# RESTOQUE

LE LIS BLANC

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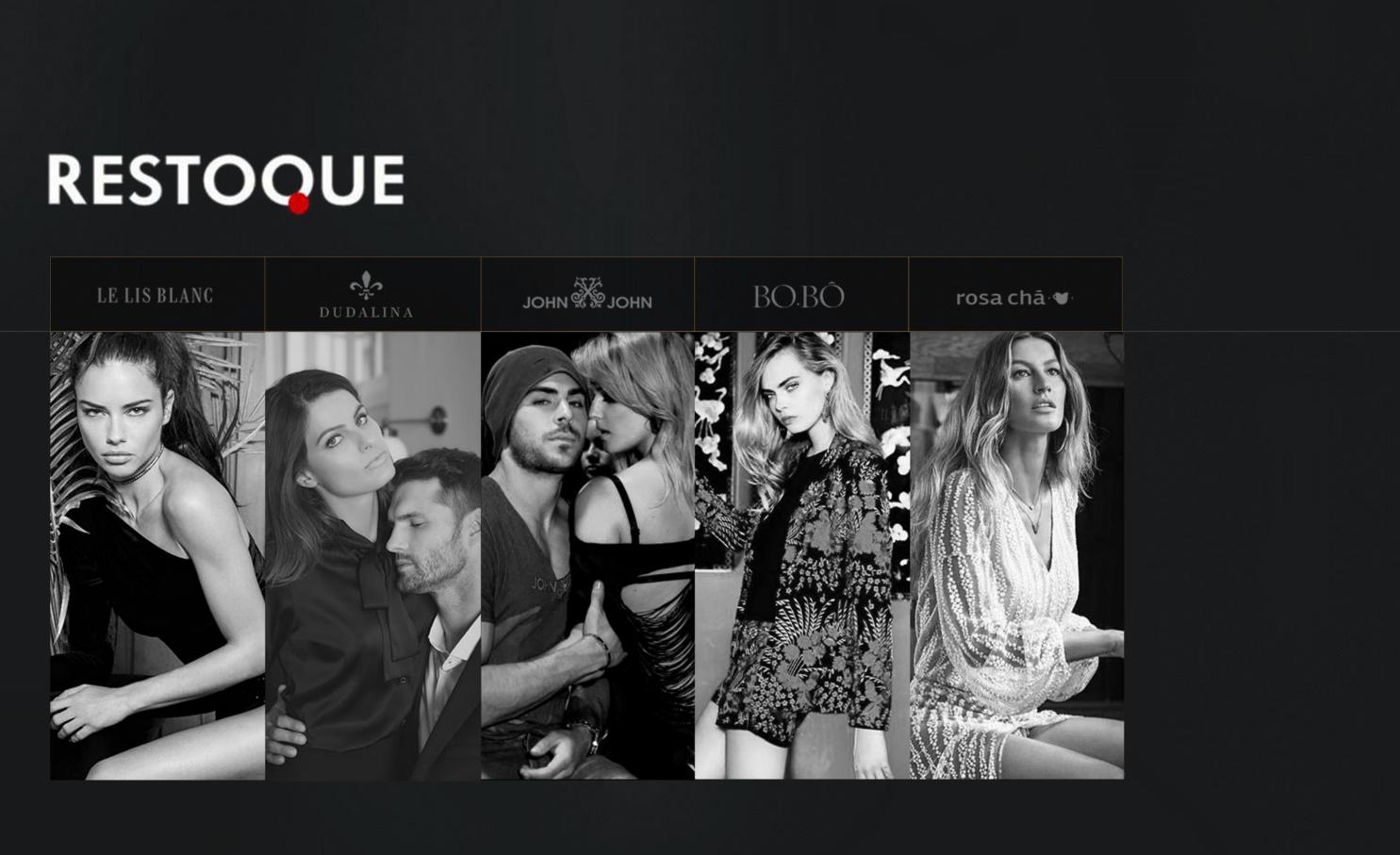


rosa chā 🖤

BO:BÔ

#### INDIVIDUAL

#### H BASE JEANS



## AGENDA

# RESTOQUE



# RESTOQUE

Founded in **1982**, Restoque is a leading Brazilian fashion group **that owns and operates the most iconic brands in the country.** 

Restoque brands are known to offer to its clients an exclusive product **mix and unique customer experience.** 

Headquartered in São Paulo, the Company operates 7 brands, 286 retail stores, 4 sales channels, 3 industrial facilities, 2 warehouses, a sales office in New York and has annual sales of ~USD 550MM.

The Company operates a **diversified sales channel platform** and has a solid footprint across the most premium retail locations in Brazil and a **growing international presence in more than 10 countries**.

The Company is publicly traded in Brazil's Stock Exchange, has an experienced management and solid shareholders base.



# KEY FIGURES 2017

### 7 leading brands

+286 owned stores located at the most premium retail locations

+6,000 employees

+5,000 wholesale clients

### **5** Online stores

~ \$550MM sales

### COMPANY TIMELINE

#### EARLY STAGE

1982 • 1988

**Restoque** is founded in São Paulo, Brazil, and operates as a premium multibrand retailer

Restoque launches Le Lis Blanc brand, offering a unique concept focused on fashion for women with high purchasing power

Le Lis Blanc first flagship store is opened at the most premium Brazilian mall and quickly becomes a success

LE LIS BLANC GROWTH

1998 • 2008

Le Lis Blanc expands its product portfolio, sales channels and geographic footprint

Acquisition of **Bo.Bô** 

**IPO & BRAND** DEVELOPMENT

2008 • 2014

Restoque goes public (IPO) at **Brazil Stock** Exchange

Acquisition of Rosa Chá

Acquisition of John John

Incorporation of **Dudalina**, the most recognized brand of high-end shirts in Brazil with ~4,500 point of sales, 74 own stores and **5 production facilities** in Brazil

IPO / 7 brands

1 Brand

33 stores

#### CONSOLIDATION & **INTERNATIONAL EXPANSION**

2015 • 2017

Restoque successfully integrates Dudalina operations and consolidates its position as a market leader

**Restoque** increases its presence in International markets

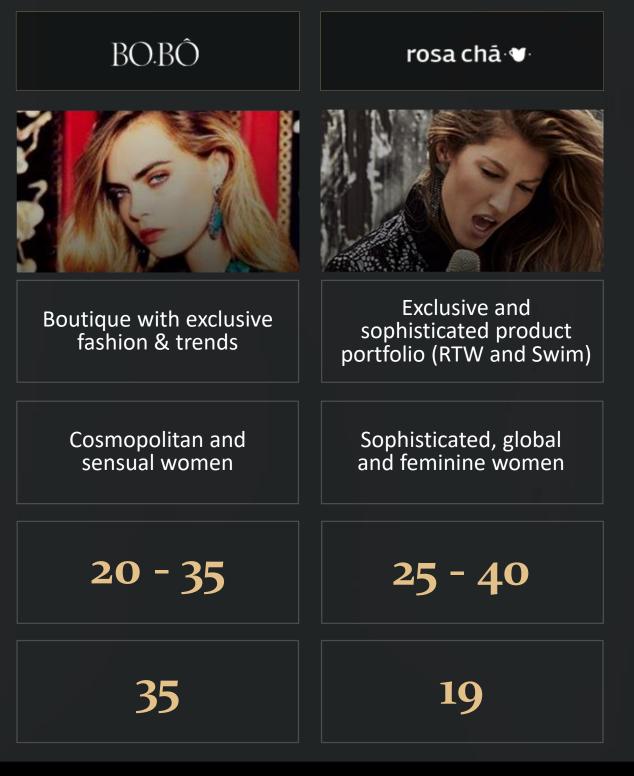
**Restoque** opens its office in New York

Launching of **Omnichannel Platform** 

286 Stores

# COVERING THE WHOLE ASPIRATIONAL FASHION APPAREL & ACCESSORIES SPECIALTY RETAIL UNIVERSE IN BRAZIL

		LE LIS BLANC	DUDALINA	иног
☆	VALUE PROPOSAL	One-stop shop / multi occasion, sophisticated, high quality & fair price	High-end dress shirts for both men and women	Streetwear RTW & casual apparel with a denim DNA
đ	TARGET CUSTOMERS	Modern women from a broad age group	Traditional and elegant women and men	Edgy women and men with an active urban lifestyle
0	AGE PROFILE (YEARS)	35 - 55	30 - 50	20 - 35
0	# STORES	99	78	55



## OUR COMPETITIVE ADVANTAGES

### Unique customer experience

The most premium fashion brands portfolio in Brazil

High quality and exclusive products with a unique customer experience

Outstanding marketing campaigns with top celebrities resulting in solid media presence

# Solid presence and diversified business model

**Strong presence** in the most premium retail hubs across a variety of sales channels

Diversity of brands, products, suppliers, customers and geography

Business model with **solid financial metrics** 



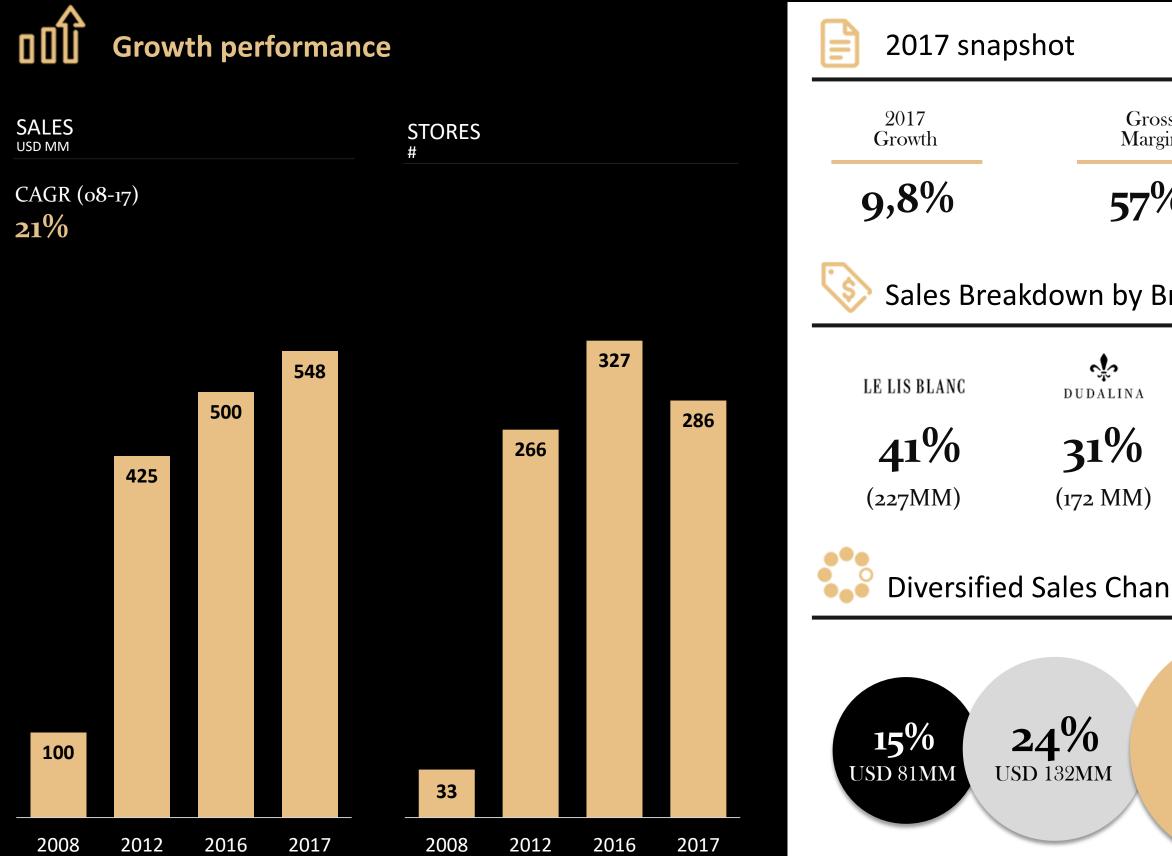
### Solid management and growth track record

**Experienced management** team and strong corporate governance

**Proven experience** in acquisitions and ability to develop new brands

**Reliable capacity** to expand and optimize store operations

### GROWTH PERFORMANCE AND OPERATIONAL HIGHLIGHTS



s in	Ebitda Margir	1	Same store-sales			
6	21%		13,4%			
Brand (2017)						
лног	ЛОНИ	BO:BÔ	rosa chā 🖤			
17%	6	8%	3%			
(90 MI	M)	(42 MM)	(17 MM)			
nel (2017)						
		Retail				
<b>61%</b> USD 335MM		Wholesa	le			
		Others (0	Dutlet and Online)			

## GLOBAL FOOTPRINT

9

# Brazil

286 stores including all regions
2 industrial facilities
2 warehouses
+5,000 wholesale clients



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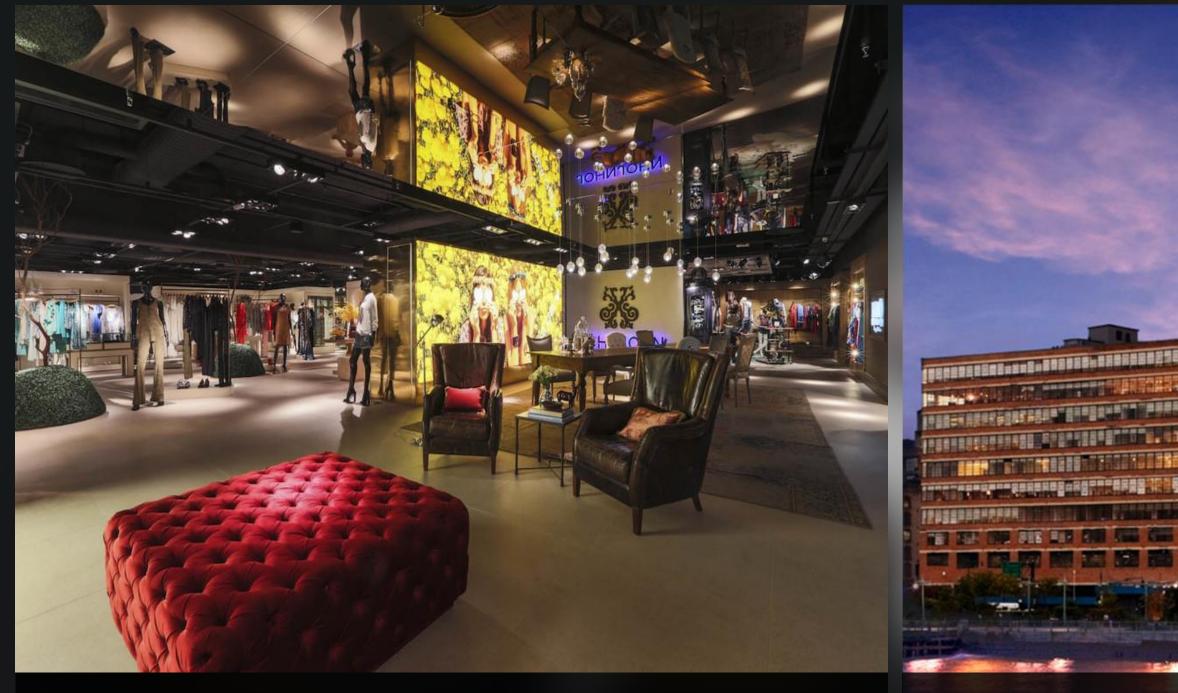
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# 28 international stores2 showrooms - NY & Milan

+20 wholesale clients



## GLOBAL FOOTPRINT

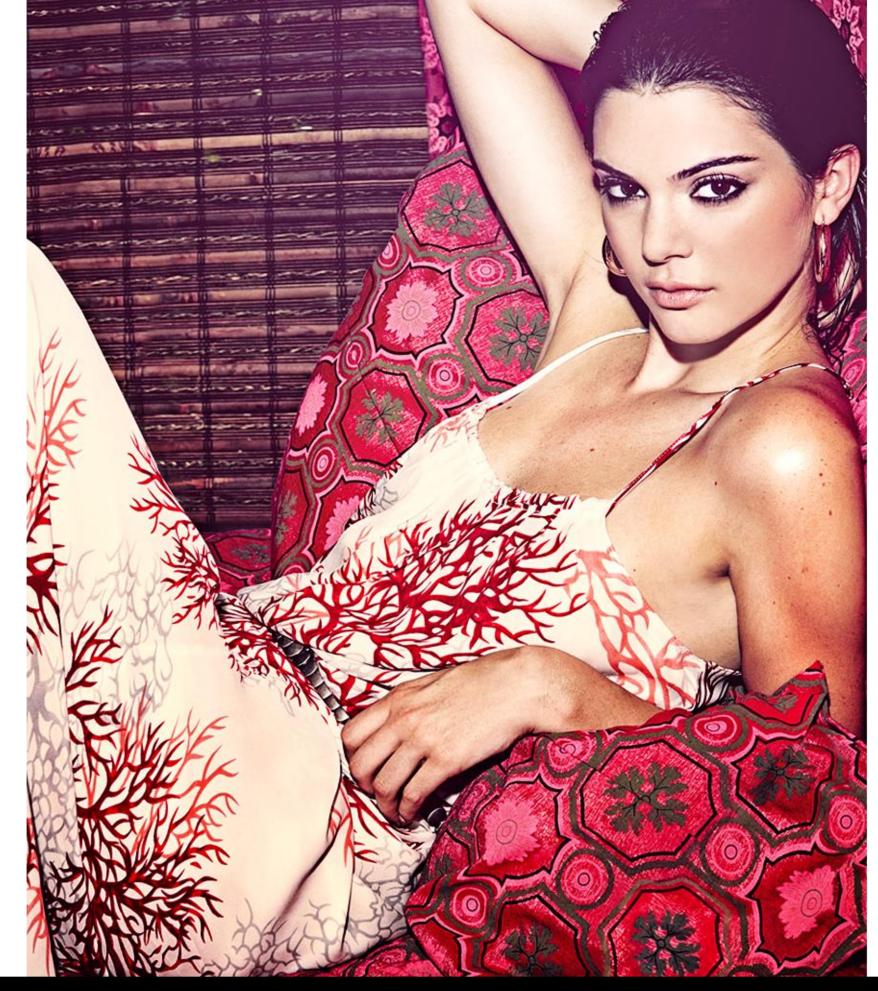


SHOWROOM BRAZIL

São Paulo

#### SHOWROOM USA

New York, NY



One-Stop-Shop experience for a modern woman



Founded **30 years ago**, Le Lis Blanc is one of the most iconic and traditional high-end fashion brands in Brazil

Le Lis Blanc offers a broad and exclusive product portfolio ranging from clothing to home decor to a women from 30 to 55 years old with high purchasing power and modern lifestyle

The stores are located on **the most premium retail locations** and offer unique layout and architecture, client service and shopping experience

The brand owns 99 stores in Brazil and annual sales of **~USD 227MM** 

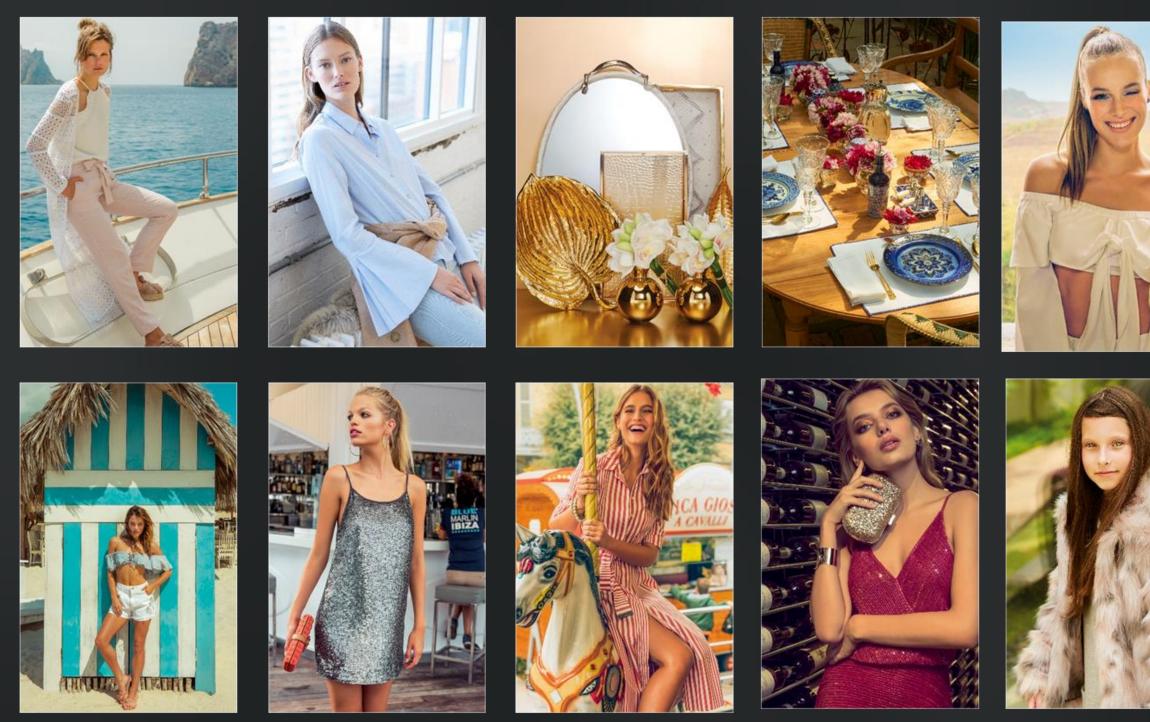
Le Lis Blanc is the women's upper class **favorite brand in Brazil** for more than 20 years (1)

# Stores —

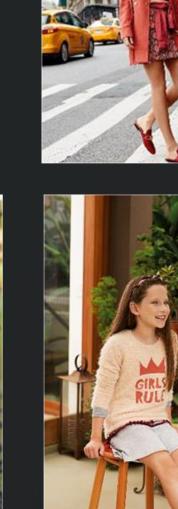
Sophisticated architecture design and visual merchandising allied with a outstanding client service and exclusive shopping experience



## PRODUCT MIX







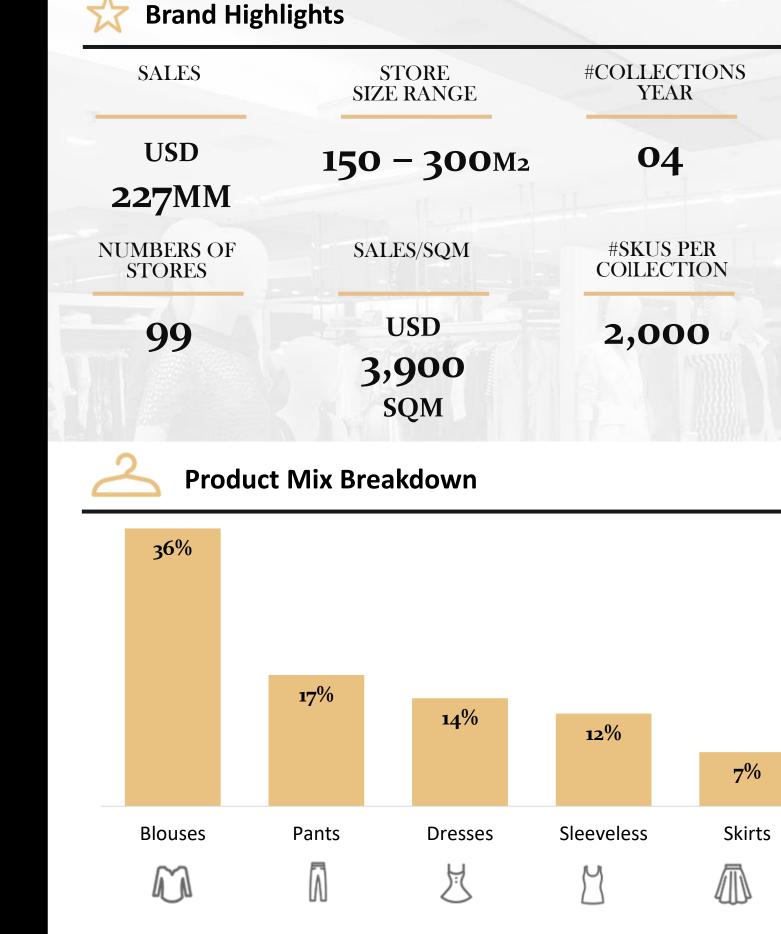
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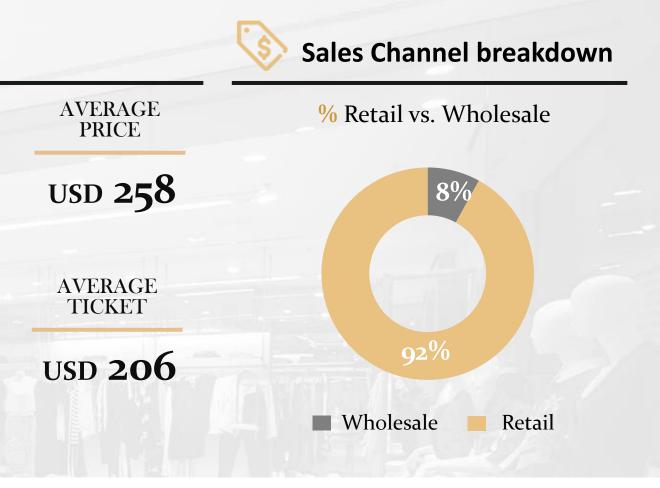




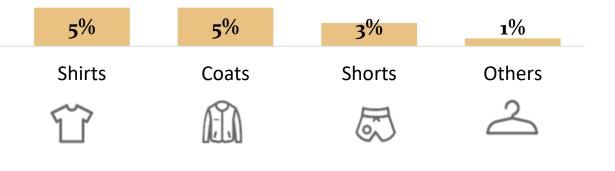


Financial and Operational Snapshot





(% Sales per category)



### MARKETING CAMPAIGNS



### EVENTS AND MEDIA



Maria Borges and Coco Rocha @LeLisBlanc Summer Fashion Show, SP 2017



Ivete Sangalo and Sasha Meneghel @LeonardodiCaprioFoundation, Saint Tropez 2017



Valentina Sampaio @LeLisBlanc Summer Fashion Show, SP 2017

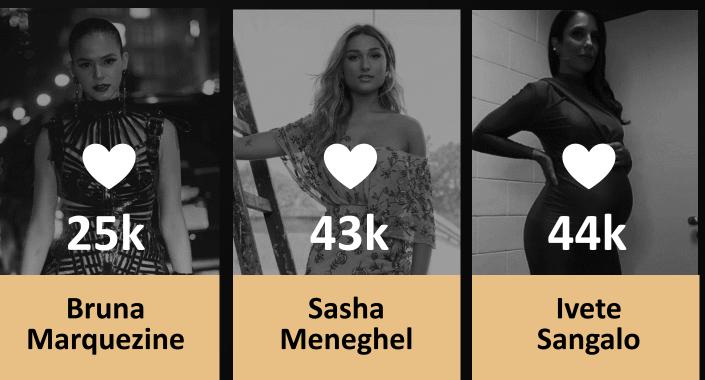


**Bruna Marquezine** @HallowennAMFAR, NY 2017









#### **316K** followers - 4 Posts / day

#### 233K views

#### **1,3MM** Followers - 3 posts / Day

#### Activation with celebrities and influencers





# $D\,U\,D\,A\,L\,I\,N\,A$

Engaging people, innovating and anticipating the desires from an unique and sustainable way





#### Founded **60 years ago** and incorporated by **Restoque in 2014**, **Dudalina** is the leading **high-end shirt brand in Brazil**.

Dudalina offers a broad and sophisticated product portfolio for a women and men who have high levels of social and cultural background and look.

The brand is known for the **superior quality of its shirts**, its flagship product, and blouses, which combine impeccable cut **with unique design** and **excellent quality** raw materials.

**Dudalina is present in more than 10 countries** and has a showroom in Milan, Italy.

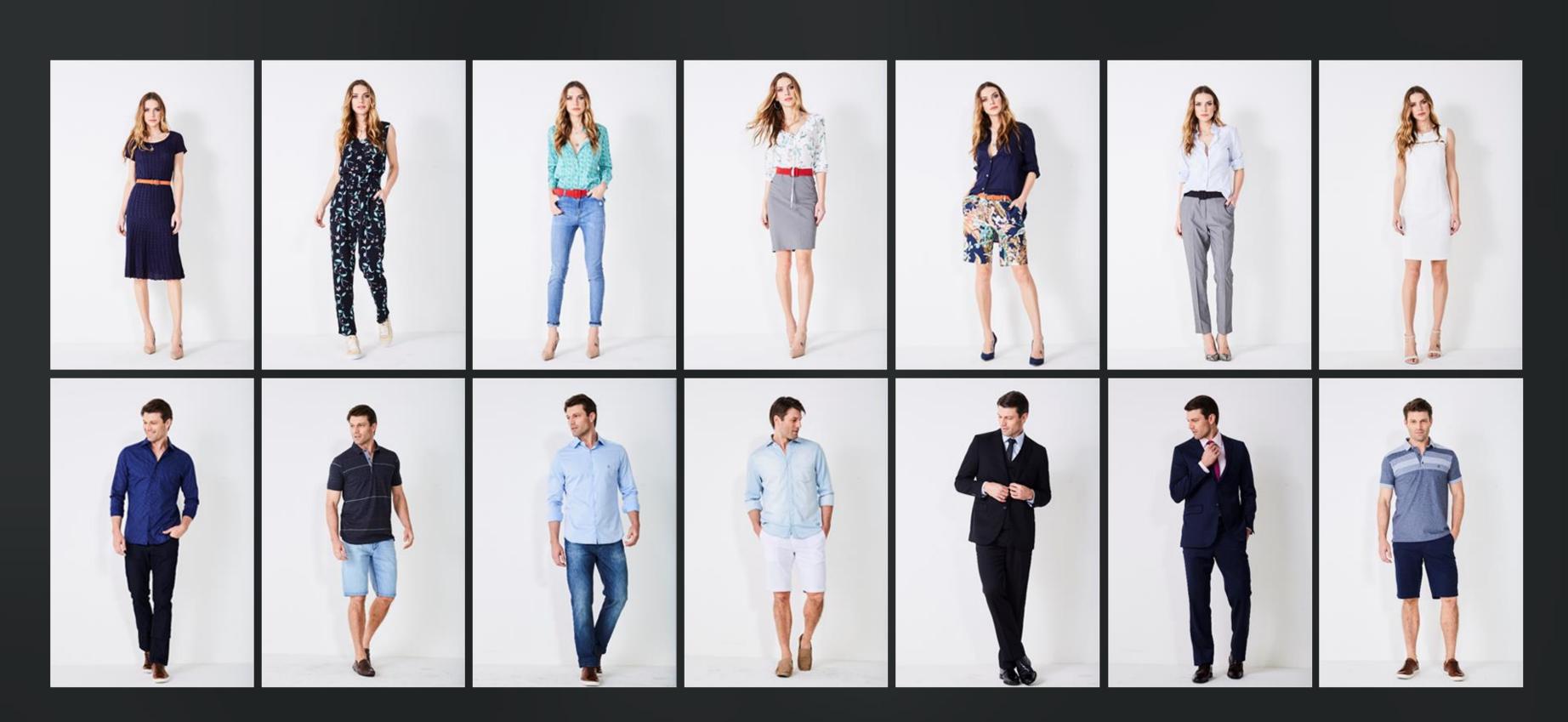
# DUDALINA *Stores* ——

Dudalina's stores reflect the sophistication atmosphere and the brand's style. They bring a different experience and make the customer immerse into the Dudalina universe.





## PRODUCT MIX



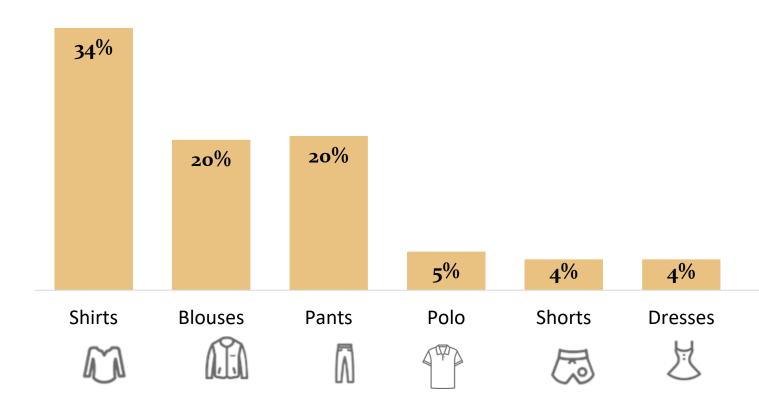


# DUDALINA

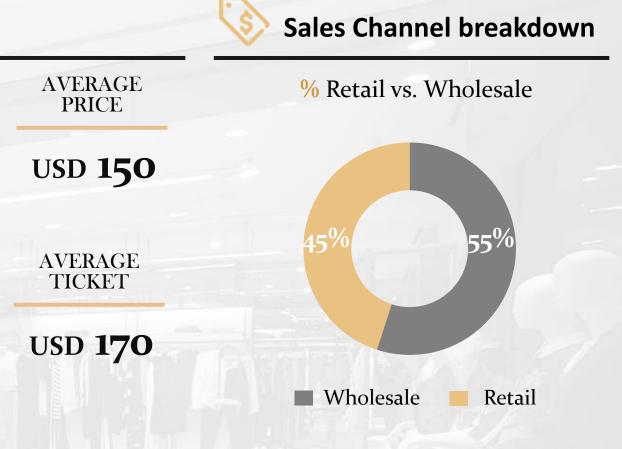
Financial and Operational Snapshot

#### **Brand Highlights #COLLECTIONS SALES STORE** AVERAGE SIZE RANGE YEAR PRICE USD **60 - 120**M<sub>2</sub> USD 150 04 172MM NUMBERS OF **#SKUS PER** AVERAGE SALES/SQM COLLECTION **STORES** TICKET 78 USD 2,300 USD 170 9,700 SQM Product Mix Breakdown / Gender breakdown (59% women / 41% men)







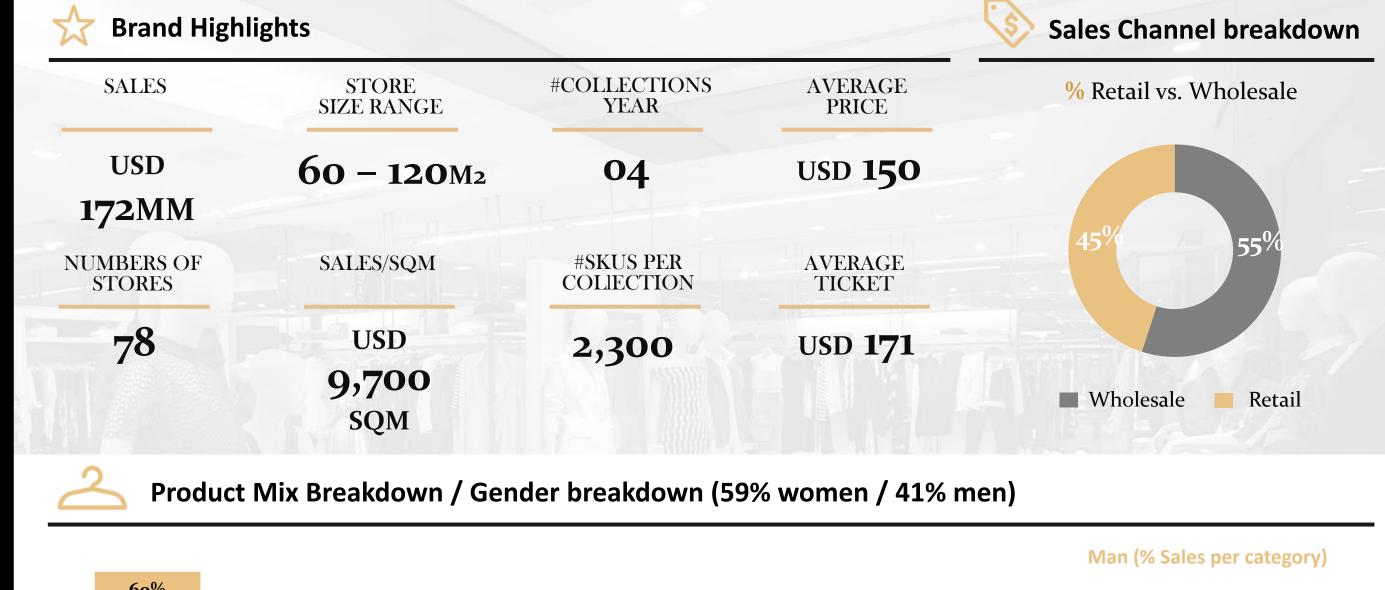


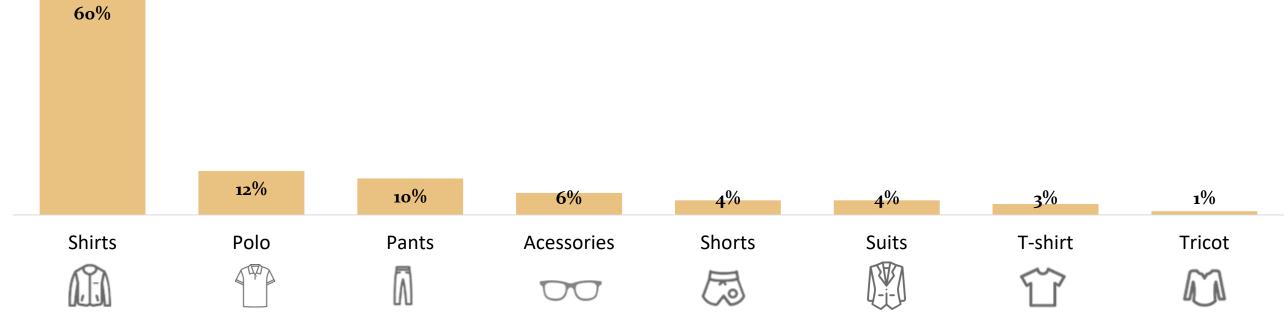
#### Woman (% Sales per category)



# DUDALINA

**Financial** and Operational Snapshot







### MARKETING CAMPAIGNS

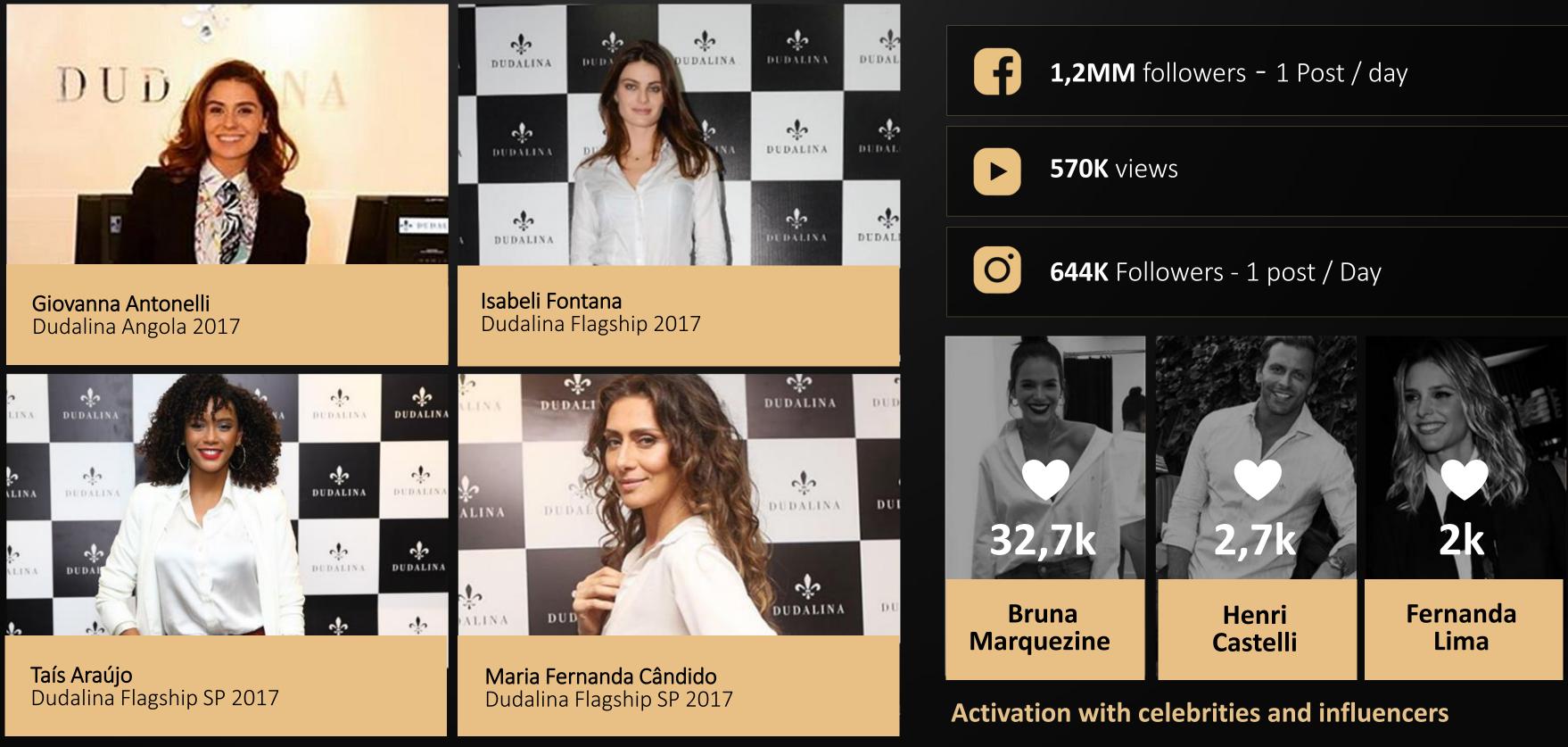


Č, DUDALINA

Summer 2018 (Marrakesh)

Isabeli Fontana and Tomas Skoloudik

### EVENTS AND MEDIA



¢. ₽ DUDALINA

# JOHN 25 JOHN



# JOHN & JOHN

Easy-to-wear Jeanswear & Casual Apparel





JOHN JOHN is a lifestyle fashion brand founded in Brazil and has built its trademark by developing premium handmade jeans with unique laundry and know-how.

Currently, JOHN JOHN offers a full product range for women and men, has over 50 stores and is a hit among top global celebrities.

Over the last years, JOHN JOHN has developed iconic marketing campaigns and events with celebrities such as Adam Levine, Ed Westwick, Zac Efron, Joshua Bowman, Cara Delevigne, Demi Lovato, Barbara Palvin, among others.

JOHN JOHN has a global soul that fits for individuals who are edgy trendsetters and express their individuality by their style.

The brand is the top of mind and the favorite one concerning jeanswear in **Brazil ahead of international brands**. (1)

(1) Source: HSR Specialist Research 2015

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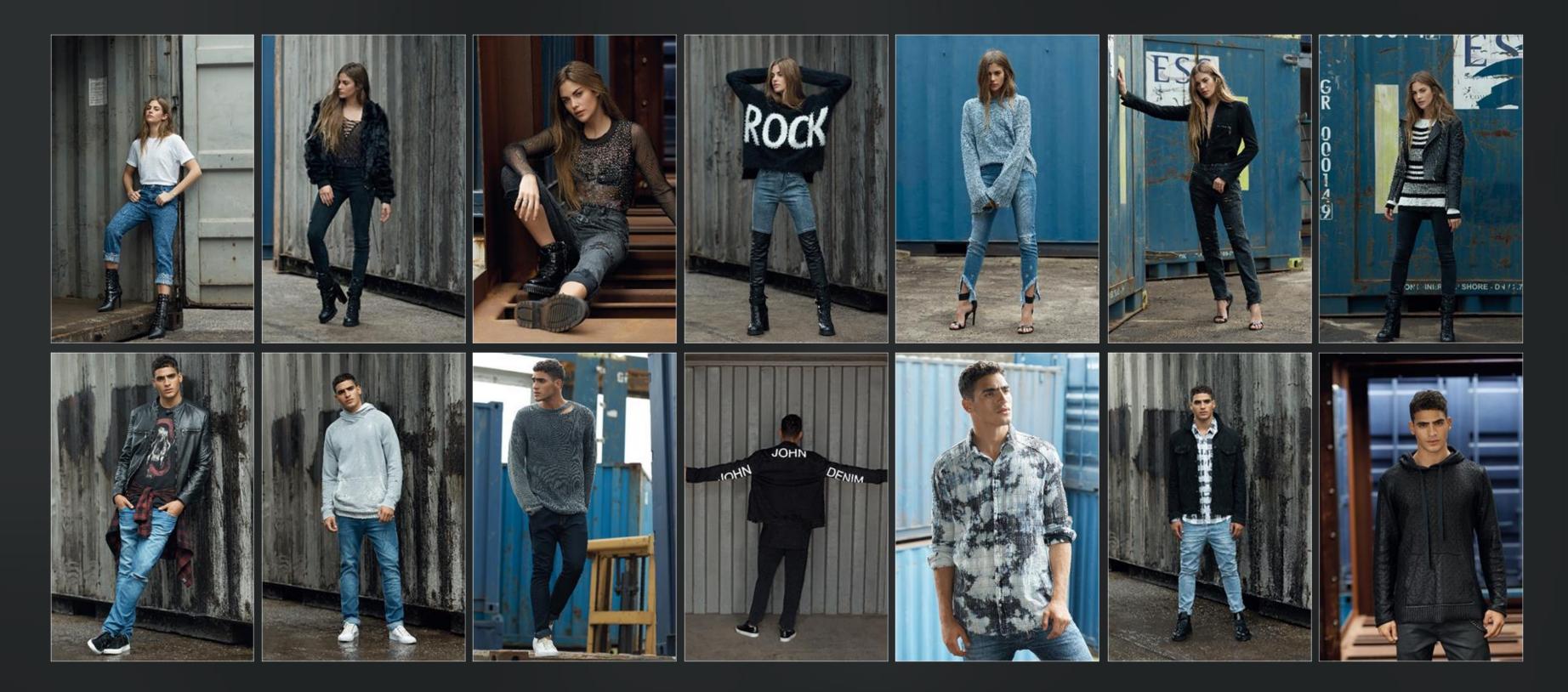
# **Stores**

JOHN JOHN's first flagship store was opened in 2012, in the city of Sao Paulo (Brazil) and boasts of a wide range of products, including exclusive pieces in limited and numbered editions. Also known as JOHN JOHN Oscar Freire (reference to its location on the coolest street in town), this is where the big launching events and special activations take place.





## PRODUCT MIX



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# JOHN 3 JOHN

**Financial** and Operational Snapshot

#### SIZE RANGE USD **80 - 300**M<sub>2</sub> **90**MM NUMBERS OF SALES/SQM COLIECTION **STORES** USD 55 3,600

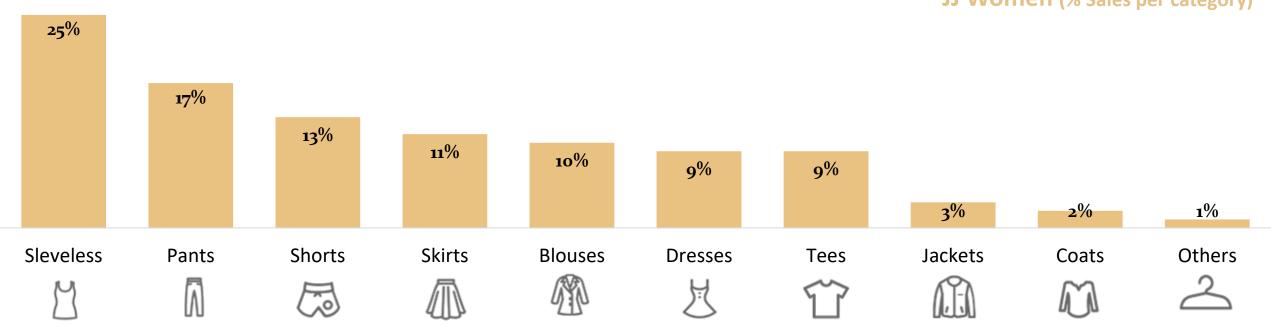
**Brand Highlights** 

SALES

Product Mix Breakdown / Gender breakdown (55% women / 45% men)

SQM

**STORE** 



**#COLLECTIONS** 

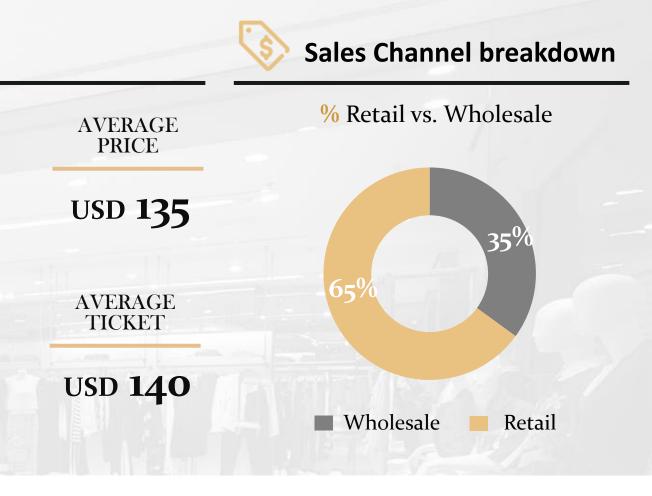
YEAR

04

**#SKUS PER** 

1,500

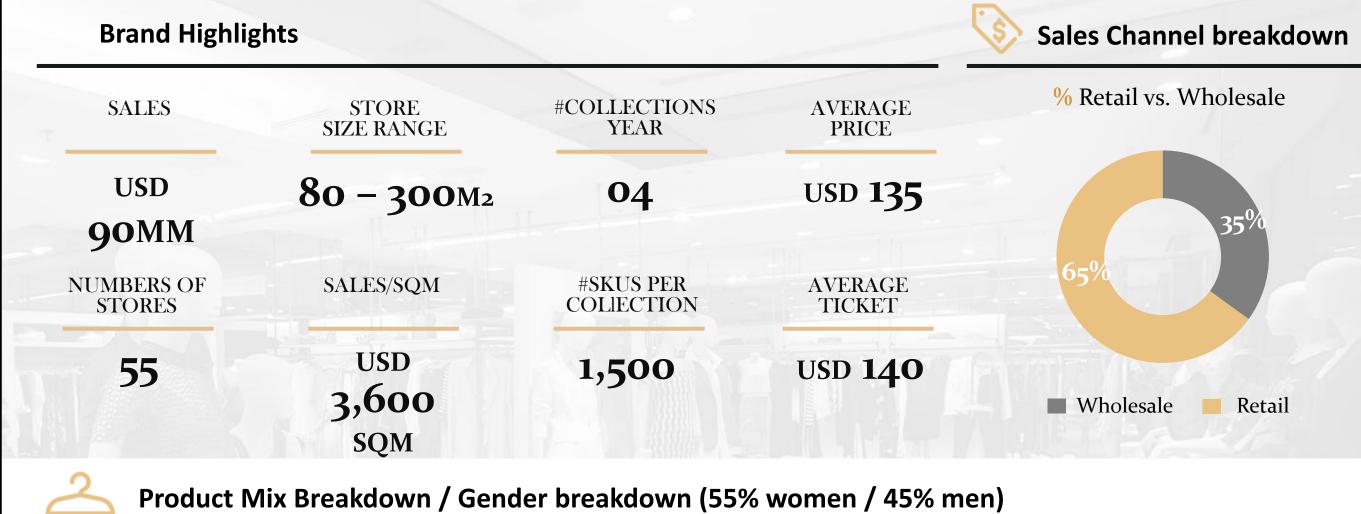
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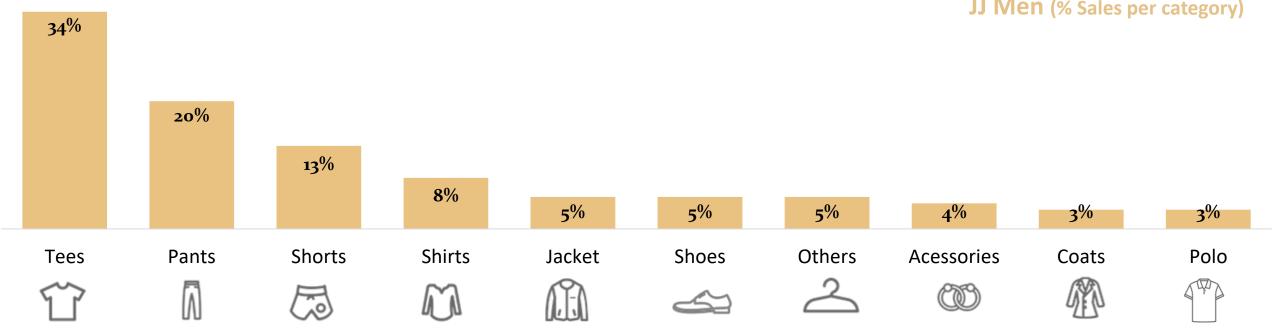


#### JJ Women (% Sales per category)

# JOHN 👯 💥 JOHN

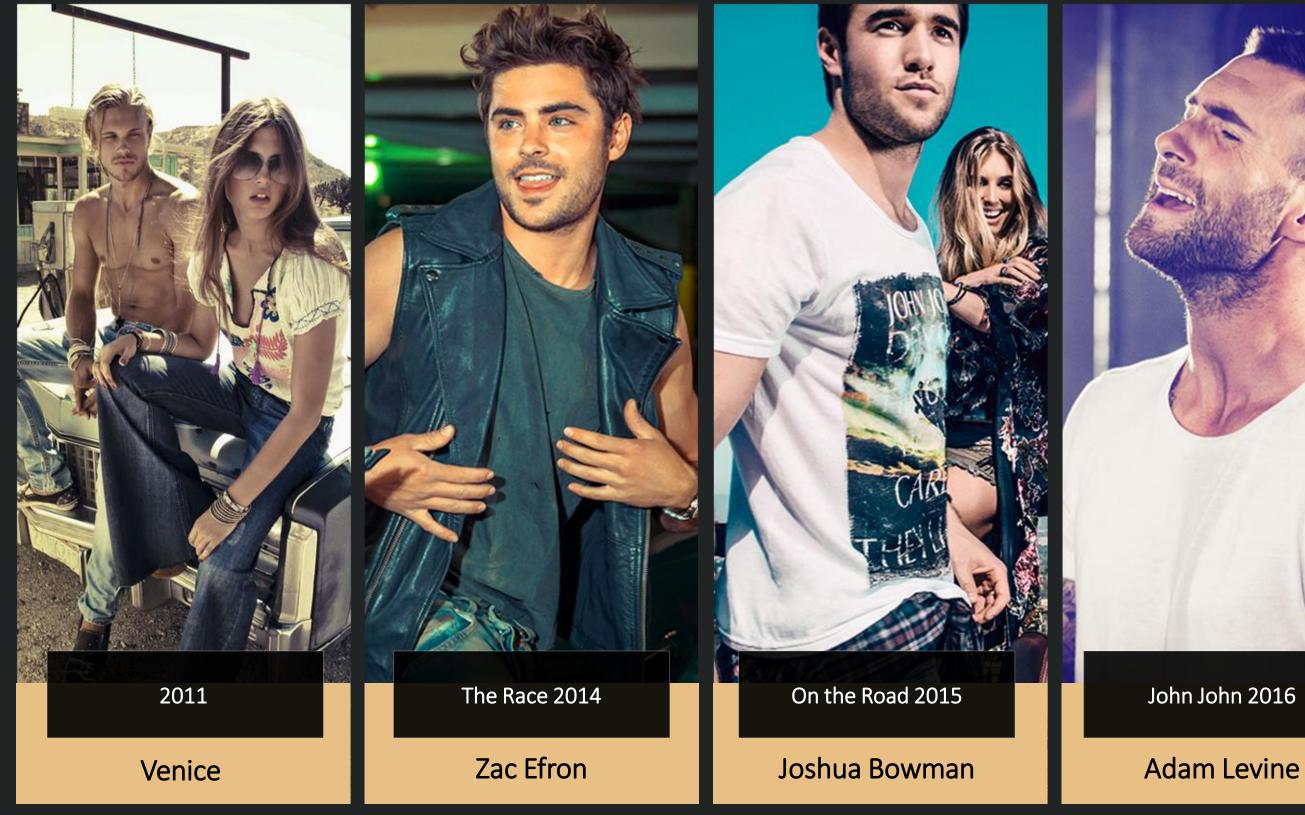
Financial and Operational Snapshot





#### JJ Men (% Sales per category)

## MARKETING CAMPAIGNS



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Adam Levine

# Fly Away

2017

### EVENTS AND MEDIA





Adam Levine John John Flagship, SP 2016

Avril Lavigne John John Flagship, SP 2014



**Chace Crawford** John John Flagship, SP 2015

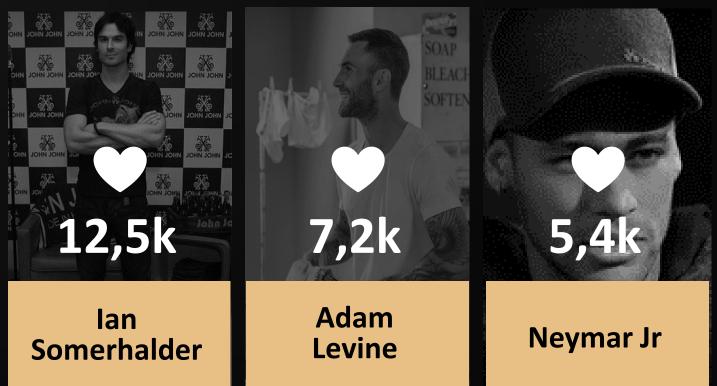


Zac Effron John John Flagship, SP 2012









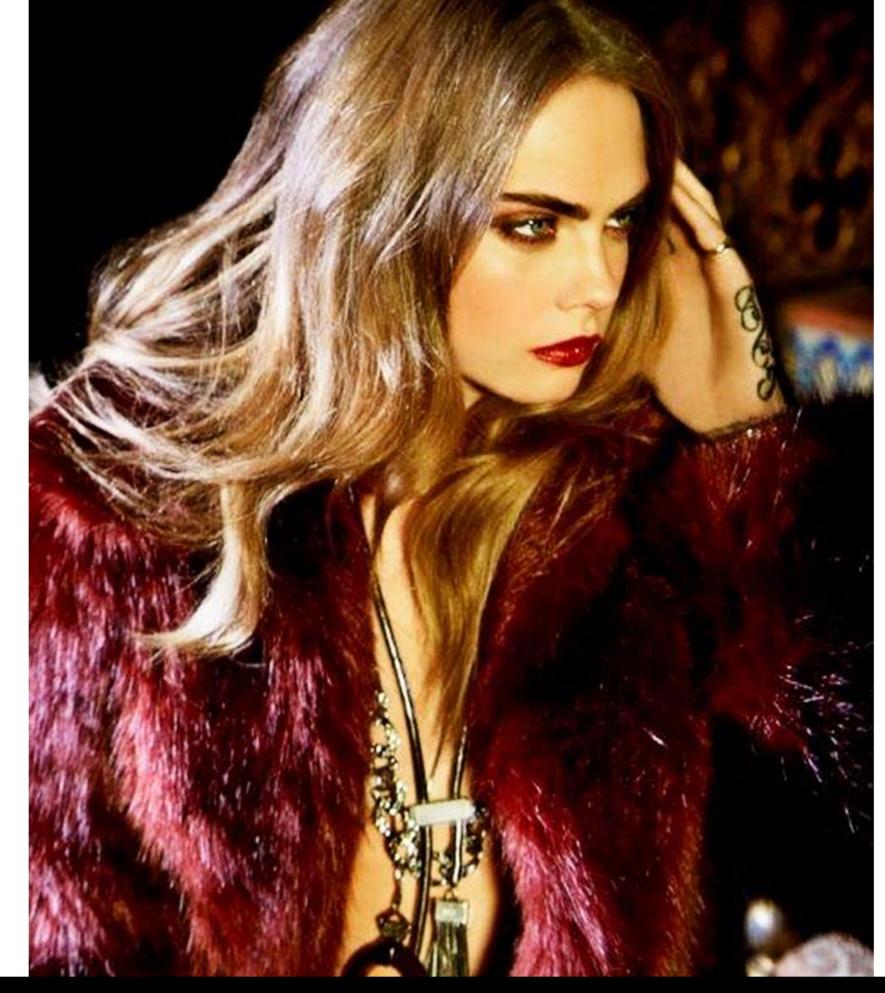


#### 400K followers - 1 Posts / Day

#### **1MM** views

#### **1MM** Followers - 3 posts / Day

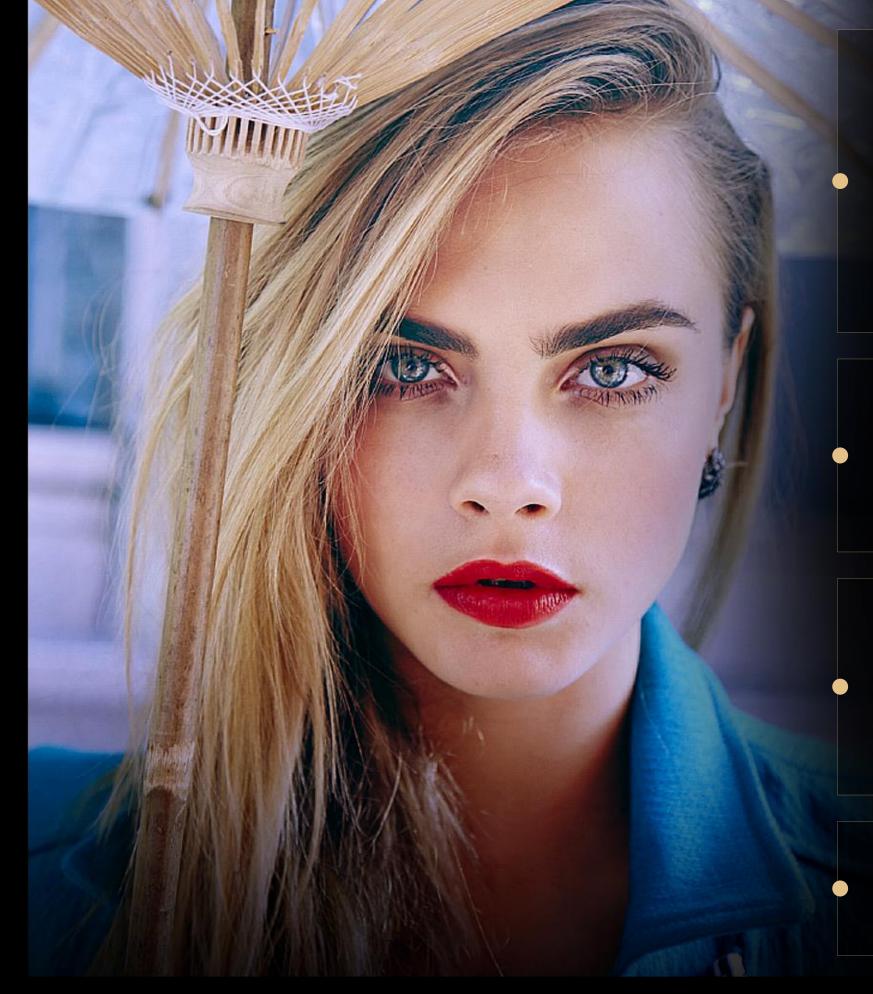
#### Activation with celebrities and influencers





# BO.BÔ

Boutique shop with exclusive fashion & trends



The term "Bo.Bô" comprises two expressions: Bourgeois, that represents successful cosmopolitan professionals, whose natural habitats are intellectual activities and culture; Bohême that means freedom of spirit, modern visions, progressive attitude and the humanitarianism, which drives them to be engaged in social causes.

Acquired in 2008, Bo.Bô is currently one of the greatest and most desired luxury brands in Brazil. It's main market focus is young women which shows confidence and have a unique point of view.

The brand develops and sells **high-end quality products in leather**, silk, chamois, crochets, knits and lace with embroidered details. **It's wide range of products involve shoes, accessories, women's apparel and fragrances.** 

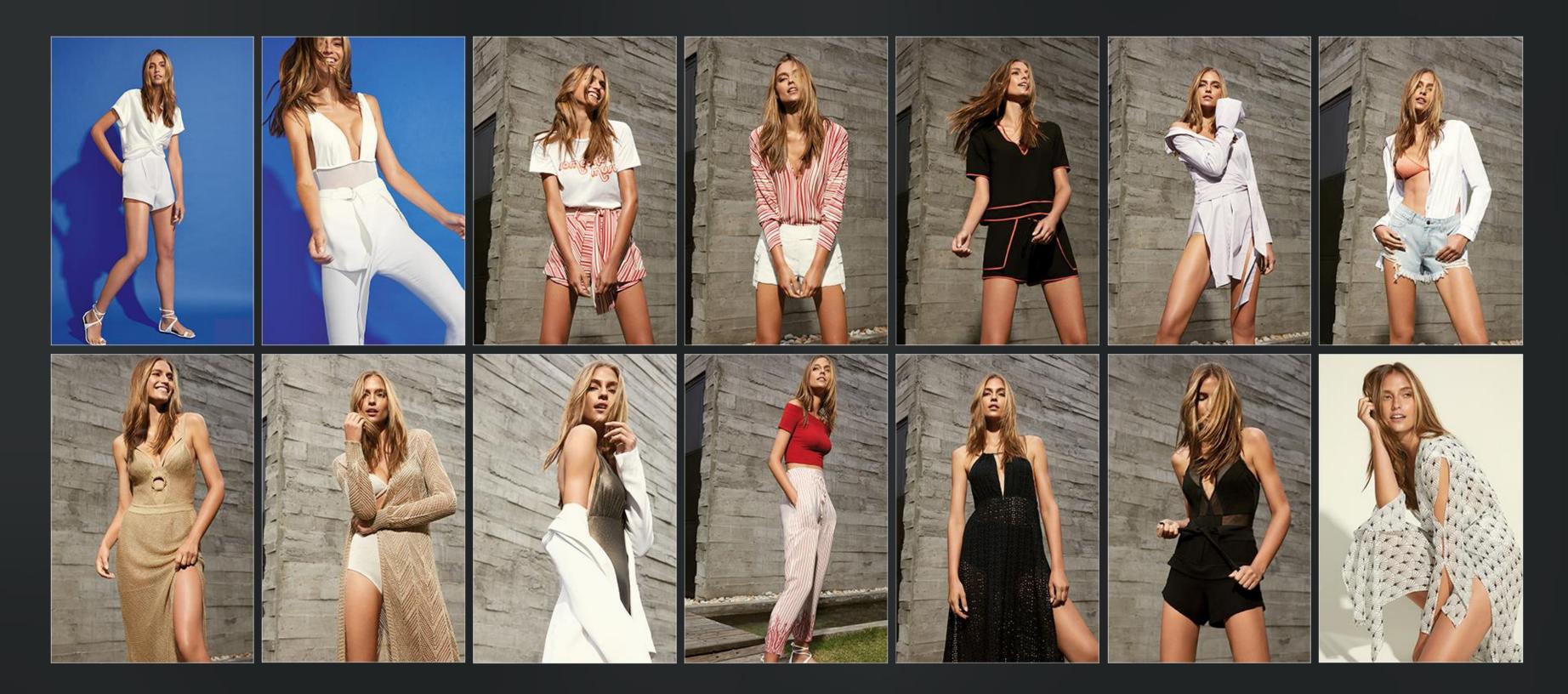
Media and relationship based marketing with well known **fashion magazines and strong online presence**.

# BO.BÔ Stores

**Bo.Bô stores** combine values such as experience **and innovation**, bringing the concept of successful professionals and freedom of spirit.



# PRODUCT MIX

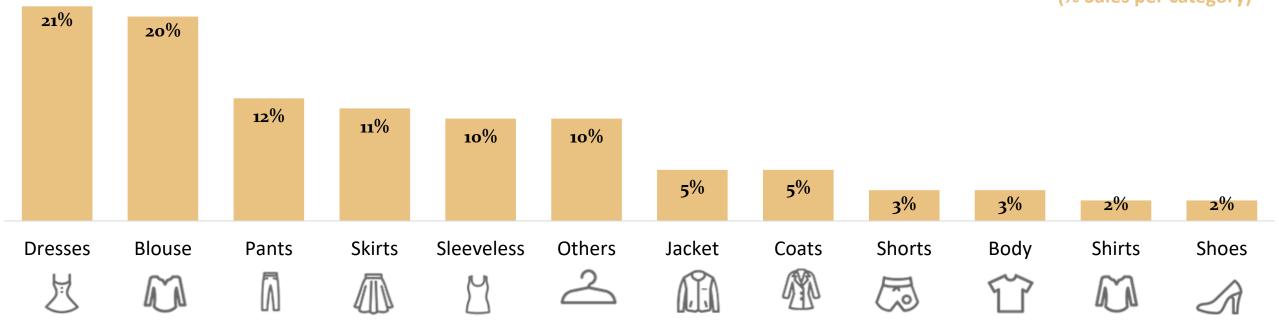


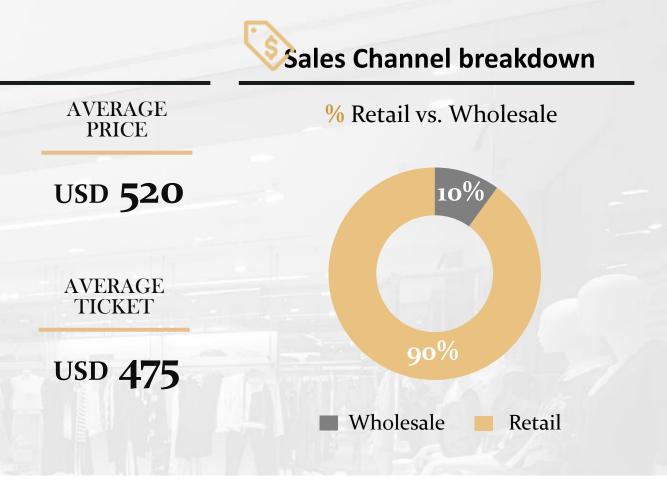
BO.BÔ

# BO.BÔ

Financial and Operational Snapshot

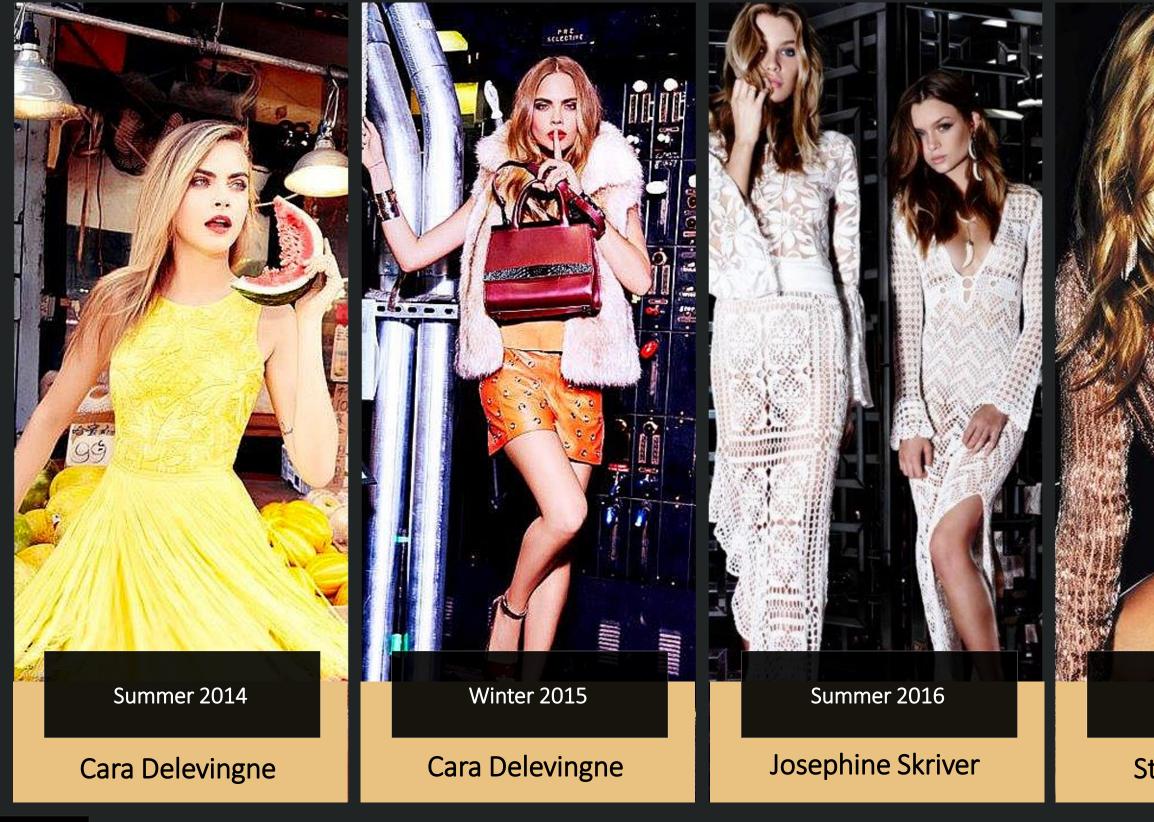
#### **Brand Highlights #COLLECTIONS SALES STORE** YEAR SIZE RANGE USD **80 - 130**M<sub>2</sub> 04 **42**MM NUMBERS OF **#SKUS PER** SALES/SQM **COLIECTION STORES** USD 800 35 7,000 SQM **Product Mix Breakdown**





(% Sales per category)

# MARKETING CAMPAIGNS



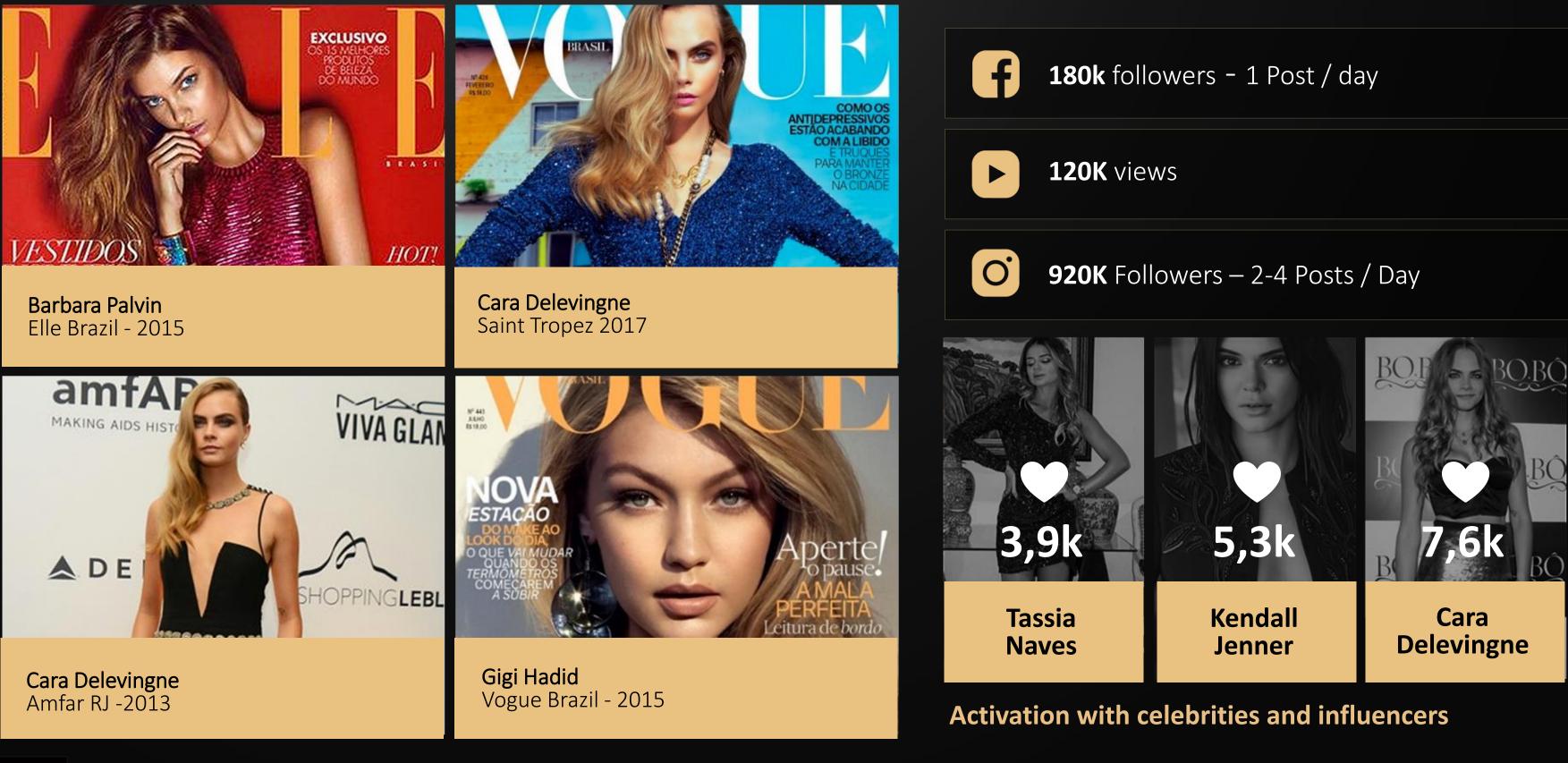
#### Summer 2016

Stella Maxwell

Summer 2017

### Kendall Jenner

# EVENTS AND MEDIA



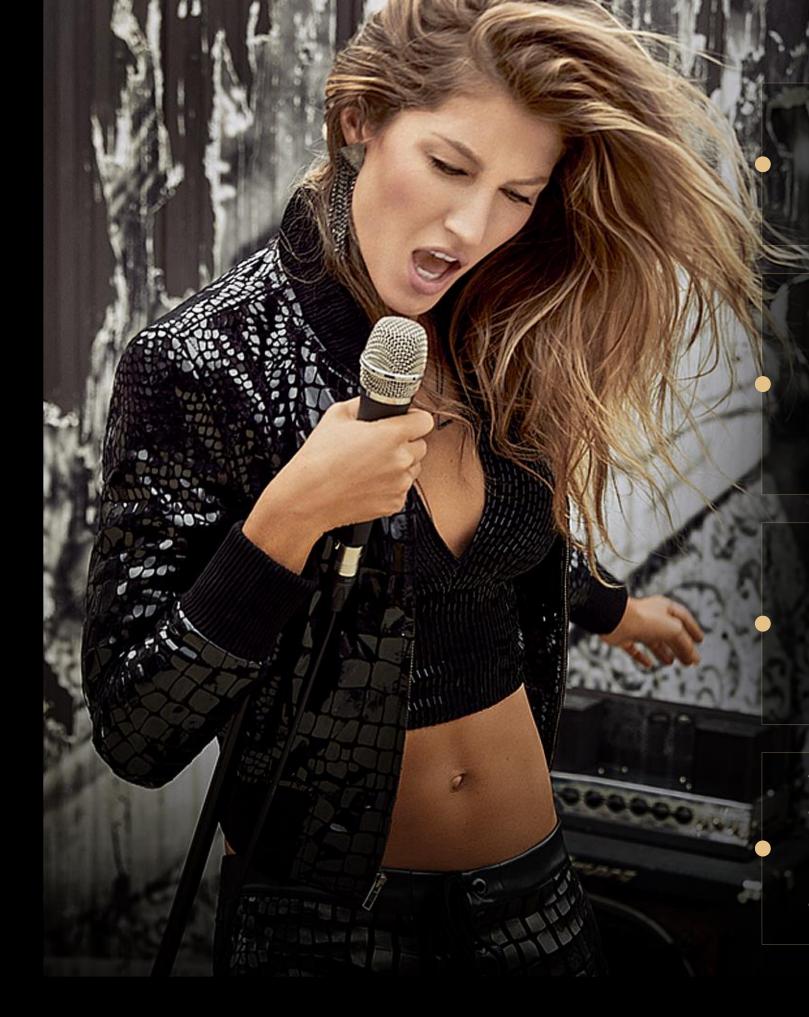
BO.BÔ

# rosa chā 🖤



# rosa chā·♥·

Broad portfolio mix of products from beachwear to urban wear



Born in 1993, Rosa Chá built its reputation as one of the most prominent luxury Brazilian brands, synonymous of premium quality and contemporary design.

So it came to no surprise when in 1997 the brand took the American Market by the storm, quickly becoming an elegant, super-feminine favorite dressing among celebrities, fashion mavens and magazine editors.

**Rosa Chá focuses on sophisticated**, well-traveled women that are fun, successful and plays **with trends that best suit their lifestyle**, rather than just following what's proposed.

The label explores the elegance of timeless pieces and high end quality, celebrating the unique sensuality of the Rosa Chá woman which has always been the brand's trademark.

# rosa chā·♥·

# Stores –

The **store's unique design** combined with the **new product mix**, made the brand stand out in the **Brazilian fashion scene** 



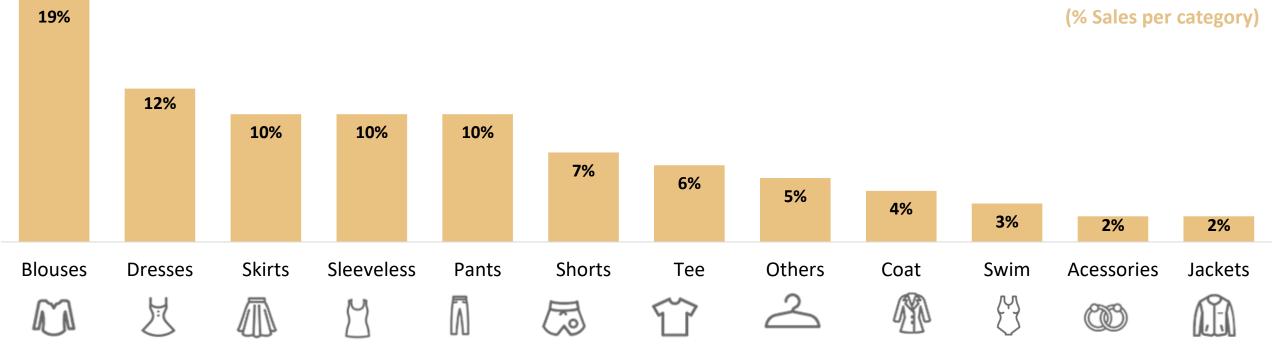
# PRODUCT MIX

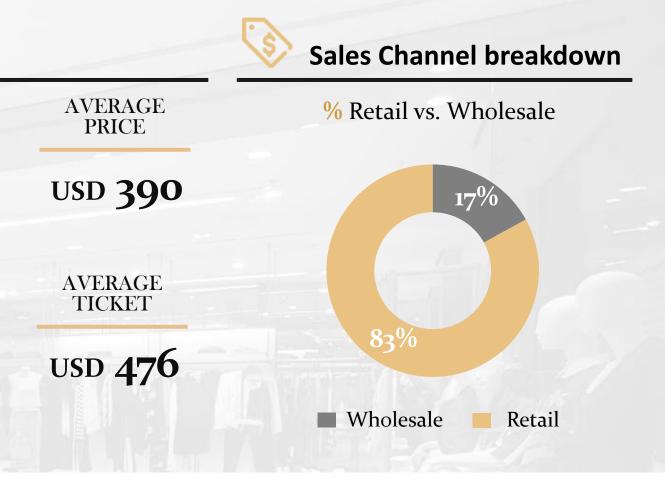


# rosa chā 🖤

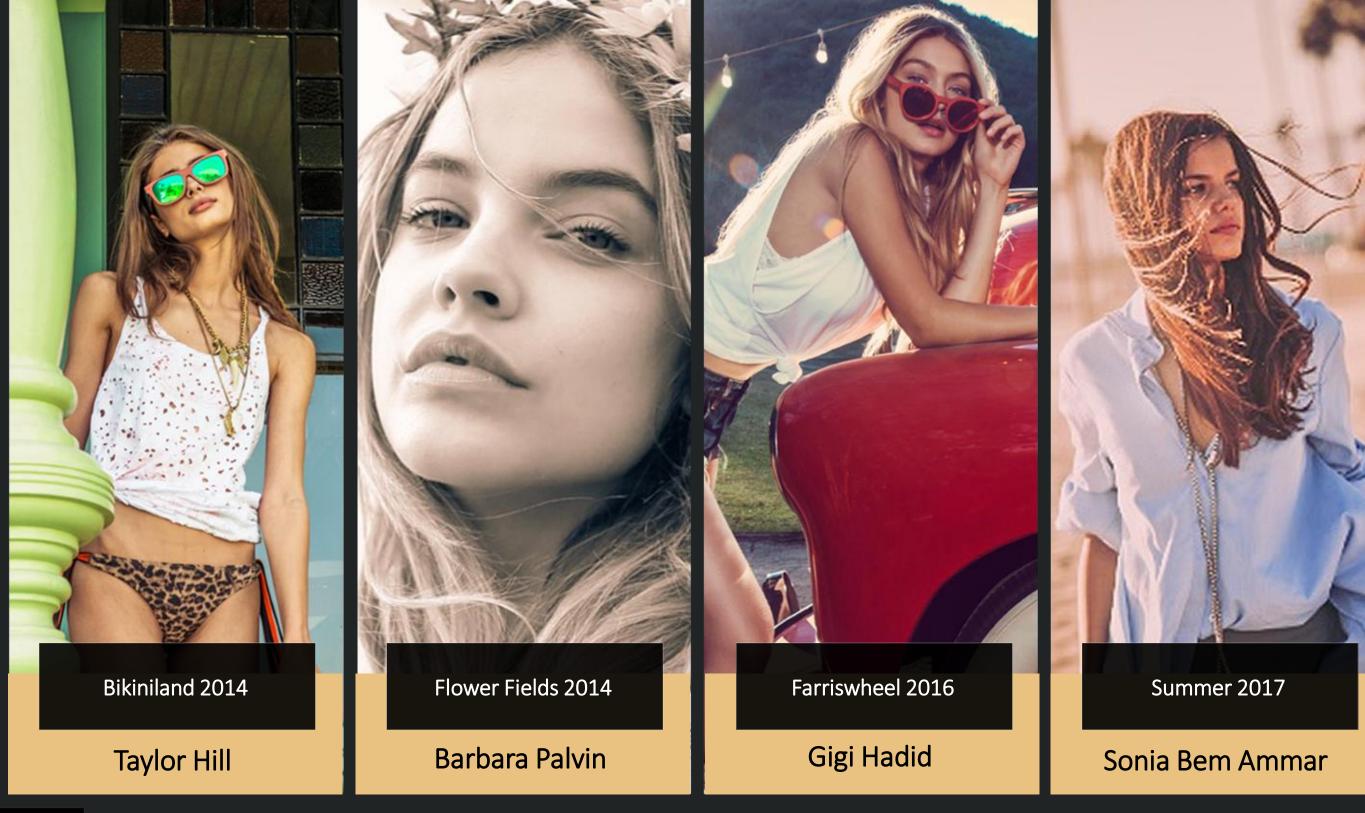
Financial and Operational Snapshot

SALES	STORE SIZE RANGE	#COLLECTIONS YEAR
USD 17MM	<b>80 - 130</b> M <sub>2</sub>	04
NUMBERS OF STORES	SALES/SQM	#SKUS PER COLIECTION
19	USD 2,500 SQM	2,500
Product	Mix Breakdown	





# MARKETING CAMPAIGNS





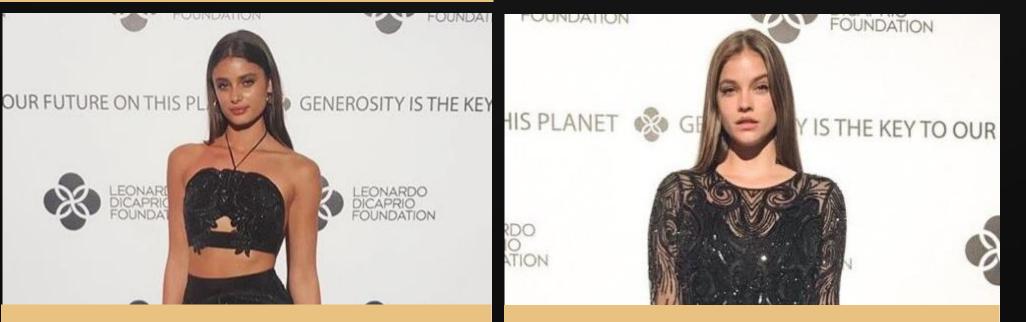
## EVENTS AND MEDIA



Gisele Bündchen Rosa Chá Flagship, SP 2017



Fernanda Liz and Natalia Vodianova AMFAR Fabulous Fund Fair - NY 2017



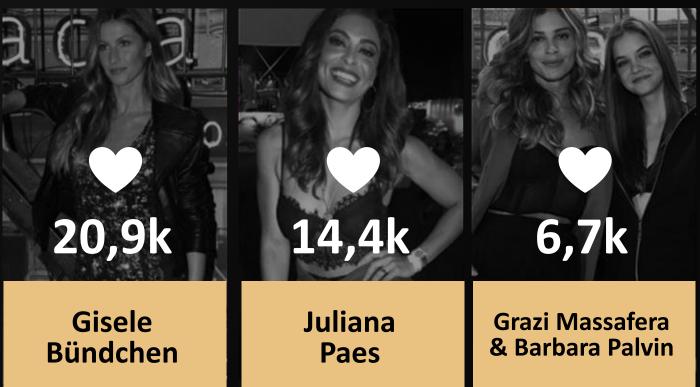
**Taylor Hill** Leonardo di Caprio Foundation, Saint Tropez 2017

Barbara Palvin Leonardo di Caprio Foundation, Saint Tropez 2017









**Activation with celebrities and influencers** 

**70k** followers - 3 Posts / day

230K views

620K Followers – 3 Posts / Day

# RESTOQUE

LE LIS BLANC

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rosa chā 🖤

BO:BÔ

### INDIVIDUAL

### H BASE JEANS