CHOUPETTE

Choupette is fashionable clothing brand for children from 0 to 12 years old





WELCOME TO THE WORLD OF CHOUPETTE!

OUR GOAL

Develop children's fashion, make it accessible, be present in every part of the world, and make every partner of our brand successful.

OUR MISSION

Dress children all over the world in fashionable, beautiful and comfortable clothes. To develop a successful and efficient business by offering customers a full range of children's clothing and footwear.

VALUES

Unique ratio of design, quality and price.

WHAT MAKES US SUCCESSFUL

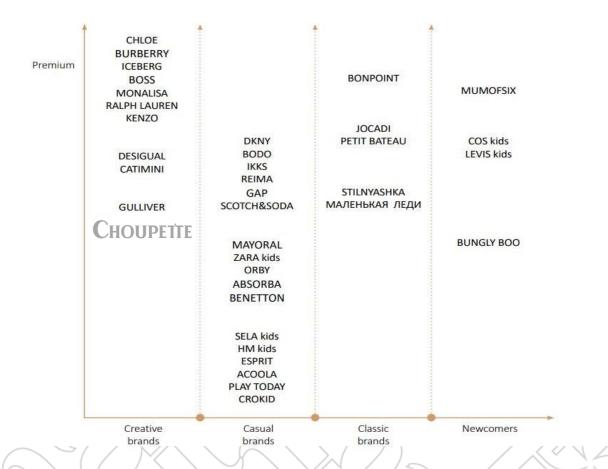




- in-house production
- design and construction bureau
- natural fabrics
- compliance monitoring ISO 9001
- exclusive collections
- wide product matrix: fashion, Special Occasion, Sport Fashion, Underwear, Shoes
- 600 squ per season

BRAND POSITIONING

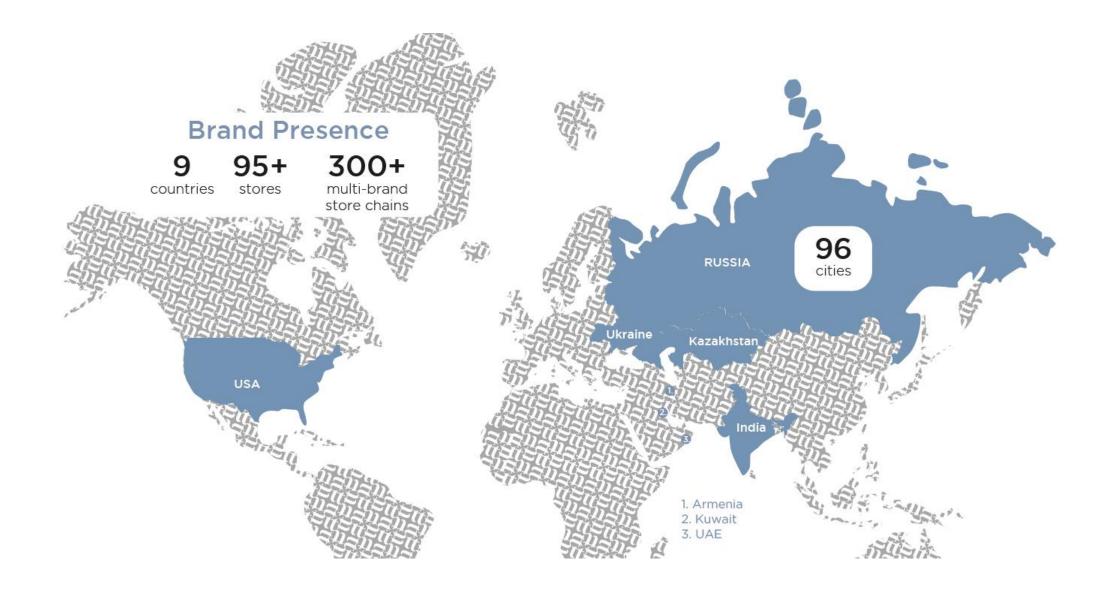
Positioning of the CHOUPETTE brand in the global market of children's clothing.





*Table shows the top global children's brands in terms of turnover, according to research by the Kids Fashion Retail consulting agency.

CHOUPETTE WORLDWIDE



DYNAMICS OF DEVELOPMENT



India

- **19** new stores were opened in **2021**
- **6** new stores have already been

opened in 2022



Los Angeles



Brooklyn

CHOUPETTE

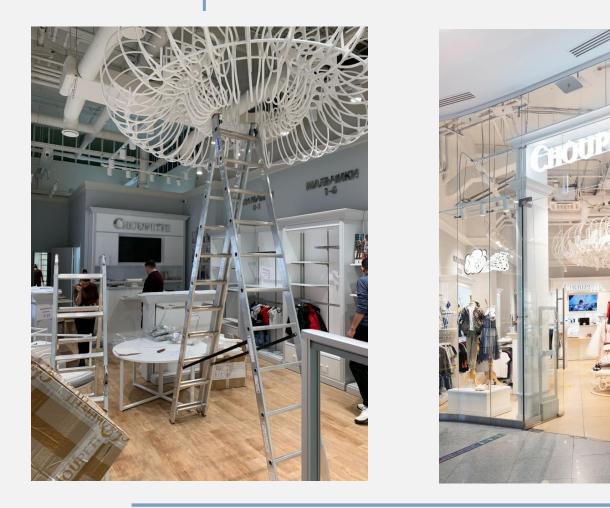


AT THE END OF 2024, A FLAGSHIP STORE OPENED IN DUBAI MALL



FRANCHISE SUPPORT

Store design



List of commercial equipment with zoning, info on filling the store with right product assortment, 3D visualization,purchase of equipment. CHOUPETTE

FRANCHISE SUPPORT



MARKETING TOOLS

Seasonal image photos, videos, layouts: POS materials, billboards, printed publications, promotions



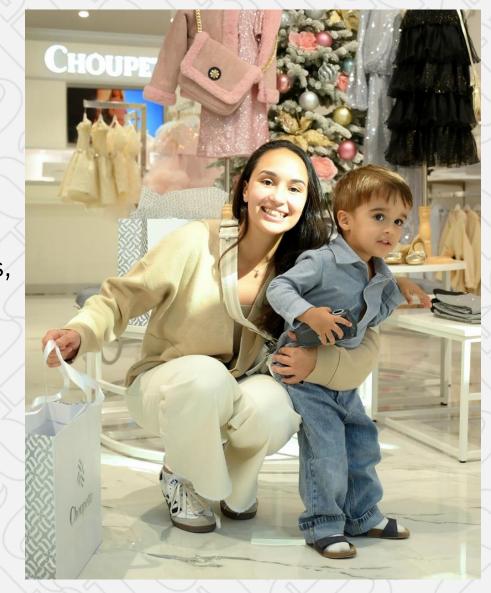
♥ Q1 ♥ A SOCIAL MEDIA MARKETING

SMM guideline (account registration, setting up targeted advertising, cooperation with bloggers, crosspromo), information support

FRANCHISE SUPPORT

Merchandising

Information support for partners, introductory trainings, CHOUPETTE corporate University and personal merchandising manager.



CHOUPETTE

ECONOMIC METRICS

HOUPETTE	ПАНЕЛЬ ПЛАНИРОВА ПОКАЗАТЕЛЕЙ ДЛЯ Н < можно менять	КУРС К РУБЛЮ 1			С ДЕНЕЖНЫЙ ПОТОК Возврат срядств		
	C MORHO MENNIS	ФИНАНСОВЫЕ ПОКАЗАТЕЛИ	TOA 1	FOA 2	FOA 3	8 000 000	
NECRIL BATTYCKA >	220072	выручка				6 000 000	
	Март		19 250 007	23 100 008	26 725 159		
емпроставыручки в год	20%	Переменные расходы	-8 566 308	-10 339 115	-12018481	4 000 000	
ост затрат на оренду в год	7%	ВАЛОВАЯ ПРИБЫЛЬ	10 683 699	12 760 893	14 706 678	2 000 000	
реднегодовая выручка	1 500 000					2.000.000	
		Постоянные расходы	-6 507 000	-6 767 400	-7 006 100	0	
ренда помещений (%)	12%						
ренда помещений (фикс)	250 000	Прибыль до налогов	4 176 699	5 993 493	7 700 578	-2 000 000	
ренда помещений (эксплуатация)	60 000	Налоги	-1 155 000	-1 386 000	-1 603 510	10.251.0420	
		Прибыль после налогов	3 021 699	4 607 493	6 097 069	-4 000 000	
ПОКАЗАТЕЛИ ПРОЕКТА		Рентабельность по прибыли	16%	20%	23%	-6 000 000	
							1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32
ервоначальные вложения	4 771 250		and the second second second			1 600 000	4 000 000
статок денег на конец года 3	14 160 010					1 600 000	3 500 000
		Деньги на начало периода	0	3 455 449	8 062 942	1 400 000	
DI 30 3 FOAD	197%	Первоначальные вложения	4 771 250			1 200 000	3 000 000
		Затраты на открытие	-4 337 500				2 500 000
		Денежный поток	3 021 699	4 607 493	6 097 069	1 000 000	
		Деньги на конец периода	3 455 449	8 062 942	14 160 010	800 000	2 000 000
						600 000	1 500 000
						000 000	
купаемость, мес	18	Доля аденды от выручки за год	0	0	0	400 000	
ong ndemocile, mec	10	Δολη ΦΟΙ ΟΙ ΒΙΡΥΚΗ ΤΟ ΤΟΑ	0	0	0	200 000	
		Среднемесяная выручка	1 604 167	1 925 001	2 227 097		
		Среднемесяная чистая прибыль	251 808	383 958	508 089	0	1 3 5 7 9 11 13 15 17 19 21 23 25 27 29 31 33 36 1 3 5 7 9 11 13 15 17
		среднемескний чистая приоыхь	231 808	303 738	300 009	-200 000	

Focus on development to China, Brazil and countries of MENA

Investment amount to store opening **100 000 USD**

Profitability rate 13-20%

Payback period 12-24 месяцев

Retail KPIs:

- Retail mark-up
 - 2,3-2,5
- Conversion
 20%
- Average retail purchase
 100-120 USD



RELEASE OF THE EXCLUSIVE CHOUPETTE SPORT SPORTSWEAR CAPSULE COLLECTION IN 2025



JOIN OUR FAMILY TEAM!

OPEN YOUR SUCCESSFUL CHOUPETTE FRANCHISE!





Anastasia Vasilkova

Business Development Director, Choupette TM

CHOUPETTE

WANT TO PURCHASE A CHOUPETTE FRANCHISE OR HAVE QUESTIONS?

By opening a business under the Choupette franchise, you become part of a strong brand and join a family of ambitious entrepreneurs.

+971501974419 <u>dubaifashionuae@yahoo.com</u> <u>choupette-kids.com</u>