

BRAND STUDY

STRATEGIC MARKET PLANNING TEAM



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Table of Contents

C Company Overview
H History
O Organization Structure
F Financial Highlights
2 2018 Sustainability Highlight
S Supply Chain
B Brands



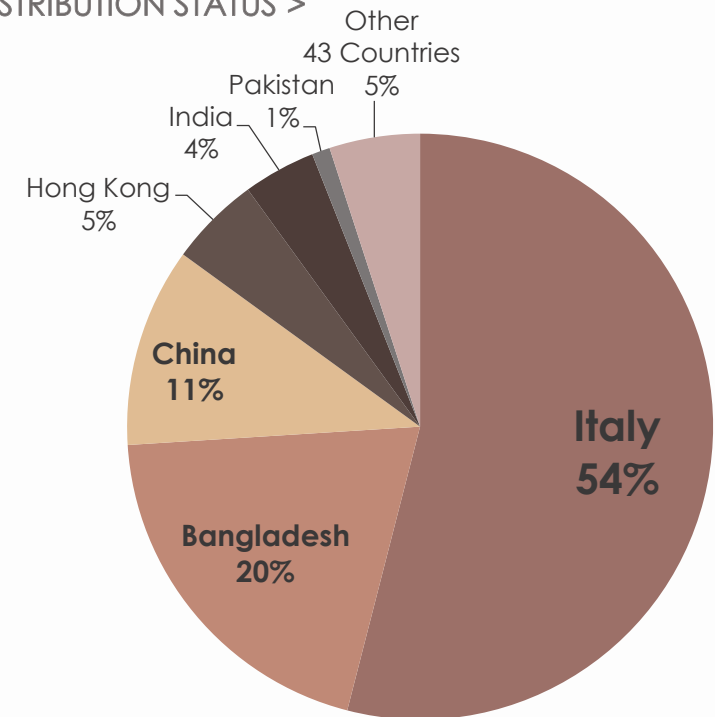
OVS S.p.A. is the leading value fashion retailer in Italy with a dominant market share in men's, women's and kids' segments.

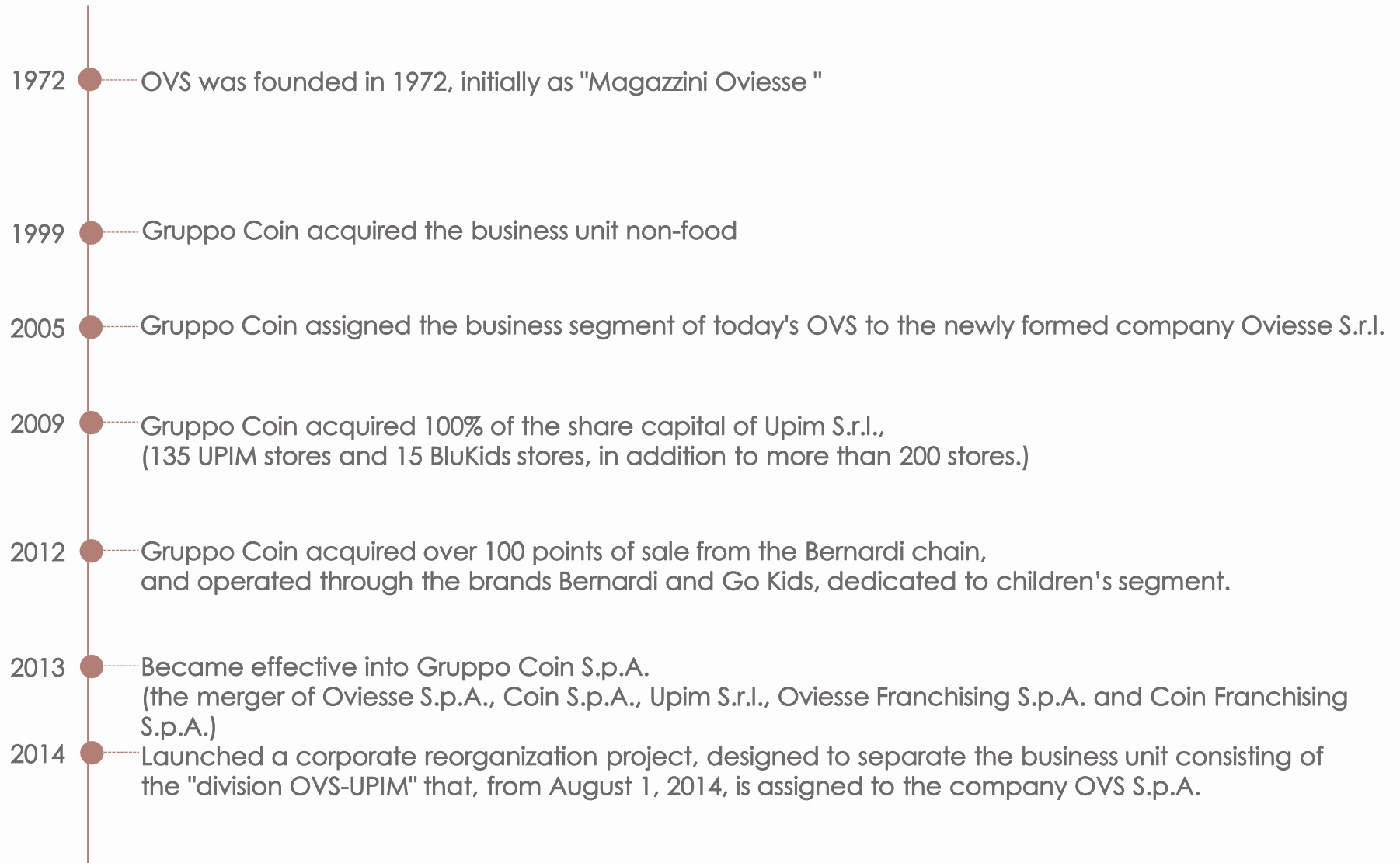
- Listed on the Italian Stock Exchange since March 2015
- **€1,457.2 million** net sales in 2018. (%change : -4.5%)
(Net Sales excluding sell in to Sempione Fashion : **€1,391.6 million**/ -1.7%)
- Italian market share **8%**
(Increased from 7.8% in 2017)
- **1,747** stores in Italy and abroad
- **949,000** sqm total selling area
- **6,970** employees



Based on the data from 2018 Annual Report

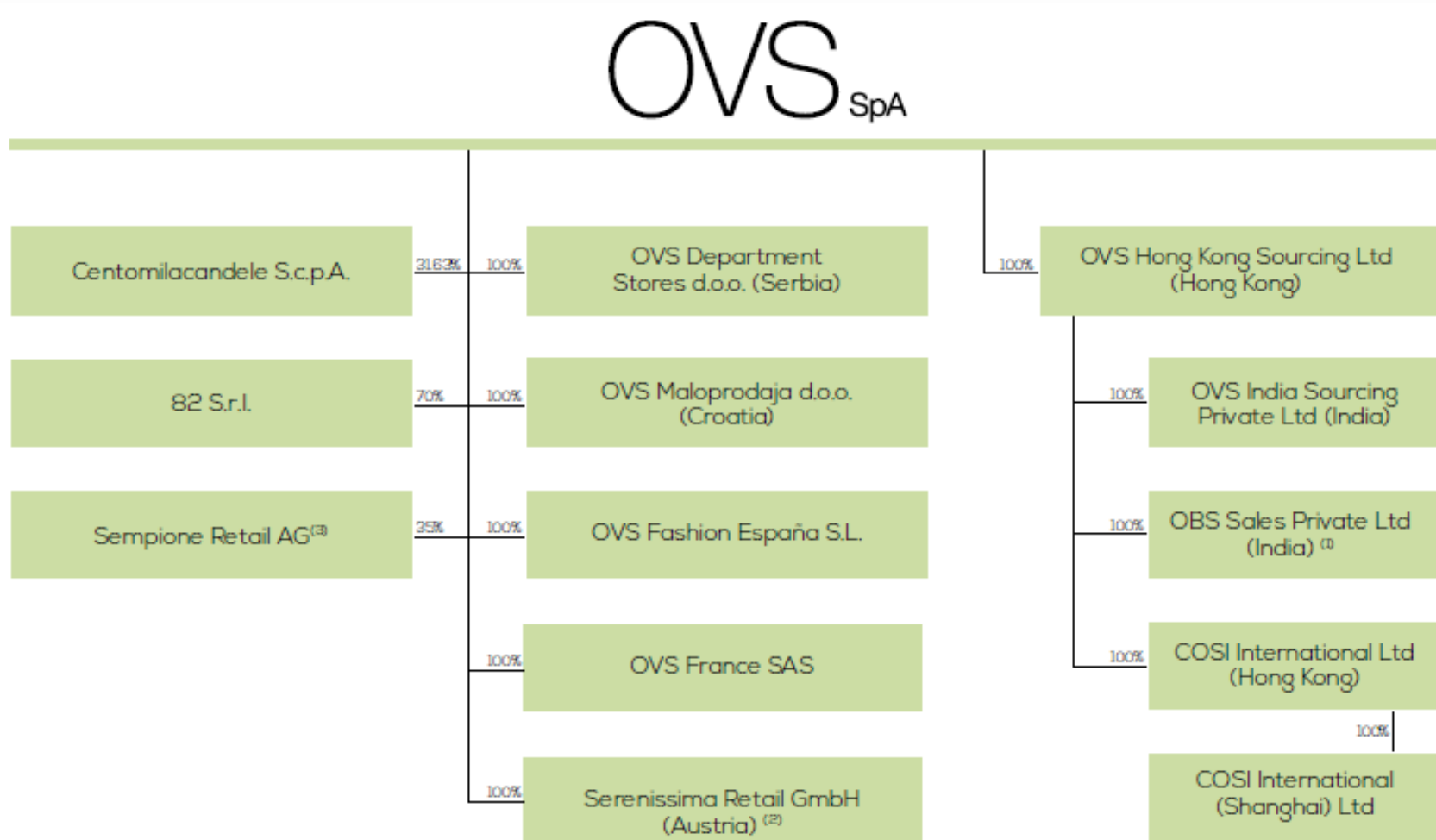
DISTRIBUTION STATUS >





Organization Structure

The following chart shows how the OVS Group is organized, indicating the relative equity investments as percentages.



(1) Winding up

(2) Previously known as SASR Alpha Zweiunddreißigste Beteiligungsverwaltung GmbH

(3) Declaration of bankruptcy dated November 06, 2018

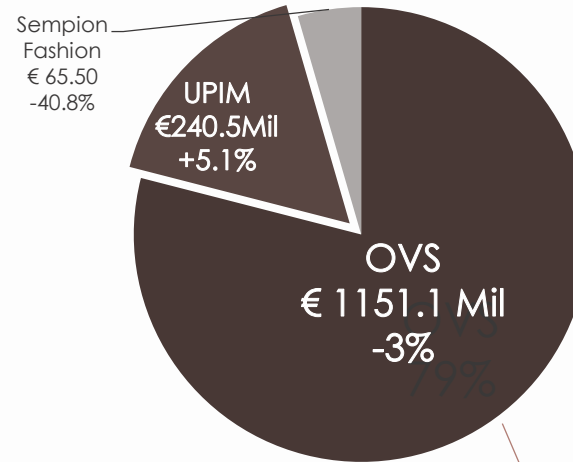
Company organizational chart

2016 FINANCIAL HIGHLIGHTS

Total Sales
€1,457.2
-4.5%

EBITDA
€ 144.2 mil
+3.9%

Net Profit
€91.8 mil
+13.2%



OVS is representing **79%** of total sales
(Total net sales decreased by **3%** versus 2015)

2016 Sustainability Report

1,469

stores in 39 countries^[1]

7,756

people in Italy

1st

store in Italy BREEAM
Refurbishment & Fit-Out certified

1st

Italian brand to join the Better
Cotton Initiative

1st

Italian company to form part of the
Sustainable Apparel Coalition

13,6%

Reduction of direct CO₂
emissions by 13.6% and indirect
emissions by 3.5% compared
to 2015

33.4

millions OEKO-TEX certified
garments

8

million garments in organic cotton

100%

of energy for the HQ from
renewable resources

100%

of new suppliers assessed with
respect to social performance

1,400,000

children involved in the 5th edition
of the Kids Creative Lab

15

Sustainability Ambassadors
to disseminate the sustainability
strategy throughout the
organisation

Material	Year 2016	% 2016	Year 2015	% 2015
Cotton	25.777.719,56	71,68%	24.597.884,26	72,57%
Polyester	5.146.610,37	14,31%	4.523.939,55	13,35%
Polyamide	1.409.409,33	3,92%	1.421.434,42	4,19%
Viscose	1.391.247,36	3,87%	1.171.568,44	3,46%
Acrylic	1.059.907,03	2,95%	985.141,46	2,91%
Elastane	423.418,52	1,18%	434.574,08	1,28%
Polyurethane	263.961,18	0,73%	280.057,19	0,83%
Linen	113.002,55	0,31%	110.671,71	0,33%
Wool	92.225,19	0,26%	113.648,93	0,34%
Other 35 materials	284.479,96	0,79%	255.510,29	0,75%



Country of Origin

Made in	#Suppliers 2016	Orders 2016	Order delta	#Suppliers 2015	Orders 2015
BANGLADESH	76	255.769.025,36	+6%	71	240.520.364,17
CHINA	223	167.935.203,75	-	260	167.655.631,40
INDIA	79	57.860.352,80	+25%	81	46.209.067,09
ITALY	171	34.862.494,84	+14%	177	30.678.708,89
MYANMAR	9	13.881.400,15	+116%	4	6.427.810,70
CAMBODIA	11	12.103.289,78	+12%	12	10.794.137,01
PAKISTAN	13	11.168.883,16	+62%	13	6.879.193,47
TURKEY	28	9.874.608,04	+7%	25	9.188.652,35
VIETNAM	7	5.992.399,37	+100%	5	2.999.477,80
TUNISIA	10	5.397.980,58	-19%	7	6.669.570,98
Other countries	144	30.253.691,98	-27%	129,00	41.424.431,51
TOTAL	771,00	605.099.329,81	+6%	784,00	569.447.045,37

Number of Suppliers Evaluated by Social Parameters

Indicator	2016	2015
Total number of new suppliers	93	76
Total number of new suppliers assessed according to social criteria	93	76
% of new suppliers assessed according to social criteria	100%	100%

OVS S.p.A. operates under several brands: OVS, OVS KIDS, UPIM, BLUEKIDS, CROFF

OVS	the leading Italian brand for men's, women's, and kids' clothing
OVS KIDS	The category killer and undisputed leader on the Italian market for kids' clothing
UPIM	the Italy's family value retailer
BLUKIDS	Upim's clothing brand for kids
CROFF	Upim's home decoration brand



OVS
KIDS



Bluekids
A PROVA DI BAMBINI

Brands – OVS, OVS KIDS

Founded in 1972 in Venice

- € 1,151m sales in 2016
- Over 1,000 stores in Italy and abroad
- 150m visitors every year
- 97 % brand awareness in Italy
- Undisputed market leader in the Italian kids industry with a double digit market share

Customer :

With a growing number of young and contemporary customers, OVS benefits from a solid customer base thanks to a wide offer for the whole family covering different lifestyles



OVS

OVS
KIDS



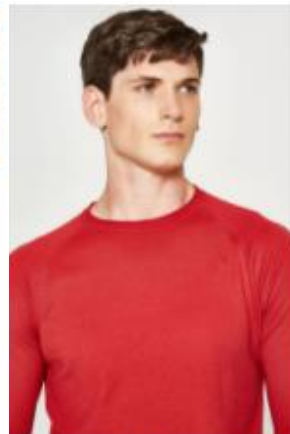
€ 7,99

T-shirt stampata in slub di cotone



€ 14,99

T-shirt con maniche ad aletta e volant



€ 14,99

Pullover with raglan sleeves



€ 12,99

Viscose crew neck pullover



N/A

Printed and patterned cotton outfit



€ 9,99

Cotton outfit with cat print



€ 39,99

Stretch jacket with floral design



€ 39,99

Shiny down jacket with hood



€ 19,99

Pantaloni regular fit tinta unita



€ 29,99

Pantaloni chino regular fit in cotone



€ 14,99

Felpa con stampa e patch



€ 5,99

T-shirt con trama puntinata

- **Sales of € 212 million in 2016**
- Over 200 stores, out of which almost half DOS
- Average retail surface of 1.000 sqm in own-managed stores

Target customers: families with kids

- Women (68%), men (32%)
- 25-44 years (45%)
- 45-64 years (35%)



T-SHIRT WITH FLORAL EMBROIDERY
€9.99



T-SHIRT WITH FLORAL PRINT
€19.99



FLORAL DRESS WITH THREE-QUARTER SLEEVES
€24.99



SOLID COLOUR SHIRT WITH BLUFF COLLAR
€19.99



SWEATSHIRT WITH HOOD AND PRINTED LETTERING
€9.99



S-POCKET STRETCH JEANS
€24.99

Brands – BLUKIDS

about 200 stand alone stores in Italy and abroad and 200 dedicated corners in Upim full format stores (average surface size 100 – 250 sqm)

Blukids includes collections for baby (0-36 months), kids (2-8 years) and junior (8-14 year), which stand out for their use of natural fibres as well as for being excellent value for money. The product range is completed by underwear, accessories, footwear and toys.



€8.99



€9.99



€5.99



€12.99



OVS

Thank You

**September 2017
Shin Sung Tong Sang**