

ilnostro

INVESTMENT PRESENTATION
ONLINE BOUTIQUE

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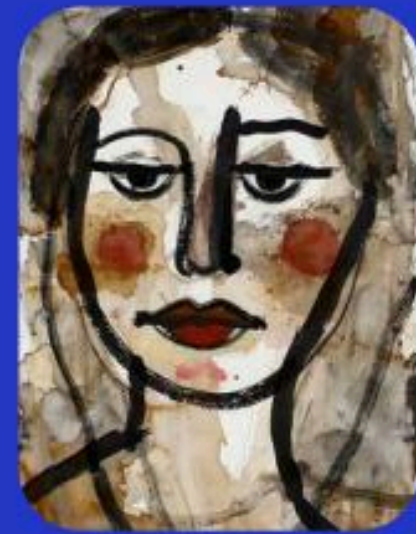
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DIFFERENT CATEGORIES OF CUSTOMERS FACE DIFFICULTIES IN THE PROCESS OF INTERACTION WITH ONLINE BOUTIQUES



Fashion Buyers

2 mil

- 80% unsatisfied with online clothing searches
- <50% consumers of luxury goods are satisfied with their
- Lack of personalization in online shopping



Creative professional

1,3 mil

Difficult

- track trends
- find designers to collaborate with
- promote your brand



Investors in the fashion industry

16 thousand

Difficult

- identify promising projects
- predict the success of a brand or collection
- earn passive income

IL NOSTRO OFFERS MORE THAN JUST PURCHASES



CLOTHING RENTAL

PROBLEM:

Growing need for an environment that is conducive to a more economical, sustainable, stylish and orderly lifestyle

CLIENT SEGMENTS:

Young and wealthy people who value freedom, ecology, economy and want to always stay in the center of fashion trends

current solutions

Individual approach

Focus on sustainable fashion

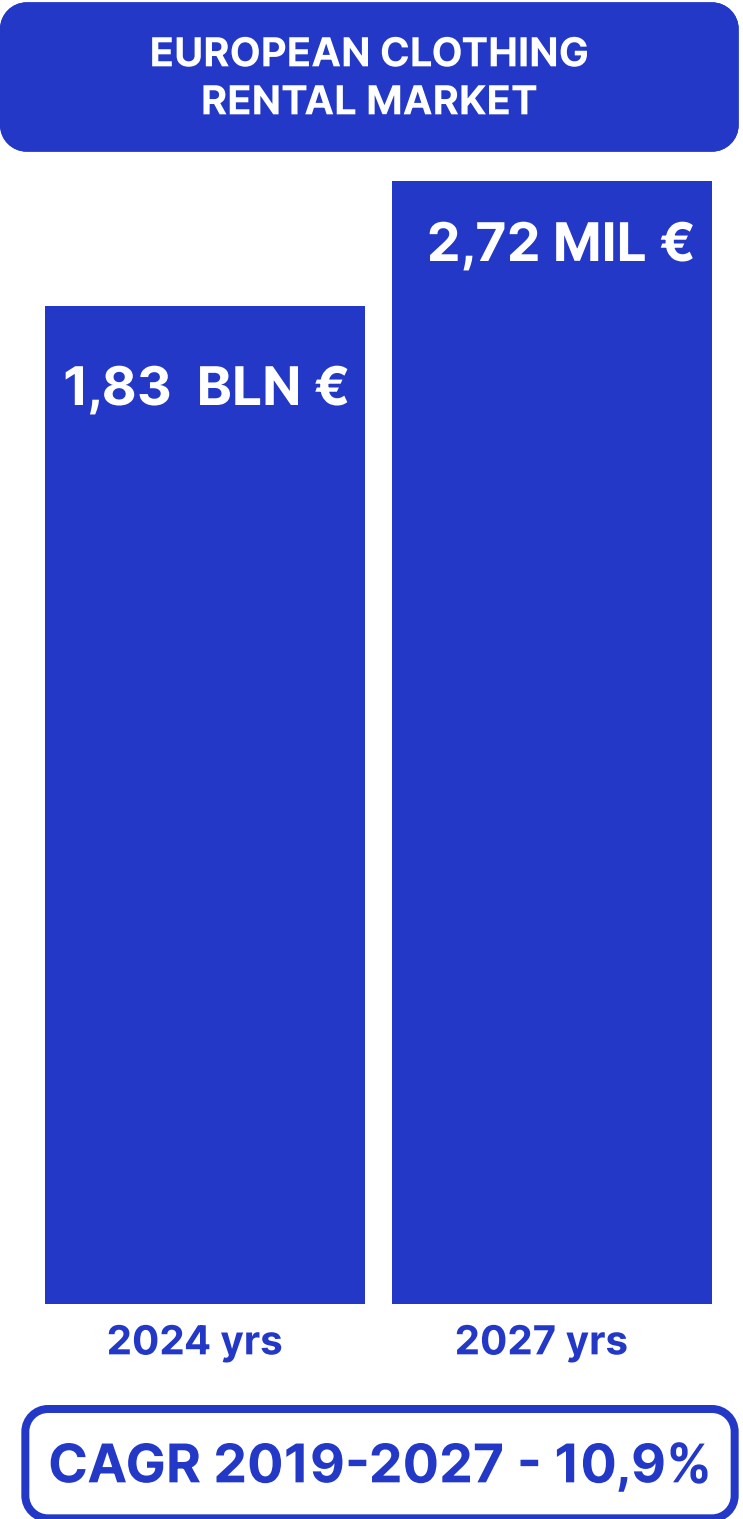
Focus on sustainable fashion

Flexibility and convenience

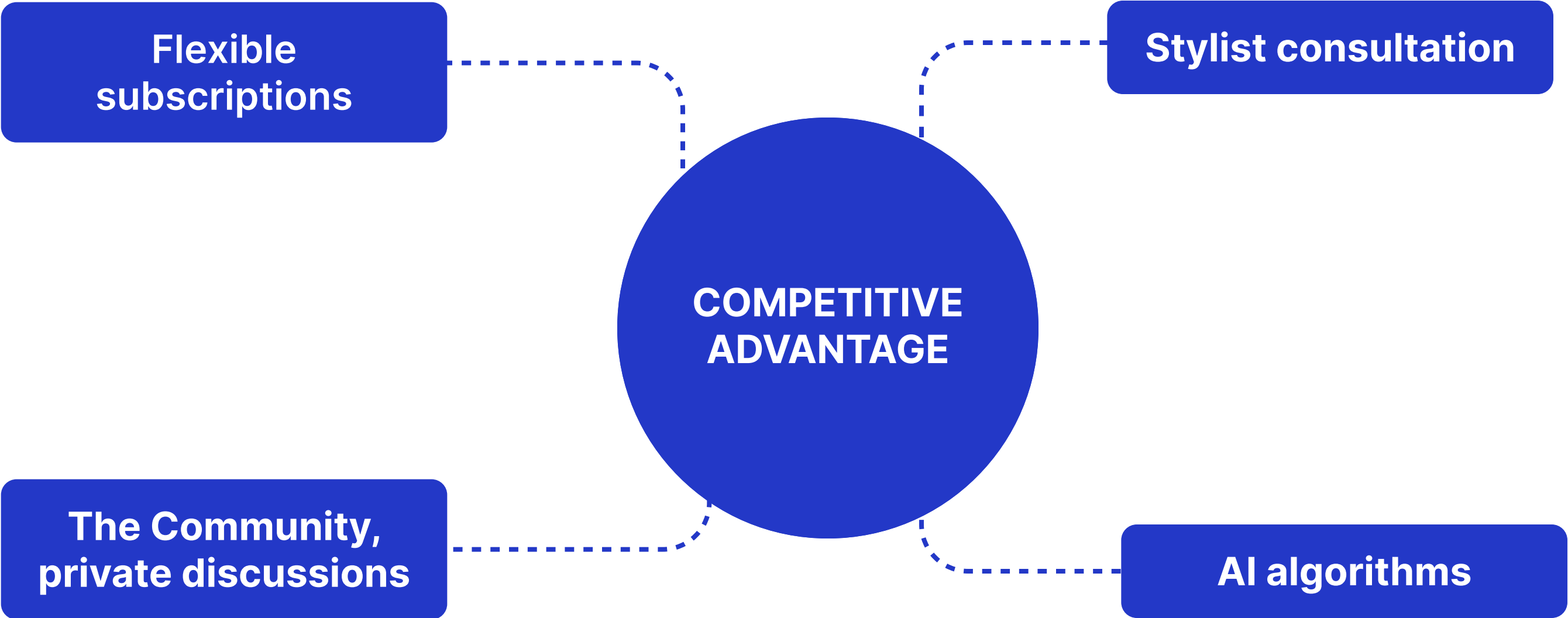
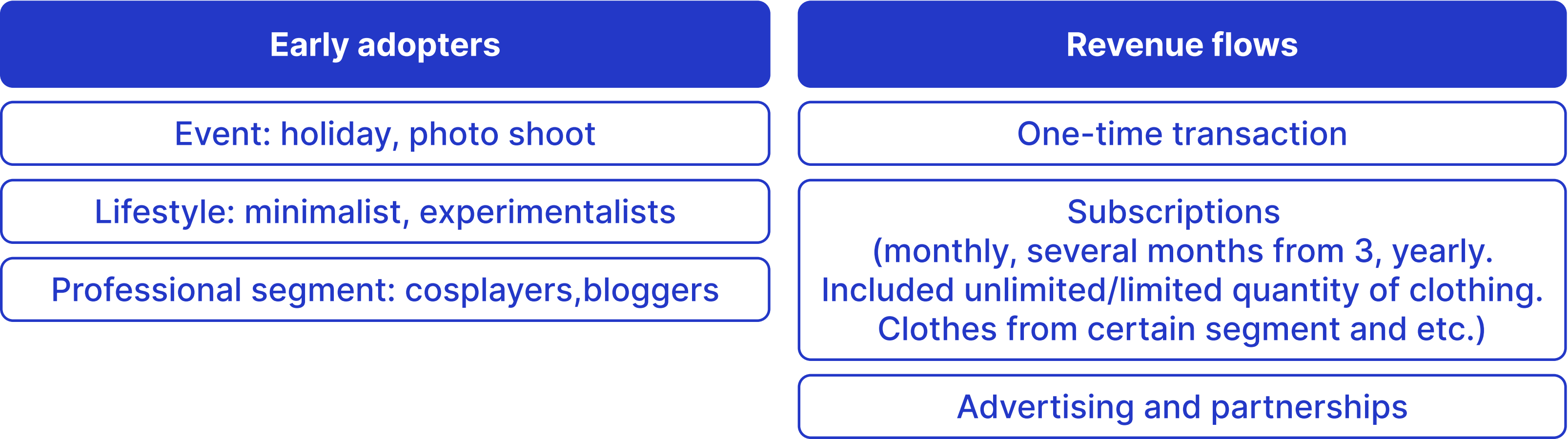
Assortment

TOP COMPETITOR REVENUE

Rent the Runway - 284 mil € 2023 yrs
Vince - 127 mil € 2023 yrs
Nuuly - 47 mil € 2024 yrs



CLOTHING RENTAL



COMPETITORS

ONLINE STORES

VINCE. unfold nuuly

MY WARDROBE  RENT THE RUNWAY

HURR

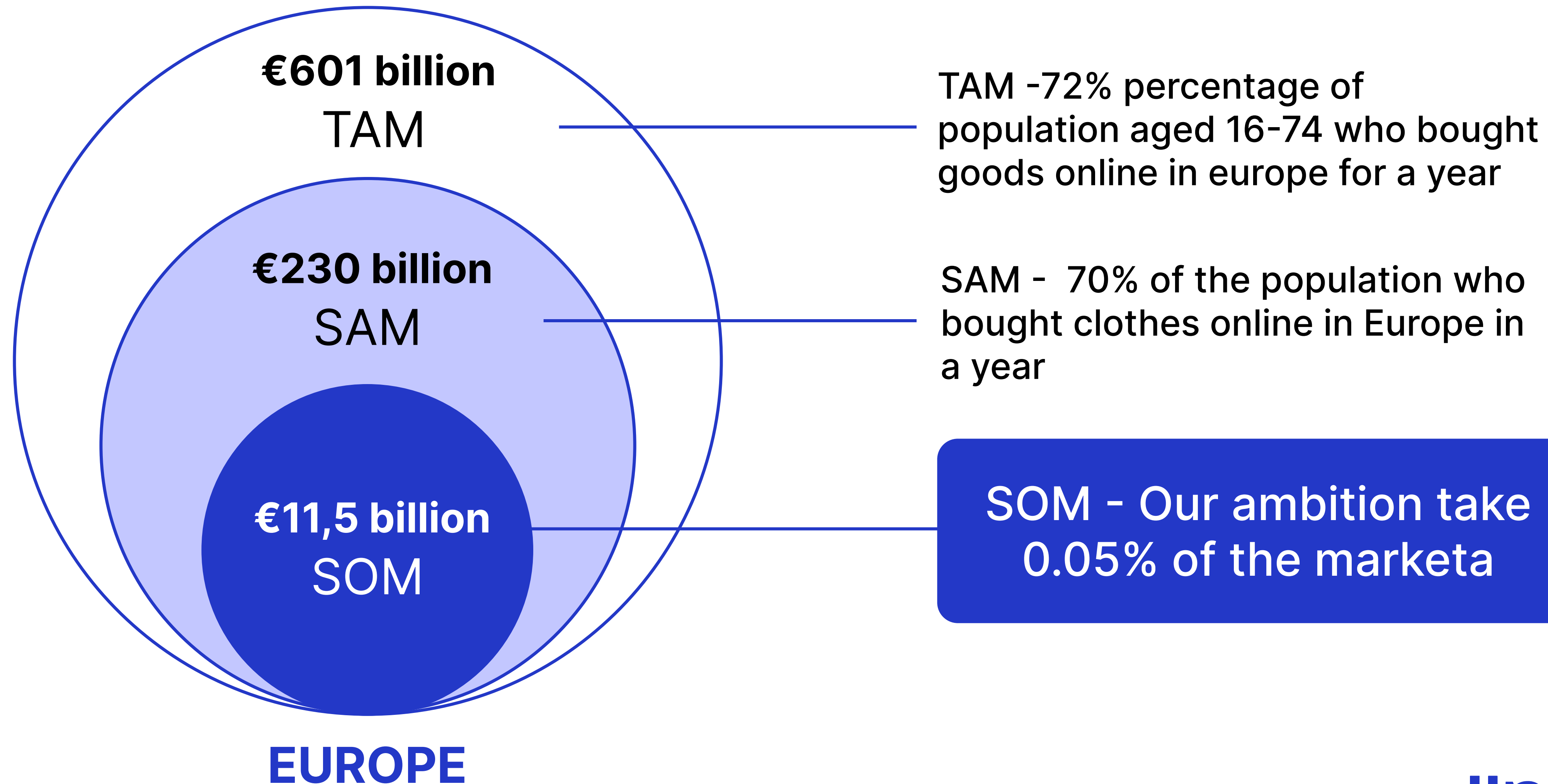
OFFLINE STORES

BOBROW SELFRIDGES & CO RENTAL

CLASSIFIED

tori

WE PLAN TO MAKE 11.5 BILLION BY THE YEAR...



BY INTEGRATING TREND SOLUTIONS

1



Growth of online trading

CAGR 9,94%
Italy (2024-2029)

2



New digital tools

Increase in investments in digital technologies **by 63%**

3



Customer differentiation

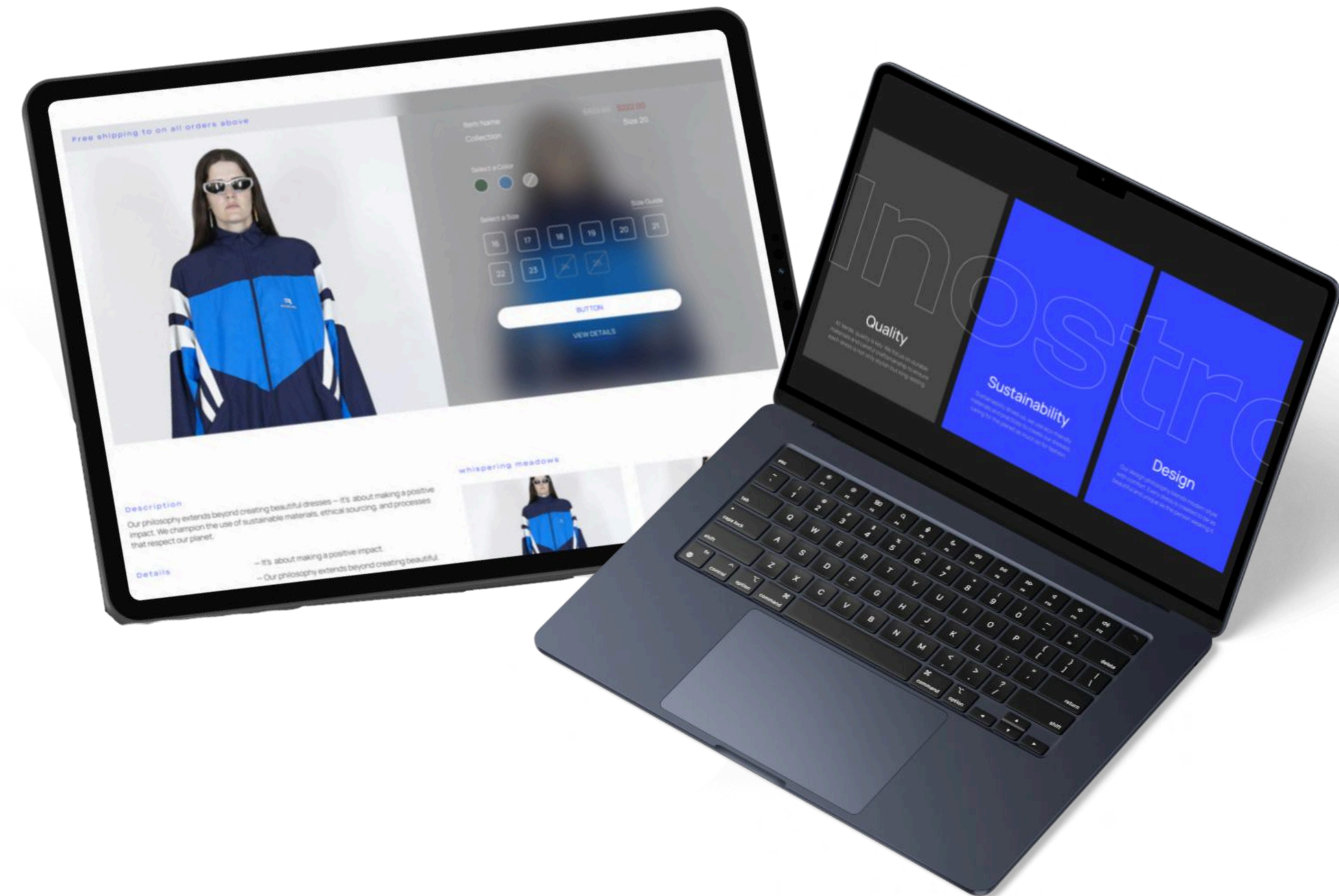
75% customers are willing to spend more with quality service

4

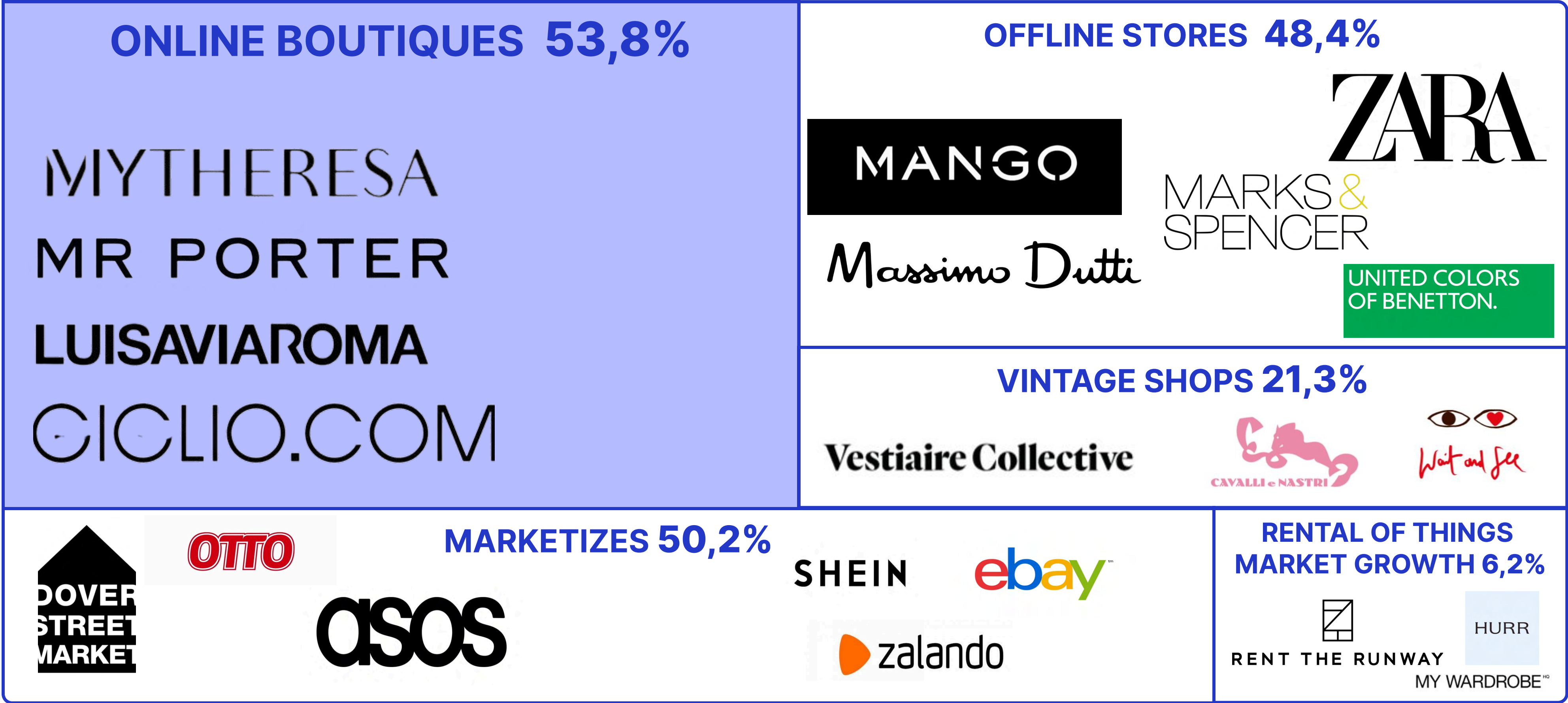


Active development of artificial intelligence

an increase of **100 mln** Chat GPT users in two months.



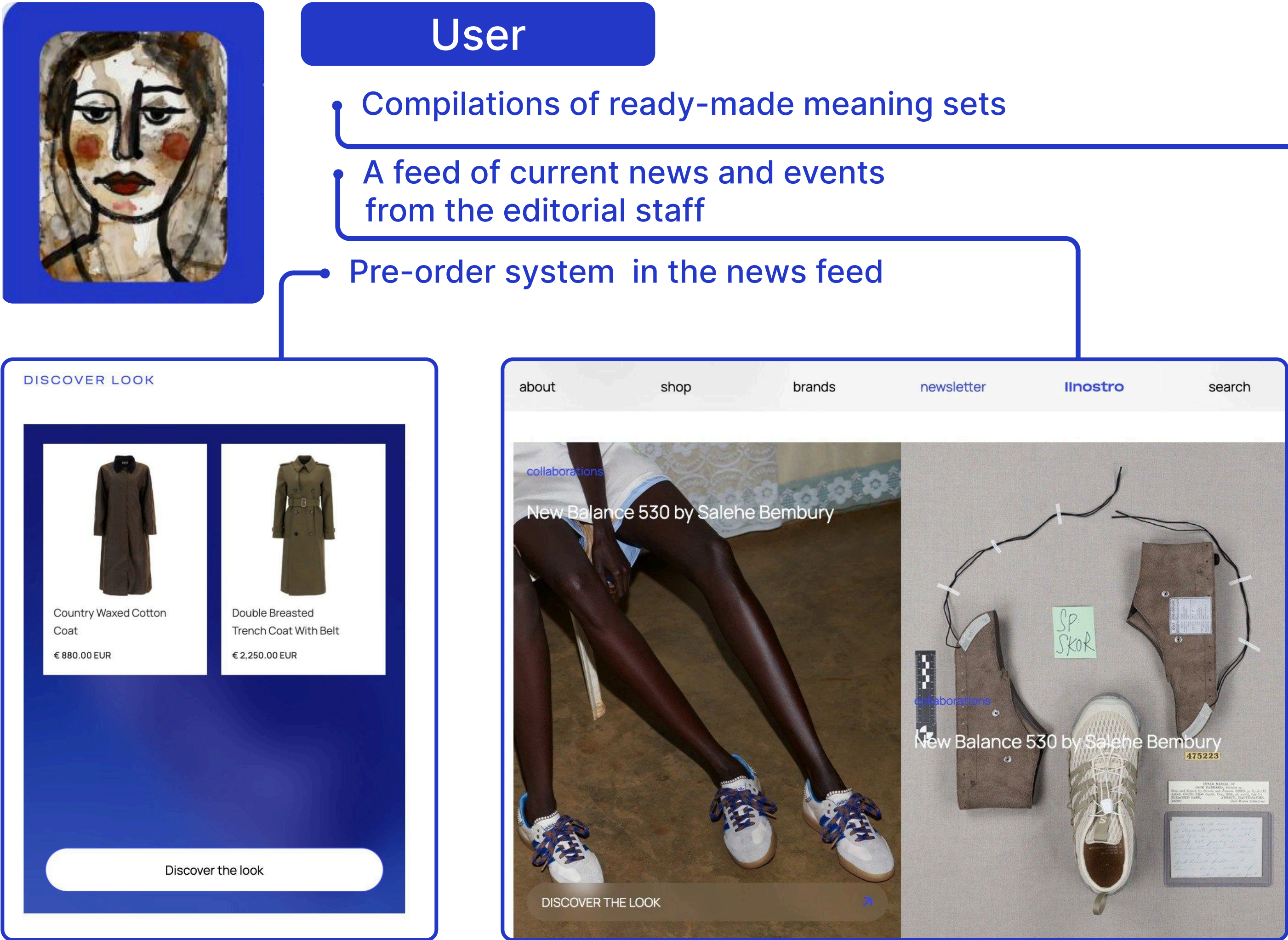
COMPETITORS DO NOT RESPOND TO EMERGING MARKET TRENDS



INDIRECT COMPETITORS


DIRECT COMPETITORS

WITH OUR ADVANCED FUNCTIONALITY/OUR BUSINESS MODEL, WE CLOSE THE PROBLEMS OF OUR TARGET AUDIENCE



COLLECTIONS

Our philosophy extends beyond creating beautiful dresses – it's about making a positive impact. We champion the use of sustainable materials, ethical sourcing, and processes that respect our planet.




Urban Euphoria

COLLECTION SUBNAME / DATE?


Play of Contrasts

A surreal composition where natural forms meet the laconicism of surreal accessories. This is an expression of unexpected contrasts and an experiment with style.

DISCOVER THE LOOK



Elegant Static

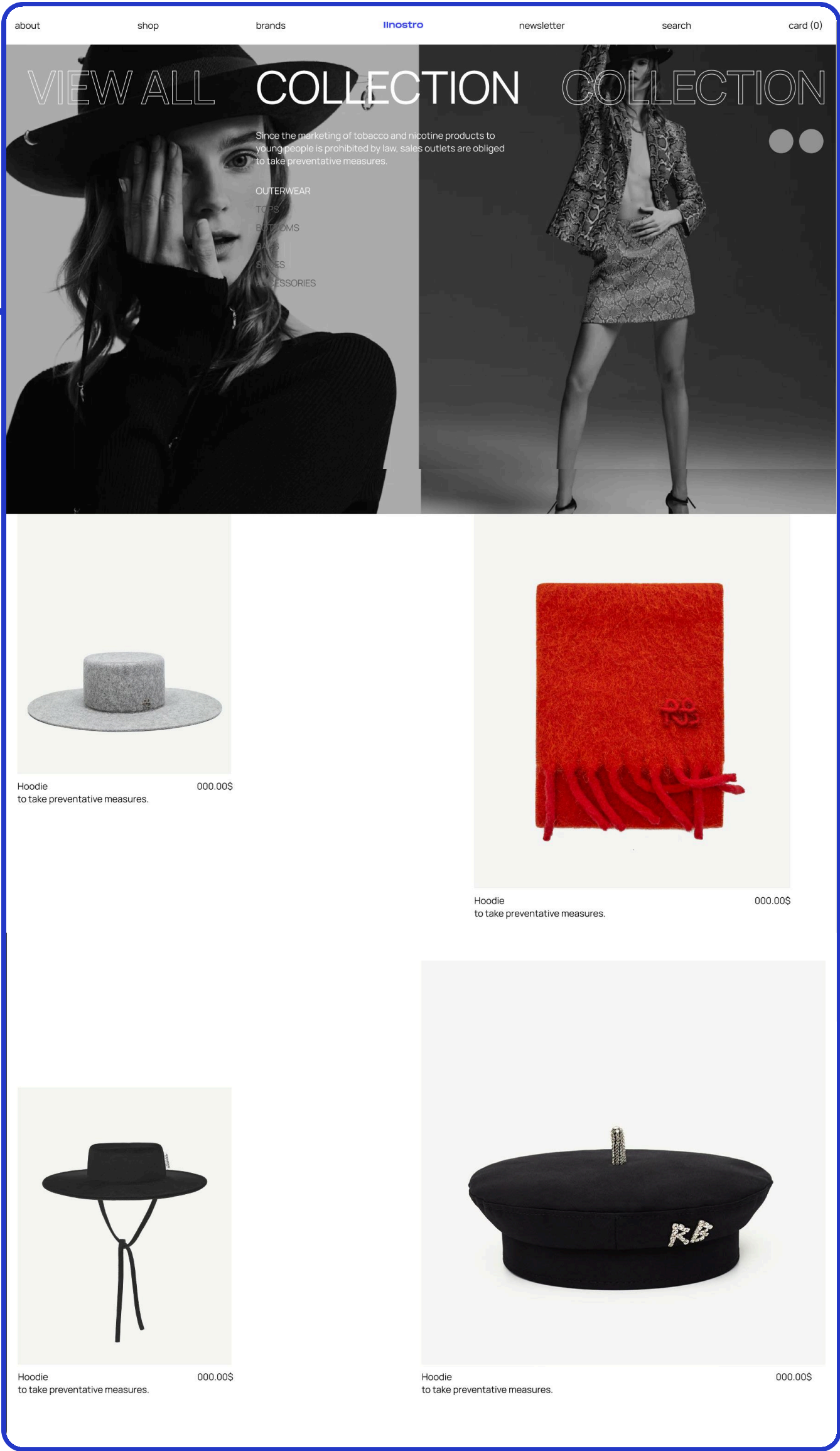
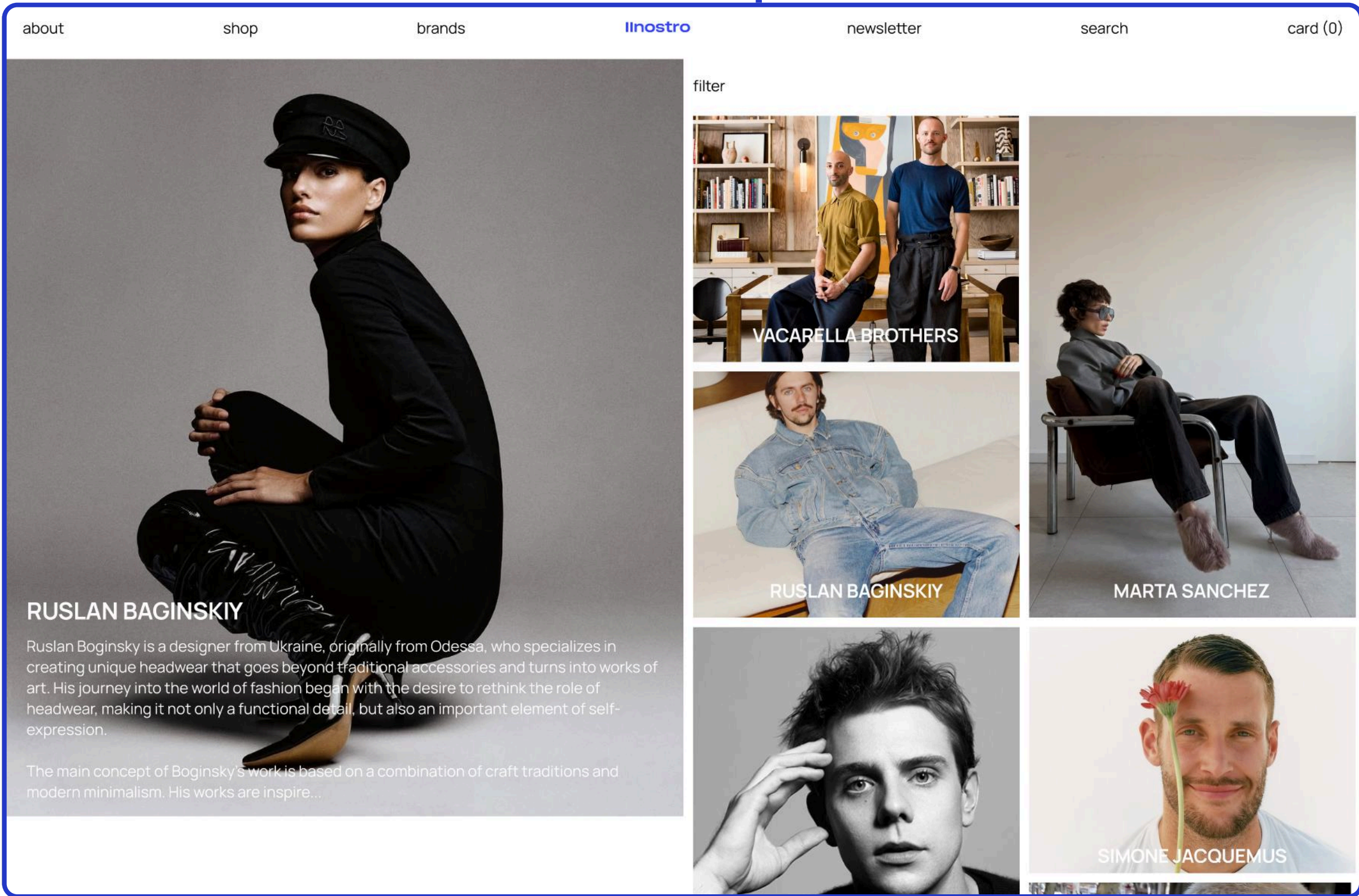


City Break Style



Designer

- Personalized page
- Designer database



PRODUCT DEVELOPMENT OF THE BOUTIQUE'S ONLINE ENVIRONMENT TAKES 1 YEAR



WE BECOME PROFITABLE FOR 14 MONTHS AFTER START DUE TO THE DIFFERENTIATION OF THE REVENUE FLOW

LUXURY CLOTHING CAGR
6,56% vs 68,8% OF START
OUR CAGR **134,7%**



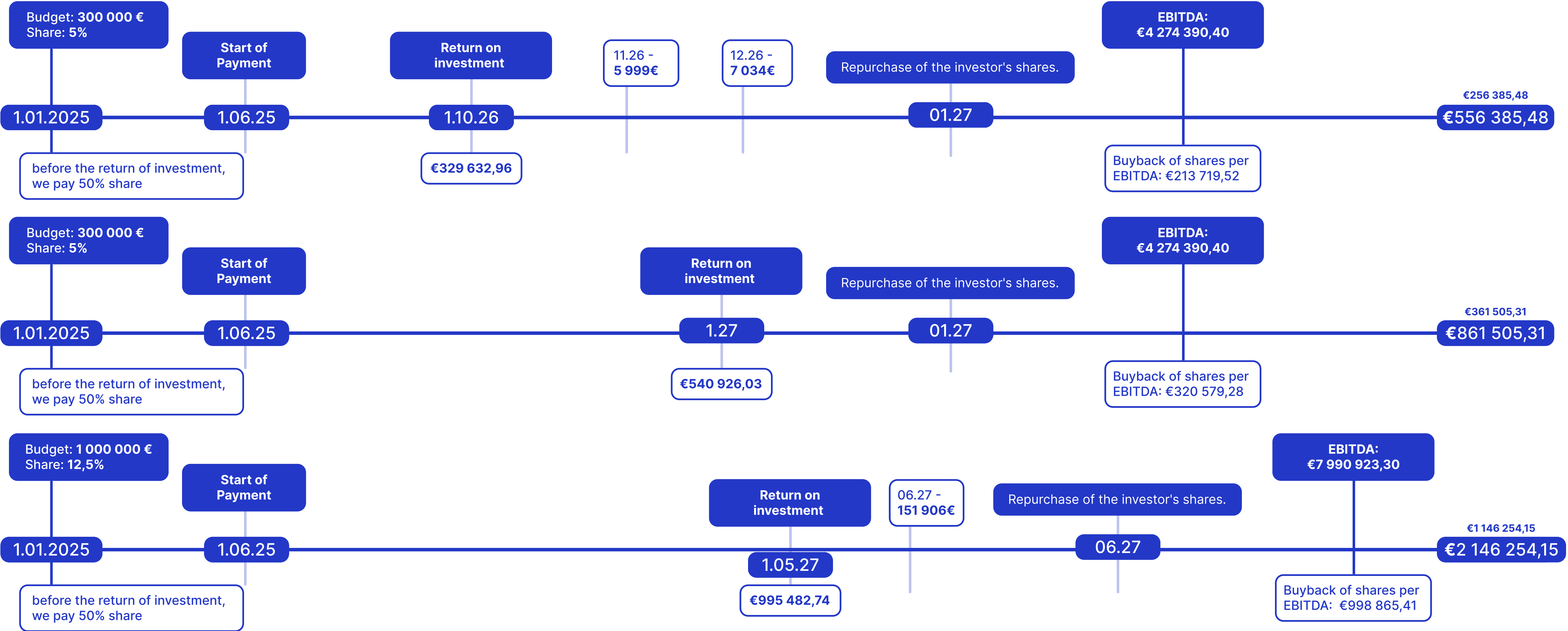
The economy becomes positive for the third year after project launch, with a margin of 10,3%

	2025	2026	2027
Revenue, mil. €	3,189	7,275	15,241
Clothes Fashion	0,451	0,806	1,456
Bags Fashion	0,603	1,211	2,436
Shoes Fashion	0,382	0,768	1,541
Accessories Fashion	0,217	0,491	1,109
Jewelry Fashion	0,244	0,552	1,248
Clothes Niche	0	0,330	0,597
Bags Niche	0	0,465	0,927
Shoes Niche	0	0,351	0,699
Accessories Niche	0	0,219	0,493
Perfumery Niche	0	0,077	0,139
Clothes Innovation	0,222	0,462	0,950
Bags Innovation	0,311	0,729	1,686
Shoes Innovation	0,210	0,493	1,138
Accessories Innovation	0,122	0,316	0,817
Operating expenses, mil. €	2,816	5,503	2,432
Personnel expenses (staff and outsourcing)	1,246	0,530	0,874
Marketing	0,288	1,754	1,424
Other operating expenses	0,370	0,654	1,257
Average margin	10,3%	24,4%	39,9%
EBITDA, mil. €	0,529	4,274	16,014

LTV = 7 513 €

SR = 2,15 %

BETWEEN €300,000 AND €1 000,000, THE INVESTOR’S SHARE IS PROPORTIONAL TO THE AMOUNT INVESTED



NOTE TO TERMS OF INVESTMENT PAYMENT

1

Accelerated share 22-29 months

In the first 22-29 months, investor share is 40% of part to accelerate its EBITDA share

2

Normal share

After the end of the accelerated payment period, the investor's share reverts to the original pro rata share

3

Payback

Time to return investment based on 22-29 share

4

Refund

This is an approximate calculation by year based on planned payments

5





Sale of shares

Estimate of possible selling price based on EBITDA multipliers

ANNEX

Il nostro

DETAILED ANALYSIS OF DIRECT COMPETITORS

	ONLINE BOUTIQUES			
	Yoox	Net-a-Porter	MyTheresa	LuisaViaRoma
Country				
Revenue 2021 yrs, mil €	-	460	581	206
Revenue 2022 yrs, mil €	72.99	423	704	250
Revenue 2023 yrs , mil €	272	696	690	300
CAGR (3 yrs), %	-	-	14.8	13.3
MAU, mil	4.4	2.9	3.3	1.8

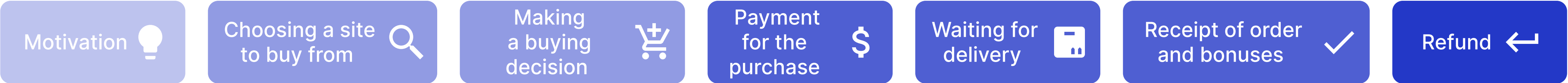
DETAILED ANALYSIS OF DIRECT COMPETITORS

ONLINE BOUTIQUES

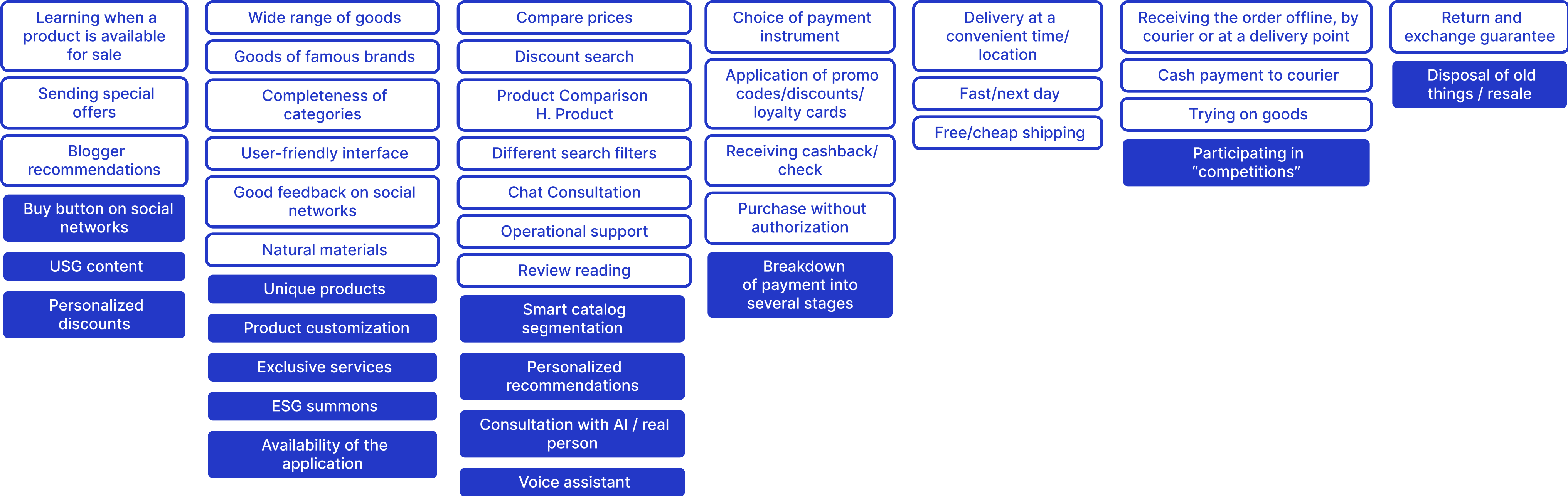
Trend functional	Yoox	Net-a-Porter	MyTheresa	LuisaViaRoma	IlNostro
Exclusive collections	✗	✗	✓	✗	✓
Social Media	✓	✓	✓	✓	✓
Your clothing line	✗	✗	✗	✗	✓
Having an app	✓	✓	✓	✓	✓
Personal assistant	✗	✗	✗	✓	✓
Platform's own currency	✗	✗	✗	✓	✓
ESG subpoena	✓	✓	✓	✗	✓

TRENDS IN E-COM ON USER CJM

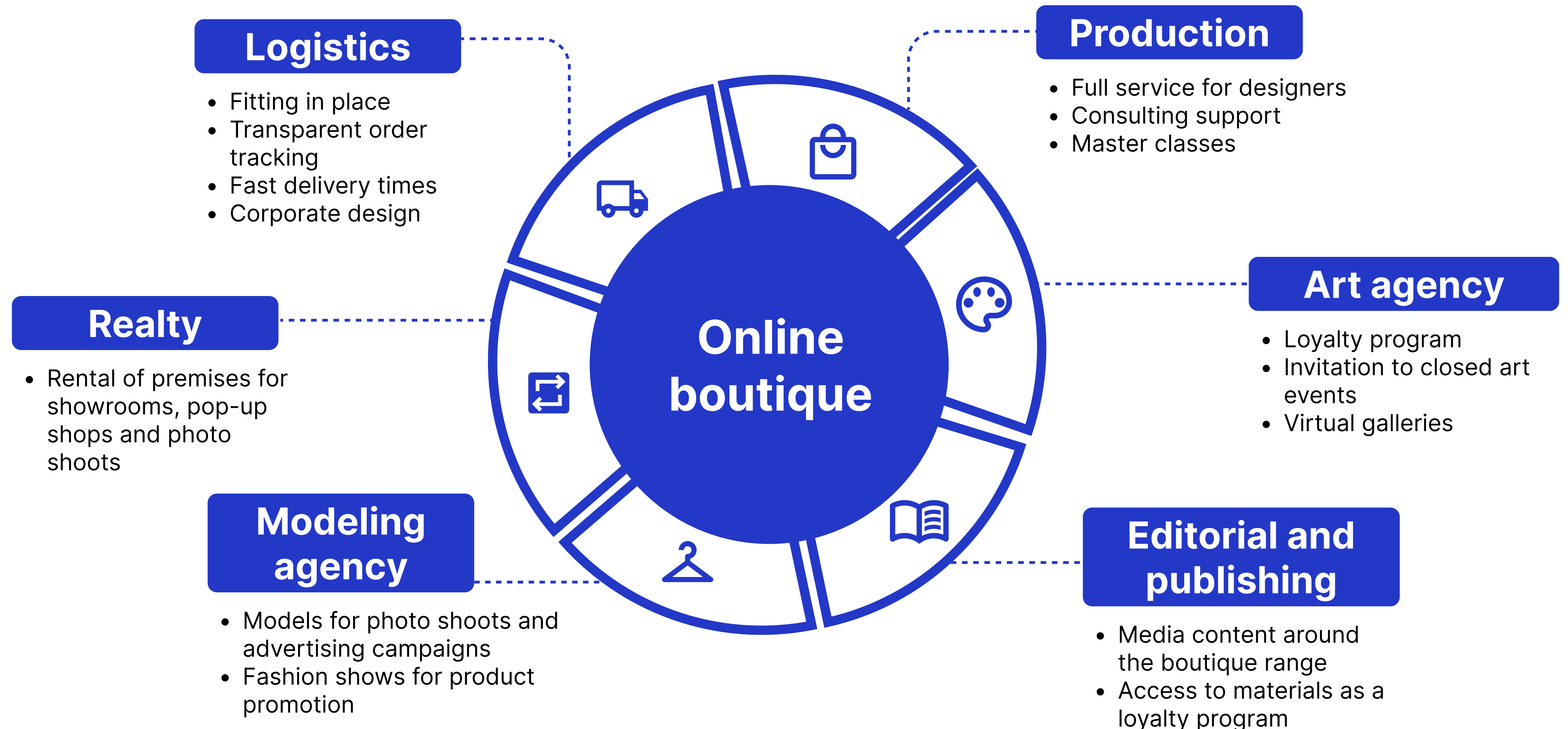
Stages of the purchase decision:



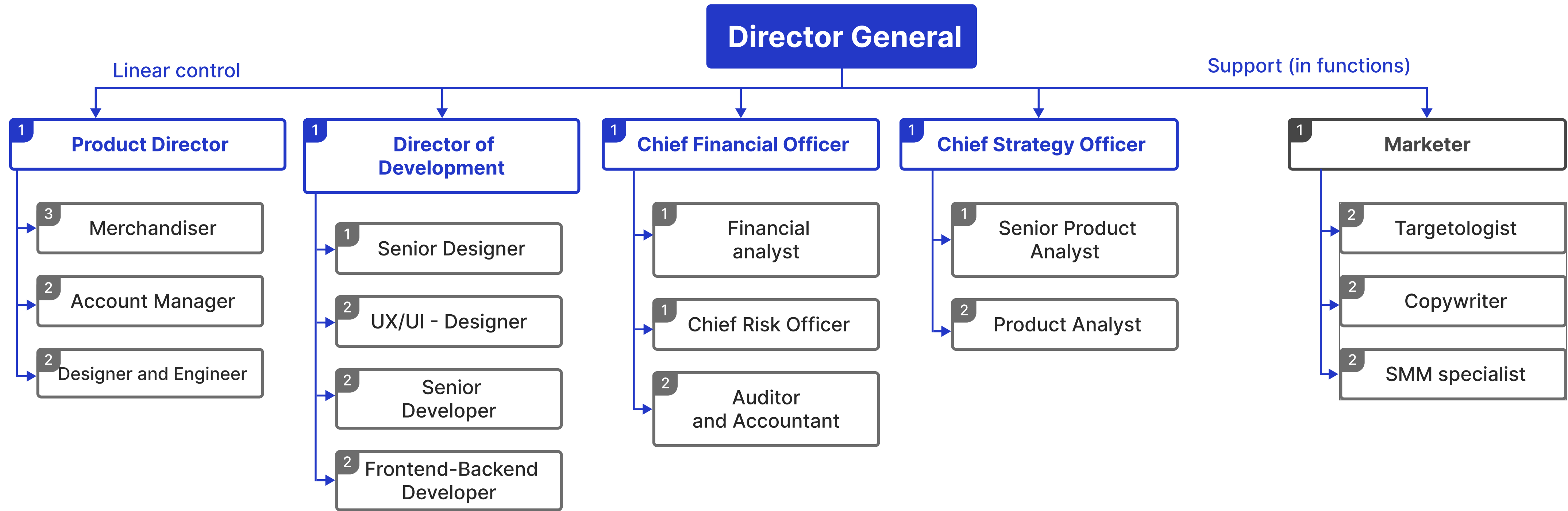
Functionality



ECOSYSTEM DEVELOPMENT COMPONENTS

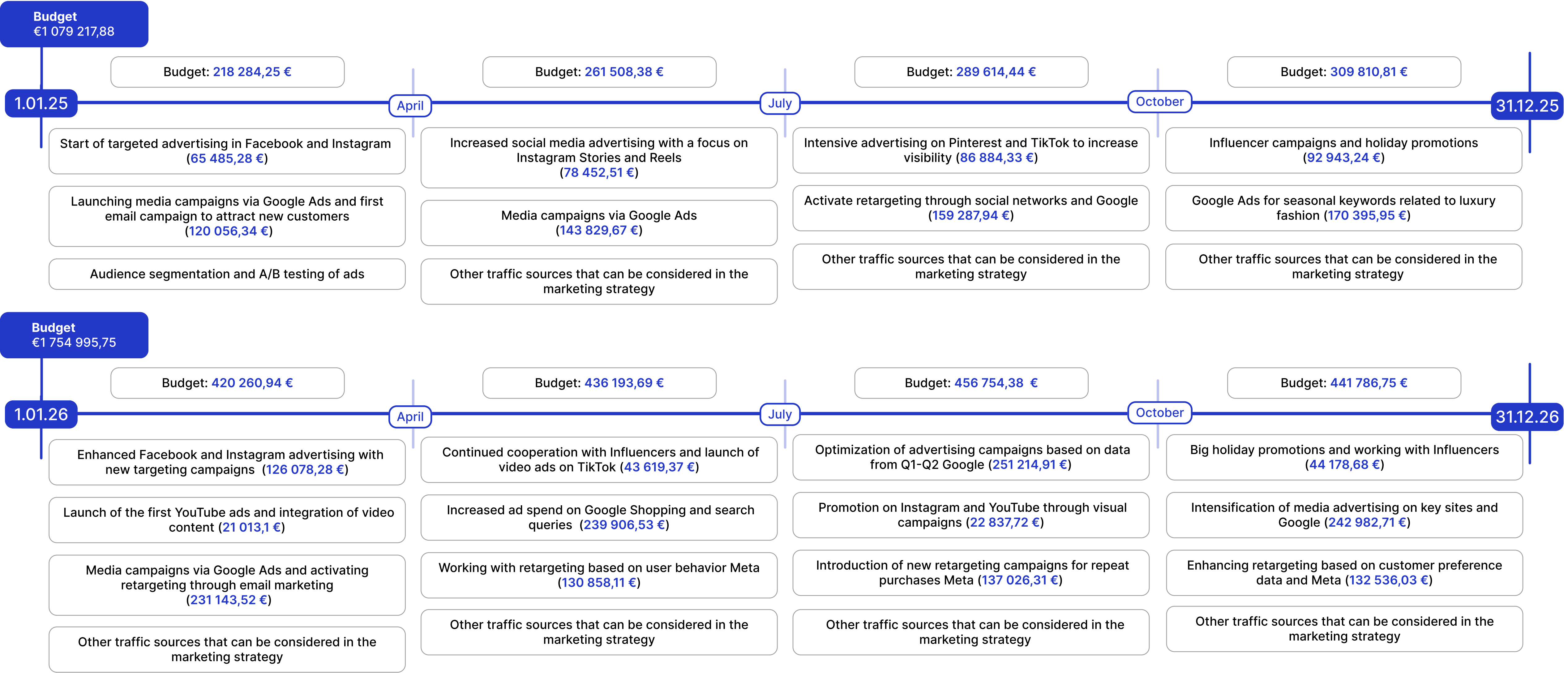


TARGETED ORGANIZATIONAL STRUCTURE: 32 POSTS

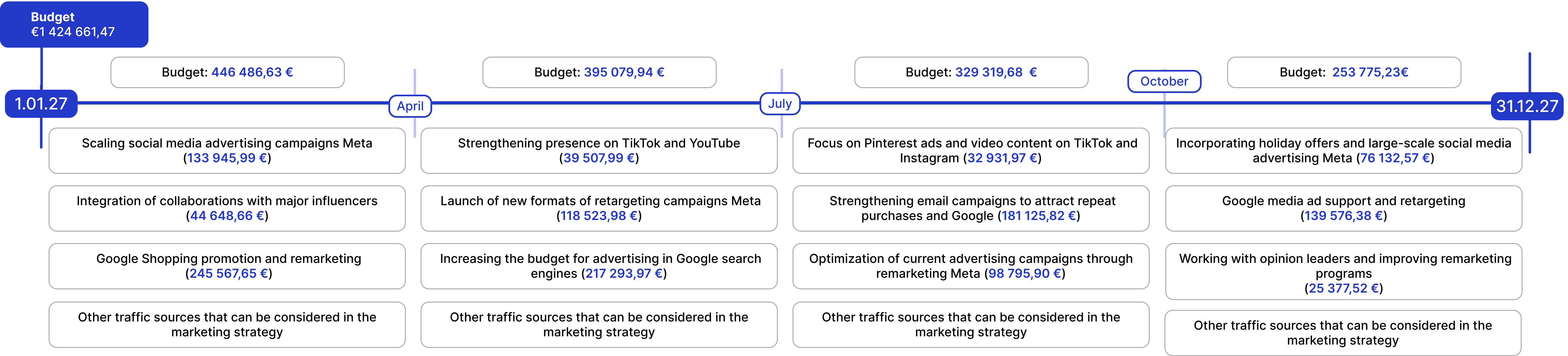


PLAN FOR ADVERTISING CAMPAIGNS AND BUDGET FOR 2025-2026

WITH DISTRIBUTION BY QUARTERS



PLAN FOR ADVERTISING CAMPAIGNS AND BUDGET FOR 2027 WITH DISTRIBUTION BY QUARTERS



CONCLUSION:

To maximize the effectiveness of advertising campaigns, the main focus in the early years is on increasing awareness through social media and targeted advertising.

By 2027, the focus shifts to conversions and customer retention through retargeting and more sophisticated campaigns based on consumer behavior analysis.