

# L.L.Bean

## COMPANY INFORMATION

As L.L.Bean has grown from a one-man operation to a global, omni-channel brand, one thing hasn't changed: our enthusiasm for the shared joy of the outdoors.

L.L.Bean was founded in 1912 by Leon Leonwood (L.L.) Bean and transformed by his grandson Leon Gorman into a globally recognized outdoor brand. Headquartered in Freeport, Maine, L.L.Bean is a privately held, family-owned company. We do not release financial and operational information beyond what you will find here and do not produce an annual report.

## L.L.BEAN ONLINE

Today, llbean.com is among the top-rated websites in the industry. We continually enhance our website to provide a first-class customer experience. Customers can shop thousands of products, book a course or an adventure with our Outdoor Discovery Programs, find store information, and much more. L.L.Bean maintains a strong presence on social media sites, including Facebook, Twitter, YouTube, Instagram and Pinterest. In 2011, we created our mobile commerce site at m.llbean.com.

In addition, L.L.Bean launched its Canadian website [www.llbean.ca](http://www.llbean.ca), selling merchandise at fixed prices in Canadian dollars and communicating duties upfront, to make shopping much more convenient for Canadian customers.

## RETAIL & OUTLET STORES

L.L. opened his original store in Freeport in 1917. Now at over 200,000 square feet, our flagship store attracts over 3 million visitors each year. It is open 24 hours a day, 365 days a year. You can find many species of fish milling around in our 3,500-gallon fish tank and indoor trout pond. Customers can

dine at the in-store 1912 Café, or enjoy ethically sourced coffee from local brand Coffee By Design.

The seven-acre Freeport campus also includes the Bike, Boat & Ski Store; Hunting & Fishing Store; Home Store; and a 16-foot L.L.Bean Boot sculpture. There's always something to do in Discovery Park, home to summer concerts and other year-round outdoor events.

L.L.Bean operates 47 retail stores outside of Maine – spanning as far south as Virginia and as far west as Utah – as well as 10 outlets in the Northeast.

Since 1979, our Outdoor Discovery Programs – offered at every retail store – have helped customers enjoy outdoor activities and learn new skills. Offerings range from a few hours to multiday trips and include adventure trips, kayaking, stand-up paddle boarding, fly casting and fly fishing, biking, snowshoeing, kids' camps and more. Nearly 30,000 people participated in these programs in 2020.

## CATALOGS

L.L.Bean was launched in 1912 with a three-page flyer, offering one product, the Maine Hunting Shoe. In 2018, we mailed catalogs to customers in every state and over 150 countries.

## BUSINESS-TO-BUSINESS

L.L.Bean for Business provides L.L.Bean products and gift cards to corporate customers for group outfitting, special events, customer recognition and employee rewards. It offers easy ordering and logo setup, expert personalization and volume discounts. In 2020, we launched [llbeanbusiness.com](http://llbeanbusiness.com) to make shopping—and customization—easier for our corporate customers.

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## INTERNATIONAL BUSINESS

L.L.Bean opened its first international retail store in Tokyo in 1992 and now operates 25 stores and outlets in Japan, where we also maintain a dedicated website, contact center and distribution center.

L.L.Bean has a large and growing customer base in Canada. In 2018, in addition to its new Canadian website, L.L.Bean announced its first-ever entrée into the Canadian wholesale and brick and mortar retail market under an exclusive agreement with Jaytex Group to distribute a broad assortment of L.L.Bean products. Jaytex Group, a 40-year old company, is a Canadian distributor of high-quality, brand name outerwear and apparel. The first retail store opened in Oakville Place in the Toronto area in 2019. Since then, we've welcomed two more Canadian stores, in Ottawa and Barrie, Ontario.

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.

## CUSTOMER SERVICE

Our Customer Service department operates from 8 a.m. to 8 p.m. (ET), 365 days a year. L.L.Bean's reputation for outstanding customer service is frequently recognized through industry awards and honors, as well as direct feedback from our customers.

## MANUFACTURING & DISTRIBUTION

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®. In 2020, our Manufacturing team produced 350K masks for the healthcare community and first responders.

Our manufacturing facilities are part of OSHA's prestigious Voluntary Protection Program for making employee health and safety top priorities. L.L.Bean's expanded distribution center, located in Freeport, Maine, is a million-square-foot, state-of-the-art facility. It processes an average of 45,000 customer orders a day and can store over 10 million units of merchandise. Over 13 million packages were shipped in 2020 – nearly 1 million packages in our busiest week.

## PRODUCTS

Every L.L.Bean product is designed here in Maine for a reason, with style, function, innovation and thoughtful craftsmanship. Today, over 120,000 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 (1944).

We have our own in-house, industry-leading product testing lab, in addition to third-party testers and a small army of field testers throughout the world to ensure that our products are built to last.

## 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, and in 2017, L.L.Bean launched its first Bootmobile in Japan. And, in 2019, Bootmobile 3.0 was officially added to the U.S. fleet. The Bootmobile's mission is to surprise and delight, while inspiring more people to find joy in the outdoors.