

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

In 2013, annual net sales were \$1.56 billion. Regular, year-round employees were over 5,000. Winter holiday employment was over 9,000 employees.

L.L.Bean's Flagship Retail Store occupies the original site where Leon Leonwood Bean opened his store in Freeport, Maine in 1917. The store, now at 200,000 square feet, is open 24-hours a day, 365 days a year. There have not been locks on the doors since 1951. Encompassed within the store are a trout pond, a coffee shop, kids' play area, two cafes and 3,500-gallon fish tank. The seven-acre retail campus also includes the Bike, Boat & Ski Store, the Hunting & Fishing Store, the Home Store, a 16-foot L.L.Bean Boot sculpture and Discovery Park, home to summer concerts and other exciting outdoor events. The campus draws nearly 3 million visitors each year.

In 2012, L.L.Bean celebrated its 100th Anniversary with a variety of contests, events and activities, as well as charitable donations to an array of organizations totaling \$2.5 million, all in the spirit of inspiring the next generation of youth to get out and enjoy the outdoors. The company also unveiled the Bootmobile – a larger-than-life, road-ready replica of its iconic L.L.Bean Boot. The Bootmobile is a 13-foot-high, 20-foot-long vehicle that travels around the country on a mission to inspire people to get outside and try a new activity.

L.L.Bean reintroduced everyday free shipping in March 2011 for all US and Canadian orders with no minimum purchase and no end date. This continues the tradition that Leon Leonwood started in 1912 of offering all L.L.Bean products in his catalog postpaid.

L.L.Bean extended its retail store presence beyond Maine for the first time in July 2000 when it opened a store in McLean, Virginia. The company now has 19 stores outside of Maine. The retail division employs over 1,500 people year-round and over 2,500 during peak business times. Nearly 11 million people visited L.L.Bean stores in 2013. L.L.Bean also operates 10 outlets. The Freeport Outlet was rebuilt in 2009 and is now part of the new Freeport Village Station lifestyle mall located across the street from the L.L.Bean Bike, Boat & Ski Store.

L.L.Bean Outdoor Discovery Schools provides a unique and fun opportunity for customers of every retail store to try outdoor activities such as kayaking, stand-up paddleboarding, fly casting and fishing, clay shooting, archery, biking, snowshoeing, canoeing and more. In addition, L.L.Bean Outdoor Discovery Schools offers a variety of courses, guided tours and multiday trips near the Flagship Retail Store in Maine. Regional courses are also offered in retail stores outside of Maine. In 2013, over 100,000 people participated in L.L.Bean's Outdoor Discovery adventures.

L.L.Bean opened its first international retail store in Tokyo, Japan, in 1992 and now operates 19 retail stores and outlets in several cities in Japan. In September 2008, L.L.Bean opened its first store in China and now has a total of 53 stores in China. There is also a large and growing customer base in Canada. L.L.Bean catalogs are sent to over 170 countries.

L.L.Bean can be found on the web at [llbean.com](http://llbean.com). The Web site was launched in 1995. In 2009, internet orders surpassed catalog orders for the first time. There were over 1.4 million visits on Cyber Monday, 2013—a new single-day web visits record for L.L.Bean.

In 2011, L.L.Bean launched its first mobile commerce site at m.llbean.com. L.L.Bean began utilizing social media in 2008 as a means of engaging with customers and building brand awareness on sites such as Facebook, Twitter and YouTube. “Ratings and Reviews” were added to L.L.Bean product pages that same year, providing customers the opportunity to comment on and recommend products. In 2010, L.L.Bean added a “Share Your Story” feature to both llbean.com and its Facebook page for fans to share their L.L.Bean experiences by including text, images and video. Social media was integral to the company’s 100th anniversary celebration. The Million Moment Mission campaign encouraged fans to share outdoor moments via social media platforms. For each moment shared, L.L.Bean donated \$1 to the National Park Foundation to aid programs that encouraged and enabled youth to enjoy the outdoors.

In March 2010, L.L.Bean launched L.L.Bean Signature, a new apparel and accessories collection inspired by the company’s 100-year heritage. The collection features a modern fit and updated style, and includes classic items from the company’s archives. The collection is available online at llbeansignature.com, the Flagship Store in Freeport, Maine, our Tysons Corner Store in McLean, Virginia, and at most L.L.Bean Retail Stores.

L.L.Bean has long been recognized for setting the standard for world-class customer service. The company operates three contact centers in Maine, employing nearly 3,000 customer service representatives during the holiday selling season. In 2013, over 10.6 million customer contacts were received, with over 128,000 contacts received on a single day.

Distribution operations are located in Maine and employed over 2,000 people during the peak business season in 2013. Over 15 million packages were shipped during 2013, with over one-million packages going out during our busiest week. The hub of the L.L.Bean distribution operation is a one-million-square-foot, state-of-the-art facility with the capacity to hold 10 million units.

Manufacturing facilities are located in Brunswick and Lewiston, Maine, where over 300 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, with a unit demand of nearly 400,000 pairs in 2013.

L.L.Bean conducts business in an environmentally responsible manner.

**These efforts include:**

- Sustainably sourced fiber for catalog paper that is third-party certified, with 10% - 20% post-consumer waste (pcw) recycled content in its catalogs and a minimum of 30% pcw recycled content in office papers and packaging
- A recycling program that began over 2 decades ago; the company currently recycles over 83% of its waste
- Biodiesel use since 2003 in its heavy-duty truck fleet, the first large company in Maine to do so
- A commitment to build all new facilities to the U.S. Green Building Council’s LEED standards; begun in 2007, there are currently 17 L.L.Bean buildings that meet these standards
- Solar hot-water collectors used at its Freeport, Maine, Flagship Store and corporate offices allow L.L.Bean to cut its propane usage by 50% during the winter season and 100% during the warmer months

To further demonstrate its commitment to the environment, L.L.Bean supports local, state, regional and national nonprofit organizations that align with L.L.Bean values and help its customers enjoy the outdoors in a responsible manner. In the last 10 years, L.L.Bean has contributed nearly \$26 million to a wide variety of organizations that are leaders in promoting conservation and stewardship of our natural resources. In 2013, the company had a record-breaking United Way campaign that raised \$1,625,284 in corporate and employee donations for the five Maine United Way offices.

As part of our 100th Anniversary in 2012, we donated \$1 million to the National Park Foundation; \$1 million to Healthy Hometowns, a Maine program that encourages kids and families to enjoy outdoor recreation; and \$500,000 to Freeport Fields and Trails project to facilitate local youth recreation.

L.L.Bean is committed to health and safety in the workplace. An Employee Wellness program has been in place since 1982 and includes on-site fitness rooms and classes at many worksites in Maine. Several facilities have achieved OSHA's prestigious Voluntary Protection Program (VPP) status for making safety and health a top priority in the workplace. OSHA cited L.L.Bean's ergonomic and stretch break program and also noted a strong, creative health and safety culture among employees.

L.L.Bean has long been recognized as a leader in the direct marketing industry.

The following is a partial list of some of the awards and accolades received in 2013:

- ForeSee: #1 as the overall "brand satisfaction" category (tied with Amazon), #3 for US web sites and #1 for US apparel web sites
- Appalachian Trail Conservancy's Leaders In Conservation Award
- L.L.Bean named to Best Places to Work in Maine
- The Maine Environmental Education Association Business of Year
- Stella Service
  - Email issue resolution: #1 July
  - Email response time: #1 July
  - Phone response time: #1 Aug
  - Issue Return: #1 Aug
  - Email response time November and holiday season
- Stores.Org favorite 50 retailers (#14)
- 1st Annual Social Media Outstanding Citizen Award (SMOC) from Blue Archer
- Top 25 Most Patriotic Brands (#14) – Brand Keys Patriotic Study
- 2013 Halo Award Best Environmental Campaign – Million Moment Mission