

PORTOBELLO

COMPANY PROFILE

Introduction

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Business Units

We are a **leading Italian Company** in media bartering: we use advertising spaces to buy products, so you can find in our stores the best brands at competitive prices.

The Company, **founded in Rome in 2016**, quickly became one of the leading player in the market as well as the **youngest Italian company listed on the Italian stock exchange**. The Company has a business model organized into three strategic units, vertically integrated to achieve maximum efficiency.

The media barter stands at the base of its model: this, combined with the proven experience of the Group in the media sector, has led to the creation of an effective and cutting-edge business model. The company also owns and manages a chain of **Portobello stores**, an **entertainment portal** and the **ePrice** marketplace.



Vision

We work to strengthen our **circular, ethical and innovative** business model and to extend our sales network throughout the national territory. We want to ensure the accessibility of quality products to the largest number of customers and enhance the potential of our partners in a framework of sustainable development. Creating growth opportunities is our vision but above all our passion.

Mission

Thanks to a circular and vertically integrated business model, we are able to offer **high quality products at affordable prices** through assisted sales in our stores. We want to give consumers the pleasure of buying in the physical store: only products of main brands at prices lower than online stores.



Values



Integrity

We always deliver on our promises and commitments. Our work is characterized by responsibility, ethics, fairness and inclusion. Our operations comply with current regulations and the highest sustainability standards.



Passion

We have a strong passion for our work. Thanks to the enthusiasm, curiosity and dedication of each of us, we are able to find the best solutions and create added value in all our operations.



Innovation

We develop a circular and highly innovative business model. Our Divisions are vertically integrated for an efficient use of resources and to create shared value in an alternative and sustainable way.



Opportunity

We see every challenge as an opportunity. Our ambition is to always offer our customers and our partners the opportunity to access the goods, services and resources necessary for their well-being and growth pursuing a win-win approach.

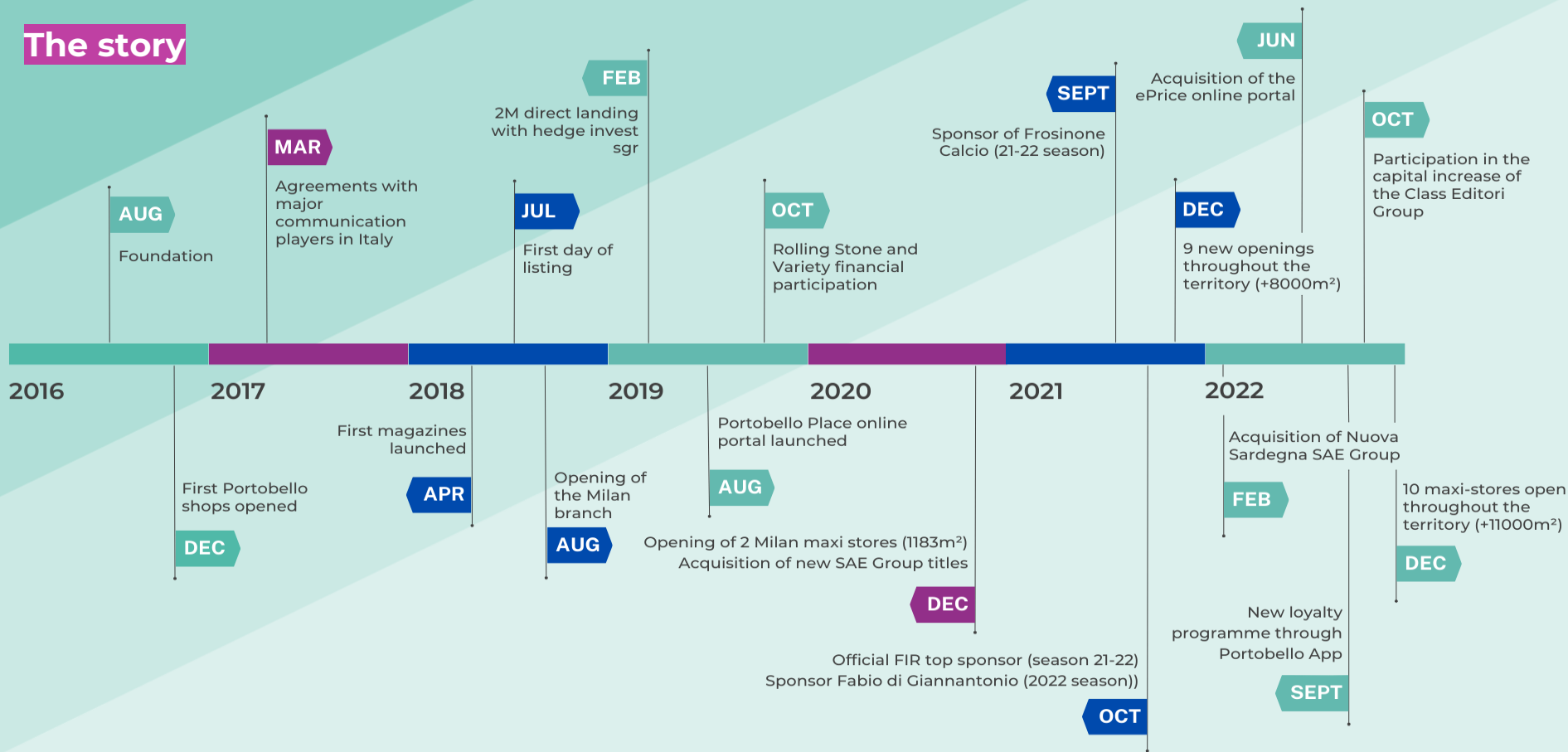
Sustainability

At Portobello we have created a sustainable business model aimed at long-term value creation.

- **Governance:** we have adopted an Organization, Management and Control Model in compliance with the Legislative Decree n. 231/2001. We also have a Code of Ethics that requires employees, consultants, suppliers and third parties in general to operate in accordance with applicable laws, professional ethics and company values.
- **Social Responsibility:** our Social Responsibility activities are closely integrated with the Company's core business. Through selected media barter operations we donate products that are useful to vulnerable local communities in the areas surrounding our headquarters and stores. In addition, since July 2022 we have been an official partner of the Telethon Foundation ("*Malattie senza diagnosi*" program).
- **Protection of the environment:** we are committed to protecting the environment and the ecosystem in which we operate by always trying to go beyond legal requirements. For this reason, we have joined the "*Forever Zero CO2*" carbon offset project through which, by planting a bamboo forest in Italy, we have reduced our carbon footprint to zero.



The story



ePrice

In July 2022, Portobello finalized the acquisition of the marketplace **ePrice**, Founded in Milan in 2000, ePrice is **one of Italy's leading online shops**, specializing in the sale of high-tech products (electronics) and a leader in the large household appliances segment.











Through this strategic acquisition **Portobello Group** is preparing to:

- **Become an omnichannel operator**, creating solid synergies between online (e-commerce) and offline (retail chain).
- **Expand the product range on the ePrice portal** with some categories from the Portobello retail chain and with secure, reliable and tracked vouchers, to strengthen the online offer, marginality and competitiveness of the e-commerce portal.
- **Rapidly develop economies of scale** both on costs related to logistics, shipping, communication and marketing and on margins by being able to obtain more favourable terms from suppliers.
- **Develop a competitive B2B offer** for SMEs, which make up the vast majority of the Italian industrial fabric, also thanks to the advertising exchange mechanism.



ePRICE

The ranking of the best e-commerce for the electronics market

Azienda	Settore	Rilevanza ▼	Visitatori unici	Tempo medio	Frequenza di rimbalzo
1  Samsung	Elettronica	1.000	5.867.866	08:32	62,0%
2  UniEuro	Elettronica	936	5.444.123	10:03	56,0%
3  Mediaworld	Elettronica	811	4.631.375	09:19	66,0%
4  ePrice	Elettronica	482	2.537.360	05:40	58,0%
5  Euronics	Elettronica	460	2.385.642	09:08	49,0%
6  Xiaomi	Elettronica	430	2.258.991	04:56	62,0%
7  Apple Store	Elettronica	314	1.461.352	04:04	55,0%
8  HP	Elettronica	308	1.402.028	08:50	66,0%
9  Nintendo	Elettronica	259	1.115.419	07:57	60,0%
10  Huawei	Elettronica	256	1.100.222	09:42	62,0%

Source: Casaleggio & Associati - September 2022

The listing

Just **18 months** after its foundation, Portobello lands on the **AIM market of the Italian Stock Exchange** on 13 July 2018, becoming the youngest company ever listed on this segment.



The awards

The Company has received several awards and recognitions: the main ones are listed below.

AIM Investor Day 2018 , startup category, awarded by the Department for International Trade and IR Top Consulting.	Impresa Bene Comune 2018 , awarded by the National Association for Industry and the Tertiary sector.	Crescita Primo Semestre 2019 , awarded to AIM companies with the greatest growth.	Campione della Crescita 2021 , awarded by the German Institute of Quality and Finance (ITQF) in collaboration with La Repubblica.	Innovazione SMAU 2021 , reference event for all the leading innovation companies in Italy
EY L'Imprenditore dell'Anno 2021 , Sustainability category, awarded to Roberto Panfili, Co-Founder and COO.	Campione della Crescita 2022 , awarded for the second year running by the German Institute for Quality and Finance (ITQF) in cooperation with La Repubblica.	Forever Bamboo 2022 , awarded for the commitment to environmental sustainability.	Campione della Crescita 2023 , awarded for the third consecutive year by the German Institute for Quality and Finance (ITQF) in cooperation with La Repubblica.	

For the intuition of an innovative and circular business model, which integrates media advertising and retail with effects on the optimisation of its customers' inventory, and which has enabled the company to establish itself, after only 18 months since its foundation in 2016, as the youngest company listed on the Italian stock exchange

Premio EY L'Imprenditore dell'Anno 2021, Sustainability Category

Our offices

In August 2019 we moved our headquarters and our warehouse to Pomezia, near Rome.

A technological and innovative structure, aimed at reducing the environmental impact and ensuring the safety of all staff. On campus there are large green spaces, several parking lots and easy transit areas for heavy vehicles.

Offices: 2500 sqm

Warehouse: 7500 sqm

Registered office and headquarters

Piazzale della Stazione snc 00071 Pomezia (RM)

Secondary headquarters

Corso Venezia, 45 20121 Milano (MI)





	2020	2021	2022
REVENUE	64,00	82,20	130,48
EBITDA	10,87	16,51	24,56*
NET PROFIT	5,95	8,82	14,06*

value in M€

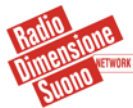
**Adjusted values are obtained by neutralising an extraordinary cost component of approximately EUR 6.4 million, which is not repeatable, and the related tax impact*

National campaign: the brand

"When the challenge seems impossible, we Italians do everything to make it happen". **Francesco Totti** is the testimonial of the first Portobello TV campaign: he takes us to Berlin, to relive the magical night of 2006, with an aim to brand awareness.



Forbes



sky



National campaign: the franchising

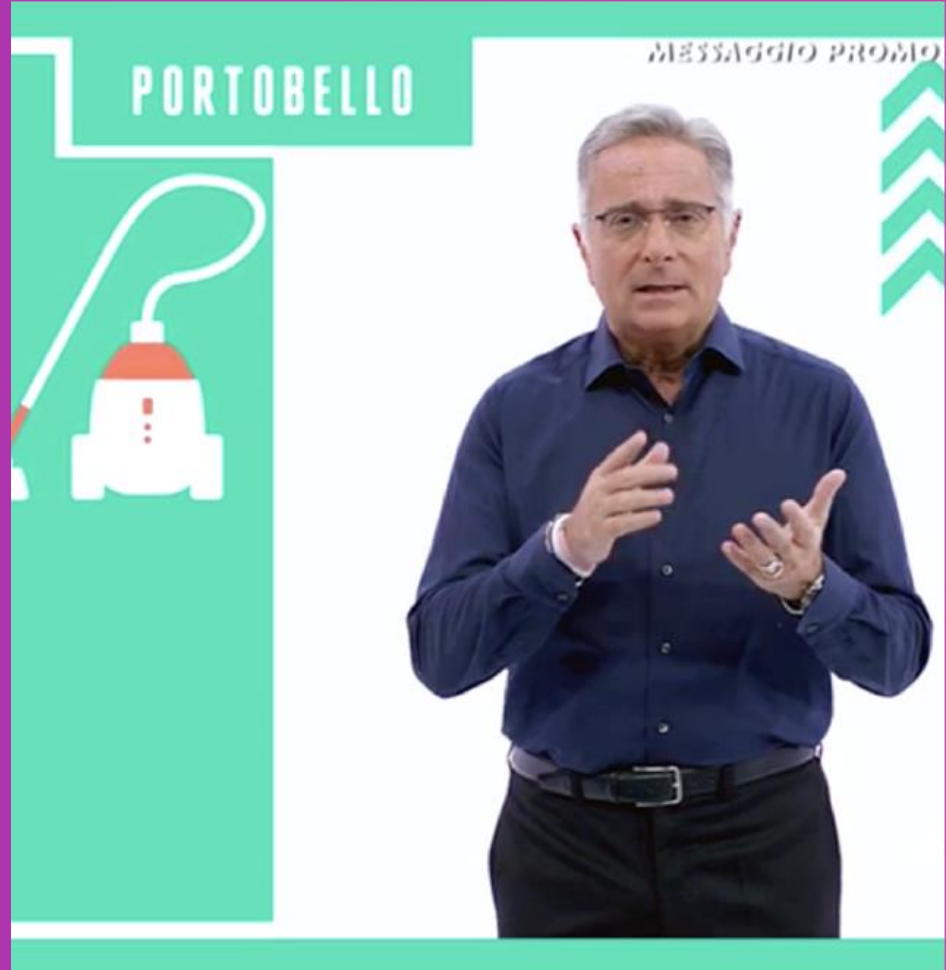
In 2019 **Paolo Bonolis** becomes Portobello testimonial for the national communication campaign: a fresh and light explanation of the key points of the brand, focused on physical stores and on the possibility of opening a franchise. "Cool, right?"



Forbes



sky



Our sponsorship

We support sport, which is an important tool for socializing and promoting fundamental values such as team spirit, respect, loyalty and above all inclusion at all levels. The sponsorships with the **Italian Rugby Federation and the Roma Volley Women's Club**, are therefore part of Portobello's communication and sustainability strategy, which aims to represent the company's Italian identity and its roots in the local area, and thus to support both the local population and activities, as well as national excellence.



What is barter

Barter is a commercial practice between companies for the exchange of goods or services in compensation. The basic concept recalls the ancient exchange of goods: a company that needs to plan a media campaign can use its goods or services as a form of payment.



Media barter in Italy

Barter is a practice that provides cash benefits for all companies that buy advertising, improving the rotation of the inventory. A barter is fiscally equivalent to an exchange if the compensation between goods and advertising is immediate (under Presidential Decree 633/72 art. 6 and 11). Invoices are issued with indication of payment in compensation, except for any adjustments arising from different VAT rates. If the advertising is delivered after the goods have been supplied, the barter company will emit down payment invoice. If, on the other hand, the supply of goods is postponed with respect to the time of use of the advertising, the supplier advertiser will be required to issue a down payment invoice for goods to be delivered.



The advantages of barter

Tax credit

Since 2018, a tax credit has been established for companies, self-employed workers and non-commercial entities in relation to incremental advertising investments.

Low cash commitment

With advertising in exchange for merchandise, marketing campaigns are financed without large investments in cash: barter represents an alternative payment system in operations with zero cash outlay.

Turnover increase

With barter, the Company records an increase in turnover, being able to choose when to request the start of advertising delivery and then register it at cost.

Always new advertising

Bartering agencies have specific know-how and are able to implement new marketing methods that are increasingly efficient and effective for client companies.

Performance increase

The Company can optimize its accounting and tax management close to the accounting deadlines for the registration and devaluation of unsold goods.

Inventory rotation

Those with unsold overproduction can benefit from the exchange of goods to increase inventory rotation and renew it.

Sales channel

Barter represents an alternative sales opportunity, developed with a new channel that does not interfere with the traditional ones.

Testing products

When a company creates a new product, it can choose barter trading as a method to test its launch on the market, indirectly proposing it to the many subjects who buy in the Portobello retail chain.

Business Model



CLIENT COMPANY

PURCHASE OF GOODS

direct or through barter

PB

SALE OF ADVERTISING SPACE

owned or of third-party

SALE OF GOODS

through: retail shop, online store, market place, franchising



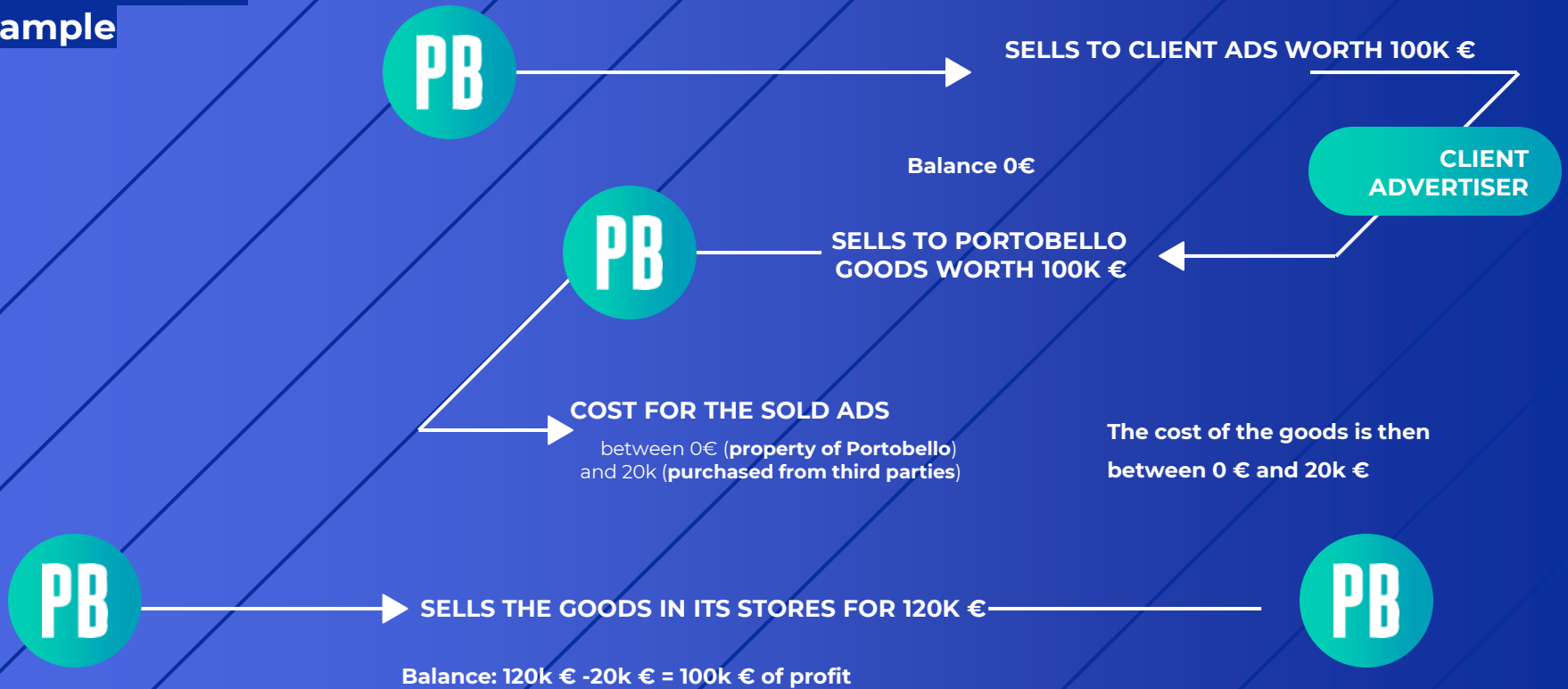
END USER

RESELLERS DISTRIBUTION

of unsold goods

The innovative Portobello business model provides direct or barter sales of media spaces to the client company: the goods obtained are sold at competitive prices in the stores, while the unsold goods are distributed to resellers.

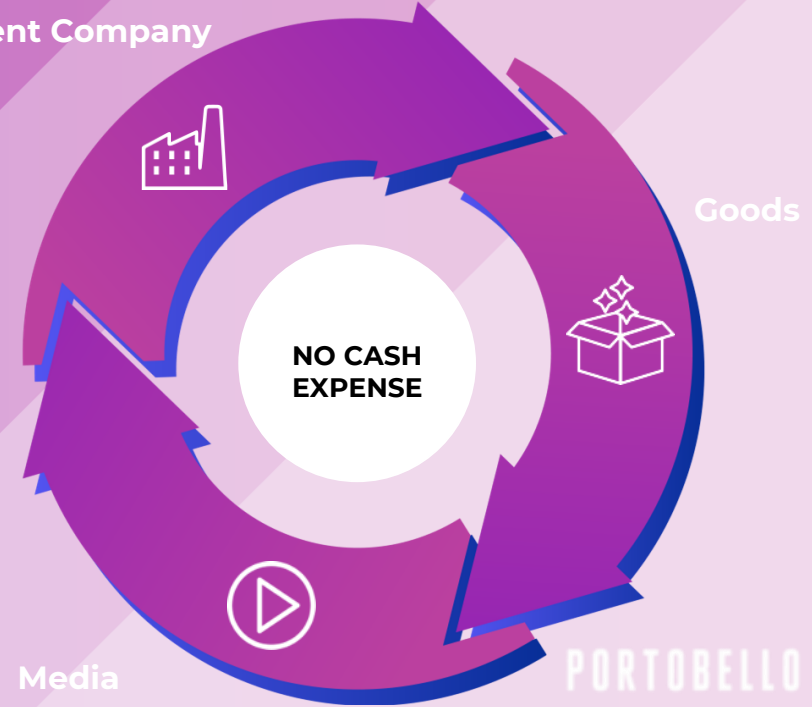
Business Model example



Value proposition

Thanks to **its circular business model**, Portobello is able to acquire and then offer products of the highest quality at competitive prices. In this way, Portobello provides, through an appealing and efficient retail format, the opportunity for consumers to buy these products at lower prices than any other player on the market. This is achieved through an efficient and scalable model that generates cash and margins at any level of sales volumes. Furthermore, the Company structure allows to grow organically in the media, retail and B2B areas.

Client Company



Business Units

Portobello has a business model organized in three strategic units, vertically integrated to achieve maximum efficiency.



Media

The media business unit deals with the selling of owned or third-party advertising spaces, directly or through barter. Portobello offers to its advertisers spaces in high traffic areas, video walls, magazines and much more.



Retail

The products obtained thanks to the barter or purchased are sold in the Portobello stores: this allows us to have always different goods on the shelves. Main brands at unbeatable prices, with a complete in-store shopping experience.



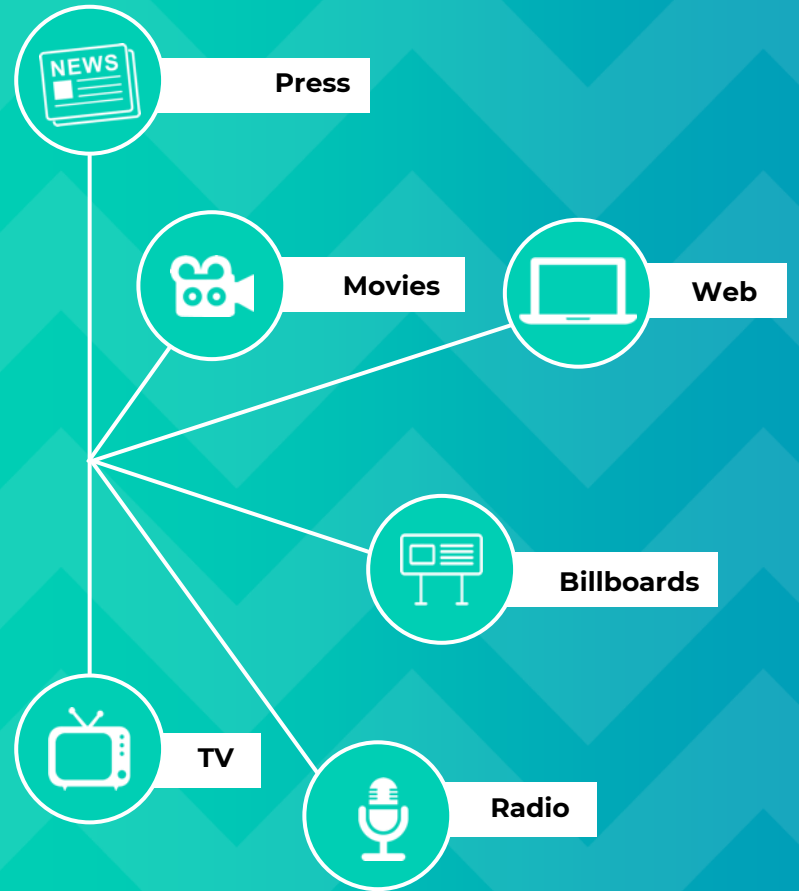
B2B

To ensure the best turnover of goods, part of the inventories are sold through B2B channels: this leads on one hand to agreements with international players, on the other to a high rotation of products in the stores.

Media

The **Media Business Unit** deals with the management, resale and distribution of owned or third-party advertising spaces.

It is one of Portobello's strategic units, made up of professionals able to provide the best customized advertising mix on any media on a **local, national and international** level based on the marketing and communication objectives of its advertiser clients. A key aspect of the media planning process is the direct and strong relationships with media centers and advertising agencies.



Newspapers and magazines

Portobello's **publishing unit** offers its advertisers the best-selling magazines on newsstands, with thematic articles, insights, boxes and advertisements. Based on the marketing objectives of each client, Portobello is able to identify the most suitable media and magazine.

New acquisitions:

- Il Tirreno
- La Nuova Ferrara
- La Gazzetta di Reggio
- La Gazzetta di Modena
- La Nuova Sardegna



International magazines

Portobello is, together with RS Productions, the owner of Web Magazine Makers, a publishing company that owns the rights to the Rolling Stone trademarks in Italy.

Rolling Stone



Online: Portobello Place

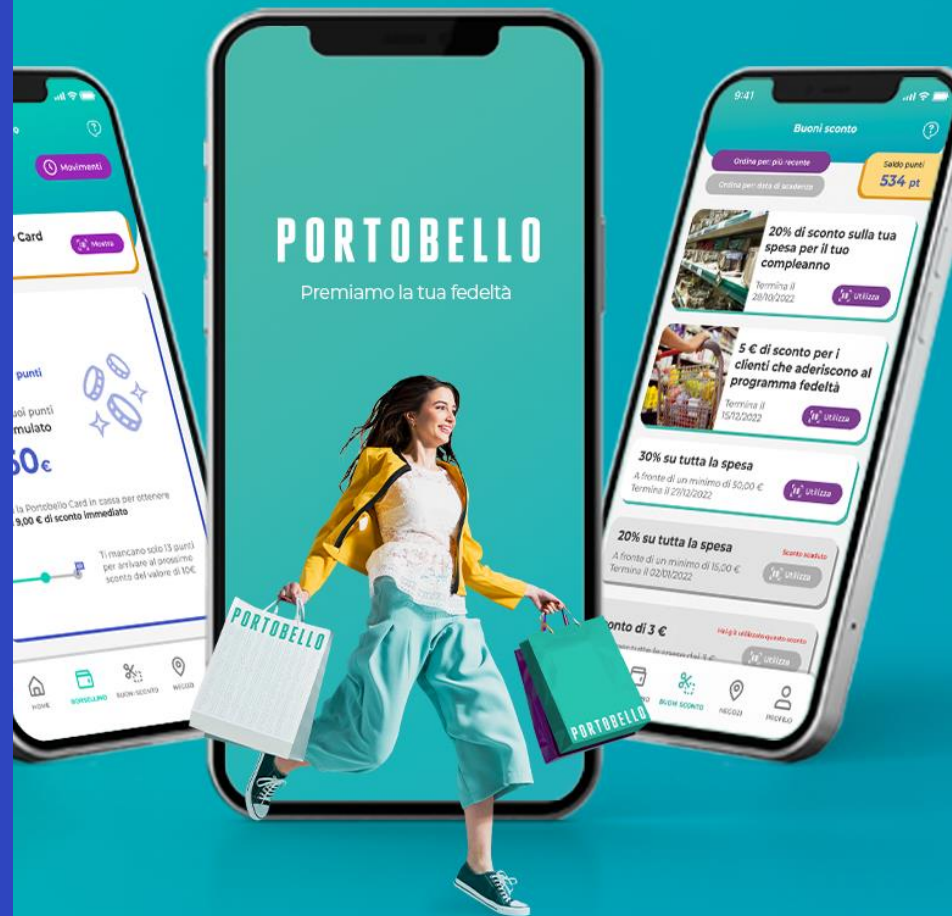
As an additional advertising distribution channel, Portobello has developed **a portal and an app: Portobello Place**. These channels are an additional option for the advertisers.



Online: Portobello App

With the aim of **increasing customer loyalty** and improving the shopping experience, we have developed and made available to our customers an **App for smartphones**, which can be downloaded on the main stores (Android and iOS), focusing on a strategy that encourages customers to spend **more easily and profitably**.

The Portobello loyalty program, in fact, offers a series of **exclusive benefits** to its members, such as dedicated promotions and discounts, points collection and cashback.



Outdoor Media

There are several solutions for **outdoor media** that reach more than **15 cities in Italy**. In fact, depending on the communication needs, advertisers can choose whether to use a digital wall in various formats, affixed to buildings or urban walls, the newsstand rotor circuit or the infopads in shopping centers.



Outdoor Media

Digital outdoor

Digital solutions in various formats affixed to buildings or urban walls in high traffic locations. They represent an innovative communication method, because they give the brand visibility within the city.

Infopad

Interactive communication platforms located in major shopping centers, able to expand the traditional media plan.

Rotor

The newsstand rotor circuit is a high-impact message spreading system: 160 single-sided and backlit advertising systems placed in conjunction with the major newsstands.



Partnership

To guarantee our advertisers an effective media mix for every need, over the years we have entered into numerous partnerships with **companies, online platforms, magazines and radio.**



Retail

Portobello's retail network is currently present in several Italian regions (**Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Piedmont, Apulia, Sicily and Veneto**) with plans to expand throughout the country.

Portobello stores are located in areas with high pedestrian traffic and the furnishing style follows the same fresh and simple outlook of our visual identity, designed to make the shopping experience unique.



Retail: overview

Products

Our stores offer different product categories: household essentials, personal care, home appliances, clothing, gifts and bijoux. The products are obtained from exchanges of goods or are purchased by the Company, but must belong to brands recognized for their quality.

Stock

Each store has a vast assortment of products, in order to meet the needs of each consumer. Stores are supplied every week with out-of-stock goods or new products, helping to fuel consumer curiosity and generate good flow in each store.

Store layout

Inside, all the stores respect the same format: the product categories are always arranged in the same order, the furniture is designed to emphasize the quality of the products. Given the highly competitive offer, the most affordable prices are always highlighted.

Sales strategy

Each month, Portobello creates and distributes a flyer highlighting the best deals. Customers are reached based on their location in relation to the store. The flyer shows offers for 10-24 days: it helps to increase sales and improve brand awareness.

Location

Each store is located on streets with good walkability and high popular density.

The stores have a floor area of about 250 sqm, while the maxi stores range from 500 to 1000 sqm.

Franchising

Joining the Portobello family is an investment that becomes profitable in a short time. Through the expansion project of the franchising network we provide our experience and format of our stores and of our business model to a wider audience. Portobello guarantees assistance in finding the venue and in the design, implementation of the management software, continuous training, promotional launch and much more.



Stores

MILANO

Corso Genova, 20 - 20123

MILANO

C.C. Merlata Bloom, Via Gottlieb Wilhelm Daimler, 61 - 20156

TORINO

C.C. Porte di Torino, Corso Romania, 460 - 10156

BOLOGNA

C.C. Centro Borgo, Via Marco Emilio Lepido, 186, 40132

ANCONA

C.C. Grotte Center, Via del Campo d'Aviazione, 17 - 60021 Camerano

FORLÌ

C.C. Punta di Ferro, Piazzale della Cooperazione, 2 - 47122

ROMA CASTANI

Via dei Castani, 173 - 00172

ROMA CAPENA

C.C. Il Cubo, via Tiberina Km 17.000 - 00060

ROMA LIBIA

Viale Libia, 204 - 00199

ROMA OSTIA

Via delle gondole, 20 - 00121

ROMA TUSCOLANA

Via Tuscolana, 1048 - 00174

ROMA EST

C.C. RomaEst, Via Collatina, Km 12,800 - 00132

ROMANINA

C.C. La Romanina, Via Enrico Ferri, 8 - 00173

FROSINONE

C. C. Centro Città, Piazzale Europa, 2 - 03100

CATANIA

C.C. Porte di Catania, Via Gelso Bianco - 95121

RIMINI

C.C. I Malatesta, Via Emilia, 150 - 47921

PORTOGRUARO

C.C. Adriatico 2, Via Prati Guori, 29 - 30026

CARPI

C.C. Il Borgogioioso, Viale dell' Industria, 31 - 41012

UDINE

C.C. Città Fiera, Via Antonio Bardelli, 4 - 33035

S. BENEDETTO DEL TRONTO

C.C. Porto Grande, Via Pasubio, 144 - 63074

RAVENNA

C.C. ESP, Via M. Bussato, 74 - 48124

CATANIA

C.C. Etnapolis, Contrada Valcorrente, 23 - 95032

CATANIA

C.C. Katanè, Via Salvatore Quasimodo 1 - 95030

BARI

C.C. Mongolfiera Japigia, Via Arturo Toscanini, 20 - 70126

SARZANA

C.C. CentroLuna, Via Variante Cisa, 40 - 19038

CURNO

C.C. Curno, Via Enrico Fermi, 1 - 24035

TORINO

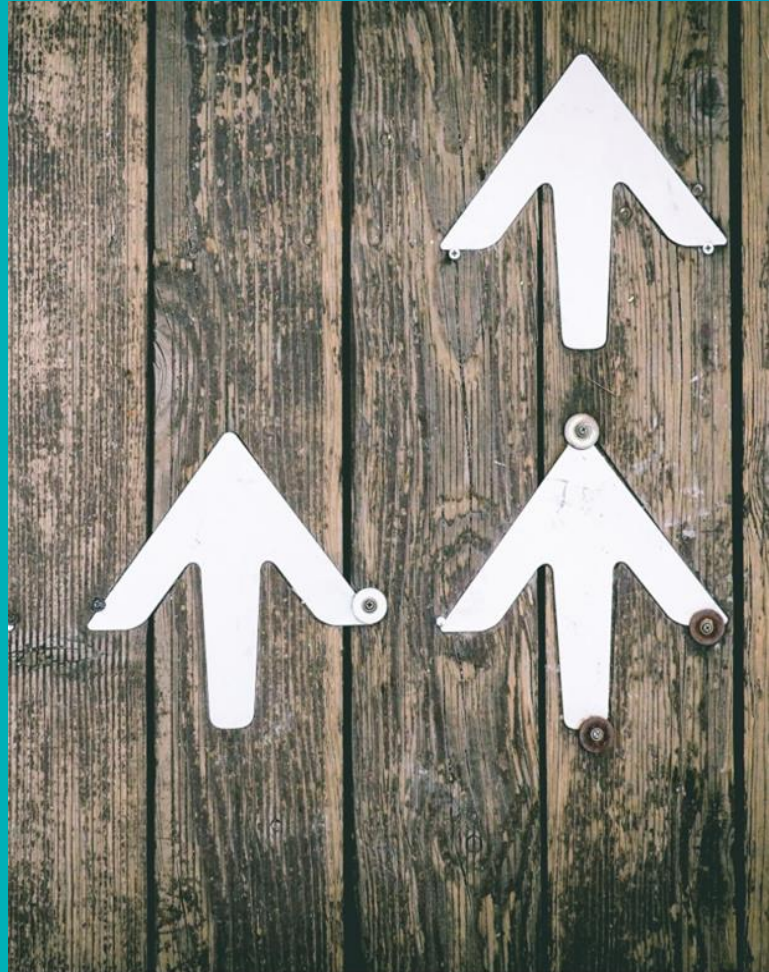
C.C. To Dream, Corso Romania, 460 - 10156

FERRARA

CC Il Castello, Via Giusti 4 - 44124

VERONA

C.C. Le Corti Venete, Viale del Commercio, 1 - 37036



THANK YOU