seams, and zippers. We do not offer our customers any product that we would not buy for ourselves or our loved ones.

We regularly test all the products in our collections for allergens, carcinogens, and chemicals that may cause hormonal problems. We consider all the potential risks and lead the industry by making sure that we do not put any product on the shelf unless we are sure of its quality.





OUR SUSTAINABILITY PRACTICES

SUSTAINABILITY



As a company founded with the principles of social responsibility and the mission of “Everyone deserves to dress well,” we allocate 15 percent of our net profit to charity projects every year. Social responsibility and sustainability are always on our agenda. We are trying to develop and implement new projects, always considering what else we can do in this field.

We know the importance of using the world’s resources in the right way. In this context, we take concrete steps to preserve the ecological balance and internalize our environmental policy together with our business model and approach to people. In line with our value of achieving together, we provide awareness-raising training for our employees and producers. We held more than 1000 training sessions for all our employees and our business partners in the field of chemicals in the last year, and we continue to hold new training sessions.

Water consumption is one of our key priorities. We work on projects focused on waterless dyeing, dyeing with less water, washing with less water, chemical-free washing, and the use of laser technologies. We have reduced our water consumption by 20 percent in our collections LCW Denim and LCW Green, in which we started to implement these practices.

Organic products are also among our priorities. Aiming to use sustainable cotton in our products, we are purchasing Cukurova’s colored cotton called Sarı Gelin and carrying out a self-colored cotton production project in cooperation with the Ministry of Agriculture and Forestry. Thus, we produce colored cotton without any chemical dye.

We strive to ensure the reuse of recyclable plastics in garment production and the recycling of discarded garments into fibers to be reprocessed later. In this context, we encourage our producers strongly and form partnerships. We are carrying out a new recycling project in cooperation with TOÇEV. In our stores, we create areas for our customers to drop off their old clothing items. We then make these products reusable and deliver them to those in need.

We prepare all products without any harm to human health or the environment and perform extensive tests at each stage. We carefully produce clothing items that millions of consumers love and purchase, and offer them in our stores.



OUR DESIGN APPROACH

OUR DESIGN APPROACH

We design 87 thousand products a year with our design team of 375 specialists, who visit many parts of the world and follow the latest trends closely with the trend tracking system. We attach importance to the use of technology in the world of fashion and adopt innovative perspectives, aesthetic and agile approaches.

Based on our belief that everyone deserves to dress well, we prepare separate sub-brands and collections for 26 different types of people with different styles. In order to understand the functional and emotional aspects of the clothing needs of these people, we conduct nearly 5000 studies a year and shape our collections in line with the needs of our customers.

We use the world's leading image recognition technologies in order to follow trends. We quickly add trendy, interesting, and popular models to our collections with our agile teams, using emerging technologies in order to monitor the transformation of trends in our region into business opportunities.

We started to prototype our products digitally once their design is completed using 3D modeling. Thanks to this system, which was implemented end-to-end by LC Waikiki for the first time in the fields of fitting, design, and e-commerce in the Turkish fashion retail industry, we prepare our collections more quickly and contribute to sustainability, which is becoming more and more important every day, in terms of human resources, energy consumption, and financial resources.



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LCW CASUAL



LCW Casual brings together comfort and the latest trends of the season. It appeals to anyone who adopt street style.

LCW MODEST



The trendiest version of modern modest women's clothing. Offering comfortable and stylish collections appropriate to all seasons, LCW Modest stands out with its trendy and innovative style.

LCW BASIC



Designed for everyday use, LCW Basic products can easily be matched with the different styles of young and adult customers, adding variety and depth to closets.

LCW CLASSIC



This category offers designs for those who would like to feel comfortable and look stylish and who stick to the classics. LCW Classic meets the needs of customers with its wide range of products and sizes.

LCW VISION



Bringing together timeless, stylish, and trendy versions of modern women's and men's clothing, LCW Vision is designed for elegant people and offers products for everyday use, office wear, and special occasions.

LCW JEANS



With its large collection, LCW Jeans represents the confidence brought by dynamism, comfortable life, and ease of movement. It meets all the expectations of those who consider jeans as a lifestyle.

LCW kids



Designed to meet all the needs of children aged 4 to 14, LCW Kids collections include trendy and fun pieces that allow children to create their own style. All the pieces are produced by prioritizing the health and safety of children.

LCW baby



This category offers models that meet the needs of babies and children aged 0 to 4 both during everyday use and on special occasions. All the details of the pieces are designed and produced by prioritizing the health and comfort of babies.

LCW MATERNITY



This category offers collections in different styles for expectant mothers who are preparing to meet their babies. Designed considering the comfort and convenience of expectant mothers throughout pregnancy, the products are easy-to-wear pieces with special seam details.

LCW ACTIVE



LCW Active offers a collection of flexible, comfortable, convenient, and trendy pieces preferred by those who consider exercising not as a necessity, but as a lifestyle.

Our Licenced Products

LCW HOME



LCW Home offers collections that will create home styles with trendy and timeless designs, and appeals to customers who keep their home and living spaces trendy with innovative styles.

LCW DREAM



This category offers high-quality, comfortable, and modern designs in underwear, pajamas, and home wear. It offers a wide range of products that appeal to people of all ages.

LCW STEPS



This category offers more than 10,000 models a year for women, men, and children for all occasions, prioritizing foot health and environmental awareness.

LCW GRACE



This category includes simple and elegant designs for women over the age of 50. LCW Grace collections prioritize comfort and meet the age-specific fitting needs.

LCW GREEN



The LCW Green collection is produced using sustainable raw materials and production techniques. Our Green collection stands out with the use of organic cotton and recyclable materials.

XSIDE



With its trendy, fun, and cool products, this collection is prepared for young people and anyone who feels young. It offers the trendiest products of the season designed for young people who would like to look stylish and feel comfortable.



OUR LICENCED
PRODUCTS

OUR LICENCED PRODUCTS

We enter into global exclusive license agreements with the world's leading brands and figures, based on the wishes and needs of our customers. Thus, we offer specially designed merchandise collections to our customers at affordable prices in our stores all around the world.

As LC Waikiki, we have entered into a total of 10 license agreements. We lead the industry with our collections of merchandise in many categories including baby clothing, children's clothing, women's clothing, men's clothing, accessories, home textiles, and footwear.





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E - C O M M E R C E

We offer e-commerce services in 22 countries and 13 languages. In 2021, our turnover grew by 75% and reached 2.8 billion TRY.

While 10 percent of our e-commerce turnover comes from international sales, 90 percent comes from domestic sales. We continue to grow in 10 countries with our local e-commerce operations.

In 2021,

Total number of items sold: 46.2 Million

Total number of visitors: 554 Million

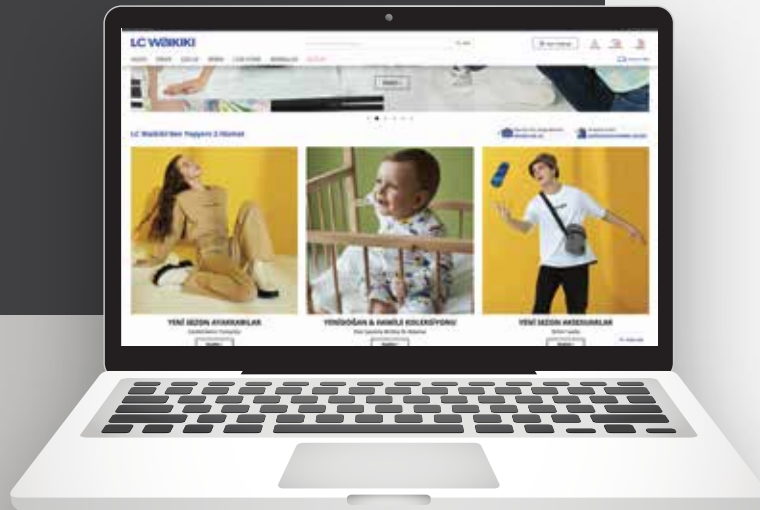
Number of items sold per minute: 87 Items

Countries to Which Products Are Sold Through E-Commerce:

Belgium, Belarus, Czech Republic, Denmark, Germany, Estonia, Spain, France, Croatia, Ireland, Italy, Lithuania, Latvia, Hungary, the Netherlands, Austria, Poland, Portugal, Romania, Slovenia, Slovakia, Finland, Sweden, Serbia, Turkey, the UK, Greece, Bulgaria, Ukraine, Kazakhstan, Russia, Morocco, Egypt, Georgia.

Countries Where Local E-Commerce Operations Are Carried Out:

Romania, Serbia, Egypt, Ukraine, Russia, Kazakhstan, Morocco, Belarus, Georgia, Iraq.



LC Waikiki.COM





LCW DREAM

LCW Dream offers an enjoyable and easy shopping experience to customers and appeals to all their senses at all times. The trendy and quality pieces of underwear, pajamas, and swimwear items in the collections maximize customer satisfaction with their wide range and original designs.

Even though LCW Dream offers products in the categories of women's underwear, pajamas, socks and tights, and beachwear, only in summer; boys', girls', and men's underwear and pajama collections are also available in large LCW Dream stores.

With its wide range of underwear items and pajamas and original designs for women, LCW Dream introduces trendy products with themes suitable for all styles, such as Young, Casual, Classic, Luxury, and Maternity.

Serving in stores with an area between 50 and 415 sq. meters, LCW Dream offers an average of 500 different products in more than 100 stores in Turkey and abroad.

It operates in Ukraine, Kazakhstan, Iraq, Egypt, Libya, Greece, Jordan, Uzbekistan, Serbia, Morocco, and Kosovo.



LCW kids

LCW Kids stores were designed to meet all the needs of children aged 4 to 14. The brand prioritizes health and safety in its collections, which allow children to create their own style with both trendy and fun pieces.

LCW Kids products are offered to children in 3 single-brand stores in Turkey, as well as in many other stores in Turkey and abroad. More than 500 different products are available in these single-brand stores, which have an average area of 300 sq. meters.



LCW MODEST

As the trendiest version of modern modest women's clothing, LCW Modest offers comfortable and stylish collections appropriate to all seasons and stands out with its trendy and innovative style.

LCW Modest has 4 stores with an average area of 300 sq. meters in Turkey. An average of 400 different products are offered in these stores.

LCW Modest stores are located in Bursa, Kayseri, Erzurum, and Mardin.



LCW baby

LCW Baby offers collections that meet the needs of babies between 0 and 24 months of age and children aged 0 to 4 for pajamas, underwear, socks, and accessories. All the details of the pieces are designed and produced by prioritizing the health and comfort of babies.

LCW Baby has six stores, five in Turkey and one abroad. These stores have an average area between 400 and 500 sq. meters.

Nearly 2,000 products, including preemie sets, pajama sets, hospital sets, and accessories, as well as all kinds of children's products, are offered in LCW Baby stores throughout the year.



LCW Steps manufactures products for the foot health of women and men of all ages, including children. It offers a wide range of products, which undergo many tests, to customers with different styles.

LCW Steps products are available in a total of 15 stores, including 5 single-brand stores, 3 in Turkey and 2 abroad. More than 1000 different footwear products that meet needs at home and outside in the categories of women's footwear, men's footwear, children's footwear, pre-walking baby footwear, and house slippers are offered in stores with an area ranging from 120 to 300 sq. meters.

LCW STEPS



XSIDE offers the coolest, trendiest, the most fashionable, and fun products to young people and anyone who feels young at affordable prices. Constantly renewing its collections in order to become an indispensable brand for those who follow trends and do not compromise on comfort, XSIDE serves in 4 single-brand stores with an average area of 700 sq. meters in Turkey. In these stores, it offers a total of 600 different products per season in the categories of Activewear and Sportswear, Knitwear, Warp-Knitted Products, Skirts, Dresses, Denim, Outerwear, Woven Bottom, and Woven Top.

XSIDE



LCW HOME

LCW Home offers collections that will create home styles with trendy and timeless designs in living spaces, and appeals to customers who keep their home and living spaces trendy with innovative styles.

Currently, there are LCW Home corners in more than 250 stores in Turkey and abroad. The brand also serves in 11 single-brand stores with an average area of 125 sq. meters.

In these stores, 68 different types of products are offered in 5 main categories: Bedroom, Baby and Children's Room, Bathroom, Kitchen, and Living Room. Furthermore, there are more than 900 different products in single-brand stores.

















LCW DREAM

LCW DREAM









LCW HOME

















XSIDE





