

zatro

zatro is a fashion marketplace with a strong focus on shoes & accessories that targets a young audience offering the latest trends.

2017 MILESTONES

zatro



62.000

Units sold

26,2€

LTV



2,9M

Gross sales (€)

15,1€

CAC



110.000

Registered users



350.000

Monthly sessions



220.000

Followers



HOW WE DID IT?

Being one of the **main footwear sellers** for young women (ages 16-22)

Creating **6 own brands** that represent 66% of sales at the moment

Working with **fashion key brands** such as Adidas, Reebok, New Balance or Vans

Decreasing by 19% the customer acquisition cost comparing to last quarter

Maximizing the **negative working capital**, charging instantly and paying our providers on invoice date + 90

zatro



INTERNATIONAL

Units sold

	2016	2017	2018
Francia	0	3.400 u.	13.000 u.
Italia	0	2.000 u.	7.400 u.
Others	0	650 u.	13.000 u.

Internationalization strategy via Zatro's own brands.

Next new markets: UK and Germany.

zatro

90% of our sales are in Spain
10% within other European Countries

90%


7%


3%

MARKET OPPORTUNITY



100 B€ size of the online fashion market in Europe (2016)

 **zalando** 3,5 B€ revenues

vente-privee  3,0 B€ revenues

**VOOY
NET A
PORTER
GROUP** 1,8 B€ revenues

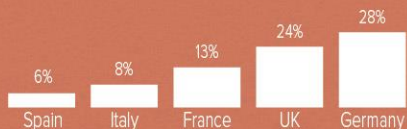
ASOS 1,0 B€ revenues



30% of annual increase during the last 3 years

6%

6% of the fashion sales in Spain are made through the online channel



zatro



THE TEAM

Founders

Borja Tort-
Martorell

Luca
Mompean

Ferran
Llisterri

CEO

Product
Manager

Marketing
Manager



Deloitte.

zatro team is comprised of 20 young and talented professionals, whose expertise areas range from creative ones, such as photography, design or styling, to business oriented ones such as ecommerce, communications, buying, marketing, and finance.

zatro



Mix between high margin,
no risk and notoriety

ZATRO BRANDS

MARKETPLACE

OTHER BRANDS

We create collections with our own designs based on the current fashion trends.

Gross margin	51% - 82%
--------------	-----------

Weight o/ sales	66%
-----------------	-----

- Test productions in Spain and big scale manufacturing in Asia
- In 2017, 350 products were manufactured in Spain, 26 in Asia.

	Spain	Asia
Cost	26€	7€
Price	53€	49€
Gross margin	51%	85%

WEDNESDAY

Detail.

GAIA SHOES

hei

ARCHER



Drop shipping model,
we work with third party brands with 0 stock risk.

Gross margin	20%
Weight o/sales	-

- Allows us to have more products and brands without any purchasing cost
- Increases the website direct and organic traffic
- Increases the basket average size due to cross-selling
- Allows us to test new categories and products without stock risk

NEW BRANDS
NEW PRODUCTS
NEW CATEGORIES



MARKETPLACE



SUCCESS

We buy stock, or we replicate it as own brand to increase margin

FAILURE

We keep selling it in MP or we remove it from the catalogue

BUSINESS MODEL: OTHER BRANDS

We buy seasonal stock
from the top seller brands.

Gross margin	45%
Weight o/sales	33%

- Increases organic website traffic
- Builds trust with customer
- Legitimizes zatro brands
- Attracts customers at a lower cost rate
- Lower risks of stock left overs

asics

B
new balance

PUMA

le coq sportif

Reebok
CLASSIC

Saucony
ORIGINALS

VANS
"OFF THE WALL"

Dr. AirWair
Martens

adidas

CONVERSE

LACOSTE

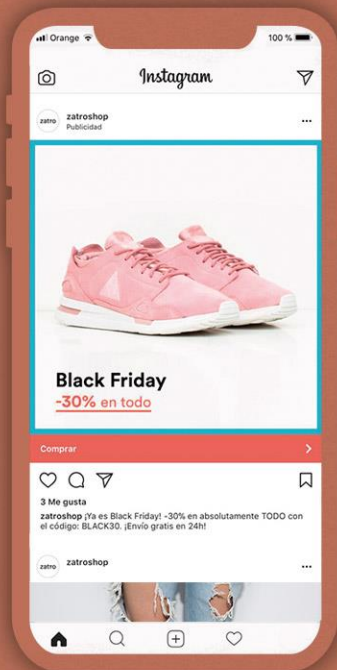
THE FINEST QUALITY
Herschel
SUPPLY CO. BRAND
TRADE MARK



zatro


MARKETING

zatro





73%
mobile traffic


Innovation and optimization in payment methods and conversion.

 Social ads: Facebook and Instagram

 Comparison platforms: Google Shopping, Kelkoo, Shopalike

 Influencer marketing: 200 product placements per year

 SEO: 15% of website traffic in 2017

 Retargeting: Criteo

 Newsletter: 110.000 weekly e-mails sent

	2016	2017	%
LTV	20,75	26,20	+26%
CAC	18,20	15,10	-17%
LTV - CAC	2,55	11,10	+335%
Conversion rate	1,10%	1,40%	+27%
Organic traffic	280.000	935.000	+230%

OPERATIONS & LOGISTICS



Total operational control



In-house customer service team



1.000m2 warehouse



Operational capacity to deliver
2.000 orders per day



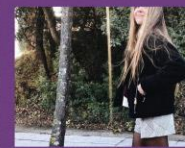
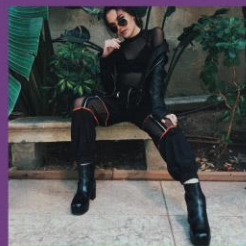
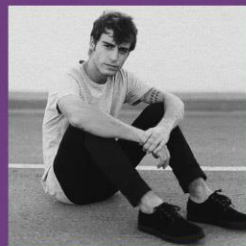
Free delivery in 24h (Spain) and 1h in Barcelona



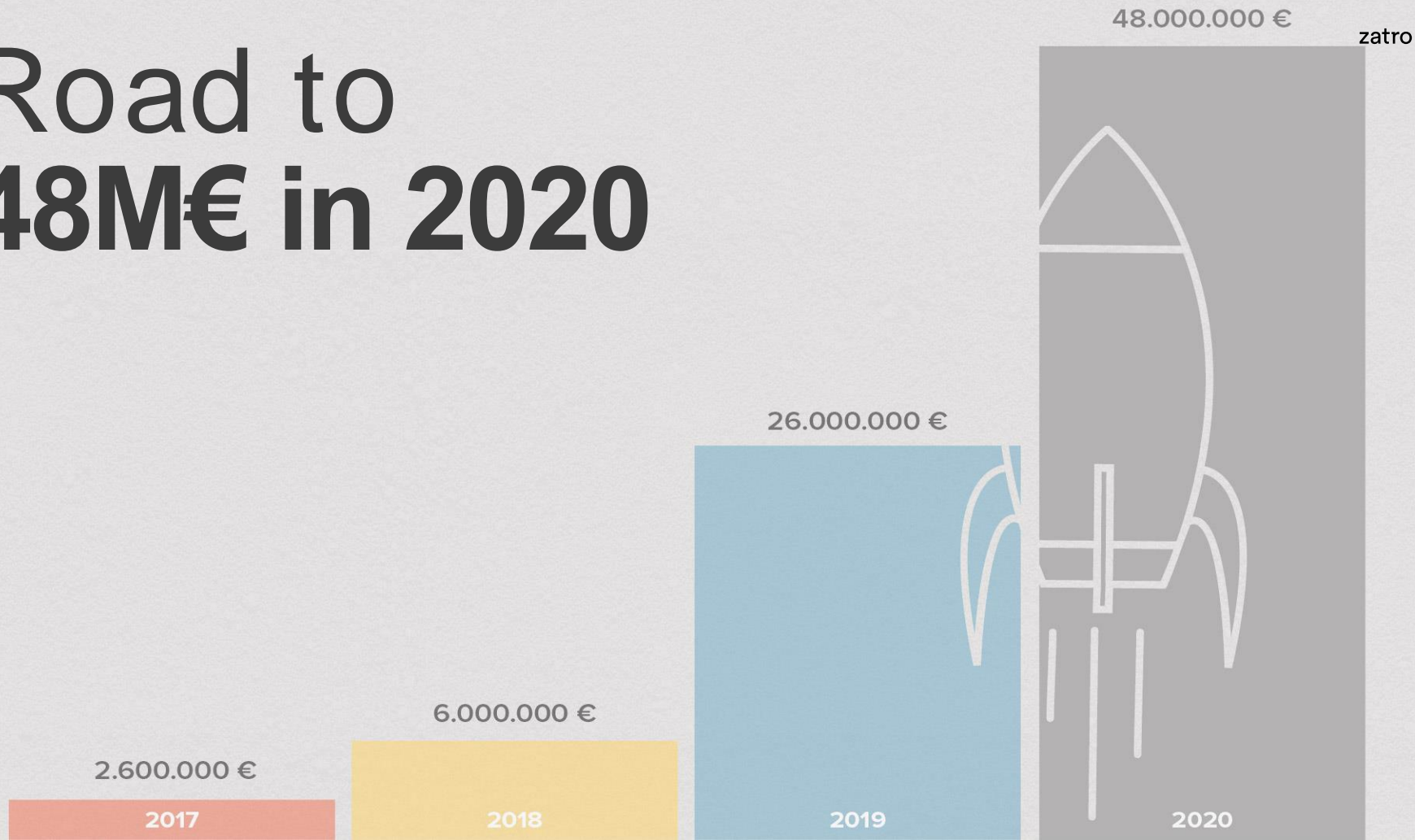
2021 GOALS

Southern-Europe leadership in shoes for women 18-30.

- 146M€ in revenues
- Increase of the customers database to 3,5M
- Positive contribution margin
- 40% of sales from France, Italy, UK and Germany



Road to 48M€ in 2020



1

Increasing the customer repeat rate



Launching new product categories: Clothing & accessories



Increasing the number of products from 600 to 10.000



Maximizing our acquisition channels and creating new ones



Increasing the marketing budget



Strengthening sales in France and Italy and opening Germany and UK



Broadening audiences: age and gender

2

Increasing average **basket size**

3

Attracting new customers efficiently

4

Broadening our **target audience**



WHAT WE NEED?

zatro

We are ready, we just need cash to grow.

4M€

Capital requirement

The new funds will allow us to acquire 1.4M new customers and achieve € 48M in revenues in 2020

	2018	2019	2020
Revenues (M €)	6,59	26,52	48,01
Advertising (M €)	1,76	12,53	14,47
Ads. o/revenues	26,8%	47,3%	30,1%
New customers	110.000	450.000	820.000



KEY FIGURES



	2015	2016	2017	2018	2019	2020	2021
Revenues (M€)	0,27	1,22	2,56	6,47	26,83	48,84	146,54
Gross margin	19,20%	31,10%	35,90%	39,68%	42,47%	43,83%	44,03%
EBITDA	-0,12	-0,32	-0,58	-0,23	-2,31	1,02	16,13
% EBITDA o/ revenues	-45%	-27%	-23%	-4%	-9%	2%	11%
Contribution margin / revenues*	-2%	-2,90%	-1,40%	7,70%	-3,85%	5,58%	5,58%
Conversion rate	0,60%	1,10%	1,40%	-	-	-	-
LTV	16,10€	20,75€	26,20€	31,50€	36,10€	41,60€	41,60€
CAC	19,50€	18,20€	15,10€	15,80€	27,90€	17,80€	17,80€

* Contribution margin = Sales - COGS - Transport - Transaction fees - Marketing