

# COMPANY PRESENTATION

PORTOBELLO

## 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

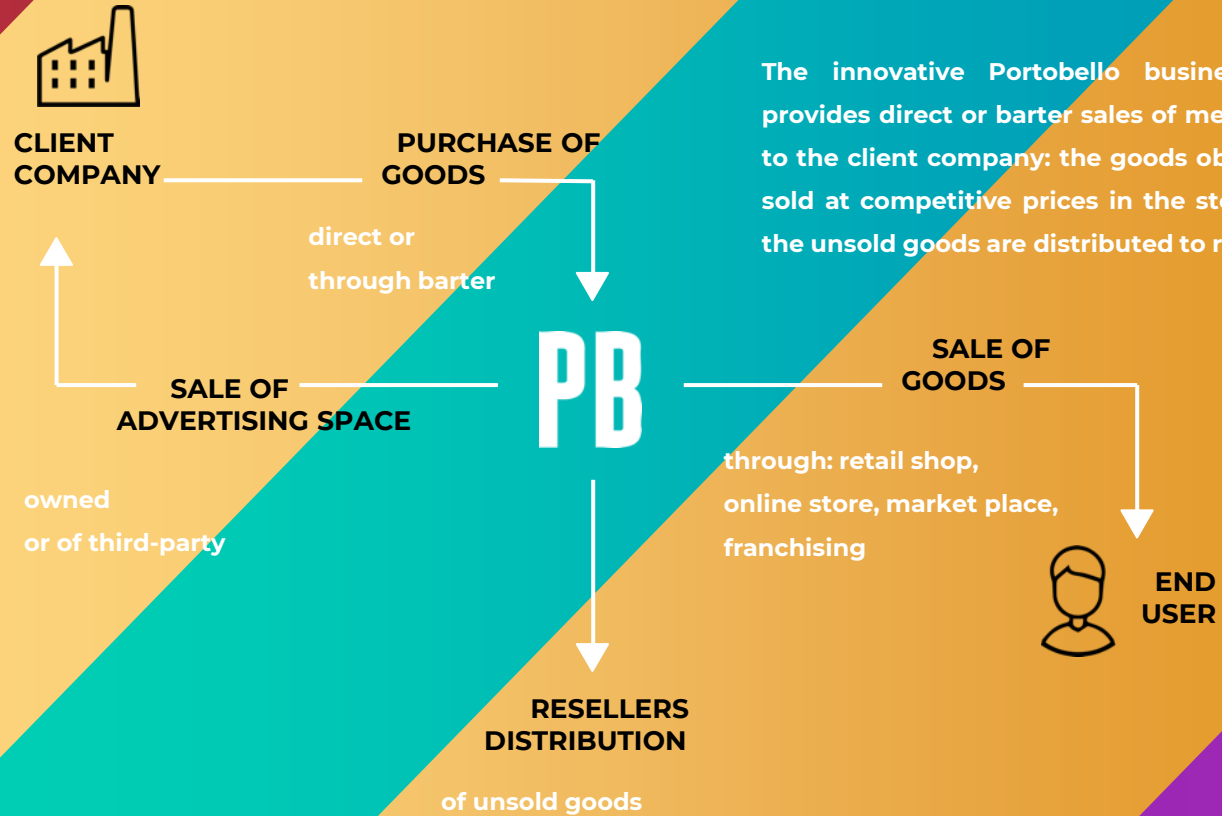
The products obtained thanks to the barter or purchased are sold in the Portobello stores: this allows us to have always different goods on the shelves. Main brands at unbeatable prices, with a complete in-store shopping experience.



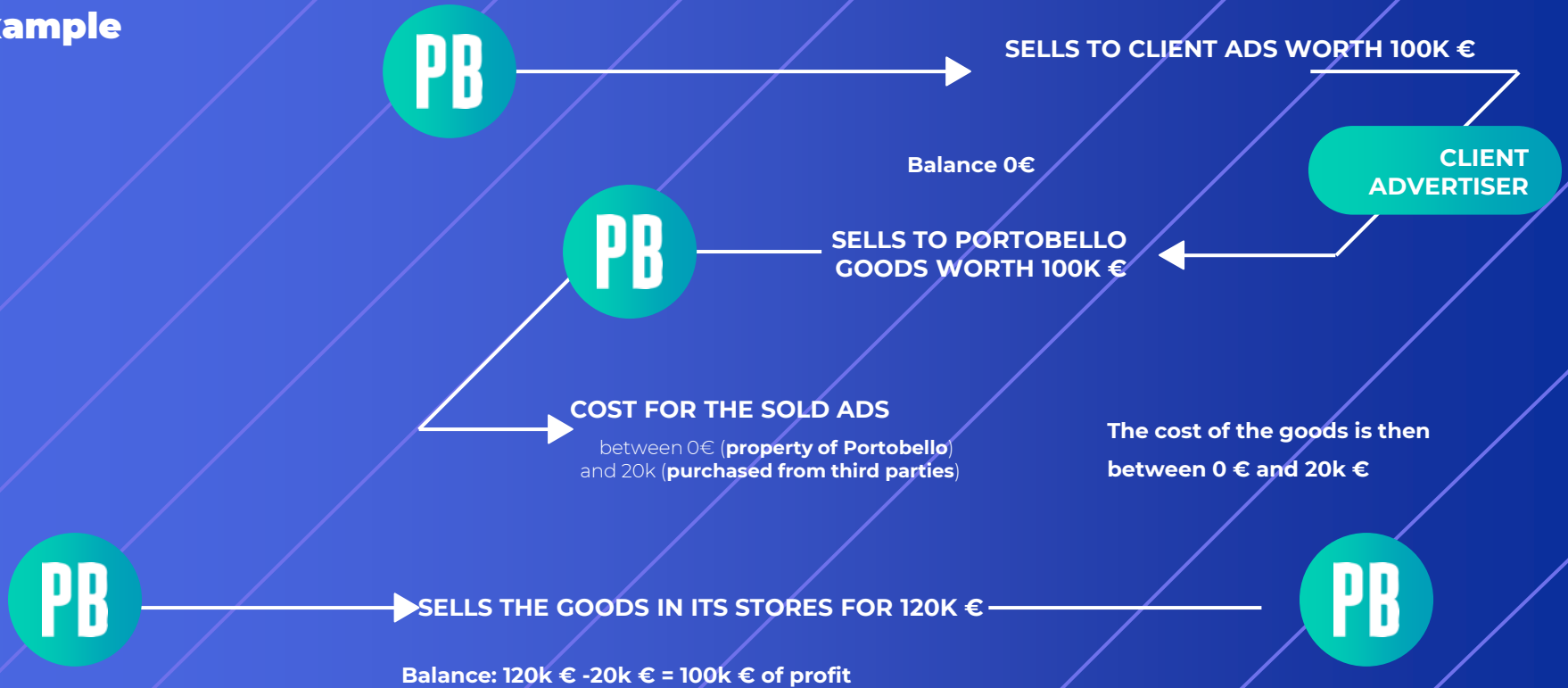
## B2B

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.

Sunglasses

Best price

amazon

€29.90



ITALIA INDEPENDENT

Purchase price Portobello

€1.20<sup>+VAT</sup>

Final price

PORTOBELLO

€19.90

official retail price 129.00€

Champagne Piper

Best price

amazon

€39.00



CHAMPAGNE  
PIPER-HEIDSIECK  
*Reims France*

Purchase price Portobello

€1.45<sup>+VAT</sup>

Final price

PORTOBELLO

€19.90

official retail price 49.90€

Segway ES1

Best price

amazon

€250.00



Segway-Ninebot

Purchase price Portobello

€20.00<sup>+VAT</sup>

Final price

PORTOBELLO

€199.00

official retail price 299.00€

Mixer

Best price

amazon

€72.00



 **BOSCH**

Purchase price Portobello

€4.60<sup>+VAT</sup>

Final price

PORTOBELLO

€39.90

official retail price 79.90€

## 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.





	2017	2018	2019	2020	2021
REVENUE	10.00	22.00	45.34	64.00	88.20
EBITDA	0.54	3.39	8.24	10.87	16.51
NET PROFIT	0.34	1.80	4.75	5.95	8.82

value in M€





Snapshot of entire PoS network at the first quarter of 2023 (PoS already opened or signed)

OPENING	POS	CITY	GLA
08/12/2016	Capena	Roma	910
20/04/2017	Tiburtina	Roma	250
01/10/2018	Viale Europa	Frosinone	355
12/11/2018	S.M. Maggiore	Roma	320
23/04/2019	Grimaldi	Roma	286
18/06/2019	Ostia	Roma	320
25/09/2019	Libia	Roma	300
30/10/2019	Castani	Roma	585
21/11/2019	Tuscolana	Roma	280
18/05/2020	Colli Portuensi	Roma	180
02/12/2020	Corso Genova	Milano	661
12/12/2020	Corso Buenos Aires	Milano	522
01/07/2021	Via Torino	Milano	774
29/07/2021	Grotte Center	Ancona	583,24
23/09/2021	Romaest	Roma	500
06/11/2021	Olbia	Olbia	2248
04/11/2021	Romanina	Roma	1350
26/11/2021	Porte di Torino	Torino	713
06/11/2021	Porte di Catania	Catania	840
25/11/2021	Punta di Ferro	Forlì	396

OPENING	POS	CITY	GLA
18/11/2021	Fanocenter	Fano	615
05/02/2022	CentroBorgo	Bologna	780
05/03/2022	I Malatesta	Rimini	1430
09/04/2022	Adriatico 2	Portogruaro (VE)	1476
14/04/2022	Il Borgogioioso	Carpi (MO)	1596
31/05/2022	Porto Grande	Porto d'Ascoli	1272
31/05/2022	Città Fiera	Udine	920
30/06/2022	Le Corti Venente	Verona	712
31/07/2022	Etnapolis	Belpasso (CT)	888
31/07/2022	ESP	Ravenna	684
31/07/2022	Mongolfiera Japigia	Bari	1965
30/09/2022	Il Castello	Ferrara	953,52
30/09/2022	P.C. Grande Sud	Giugliano (NA)	498
30/09/2022	Grande Cuneo	Cuneo	788
30/09/2022	Le Colonne	Brindisi	750
31/03/2023	To Dream	Torino	996
31/03/2023	Merlata Bloom	Milano	791

The total GLA at the end of 2021 was approximately 13k sqm, while at first quarter of 2023 it will be approximately 29.5k sqm

THANK YOU