

# MANSCAPED

REFINING THE *Gentleman*

- below the belt grooming & hygiene -

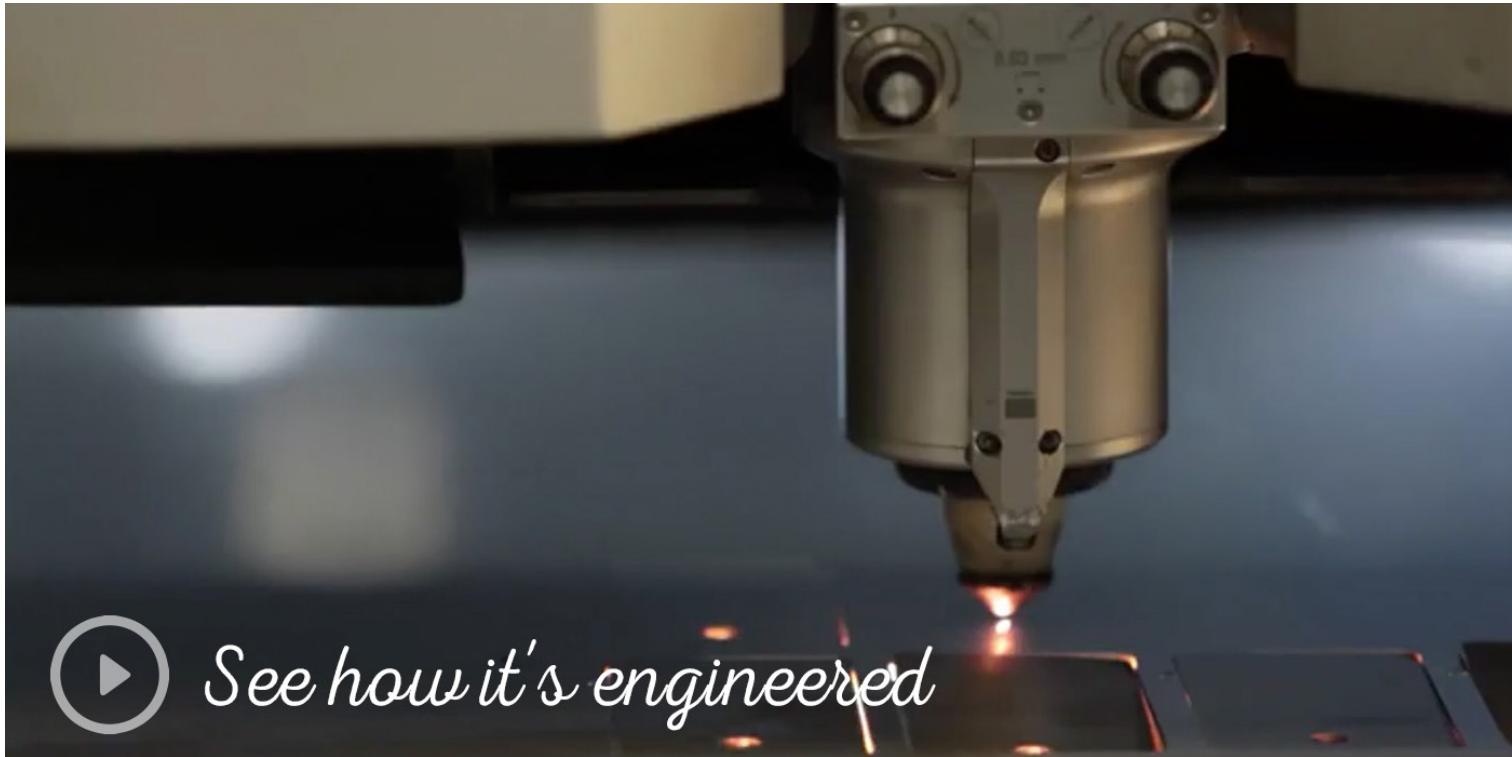
**AN UNDER SERVED, GROWTH MARKET**

February, 2018

# MANSCAPED SUMMARY

- MANSCAPED - 1ST IN AN UNDERSERVED, HIGH GROWTH MARKET
  - Below the waist male grooming and hygiene
  - Manscaped dedicated tools and formulations - Right tools for the right job
- US MALE GROOMING MARKET IS ON FIRE!
  - \$40B US male grooming market by 2020 (10% CAGR)
  - 'Manscaping' & Male 'Online Subscription Models' – fastest growth segments
  - Fuelled by Dollar Shave Club, Harrys, Bevel...
- EARLY TRACTION & VALIDATION
  - 8 months, \$1.5M+ Revenues, 80% GPM
  - 44M video views, 250k/month visitors, 3.9% conversions
  - 5 star reviews, less than 2% returns
  - Manscaped: Primed to scale!

# WELCOME TO MANSCAPED



# THE OPPORTUNITY THE SHIFT

“There’s a **Paradigm shift** in men’s overall perception of grooming and self care”

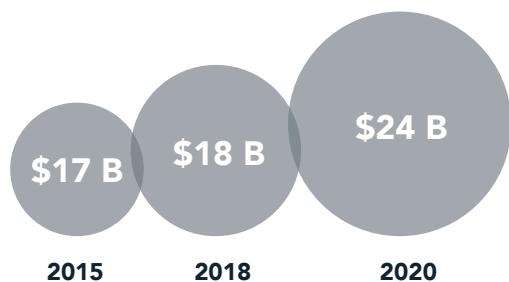
Beauty buyer  
– Selfridges, 2016

“10 years of **explosive growth** ahead in Manscaping ”

– Multi Sponsor Surveys, 2016

# MARKET TRENDS

## MEN'S GROOMING TREND\*



\*excludes face shaving + fragrances

Source: Multi-Sponsor Surveys

## MALE GROOMING

### ONLINE SALES



Source: Euromonitor

### HOT INVESTMENT SPACE



Source: CB Insights

## MANSCAPING

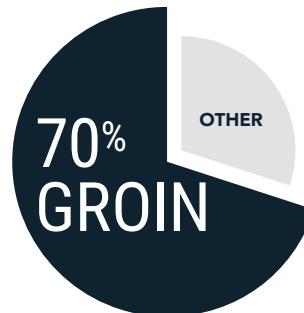
### GROWTH IN MANSCAPING



Source: Inc. Mag

10X  
NEXT 8 YEARS

### MOST POPULAR MANSCAPING AREA



Source: Multi-Sponsor Surveys

Source: Euromonitor

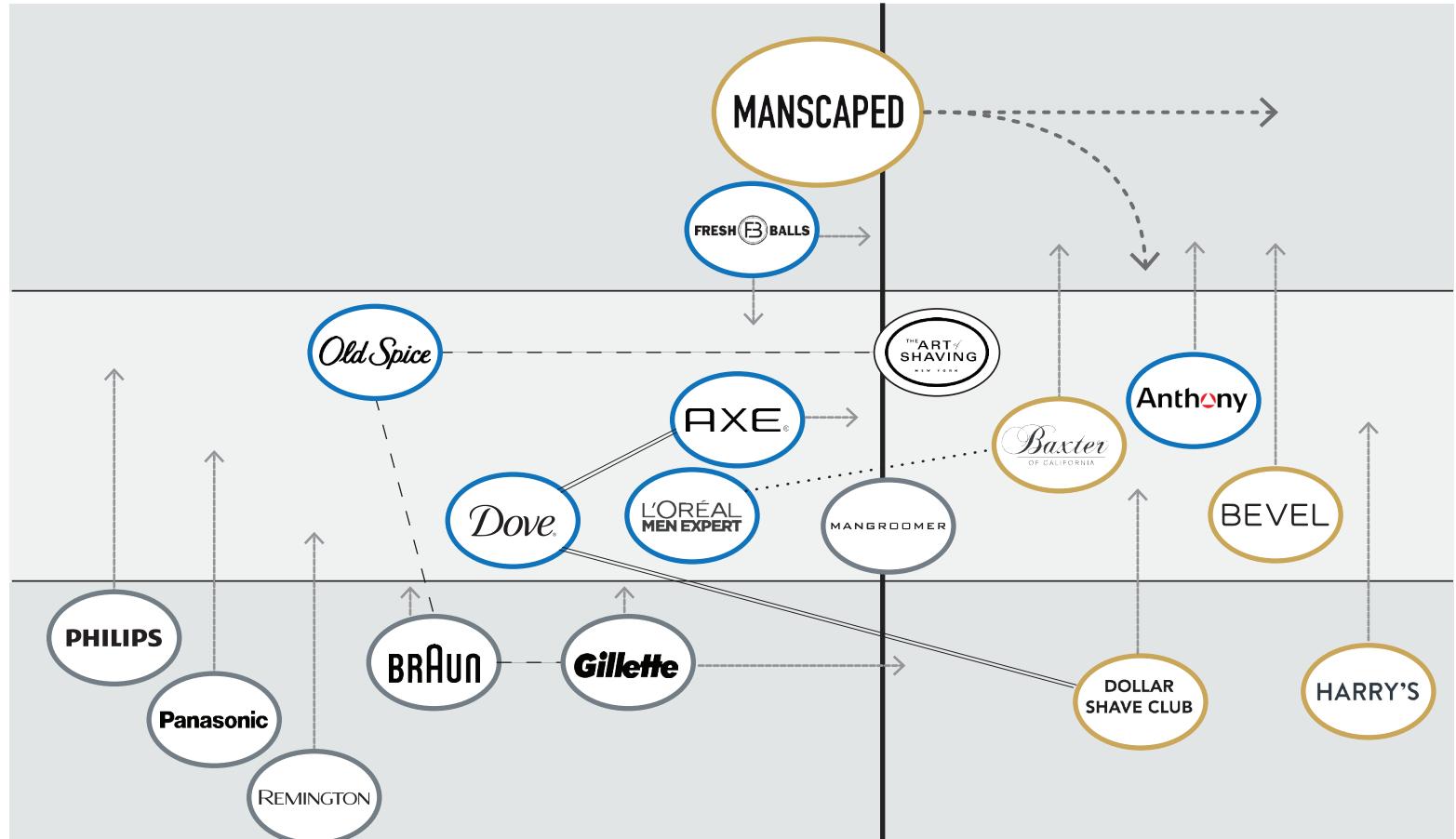
# MARKET LANDSCAPE

MILLENIAL/METROSEXUAL/ONLINE TREND

one off sales

subscription sales

- P&G
- Unilever
- ..... L'oreal
- Tools & formulations
- Formulations
- Tools



**MANSCAPED**

# MILESTONES

- FEB 2016 – BIRTH OF AN IDEA!
  - Frustrated by lack of dedicated 'Manscaping' products!
  - Focus group test - confirms market opportunity
- JUNE 2016 – FIRST SAMPLES RECEIVED, MVP
  - Dedicated tools and formulations. 'Right tools for the Right job'
  - User / Brand Experience refined: website, packaging, support...
- NOVEMBER 2016 – FIRST PRODUCTION SAMPLES RECEIVED
  - Extensive test and focus group response
- JANUARY TO APRIL 2017 - TEST BRAND RECEPTION
  - Position: Use humor to drive awareness / solutions - mens health & hygiene
  - 18-45 men, primary market
  - Fine tune online product offering
  - First video ad test. Good viral response
- APRIL 2017 – PRODUCTION TEST!
  - 3400 units sold in 13 days at 85% GPM
  - Averaged \$7.3K per day
  - Adding new online channels: Amazon, Wish...
  - Large production Orders placed
- DECEMBER 2017 - EXECUTING TO PLAN
  - \$1.5M revenues for year
  - Multi channels initiated
  - Inventory / working capital challenges

# MANSCAPED

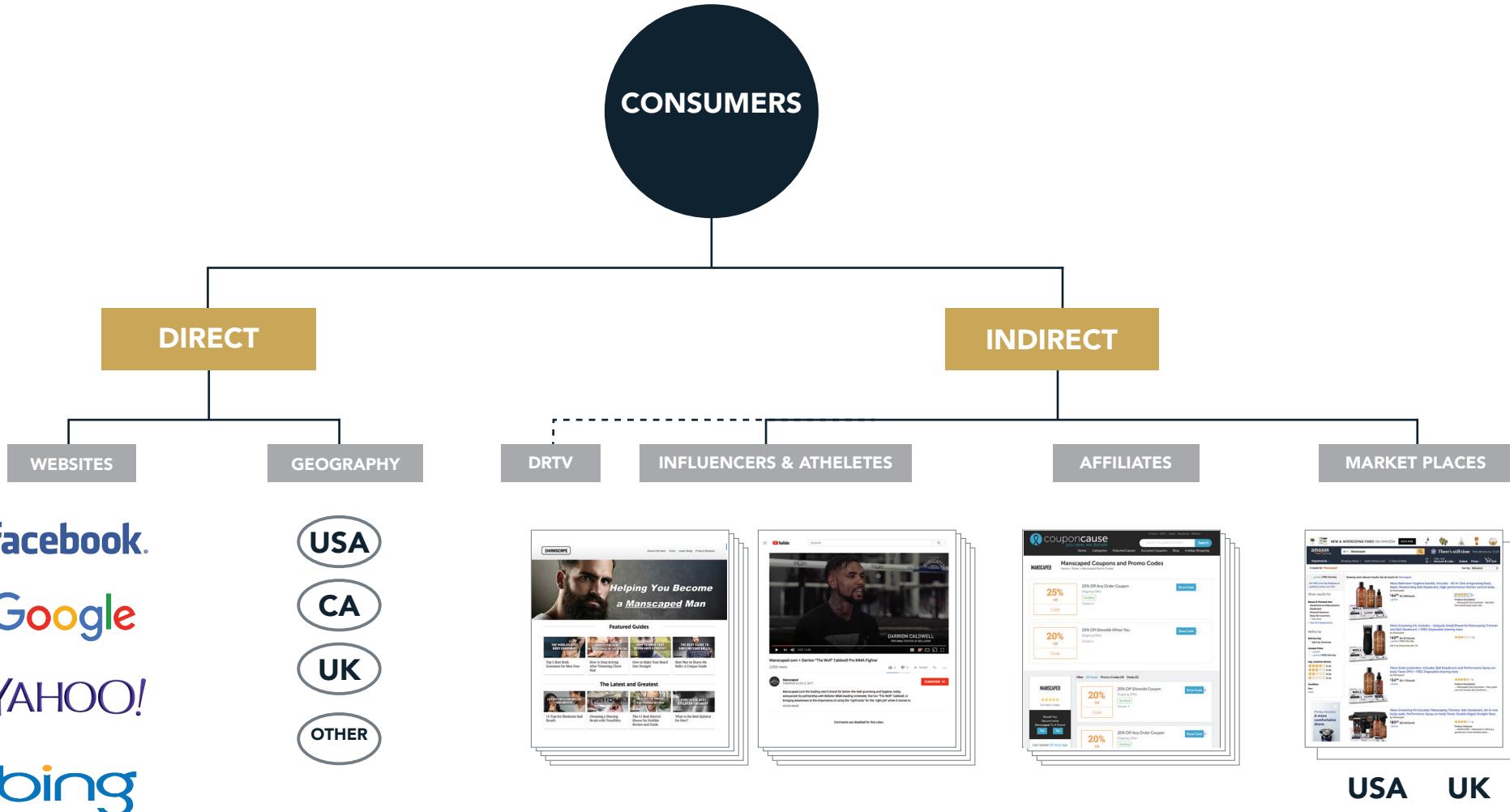
## OUR PRODUCTS



# PRODUCT ROAD MAP

PRODUCTS	1H 2018	2H 2018	1H 2019		
<b>TRIMMER</b> V.20 Power+ V.30 Recharge	 V.20	 V.30			
<b>FORMULATIONS</b> 		 Travel Pack	 New Bottle Design		
<b>NEW LINES</b> Cologne Shaving Cream (pH™) Hair Shampoo (pH™ + Minoxidil) Foot Deodorant (pH™ + Natural)	 Whiff Packs	 Cologne	 Shaving Cream	 Shampoo	 Spray foot deodorant
<b>SUPPLEMENTS</b>		 Energy	 Testosterone	 Manscaped ED	
<b>SUBSCRIPTION SERVICES</b> Crop Rotation (Quarterly Replenish Packs) Wash, Preserver, Spritz, Shave  Crop Mop (Monthly Replenish Packs) Man Wipes	 Crop Rotation	 Crop Mop			

# ROUTES TO MARKET



# OUR TEAM

## STEVE KING *ceo, operations & finance*

- A serial IT entrepreneur: Datrontech; a European IT vendor that Steve took public in 1995, Dig Media: a digital music platform sold to private equity in 2000, Silicon Mountain Memory; IPO'd in 2005, TLS; a search platform sold to Cavario in 2012 & Transaction Wireless; digital gift card platform sold to First Data in 2016.

## JOSHUA KING *brand manager*

- Online digital marketing & brand specialist. Before Manscaped, Joshua was SEO and overseas procurement manager for IDK Inc an online DR marketing platform. Prior to IDK he was with Elevated.com, a leading digital media agency. Joshua has a BA in Marketing & Regional Development from University of Arizona.

## THAO TRAN *customer support services*

- Thao has more than 5 years experience in running online and call center customer support teams. Recently with myHydrate (a smart water bottle OEM) and previously, running large agent teams for financial and telemedicine services. Thao has a Masters in Marriage and Family Therapy from SDSU and is a licensed therapist.

## RYAN FIORE *marketing*

- Online digital marketing champion with 10 years of paid media experience delivering scalable, Omnichannel campaigns focused on customer acquisition. Ryan holds certifications in Google AdWords Search, Shopping, Display, Mobile, Video, Analytics, Facebook Blueprint, DoubleClick Search by Google and HTML5 Rich Media Studio, Bing Ads, and HubSpot Inbound Marketing and more.

# THE NUMBERS

2017

## REVENUES

\$1.5M



## GROSS PROFIT

\$990K



## CUSTOMERS

30K



Average order value	\$51
Customer Acquisition Cost	\$14
COGS	\$10

To Date



14M

UNIQUE WEBSITE VISITORS

57M

VIDEO VIEWS



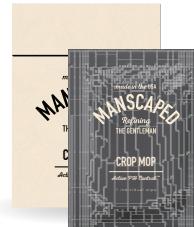
2018

JAN  
2018

On track \$380K/month  
\$4.5M Annual run rate  
95K Customers

Q1  
2018

Subscription model launch (LTV)  
20K Users forecasted for 2018  
\$9.99 Per Month



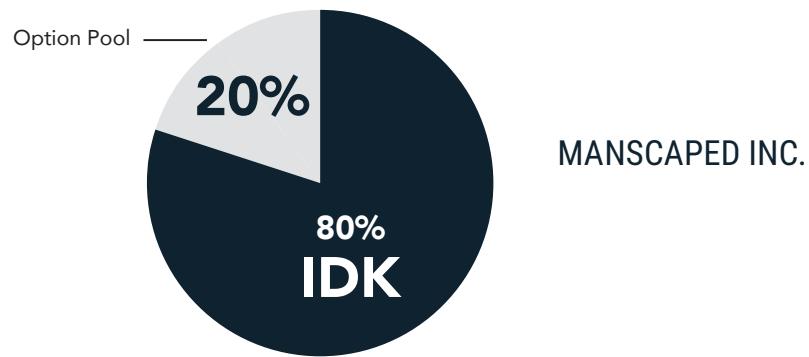
# GROWTH INITIATIVES

- GEOGRAPHIC EXPANSION (UK, CA, EU, S. AMERICA)
  - Multi currency & logistics ready to scale
- EXPANDING SALES CHANNELS
  - Online retail, influencers, affiliates, DRTV
- PRODUCT LINE EXTENSIONS
  - Tools: ToughShear™ 2.0/3.0, Plow 2.0
  - Formulations: Crop Mop™, Crop Rotation™, SweetFeet™
  - Lifestyle: Cologne, Candles, Apparel
- MARKET PARTNERSHIPS AND ENDORSEMENTS
  - Athletes: MMA Fighter, Olympic Skateboarder, NFL Players...
  - Co-Branding: Slyde, Trendy Butler, Bespoke Post
- LAUNCH, REFINE & GROW SUBSCRIPTION MODEL
  - Leverage trends: online replenishment, subscription
  - Leverage social sharing
- BUILDING BARRIERS TO ENTRY
  - Trademark Protection
  - Clinical studies (BioScreen)

# FUNDING - BRIDGE NOTE

- MANSCAPED, INC. DELAWARE C CORPORATION
- \$1.5M, 3 YEAR NOTE - ENDS MARCH 2021
- 6% ANNUAL INTEREST
- CONVERSION OPTION - \$7.5M Cap, Series A, Exit
- 20% DISCOUNT AT TIME OF CONVERSION EVENT
- FUNDS USED FOR GROWTH WORKING CAPITAL

CURRENT CAP TABLE



# IN SUMMARY

- LARGE, TRENDING MARKET DYNAMICS
  - Male Grooming / Manscaping
  - Male Online Sales / Replenishment / Subscription
- PROVEN PRODUCTS & MARKET POSITION STRATEGY
- PROVEN EXECUTION AND TRACTION
- GROWING ENDORSEMENTS AND SALES CHANNELS
- ROBUST MARGINS & PREDICTABLE VOLUMES
- GREAT TEAM AND SCALABLE MODEL
- GREAT GROWTH AND VALUE OPPORTUNITY

STEVE KING



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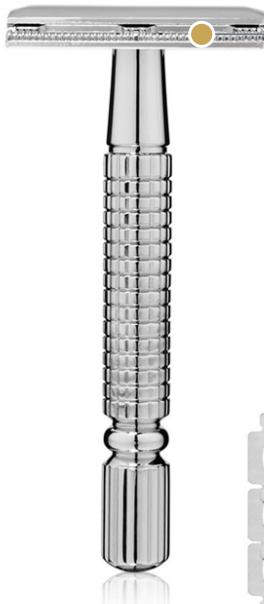
# SUPPLIMENTARY SLIDES

# MANSCAPED

# RIGHT TOOLS FOR THE RIGHT JOB



FOR A PRECISE TRIM



FOR A CLEAN  
CLOSE SHAVE

FOR A GREAT SHAVING  
EXPERIENCE



REFRESHES & SOOTHES



DEODORANT &  
MOISTURIZER



ALL-AROUND WASH



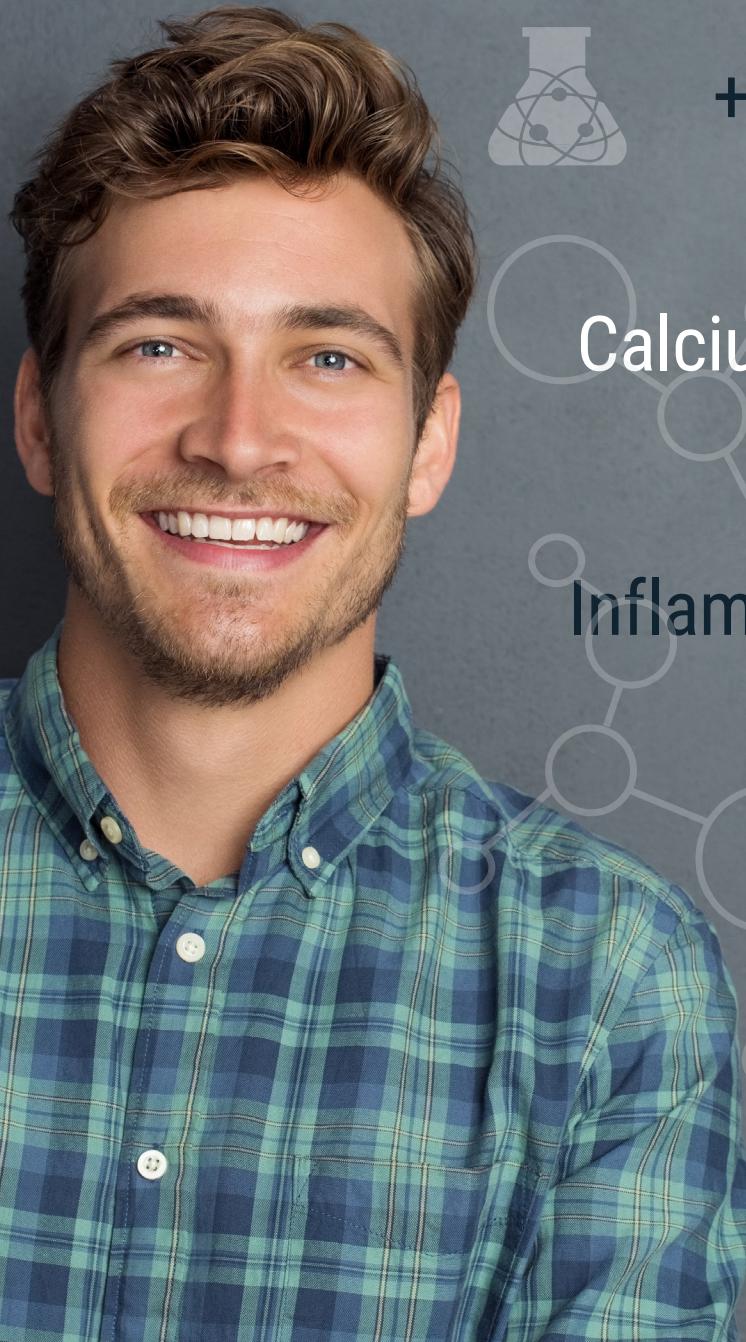
#1

CUSTOM SIZE, MANEUVERABILITY  
WITH TOUGHSHEAR™ TECHNOLOGY

#2

ACTIVE PH CONTROL™

# WHY pH CONTROL™ FOR MEN



+ Enzymes

Calcium

Anti-Inflammation

+ Natural Astringent



+ Aloe Leaf

Potassium Hydroxide

+ Sodium Citrate

Vitamin A,  
D, B-12

Antibacterial

MANSCAPED

# ACTIVE pH CONTROL™ (ALKALINE V. ACID)

## ● PH BALANCE TREND / MOVEMENT

- Alkaline water. Start ups and large brands jumping in
- Alkaline balance diet (Gwyneth Paltrow, Tom Brady, Channing Tatum)
- Growth in women's pH balance products since 2014
- No major brand has focused on men's pH balance!

## ● MEN'S HEALTH – REALITY CHECK

- Groin: Unique microclimate!
- Malodor Production (smell, irritation, yeast infection...)
- Bacterial, fungal growth (ringworm, herpes simplex...)

## ● SERIOUS MEN'S HEALTH ISSUES

- Reduced Testosterone
- Testicular and Prostate cancer

## ● PH BALANCE MARKET FOR MEN IS UNTAPPED

- Our early products are getting good market traction
- Early signs of replenishment and subscription need

# MANSCAPED ATHLETES



## EMPOWERING THE BALLS OF ATHLETES!

*The best men's grooming & hygiene products.*

[WATCH VIDEO](#)

### MEET THE TEAM



BELLATOR MMA  
**DARRION "The Wolf"  
CALDWELL**

[PROFILE](#)



SKATEBOARDING  
**MARCELO BASTOS**  
X-GAMES & OLYMPIAN

[PROFILE](#)



NFL  
**JULIEN DAVENPORT**  
HOUSTON TEXANS

[PROFILE](#)



NFL  
**MICHAEL BROCKERS**  
LOS ANGELES RAMS

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[join the manscaped team](#)



# AFFILIATE CHANNEL TRACTION



BUSINESS  
INSIDER



TOOLS OF MEN



Groupon®



couponchief  
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# MANSCAPED TEAM

