



Empowered online fashion shopping

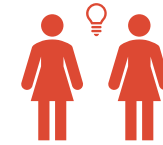


EMPOWERING ONLINE FASHION SHOPPING



Personalized

Create and personalize your dream online store with your favorite brands



Social

Share your store and follow the online stores and wishlists of friends and influencers



Curated

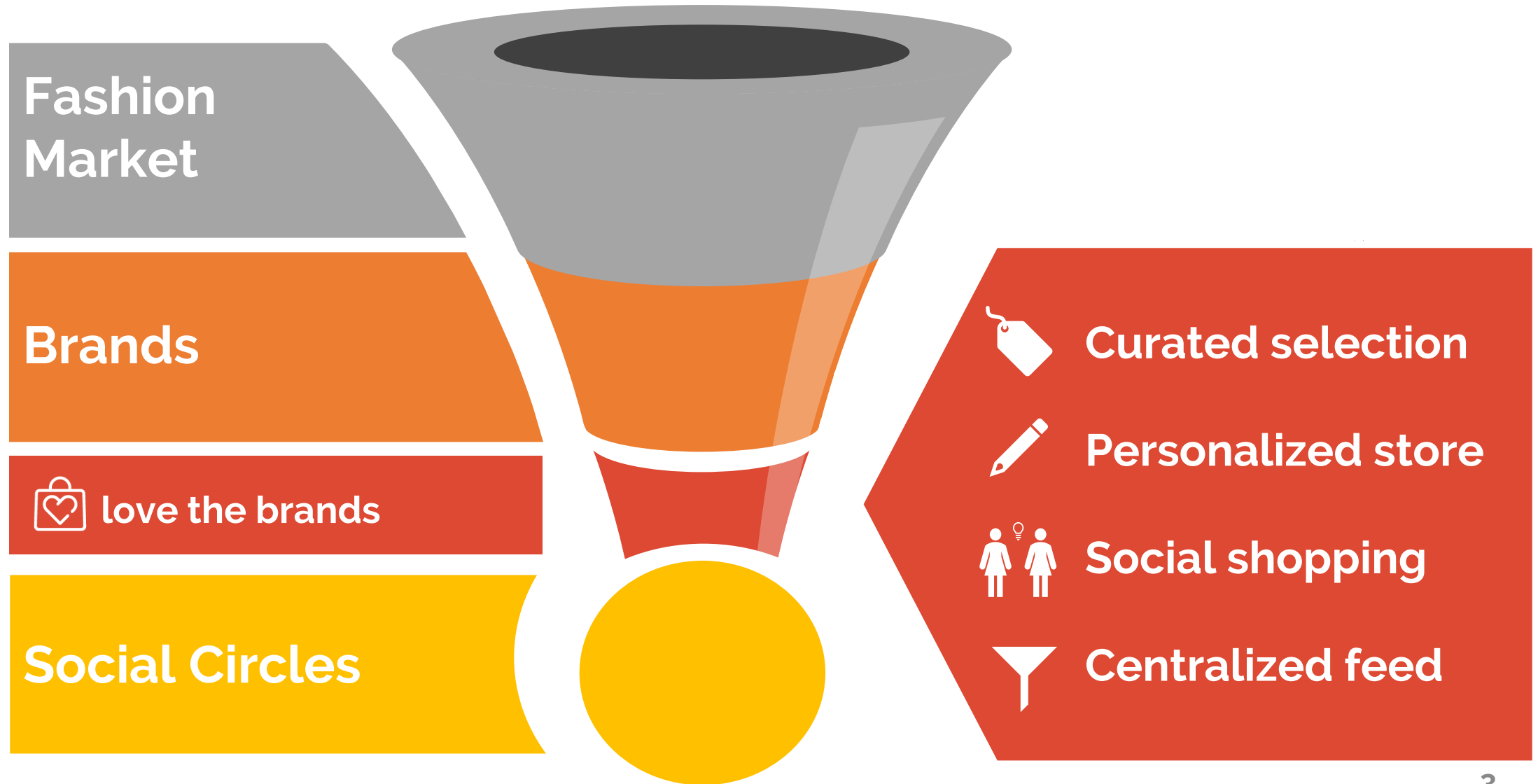
Shop from the official collections of the best brands curated by friends and influencers



Centralized

Get all the offers, news and trends in one place, updated daily

HOW IT WORKS



WHO WE WORK WITH



Users

*Create and share
their stores*

- **Invite** their friends
- **Enjoy** a unique personalized and social experience



Brands

*Medium to premium global
and local brands*

- **Provide** products and promotions
- Enjoy a **curated** environment and **high quality traffic**

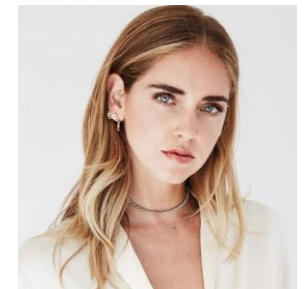


Media / Influencers

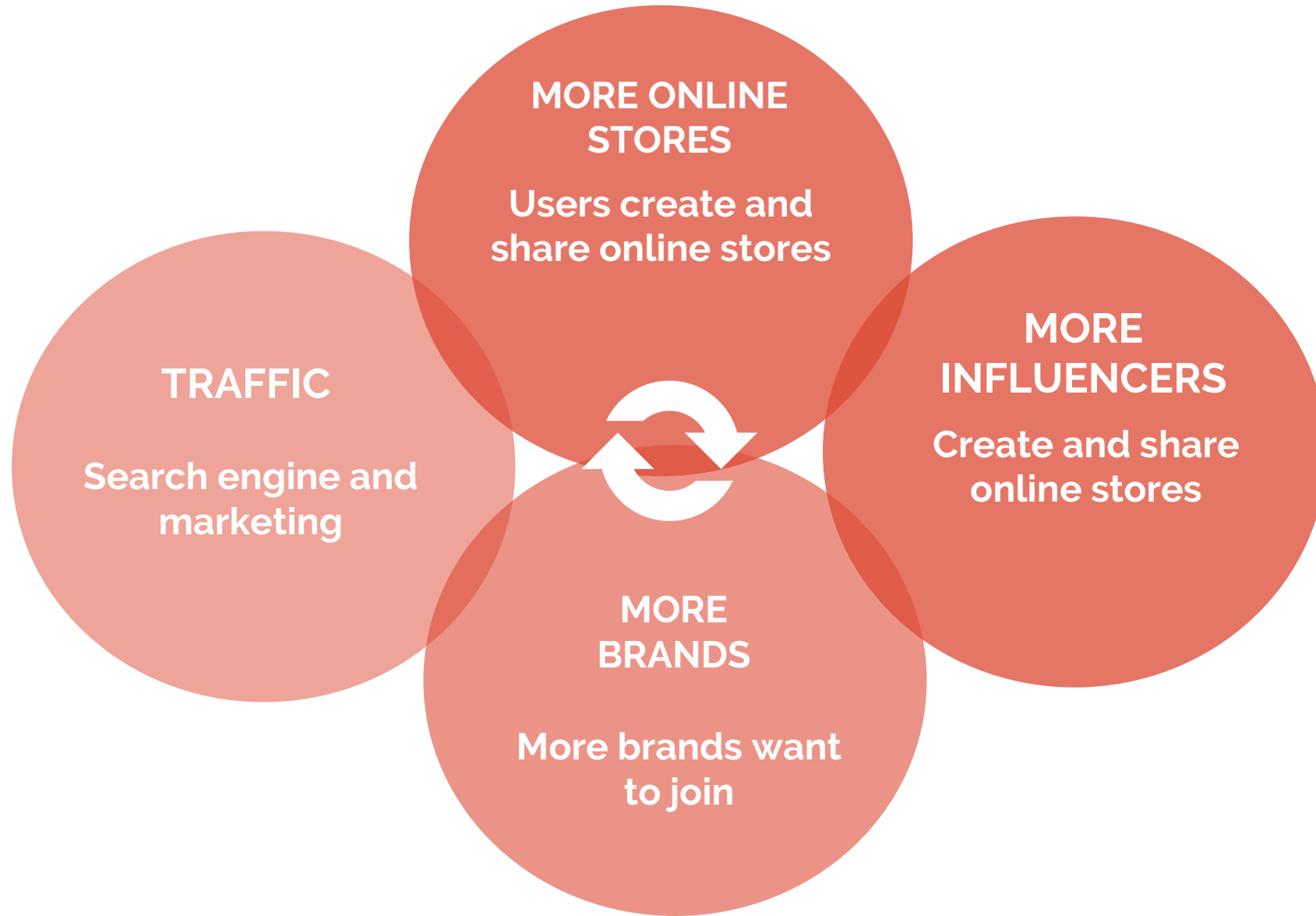
*Regional media and local
influencers*

- **Create and curate** personalized or thematic stores
- **Earn** through share revenues generated

VOGUE



HOW WE GROW

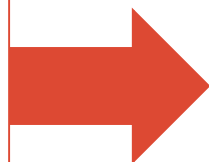




HOW WE MAKE MONEY

Lead generation *(affiliation)*

Fast growth with short negotiations, no tech effort



Marketplace *(payment integration)*

Higher conversion with single cart purchases



New growth options

B2B services *(ads, data...)*

B2C services *(local integration and deliveries, cashback...)*

Possible launch in Year 4

BRAND INTEGRATION (gross margin increase up to 15%)

COMPETITION



love the brands is the only shopping platform that **empowers** shoppers.

Users can:	Easily, reliably find products and shop?	Easily find inspiration and shop?	Easily get information and shop?	Empowerment Score
love the brands	✓	✓	✓	★ ★ ★
Retailers, Marketplaces & search engines <i>Zalando, Amazon, Lyst...</i>	✗	✗	✗	★ ★ ★
Brand sites <i>Zara, Adidas...</i>	✓	✗	✗	★ ★ ★
Social media <i>Instagram, Pinterest...</i>	✗	✓	✗	★ ★ ★

LOVE THE BRANDS TODAY



The online fashion shopping search engine working exclusively with the online stores of brands



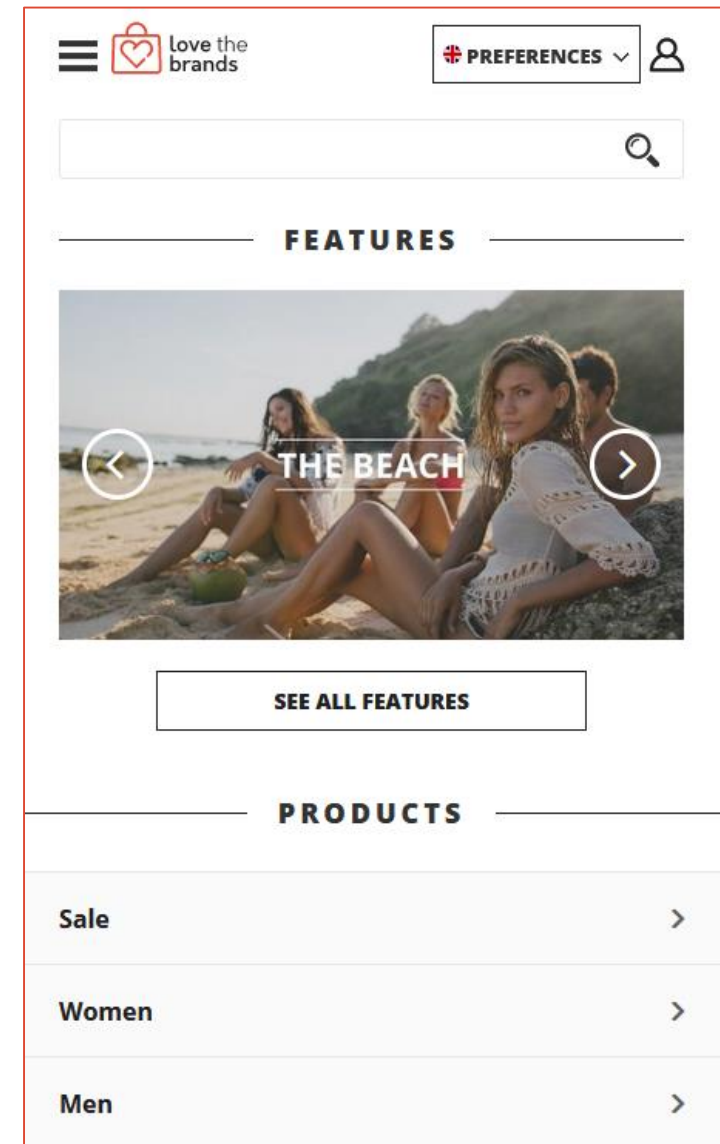
Official collections of **100s of top fashion brands**



Agreements with Inditex, Michael Kors, Ralph Lauren...



Fast international growth with **no** marketing costs





FINANCIAL PROJECTIONS

We are raising €1.4M to fund the next 14 months to achieve:

Numbers in millions	Y1	Y2	Y3	Y4	Y5
<i>Revenues</i>	0.1	1.2	2.9	6.2	10.8
<i>EBITDA</i>	-0.9	-1.3	-1.0	0.5	3.6

Ratios	Y1	Y2	Y3	Y4	Y5
<i>Conversion rate</i>	0.9%	1.0%	1.1%	1.2%	1.4%
<i>Commission rate</i>	4.6%	5.4%	6.7%	8.4%	9.6%
<i>Revenues / visitors</i>	0.02	0.05	0.07	0.10	0.13
<i>Costs / visitors</i>	-0.23	-0.11	-0.10	-0.09	-0.09



CURRENT TRACTION

- Traffic is **doubling every 2 months**
- **Over 45 brands signed:** Inditex group, Michael Kors, Ralph Lauren, Hugo Boss, Superdry...
- Current growth is slowed down by marketing (no paid channels) and business development (lack of resources to sign-up more brands and with better commissions)

Numbers in thousands	Jan	Feb	Mar	Apr	May	Jun	July (projection)
Unique monthly users*	7.4	8.4	13.0	18.5	27.7	35.5	47.9
Leads to brands	1.4	1.2	2.1	4.1	7.0	10.1	13.7
Commissions	0.0	0.0	0.0	0.1	0.4	0.5	0.8

*User count, excluding low quality sources

Brands signed	5	8	12	20	27	35	47
Tracked** leads	0.1	0.0	0.4	1.3	2.1	2.7	8.0
Share of tracked leads	4.5%	3.5%	17.8%	31.2%	29.6%	26.2%	58.3%
Tracked transactions	0.0	0.0	0.0	0.1	0.2	0.3	0.5

***"Tracked" means the lead is going to a signed brand and tracked by an affiliation platform. Some brands receive still free traffic

Recent changes:

End of ramp-up period, site stable: March

SEO project and integration of automated affiliate tracking: currently deployed

MILESTONES



	Milestones	After funding, launch in Month
Tech	Personalization	9
	Apps	12
	Social	18
	Integrated Payments	24
Marketing	Email campaigns, performance marketing and growth hacking	4
	Brand-sponsored campaigns and PR	6
Commercial	Sign-up global top 100 brands (affiliation)	9
	Sign-up local influencers	18
	Sign-up global top 100 brands (payment)	24



THOMAS (FOUNDER)

- ✓ E-commerce, digital marketing
- ✓ Ex-Amazon, multi-lingual, public speaker

ADVISORS

- ✓ Tech and strategy
- ✓ Senior experts from F100 companies

TECH

Dimitry: Full-stack
Christian: Catalogue
Matt & Arek: Data

MARKETING / OPS

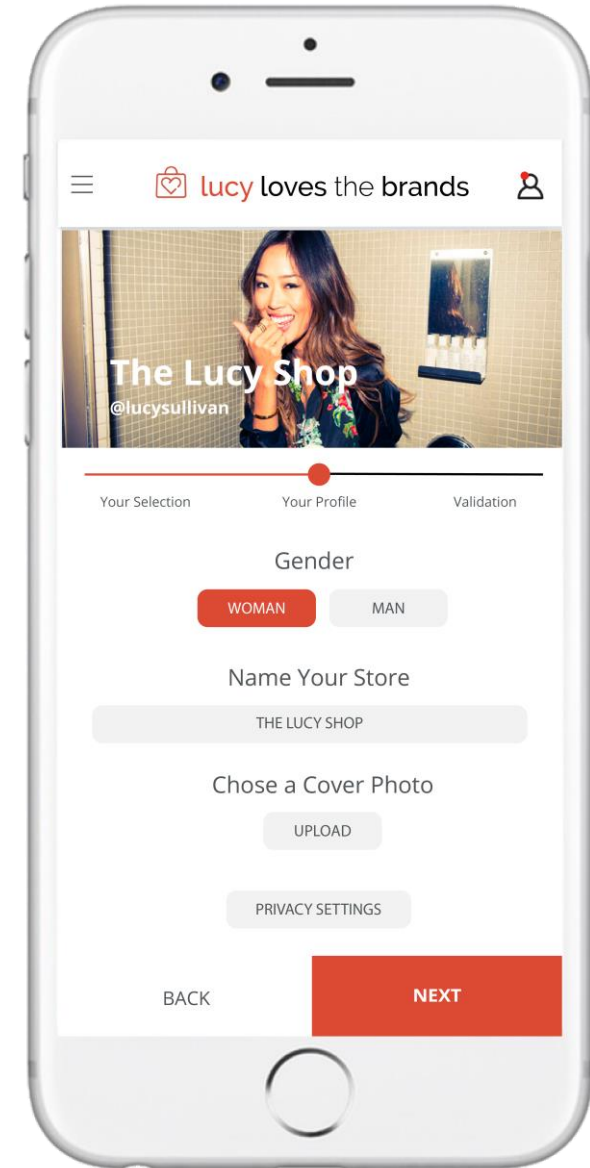
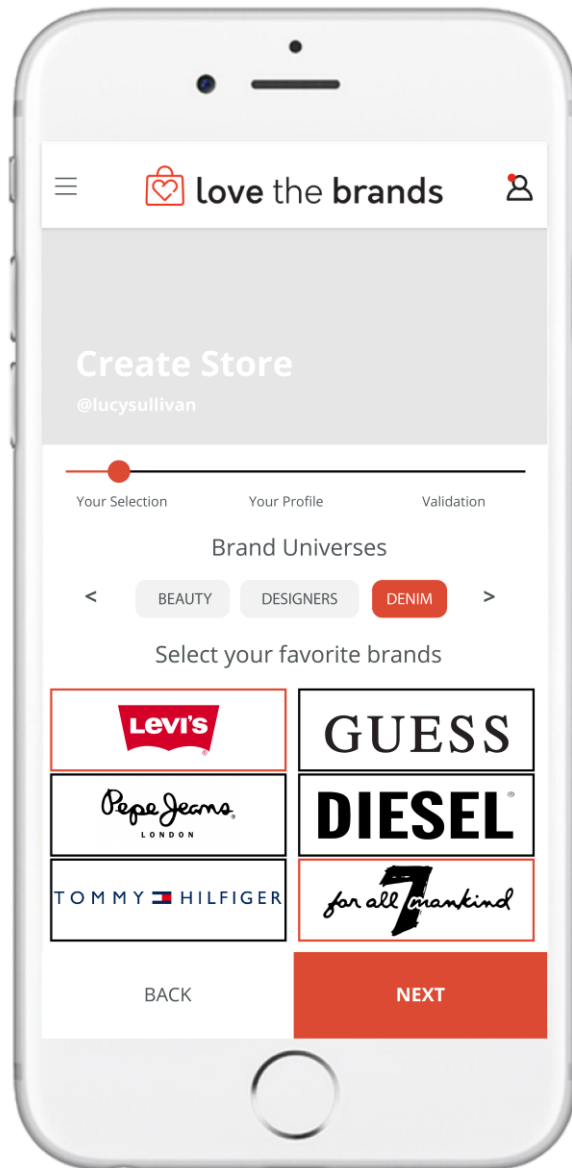
Camila & Giulia (interns):
content, social media,
platform maintenance...

NOUKIS

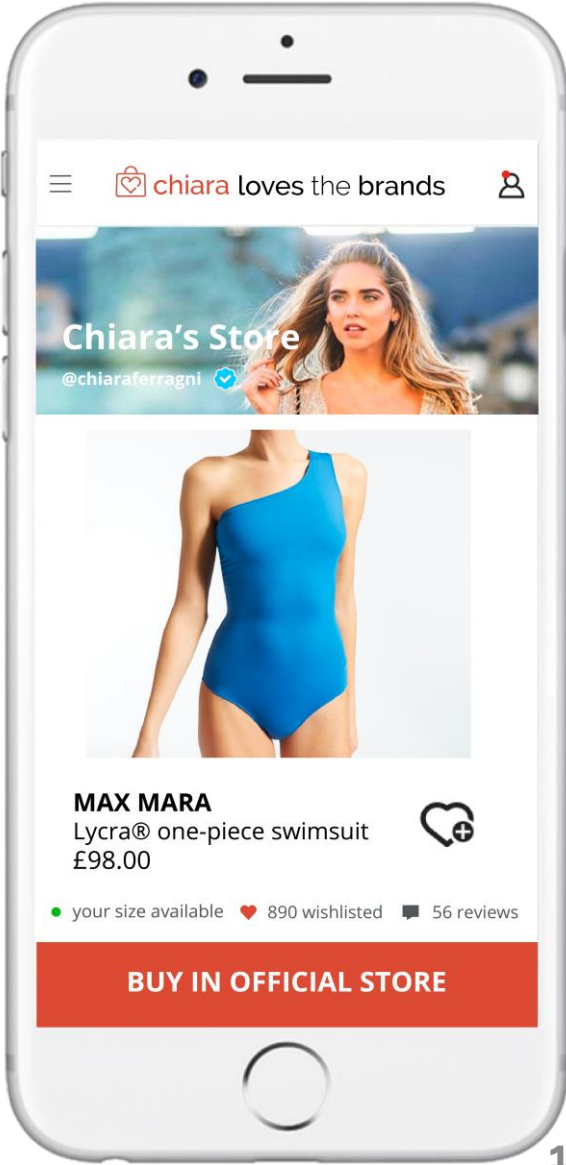
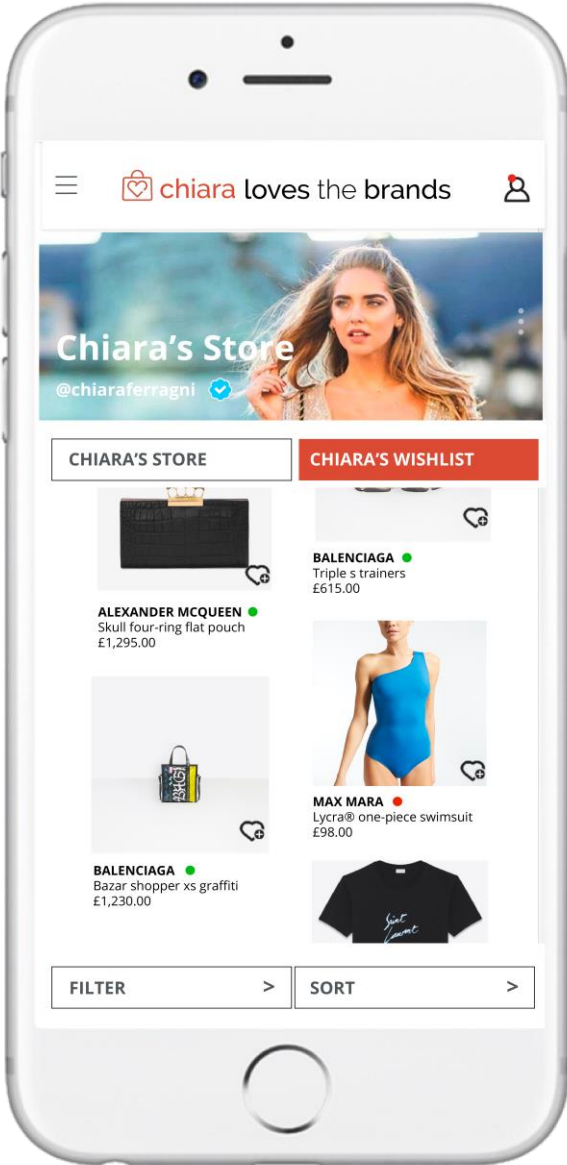
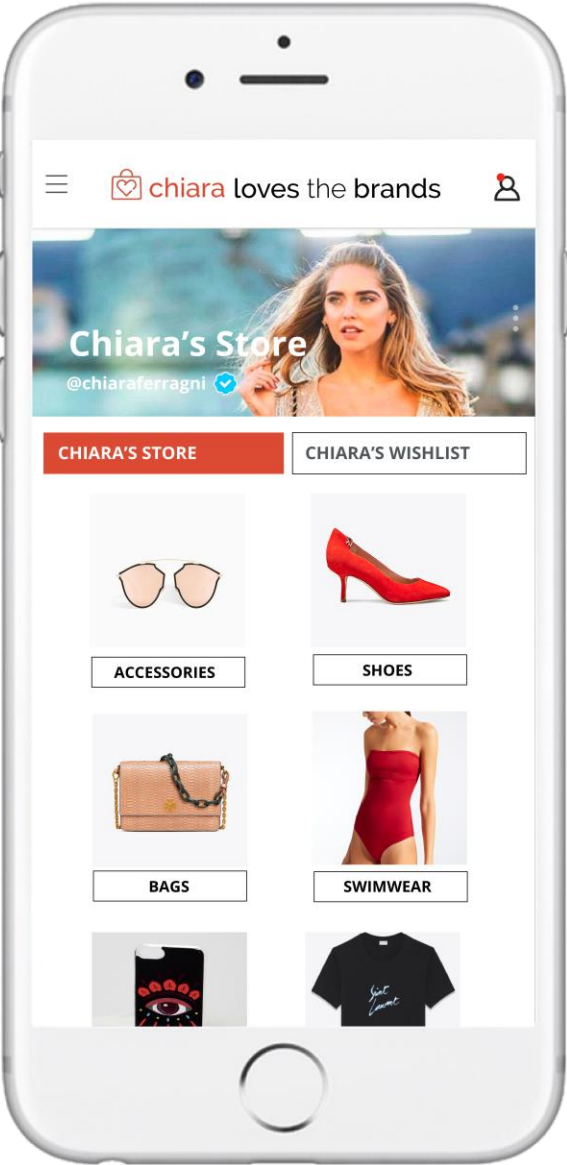


ANNEX: SCREENSHOTS

CREATE YOUR STORE



FOLLOW AND SHOP FROM INFLUENCERS & FRIENDS





lovethebrands.com



lovethebrands_official



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Contact

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THANK
YOU