



THIS IS NINYES

(IN 5 MINUTES)

CONNECTING FASHION BRANDS WITH SECOND HAND

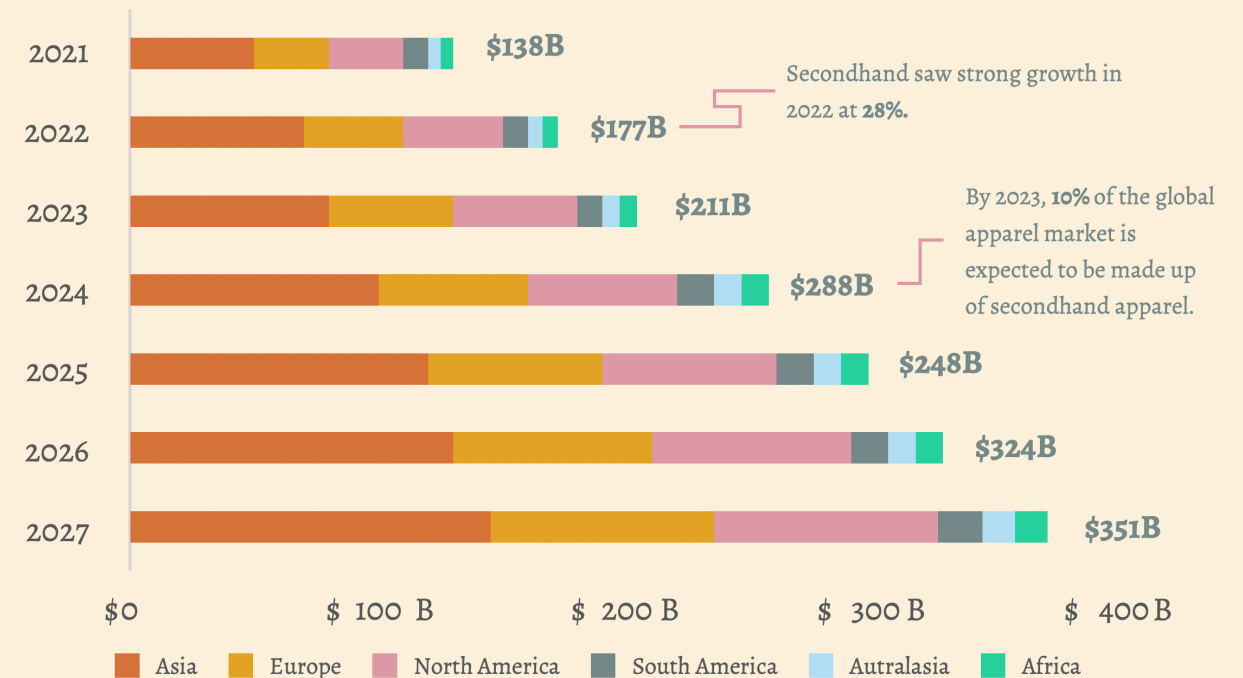
DECEMBER 2023 | CONFIDENTIAL | [NINYESREWEAR.COM](https://ninyesrewear.com)

*“What should really worry companies is this:
If they don’t sell their own used products,
someone else will.”*

Harvard Business Review
November–December 2023 Issue

1. THE SECOND HAND CLOTHING MARKET IS EXPLODING

- The global second hand apparel market will grow **127% by 2026**.
- **Three times faster** than the global apparel market overall.
- This has kept company valuations on a high level:
 - Vinted (Lithuania / B2C): €3,2B
 - Vestiaire Collective (France / B2C): €1,6B
 - Trove (US / B2B): €360M
 - Archive (US / B2B): €70M



2. 2ND HAND 2.0

From this...

17.20
5G 96

Lähetys onnistuu

Aamutakki

1 €

26. marraskuuta 01... [Naantali Keskus, Naa...](#)

Tuotetiedot

MYydään • VAATTEET JA KENGÄT

Aamutakki jonka koko on L ja kunto ok

Toimitustapa	Lähetys
Vaatetyyppi	Muut
Kunto	Tyydyttävä
Koko	L
Sukupuoli	Naisten

To this...

11.21

PAPU PRE-LOVED

Select

FEATURED

Papu Pre-loved makes recycling beloved Papu items easy! You can now both return your gently used and unnecessary Papu items and make wonderful finds from our Papu second-hand collection. Below, you'll find the best second-hand collection of Papu items.

The service is made possible by Ninyes, Europe's first and only marketplace for pre-loved, responsibly made clothing.

Read more about selling and recycling your pre-loved Papu pieces.

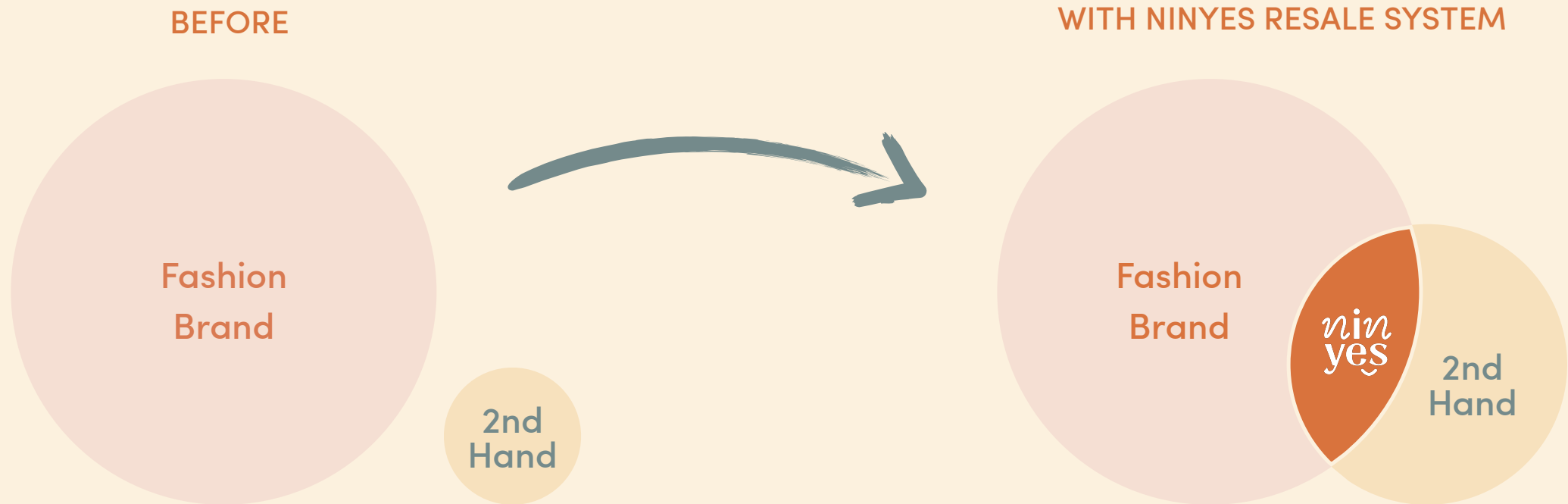
Size

maximo wool/cashmere knitted dress, light grey | women XS/S €140,00

green jacket, black | women XS/S €90,00

1 2 3 ... 18

3. IN ORDER FOR FASHION BRANDS TO GROW, THEY NEED THEIR SHARE OF THE SECOND HAND MARKET. NINYES MAKES CIRCULARITY PART OF THEIR BUSINESS.

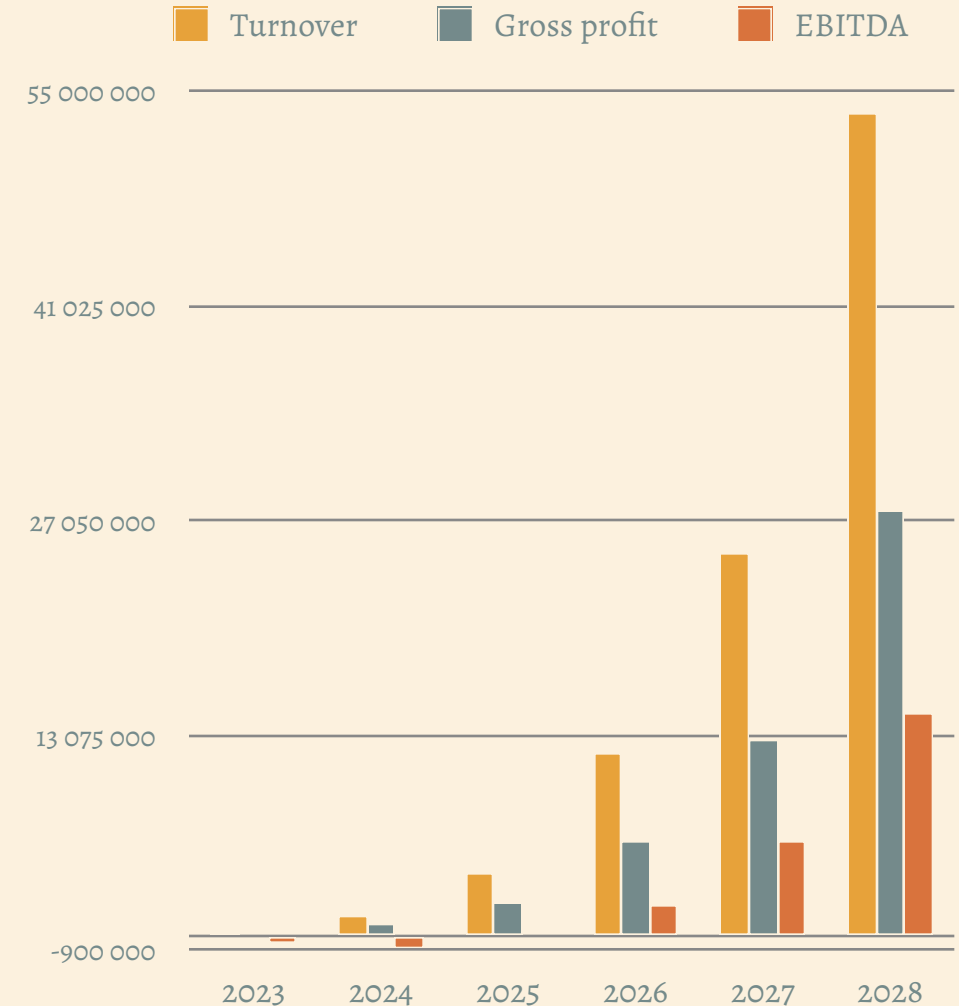


“Fashion resale market is expected to grow by 15% to 20% annually over the next five years. What will fuel this growth is not only consumer demand for a more climate-friendly version of fast and easy consumption, *but every brand and retailer becoming a reseller too*”.

Boston Consulting Group 2022

4. HOW BIG AND HOW PROFITABLE?

- Our unique operating model has proven to be **operationally profitable** within 12 months.
- Ninyes can do this with a **minimal spend on end user marketing** and focusing only in quality fashion brands.
- This time last year we had 5 partner brands.
Today 25: 16 in Finland, 6 in Sweden and 3 in Germany.
- Future Performance will benefit from:
 1. Expansion into key european markets.
 2. Recurring revenue in the core.
 3. AI helping our profitability.



5. THE NINYES TEAM

FOUNDERS / MANAGEMENT



Elina Aho / Co-founder & CEO

- Founder of Punavuoren Peikko, Finland's leading online store for sustainable kid's fashion
- Co-founder at fashion agency Tarhalapset
- Ex-Nokia Product Portfolio Manager
- Online business and children's wear
- MSc. Management



Mikko Siukosaari / Co-founder & CMO

- Co-founder of drum communications, superson inc. And mpakt.Me
- Partner at sustainable startups bunzbun, scarabtech, ductor and moxworld.Org
- Branding and marketing communications
- Msc. Economics

OPERATIONS



Lotta Pelo
Senior producer



Jenna Kestilä
Brand manager



Therese Lyander
Ninyes Sweden



Katja Zurell
Ninyes Germany



Magdalena Wolf
Ninyes Germany

BOARD AND ADVISORS



Panu Kärävä / Chairman of the Board

- Sustainability Customer Delivery Architect, Amazon Web Services
- Ex Environment Management Specialist, Kering Group



Tia Rantanen / Board Member

- A business developer with a very strong international fashion background
- CMO / Stockmann Group
- Ex Chief Sustainability Officer / Luhta
- Ex Head of Marketing & Branding, adidas



Henna Pihlman
Board Member



Olof Hoverfält
Board Member / Senior Advisor / Tech & AI



Serge Licht
Senior Advisor / Growth

+ additional 10 people across different functions

NINYES IN SHORT

1. A market that's already substantial but still grows 20% CAGR.
2. A company that's already operationally profitable and grows 200% CAGR.
3. A company that offers Europe's most versatile managed resale system and will thus be the most sought after solution in the market.
4. ...with customers, that are very satisfied: *"We looked at many new resale systems but the one offered by Ninyes was simply the most encompassing and promised actual income to us. For us it has also been really easy to work with as they do all the work. I can highly recommend."*
5. A key team with a proven track record of establishing, growing and taking new ideas to global market.
6. A planet that needs this. *"If fashion industry doesn't transform, it will account for over a quarter of global carbon emissions by 2050, and additional biodiversity and pollution impacts: reimagining clothing design, production, and utilisation is essential. Fashion startups are core to redressing this balance."*



“I can't imagine any large clothing or fashion player not either partnering with or investing in or acquiring a successful second-hand apparel startup platform.”

Jon Copestake,
Senior Analyst, EY's Global Consumer group