



AESSE S.R.L.

A business with significant growth potential, strong financials and limited risk

A STORY OF OVER 50 YEARS



- Founded in 1967, based in Verona area, Italy. 100% family owned.
- Two brands: AESSE (Sport/ skiwear) and CANADIENS (Casual): Women/ Men/ Children.
- AESSE started as skiwear and technical product supplier (i.e. Gold medal winner Alberto Tomba).
- CANADIENS – mainly coats/ jackets, inspired by North America's purest landscapes/ outdoor.
- Integrating innovating fabric solutions from third party suppliers and internal product development.

AESSE TODAY

- The company is located South of Verona in family owned premises (offices, outlet, warehouse).
- The Italian sales team is comprised of Agents who are managed by an in-house sales manager.
- The Sales team is currently under review especially regarding creating in-house capacities.
- Style & Product development is a partnership of AESSE employees and freelancers.
- The company is currently reviewing these capacities to reflect the new product extension potential.
- Production is 100% outsourced, mainly in China and Italy.
- Quality: an internal quality committee is operating.
- Marketing focuses mainly on strategy and digital: web marketing.



DISTRIBUTION & OWN STORES

- Wholesale distribution: over 500 sales accounts 2018 (350 CANADIENS men/ women; 150 Children; 50 for AESSE).
- Three direct stores/ outlets in the Verona area, Italy. 30% share of total sales. Offering all products, including samples.
- Official online store in Italy.

STRATEGY

- AESSE is currently re-branding and merging CANADIENS and AESSE to AESSE Urban tech.
- Product development towards "Streetwear" style.
- Sales development focused on internationalisation and especially Europe West and East.
- Expansion mainly through multi-brand stores and department stores.

FINANCIALS

- Net Sales in 2018 reached 9 Mil. Euro, ~95% in Italy.
- CANADIENS 90%, AESSE 10% of total Sales.
- EBITDA 2018 at +1.7 Mil. Euro/ ~20% of sales.
- Very lean corporate- and company structure (1 company, 26 employees).
- Assets (buildings) remain with family, buildings utilised are rented. No significant inventories.
- Equity ratio 2018 is 48%. No longer-term bank debts, limited working capital financing only.
- No need of any short-term corrective actions.



FUTURE POTENTIAL

- AESSE will be umbrella brand of future brand- and product development.
- First priority is product extension, with focus on completing a streetwear collection.
- In later years this collection can be supplemented by "fashion capsules" and licenses.
- Market expansion will concentrate on Europe. Growth should also include store opening and expansion of online business through marketplaces and own E-commerce.
- Potential partnerships (i.e. JV's) outside Europe exist.

