



COMPANY OVERVIEW

At Apposta the customer can create made-to-measure shirts using premium Italian fabrics and our four generations of shirtmaking expertise. Apposta's website offers the world's largest range of customisation options and fabrics, so that the customer is guaranteed to create the shirt that's the perfect fit for him.

INVESTMENT OPPORTUNITY

- Successful business model with clear competitive advantage
- Established operations with 40,000 shirts sold in 90 countries
- Proven product high appreciation with over 3,000 Trustpilot reviews
- Break-even reachable in Q1 2021
- Visible exit within 3-4 years to a strategic or financial buyer



EQUITY INVESTMENT

TARGET €500k

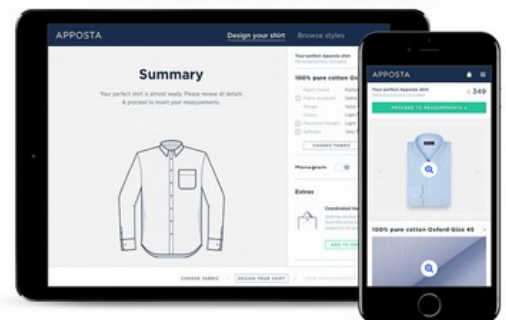
PRE-MONEY VALUATION: €5.5m

EQUITY STAKE: 8.3%

POTENTIAL RETURN: 6x

Full term sheet available on request

INVEST NOW



EXCELLENT



Trustpilot

APPOSTA

MILESTONES

2016

- Registered the company in London, after an initial pilot phase in Italy

2017

- Shipped the shirt nr 15,000
- Defined the brand identity
- Major upgrade of the website back-end and processes

APPOSTA

2018

- Rebranded to Apposta
- Launched the new website
- Ecommerce Award UK - finalist for Fashion

ECOMMERCE
AWARDS 2018

2019

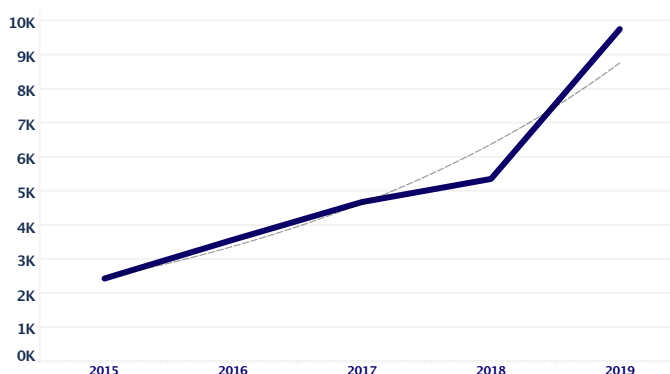
- Netcomm Ecommerce Award Italy - winner for Fashion
- Passed 1 million euro revenues mark, growth +80% YoY
- Acquired 3,000 new customers, +112% YoY



2020

- Planning USA expansion
- Even after two months of lockdown Apposta is trading at +10% YoY
- Improved Conversion Rates and processes, and Acquisition Costs
- Currently trading at about halved Customer Acquisition Cost

Shirts sold per year
(thousands)



EXIT STRATEGY

Sale to a Strategic

- European or American player in customisable clothing
- Manufacturing company to acquire highly profitable direct market
- Clothing brand to acquire digital innovation in clothing

Sale to a Financial Sponsor

- Small-mid cap private equity
- Company operating in adjacent segments owned by financial sponsors

Valuation Considerations

Ecommerce businesses trade at high multiples of 25-60x EBITDA due to their expected growth potential, which is even stronger after SARS-CoV-2.

APPOSTA

THE PERFECT SHIRT

The beautifully made Italian shirt that perfectly fits, from a tech-enabled specialist



Premium Italian Shirts

Apposta sells online men's shirts precisely crafted in Italy with four generations of shirtmaking expertise, using premium quality fabrics from the Italian renowned mills.

Perfect fit for customer's style and body

Each shirt is made-to-order: it can be personalised or created online, from the world's largest variety of fabrics (over 4000) and style options, and can be made to measure.

At a fair price

A large scale, direct-to-consumer business model means that the customer pays considerably less for a premium Italian shirt than elsewhere.

Industry-leading customer satisfaction

With an industry-leading 1.7% return rate, we're confident that every Apposta shirt will arrive impeccably made. We also make free amendments if required to ensure that every purchase is risk-free. Our made-to-measure process eliminates the need for multiple size purchases, higher initial monetary outlay, returns and refunds.

SUSTAINABILITY

Apposta is 100% made-to-order, intrinsically highly sustainable: ZERO stock, ZERO wastes.

Climate and Ocean. Minimal CO2 footprint because of no wastages, no return deliveries, no plastic packaging, near-shore manufacturing. All fabrics are sourced from responsible companies.

Fair and inclusive work practices. All of the shirtmakers in our supply chain are based in Italy. They're mostly women, though all receive fair salaries with no pay disparity between genders.

Responsible consumption and production. Our products are custom made to the customer's needs and are made to last. Replaceable collar and cuffs are offered for further durability. It's the opposite of the widely criticised fast fashion.

APPOSTA

COMPETITION

vs Traditional Distributed Brands - Apposta completely overcomes the limits of the physical distribution, to which traditional brands are bound even if they also sell online: 60-70% of the retail price burnt by the distribution costs, high standardisation, low choice, high stock volumes, lots of wastes, physical proximity.

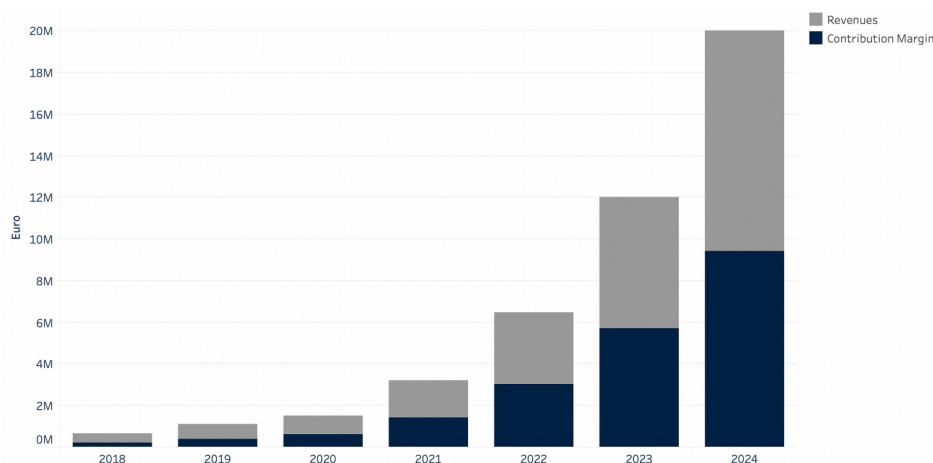
vs online Direct-to-Consumer Brands - While the cost structure and end-user prices are similar, Apposta removes the need to buy different sizes and make returns, as shown by our return rate of 1.7% vs the typical 50+%.

vs online Made-to-Order Brands - Apposta offers the world's widest choice of over 4 thousand billion different shirts, given by the combinations of 4000 fabrics and plenty of style options. Apposta offers a refined, highly appreciate customisation experience. The shirts are expertly made in Italy to high standards, from an experience of 4 generations in the industry.

	APPOSTA	TRADITIONAL BRANDS	ONLINE TAILORS
PROPERLY MADE ITALIAN SHIRTS	✓	✓	
MADE TO MEASURE	✓	✓	✓
CUSTOMISATION WITH A LOT OF CHOICE	✓		
DIRECT-DISTRIBUTION LOWER PRICES	✓		✓
VIRTUALLY NO RETURNS	✓		✓



FINANCIALS



Apposta closed 2019 at € 1.1 million revenues, 9700 shirts sold around the world.

After the temporary slow down for the Covid-19 we are still trading at +15% YoY, with a Customer Acquisition Cost a lot lower, thanks to an improved conversion rate.

Break-even is expected for the first quarter of 2021.

APPOSTA

THE TEAM



Co-founder, CEO & CTO

Gianluca Mei

Serial entrepreneur
20 years experience in
digital business consultancy,
marketing and technology.



Co-founder, COO & CFO

Gianmarco Taccaliti

4th generation of Italian
shirt makers
16 years experience in the
men's shirts industry.

The complete team is made of 10 people operating from London (HQ, marketing, finance) and Italy (manufacturing, quality control), highly skilled and with an track record in the respective fields:

- Content Strategist
- Performance Marketing Manager
- Architect & Full-stack Developer
- Social Media Manager
- Partnership & Affiliations Manager
- Customer Care Manager
- Quality Control
- Sales & Style Consulting

PARTNERS

Apposta benefits of long-term exclusive partnerships with the world's most renowned fabric mills, located in physical proximity to its manufacturing, allowing an unparalleled fabrics inventory on its website and world's best level of service.



FOUNDED 1822

DAVID & JOHN
ANDERSON



26 GROSVENOR ST. MAYFAIR,
LONDON W1K 4QW
T: +44(0)20 7355 3525
www.wiltongroup.com

TONY FLANAGAN
MANAGING PARTNER
e: tony@wiltongroup.com

JAMES ROBSON
HEAD OF PRIVATE WEALTH
e: jamesr@wiltongroup.com

DANIEL BARNARD
CORPORATE FINANCE
e: danielb@wiltongroup.com

Past performance should not be seen as an indicator of future returns.
The value of your investments and any income from them may fall as well as rise and
is not guaranteed. You may get back less than you invest.

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