

JUSTFAB®
Hispack 2015

PASSIONATE & EXPERIENCED LEADERSHIP TEAM



ADAM GOLDENBERG & DON RESSLER (FOUNDERS & CO-CEOS)

- Serial entrepreneurs building successful Internet companies for the last 15 years
- Intermix Media Executive Team
- Co-Founded Alena Media (\$75M rev / \$12M EBITDA when acquired by News Corp in 2005)
- Launched Intelligent Beauty in 2006, leading LA e-commerce & brand incubator

JUSTFAB™

- Founded in 2010
- A lifestyle fashion company that offers an engaging and personalized shopping experience.
- Over 35 million members worldwide through its portfolio of brands including JustFab

☆ *fabkids* ☆

- Founded in 2012
- The newest way to keep growing kids in stylish, affordable and ready-to-play clothes
- A leading children's apparel brand and e-commerce website offering a personalized and convenient online shopping experience for busy parents

 **FABLETICS**

- Founded in 2013
- An innovative, high quality activewear and accessories line for today's active woman
- Co-founded by actress Kate Hudson and the team behind JustFab.
- Offers a range of activewear for the workout and beyond

shoedazzle ☆

- Founded in 2009
- Serves more than 19 million clients, 2.2 million Facebook fans, and an enduring mission to make women look and feel beautiful
- ShoeDazzle merged with JustFab Inc. in 2013 to create the world's largest online fashion subscription service

HOW JUSTFAB WORKS

1 TAKE FASHION PERSONALITY TEST



Tell us about your style by answering a few fun questions.

2 PERSONAL BOUTIQUE



Our Style Experts customize a monthly collection of the season's hottest shoes and handbags just for you.

3 VIP SUBSCRIPTION



Subscription drives engagement. The average VIP checks their boutiques 25-30 times per year.

JUSTFAB EN TELEVISIÓN

<https://www.youtube.com/watch?v=Ny2W-0grb3s>

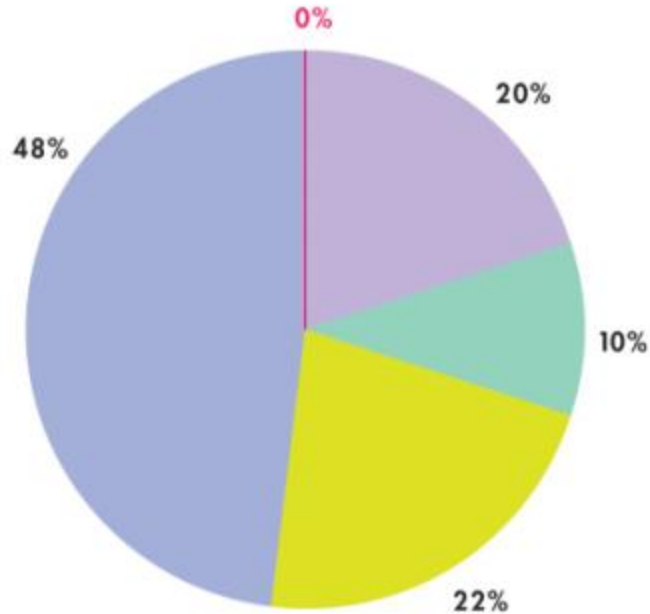
JUSTFAB VS TRADITIONAL RETAIL

By controlling the supply chain from start to finish, JustFab delivers shoes and bags for \$39.95 that would cost \$80 - \$100 in traditional retail

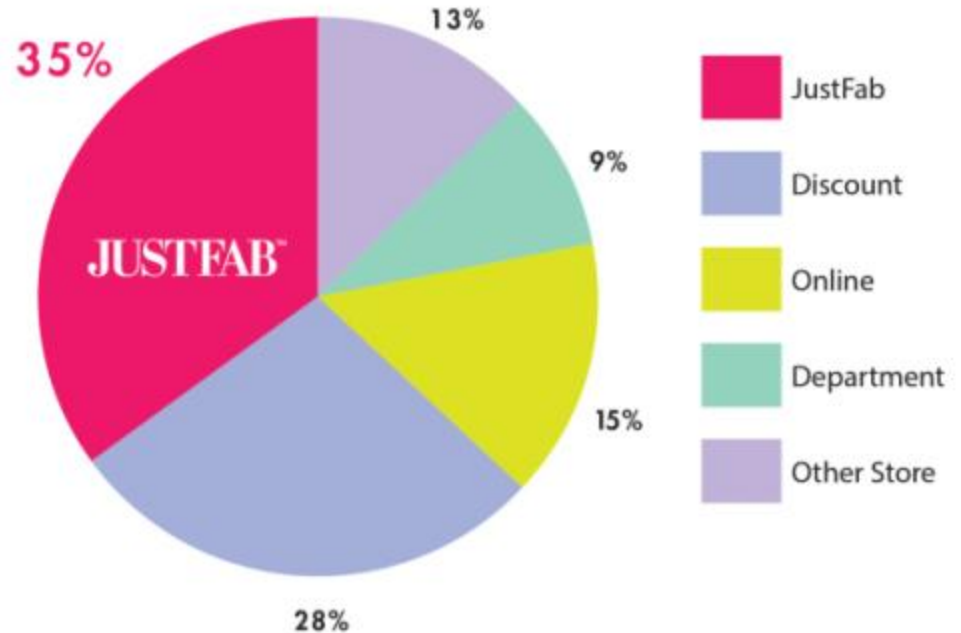


JUSTFAB CHANGING SHOE PURCHASING BEHAVIOR

PRE-JUSTFAB



POST-JUSTFAB



JUSTFAB™

DISCOUNT STORES



DSW
Payless
Marshall's

DEPARTMENT

★macy's
NORDSTROM

ONLINE

Walmart ✱ Zappos
amazon.com ★macy's

OTHER STORE

OTHER LOCAL
BOUTIQUES

JUSTFAB INTRODUCTION



High-performing, fast follower in subscription shoes

- Leveraged IB assets to build world-class technology, customer acquisition, fulfillment, and supply chain
- Scaled subscriber base to access top manufacturers
- Pioneered TV advertising, new categories (handbags, denim), capsule collections, and providing full styling experience



#1 subscription fashion retailer in the World

- \$100M (2012) revenue in < 3 years of operation
- Evolved the business model & KPIs
- Best product, user experience, and NPS

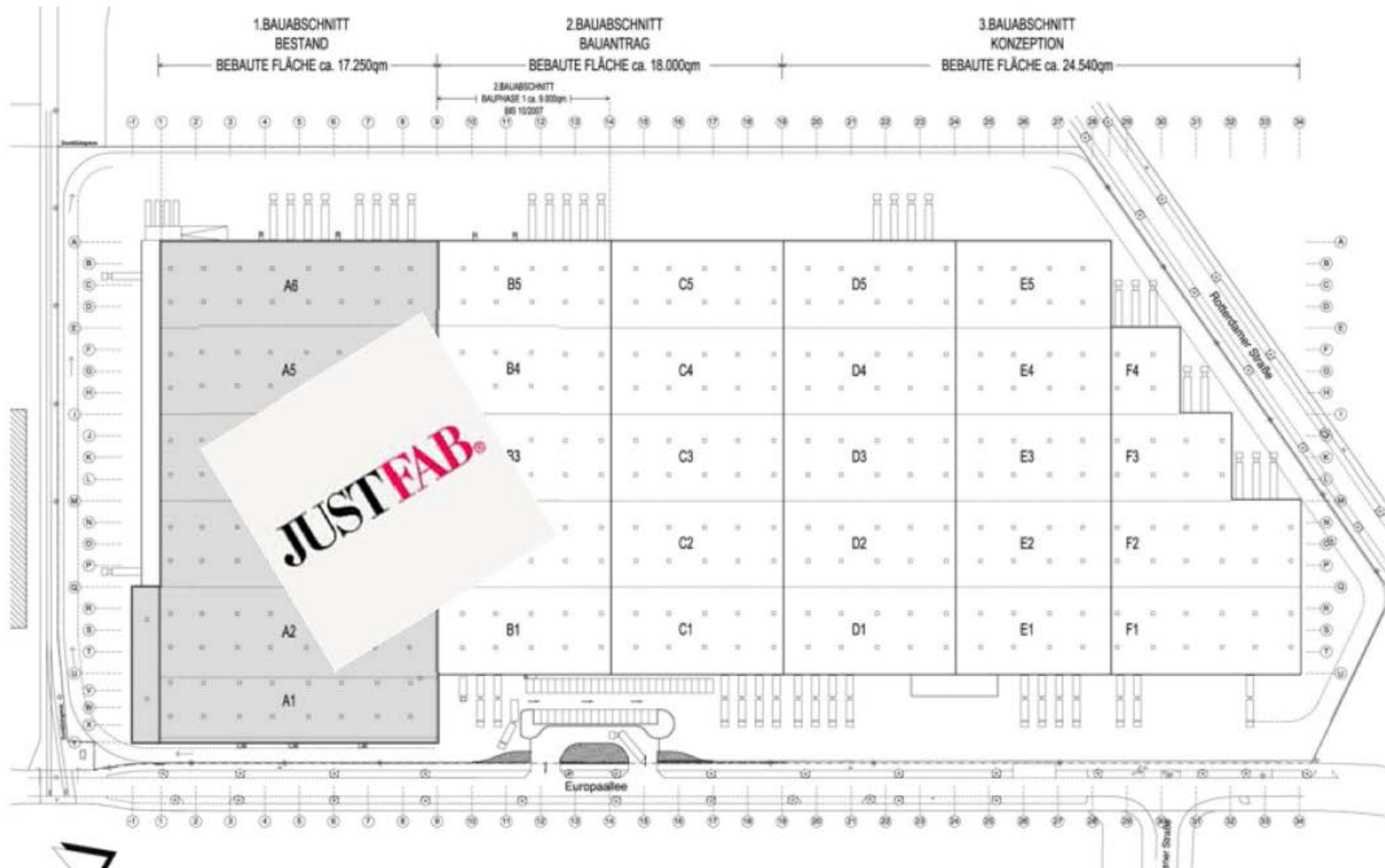


#1 Global fashion subscription retailer

- \$500M revenue & \$75M EBITDA within 5 years
- #1 in revenue + subscribers in every major market
- Next evolution of specialty retail (H&M, Zara, GAP)



SINGLE DC IN DUISBURG (GERMANY)



Europapallee 29, 47229 Duisburg

PACKAGING APPROACH

Current: 100% Automated
Autoadhesive Boxes



In Testing/Assesment:
Polybags and Standard Boxes

