

L.L.Bean was founded in 1912 by Leon Leonwood (L.L.) Bean and is headquartered in Freeport, Maine.

SALES & OPERATIONS

- In 2015, annual net sales were \$1.6 billion. Year-round employee count was over 5,000. Seasonal employment during the winter holidays was nearly 10,000.
- L.L.Bean has long been recognized for setting the standard for customer service. Two contact centers here in Maine employ over 2,900 customer service representatives during the holiday selling season. In 2015, over 9.3 million customer contacts were received, with over 117,000 contacts received on a single day.
- L.L.Bean's distribution facility, also located in Maine, is a million-square-foot, state-of-the-art facility able to hold 10 million units. The distribution division employed nearly 2,500 people during the 2015 holiday season. Over 15.5 million packages were shipped in 2015 – over 1.1 million packages in our busiest week.
- Manufacturing facilities are located in Brunswick and Lewiston, Maine, where over 400 employees produce such iconic products as the Maine Hunting Shoe®, the L.L.Bean Boot and the Boat and Tote® Bag. Customer demand for the iconic L.L.Bean Boot remains high – over 500,000 pairs in 2015.
- Since 2011, L.L.Bean has offered everyday free shipping to the US and Canada with no minimum purchase and no end date.
- From the very first pair of Maine Hunting Shoes, every product we sell is backed by our legendary 100% satisfaction guarantee.

L.L.BEAN STORES

- L.L. opened his original store in Freeport in 1917. Our flagship store still stands on this site, now at 200,000 square feet. It is open 24 hours a day, 365 days a year, and has not had locks on the doors since 1951. The store includes a trout pond, 3,500-gallon fish tank, cafe and coffee shop.
- The seven-acre Freeport campus also includes the Bike, Boat & Ski Store, Hunting & Fishing Store, Home Store, a 16-foot L.L.Bean Boot sculpture and Discovery Park, home to summer concerts and other outdoor events. It draws nearly 3 million visitors each year.
- L.L.Bean operates 27 retail stores outside of Maine – spanning as far south as Virginia and as far west as Colorado – as well as 10 outlets. More locations are being added every year, including three set to open in 2016. The retail division employs nearly 1,650 people year-round and over 3,330 during the busiest shopping periods. Over 12.7 million people visited L.L.Bean stores in 2013.
- L.L.Bean catalogs are sent to over 170 countries. L.L.Bean opened its first international retail store in Tokyo in 1992 and now operates 23 stores and outlets in Japan. There is also a large and growing customer base in Canada.
- L.L.Bean is committed to helping people enjoy the outdoors, whether it's finding the right gear or learning how to use it. In 2015, nearly 150,000 people participated in L.L.Bean's Outdoor Discovery Schools®. Offered at every retail store, ODS makes it easy for people of all experience levels to learn

a new outdoor activity or take their skills to the next level. Activities are offered year-round, and include kayaking, stand up paddle boarding, fly casting and -fishing, clay shooting, archery, biking, snowshoeing, canoeing and more.

L.L.BEAN ONLINE

- llbean.com was launched in 1995. In 2009, web orders surpassed catalog orders for the first time. There were over 1.6 million visits on Cyber Monday, 2015.
- Our global website serves over 200 countries and territories. Product prices are converted into over 60 currencies, and accurate tax and duty calculations are provided.
- In 2011, L.L.Bean launched its mobile commerce site at m.llbean.com.
- Our mobile app was launched in 2015 and has become one of our fastest-growing channels.
- L.L.Bean maintains a strong social media presence on sites including Facebook, Twitter, YouTube, Instagram, Pinterest and Google+.

THE BOOTMOBILE

- In 2012, L.L.Bean celebrated its 100th anniversary by unveiling the Bootmobile – a 13-foot-high, 20-foot-long, road-ready replica of the iconic L.L.Bean Boot. A second Bootmobile was added in 2013. The Bootmobiles travel the country on a mission to inspire people to get outside.

PRODUCTS

- L.L.Bean products are recognized around the world for their functional, innovative design and high quality. Today, over 140,000 items are available, including many that have been favorites for several decades, such as the Field Coat (1924), Chamois Shirt (1928) and Boat and Tote Bag (1944). We also offer our Signature Collection, featuring updated classics with a streamlined fit and a dose of inspiration from the company's archives.

ENVIRONMENTAL & SOCIAL RESPONSIBILITY

- The company began a recycling program over two decades ago and currently recycles over 83% of its waste.
- Catalog paper is sustainably sourced and made from 10%-20% recycled content.
- In 2003, L.L.Bean became the first Maine company to use biodiesel in its heavy-duty truck fleet.
- Since 2007, L.L.Bean has been committed to building all new facilities to the US Green Building Council's LEED standards. There are currently 20 L.L.Bean buildings that meet these standards.
- Solar hot-water collectors used at the Freeport flagship store and corporate offices allow L.L.Bean to cut its propane usage by 50% during winter and 100% during the warmer months.

- In the last 10 years, L.L.Bean has contributed nearly \$26 million to a variety of organizations supporting outdoor recreation, conservation and stewardship of our natural resources.
- In 2015, the company had a record-breaking United Way campaign that raised \$1,741,574 – the largest United Way campaign in Maine.
- L.L.Bean offers an Employee Wellness program and on-site fitness rooms and classes at all worksites in Maine. For employees outside of Maine, we offer a 50% reimbursement for gym memberships.

2015 AWARD HIGHLIGHTS

- Harris Poll Reputation Quotient Study: ranked #7 overall for the best corporate reputation and #1 in the Retail Apparel category
- Fortune magazine: rated #6 on the Best Companies to Work For List®
- Forbes magazine: ranked #5 in their Best Employers in the US list
- Brand Keys: named one of America's most patriotic brands
- Foresee Answers: tied for #3 in overall web shopping customer satisfaction and ranked #2 in the apparel/accessories category
- StellaService's Stella Benchmarks: awarded the best overall performance in fiscal quarters 2 and 3 (ranked #5 in quarter 1 and #3 in quarter 4)
- Hubspot: ranked L.L.Bean's Facebook page as #1
- Multichannel Merchant: awarded the Excellence in Brand Communication Award

L.L.Bean is a privately held, family-owned business and does not publicly release financial information or an annual report. For more information on L.L.Bean, please visit llbean.com.