



# MILNER

*A brand created for those watch and sunglasses lovers that do not want to spend more than 10€ in fashion accessories.*

# Current market offer does not match Millennials expectations



**€38.000 M**

—  
Global Watch  
Market Size

+73% Market  
increase since 2006



**€85.000 M**

—  
Global  
Sunglasses  
Market Size

**+150€**

**DW**  
Daniel Wellington

**PH**  
PAUL HEWITT

**150€  
-  
60€**

**CLUSE**

**M A M**

**MVMT**

**MELLER**

**ROSEFIELD**  
AMS|NYC

**60€  
-  
30€**

**NELTON**

**C21BEBRAVE**

*Brattleboro*

**UNDER  
30€**

**MILNER**

"There are other competitors but they do not offer own brand products and their customer experience is poor"

WATCHES AS  
CORE BUSINESS

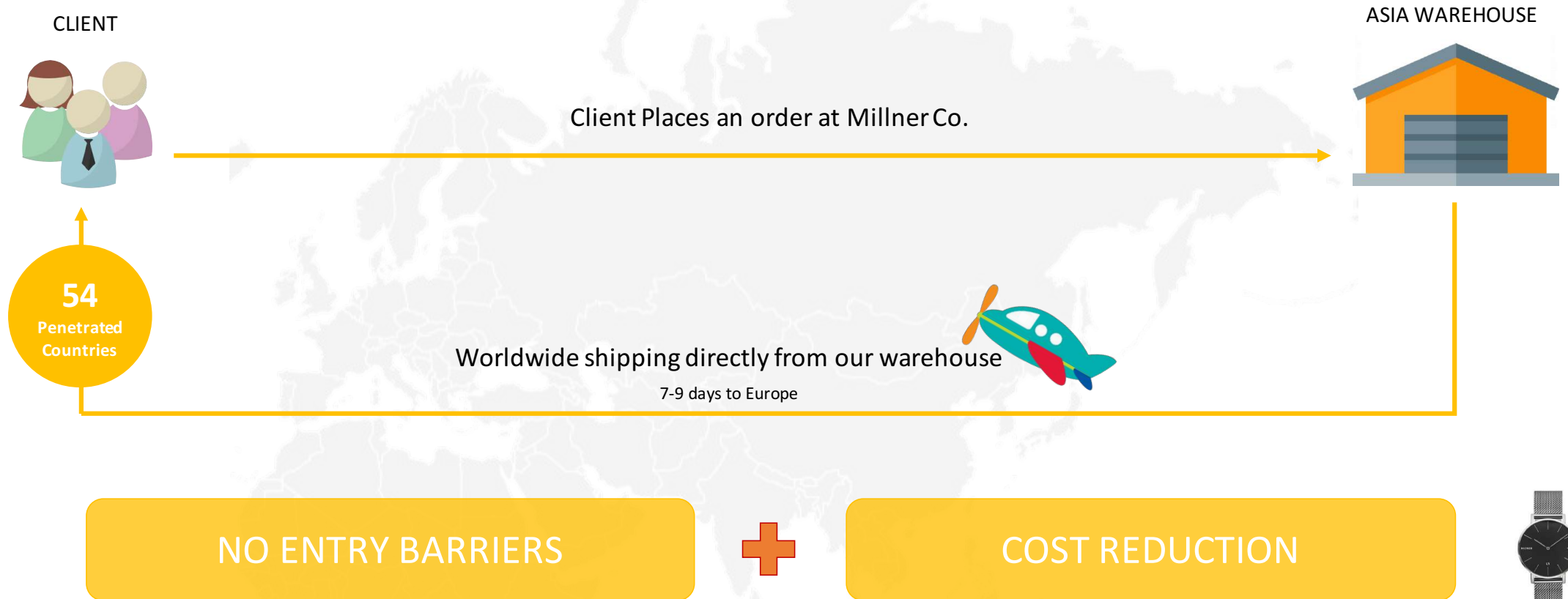
**Target: Millennials.**

"They love fashion but their spending power is low".

Note: Data from 2015.

# Millner Co is based on a clearly defined Global Operational Strategy

*We deliver from China DIRECTLY to the Client – 1 Step Process*

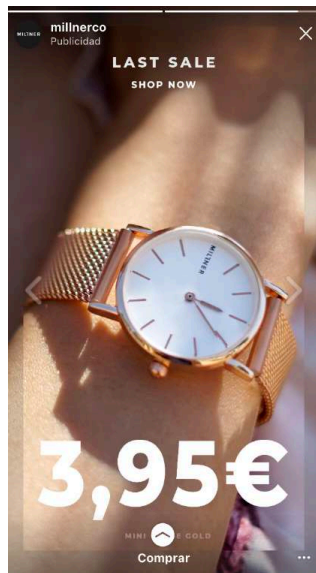


# We undertake a disruptive and bold Marketing Strategy...

BEST VALUE FOR MONEY IN MARKET



INFLUENCER MARKETING – STORY TELLING STRATEGY



Marketing Twist



First Person Approach – Make us Reliable

**Selected by Facebook to Perform a special FB Advertising Program**





...That led us to be ranked as a top value for money fashion company

*"COT REDUCTION STRATEGY IN PRODUCTION AND DELIVERY"*

AVERAGE  
SELLING  
PRICE  
**-10€-**



**+55%**  
GROSS  
MARGIN



**+50**  
DIFFERENT  
PRODUCTS

*"In October we will launch a new Bracelet collection"*

RANKED TOP 15 Best Value for Money Watches

by

**marie claire**

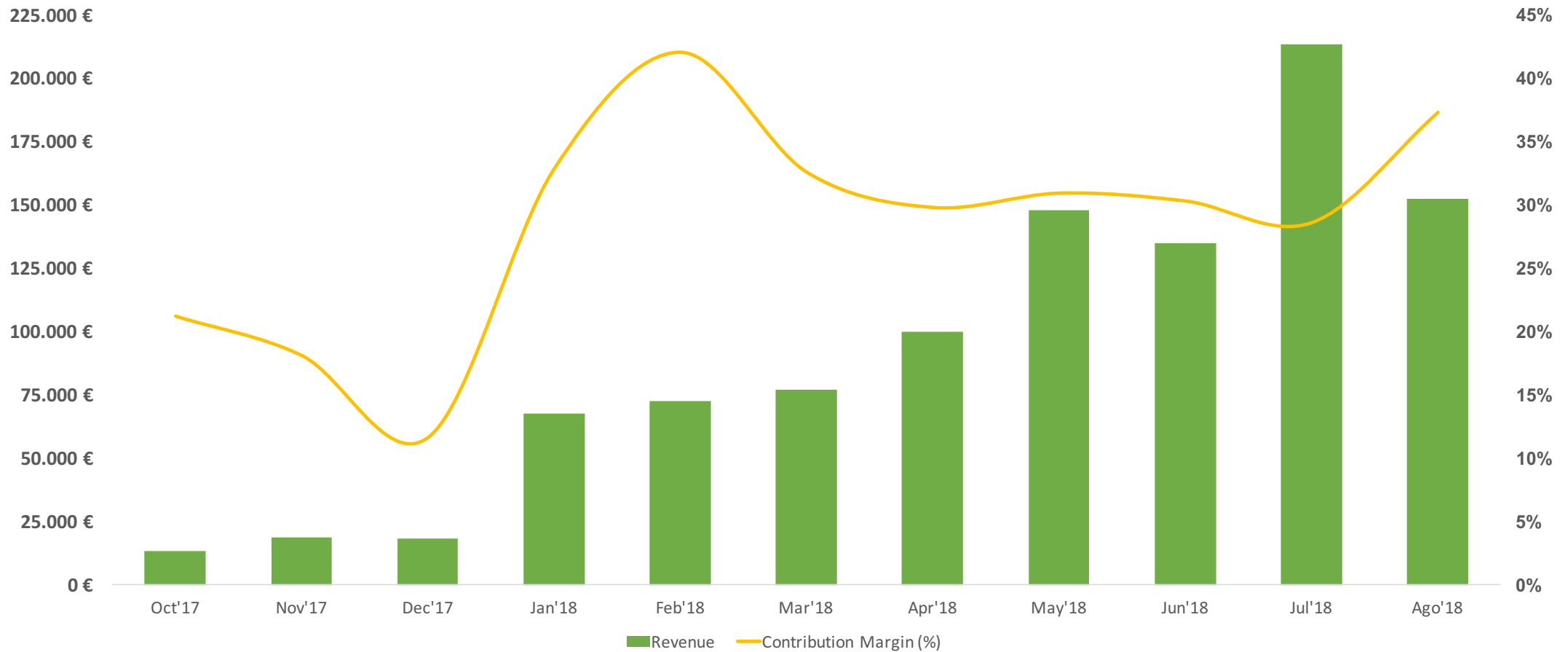


Our products are Minimalist and our Branding is inspired in London



# We are successfully disrupting the fashion accessory market ...

- Millner Co – Monthly Revenue -



Note: Contribution Margin is calculated as follows: Sales – COGS – Marketing Cost

## ...Presenting the following financial figures in 2018:

**+€1M - Revenue**

**+16%**

2018 Ave.  
Monthly  
Growth

**+ €20**

2018 Average  
Order Value

**+55%**

2018 Gross  
Margin

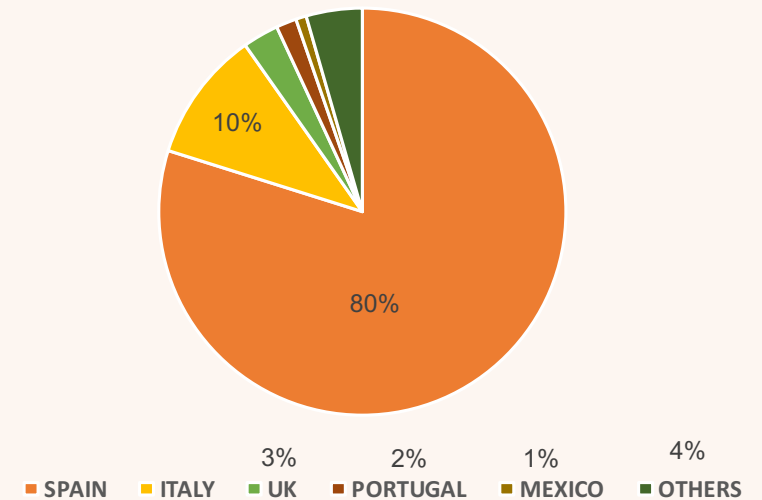
**€5,2**

C.A.C

Being  
**Profitable**  
since day  
1

Note: Gross Margin calculation includes shipping cost.

### SALES BY COUNTRY



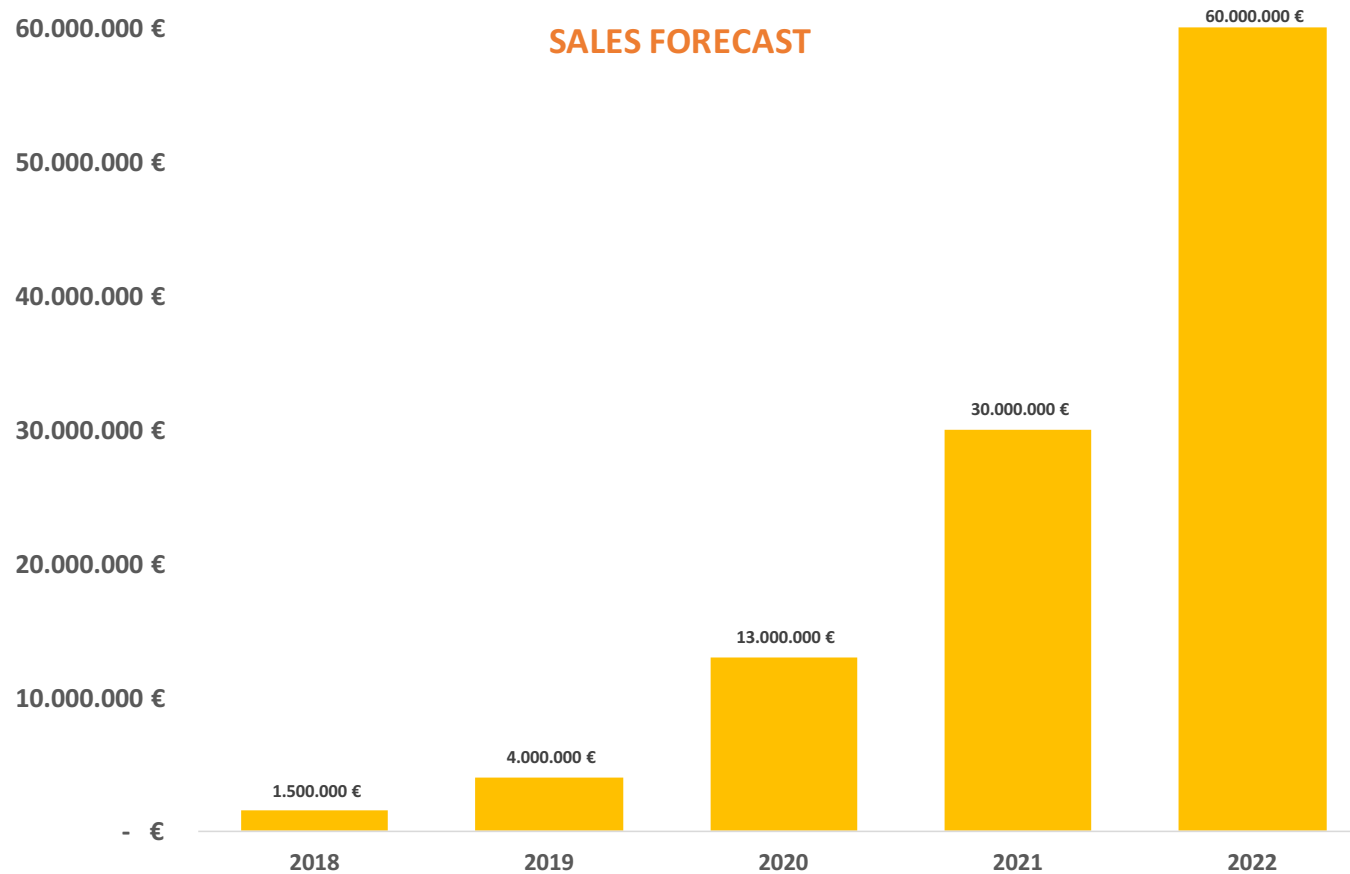
**56** Penetrated Countries

**100%** Operations in China

**HQ** Headquarters in Barcelona



# Financial Projections & Investment Details



## INVESTMENT DETAILS



PREVIOUS FUNDING (Jan'18)

€100k



INVESTMENT NEEDED

€1M



MAIN INVESTMENT PURPOSE:

- A) GROWTH - SCALE OUR BUSINESS MODEL
- B) DECENTRALIZE SALES IN SPAIN
- C) BUILD A ROCK SOLID TEAM

# Why we need the investment?



**REACH SALES FORECAST**



**INTERNATIONAL EXPANSION**



**AFFORD STOCK NEEDS**



**PRODUCE MORE STOCK AND LAUNCH A NEW  
PRODUCT LINE**



**INCREASE MARKETING  
INVESTMENT**



**CARRY OUT NEW COLLABORATIONS GENERATING  
BRAND AWARENESS**



**STRENGTHEN OUR TEAM**



**Add value in the different stages of the buying  
decision process**

# We are a Talented Management Team ready to capture the Opportunity



Joan de Mora – CEO & CMO



Alexander Orts – COO & CCO



Sara Valiente – Influencer Marketing



Helen Zhou – Warehouse Manager



Anna Crusellas – Content Creator



Fernando Elola – Social Paid



Marga Estrany – Customer Service



Anna Sánchez – Customer Service (PT)



3x Warehouse Assistant



4x PT Marketing Interns

# Achievements



**Selected by Facebook Ads to  
perform the FB Advertising Program**



**+100k Products Sold**



**+80k fans in Social Media**



**+ €40k billed in 24h**



**56 Penetrated Countries**



**Game Changer TEAM**





THANK YOU 😊

[www.millnerco.com](http://www.millnerco.com)

**MILTNER**

[alexander@millnerco.com](mailto:alexander@millnerco.com)

