

The background of the slide is a composite image. It features a view of the Earth from space, showing the blue oceans and white clouds of the planet's horizon. Overlaid on this is a network of white lines and dots, resembling a digital or data network, which is more prominent on the left side. A bright, glowing orange and yellow light source, possibly the sun, is positioned behind the horizon line, creating a lens flare effect.

# brandon GROUP

Marketplaces Digital Sales

Company Profile - November 2022



A hand in a dark blue suit jacket and white shirt with a dark tie points upwards with the index finger towards a white circle with a blue border. The circle contains the word 'Sections'. A horizontal dashed line extends from the right side of the circle to a vertical dashed line. The vertical dashed line has small white circles at its top and bottom. To the right of the vertical dashed line is a list of sections.

## Sections

1. BrandOn Group
  - About Us
  - Mission
  - Executive Team
  - Shareholders
  - Company Development
2. Business Model
  - Business Units
  - Services
  - Sales Channels
3. Our Clients
4. What Our Clients Says



# About Us

BrandOn Group (BOG) is an Italian tech company founded in 2012 by e-commerce expert and Netcomm Senior Partner Paola Marzario.

It was established as an enabler for company sales in online marketplaces (B2B). The excellent results obtained over the years have allowed us to attract major investors who believe in the project, guaranteeing its further development and growth.

Thanks to the success achieved and the experience gained, the company has launched three other business lines for direct sales to the consumer (B2C) through marketplace stores, for digital e-commerce consulting services addressed to individual brands, and for training in the world of marketplaces.

In 2022, the acquisition of the French company ASD enabled us to consolidate our B2C positioning and expertise, increase our presence and coverage in European marketplaces, and double revenue by triggering important industrial synergies between marketplaces, suppliers and products.

With two Italian head offices – one in Naples and the other in Milan – and two in France, and thanks to the range of our services, today BrandOn Group is a key player both in Italy and across Europe.







## Mission

Enable the matching of supply with demand in the main European marketplaces, through unique technologies and skills, by supporting brands to be where consumers are.



# Management Team



Paola Marzario  
Operating Chairwoman



Alberto Oliva  
CFO



Fabrizio Guglielmini  
CTO



Fabrizio Ligi  
CSO



Andrea Cuneo  
CMO



Francesco Valvano  
Special Projects



## Shareholders

As it has grown, BrandOn Group has gained the trust and economic support of major investors and private equity funds that are now among its shareholders; these include **CDP Venture Capital, Primo Ventures, Credem Private Equity, Banca Sella Holding** and **BHeroes**.



CREDEM  
PRIVATE EQUITY SGR



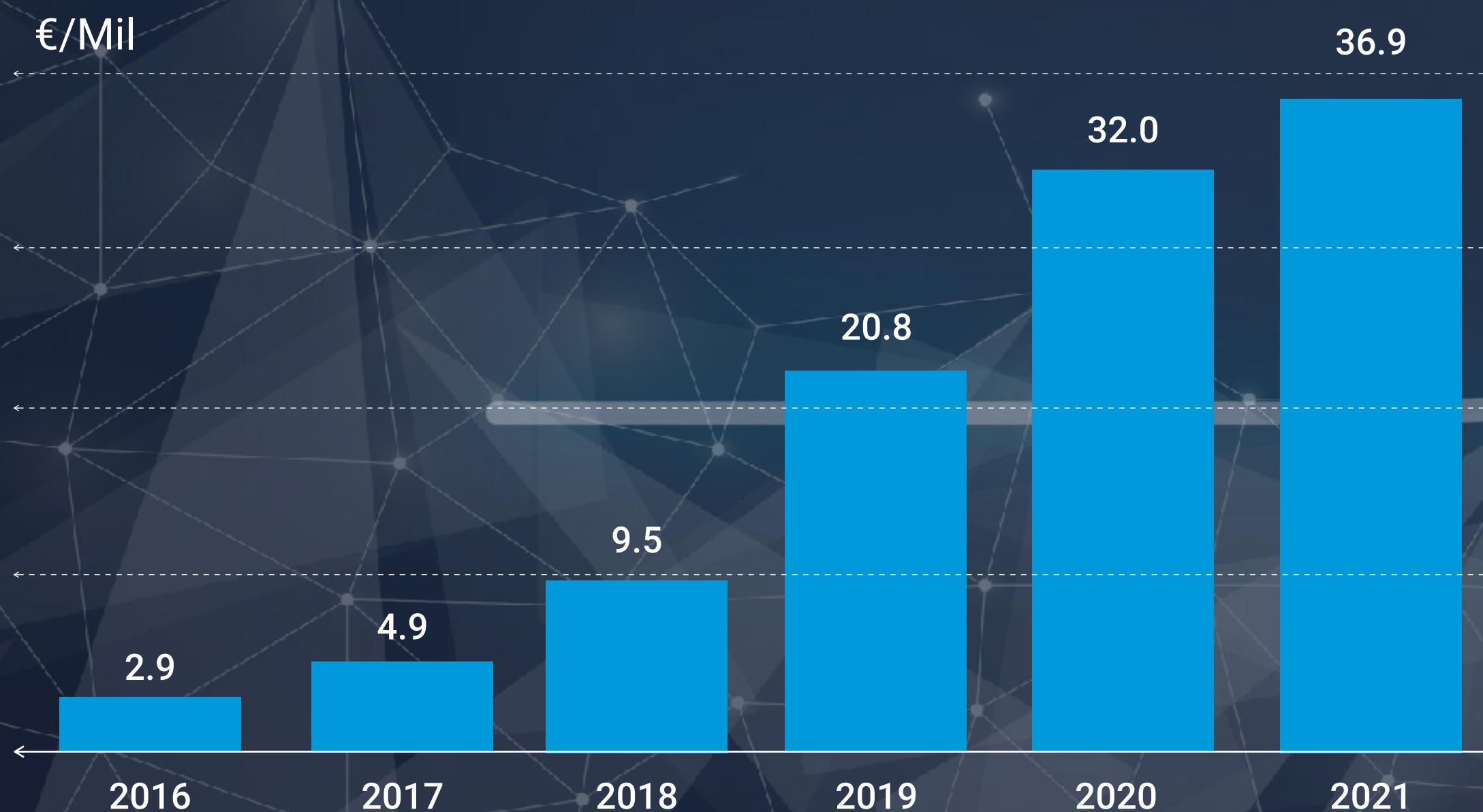


# Company Development

## Growth

### THE PATH OF BRANDON GROUP

The company business model has been rewarded with exceptional growth in revenue since 2016. This has led to BrandOn Group achieving important domestic and European recognition.





# Company Development Milestone

2012

Paola Marzario perceives the potential of online sales on Digital Retailer. She founds BrandOn Ferrari with the aim of developing a technology that can automatically match offer and demand on this sales channel and groups suppliers together to satisfy it.

The core business is sales to Digital Retailers, particularly in the “Flash Sales” market.

2016

The core moves from “Flash Sales” to sales on international marketplaces. BOG consolidates its position and starts internal development which leads to ever-increasing turnover to the extent that it becomes one of Europe’s fastest-growing companies (Financial Times 2012-2014). The company becomes BrandOn Group. New shareholders join (Banca Sella Holding).

2018-2020

These are years of growth attracting more and more public and private investors. Invitalia Ventures, Primomiglio, CDP Venture Capital IV II, “Fondo Sud”, Credem Private Equity and BHeroes enter the company.

The headquarters is moved to Naples.

2022-.....

First M&A operation. BOG acquires 100% of the French company ASD, a top player in consumer sales on marketplaces (B2C). Turnover doubles and BrandOn aims at internationalization.

Objective: become the European market leader in the field of digital export through international marketplaces and through the Group’s organic growth and further acquisitions.



# Company Development

## Facts & Figures



Data updated November 2022 - Post ASD Acquisition



# Business Model

Clients

WHY

Facilitating the entry of new companies into marketplaces to meet ever-growing consumer demand.

A business model based on 2 pillars:

- **B2B Sales:** sales from brands/retailers/distributors to marketplaces;
- **B2C Sales:** sales to final consumers through stores on marketplaces.

By means of these “pillars” which are unique in terms of the competence and completeness of the offer, we can build consulting services for individual brands for managing of their direct presence on marketplaces (**Corporate Sales**).

The offer is enhanced by our **Academy**, a division dedicated to training in the world of marketplaces.

Two main enablers:

- Proprietary technological platforms that allow users to optimize the dialogue between marketplaces and customers/suppliers;
- Logistics that ensure worldwide shipments and Customer service available in 9 languages.

A select team of young and more experienced professionals led by managers with proven skills and an excellent track record, with all members motivated to always find innovative solutions.

BOG|Academy

BOG|Corporate Sales

BOG|Sales B2B

BOG|Sales B2C

Logistics and Customer Service

IT Tech Platform

WHAT

HOW

WHO

Team



# BOG|Sales B2B

BOG|Sales B2B is the Business Unit dedicated to the sale of products of selected categories to marketplaces.

BrandOn Group purchases products from partner companies to meet the demand generated by marketplace users.

Thanks to over 10 years of experience in the sector and to dedicated digital platforms, this business line is able to work in real time with multiple customers, on multiple marketplaces in different countries.

It is currently working in various product sectors – notably Beauty, Personal Care, Sport, and Home





## BOG|Sales B2C

BOG|Sales B2C is the Business Unit addressed directly to the final consumer through stores in the various marketplaces.

Our experience in the management of marketplace tools and services, and our care in the satisfaction of the international consumer (ensured by a proprietary logistics platform and Customer Service available in 9 languages) make BrandOn Group the preferred partner for companies aiming at satisfying the demand from this channel without having a direct presence.

Part of this BU is **Brook**, one of the largest bookstores in the world with a catalogue of over 30 million titles, superior in numbers and services even to Amazon.

Our B2C expertise has greatly increased following the recent acquisition of 100% of the capital of the French company ASD, which has always operated in this specific area with more than 47 marketplaces.





## BOG | Corporate

BrandOn Group is the ideal partner for companies that want to boost their digital strategy by launching or enhancing their presence on marketplaces, also with a view to diversification and geographical growth with an international multi-marketplace approach.

The internal team's knowhow is at the client's service in terms of traffic optimization, product visibility, revenue maximization and commercial services, developed in synergy with the other BUs.

# CONSULTING

## Services covering the entire Value Chain

BrandOn Group is a one-stop shop for all activities related to marketplace sales – this includes preparatory steps, functional operations and consequent work.

Thanks to its proprietary technological tools, BOG guides its clients on a path that optimizes each step of the Value Chain, collecting data in real time to constantly improve sales results.



### STRATEGY MANAGEMENT

- Market Assessment
- Customized Sales Plan
- Strategic RoadMap
- Strategy Execution



### RETAIL MANAGEMENT

- Marketplace Dashboard Management
- Vendor Central Management
- Daily activities for all marketplaces
- Review Management



### CREATIVE SERVICES

- Catalogues Creation
- Digital Photo Production
- Brand Store
- Content +



### ADVERTISING & RETAIL MARKETING

- Communication Strategy
- PPC and DSP Campaigns
- SEO and content optimization
- Deals and Promotions



# BOG|Academy

BrandOn Group's Academy aims to spread the culture of marketplaces in Italy, through information and education. All companies and professionals who are interested in operating in this sales channel can benefit from BOG's acquired experience.

The relevant activities are led directly by BOG's founder Paola Marzario, a recognized expert in this sector, with the support of her team.

These include informative events, e-book publications and partnerships with Italy's leading providers of undergraduate and postgraduate education.

## EVENTS

BOG organizes online and in-person meetings to discuss the potential of the online marketplace sales channel. High-level guests (representatives from institutions and marketplaces as well as executives) intervene on different topics, sharing scenarios and business visions.

## PUBLICATIONS

BOG's Academy creates free e-books dealing with the most interesting aspects of marketplaces and constantly monitors the most important national and international news, a selection of which can be consulted on its social media pages and on the company website.

## EDUCATION & TRAINING

In collaboration with 24ORE Business School, BrandOn Group has designed the first Master's specifically devoted to this sector and provides its expertise together with the most important educational institutes in Italy. The aim is to train people who will be able to satisfy the ever-increasing demand for professionalism in the world of marketplaces.



## Other Services

### Customers Service

BOG manages all communication with the customer, response actions, return logistics, investigation of problems and arrangement of solutions by means of a refund and/or replacement. Integrated Customer Service is available in **9 languages** for:

- The Right to return goods within the terms of law
- Defective Products;
- Products that do not match the consumer order.



### Logistics

BrandOn Group is in partnership with highly specialized logistics and distribution operators, who guarantee the effective coverage of all European countries, Japan, Australia and the USA.

The company uses its own network to manage all the logistical steps, from shipment to receipt, until the KPI check. BrandOn has different management models that can be selected and personalized according to the client's demands and to the channel identified.







Services

Proprietary Technologies

B2B2C & B2C Sales

B2B Sales

 Real time price change to optimize offer

 Globally optimized suppliers orders composition to maximize margin according to thresholds

 Optimized price republishing


OUTPUT

INPUT

Linear Optimizer

Pricing Algorithm

 Historical orders statistics/performance

 Real time stock/Prices and availabilities

 Real time/batch connection monitoring Keeps Marketplace Apis

 Threshold configuration for shipping cost



# Sales Channels

amazon

AliExpress

ePRICE

Carrefour

GO SPORT

ManoMano

La Redoute

RUE DU  
COMMERCE

ebay

Shopee

Galerias  
Lafayette

GILT

WESTWING  
HOME AND LIVING

tradeINN

Conforama

BEST  
BUY

BARNES  
& NOBLE

spar<sup>too</sup>

DECATHLON

Rakuten

mercado  
libre

OTTO

Carrefour

privalia\*

FASHION DAYS

Walmart

lamoda

kaufmann

real.de

bol.com

T.K.maxx®

ozon.ru  
выбирайте

vente  
privee

YOOX

zalando

ASOS  
discover fashion online



# Some of Our Clients

BrandOn Group is able to satisfy the needs of Brands/Distributors/Retailers who want to sell on marketplaces without committing their own resources to the management of operational actions required for a single/multi-marketplace strategy and without the burden of the logistical activities.

Sincere thanks to all those who have put their faith in us!





## What our Cliente Say

“

A great opportunity to look out over a market with enormous potential that keeps up with the times, managed by a serious and professional team.

- Jack Wolfskin -

”

“

An innovative, reliable and competent partner, a deliberate and concrete choice we made to help us extend some of our brands to the world of digitalization.

- Oberalp Group -

”

“

The features we found in BrandOn Group are great expertise and professionalism, but also great ability to work as a team. After just a few months of cooperation, we have achieved very important results, so much so that BrandOn Group is currently one of our main commercial partners.

- Sedilmare -

”

“

Through this partnership, Ariston has teamed up with a specialized player that brings a solid mix of marketing and sales skills on online channels. It gives us access to distinctive models of automation of front-end processes (with marketplaces) and back-end processes (with the group's supply chain and the logistics platforms). It is an international footprint that can be activated immediately.

- Ariston -

”



# brandon GROUP

## Marketplaces Digital Sales



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