



yamamay

The Brand Positioning



Glamour



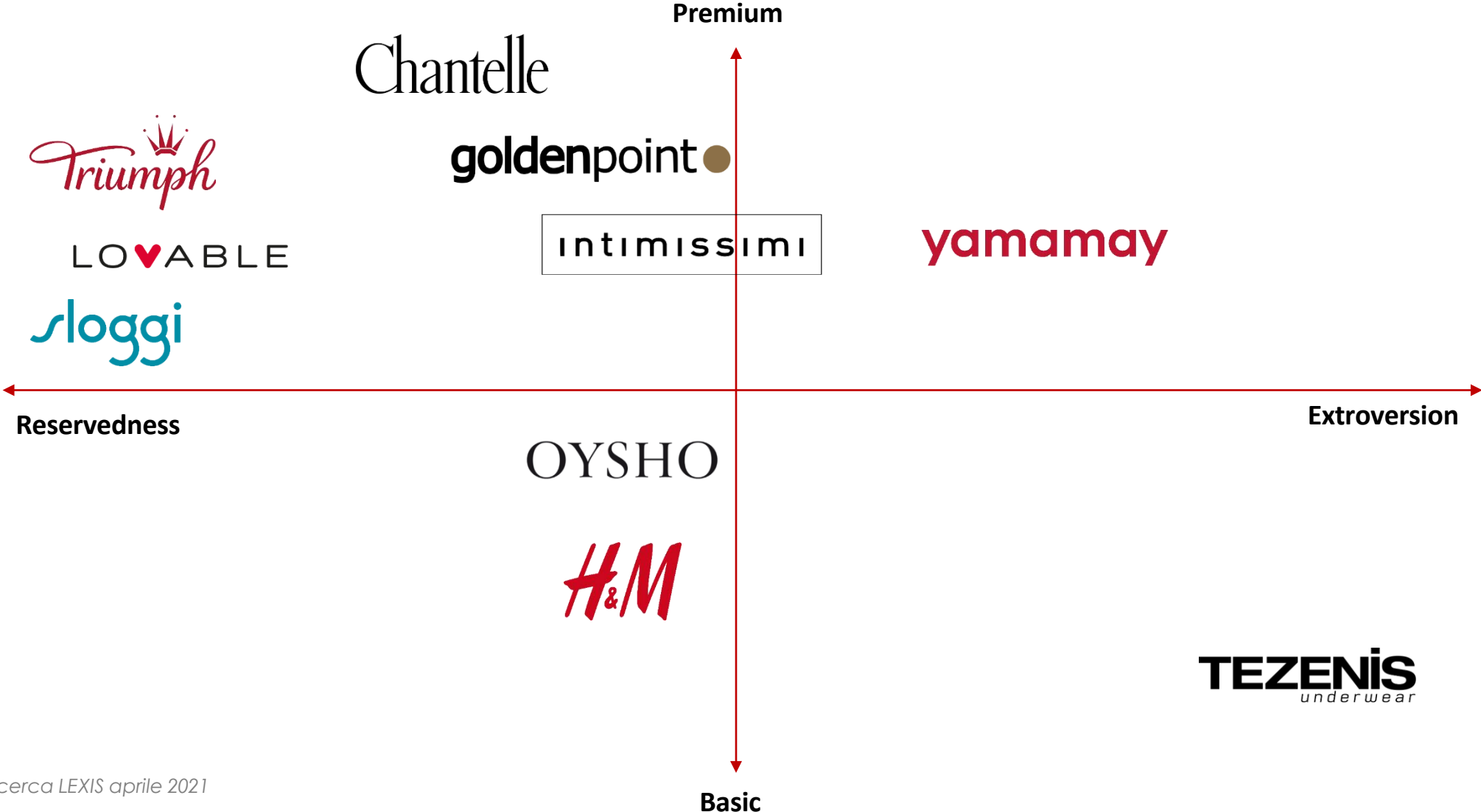
Joyful



Feminine

SOURCE: Brand Identity Analysis, Prof. A. Rosicarelli (2024)

The Brand Positioning



Souce: ricerca LEXIS aprile 2021

The Core of Yamamay's Product

BEAUTY



- ✂ Promotes an **inclusive** vision of beauty **beyond stereotypes**
- ✂ Every garment reflects the **authenticity** and **natural beauty** of all customers

QUALITY



- ✂ Celebrates the **diversity** of all body types, focusing on **longevity**, **attention to details** and **superior materials**

INNOVATION



- ✂ Delivers trendy, affordable and **high-quality products**
- ✂ Combines **modernity**, **performance** and **sustainability** for wide accessibility

SUSTAINABILITY



- ✂ **Eco-friendly materials** and responsible production
- ✂ Investments in **sustainable innovation**

Yamamay in 2024 - Italy and Worldwide



605 Shops

482 Italy

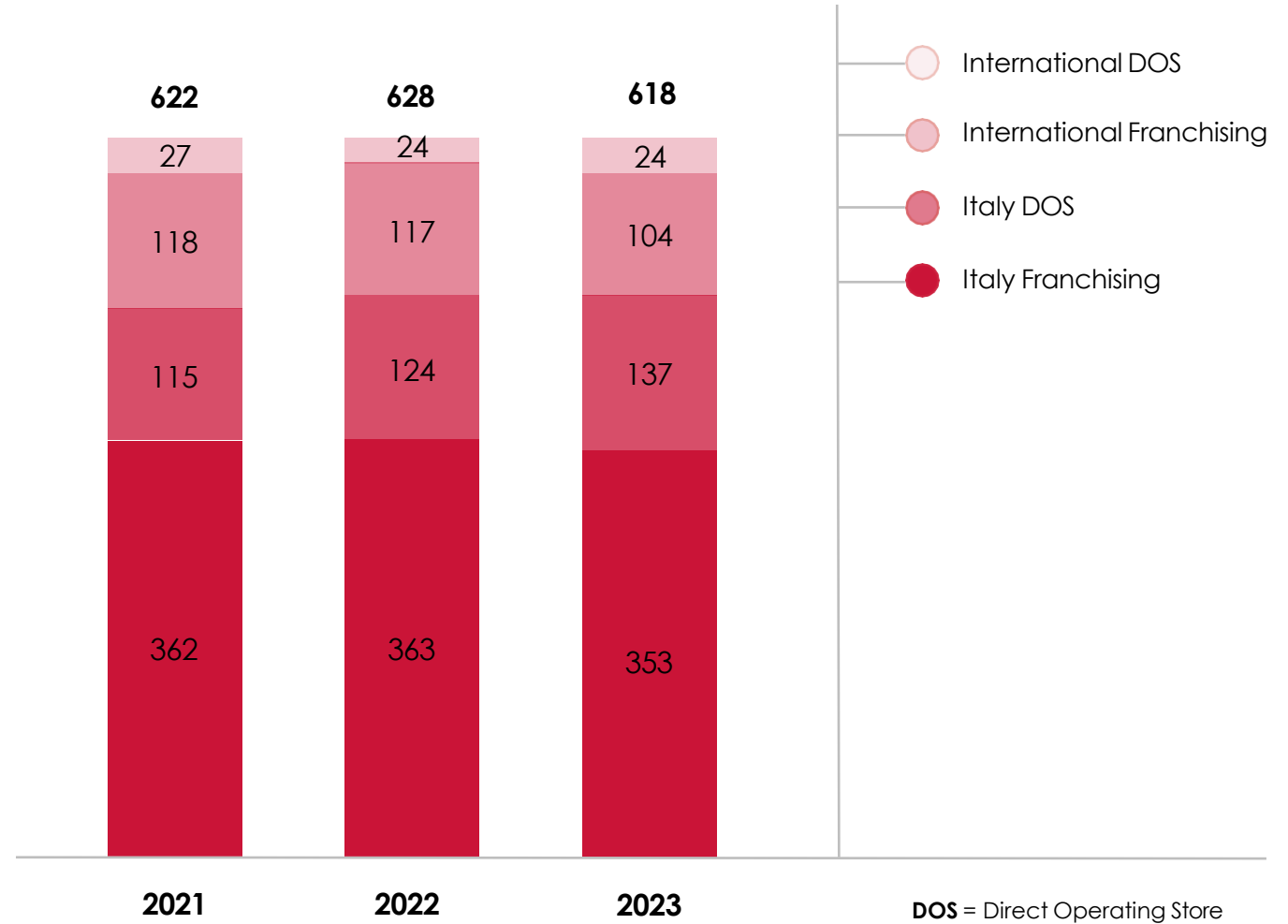
123 Abroad



11 Online-shop

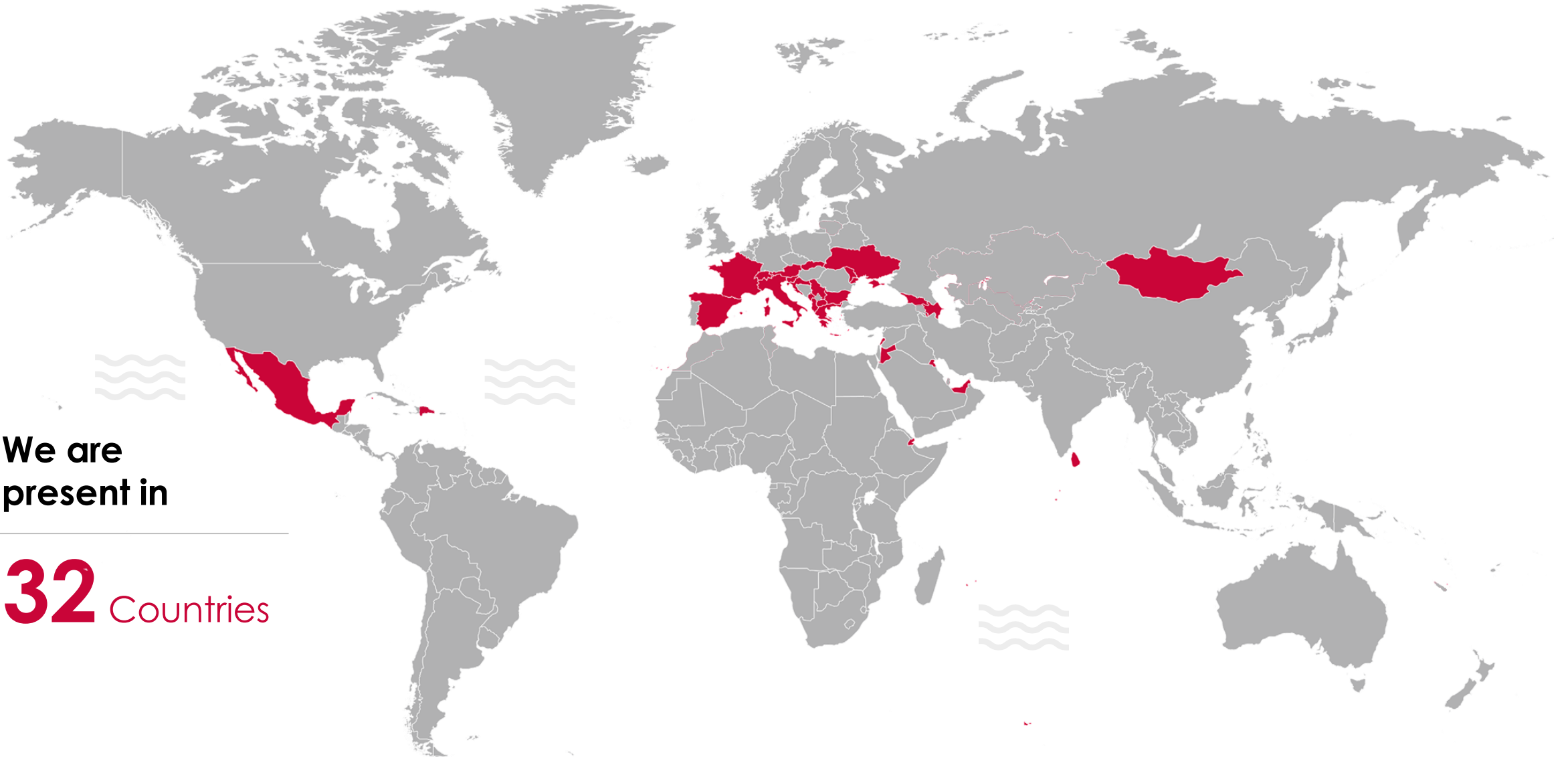


24 Market place



Data as at 31 December 2024

Yamamay Stores Network










We are present in







32 Countries

2024 Numbers in a Snapshot

Brand

 2001 Establishment	 605 Mono-brand stores	 11 Online shops	 24 Market Places	 32 Countries	 5,7%*  Market share woman underwear
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Key Financials

 €232 M Retail sales	 €143 M* Total Turnover	 1,2 M Loyal Customers	 13,3 M Pcs sold	 4,9 M Issued tickets	 908 Employees
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The Store Sales Key Parameters



2.7 pcs

Avg pcs / cart



€ 47

Avg ticket



~ € 5.000

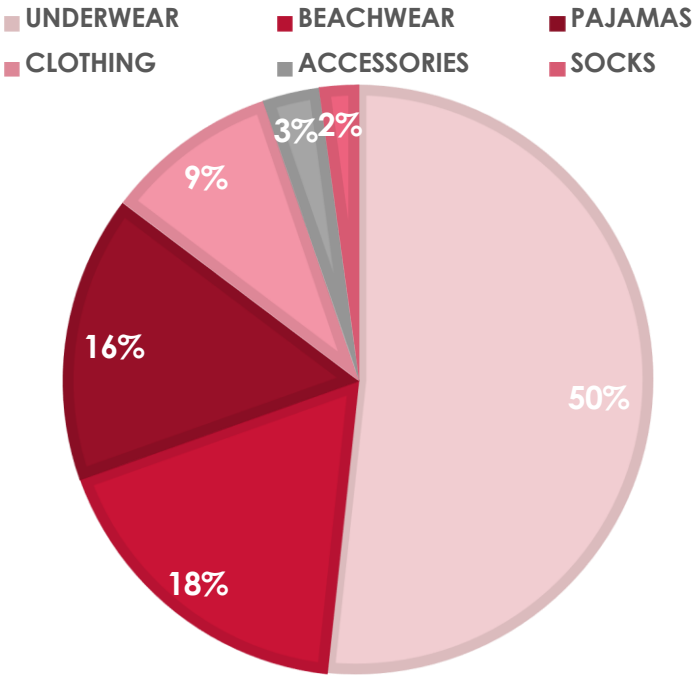
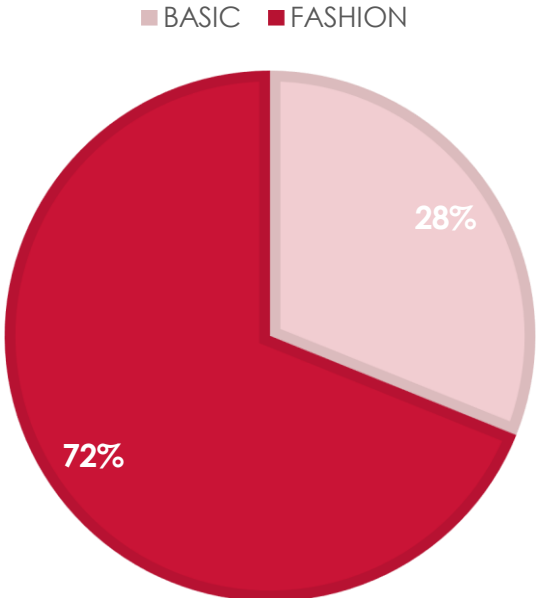
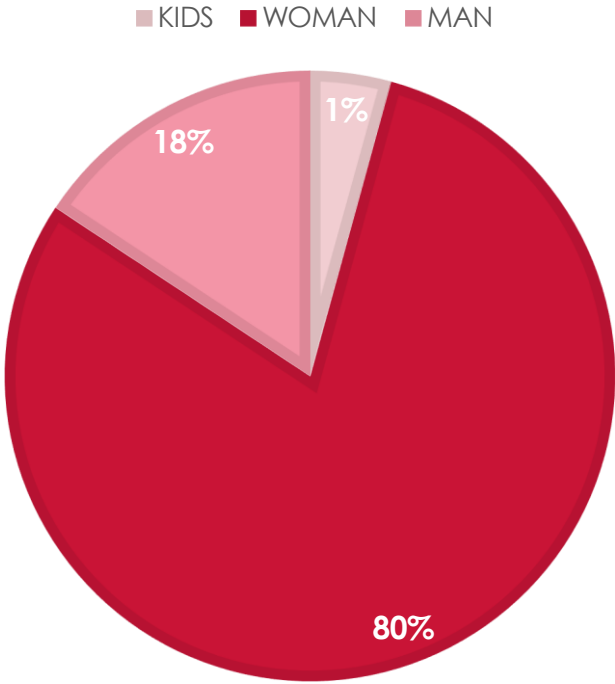
Sales per SQM



18%

Avge
Conversion
Rate

The Ideal Merchandising Mix



The Yamamay Business Model

STAFF SERVICES PLATFORM

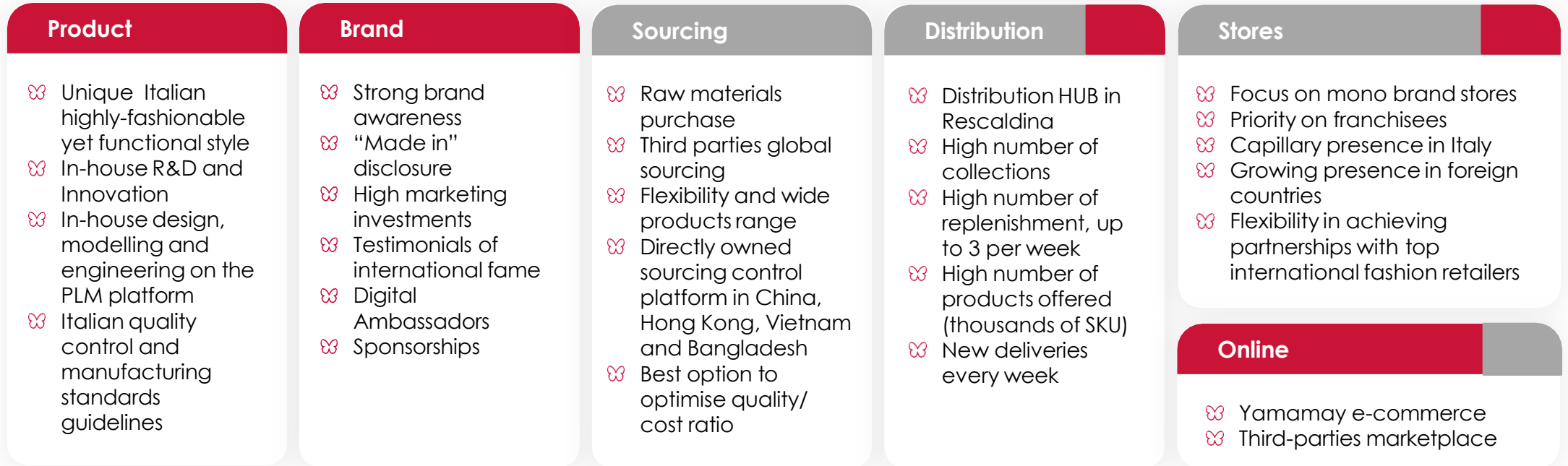
- ✂ Finance & Accounting
- ✂ Logistics & Procurement

- ✂ Legal
- ✂ Human Resources

- ✂ Information Technology
- ✂ Infrastructure

- ✂ Customer Service

PRIMARY PROCESSES



SUSTAINABILITY

- ✂ Eco-Design and circularity

- ✂ Purpose
- ✂ Transparent Communication

- ✂ Traceability and audit
- ✂ Sustainable Raw Materials
- ✂ Product certification
- ✂ CO2 reduction (scope 3)

- ✂ EPR
- ✂ ISO 45001 certification
- ✂ CO2 reduction (scope 2, 3)
- ✂ Sustainable packaging

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MAN

yamayay
SPORT



Insourced



Outsourced

The Yamamay Store Concepts

Standard Concept



- 80 sqm location
- 90% dedicated to woman, 10% to Man with no dedicated furniture.
- Suitable for high traffic and touristic locations

Man Stand-alone



- 50 sqm minimum gla
- Possibly located close to an already existing Yamamay Store

Double Entrance



- 120 to 150 sqm location
- Ideal to maximize the availability of a bigger location
- Integrated Shopping experience to upgrade and boost the cross selling purpose.

Woman + Man Corner



- 100 sqm location
- Space Optimization
- Shared areas such as cashdesk or changing rooms

The Standard Concept



Woman and Man in the Same Space

Double Entrance



Woman & Man together in 1 Store, but with 2 separated doors and dedicated windows

The Hybrid Concept



A Man Corner inside the Woman Store, with at least a dedicated window per single department

Yamamay Man Stand Alone



Yamamy Man Stand Alone



The Franchising Formula

Profilo del Franchisee:

The Yamamay franchisee, solely responsible for his own business and its development, does not simply have a sales role, but is an entrepreneur in all respects.

We are looking for people with good knowledge of the area in which they will operate, good interpersonal skills, sales aptitude and autonomy in managing the work team.

The franchisee is responsible for his own business and its development. In compliance with the rules of the franchising contract, it will contribute to the development of the entire Yamamay chain.

Over **360 Franchisees in Italy** and **100 on an international basis** have already chosen the yamamay formula.

The affiliation policy aims to pursue a balanced geographical development of the distribution network, through the search for locations that have the adequate commercial potential, while guaranteeing the partner a high level of support both in the start-up phase of the business and, subsequently, during the ordinary management of the point of sale. The franchising contract allows full and free use of the Yamamay brand.

All the points of sale of the Yamamay chain are connected electronically with the Inticom data center which manages the logistics and warehouse of Inticom itself and of the individual points of sale, guaranteeing the automatic replenishment of stocks. In this way, store inventories are managed, minimizing their levels and improving profitability.

The Franchising Formula

Store Requirements	Catchment area: urban areas with at least 50,000 inhabitants and location in historic centres, shopping centers and primary shopping streets. Minimum surface area: 100/120 m2 with at least two windows plus the entrance. (Yamamay provides support in location research and ensures careful geo-marketing analysis in the area. Our development office team also guarantees support in negotiations and negotiations)
Agreement conditions	Five Years Duration. The Agreement does not consider any royalty or entry fee .
Commercial Formula	Expected Margin on sales up to 50% , provided by a flat fixed commercial discount on the sellin.
Payments	Opening Stock: Payment in advance; First Collection deliveries: 60-90 days; Replenishments: 60 days. Bank guarantee of 50.000€ to ensure goods allocation and automatic sorting.
Investment	Average investment €650.00 per m2 for furniture, flooring, lighting fixtures, executive design, transport and assembly of furniture.

The Franchising Formula

Inticom guarantees its Franchisees continuous support, providing them with a complete range of assistance and training services, supporting them from the beginning of the relationship.

Support Activities

Under evaluation:

- Assistance in the search and selection of commercial positions.
- Identification and approval of the point of sale.
- Joint verification of the technical-economic feasibility of the investment.

When starting the business:

- In-company training with courses dedicated to sales and product knowledge, visual merchandising, IT skills and safety regulations.
- Pre-opening training for the Affiliate at a Yamamay store.
- Assistance for the opening of the shop through the support of a company team for the first set-up.

Day by day:

- Constant monitoring of the Affiliate's activity through scheduled visits by the structure of Yamamay area agents and managers.
- Continuous telephone help desk during the opening hours of the stores to the public.
- National advertising communication paid by the Company. Assistance in local communication paid by the Affiliate.

THANK YOU

Follow us



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