



# PAPERSCENT

The connected fragrance tester



Our objective:

Automate fragrance-testing  
experience to empower  
consumers: from discovery to  
purchase

# Fragrance-Testing Issues

Today's fragrance-testing experience leaves both brands and consumers dissatisfied.

Strong  
surrounding  
scents

Lack of  
autonomy

No access to  
fragrance-  
testing data



# Paperscent Revolutionizes the Experience

## FROM TRADITIONAL

Manual Spray on Paper

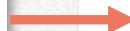
Mix of Fragrances in the Air

Confusion over Strip Scent

Indoor Shopping Experience

Lack of Pre-Sales Data

Assisted Consumer



## TO GAME CHANGER

Automated Spray

Scents Controlled

Brand Embossed on Strip

Indoor & Outdoor

Relevant Data & Analytics

Empowered Consumer





Paperscent is an innovative device designed to enhance, personalize, and digitize the fragrance-testing experience.

# We created the first connected fragrance tester

Device Made in France



3 years of Research & Development

1 International Patent

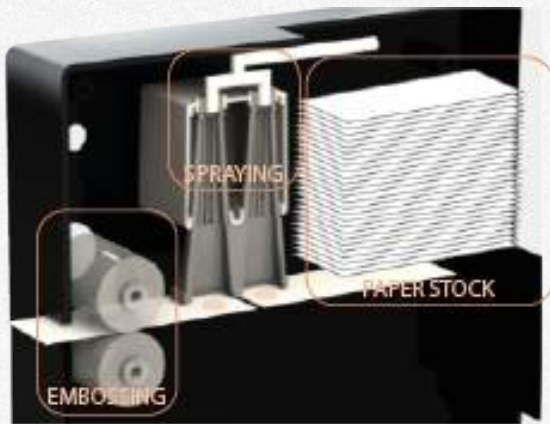
1.5M€ Capital Investment

2 Clients in Paris & Barcelona

1000 Paperscent devices available in August







## PHYSICAL EXPERIENCE

Paperscent dispenses scented and branded perfume strips once it is triggered by a tug on the strip.



## DIGITAL EXPERIENCE

Paperscent embraces all desired e-services intended to engage consumers and then collects & communicates all subsequent data to the brand.

# The Impact on Sales



## LIVE DATA ACCESS

Key Performance Indicators such as perfume-testing rates, conversion rates, sales forecasts, rush hours, and more are made quantifiable



## CONNECTED POS

Brands and consumers can communicate through interactive campaigns, social media, brand ambassadors, and more. OTA Video, E-Services, Stock Management



## AUTONOMOUS DEVICE

Indoor & Outdoor Application, Self-Discovery, Large Selection, Self-Checkout, minimum Maintenance and high paper and perfume capacity



# Revolutionize the Perfume Industry with 3 Offerings



## PAPERSCENT

The naked device, designed to be integrated in permanent or temporary fixtures.



## PAPERSCENT FINDER

An interactive station for personalized, self-discovery of fragrances.



## PAPERSCENT AUTOMATE

An entirely autonomous vending machine, from self-discovery to checkout.

# Paperscent



The naked device,  
designed to be  
integrated in permanent  
or event fixtures.

## EVENT

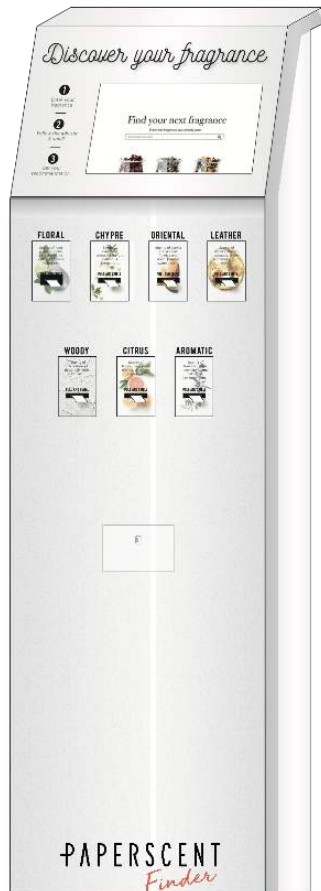


## PERMANENT





# Paperscent Finder



## The only perfume finder with fragrance-testing features.

Consumers can discover & save their fragrance preferences and smell recommended scents that are available for sale.

Brands can collect data for fragrance development (AI) and consumers email addresses in exchange for emailing them their fragrance preferences.

1

ENTER  
A PERFUME YOU LIKE



Virtual Personnel Assistant  
analyzes perfume from  
35,000+ fragrances.

2

SMELL  
SUGGESTED FAMILIES



Virtual Personnel Assistant  
suggest to smell and like few  
scents from 7 different families  
of fragrances thanks to  
Paperscent.

3

SELECT PREFERENCES  
& GET RECOMMENDATIONS



Consumer receive 6 curated  
recommendations related to  
perfume entered and  
fragrance tested.  
Get samples or find the items  
available for purchase.



# Paperscent Automate

## 1. SMELL



## 2. PURCHASE



## 3. GRAB & GO



An entirely autonomous vending machine, from self-discovery to checkout.

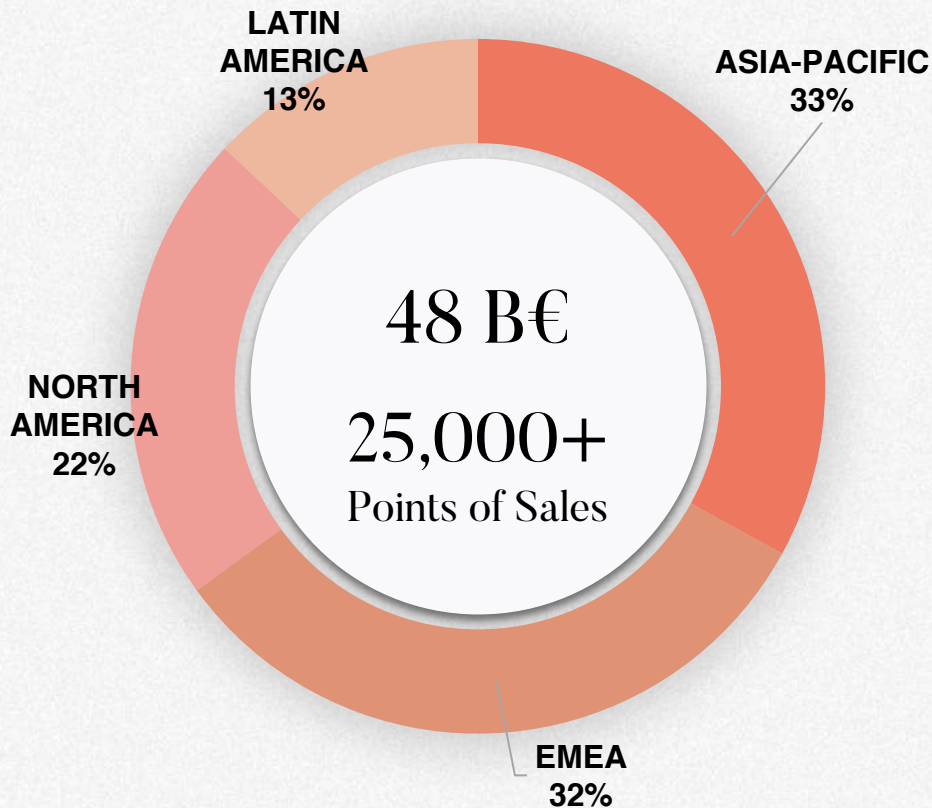
## OUTDOOR



## INDOOR



# Perfume Worldwide Market



## > First Step:

France, followed by Europe

France: 3B€ - 2600 POS (Source: NPD Group)

## > Second step:

Expansion in North America & Asia

➔ Our Goal: Empower **10% of the market** with our solutions within 5 years, reaching **90 M€ in sales**.



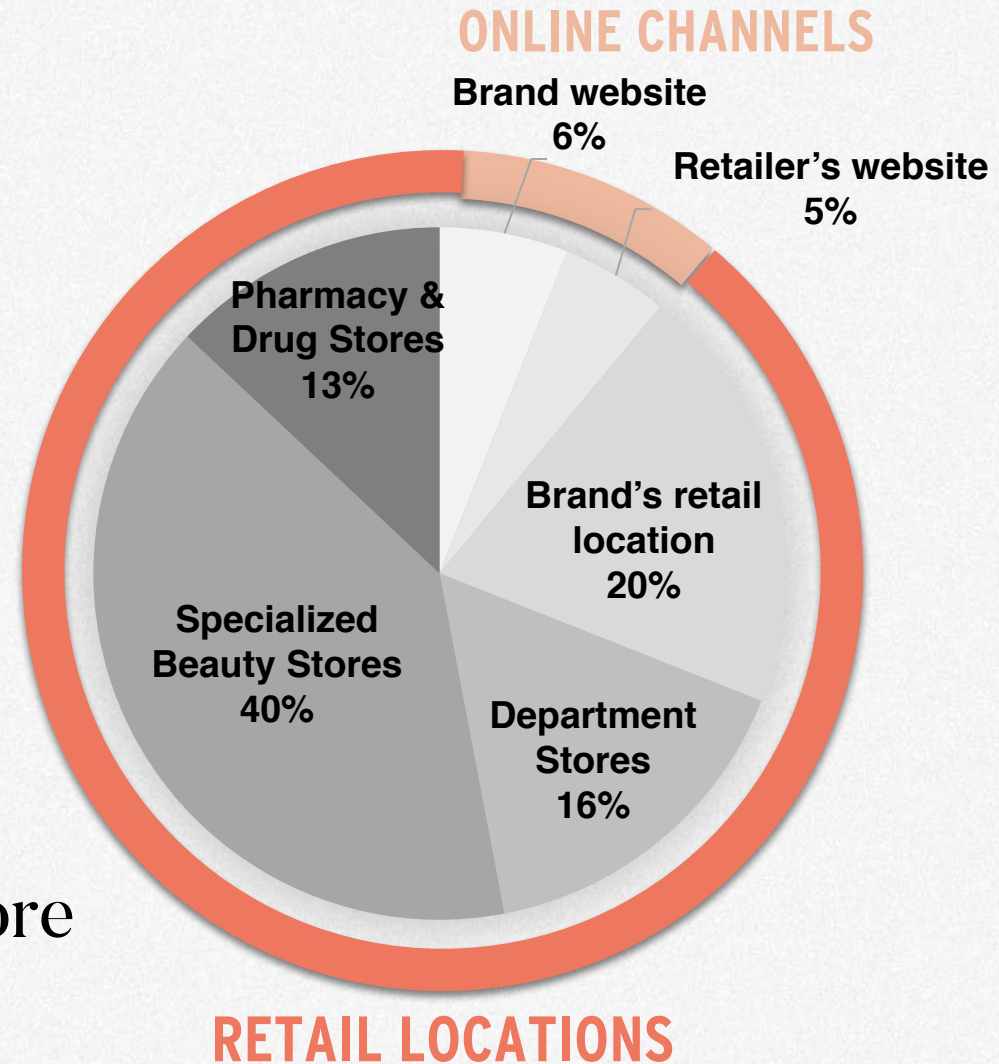
# Perfume Distribution

Fragrances are the most affordable luxury items and often the initial purchase from a brand.

Fragrance-testing requires a retail location.

Only 34% of purchases are made to restock fragrance.

→ Huge potential for in-store  
Fragrance-Testing.





# Paperscent's Active Clients

## Juliette has a gun PARFUMS

In March 2018, Juliette Has A Gun , which has 500 POS worldwide, opened its [first Flagship](#) Free Standing Store in Paris using Paperscent.

“ One of the 4 devices is standing outside, day and night, offering a new testing experience to the bystanders.

*Romano Ricci, CEO*



2 Rue des Francs Bourgeois, Paris, Le Marais district

**COTY**  
BEAUTY, LIBERATED



“ We believe Paperscent innovation will be a must-have to highlight our products, facilitate testing and differentiate from our competitors.

*Aurelie Robine, Head of Merchandising*

In April 2018, Coty, a leader in the perfumery industry, integrated Paperscent to highlight core fragrances from Gucci and Chloe to Tiffany & Co , in their [Flagship Store](#) in El Corte Inglés, Barcelona .



PAPERSCENT

# Supporting Brands

## Paperscent is acclaimed by large cosmetic groups & brands:

### ✓ Coty:

\$7.9 bn revenues

Worldwide Leader in Fragrances

### ✓ L'Oréal

€26 bn revenues

Fragrances: 9.2%

### ✓ Estée Lauder Companies:

\$11.82 bn revenues

Fragrances: 14%

### ✓ Clarins

€ 231,8 millions

Fragrances: 18%

### ✓ LVMH

€42.6 bn revenues

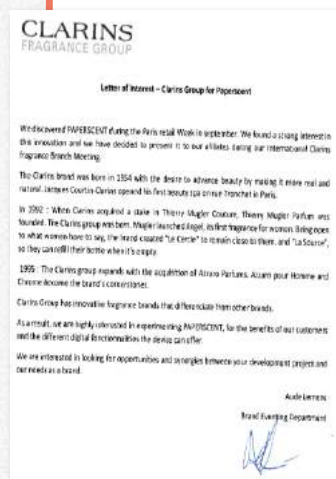
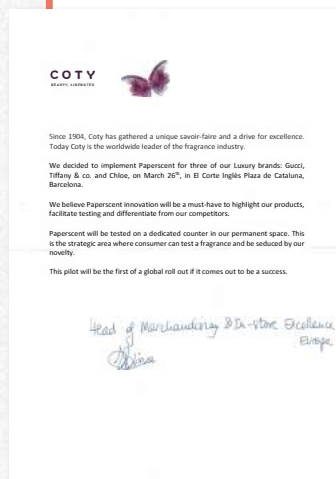
Perfume & Cosmetics: 13%

### ✓ PUIG:

€1,935 bn Revenues

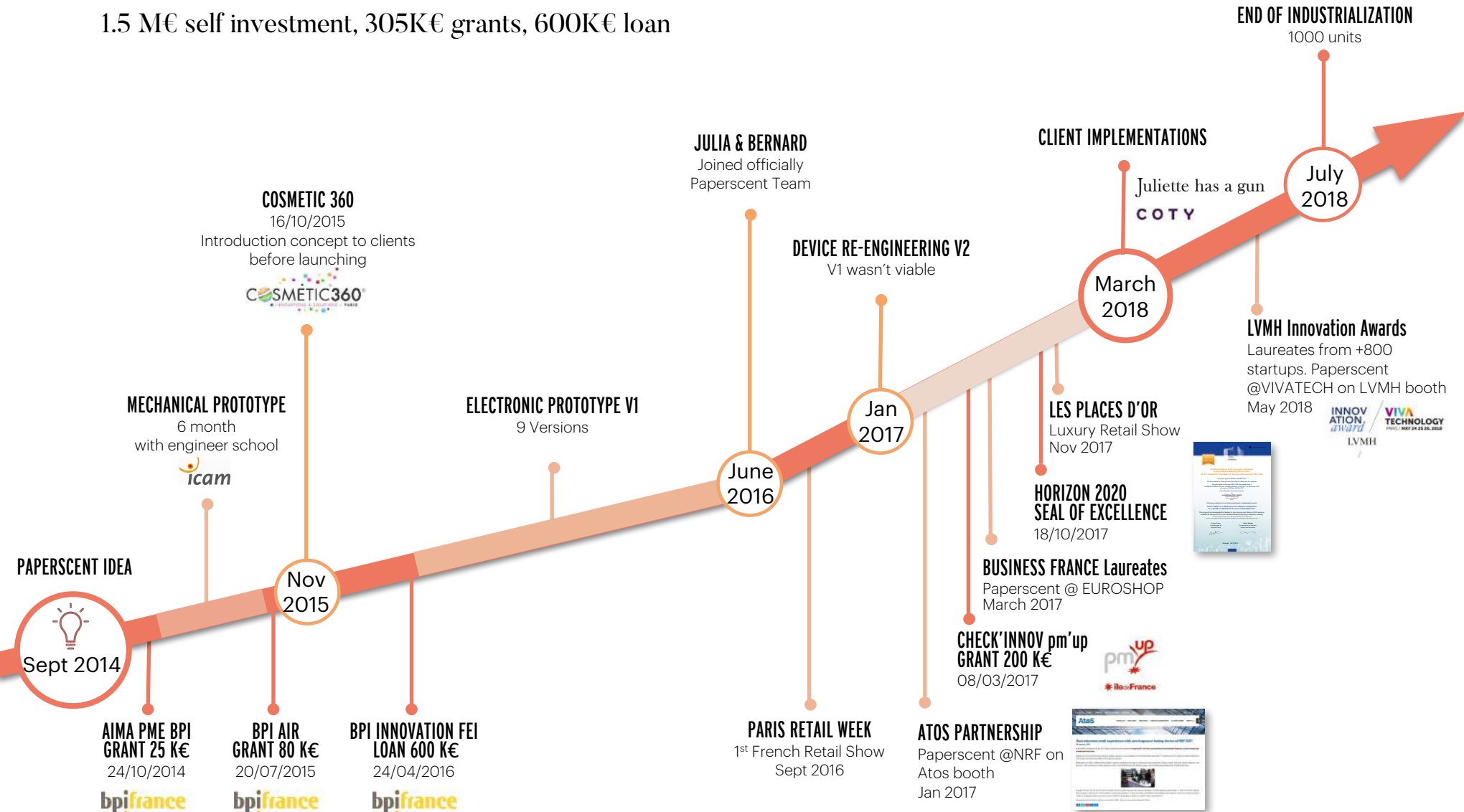
“We strongly support their growth as a company and their desire to push the boundaries, invent the unexpected and contribute to the cosmetics industry.”

Bruno Pettier, VP Corporate Store Design & Merchandising, Estée Lauder Companies



# From Idea to Industrialization

1.5 M€ self investment, 305K€ grants, 600K€ loan





# The Paperscent Team



**JULIA**

**CEO**

*Marketing, Digital &  
Merchandising*



[/juliahagiage](#)



**MARC**

**President and COO**

*Engineering, R&D &  
Manufacturing*



[/marchagiage](#)



**BERNARD**

**CFO**

*Strategy, Finance & IT*



[/bernardcohensolal](#)

# JULIA HAGIAGE

## SKILLS

- ✓ Strong knowledge of Perfume & luxury industry and brands
- ✓ Store design & merchandising
- ✓ International experience
- ✓ Team management
- ✓ Fast learner
- ✓ Fast decision making
- ✓ Multi-tasking
- ✓ Creative
- ✓ Master of most softwares that make plans, graphic identity, 3D renderings, videos...

## EDUCATION

Master in Interior Architecture & Design at [Camondo](#)

## CEO Marketing, Digital & Merchandising

Eight years of experience in the Prestige Retail Industry. Managed +600 point-of-sales openings across EMEA, designed concepts, created guidelines & store standardization. Worked for design agencies, La Mer, Bobbi Brown, Jo Malone, Lacoste...

### HEAD OF STORE DESIGN & VISUAL MERCHANDISING EMEA *5 years*

[La Mer](#): Estée Lauder Company (team of 10 in EMEA/Local markets)

Managed a pace of 110 opening per year. Created the new store design/merchandising concepts with large cost savings (40%) on fixtures. Engineered innovative merchandising tools. Defined and released local relevant guidelines. Coordinated events in stores, windows and regional meetings. Created any/all marketing content displayed in POS...

### STORE DESIGNER & VISUAL MERCHANDISER *3 years*

[Jo Malone London](#) and [Bobbi Brown](#): Estée Lauder Company

Built 100 points of sales and rolled out of brand designs in the EMEA region (17 markets). Developed preliminary and final drawings, coordinated manufacturing and construction...

### INTERIOR DESIGNER AND FURNITURE DESIGNER *1 year*

[Alchimie Studio](#)

Managed development and construction of the new Lacoste Flagship store in Champs Elysées Paris and developed technical drawings of the 5<sup>th</sup> Avenue, New York location.



# MARC HAGIAGE

## SKILLS

- ✓ Technical skills
- ✓ Operational skills
- ✓ Management
- ✓ Risk taking
- ✓ Profitability & manufacturing performance
- ✓ Merchandising
- ✓ Creative
- ✓ Elaboration of Innovative Systems

## EDUCATION

DECS Management and Accounting

## AWARDS & PATENTS

2 [Popai Awards](#)\*

Modular™

Pack TG™

Paperscent™

\* The best french distinction for marketing point-of-sale Professionals

## President and COO *Engineering, R&D & Manufacturing*

### GAUDIER & KUPPEL GROUP CEO since 1980 5M+ € revenues

30+ years of experience in merchandising in Prestige/Mass Market.

Owns merchandising factory, patented displays & created Paperscent.

**Current clients:** Estée Lauder Companies, Coty, Shiseido, Clarins, L'oréal, LVMH...

### STORY OF [Gaudier & Kuppel](#):

**Company is born in 1916**, creating patented wooden containers and paper packaging for sea transport.

**In 1961, it is acquired by Armand Hagiage.** There is a notable evolution in the distribution of packaging, papers, boxes, adhesives, plastics bags and more.

**In 1980, Marc Hagiage, Armand's son, joins**, giving industrial dimension to the company, with mass production of cartons, wardrobe boxes, posters, packaging, small displays, and more. There is also acquisition of competitors.

**In 1998, Marc develops merchandising activity in cardboard** for Cosmetics Industry thanks to a huge tender he won.

**In 2010, they acquire Isoforme, the well-known brand**, to diversify and master all aspects of merchandising, including entering **the world of luxury goods**.

Marc created many ingenious systems for clients and patented few of them. Gaudier & Kuppel Group is acclaimed by its clients for its innovative ideas and cost efficient designs.

**In 2015, Marc creates Paperscent.**



# BERNARD COHEN-SOLAL

## SKILLS

- ✓ Strategic analysis capabilities
- ✓ Knowledge and experience in IT
- ✓ Organizational and structuring capacity
- ✓ Team management
- ✓ Multi-tasking

## EDUCATION

[HEC Paris](#) EMBA.

PHD in IT

(Docteur en Informatique)

## DISTINCTIONS

Honorary Expert at the Court of Appeal of Versailles (IT).

## CFO *Strategy, Finance & IT*

30+ years of experience in Technology and IT industry. Managing multidisciplinary teams in SMB and International Groups. Coaching SMB Boards and Executive Committees. Advisor in fund raising and finance structuration for innovative start-ups.

### HEC PARIS EXED *Since 2010*

- Advisor for early stage startups (EMBA)
- HEC Mentor

### EXECUTIVE DIRECTOR IN SOFTWARE & IT DISTRIBUTION *15 years (1996 – 2010)*

- Dell EMEA, ASAP software (bought by Dell)
- INTL expansion.

Business development: Software Asset Management SaaS. Head of HR for Europe. Legal & Partnerships (strategic alliances)

### HEAD OF IT IN LARGE GROUPS *12 years (1978 – 1989)*

- Banques Populaires, team of 100

Data center automation (24/7)

New Banking applications for the front office account managers

- OCP Répartition (Pharmacy distribution), team of 50:

Automation of the drugs collection center. Implementation of the network connecting pharmacists to the dispatcher.

### CO-FOUNDER AND GENERAL MANAGER *5 years (1989 – 1995)*

CAP HORN Informatique, team of 30

Mainframe and UNIX: operations automatized scheduler

# Strategy

With our **Blue Ocean Strategy**, that yields no competitors in our category, we plan to develop and sell Paperscent and its digital platform to **perfume Brands and Retailers**, initially targeting **Luxury/Masstige Brands**.

We will **create and conquer a new demand** in an innovative, strategic manner.





Today,  
Paperscent has  
no competitor  
in the exact  
same category

Competition  
can be divided in 3 categories



Competitors  
in testing  
experience



Competitors  
in sampling  
distribution



Competitors  
in fragrance  
discovery



# Competitors in Testing Experience

Testing experience is the discovery of fragrances.

## Byzance

Technology that  
diffuses an  
olfactory cloud



## Le p'tit sniff

Mobile air  
fragrance  
diffuser



## Scentys/Aptar

Air fragrance  
diffuser



## Several brands

Fragrance sticks  
or ceramics



# Competitors in Sampling Distribution

Sampling experience offers a physical product to try at home.

## Adelpi

Interactive station for gift or sales sample distribution



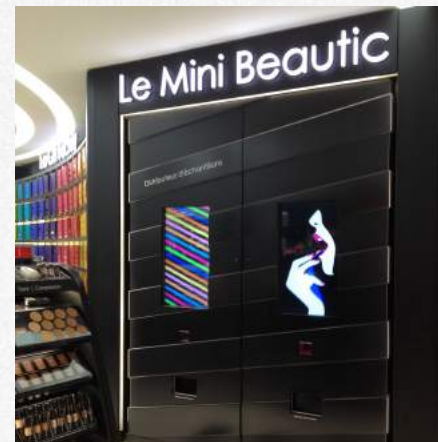
## Odore

Dispenses perfume samples in exchange for consumers info



## Beautic Sephora

Dispenses perfume samples after a purchase



## Self Sampling

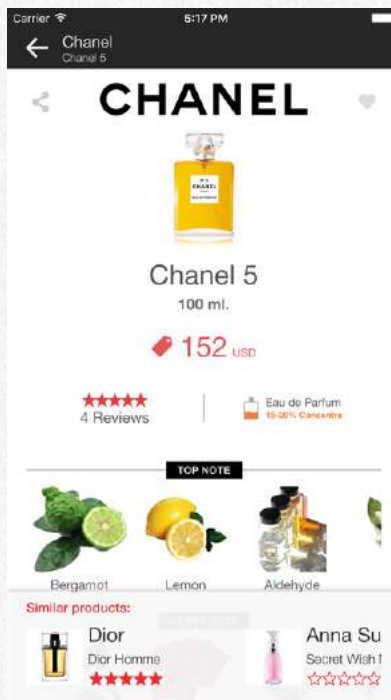
Dispenses perfume samples



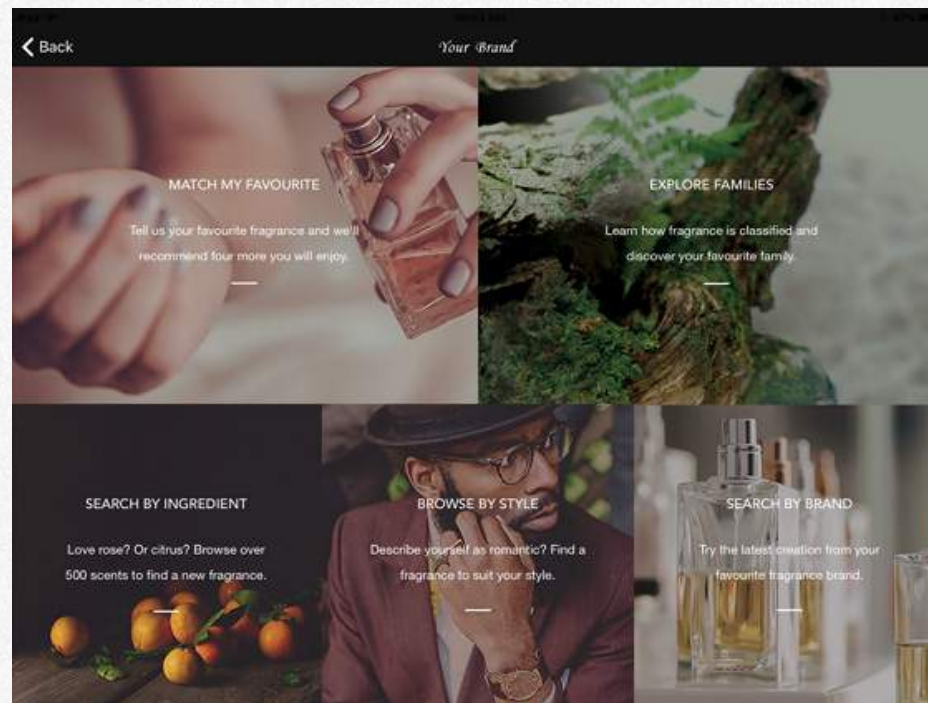


# Competitors in fragrance discovery

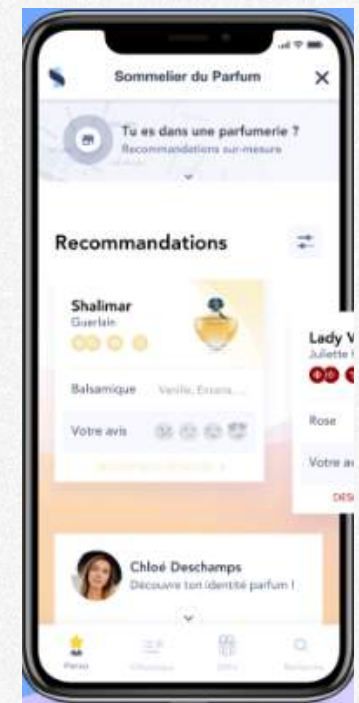
## Perfumist



## Fragrances of the world



## Sommelier du parfum





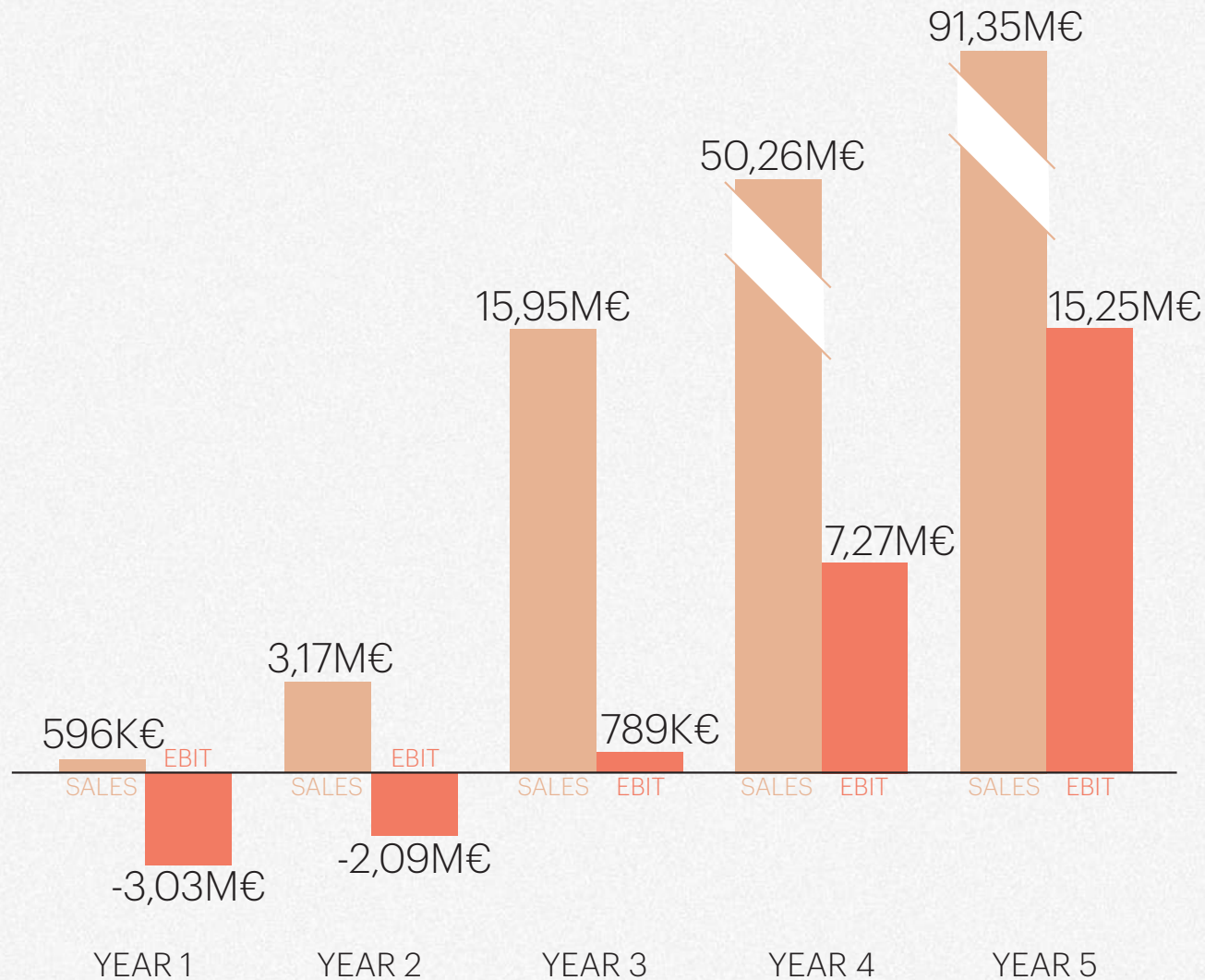
# Competitive Advantage

Paperscent is the *only device* to allow consumers to smell fragrances, recognize **Brands / Perfumes** that were tested, all while living a **new, digital experience**.

Paperscent is essential to **recover and gather data from perfume tests**, enabling brands/retailers to use tangible metrics in applications intended for test analysis, BI, AI ...

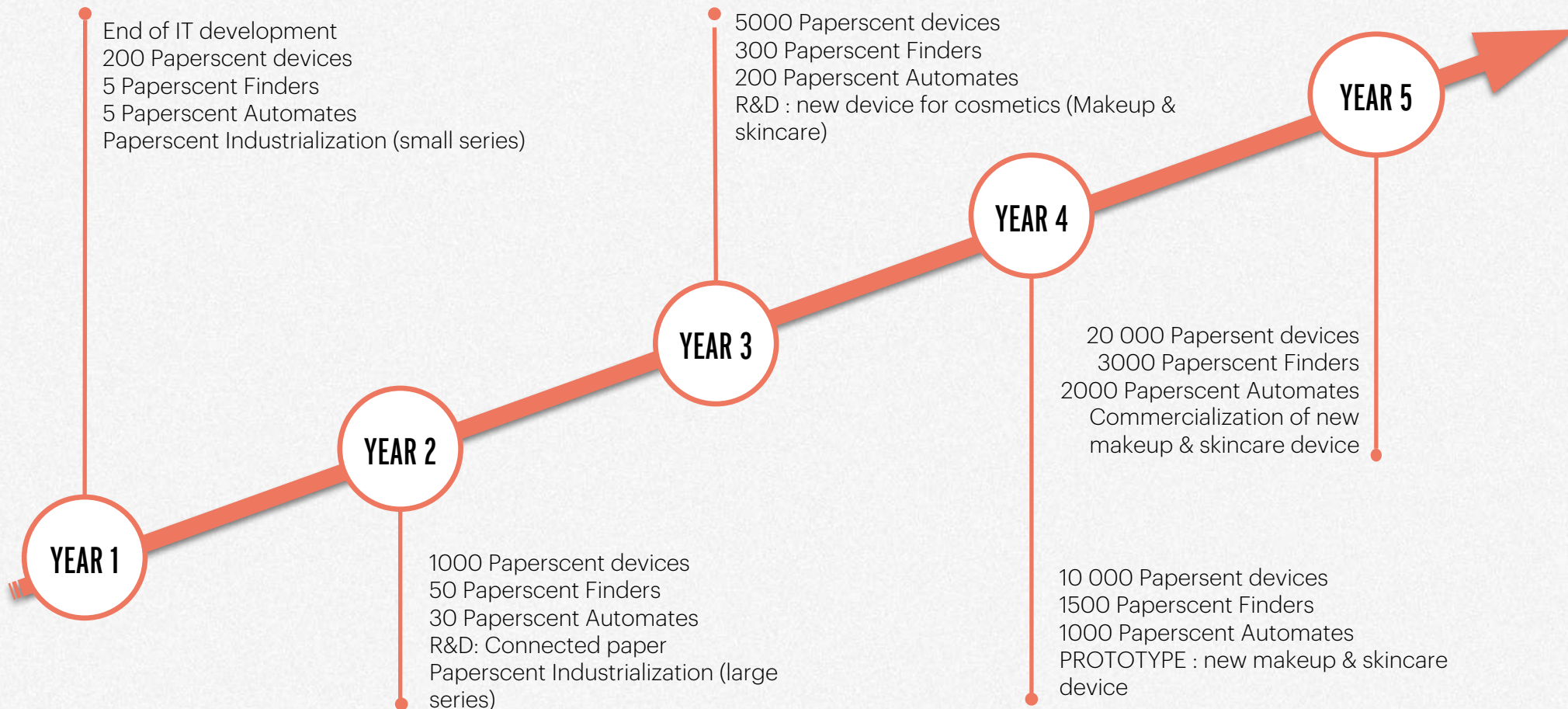
Paperscent offers a key competitive advantage to brands/retailers, providing them with **consistent data** intended to vastly widen the scope of strategic decisions.

# Reach 90 millions € revenues in 5 Years





# Road Map





## STRENGTHS

Paperscent is currently the only solution to access **pre sales Data** while creating value for consumers with a **new testing experience**

Paperscent **solves testing issues** and **reduces olfactory pollution**.

The Paperscent team's experience in cosmetic and perfume industries.

## WEAKNESSES

Finance for Paperscent's large industrialization of the device

Ability to quickly deploy the solution for **international** customers, after sales, due to limited resources outside of France

Need to cross the innovative chasm

## OPPORTUNITIES

**Consumers eager for innovation** in perfume industry: new experience, digital...

Retailers looking for consistent Data coming from perfume-testing to analyze information coming from sales

## THREATS

Sales cycles are very long for large customers and cosmetics industry

## Our Search

We are currently looking to raise 5 Million € for the Series A investment.

One or more investors can enter into a Simple Agreement for Future Equity (SAFE agreement), with potential Cap & Discount.

The closing date will take place on November 30th.



## Conclusion



Empower 10% of the total points of sale within five years, reaching 90 Million € sales



Experienced team of fragrance and beauty industry experts



A disruptive innovation to automate fragrance-testing experience: from discovery to purchase





# PAPERSCENT

The connected fragrance tester