



LOSAN
— since 1985 —

Company profile



 **LOSAN**
Junior • KIDS • baby • newborn

 **LOSAN**
MAN & WOMAN

Strategic Plan 2014-2021

OBJECTIVE:

To build a greater & stronger LOSAN for our consumers
and our customers worldwide!

The Value Proposition of Losan

¿What is Losan?

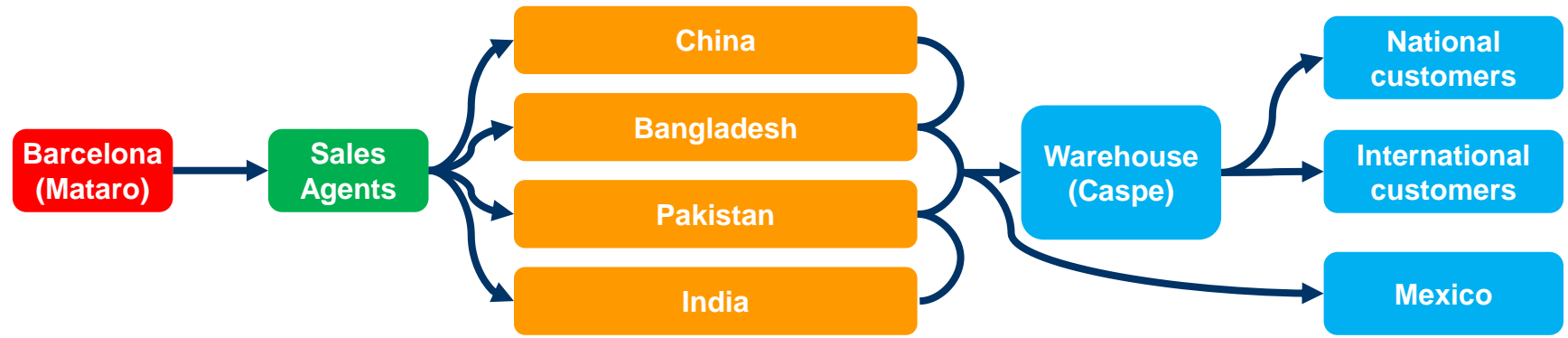
- A multinational textile fashion company, being LOSAN our brand name and Kids our main focus
- Innovative design from Spain
- 100% of our supply structure is outsourced in Asia
- Multichannel strategy is being implemented

Unique market positioning

- “Affordable international entry price”
- “Everyday casual” collections, based on colour combinations and a wide assortment (2.000 models)



Our business model is based on being fully present in the whole value chain creation...



Losan is a Spanish textile fashion company...

- ...created in 1985 in Caspe (Zaragoza) by the 2 founders
- Operating under the LOSAN brand name and with main focus on Kids range (from 0 to 16 years)
- We develop 2 collections per year, Spring Summer & Fall Winter, with approx. 2.000 models each
- We are wholesalers, distributing our products mainly through the multibrand channel in more than 40 countries and over 4.000 POS worldwide
- Production is fully done in SE Asia with outsourced plants in China, Bangladesh, India and Pakistan
- Company is composed of 194 employees and over 100 sales agents (commission based) in the world
- International weight of the business is steadily growing and today represents 50%+ of our total turnover
- Worldwide turnover above €60M

Segment

Newborn, 0 to 12 months



Baby, 6 to 24 months



Kids, 2 to 7 years



Junior, 8 to 16 years



Man



Woman



... whose main presence is in the multibrand channel...

Losan sales channels

Multibrand

- Losan is sold in more than 4.000 P.O.S. in over 40 countries
- Presence in multibrand chains and in traditional multibrand retailers

Losan Shops

- 2 Losan Kids flagship stores in key shopping malls of Madrid and Málaga
- Used as a lab to learn about consumers and to progressively build our brand
- Learnings are “packed” and implemented via corners in the shops of our customers
- Also used to develop our franchising model

Corners

- We ended 2016 with more than 800 corners in 15+ countries worldwide
- Developed with the goal of building our brand as well as customer loyalty

Outlets

- We have 8 outlets in Spain, named Sportwell, used to sell stocks from previous campaigns

New channels

- Franchises & e-commerce

Corners

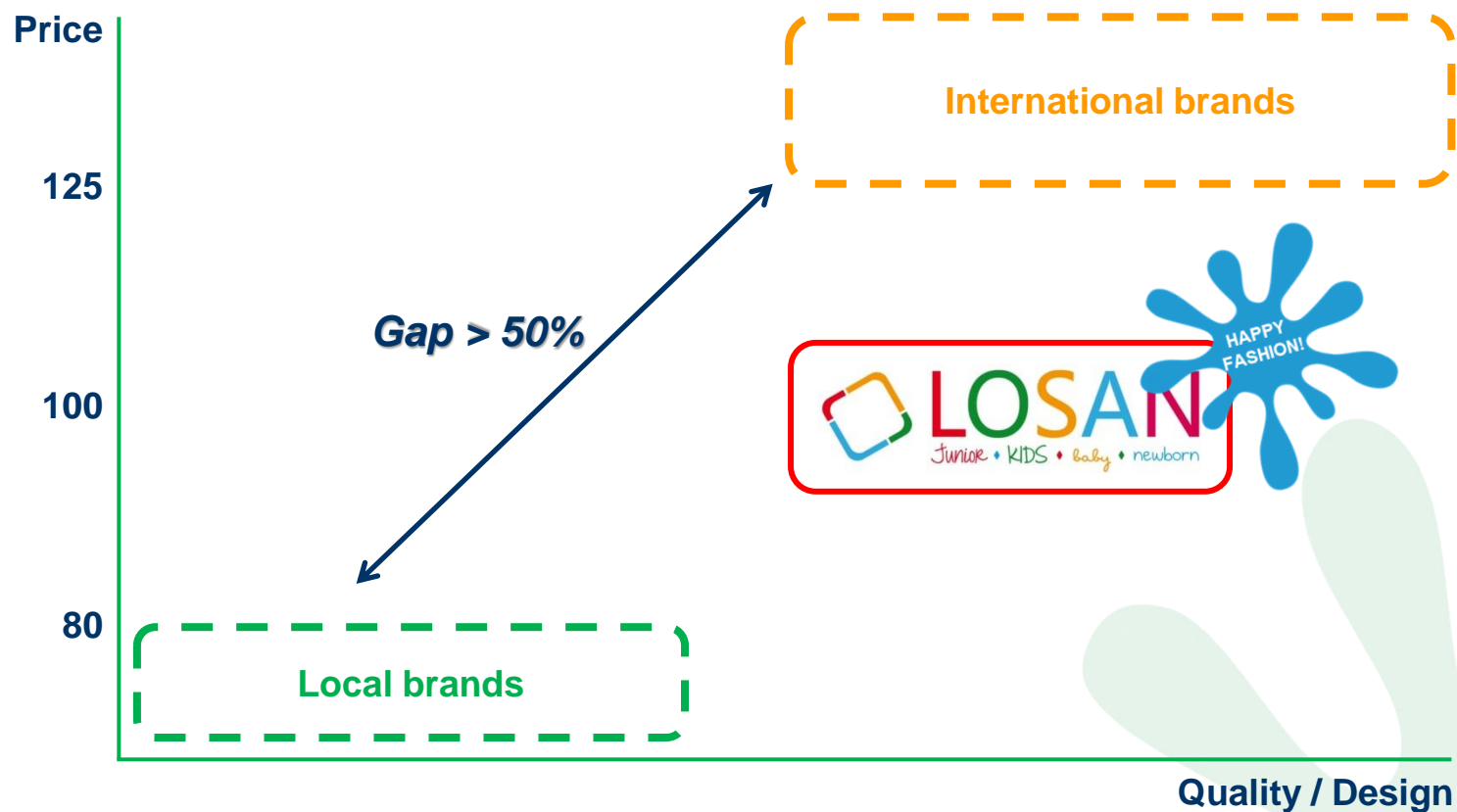


Losan shop in Madrid



... with a unique & differentiating positioning...

“Affordable International Entry Price”





**Happy
Fashion!**
from Spain

**Happy
Fashion!**
from Spain

**Happy
Fashion!**
from Spain