

**BERLIN  
BRANDS  
GROUP** <sup>®</sup>

**GLOBAL HOUSE OF  
DIGITAL BRANDS**

# ABOUT **BBG**

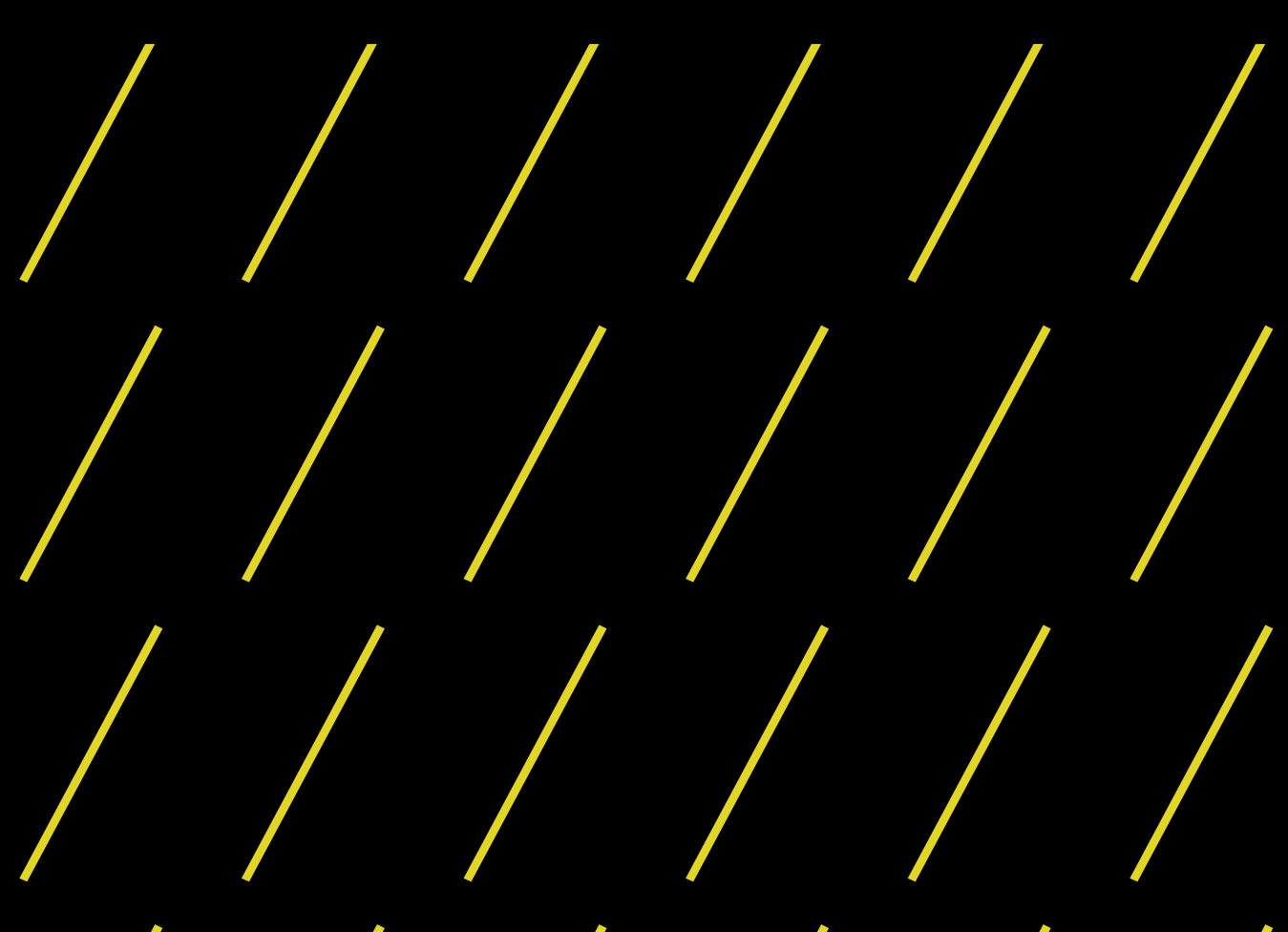
Berlin Brands Group (BBG) is a global e-commerce company and a pioneer in direct-to-consumer business. The Berlin-based hidden champion currently sells over 3,700 beautiful everyday and trendy products under 44 of its own e-commerce brands.

BBG became a European unicorn when Bain Capital acquired Ardian's minority stake in September 2021. BBG also secured an additional \$700 million in equity and debt financing to fund growth and further acquisitions.

BBG is one of the few e-commerce companies that has been profitable since its inception. In 2020, BBG generated revenues of more than USD 700 Mio. (2019: USD 413 Mio.)

Since December 2020, BBG has been buying international e-commerce brands (sales between 500,000 and 100 million euros). BBG integrates the brands within a short time on its own DTC platform and scales the business many times over via its own tech platform. Since the end of 2020, 30 brands have been acquired (as of September 2021).

**The goal: to become one of the leading e-commerce companies worldwide with a „Global house of digital brands“.**



# FACTS ABOUT **BBG**

As an internationally operating e-commerce company, BBG combines the whole value chain from product development, conception and design to production, marketing and customer service.



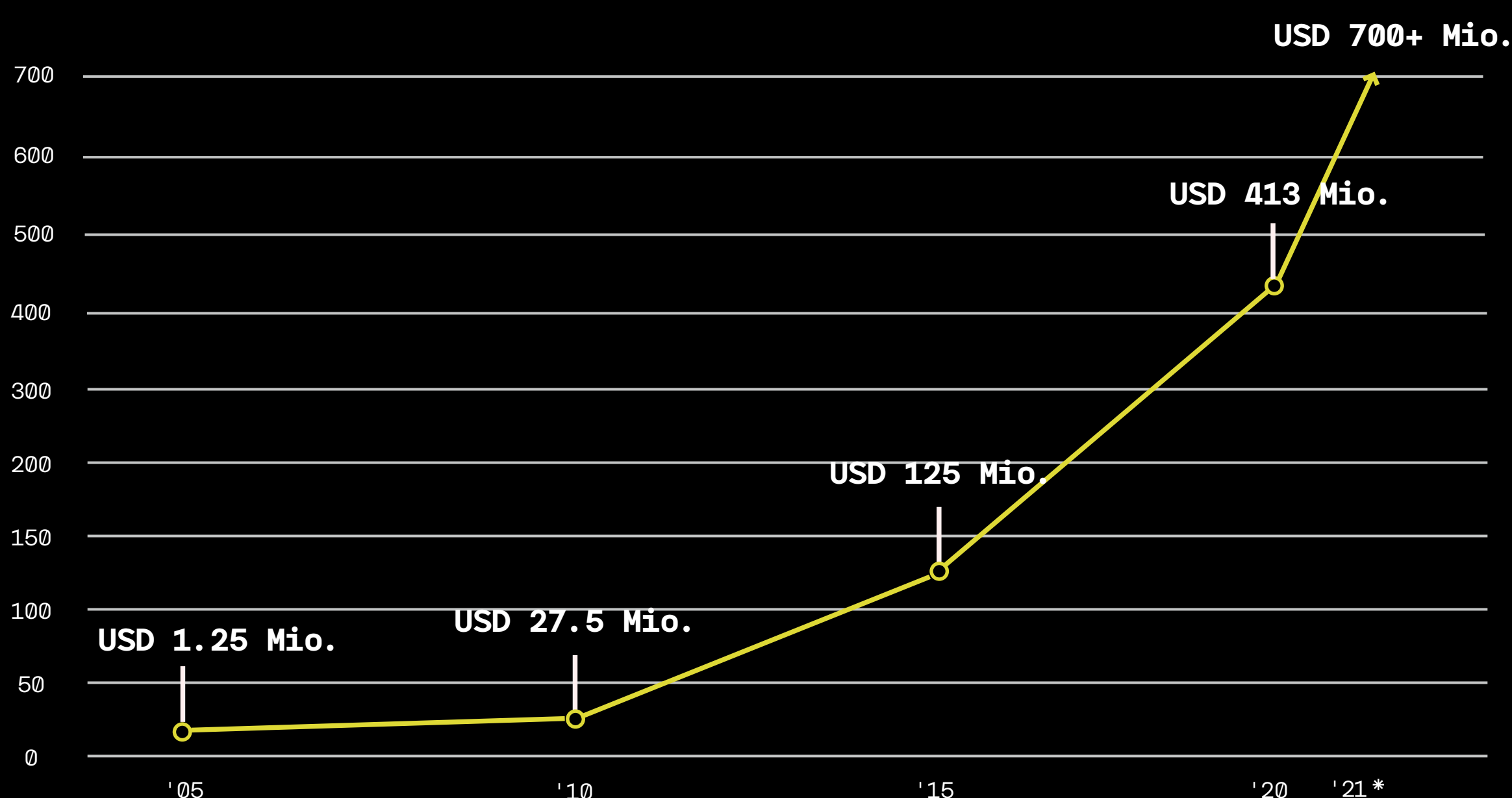
**2005 FOUNDED** BBG was founded in 2005 in Berlin by Peter Chaljawski and today has further offices and locations in Hong Kong, Shenzhen, Bratislava, Istanbul, Los Angeles and Kamp-Lintfort (NRW).



**120,000 SQM** Own logistics centres: Kamp-Lintfort and Bratislava with a total of 120,000 sqm, further centres are planned in the UK, Spain and France. The aim is to build up the company's own logistics network worldwide.



**900+ EMPLOYEES** BBG has more than 900+ full-time employees, 75% of whom are located in Germany.



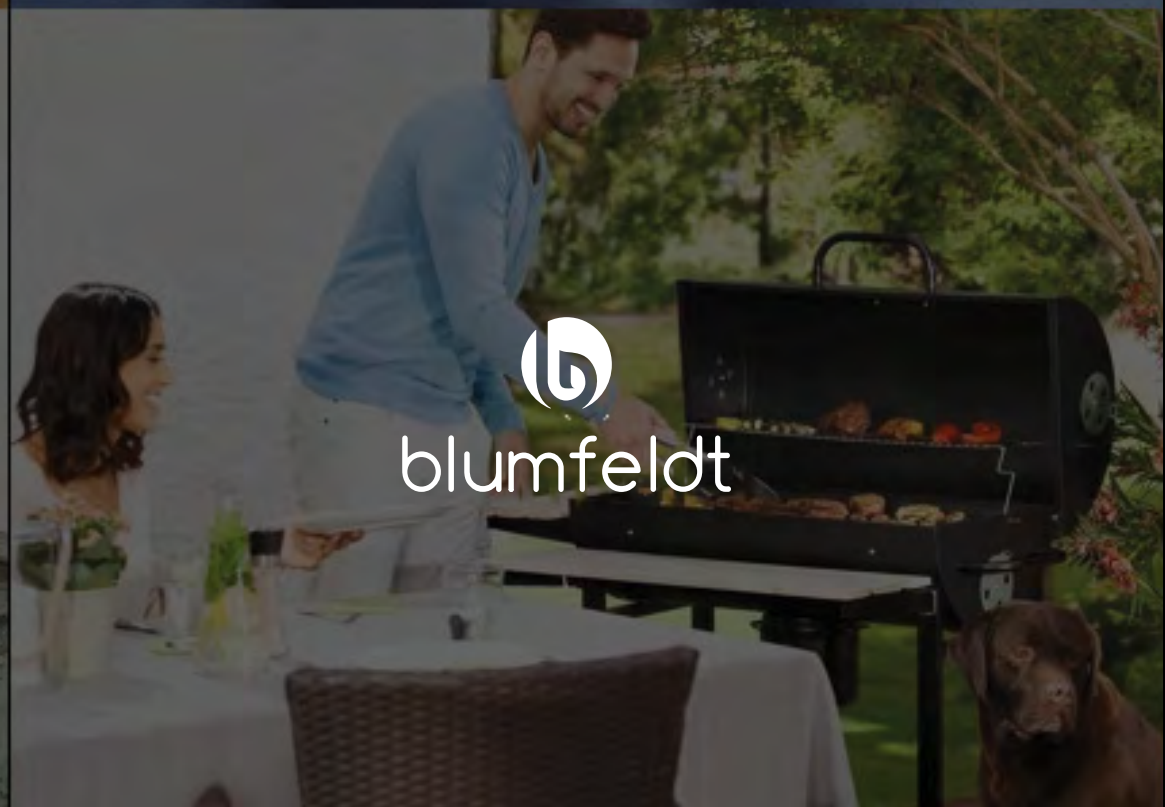
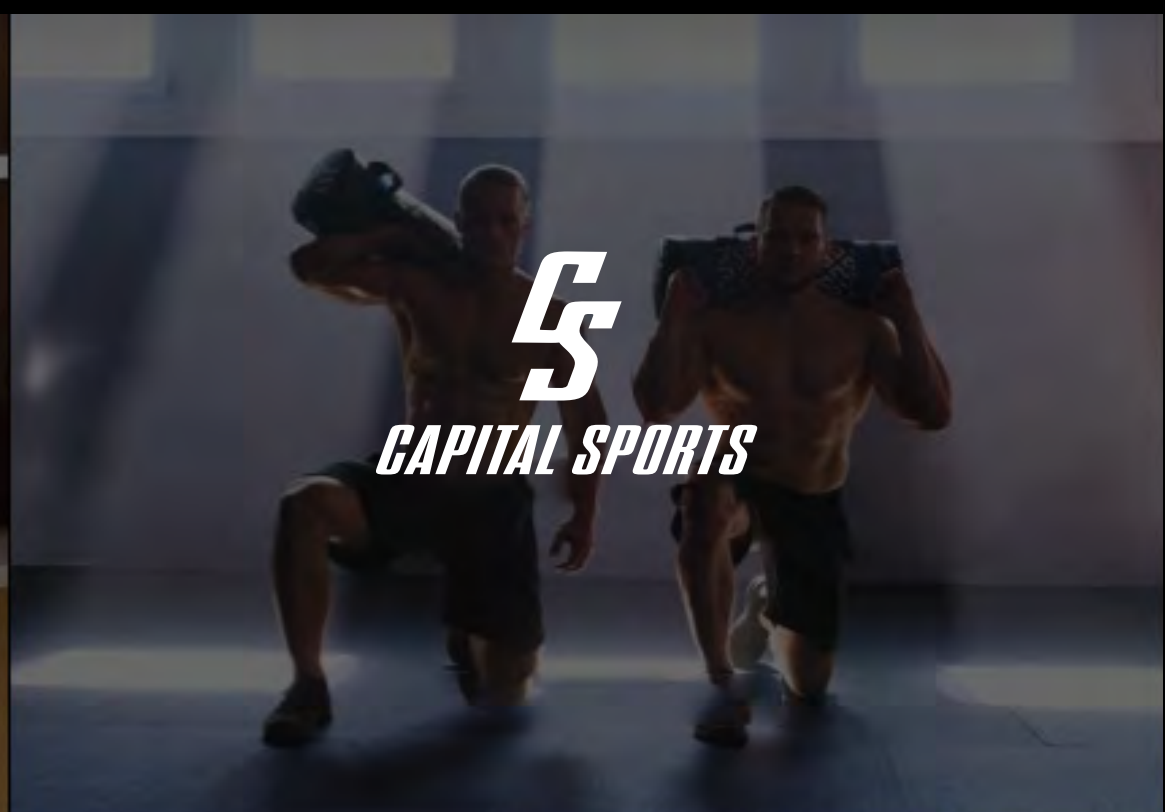
\* Runrate 2021

Berlin Brands Group has been profitable since its inception.



# BBG BRAND OVERVIEW

The BBG portfolio contains 44 brands, incl. the 4 core brands:

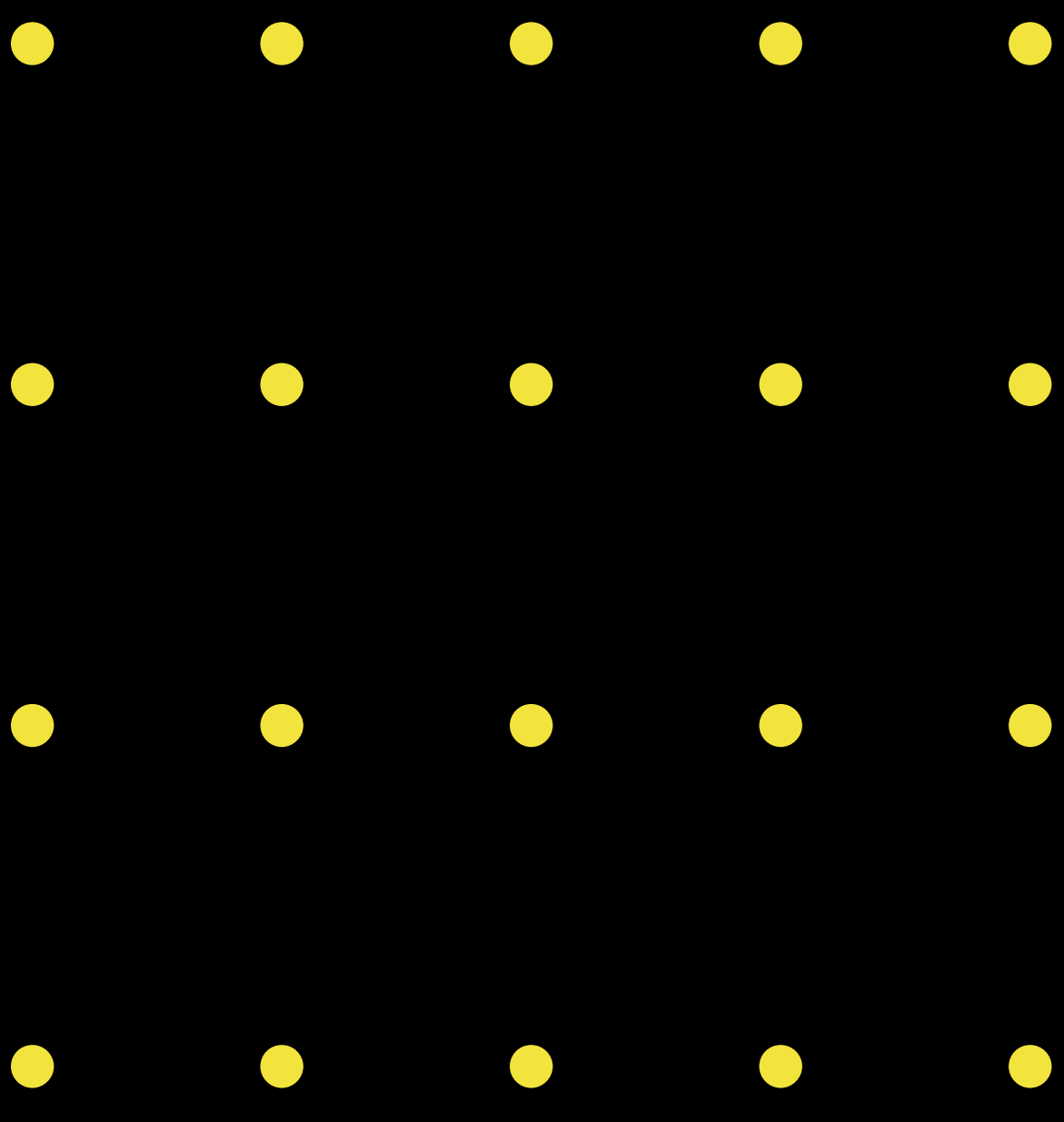


Also: Schubert, Duramaxx, FrontStage, Klarfit, Lightcraft, Malone, OneConcept, resident dj, Besoa.

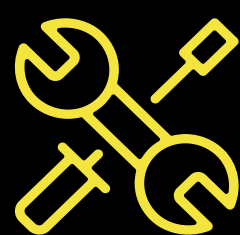


So far, 30 brands have been acquired, incl. Sleepwise, Boarderking, Glaswerk, Granrosi, brunolie and others.

In total, the portfolio currently includes more than 3700 products distributed through over 100 channels in 28 countries. In this context, BBG is strong in Germany, France and Eastern Europe. BBG is also experiencing strong growth in the USA and Turkey.



# SPECIAL FEATURES OF THE **BUSINESS MODEL**



**PRODUCT EXPERTISE** The current 100-strong product team identifies trends and customer requirements for products where demand is high. Within a very short time, BBG brings these products directly to the customer with its own brand, making everyday products that are beautiful and affordable for everyone. The credo: democratisation of beautiful and good products. The team continuously expands the product ranges. More and more smart products are constantly being developed.



**SALES EXPERTISE** BBG brands reach customers where they search on the internet, in their own stores, on platforms and in marketplaces. The company uses its own tech platform to operate over 100 channels in 28 countries. The processes are digitised. BBG is thus able to scale each product quickly & specifically. BBG does 60 percent of its business on its own channels or international marketplaces, and 40 percent on Amazon. This makes the company one of the top sellers on Amazon worldwide.



**INTERNATIONALISATION EXPERTISE** BBG has the expertise to internationalise brands and to respond individually to the special features of the individual markets. Translations are handled by an in-house translation team of native speakers and linguists, which currently covers 16 languages. Customer service communicates in the local language and covers country-specific aspects of customer support. Customs and tax issues are also coordinated internally. Marketplace support for all countries is also handled by a team of experts at BBG itself.



**MERGERS AND ACQUISITIONS** BBG has been buying successful international e-commerce brands, including many FBA (Fulfillment by Amazon) brands, as a strategic investor since late 2020. The current 30 employees in the M&A team have acquired 30 brands as of today. These will be integrated on the scaling platform within a short time and are thus available internationally.



# BBG MANAGEMENT



 **PETER CHALJAWSKI**  
FOUNDER &  
CHIEF EXECUTIVE OFFICER



 **PETER BOTH**  
CO-FOUNDER



 **DOMINIK BRICHTA**  
CO-FOUNDER &  
CHIEF OPERATING OFFICER (M&A)



 **HENRIK HAENECKE**  
MANAGING DIRECTOR &  
CHIEF FINANCIAL OFFICER



 **ROBERT HEIN**  
CHIEF INFORMATION OFFICER



 **THOMAS STANZL**  
CHIEF MARKETING OFFICER



 **STEPHAN THÖNNSEN**  
CHIEF COMMERCIAL OFFICER



 **CHRISTIAN SALZA**  
MANAGING DIRECTOR &  
GLOBAL EXPANSION (M&A)

