

# HUBSO teaser

The D2C e-commerce hub  
for *influencers*

HUBSO AB / HUBSO Group AB  
Maj 2021



# True Branding

Brands partner up with influencers in order to bolster brand awareness and drive sales, also known as influencer marketing.

HUBSO is now driving the change in the industry by launching authentic social media influencer brands, that is what we call true branding.

*this is Hubso*



# Executive summary

## Business Model

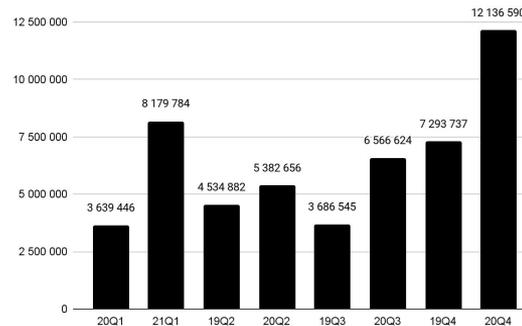
HUBSO utilize the power of e-commerce and influencers creating a unique business model for aggressive growth, scalability and profitability. HUBSOs platform is an ecosystem handling every technical and financial aspect of the business, while the influencer covers the marketing part. This means there are no direct marketing costs. The brands created within HUBSO has audience and potential customers from day one through the influencers follower base.

This yields a low level of inventory, financial risk and optimizes time to market with strong profit margins. HUBSO has proven a inventory turnover rate of less than 1 month in the majority of the launches during 2020.

## Market

HUBSO operates in what normally is referred to as the e-commerce space. HUBSO normally narrows it down to e-commerce in the D2C segment, normally building the brands from scratch. HUBSOs main market today is Scandinavia, due to the follower base of the partnered profiles. Expansion outside of Scandinavia will commence during 2021 with the first signed international profile. HUBSO represents 9 brands as of today together with handpicked partners.

## Revenue HUBSO AB (MSEK)



# The story of Hubso

2017 / 2018

The beginning

- Mid of 2017 the tech influencer company Tourn spins off HUBSO together with Josefine Abrahamsson who takes on the role as CEO and Co-founder. Seed round 1 MSEK.
- HUBSO creates the ecosystem. Platform, network of suppliers, logistics and business model in place.
- HUBSO signs top ranked influencers.
- Scaled up the ecosystem.
- Sales increased with 876%.

2019.

Proof of Concept

- Rights issue of 3,4 MSEK (March - 19).
- With new working capital, HUBSO could meet the increasing demand and manage a higher level of sales.
- Focus was to increase revenue turnover per influencer and brand. Scaling up turnover in avg. 33% per brand.
- Sales increased with 203%.



*the story of Hubso*

# The story of Hubso

2020.

Scale up of business

- Additional three big highend profiles signed for HUBSO; Alice Stenlöf, Linn Ahlberg and Filip Dikmen.
- Historical launch with Linn Ahlberg with sales over 3,6 MSEK in under 3 hours.
- Majority of the launches sells out within an hour from launch.

2021 / 2022.

Global expansion

- Signed our first international influencer.
- Continuous work with increasing the turnover per brand.
- Signed another top ranked beauty influencer,
- Launching our first own brand.



*the story of Hubso*

# HUBSO the e-commerce hub for influencers

It's about the future of  
D2C e-commerce.

It is tougher to get attention from your existing and potential new customers. HUBSO has developed a unique ability to build marketing and brand together with their partners. Since we, via our influencers, have a strong relationship with the customer, we know what product to sell and how, before we have even produced.

HUBSO has the ability to create profitable brands from day one. Our business model minimize the risk of capital shortage and optimize time to market, making way for a higher profitability. By fully owning the customer journey through its own e-commerce, HUBSO can ensure capitalization long term with the partnered brands.



# HUBSO the e-commerce incubator for influencers

## Provides the Ecosystem

HUBSO is **the e-commerce incubator** building D2C brands together with selective influencers with strong follower base. HUBSO facilitates all building blocks and know-how for fast and quality assured production, marketing expertise and brand building together with its partners.

By being close the customers and keep short productions cycles, HUBSO can run high inventory turnover rate. We believe in authenticity and meaningful brands – so does people too – and HUBSO is the enabler, making way for stronger partnerships with our profiles.



# Selection of our Brands

HUBSO

## L X A

[linnahlborg](https://linnahlborg.com)

[lxathelabel](https://lxathelabel.com)

<https://lxathelabel.com>

Launched August 2020.

Founded by Linn Ahlborg, a Swedish influencer and YouTuber. LXA was built on being inclusive and the brand invites everyone no matter gender, personality or shape. Our collection is rooted in the core values of a statement wardrobe with timeless key pieces that can be mixed and matched and are easy to style no matter the occasion.

At LXA, we launch exclusively limited edition collections in minimal quantities. Our goal is to avoid mass production that comes to a lower price where garments go to waste and instead offer our consumers good quality pieces in limited numbers.

## S A N N E A L E X A N D R A

STOCKHOLM

[sannealexandra](https://sannealexandra.com)

[sannealexandrastockholm](https://shop.sannealexandra.se)

<https://shop.sannealexandra.se>

Launched February 2018.

One of the more mature brands and a pioneer in the HUBSO Portfolio. Sanne Alexandra joined HUBSO 2018 and still breaking new grounds when it comes to sales.

The brand is characterized by a modern Scandinavian and timeless design. We create durable and minimalist collections that will work for all occasions and all women.

## REBECCA STELLA

BEAUTY

[rebecca\\_stella](https://rebecca.stella.com)

[rebeccastellabeauty](https://rebeccastellabeauty.com)

<https://rebeccastella.com>

Launched August 2019.

Rebecca Stella is a jack of all trades like no other. From nightclub manager and podcaster to designer and TV-hostess, this woman has done more than most people do in a lifetime.

When you do things, do it with love. All products launching on rebeccastella.com will be made with love and passion. We want to spread beauty in the world, but also encourage women to feel confident, empowered and happy about themselves. Beauty comes from within, we're just giving you the outer tools to release it.

## A – DSGN

[alicestenlof](https://alicestenlof.com)

[adsgn\\_official](https://adsgn_official.com)

<https://adsgn.se>

Launched September 2020.

The founder of A-DSGN, Alice Stenlöf had a dream to create her own fashion and lifestyle brand and in 2019 that dream was put in to work to become reality. Alice had the vision to create affordable yet fashionable pieces with a simplistic touch that permeates the entire brand.

At A-DSGN we avoid mass production and make our collections in a limited quantity that we believe and hope will come to use. For our textile production we use carefully selected European Suppliers that we know have a healthy and safe working environment. Read more about them and their work down below.

# Selection of our Brands

fro

[fro\\_official](#)

<https://fro.store/>

FRÖ launched June 2021. This is the first 100% owned D2C brand in the HUBSO portfolio.

At FRÖ we strive to challenge the already existing fashion/accessory-market with new innovating materials that are good for the planet and your self consciousness.

Frö was founded in Stockholm by a group of people that were longing for a way to combine their love of scandinavian design with being able to make an ethical decision when it comes to their choice of accessories.

Frö is a unisex brand and our ambition is to make our products mainly out of materials where planting a seed is essential.

peonias

[lovisabarkman](#)

[peonias\\_official](#)

<https://peonias.se>

Lovisa Barkman is a Swedish influencer, designer and fashion-guru like no other. Ever since Lovisa was a child, designing for her own brand has been a dream. With her simple and timeless style, scandinavian touch mixed with some Korean influence - Peonias is finally a dream being realized.

At Peonias, we launch all of our collections as limited edition in minimal quantities. Our aim is to produce products where every garment will be used, to avoid mass production at a cheaper price where garments go to waste

## Brands to be launched

### LE CAPSOLE

[emitaz](#)

Emelie Lindmark is the first international based profile at HUBSO. Emelie lives in Barcelona and her follower base are mainly outside of Sweden.

Le Capsule is a clothing brand with a higher focus on sustainable production and materials.

First launch is planned during second half of 2021.

josephineqvist

<https://JoQ.com>

Josephine Qvist is the most recent profile signed by HUBSO and will be launching a beauty brand in Q4 2021. Josephine is a up and coming influencer active on both Instagram and Youtube, also with a podcast

# Insights and financials

## Customer behavior

- 2/5 of consumers expect that more than 40% of their spending will go toward direct-to-consumer brands in the next five years.
- More than 50% of consumers opt to visit brand websites (rather than retailer websites) because they offer more comprehensive information and guides.
- Almost half (48%) of US consumers aged 13 and older buy direct (DTC) brands.
- Surprisingly, influencers are now more trusted as spokespeople than celebrities as 50 percent of millennials said they trust influencers they follow for product recommendations compared to only 38 percent for their favorite celebrities. For Gen Z, top YouTube influencers are as popular as major celebrities.
- Influencer marketing has continued to grow as an industry over the last few years. It was a \$1.7 billion industry in 2016, increasing to \$3 billion in 2017. Growth continued to \$4.6 billion in 2018 and is expected to continue its upward trajectory this year to potentially become a \$6.5 billion industry.
- Data from MuseFind shows 92% of consumers trust an influencer more than an advertisement or traditional celebrity endorsement. A study by gen.video found that 33% said influencers are trusted sources when making shopping decisions, while only 17% trusted friends and family for shopping recommendations.
- When Gisou originally launched in 2017 with 10 000 hair oil bottles, it sold out in three months. Gisou's texture spray released in July and within 48 hours it had over 2 000 orders. The luxury, honey bee-inspired hair-care brand founded by the influencer Negin Mirsalehi is gunning for revenues of \$100 million-plus in 2020, after investment from Vaultier7.



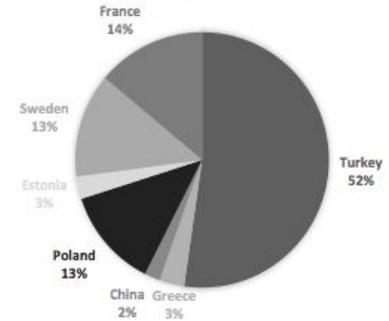
# Insights and financials

## European production - Global reach

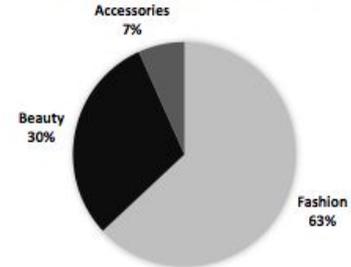
- Today HUBSO's brands have global presence and sells worldwide.
- 98% of the production is in Europe.



**PRODUCING COUNTRIES**



**TURNOVER BY CATEGORY**



# Future with HUBSO

## Expansion and Europe

- Scale-up each brands revenue yearly.
- Become the leading D2C e-commerce hub in Europe.
- Accelerate using customer data to increase and drive faster expansion in Europe.
- Include marketing and branding through paid media / social ads as an additional sales channel.
- Launching new brands with main market outside of Scandinavia.



# HUBSO teaser

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