Inostro

INVESTMENT PRESENTATION
ONLINE BOUTIQUE

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



Fashion Buyers 2 mil



Creative professional

1,3 mil



Investors in the fashion industry

16 thousand

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

Difficult

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

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

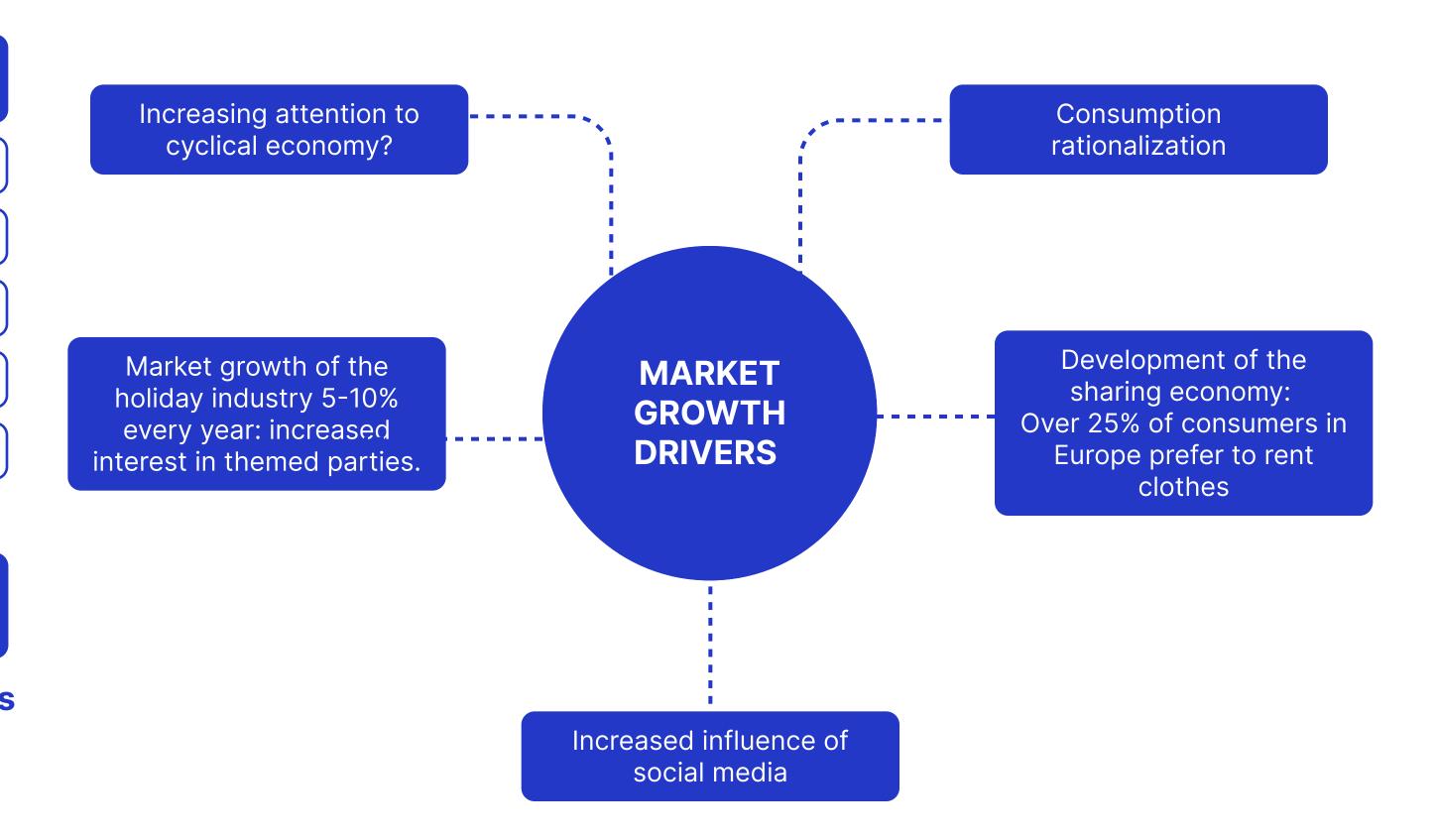
Focus on sustainable fashion

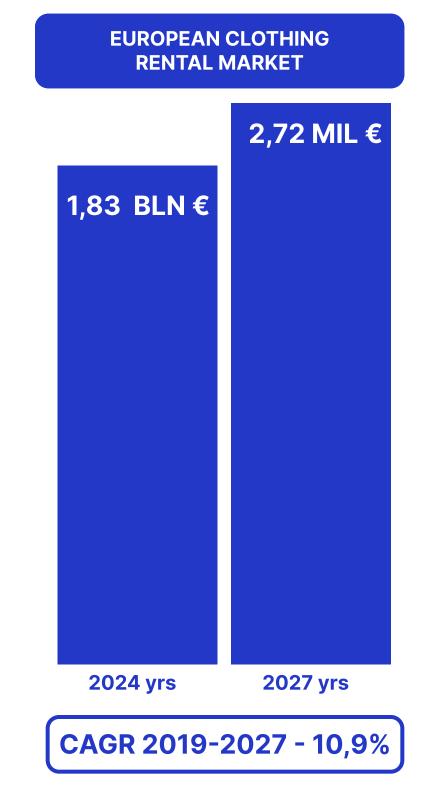
Flexibility and convenience

Assortment

TOP COMPETITOR REVENUE

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







CLOTHING RENTAL

Early adopters

Event: holiday, photo shoot

Lifestyle: minimalist, experimentalists

Professional segment: cosplayers, bloggers

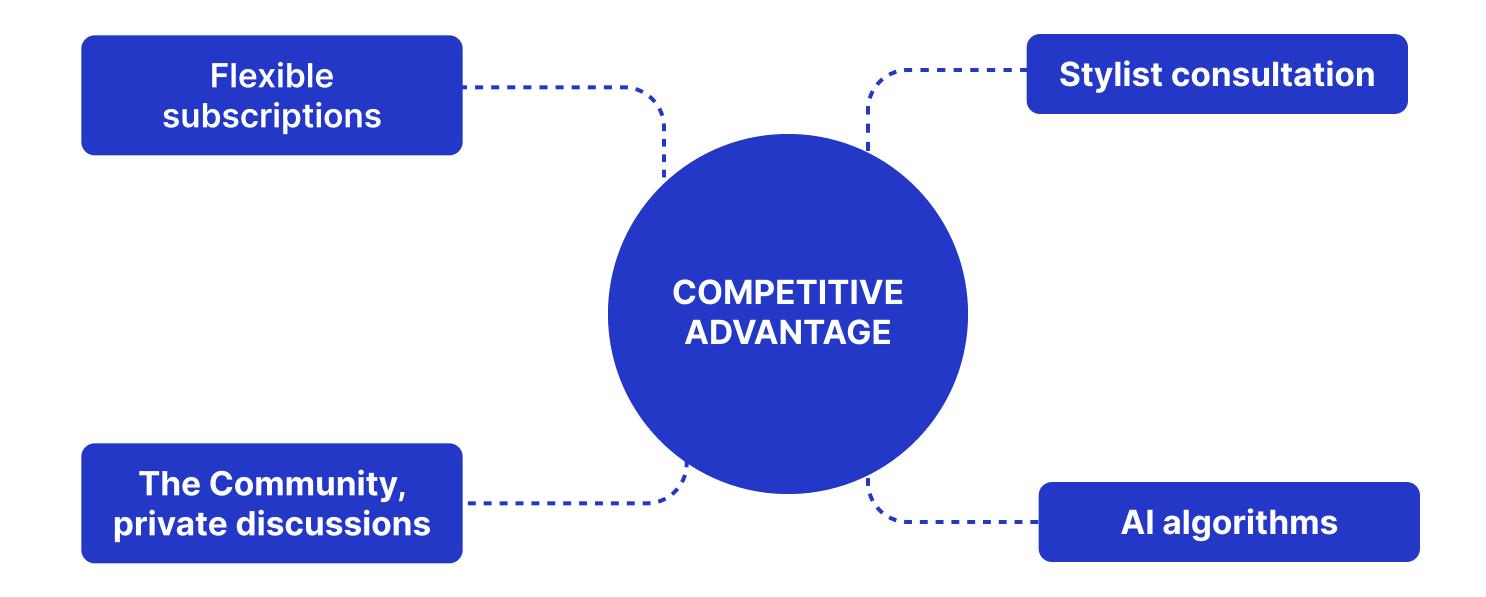
Revenue flows

One-time transaction

Subscriptions (monthly, several months from 3, yearly. Included unlimited/limited quantity of clothing.

Clothes from certain segment and etc.)

Advertising and partnerships



COMPETITORS

ONLINE STORES

VINCE. unfold



MY WARDROBE"



RENT THE RUNWAY

HURR

OFFLINE STORES

BOROW

SELFRIDGES & GO

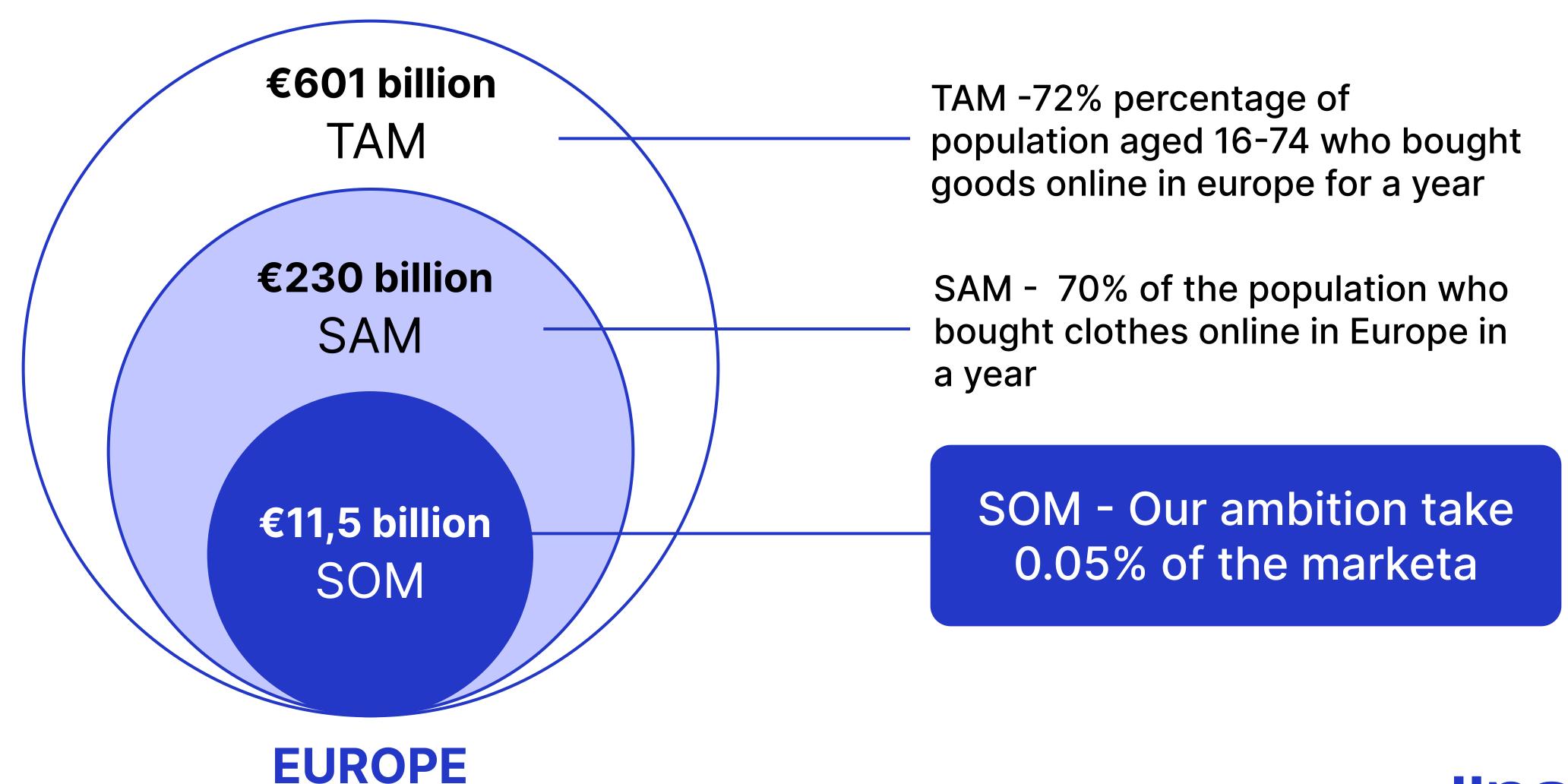
RENTAL

CLASSIFIED





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

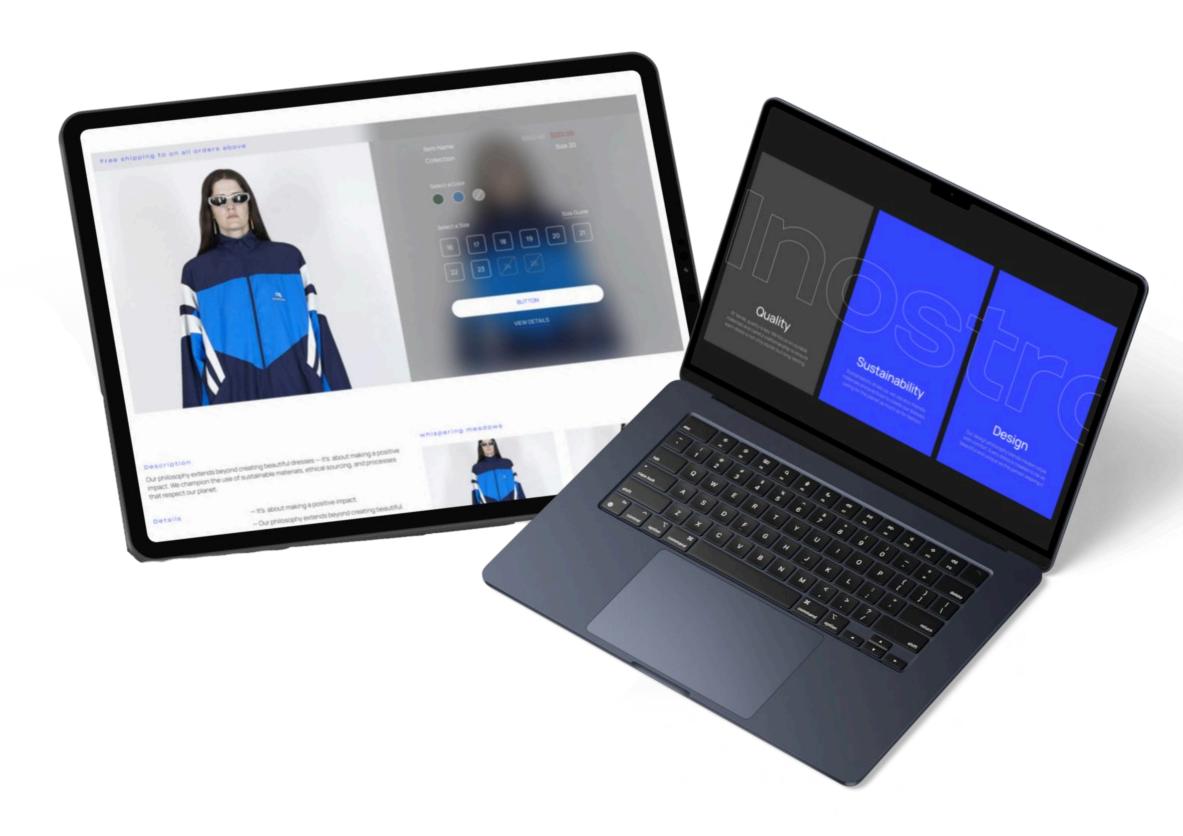
75% customers are willing to spend more with quality service

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

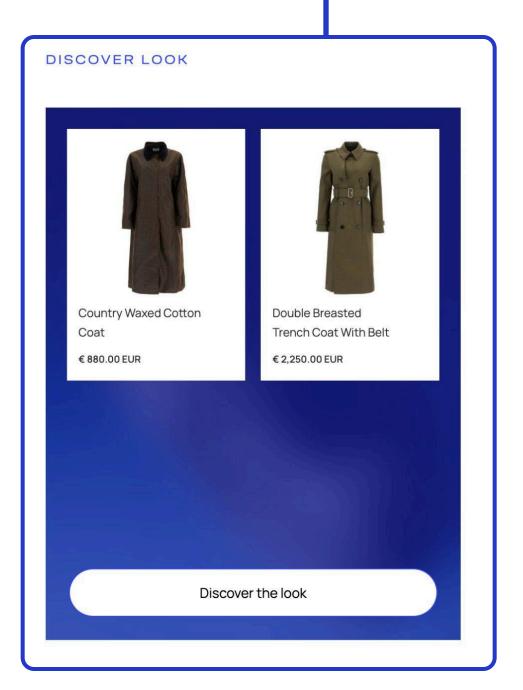


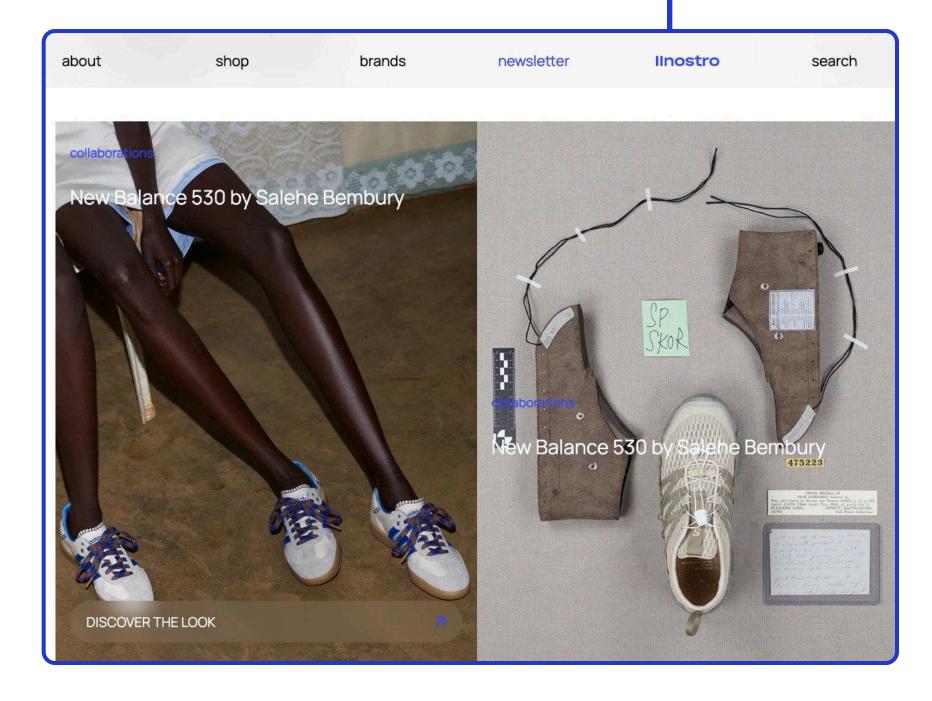
WITH OUR ADVANCED FUNCTIONALITY/OUR BUSINESS MODEL, WE CLOSE THE PROBLEMS OF OUR TARGET AUDIENCE



User

- Compilations of ready-made meaning sets
- A feed of current news and events from the editorial staff
- → Pre-order system in the news feed

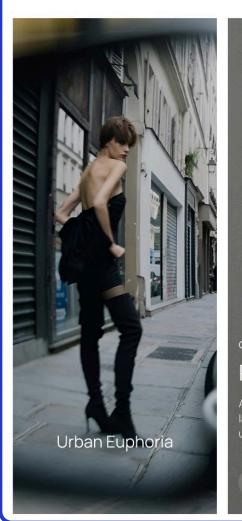


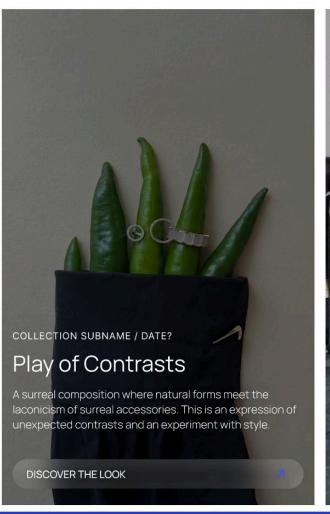


COLLECTIONS

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

Annex





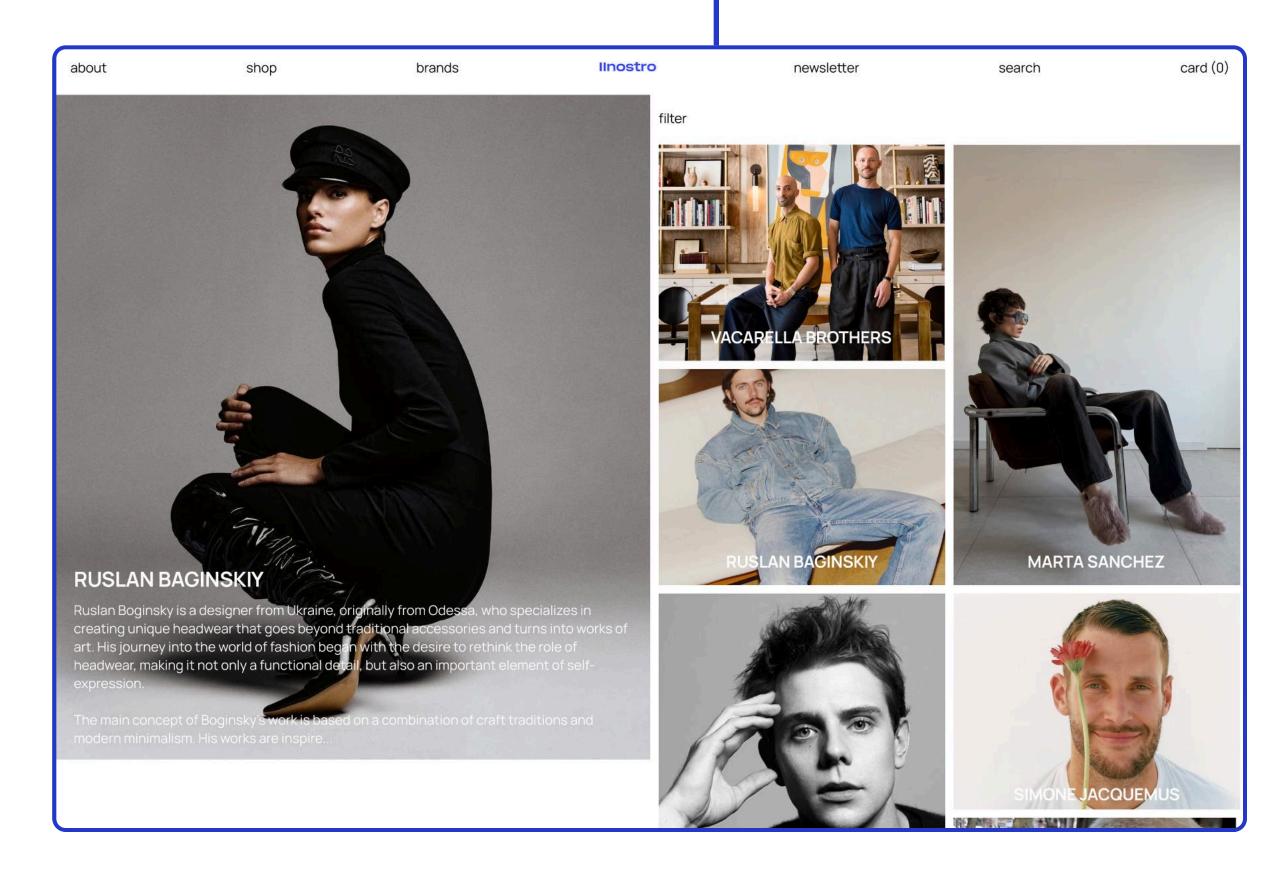


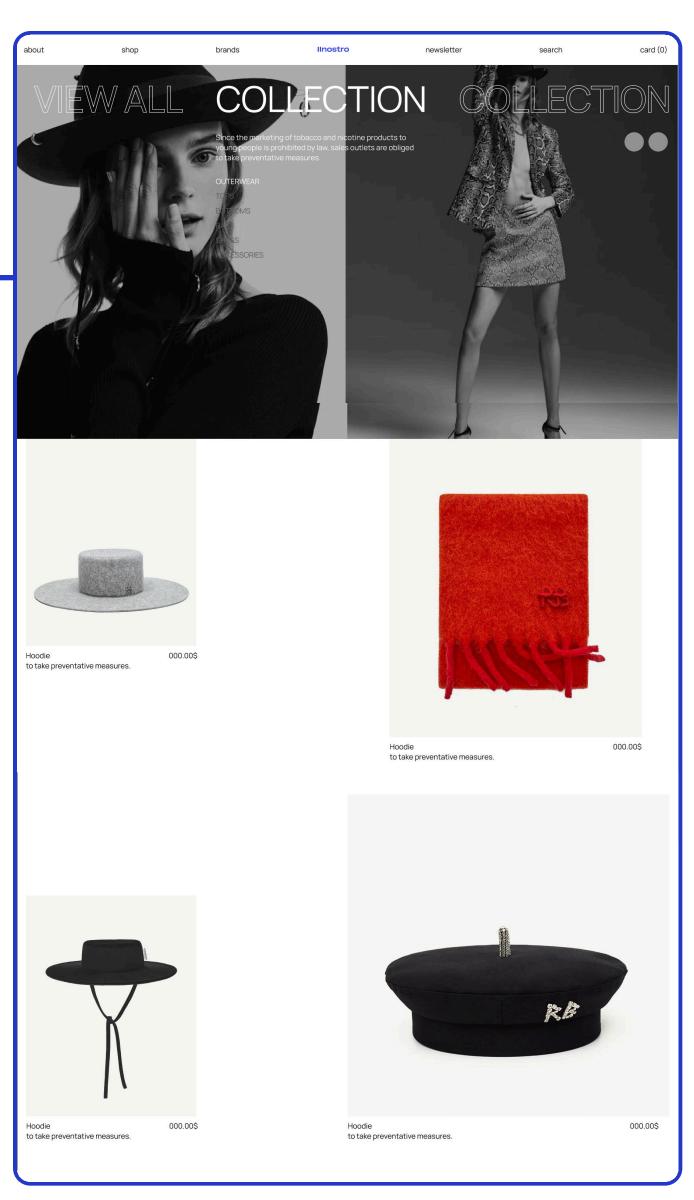




Designer

- Personalized page
- Designer database

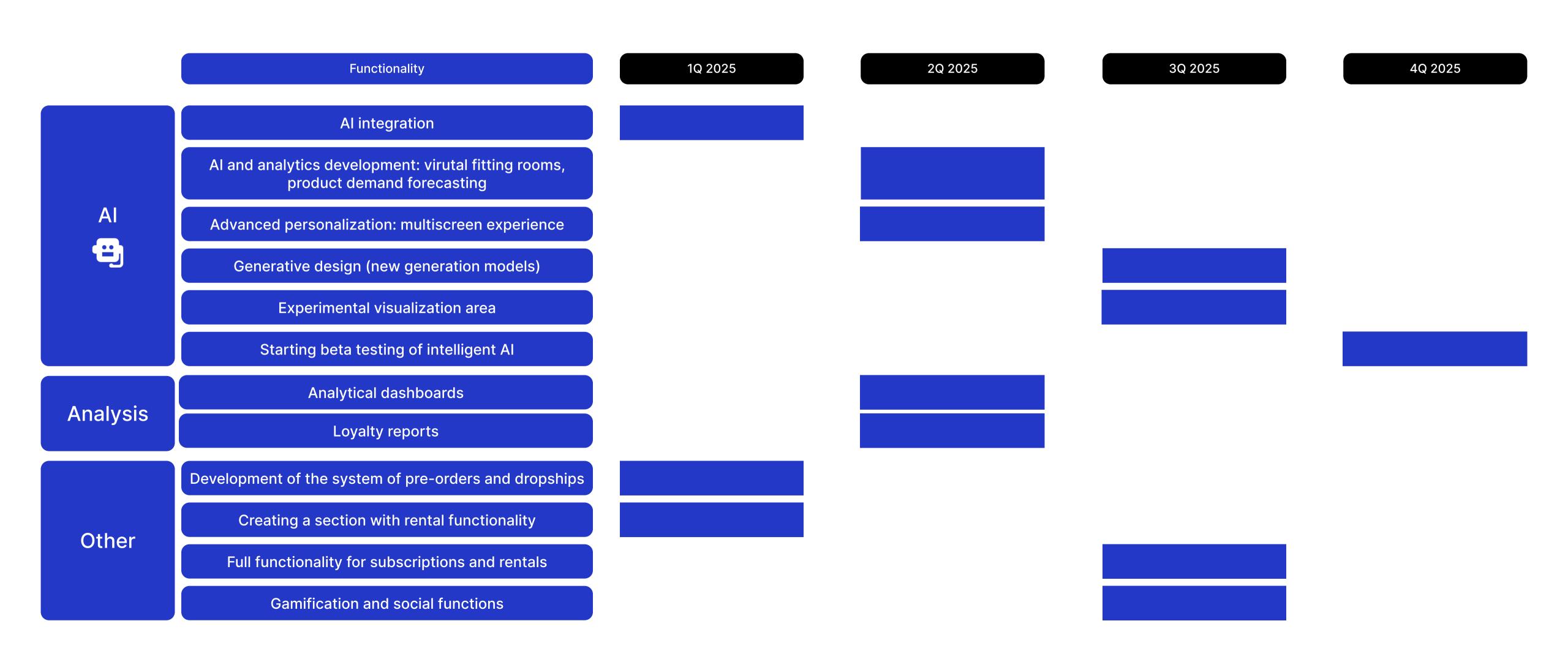




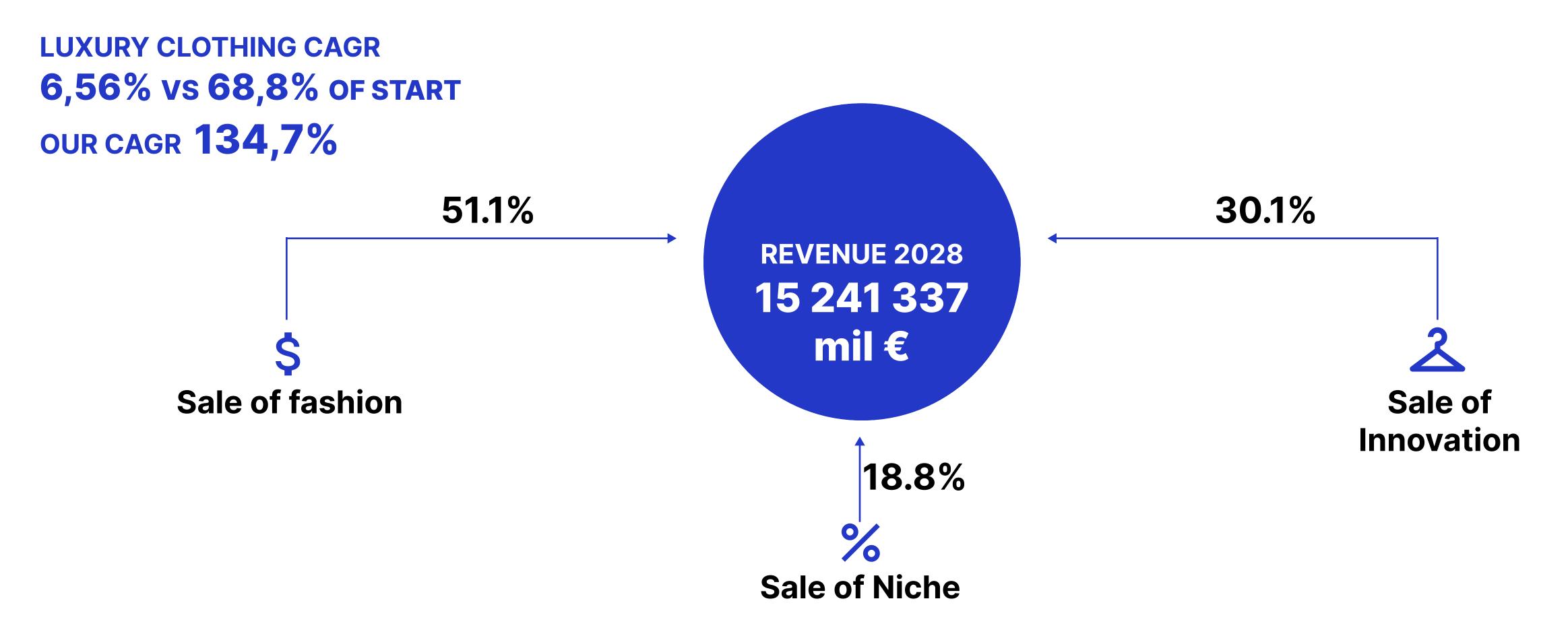


Annex

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





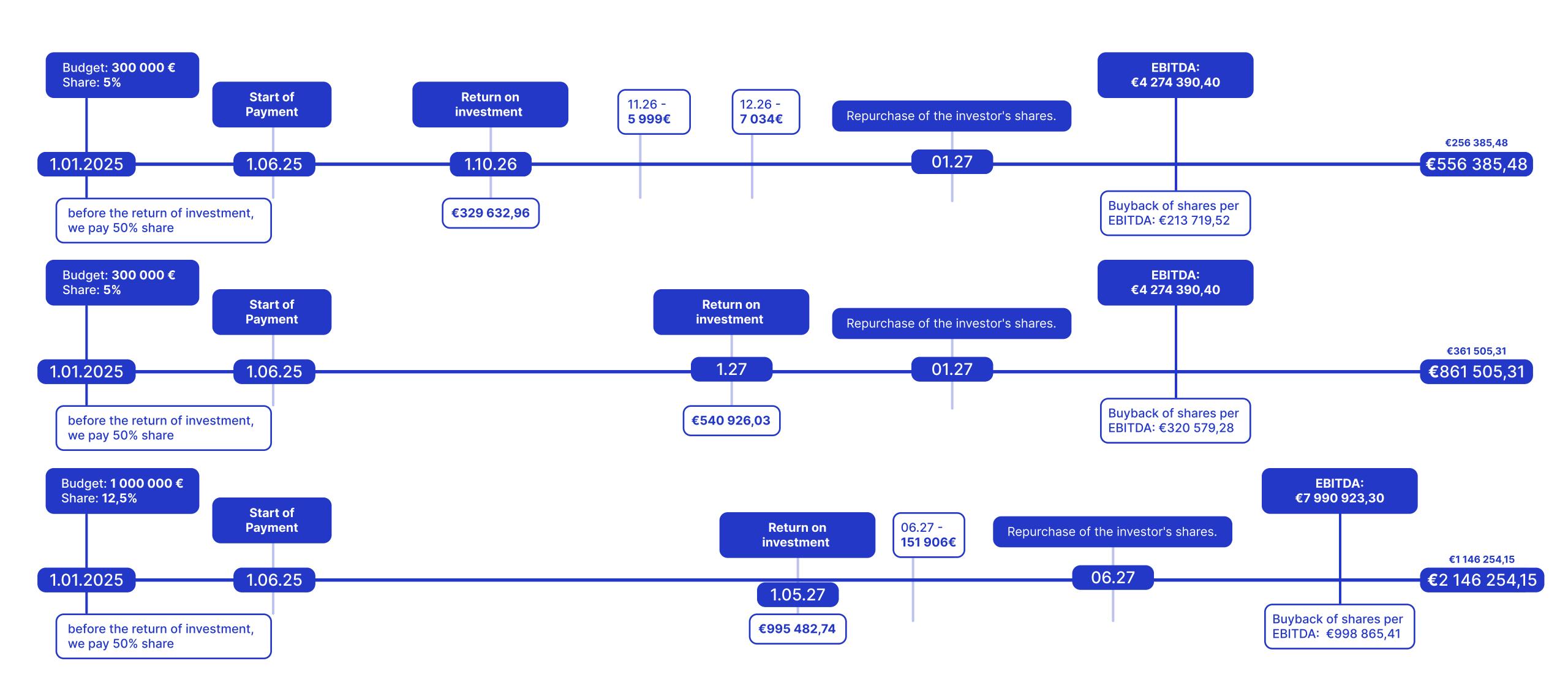
The economy becomes positive for the third year after project launch, with a margin of 10,3%

	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	O	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



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	IINostro
Exclusive collections	X				
Social Media					
Your clothing line	X				
Having an app					
Personal assistant	×	×	×		
Platform's own currency	X				
ESG subpoena				×	



TRENDS IN E-COM ON USER CJM

Stages of the purchase decision:



Choosing a site to buy from

Making a buying decision



Payment for the purchase

Choice of payment

instrument

Application of promo

codes/discounts/

loyalty cards

Receiving cashback/

check

Purchase without

authorization

Breakdown

of payment into

several stages

Waiting for delivery

Receipt of order and bonuses

Refund \leftarrow

Functionality

Learning when a product is available for sale Sending special

Blogger

recommendations

offers

Buy button on social networks

USG content

Personalized discounts

Wide range of goods

Goods of famous brands

Completeness of categories

User-friendly interface

Good feedback on social networks

Natural materials

Unique products

Product customization

Exclusive services

ESG summons

Availability of the application

Compare prices

Discount search

Product Comparison H. Product

Different search filters

Chat Consultation

Operational support

Review reading

Smart catalog segmentation

Personalized recommendations

Consultation with AI / real person

Voice assistant

Delivery at a convenient time/ location

Fast/next day

Free/cheap shipping

Receiving the order offline, by courier or at a delivery point

Cash payment to courier

Trying on goods

Participating in "competitions"

Return and exchange guarantee

> Disposal of old things / resale



the boutique range

loyalty program

Access to materials as a

Ilnostro

ECOSYSTEM DEVELOPMENT COMPONENTS

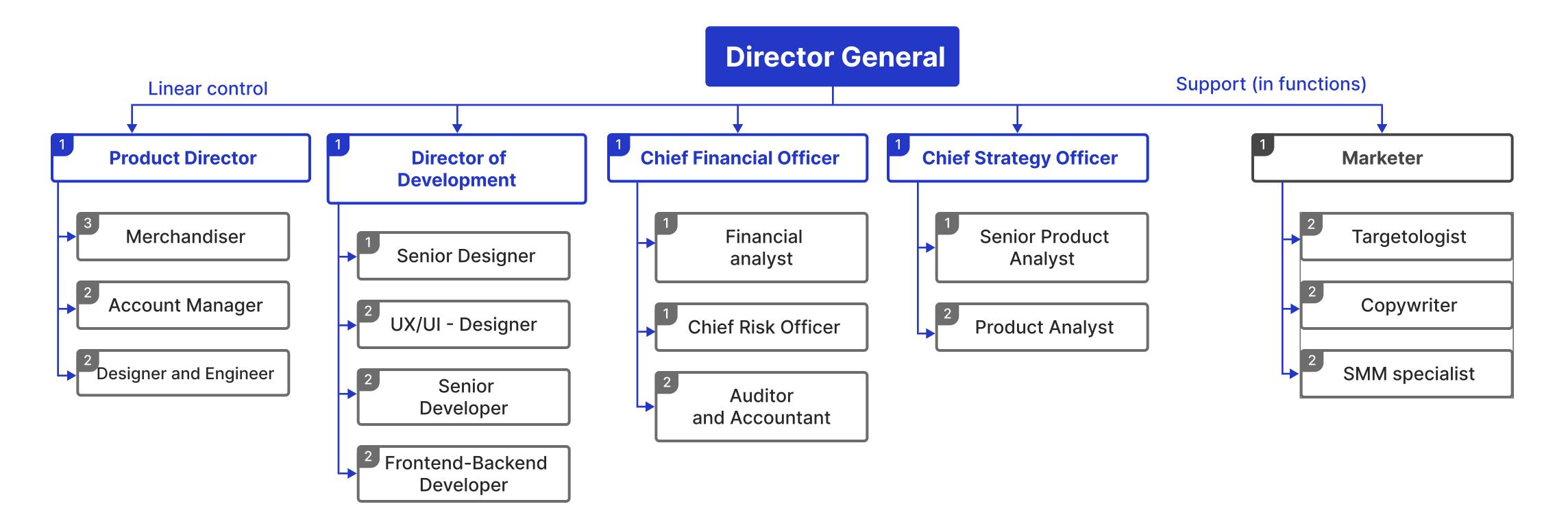
Fashion shows for product

promotion

shoots

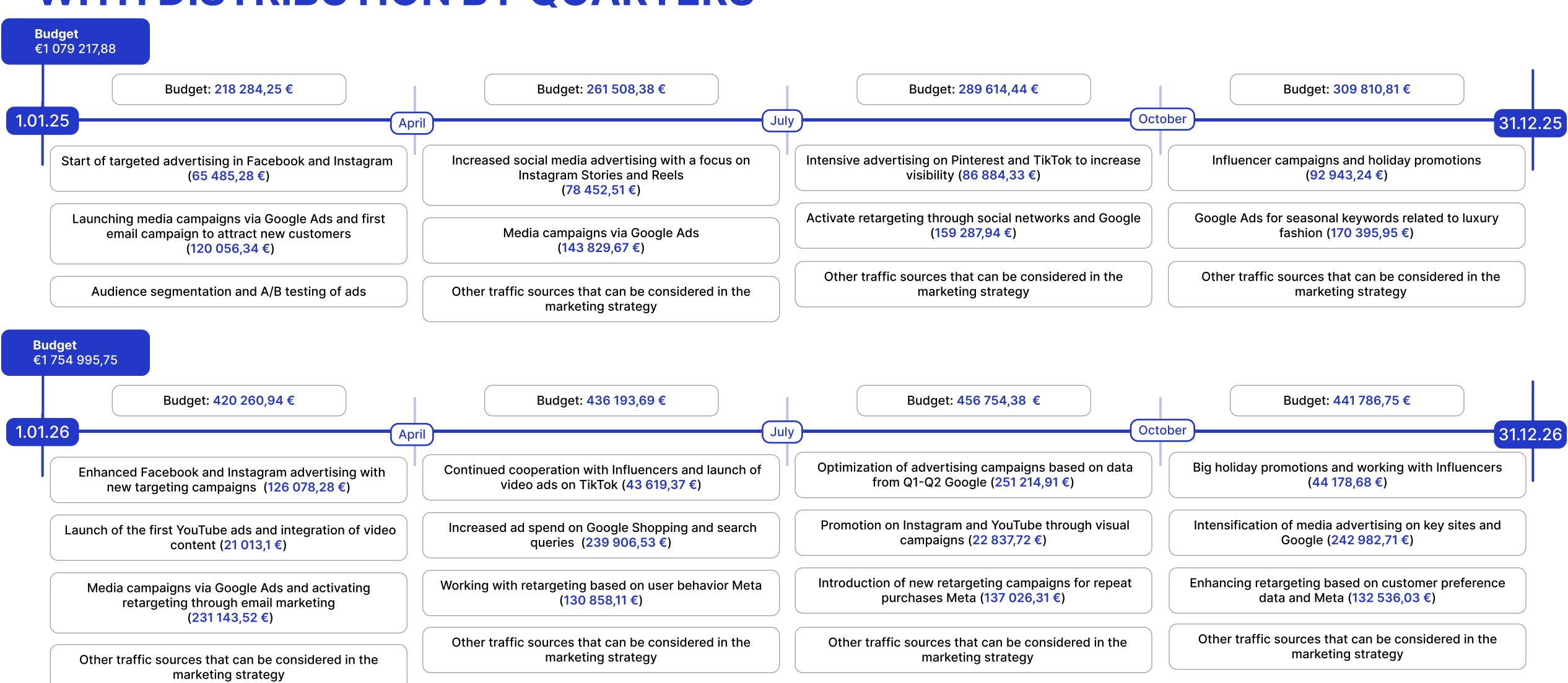
Production Logistics • Full service for designers • Fitting in place Consulting support Transparent order P Master classes tracking Fast delivery times Corporate design **Art agency** Realty Online Loyalty program Invitation to closed art • Rental of premises for boutique events showrooms, pop-up Virtual galleries shops and photo Modeling **Editorial and** agency publishing Models for photo shoots and Media content around advertising campaigns

TARGETED ORGANIZATIONAL STRUCTURE: 32 POSTS

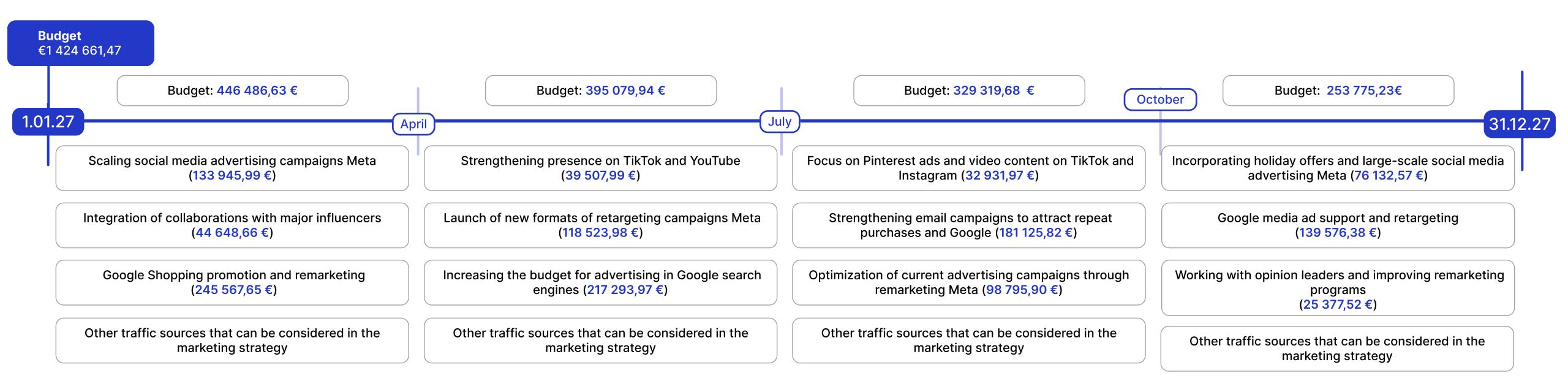




PLAN FOR ADVERTISING CAMPAIGNS AND BUDGET FOR 2025-2026 WITH DISTRIBUTION BY QUARTERS



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.

