



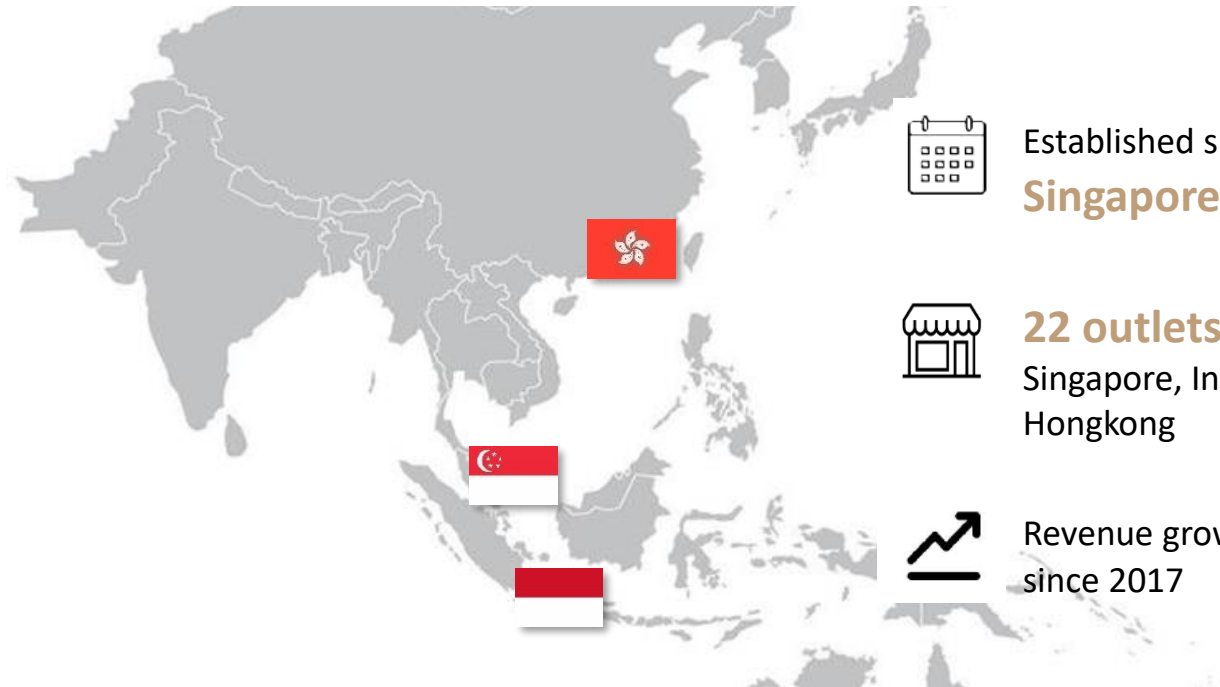
I U I G A TM

IUIGA

Quality isn't luxury

About Us

IUIGA is the first and only **transparent Direct-to-Consumer Retailer** in Asia Pacific. Providing **premium quality home & living goods** at completely **transparent and affordable price**.



Established since **2017** in **Singapore**



22 outlets across Singapore, Indonesia, and Hongkong



Revenue growth by **9.7x** since 2017

ORIGIN INNOVATION AWARDS 2020 Winner of [Startup Awards] Supply Chain & New Retail



Brand DNA

PREMIUM

We guarantee premium quality products for everyday life
#FineLiving

TIMELESS

Our product design is timeless and suitable for everyone

AFFORDABLE

We offer the best value for money



Unique Value Proposition

D2c Supply Chain

- Disintermediates the entire supply chain from manufacturers to end consumers
- Significantly reduces middleman markups



Transparent Pricing

- Raises awareness of true value of products to instill a "value-for-money" shopping experience



Omnichannel Integration

- Creates a fully integrated omnichannel customer experience to drive traffic and conversion from offline store.



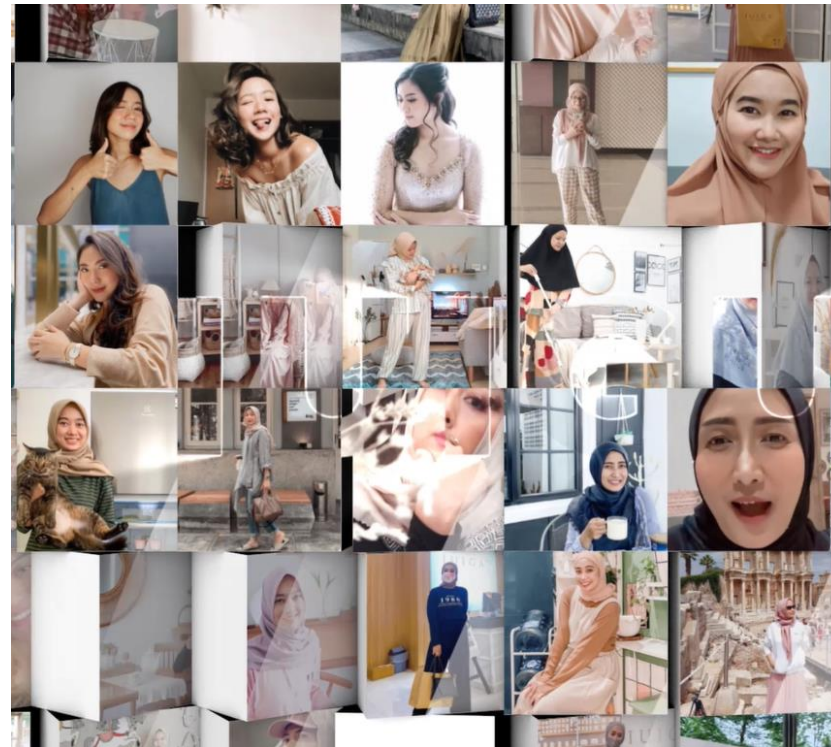
Marketing Outlook

1. Media Coverage

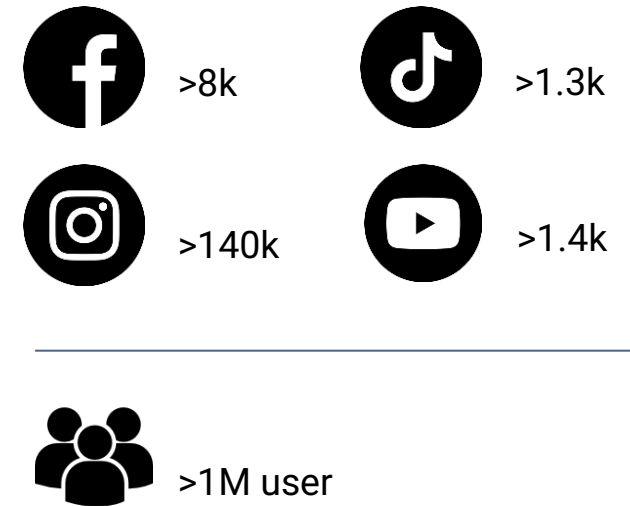


And many more..

2. >100 IUIGUYS



3. Social Media & Website



Comprehensive assortment across major home & living categories

 <p>Bed & Bath</p> 	 <p>Kitchen</p> 	 <p>Health & Wellness</p> 	 <p>Home Décor</p> 	 <p>Furniture</p> 
 <p>Mother & Baby</p> 	 <p>Travel & Outdoors</p> 	 <p>Storage & Cleaning</p> 	 <p>Accessories</p> 	

Retail+ Technology

NOT YOUR TYPICAL RETAIL STORE.

We're doing things a little differently to give you a better shopping experience.



Virtual Tour

Visit our store from anywhere you are



Self-checkout

Scan, pay and go with our apps. No more queueing



Store pickup

Get more traffic from online customer. Cross sell & upsell easily.

I U I G A™



Outlet Outlook



18%

Net Profit



±Rp 400.000

Average
Transaction Value



1.2x

Avg transaction/
customer/month



100-200 m2

Store Size





Partnership Benefit



100% profit for Partner

No profit sharing



Faster ROI

ROI in about 2 Years



Partner Protection

Protection towards early termination and slow moving products



Transparent Dashboard

Monitor sales and transaction in real time



Retail+ Technology

Get the best of Retail+ technology



Marketing Support

Marketing support to drive traffic at store

Presence in Indonesia



IUIGA Gandaria City



IUIGA Aeon Sentul City



IUIGA Lippo Mall Puri



IUIGA Pondok Indah Mall



IUIGA Grand Indonesia



IUIGA Kota Kasablanka

Partnership Arrangement



License Fee

Rp 50.000.000,- / Year

+



Store Setup Cost

± Rp 665.000.000,-

(assuming lease a unit at High-End Shopping Mall)

Initial Investment **715 Mio** (+ Product Deposit **500 Mio**)

BEP in about 2 Years



5 Years Partnership Illustration

Projection	Open at Shopping Mall
Deposit Product / Store	500.000.000
Store Renovation (if at Mall)	500.000.000
Mall Security Deposit (if at Mall)	165.000.000
Initial Investment Cost	1.165.000.000
Sales / Month	300.000.000
Gross Profit 58% / Month	174.000.000
Operational Cost / Month	85.500.000
Royalty Fee 10% / Month	30.000.000
Profit / Month	58.500.000
Profit/Year	702.000.000
License Fee/Year	50.000.000
Profit / Year After License Fee	652.000.000
Profit / 5 Years for Partner	3.260.000.000
BEP (Years)	1,8
ROI (%)	280%

Projection	Open at Owned Shop
Deposit Product / Store	500.000.000
Store Renovation (if at Mall)	400.000.000
Mall Security Deposit (if at Mall)	-
Initial Investment Cost	900.000.000
Sales / Month	300.000.000
Gross Profit 58% / Month	174.000.000
Operational Cost / Month	85.500.000
Royalty Fee 10% / Month	30.000.000
Profit / Month	58.500.000
Profit/Year	702.000.000
License Fee/Year	50.000.000
Profit / Year After License Fee	652.000.000
Profit / 5 Years for Partner	3.260.000.000
BEP (Years)	1,4
ROI (%)	362%

I U I G A TM

T H A N K Y O U —————

