

COMPANY PRESENTATION

PORTOBELLO

Identity

Business

Media and communication

Retail

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



Passion



Innovation



Opportunity

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

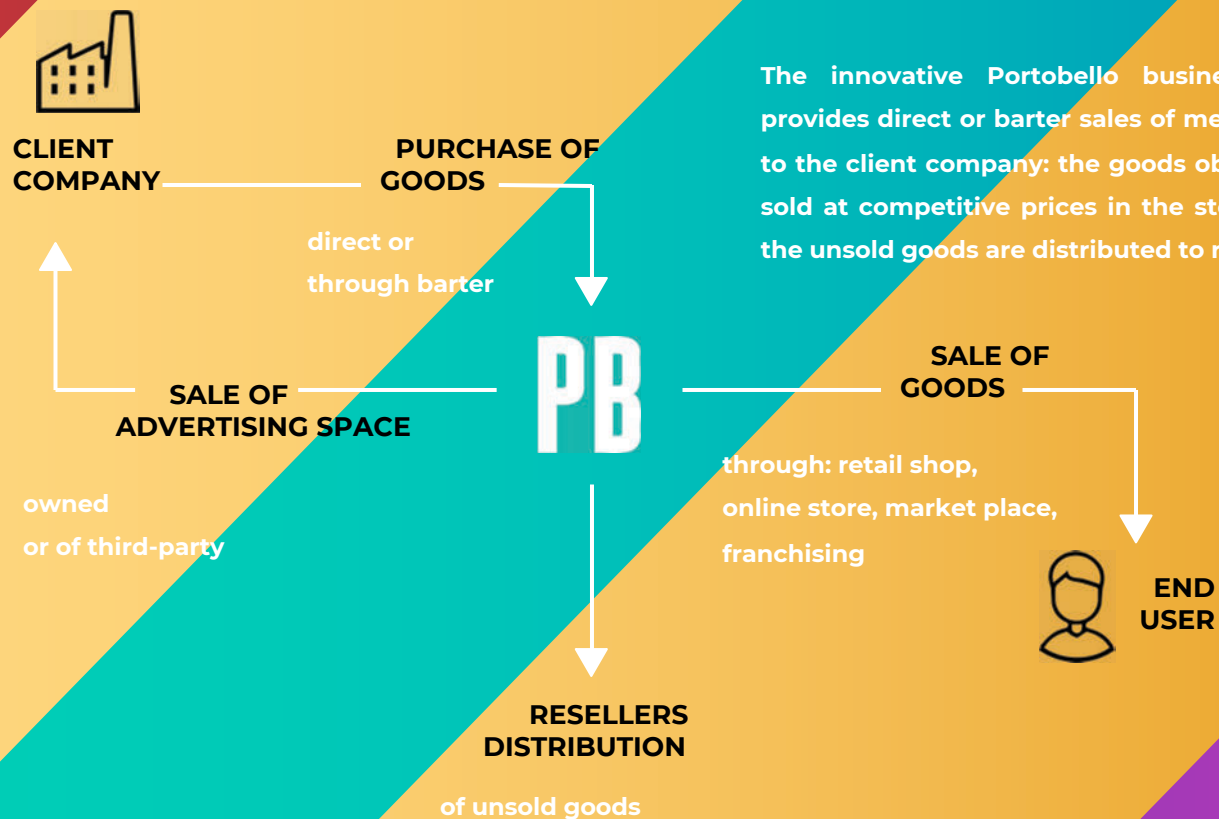
The products obtained thanks to the barter or purchased are sold in the Portobello stores: this allows us to have always different goods on the shelves. Main brands at unbeatable prices, with a complete in-store shopping experience.



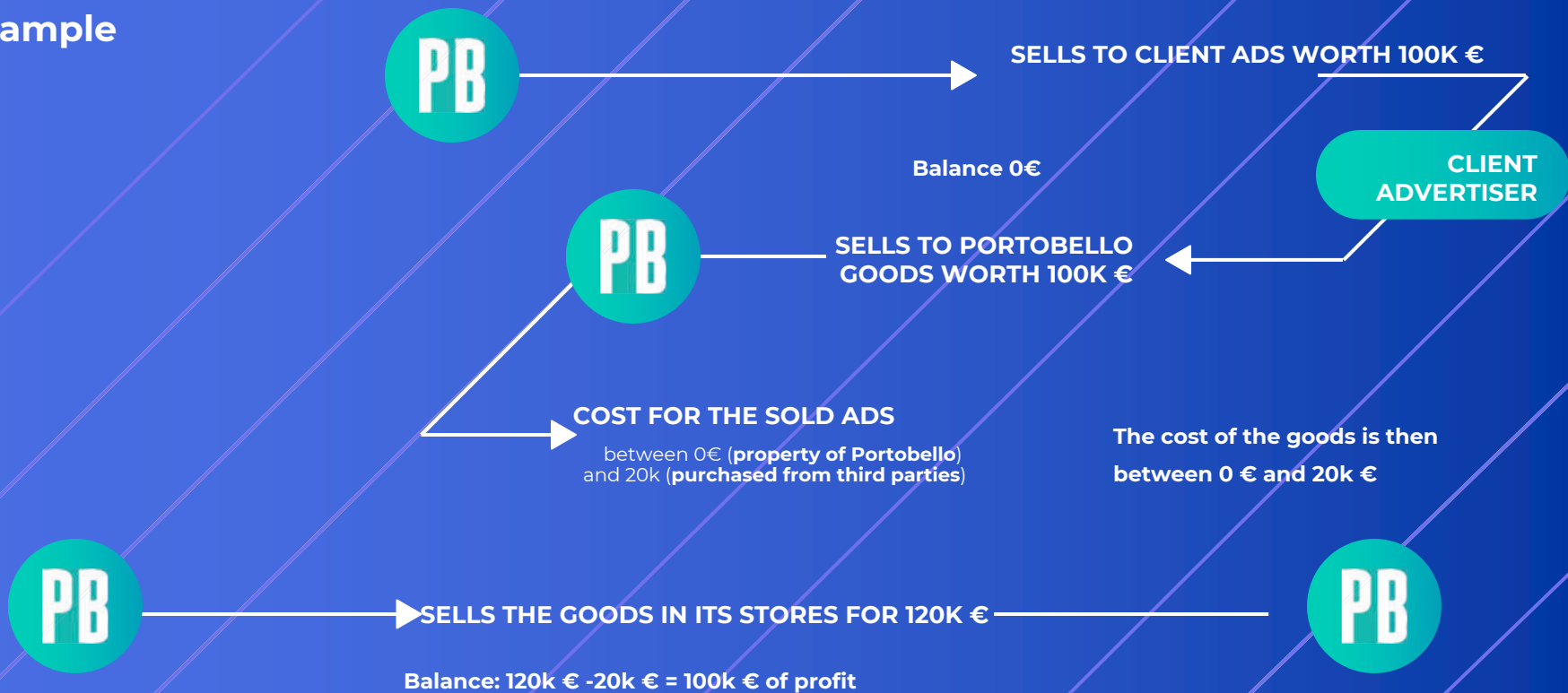
B2B

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.

Business model



Business model example



Pricing policy

Thanks to the innovative business model, Portobello provides consumers with products from the best brands at unbeatable prices, even for online giants like Amazon.

Down jacket with hood

Best price

amazon
€25.00



ZUiki

Purchase price Portobello

€0.61^{+VAT}

Final price

PORTOBELLO
€4.49

official retail price 39.90€

Sunglasses

Best price

amazon
€29.90



Polaroid

Purchase price Portobello

€1.00^{+VAT}

Final price

PORTOBELLO
€9.90

official retail price 59.90€

100 coffee capsules

Best price

amazon
€19.90



Fastisi

Purchase price Portobello

€1.45^{+VAT}

Final price

PORTOBELLO
€12.90

official retail price 29.90€

Shop fitting

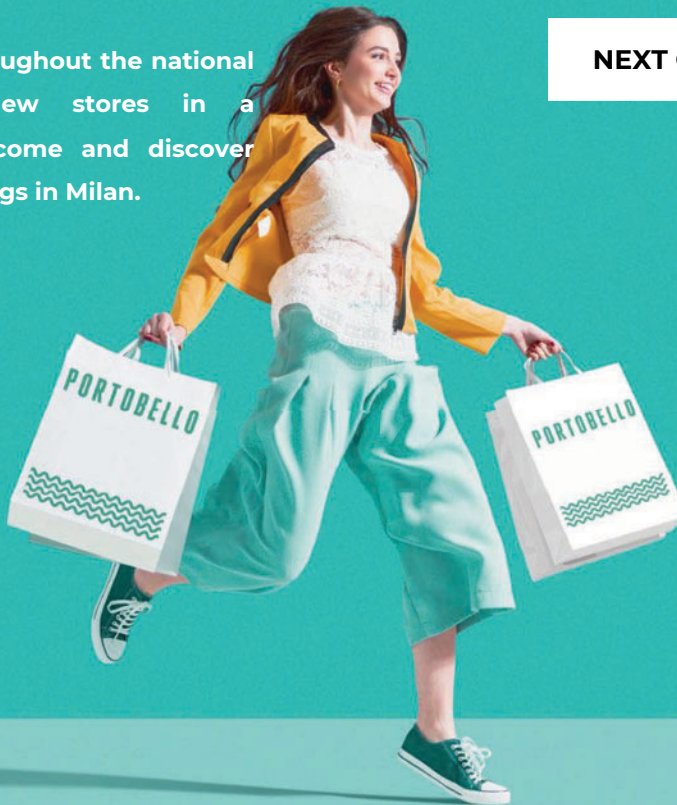
Portobello stores follow the same fresh and simple outlook of our visual identity, designed to make the shopping experience unique.

Inside, the products range from **household essentials, home appliances and gifts, textiles and clothing, home decor and personal care.**



New openings

We are expanding throughout the national territory, opening new stores in a widespread manner: come and discover our most recent openings in Milan.



NEXT OPENINGS

New stores for a total commercial surface of 10k+ square meters (equivalent to 40 stores of the standard format of 250 sqm)

Parco Commerciale Grande Sud	Giugliano (NA)
C.C. Porte di Torino	Torino
C.C. Merlata Bloom Milano	Milano
C.C. Grande Cuneo	Cuneo
C.C. Fanocenter	Fano (PU)
C.C. Porte di Catania	Catania
C.C. Etnapolis	Belpasso (CT)
Via Torino, 15	Milano
C.C. Romaest	Roma
C.C. Il Borgoglioioso	Carpi (MO)
C.C. I Malatesta	Rimini

Financials



	2017	2018	2019	2020
REVENUE	10.00	22.00	45.34	64.00
EBITDA	0.54	3.39	8.24	10.87
NET PROFIT	0.34	1.80	4.75	5.95

value in M€

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THANK YOU