

NEULABS

COMPANY'S PRESENTATION



**THE RIGHT STRATEGIC PARTNER
TO MANAGE YOUR AMAZON PRESENCE**

NEULABS IN A NUTSHELL

Digital group with 10 owned e-commerce brands and 36€M+ sales in 2024

Neulabs operates 10 Digital brands, selling online across several product categories. From 0€ to 36€M+ in 3 years

Strong experience on Amazon on our brands (~70% sales / ~25€M sales in 2024)

Amazon first sales channel. Amazon channel full manager in house with dedicated teams specialized by function/activity

Based in Milan, but with a European footprint (~65% sales abroad)

~65% of total sales outside Italy, mostly in Germany, France, UK, Spain

65 people, 40% of the team remote based. English, German, French and Spanish mother tongue in the teams

Created by a digital entrepreneur, driven by a senior management team

Founded by Mauro Giacobbe (former Facile.it CEO and key investor in several digital players in Italy)

CFO from Percassi and Mondadori. CTO from Lastminute and MotorK.

Amazon Team from international e-commerce players and Amazon FBA Aggregators (Heroes, Thrasio)

Business managers with strategic consulting background (Bain, Oliver Wyman, Deloitte, PWC)

WHY NEULABS IS THE RIGHT STRATEGIC PARTNER TO MANAGE YOUR AMAZON PRESENCE

1

We learn how to do Amazon with our brands and our money

- Managing the full P&L for our brands, we develop an incredible level of attention to details you will never find with a “traditional” Amazon Agency

2

We do not look only at sales and marketing costs, we will help on margins, cash flow, inventory

- Several Amazon agencies are focused on sales, sales growth and marketing spending
- We are used to understanding and optimizing margins, inventory rotation and cash flow generation

3

We can provide 3PL services and access to our logistic agreements

- Quite often traditional brands have constraints to run logistics for e-commerce and Amazon (picking & packing, bundling,...). We can manage logistics on behalf of our Agency clients, using our infrastructure

4

We have proven experience in geo expansion on Amazon, accelerating export

- We launched products abroad several times, controlling revenues growth and margins
- Through geo expansion in EU and UK we generated substantial additional revenues

5

We manage big and complex Amazon accounts

- Our smallest account is generating 1.5€/year sales
- We manage product portfolios with hundreds of SKUs across Europe, with FBA, FBM or Vendor accounts

6

We have a top-notch Amazon Team

- People previously worked for Amazon aggregators and big Amazon brands, managing tens of millions of dollars in sales

7

We will use our proprietary technology for our Agency service

- We created a proprietary technology and BI to monitor Amazon performance at ASIN level and identify actions

AMAZON OPERATIONAL EXCELLENCE



Promotion & Deal Planning



Keyword Integration & SEO



A/B Testing



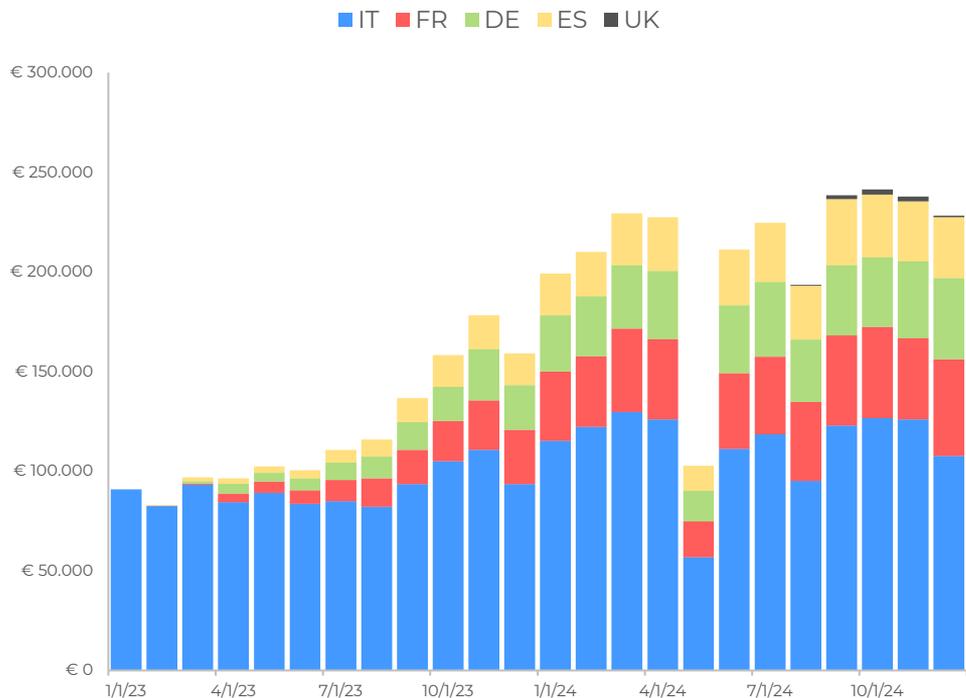
Product Launches



Delivery Promise & Stock
Analysis

EUROPEAN EXPANSION: 2.2X REVENUES WITH GEO EXPANSION, FROM 100K€/MONTH TO 220K€/MONTH

CiboCrudo | Revenue by Geo



- The brand CiboCrudo was present in Italy, generating €1.2m revenue
- In 2023, Neulabs focused on international expansion to France, Germany & Spain
- Using the PanEU fulfilment system, out in-house local language knowledge and technical launch expertise

2.2x

Avg Monthly Revenue

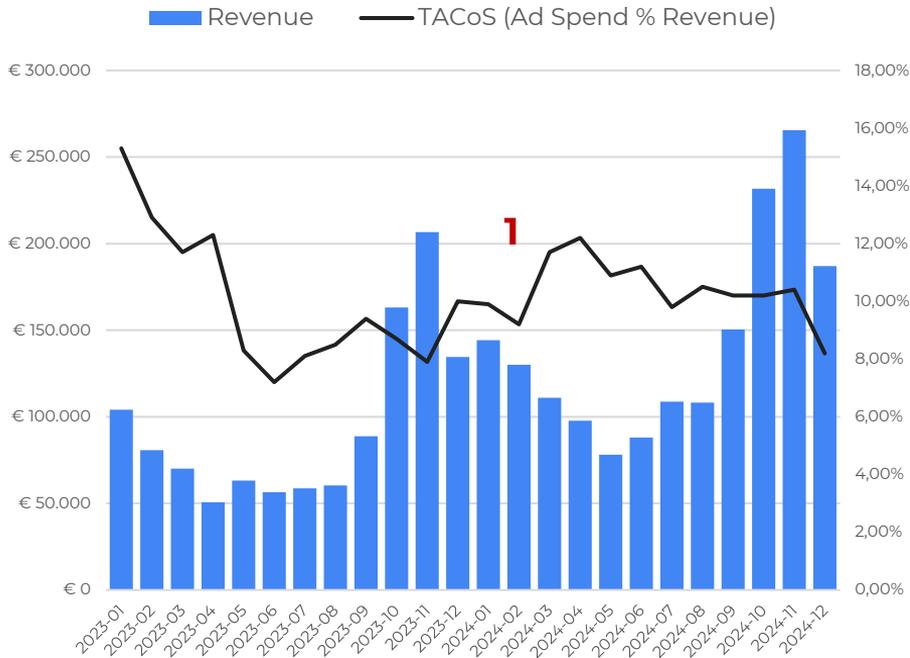
2.6x

Avg Monthly Profit



+50% REVENUES REDUCING MARKETING COSTS (TACOS)

We are able to grow top line sales whilst maintaining marketing efficiencies

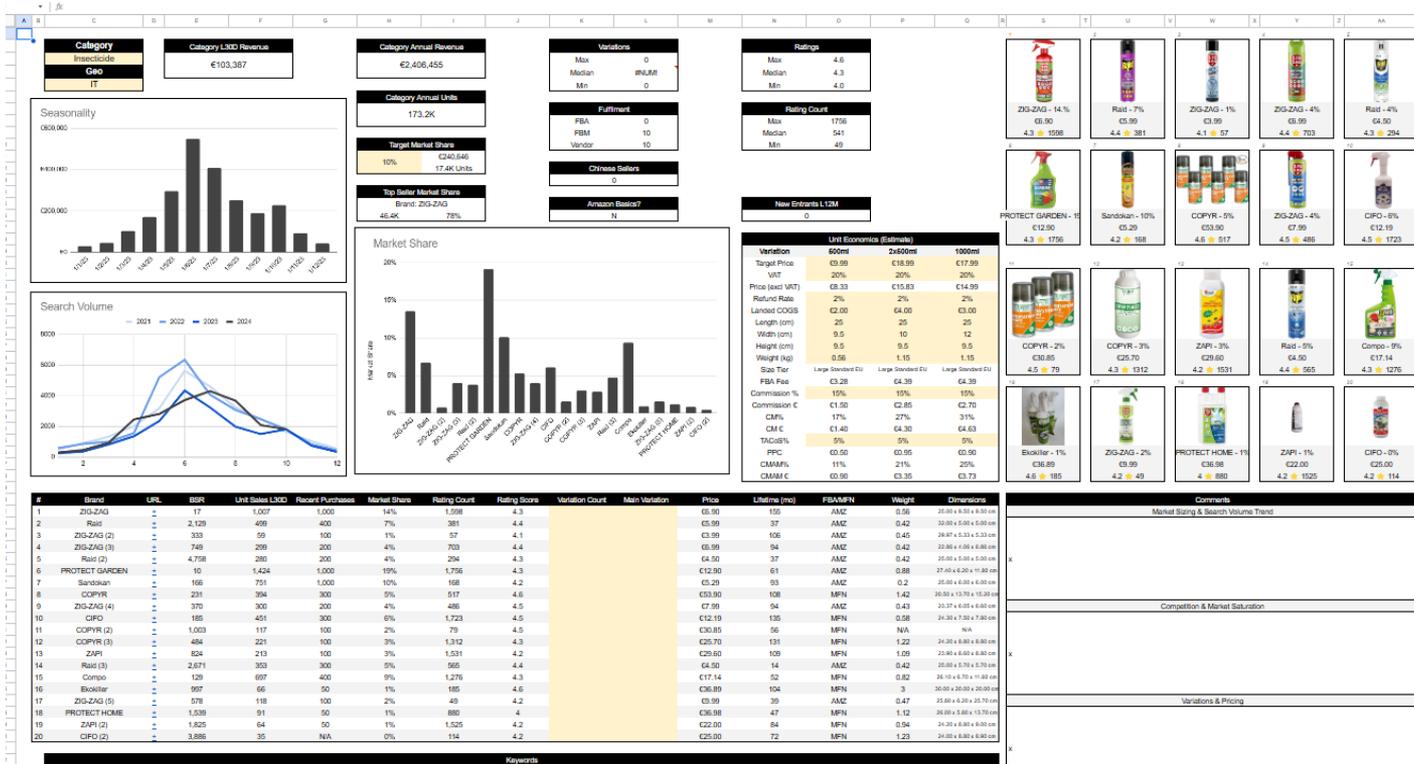


- Our brand, Proxinoa (DIY category) was focused on **profitable** growth due to tight margins
- We took a laser-focused approach and restructured the PPC campaigns
- Initial investments were made into PPC (1) and ranking strategies, after which we saw a huge sales benefit

+50%
YoY Revenue

10%
TACoS (flat YoY)

CASE STUDY: IDENTIFY NEW PRODUCTS FOR EXISTING BRANDS WITH OUR BI AND DASHBOARDS



CASE STUDY: LAUNCH NEW PRODUCTS AND BECOME PROFITABLE IN 3 MONTHS

We use a data-driven approach to successfully launch products in a range of categories

Mole Repeller



€25k Revenue
19% Profit
by month 3

Rodent Repeller



€27k Revenue
17% Profit
by month 3

Neck Pillow



€12k Revenue
9% Profit
by month 4

Solar Wall Lights



€18k Revenue
18% Profit
by month 4

Towel Set



€19k Revenue
20% Profit
by month 4

- We use a data-driven methodology to identify, scope, forecast and launch products
- This includes launching new products from scratch, and expanding existing products to the Amazon marketplace
- We have a track-record of hitting profitability after Month 1, with a fully-ranked product by Month 4

SELLING PREMIUM PRODUCTS ON AMAZON AT 85€ VS 20€ FROM COMPETITORS – HOME TEXTILE

We have experience marketing premium products on a marketplace where customers focus on value

FeròMliano
Bathroom Towel Set
€84,99



Ferò positions itself on Amazon as a high-quality textile brand

Average price for a towel set is €20, with some products as low as €5

Neulabs accentuates certain advantages the brand has to position products competitively in the category, such as

- **European manufacturing** – the product is manufactured in Portugal, known for high quality textiles
- **Certifications** – the fact we are selling an accredited product increases consumer confidence
- **Promotional Strategies** – the brand has a holistic promotional plan, showcasing premium quality at great value
- **Targeted Advertising** – we have a large focus on specific, relevant keyword searches, meaning money is not wasted on generic searches
- **Off-channel marketing** – Ferò has a presence off-Amazon, meaning we are able to leverage the existing brand awareness to appear in more “generic” placements

Using these strategies, the product sits at #9 in the towel set category

SELLING PREMIUM PRODUCTS ON AMAZON AT 29€ VS 10€ FROM COMPETITORS – BABY PRODUCTS

We have experience marketing premium products on a marketplace where customers focus on price

Mimuselina

Baby Bibs
€28,50



Mimuselina runs primarily in the Spanish market, where a key product is baby bibs

A set of 5 bibs sells for just under €30, whereas the market sits at around €10

Key factors that have contributed to the brand's success are

- **European manufacturing** – supplier is based in Spain, which resonates well with the Spanish market – however we have also seen success in France, Italy & Germany
- **Consumer Confidence** – we apply for market-specific certifications (e.g. Oeko Tex, Prüfungel in Germany)
- **Social Presence** – this brand in particular has a social media following that has bolstered sales on Amazon
- **Content Optimisation** – Amazon content for the brand is tailored towards demonstrating quality, rather than trying to keyword-stuff to rank for SEO, leading to a more authentic listing
- **Customer Feedback** – customer review scores and satisfaction are high due to product quality, further justifying the higher-than-average price

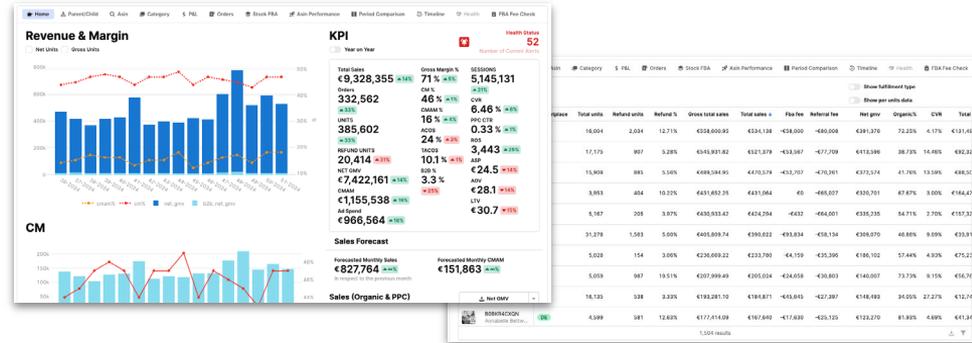
This product generally stands as the **Bestseller** in the bibs category for Spain, Italy & France



BUSINESS INTELLIGENCE & DATA VISIBILITY TO MANAGE, IMPROVE AND EXPAND MARGINS ON HUNDREDS OF ASIN IN PARALLEL

Heightened visibility across all Amazon metrics at a granular level to enable the team to make quick, impactful decisions

Accurate Sales & Profit Dashboard



Stock & FBA Inventory Levels

Store	ASIN	Alerts	Stock	Fba inbound stock	Quantity sold FBA...	Quantity sold FBA LTD	RoS Coefficient	Future Daily Sales	Days
EU	B07MWC3BQN	CUB ReBoBa Small	8,052	0	7,476	312	0.195	52.68	
EU	B071YM2NV9	CUB LA 3x3	3,103	0	6,643	399	0.257	60.45	
US	B07MWC3BQN	CUB ReBoBa Small	3,180	11	5,181	95	0.195	35.38	
EU	B08H7P1LFF	CUB GeoBoard	4,565	0	4,007	122	0.313	44.87	
EU	B08FBZDSC	CUB ReBoBa Big	7,289	0	3,431	320	0.263	32.31	
EU	B08FK9DTHX	PAT MR Car Ter	11,223	0	3,320	550	0.783	93.02	
EU	B08HUC9SH3	PAT MR Indoor	4,895	524	2,587	417	0.917	85.5	
EU	B08HY3KBKQ	CUB NAIL GAM	978	0	2,508	82	0.402	36.73	
EU	B09PQSK79R	CUB ReBoBa Foot...	3,390	0	2,505	131	0.315	28.6	
EU	B08FBVNHG	CUB SPINNER	2,997	0	2,484	255	0.18	15.73	

Keyword Rank Tracking

Parent ASIN	Search term	37	36	35	34	33	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1
B08B9SHH7	outdoor battery lighting	14	20	19	24	24	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
B08B9SHH7	outdoor battery lighting	14	20	19	24	24	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14
B08B9SHH7	outdoor battery lighting	14	20	19	24	24	13	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14	14

Product Rating & Review Alerts

Family name	Parent ASIN	Store	Total reviews count	Listing rating	W-1	W-2	W-3	W-4	W-5	W-6	W-7	W-8
Mercedes CLS 350	B08MGQVZ0	IT	1,292	4.45	4.75	5	4.17	4.8	0	0	0	3.33
Mercedes CLS 350	B08M8R66	ES	1,171	4.4	4	3.79	3.59	2.5	0	0	5	
Mercedes CLS 350	B08M48KRT	FR	1,160	4.4	4.87	5	4.29	4	0	0	3	
Mercedes CLS 350	B08MP1JZ2	DE	1,159	4.4	4.4	3.55	2.5	0	0	0	3.37	
Jeep Wrangler	B08P21WZ0	IT	882	4.4	4.5	5	4.5	5	0	0	1	
NO FAMILY	B08M61DHF	IT	751	4.5	5	4.58	4	2	0	0	5	
MINI Cooper	B08Z5Y8E4	IT	627	4.55	5	5	4.9	0	0	0	5	

