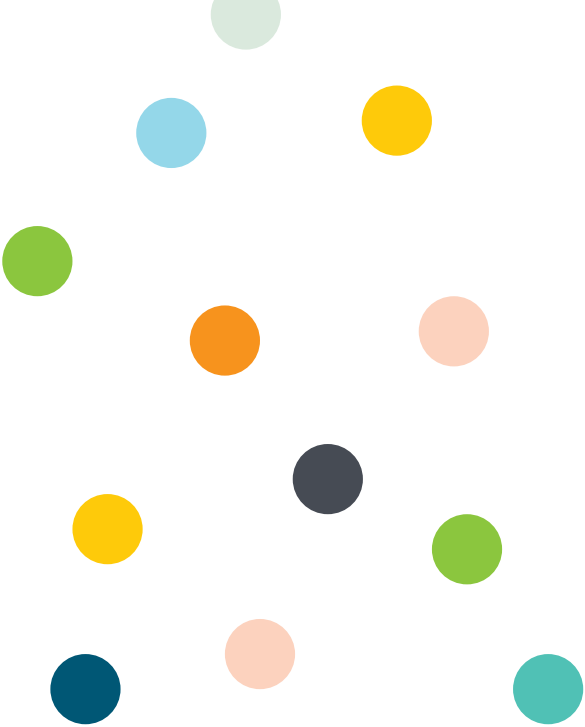




DISCOVER THE boboli FRANCHISES

boboli is already a leading children's fashion brand both in Spain and abroad. But to continue growing, we need you.

Discover a solid business project that has stood the test of time and has clear expectations of profitability. Discover the **boboli** franchises.





ALLOW US TO INTRODUCE OURSELVES

In the first place, we will tell you something about ourselves:

- 01.** We go for talent and we are committed to our team.
- 02.** We have sustained growth in sales that guarantees our profitability.
- 03.** We are an exemplary company in the area of social responsibility.
- 04.** We use new technologies to our advantage in our management, design and manufacturing systems.
- 05.** And most importantly, we seek to satisfy our customers by combining four elements:

- **Design:** very attractive and consistent, based on fashion, innovation and colours.
- **Quality:** the most advanced manufacturing processes as well as the best fabrics and accessories.
- **Price:** competitive and affordable.
- **Service:** personalized attention to each customer, always in pursuit of speed and excellence.



OUR SHOPS THE RETAIL CONCEPT

There is a key concept that will make you profit from your franchise: the **boboli** shops are the best showcases of the brand image we want to convey. This is why **boboli** has its own team of architects, interior designers and visual merchandisers who are continuously working on improving each of the shops.

This “Retail Concept” stands on two pillars:

- 01.** Specialist shops (our own as well as franchises) in the best streets and major shopping centres.
- 02.** Corners (shops-in-shops) in the most important department stores in Spain and abroad.





WHAT WE ARE OFFERING YOU

In two words, continuous support. **boboli** is a prestigious brand and moreover a business that has proved its profitability over almost 30 years. All that experience is present in the care we take of our franchises.

From the moment you join us, and throughout the period of your franchise, you will receive training in the business and advice in each one of the stages. In addition, the teams of product management, architecture, coordination, window dressing and visual merchandising will always be at your disposal.

Our support takes concrete shape in a fact: 5% of our turnover is dedicated to Marketing and Communication:

01. Press: we are present in the most important publications of the sector, both in Spain and abroad.



02. Catalogues: each season, an event in itself as well as a powerful communication tool.

03. Web: our website has all the information on our brand, the company, our collections, and all our products.

04. boboli Club: almost 250,000 members enjoy the advantages, exclusive offers, information in advance of sales, new campaigns..

05. Social marketing: a part of the annual budget is dedicated to actions in favour of needy children.

06. Promotional material and points of sale: packaging also conveys brand image, this is why we take care of everything down to the last detail (bags, gift boxes...).

07. Children's fashion trade fairs: boboli is always present at the great trade fairs, like the PITTI BIMBO (Florence), FIMI (Madrid), O80 BCN (Barcelona), CPM (Moscow), CBME (Shanghai), ENK NY (New York)...

08. Placement and Public Relations: we dress the children on television and in films and we are present in most of the children's fashion editorials.

VOGUE **crecer** feliz

iHOLA!

LA VANGUARDIA

el mundo de
tuBebé

boboli ●●

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WHAT WE WANT FROM YOU

If you want your **boboli** franchise to be successful, your shop must follow our “Retail Concept”:

- 01.** It will be located in a relevant street or in an important shopping centre.
- 02.** It will have a minimum surface area of 70 m2 and a storeroom in proportion to the size of the shop. We recommend that it have a façade that is at least 5 meters wide.
- 03.** It will be in a town with a minimum population of 50,000 inhabitants.

The investment to start up your own **boboli** franchise is low:

- 01.** Shop project + opening pack: € 13,000 + VAT, which includes the architectonic project, supervision of the work, setting up the shop key-in-hand, all the decoration materials (mannequins, hangers, etc.), computer equipment, management program, training in Barcelona and a local publicity campaign (once the shop is opened).
- 02.** Materials sent by boboli: approximately € 40,000 + VAT, which includes all the furniture, lighting, signs and the shop floor.
- 03.** Civil works: between € 20,000 and € 30,000 + VAT (the amount can vary depending on the location, state and size of the premises).
- 04.** The goods will be in deposit. You will only pay a percentage on what you sell.
- 05.** You will not have to pay any kind of royalty, only a charge of 1% to cover the regular visits from our Retail and Visual team, the local campaigns and promotions and the delivery of all the materials (shop-fronts, catalogues, displays, bags, gift boxes, etc.).

