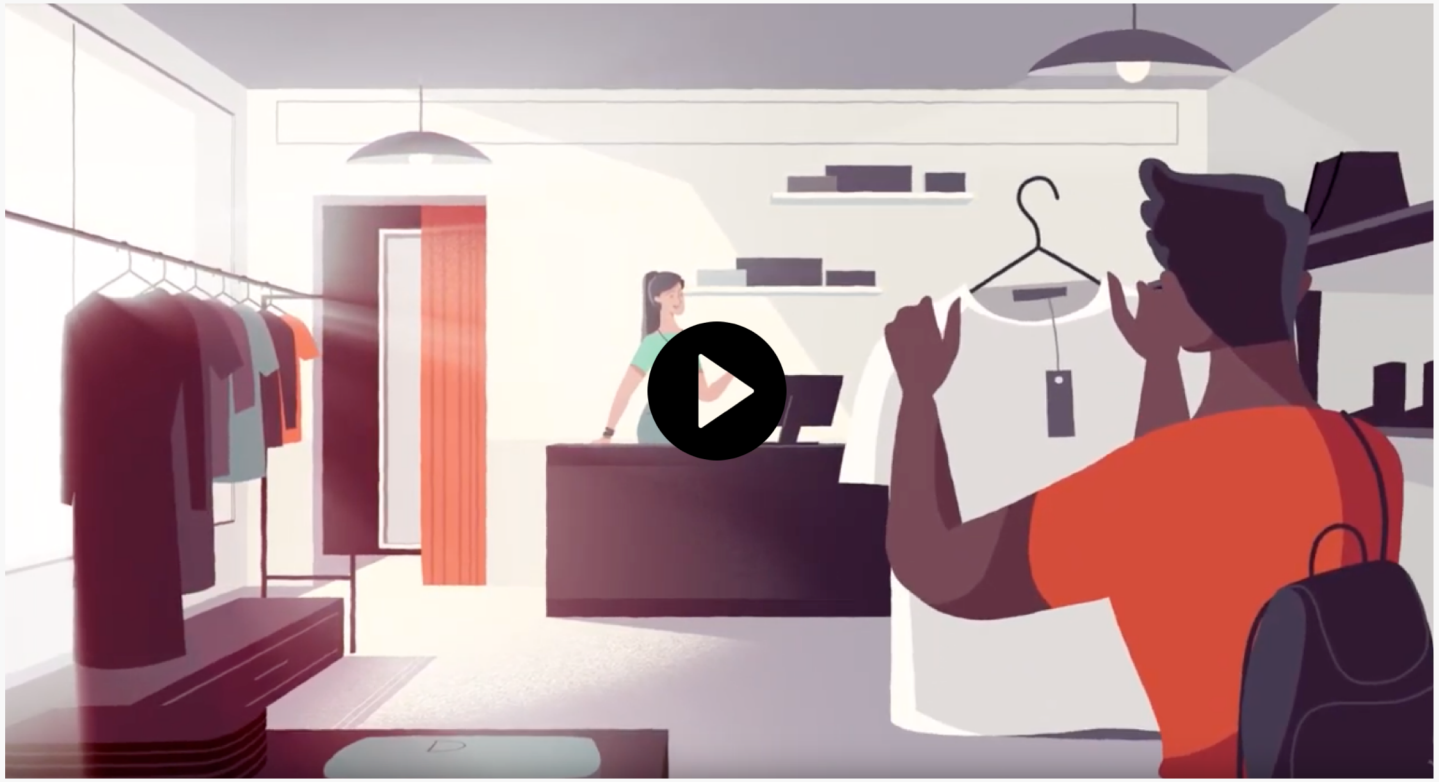
A collective of fashion stores

HVEM ER VI?

ET KOLLEKTIV AF MERE END +2.400 FASHION PARTNERE

Our vision is to connect fashion boutiques and brands in Europe, so our customers can find what they are looking for, regardless of their style.

Miinto Video



Watch video here: https://vimeo.com/265334508

miinto
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Nuværende markeder

Miinto is currently online in 7 markets, with up to 5 new markets to come in the next 12 months

DENMARK

NORWAY

SWEDEN

NETHERLANDS

BELGIUM

POLAND

SWITZERLAND

ITALY Q2 2020

TBA 2020

TBA 2020

Hvor er vi nu og hvor er vi på vej hen?

2019

Growth

Miinto grew 45% in 2019.
Target for 2020 is 200%

Milestone

190M EUR Revenue offered to our partners in 2019.

Currently

Staff

200+ employees in total
70 in tech and product
30 in customer support
25 in marketing

2020

Expansion

Up to 5 new markets within the next 12 months.

2021

Much more to come..

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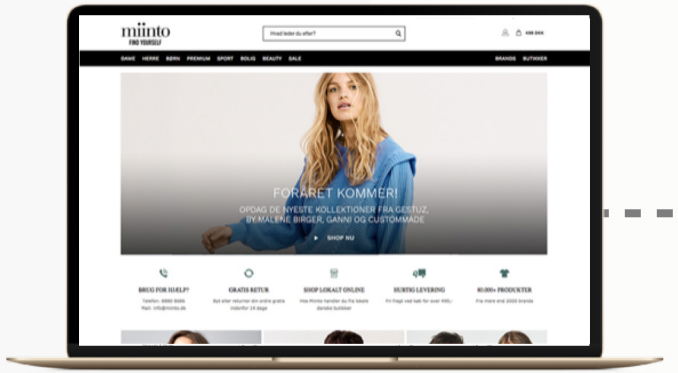
SÅDAN FUNGERER DET

Det har aldrig været lettere at få dine produkter online



Brand webshop

Product data

Miinto Product Center

GTIN / EAN Stock

More than 450.000 in season products already created in Miinto Product Center, with pictures, descriptions and more.

- More than 300 brands are already sending their product data, pictures, descriptions, prices, colours etc to Miinto
- Product data are automatically sent from your webshop or CSV/TSV files to Miinto
- Boutiques stock are synchronised through their POS with GTIN

Løsninger der kan tilpasses enhver butik

No matter what kind of integration you are using – we have a solution that suits exactly your business.

POS System

We will integrate your feed directly from your POS to add products automatically.

Web shop

We provide plugins and API's for all type of web-shops in order to integrate your feed easy.

Manual

We have developed a fully manual system where you can upload your products.

Tradebyte Cycle of e-commerce · WOOCOMMERCE · DdD powered by k3 · front systems

PrestaShop · shopify · salesforce · Magento · + 200 MORE

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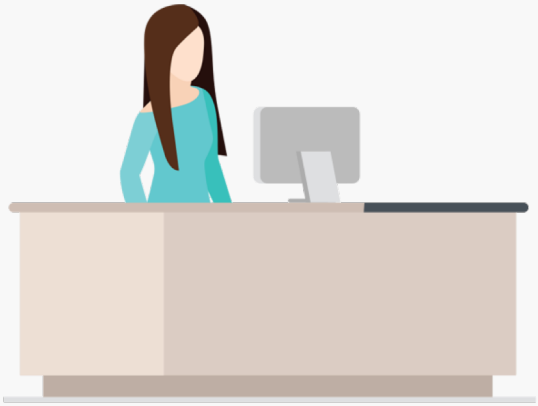
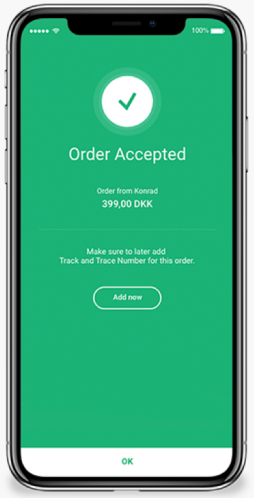
Vi håndterer dette…

With our more than 25 in-house marketing team, Miinto will give you an all-in-one solution, and you will never need to worry about the right marketing campaigns and channels again, we do it all for you..

… Så du blot skal gøre dette



Upload products



Accept orders

Pack the orders and ship them!

It has never been easier to sell online, as everything else is handled by Miinto.

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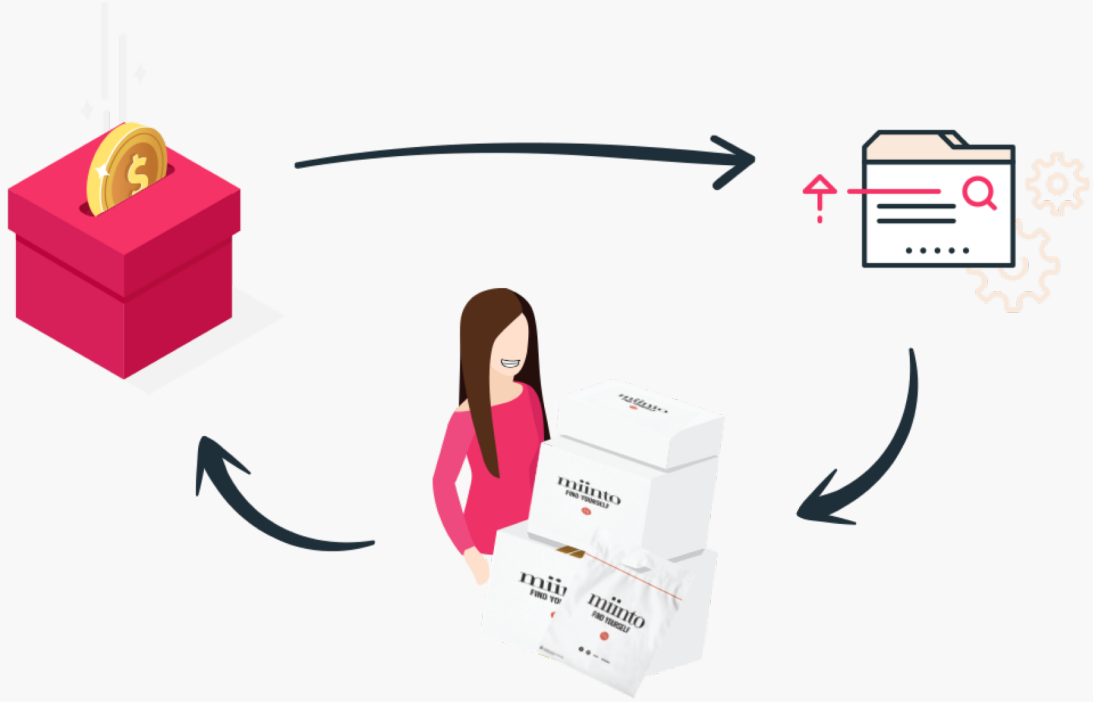
Sådan vokser vi sammen

97% of the commission from your sales is reinvest back into marketing campaigns, and thereby winning new customers for you everyday.



Fragt

We generate more than 80.000 sales per month, and are therefore able to offer you great shipping conditions..

When working with us, you can either use your own courier, or use some of our favorable shipping conditions, it`s all up to you!

Forsendelsesmateriale

Partners send out the orders in Miinto packaging, and can at the same time also promote their own store in every package.

The unboxing experience is a fantastic opportunity for you to communicate with the end-consumers and promote your own store.

Miinto will provide packaging material, to give your costumers an unforgettable shopping experience – and make it feel like it`s Christmas every time.

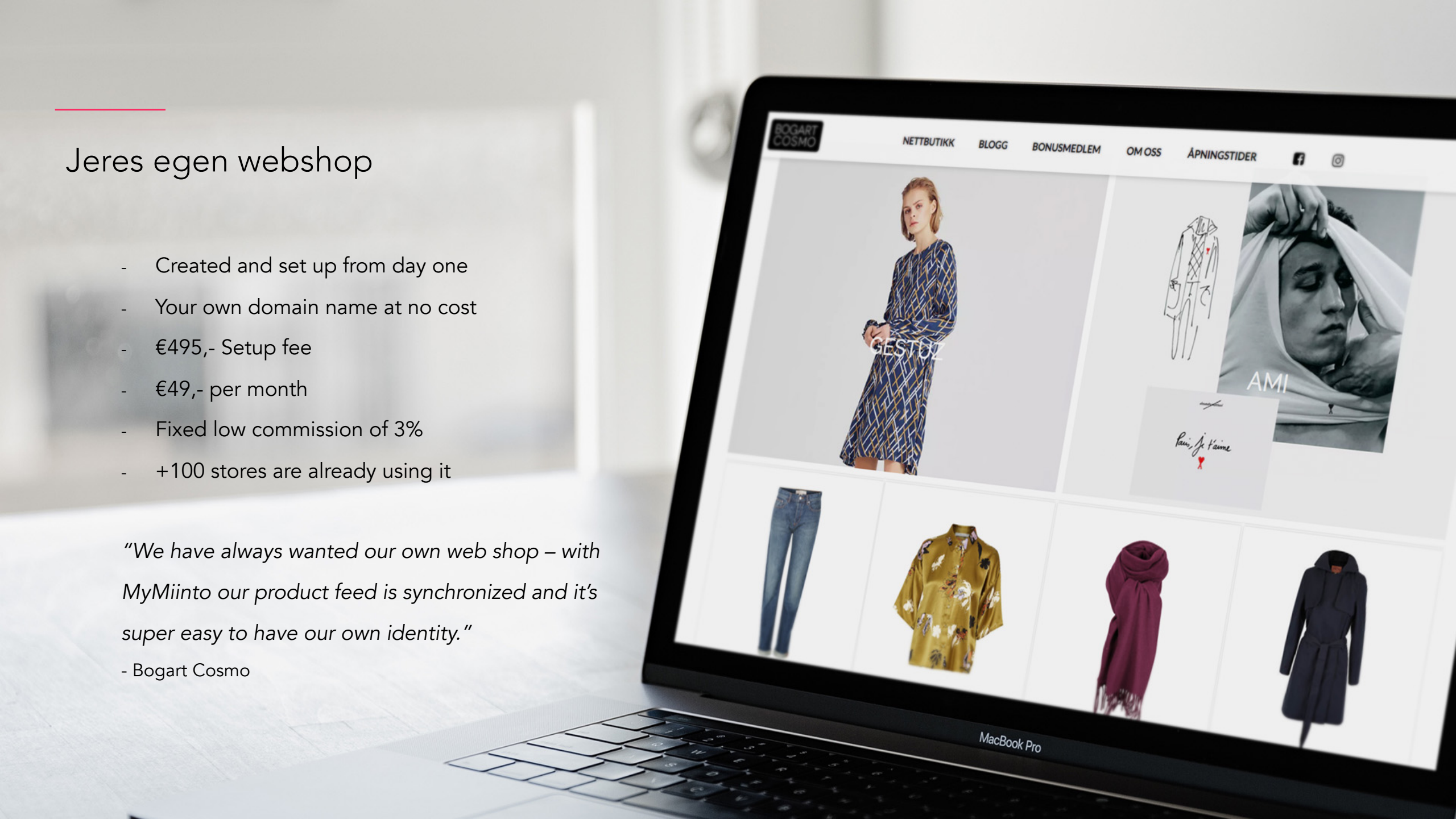
HVAD I KAN FORVENTE

Jeres egen webshop

- Created and set up from day one
- Your own domain name at no cost
- €495,- Setup fee
- €49,- per month
- Fixed low commission of 3%
- +100 stores are already using it

"We have always wanted our own web shop – with MyMiinto our product feed is synchronized and it's super easy to have our own identity."

- Bogart Cosmo



Traditionelt regnskab for en fysisk butik vs Miinto

(EUR ex. VAT)	Physical retail	
Revenue	**2.000.000**	
Cost of products	-946.800	-47,34%
Gross margin I	1.053.200	52,66%
Rent	-240.000	-12,00%
Marketing	-96.000	-6,25%
Gross margin II	717.200	32,86%
Staff costs	-432.000	-21,60%
Phone, insurance etc.	-45.000	-6,50%
Distribution	0	0,00%
Result	**240.200**	**12.01%**

(EUR ex. VAT)	Miinto	
Revenue	**2.000.000**	
Cost of products	-946.800	-47.34%
Gross margin I	1.053.200	52.66%
Hosting	-1.788	-0.09%
Marketing	-480.000	-24.00%
Gross margin II	571.412	28.57%
Staff costs	-8.800	0.44%
Phone, insurance etc.	0	0.00%
Distribution	-139.338	-6.96%
Result	**423.274**	**21.16%**

With no extra high fixed costs like rent, staff, phone, insurance, you just add more revenue to the same cost base.

- Low monthly hosting of 149 EUR
- Marketingcost to Miinto 24%
- Shipping

- 2.000.000 EUR in revenue
- 200€ average basket
- 10.000 orders + 3250 returns
- Employee 4 hours per day for 10€ per hour
- handle 45 packages per day
- 220 working days per year

Hvad er dit potentiale?

Products online	Avg. revenue pr. year
101-500	222.000+ EUR
501-1000	420.000+ EUR
1001-1500	678.000+ EUR
1501-2000	912.000+ EUR
2001-2500	1.146.000+ EUR
2501-3000	1.380.000+ EUR
3001+	1.614.000+ EUR

The potential of your shop revenue on Miinto is difficult to predict. But there are two primary indicators on success. Popular products/brands and available product stock online. The table, is based on the average revenue per month for the shops in 2019.

RID STORMEN AF SAMMEN MED OS

60 dages test tilbud

Miinto investerer 97% af alt commission I trafik til *dine* produkter

Signup-fee	Monthly hosting	Commission
0,. DKK	0,. DKK	20%

- Risikofri testperiode
- Signup-fee på normalvis 11.500 kr. Betales kun hvis butikken ønsker at forsætte samarbejdet efter endt testperiode
- Butikken kan frit annullere samarbejdet med øjeblikkelig virkning indenfor denne periode

- Månedlig betaling på normalvis 995 kr. Betales ikke I denne periode på 60 dage (2 måneder)
- Månedlig betaling startes kun hvis butikken ønsker at forsætte samarbejdet efter end test periode

All prices are ex. Vat Commission is calculated of sales price on site (incl. VAT) Startup and monthly hosting are deducted in sales, if boutique uploads minimum 200 products

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TAK FOR JERES OPMÆRKSOMHED

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