

# BERLIN BRANDS GROUP<sup>®</sup>

GLOBAL HOUSE OF  
**DIGITAL** BRANDS

# ABOUT **BBG**

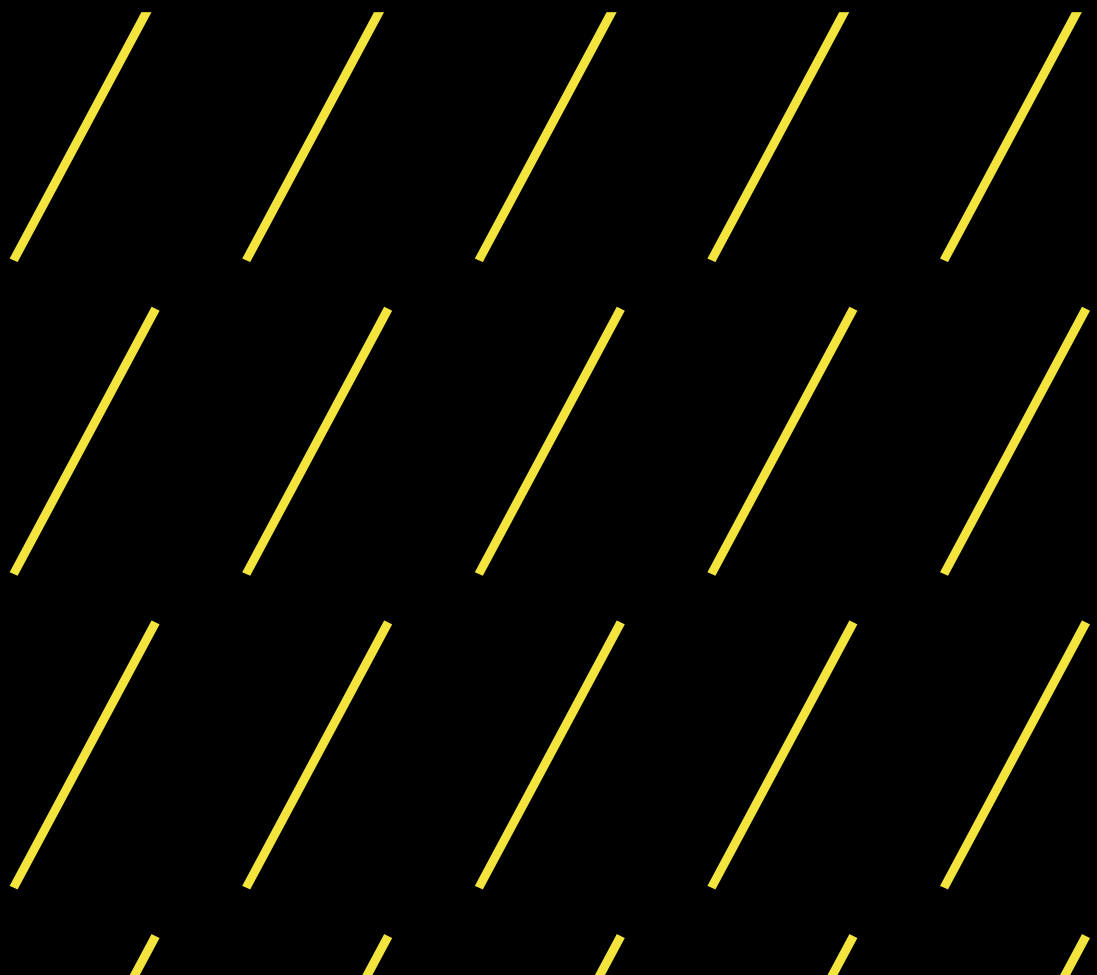
Berlin Brands Group (BBG) is a global e-commerce company and a pioneer in direct-to-consumer business. The Berlin based hidden champion currently sells over 4,800 beautiful everyday and trendy products under 56 of its own e-commerce brands.

BBG became a European unicorn when Bain Capital acquired Ardian's minority stake in September 2021.

In 2020, BBG generated revenues of more than USD 700 M (2019: USD 413 M).

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, 42 brands have been acquired (as of February 2022).

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



# FACTS ABOUT **BBG**



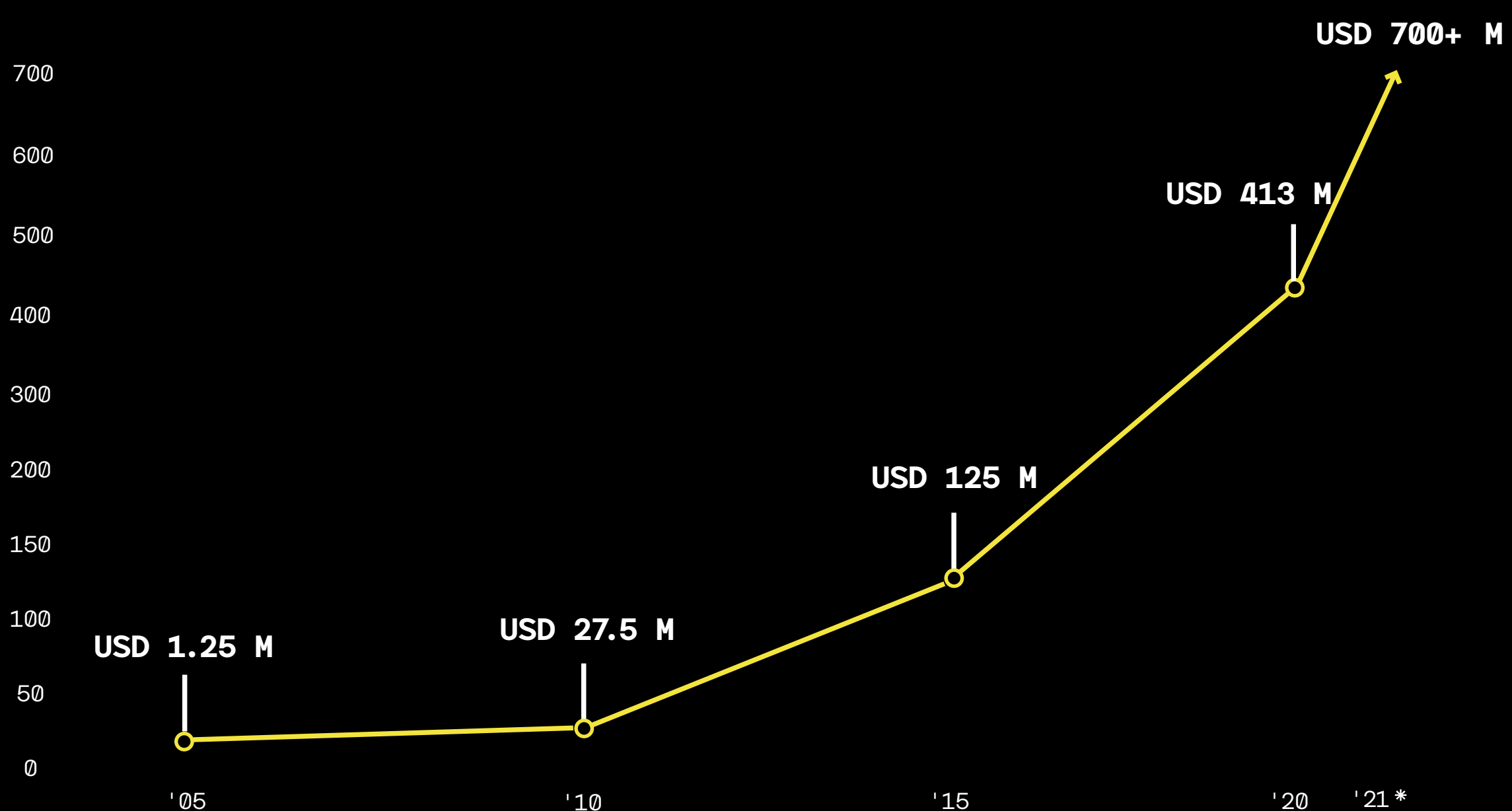
BBG was **FOUNDED IN 2005** in Berlin by Peter Chaljawski and today has further offices and locations.



**250,000 SQM** of logistics centres: Kamp-Lintfort, Werne and Bratislava, as well as centres in the US and Turkey. Further centres are planned in the UK, Spain and France. The aim is to build up the company's own logistics network worldwide.



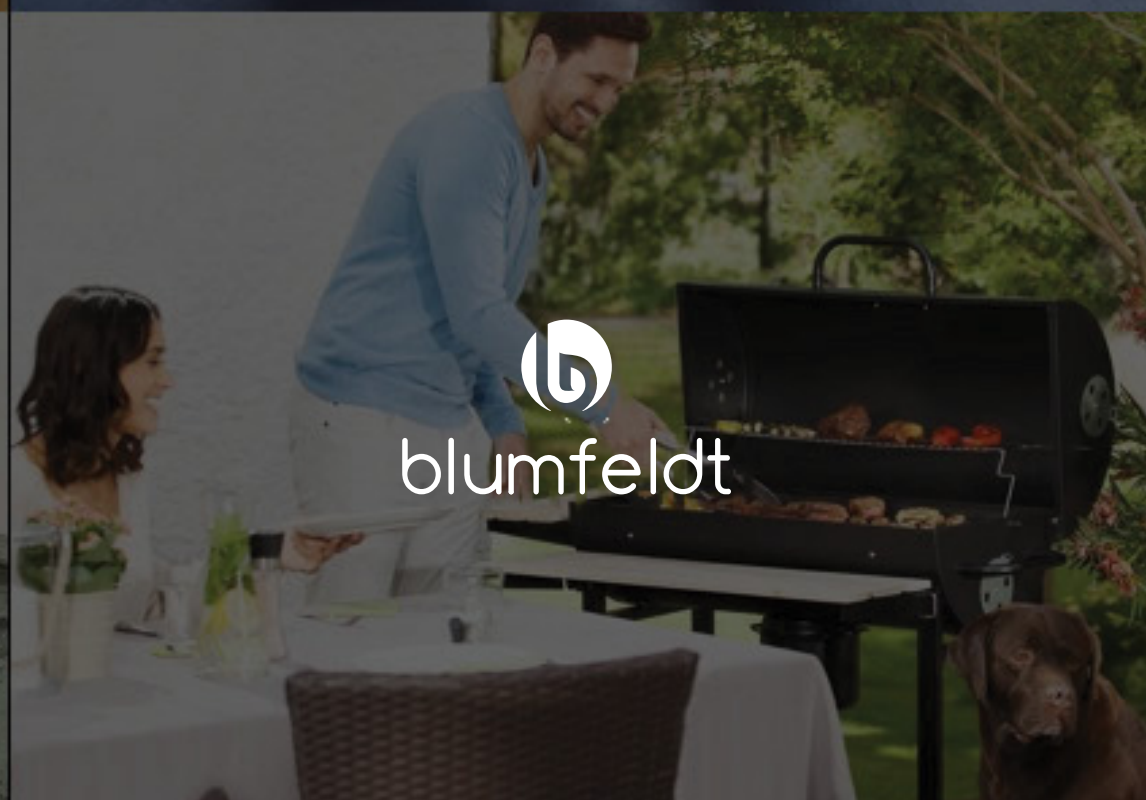
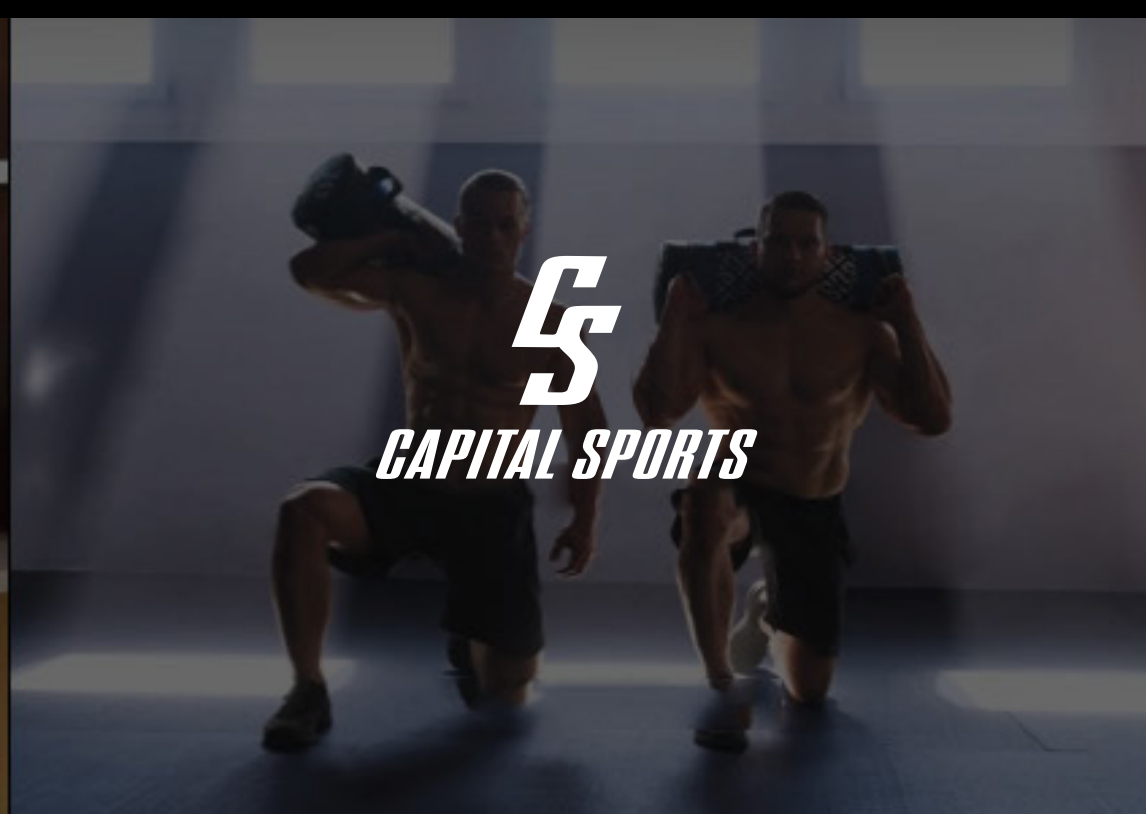
BBG has more than **1000 FULL-TIME EMPLOYEES**, 75% of whom are located in Germany.



\* Runrate 2021

# BBG BRAND OVERVIEW

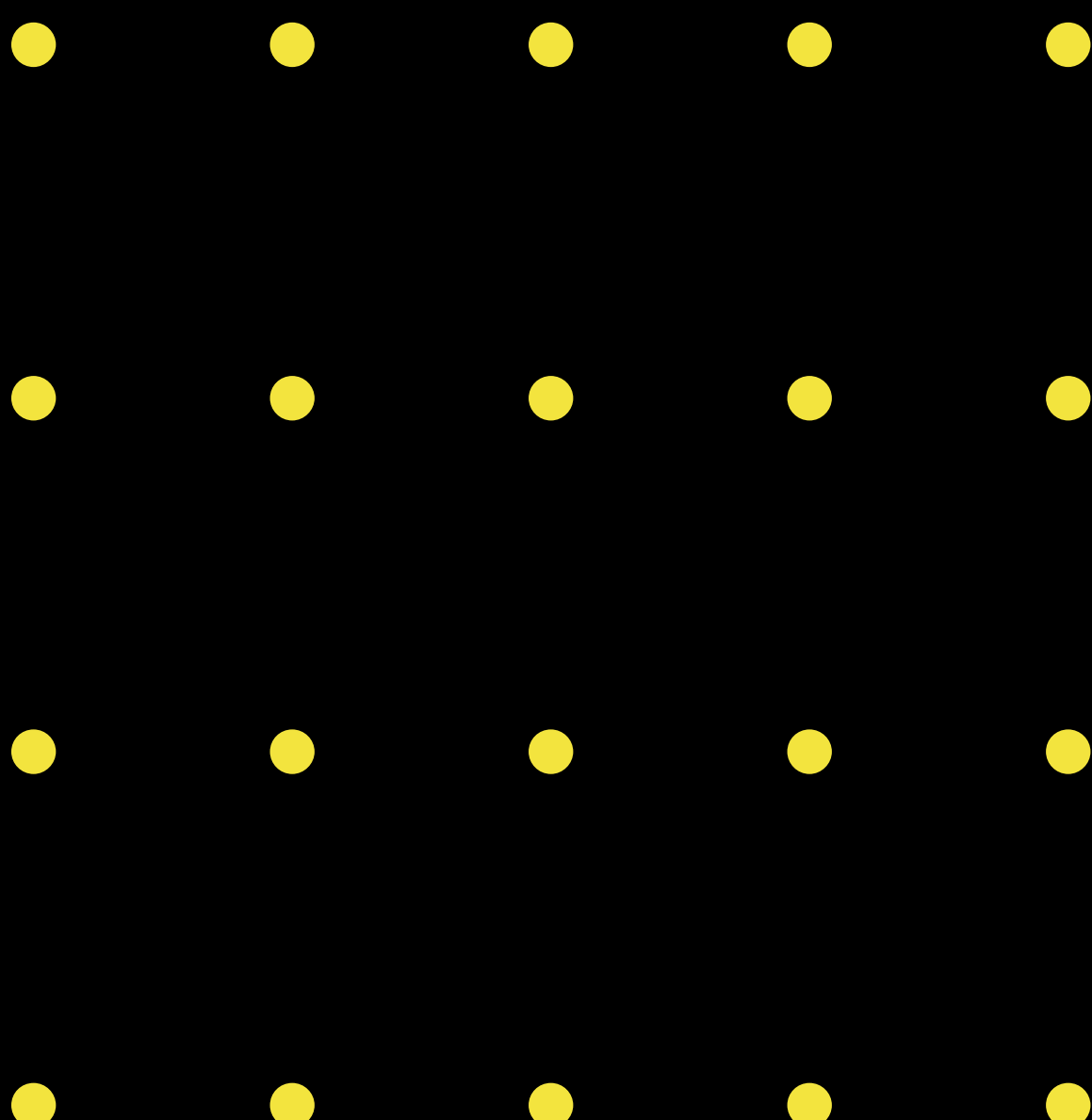
The BBG portfolio contains 56 brands, incl. the 4 core brands:



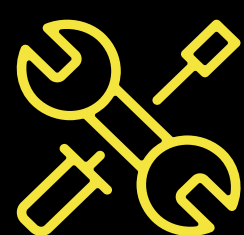
Also: Schubert, Duramaxx, FrontStage, Klarfit, Lightcraft, Malone, OneConcept, resident dj, Besoa.



So far, **42 BRANDS** have been acquired, incl. Sleepwise, Boarderking, Glaswerk, Granrosi, brunolie and others.



# SPECIAL FEATURES OF THE **BUSINESS MODEL**



**PRODUCT EXPERTISE** The current 100 persons-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 motto: democratisation of beautiful and good products.



**SALES EXPERTISE** BBG brands reach customers 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.

# SPECIAL FEATURES OF THE **BUSINESS MODEL**



**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.

**Most importantly, this means for brands that we buy: fast integration, high scalability and thus a high earn-out potential.**

# BBG MANAGEMENT



 **PETER CHALJAWSKI**  
FOUNDER &  
CHIEF EXECUTIVE OFFICER



 **PETER BOTH**  
CO-FOUNDER



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



 **ROBERT HEIN**  
CHIEF INFORMATION OFFICER



 **THOMAS STANZL**  
CHIEF MARKETING OFFICER



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



 **ROBERT LAND**  
GENERAL MANAGER USA

