



Fable

The direct-to-consumer
home decor brand

fablehome.co

THE PROBLEM

Millennials have the purchasing power of the home decor market, but they're completely dissatisfied with the buying experience.

THE PROBLEM

61%

of home decor sales are from millennials and the \$232B home decor market is growing at 7.9% a year.

72%

of millennials want to purchase from brands that are value driven.

75%

of millennials find upgrading their home frustrating and overwhelming.

WHAT MAKES US DIFFERENT

We make outfitting your
home effortless.

WHAT MAKES US DIFFERENT

Cohesive Design

Each product is designed to match, taking the guesswork out of creating the perfect space.



WHAT MAKES US DIFFERENT

Value-Aligned Brand

Certified



Corporation
PENDING

Fable is mission-driven and will soon be B Corp-certified. Our products are sustainably sourced, ethically crafted, and transparently priced.



WHAT MAKES US DIFFERENT

Creator Focused

We believe in highlighting our creators. Their stories are rich with history and we aim to remove the veil between creation and consumer.



2021 WINS: METRICS

We rebuilt our fulfilment strategy and launched omni-channel.

18.1%^{*}

1st purchase
profitability

3

New retail
stores

15

New ecommerce
team members

8

New products
launched

20,691

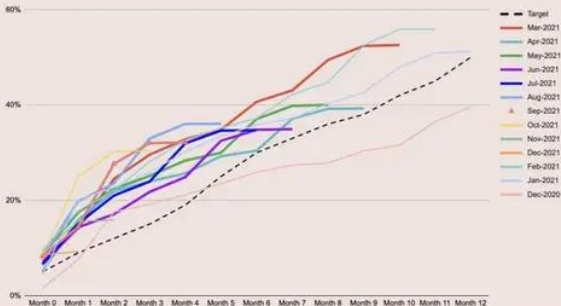
New customers

3,000+

Five star reviews

2021 WINS: REPEAT SALES

Our 12 month repeat rate is passing 50%.



2021 WINS: CAC

We've launched a
counter attack on
rising CAC.

21% Increase to new customer AOV.

15% Increase in gross margin.

16% Increase of total revenue from
repeat customers.



2021 WINS: FULFILMENT

In 2021 we opened the
first fulfilment center.

10%

Gain in margin

0

Workplace accidents

\$76k

Setup cost

*All metrics are in CAD



2021 WINS: PRODUCT LAUNCHES

The near shatterproof
sodalime glassware.

9,700

Sets sold

<2 month

Completely sold out



2021 WINS: RETAIL

Opened our first two
retail stores in October.

14.4%
EBITDA

\$70k
Setup costs per

3
Community events

*All metrics are in CAD

Sustainably crafted,
timeless tableware.

Fable

fablehome.co | @dinewithfable

We develop our products are four key pillars.

You can feel
good about

Crafted, shipped, and
presented in a way that
is good for the earth
and the people who
made them.

Have a story

The creators are not
hidden behind a veil
but rather celebrated.

Created for the
everyday

You should no longer feel
the need to stow away
your 'good' china.

Make it easy

Designed to match,
always. Go ahead and
pick any color, any
shape, any style.

BUILT BY STARTUP LEADERS



Joe Parenteau

Chief Executive Officer

FORMERLY, DIRECTOR OF
OPERATIONS AT AVENUE

Avenue Bench



Tina Lau

Head of Technology

FORMERLY, WEB DEVELOPER AT
THE DECIMAL STRAIGHT

straight



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