



HUBSO

Building the future e-commerce influencer

HUBSO AB
Company presentation



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It's about the future of e-commerce. Since we, via our influencers, have a strong relationship with the customer, we know what product to sell and how, before we even have launched. We know how to create profitable brands from day one. Our business model minimize the risk of capital shortage and optimize time to market, making way for a higher profitability.

Provides the Ecosystem

HUBSO is a one-stop hub for influencers who want to create their own brand and get a seamless procedure regarding production, marketing and e-commerce solutions. Basically, we're realizing dreams and they don't have to worry about the boring parts. We call it true branding, without administrative headache. We believe in authenticity and meaningful brands – so does people too – and HUBSO is the enabler, making way for stronger partnerships with our profiles.

KPI's

- HUBSO had a 251 % year on year growth 2018 to 2019
- 70% of teenagers have higher trust in influencers than traditional celebrities
- More than 50% of all marketers consider influencer marketing generated customers to be more valuable than regular. They spend more and have higher avg. basket value and share their experience in greater extend.
- 86% of women use social media as a tool in order to make the right decision when making a purchase.

Success Story: Bianca Ingresso

- Have created ByBianca to be a well recognized brand with continuous sales month to month. This is to a high extend driven by Hubso.
- Instagram account for brand with 41k followers built by HUBSO, allowing HUBSO to drive sales independently of Bianca's input.

Success Story: Sanne Alexandra

- Considered one of Sweden's most popular influencers.
- Test collection sold out after 12 hours.
- Launch of a new "Wool Coat" in December 2018
- Second launch of "Wool Coat" nov 2019

Success Story: Rebecca Stella

- One of Sweden's largest influencer with ~500 000 followers.
- Rebecca Stella left and signed for HUBSO August 2018.
- Aug 2019 launch of "I do" perfume
- Launch of "lip pen" Nov 2019
- Launch of skincare products
- Valentine's box sold out in 10 min

ABOUT

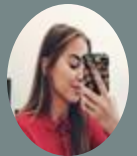
HUBSO – 360 One Stop Hub

WHAT IS INFLUENCER MARKETING?

Brands partner up with influencers in order to bolster brand awareness and drive sales, also known as influencer marketing.

Influencer marketing is a form of marketing in which focus is placed on influential people rather than the target market as a whole on social media. It identifies the individuals who have influence over potential customers, and orients marketing activities around these influencers.¹

HUBSO is now driving the change in the industry by launching authentic influencer brands.



BRANDING THROUGH INFLUENCERS

ECOSYSTEM



CONCEPT + DESIGN



MANUFACTURING



FINANCE



E-COMMERCE



LOGISTICS



TRADEMARK + CONTRACT



MARKETING



ANALYSIS



SUPPORT

HUBSO

HUBSO empowers influencers to create professional brands. Basically, with our know how and 360⁰ One-Stop Hub, we are realizing their dreams and they don't have to worry about the boring parts. We call it **true branding** without administrative headache.

We believe in authenticity and meaningful brands – so does people too – and HUBSO is the enabler, making way for stronger partnerships and brands that are both impactful and profitable. We are a part of the influencer market.

IT'S ABOUT QUALITY – NOT QUANTITY

The number of influencers in Sweden, as well as world wide, is huge, where different profiles address different types of industries and followers.

HUBSO have signed top ranked profiles such as *Bianca Ingrosso, Sanne Alexandra, Rebecca Stella* and others. Furthermore, HUBSO have active dialogs with sports and e-sports profiles. In Sweden, there are about ten additional top ranked influencers that could be attractive for HUBSO to work with.

However, It's not about the quantity, it's about the quality and the match between the influencer and HUBSO that determines the success.



HUBSO

Key factors for a HUBSO influencer:

Committed profile

Known attribute

Transparency

COMPETITIVE EDGE

HUBSO

It's about the future of e-commerce

Since HUBSO, via their influencers, have a strong relationship with its customer, HUBSO know what product to sell and how, before they are launched. Hence, HUBSO knows how to create profitable brands from day one. This business model yields a low level of inventory and financial risk, optimizes time to market and enables strong profit margins.

- Short sell cycles and high inventory turnover
- Large part of sales are secured via pre-order
- Via the influencer, HUBSO gain access to a high qualitative “data base” of potential customers



REVENUE MODEL

With the HUBSO know how and our 360⁰ One-Stop Hub, we help social media influencers who want to create their own brand and get a seamless procedure regarding production, marketing and e-commerce solutions.

HUBSO makes it easy for influencers to set up their e-commerce, owning their own brand, whilst HUBSO has exclusive rights for production and sales.



Month 1

Month 2

Month 3

Month 4-6

REVENUE MODEL

INFLUENCER EXAMPLE: PRODUCT LAUNCH



PRE HYPE



DROP 1

Sold out in 9 minutes -
100% sell through
Sales and traffic record.



DROP 2

Sold out in 2 minutes -
100% sell through



DROP 3

SANNE ALEXANDRA

(Pre-order Wool Coat on demand)

More than tripled the revenue compared to previous drops.

Unlimited stock quantity, order placed with the supplier after receiving the customers orders = 0 risk taking

REVENUE MODEL

INFLUENCER EXAMPLE: LAUNCH YEAR

HUBSO provides a complete ecosystem of services and know how, while the influencer does the product marketing in their channels. Since HUBSO have detailed information about the consumer target group, HUBSO can ensure that they launch the right product, which in turn secures sales. In general, HUBSO have exclusive rights to sales for 2-3 years.

Example: Turnover per Influencer Launch Year

To illustrate, HUBSO could for example manage 4 product launches during the influencers first year as a HUBSO partner, with average revenues of approx. MSEK 1-1.5 per launch. Gross margins are typically around 70%, which is split between HUBSO and the influencer as applicable (profit split varies dependent on individual agreements with each partner).

Note that this is an illustrative example for the first launch year and is not to be considered as a standardized calculation or fixed long-term model. Each influencer is unique and the creation of brands, products and number of launches is custom made.

Example: Turnover per Influencer	12 month period
# of product releases (launch year)	4
Revenues per release (MSEK)	15
Total revenues: Launch Year	6.0
Gross profit (@ 70 % margin)	4.2
Number of Influencers 2018 year end	6
Number of Influencers 2019E year end	8
Number of Influencers 2020E year end	+10

EXPANSION PHASE 2020

INFLUENCER EXAMPLE: LAUNCH YEAR

During 2020, HUBSO intends to have a solid base of top ranked influencer within different industries, ranging from fashion to health to e-sports. Also, HUBSO will look to launch their own in-house brand.

- ▶ Increase marketing via paid media.
- ▶ Ambition to sign more top ranked international influencers.
- ▶ MSEK ~45 in forecasted sales.



EXECUTIVE SUMMARY

HUBSO is a **one-stop hub** for influencers who want to create their own brand and get a seamless procedure regarding production, marketing and e-commerce solutions. HUBSO makes it easy for influencers to set up their e-commerce, owning their own brand, whilst HUBSO has exclusive rights for production and sales.

1. Growth

From zero to MSEK 4.7 in revenues the first full year followed by MSEK 16.5 in 2019– HUBSO has a target revenue for 2020 of MSEK 45. Expectations for 2020 is to double the number of brands and investments will be made to manage a higher level of sales on the more mature brands and begin with international expansion.

2. Business Model

HUBSO utilize the power of ecommerce and influencers creating a unique business model for aggressive growth, scalability and profitability. HUBSO's platform is an ecosystem handling every technical and financial aspect of the business, while the influencer covers the marketing part. This means there are no direct marketing costs and the brands created within HUBSO has audience and potential customers from day one through the influencers follower base.

This yields a low level of inventory, financial risk and optimizes time to market with strong profit margins.

3. Ready to Expand

HUBSO have signed top ranked influencers such as Bianca Ingrosso, Sanne Alexandra, Rebecca Stella among others. HUBSO also have active dialogs with international profiles. 2020 Hubso will continue to increase revenue turnover per brand by offering larger volumes and tighter product releases. This, in combination with more brands, will enable a higher growth rate during 2020 along with international expansion.

2017: The beginning

- Toum Media AB spins off HUBSO and recruit key personnel. Seed round MSEK 1.
- HUBSO creates the ecosystem. Platform, suppliers, inventory, logistics and business model in place.

2018: Proof of Concept

- HUBSO signs top ranked influencers.
- Book launch of Chevaleresk, 98 % sell through within 48 hours.
- Sanne Alexandra collection hits record sales.
- 5 of 5 successful product launches.
- MSEK 4.7 in total sales.

2019: Scale up of business

Rights issue of MSEK 3.4 (Q1-19).

- With new working capital, HUBSO can meet the increasing demand and manage a higher level of sales.
- Focus is to increase revenue turnover per influencer and brand. Scaling up turnover in avg. 33% per brand.
- Expand to other industries by signing e.g. sport profiles, E-sport profiles etc.
- MSEK 16.5 in total sales.

2020: Further expansion

- Two more big high end profiles signed in Alice Stenlöf and Filip Dikmen
- Continuous work with increasing the turnover per brand.
- MSEK 45 in forecasted sales.



HUBSO

Thank you

www.hubso.com