



Bubbles Intergroup

Full Funnel Commerce

Capital Market – Corporate Presentation – August 2023



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About Us

Bubbles Intergroup is a public company specializes in technology and retail. As exclusive importers and contracted licensors, the company connects leading brands to diverse audiences using commerce platforms and advanced online and offline technologies. The company operates 8 commerce websites, 16 brand stores, and approximately 80 wholesale points, while employing AI and big data to strengthen sale capacities.

Mission & Vision



Bubbles' vision is to join between the finest brands, the most advanced technologies, the most innovative AI tools, and the best customers, using a "360°" full funnel commerce experience.

**From anywhere,
at any time,
to anyone.**

Bubbles Intergroup Structure

FULL FUNNEL
COMMERCE

From anywhere,
at any time,
to anyone.

01

Bubbles Brands

Exclusive import and licensing and manufacturing agreements for children's fashion brands

02

BNC TECH

Fruitful partnerships with luxury brands based on advanced commerce, technological innovation, and unique AI tools

03

Bubbles Home - Ogen

Marketing, import, and distribution activity in furniture and home décor (launch: Q4 2023)

04

Vendome (fashion)

Retail activity with men's and women's luxury brands, exclusively imported and licensed while employing advanced technology (launch: Q1 2024)

Bubbles' Strong 2023 Data

Newsletter Mailing List
Subscribers



8

e-commerce sites
in Israel and around
the world

50+

employees in various
departments

60+

luxury fashion brands

100+

sale points across
the country

300k+

newsletter mailing list
subscribers

Bubbles Fosters Connections

Between brands and customers, between traditional retailing and technological innovation, between online and offline, and between proven business potential and experienced, creative, professional, level-headed, innovative, and passionate business leadership.



Ronen Twito

Chairman of Board
and Shareholder



Yudi Lazar

Founder, Director
and CEO



Haim Nahum

Founder, Director
and VP of BD
and Supply Chain



Amit Adi Harel

CFO



Aviram Golan

VP of Retail



Yoel Berlin

Head of AI

With a wide range of

60+
Brands

for various target audiences and a wide and unlimited potential market, Bubbles offers a precise shopping experience for everyone: mothers and fathers, boys and girls, men and women, religious or nonobservant—from various sectors, speaking various languages.

From anywhere,
at any time,
to anyone.



CRAISER MICHAEL KORS



HUGO BOSS



KENZO pierre cardin



WJEANS ROBERTO VINO
MILANO



Timberland  REPLAY

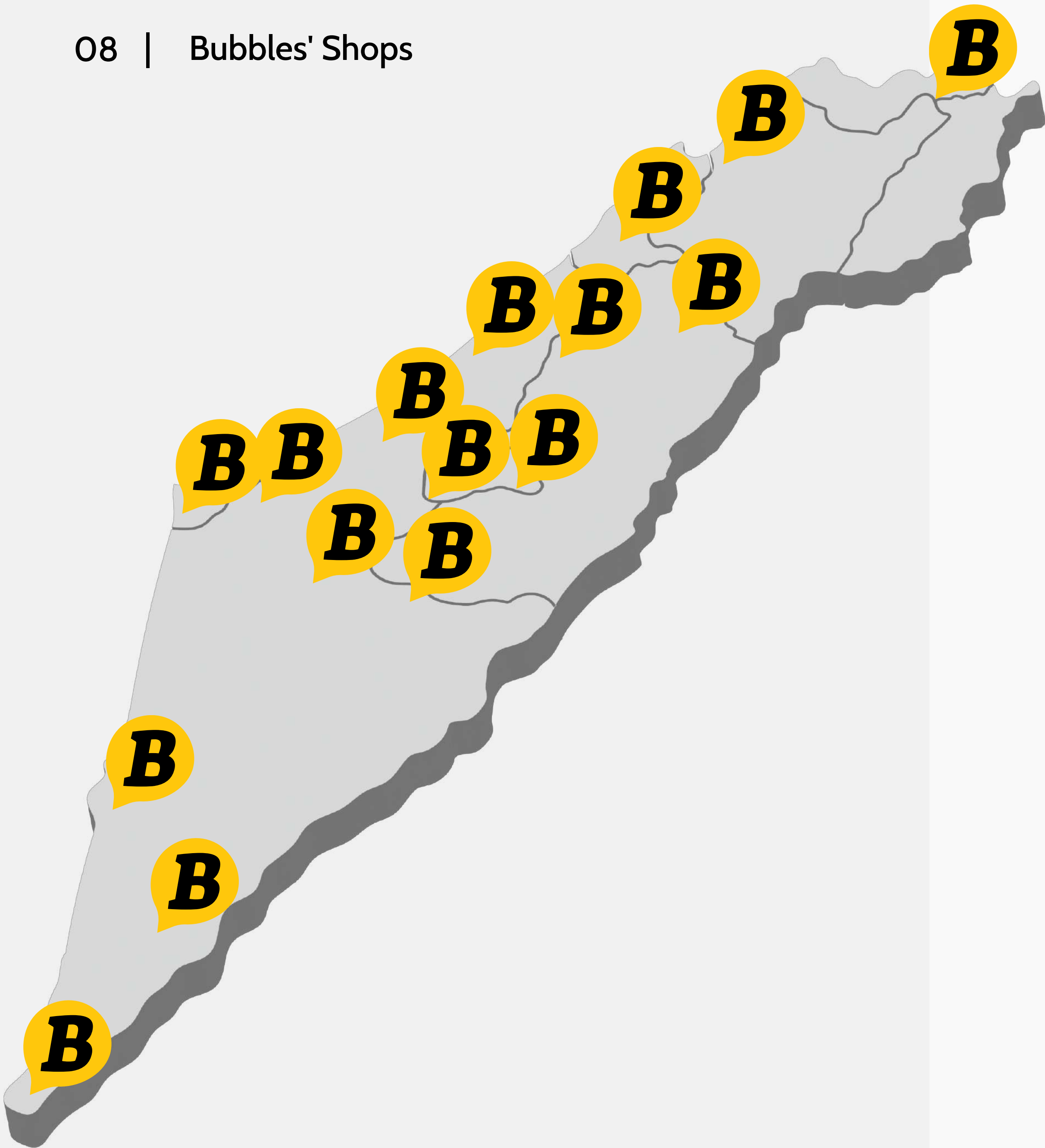
 

& MORE

*Exclusive import and licensing agreements

*Trade agreements



Choose your own ideal shopping experience.

**FULL FUNNEL
COMMERCE**

From anywhere,
at any time,
to anyone.

16

chain stores

80+

sale points across the
country

8

advanced e-commerce
sites in Israel and around
the world

Bubbles provides a unique solution to the problems of a wide range of audiences and brand in a wide range of market segments, creating value for each and every interested party: investors, customers, brands, and partners



Using innovative AI solutions

for trend prediction, marketing, target audience optimization—and giving customized value propositions at the right place, at the right time



Big-data analysis

allowing brands within the company's varied activity to share information and optimize their value propositions to the customers



Full licensing array

supporting brands in manufacturing, logistics, and marketing, lowering risk, increasing exposure, and ensuring brand profitability



Establishing 360° commerce infrastructures

including a designated online platform alongside branded stores and sale points creating a holistic customer experience and a wide range of purchase options



Custom-fit marketing and advertising plans

using the most advanced technological tools and innovative marketing techniques tailor-made for the brand and specific target audiences



Independent manufacture and distribution array

enabling inventory management optimization, logistical savings, and brand localization for Israeli markets

01 Bubbles Brands

Premium Fashion for Kids



The Business Model

Unique expertise in premium children's fashion brands including exclusive import and manufacture agreements with leading international brands with innovative commerce and marketing solutions

The Need

Lack of specialization in children's premium fashion in Israel that answers the needs of both the brands and the customers.

The Solution

For the first time in Israel, Bubbles Brands offers specific focus on premium multi brand children's fashion, including exclusive import agreements, manufacturing licenses, distribution, sales, and 360° commerce systems management, online and offline.

Bubbles' WIN WIN in the Children's Market



BOSS

REPLAY

01

Exclusive expertise in children's premium fashion: multi brand operation management with exclusive focus on children's premium fashion, for the first time in Israel.

02

360° solution: marketing and distribution, sale-floor management (including wholesale), trend-prediction-based design, marketing activity management, and a custom e-commerce solution

03

16 multi brand shops across the country and approximately 80 additional sale points

04

Localization: adaptation for local target audience

05

Holistic, one-of-a-kind shopping experience: one-stop shop for a precise, worthwhile shopping experience out of a wide range of exclusive brands

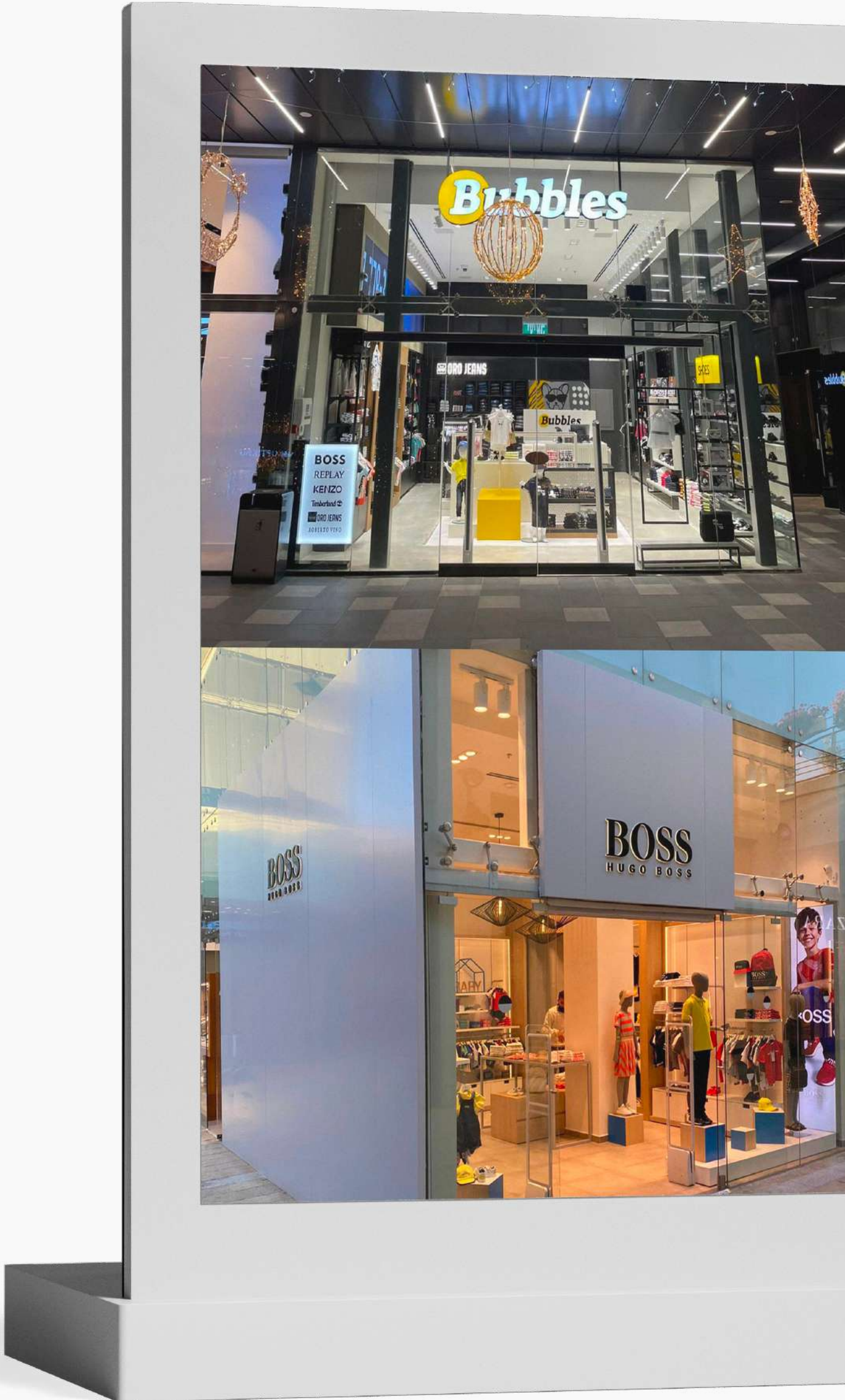
Online Shop



Hybrid Wholesale
Showroom



Chain Stores 17



02 BNC
TECH

Brand New Commerce

The Business Model

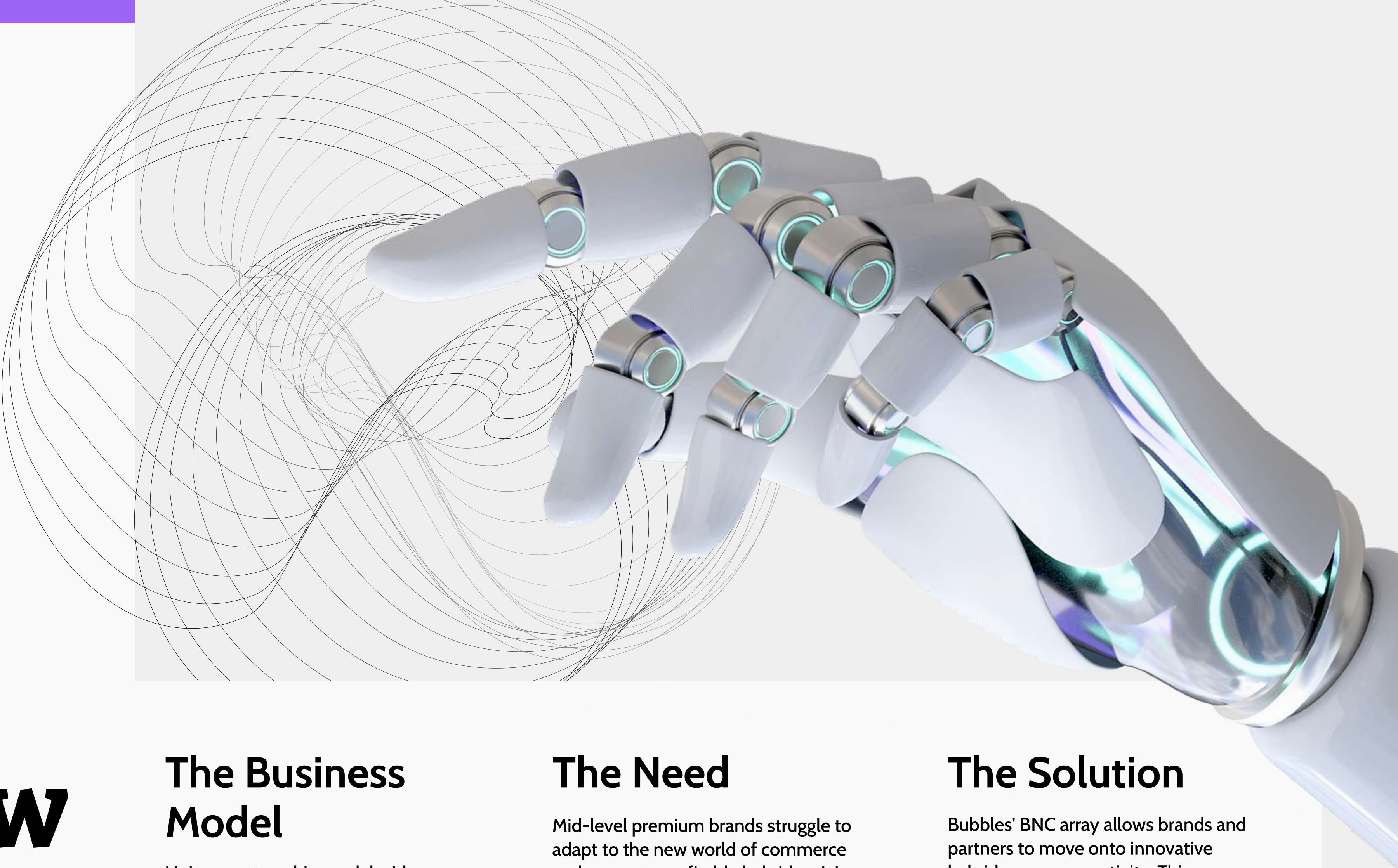
Unique partnership model with international premium fashion brands, based on e-commerce systems, innovation, and advanced AI and big data tools.

The Need

Mid-level premium brands struggle to adapt to the new world of commerce and generate profitable hybrid activity (mostly online). The result: low exposure, low profits, inability to compete with super-brands.

The Solution

Bubbles' BNC array allows brands and partners to move onto innovative hybrid commerce activity. This technological, logistic, and marketing array allows brands to increase their exposure, enter new markets, and generate higher profitability.



The
**WIN
WIN**
of the
BNC Array

01

Full logistical-marketing-commercial plan for mid-level premium brands for adult and children (exclusive) audiences

02

Manufacture process and inventory management allowing for increased efficiency and logistical savings

03

Marketing and advertising using advanced AI technology to send the right message, to the right customer, at the right time (including approximately 97% potential customers who don't buy on first view)

04

Unique shared group database (300K+ newsletter subscribers) to maximize purchase opportunities

05

Online and offline connection for maximized exposure while improving customer experience, variety, and personalization

06

Licensing array providing full support

Using advanced AI and big data technology, our innovation hub offers our BNC brand partners more precise and productive trend-prediction, localization, manufacture, and marketing



Trend-prediction allowing Bubbles and partners to view popular styles and even create and design new trends as market leaders



Innovative design processes enabling brands "design optimization" to create more fashionable looks



Smart marketing and sales allowing the brand to personalize alongside smart marketing automation (targeting "indecisive" customers with appropriate value propositions)



Advanced customer service and customer experience, resulting in smart, efficient, swift, economical, and customized service



Supply chain management, from manufacture through inventory management to supply, helping decision-making and surplus reduction



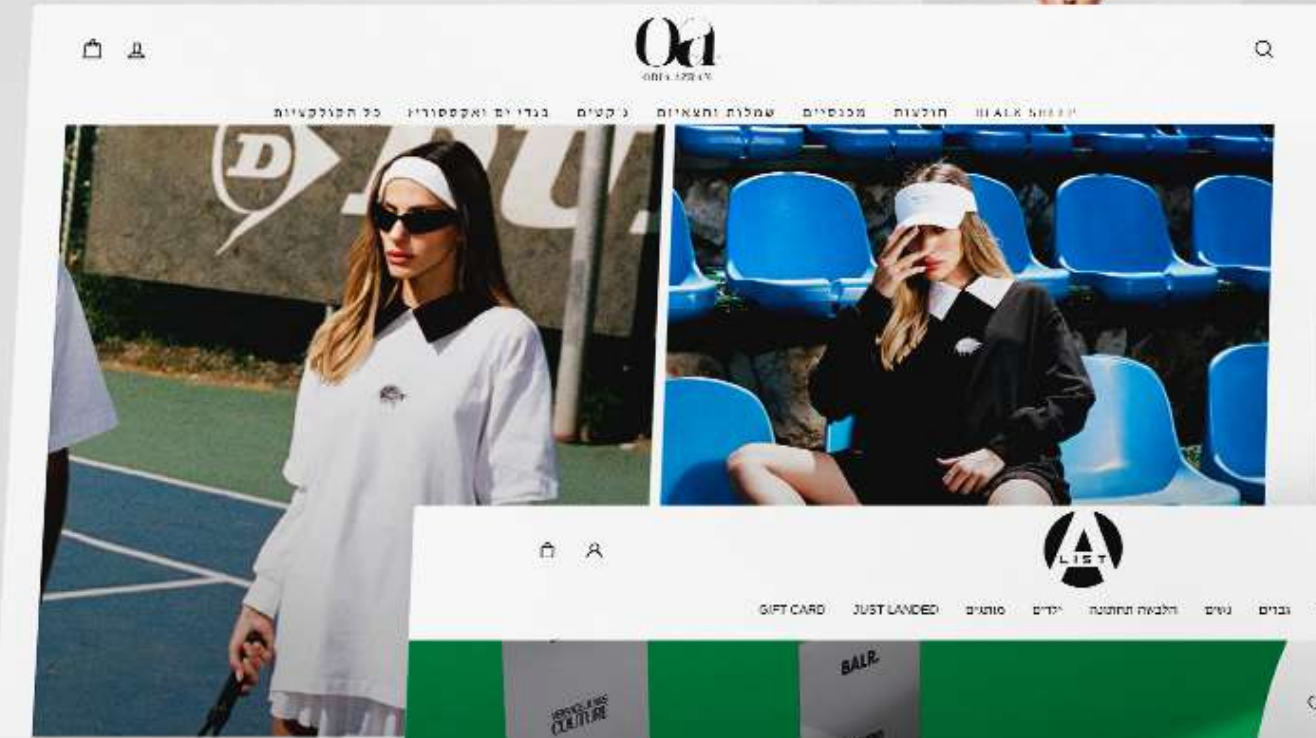
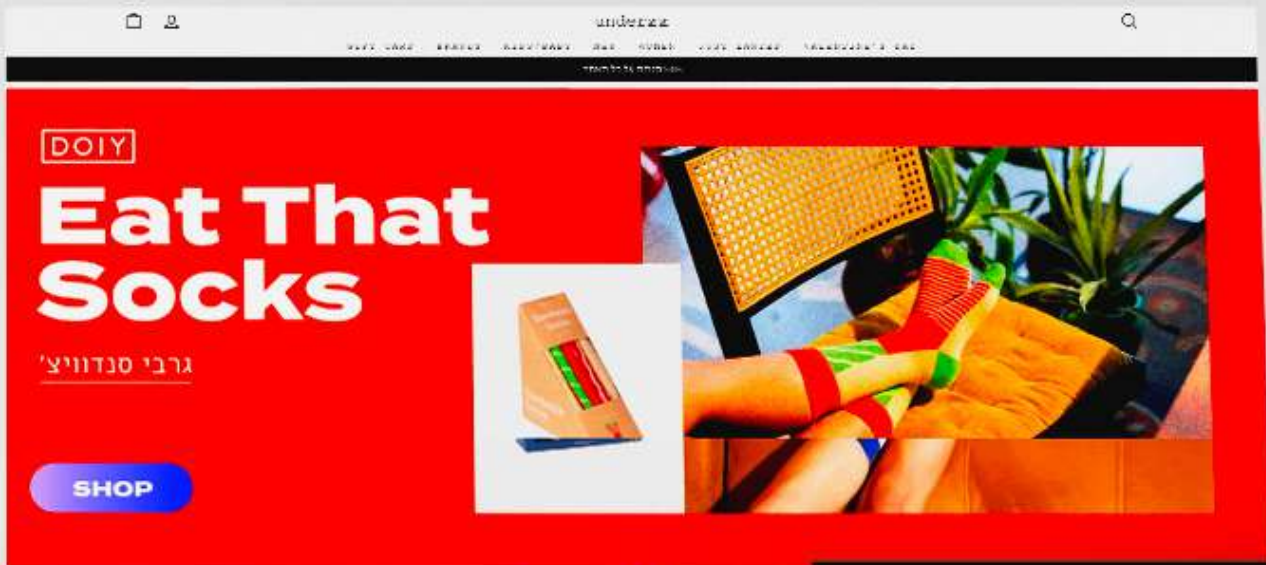
Increased efficiency and savings in manufacturing, supply, marketing, and sales through the use of automatic tools and AI technologies



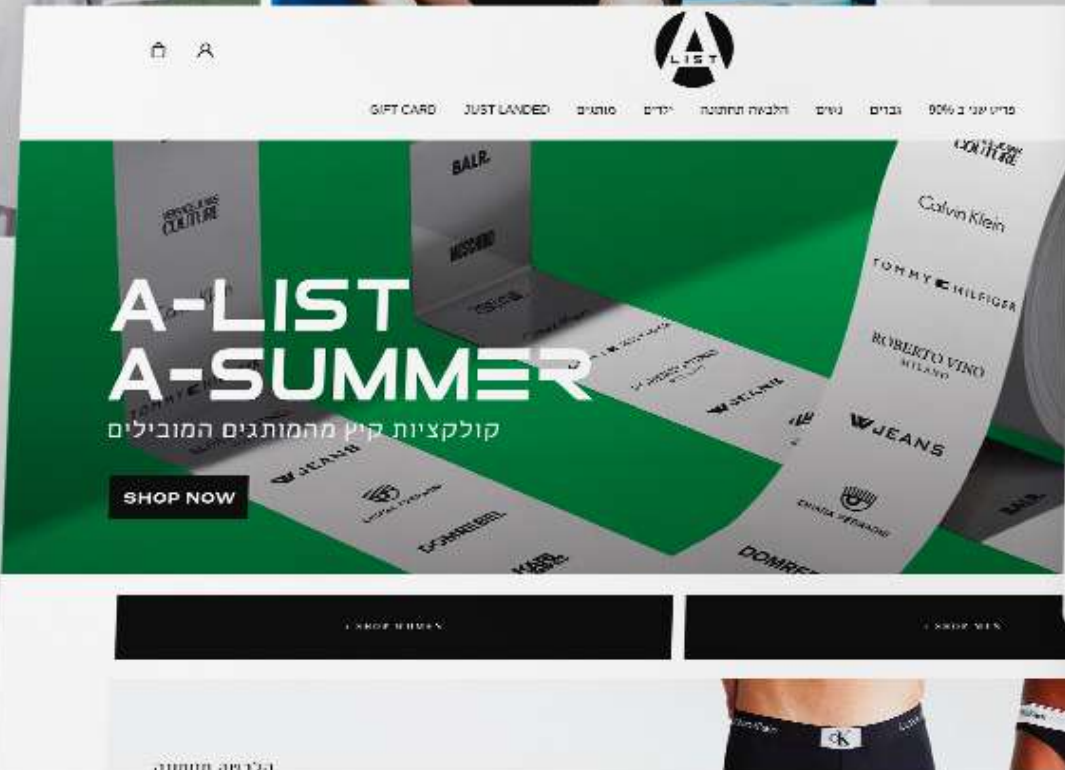
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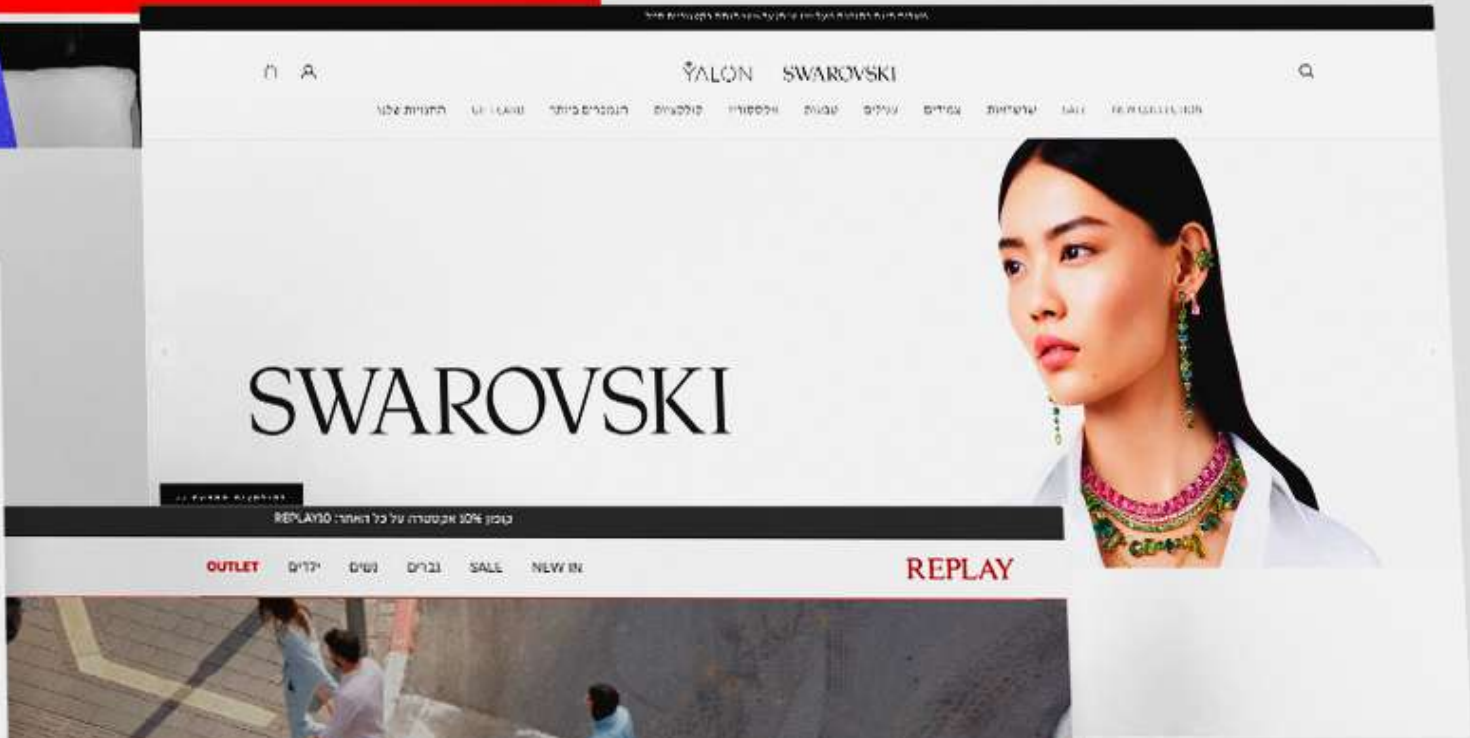
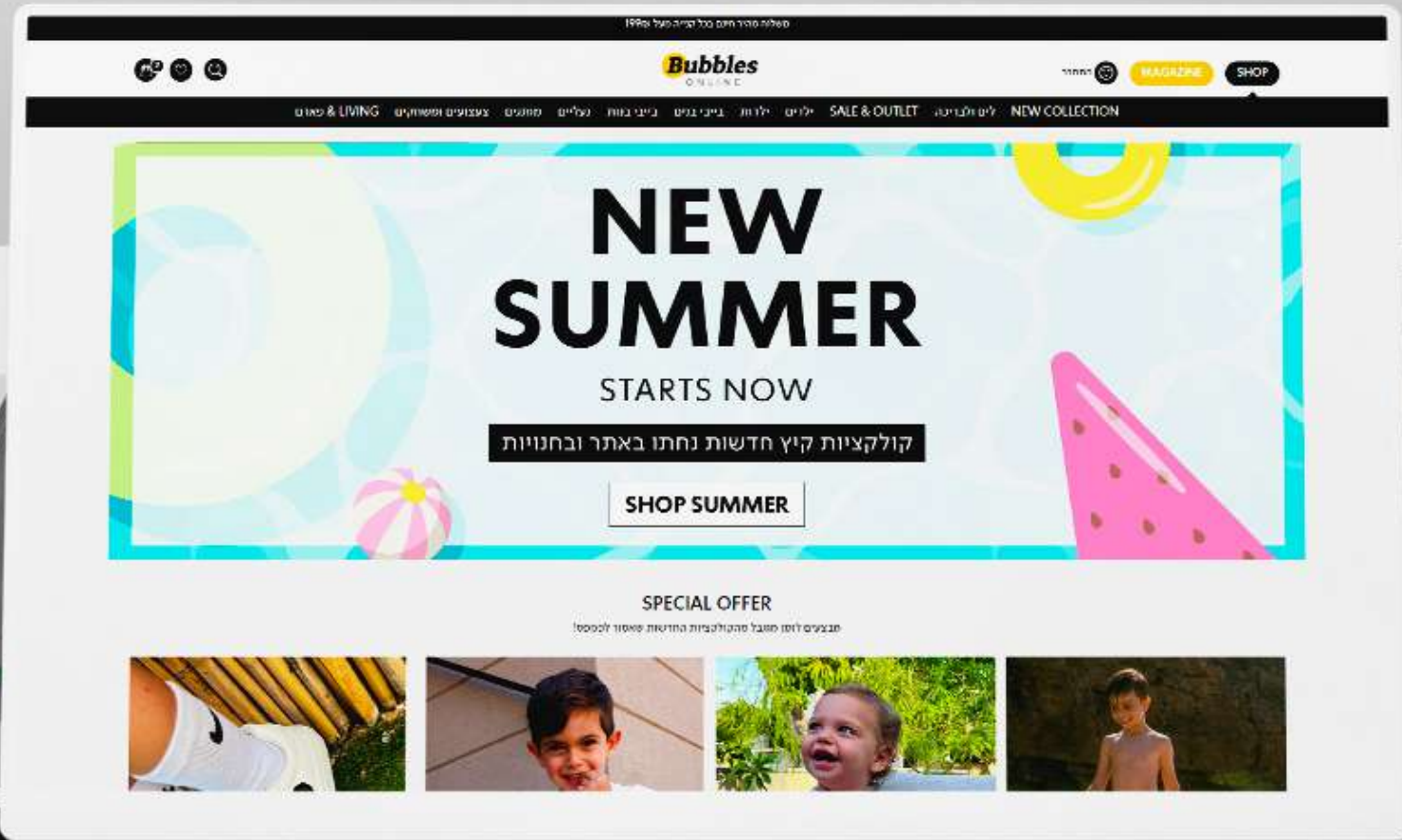
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oriaazran.com



alist-online.com



shop.yalon.co.il



replayjeans.co.il

03 BUBBLES HOME-OGEN

Accessories, Furniture, Home Décor



The Business Model

Expanding Bubbles' business to home décor, a field gaining increasing traction but far from reaching its potential, allowing Bubbles to increase the group's potential target audience by approximately 100 times while leveraging the existing customer base.

The Need

Despite great potential, the home décor sector struggles to tap into many audiences and to demonstrate advanced and profitable online activity.

The Solution

Integrating innovation and increasing logistical and marketing efficiency while emphasizing a 360° commerce experience unmatched in the field, which would increase exposure and customer access.

The
**WIN
WIN**
in Ogen
Activity

01

Increasing Bubbles' potential target audience by approximately 100 times

02

Increasing Bubbles customer database's fulfillment potential—an audience with an appreciation of, and willingness to pay for, quality product

03

A large and expanding market with tremendous potential, still far from reaching it; client setting themselves apart by integrating technology and e-commerce

04

Adding an existing customer base to expose to Bubbles' activity

05

Optimizing manufacture, design, and marketing processes, allowing for greater innovation, profitability, and exposure, and for a better shopping experience

06

Increasing profitability potential through 360° shopping experience, combining wholesale, retail, and e-commerce

04 VENDOME FASHION

Premium Fashion for Men & Women



The Business Model

Expanding Bubbles' purview to include men's and women's multi brand premium fashion, expanding potential target audiences by about 20 times while leveraging existing company data (launch: Q1-2024)

The Need

Vendome is a luxury multi brand in men's and women's premium fashion, with a proven reputation and avid following. However, in terms of sale-point spread, product localization, and profitable online activity, the brand has not reached its full potential.

The Solution

Increasing the efficiency of the brand's manufacturing, marketing, and distribution processes, employing licensing agreements to increase profitability, and identifying target audiences, assisted by innovative advanced technology.

The WIN WIN in Including Vendome in Bubbles

ROBERTO VINO MILANO WJEANS MOSCHINO TRUSSARDI VERSACE JEANS COUTURE DOMREBEL

- 01

Increasing Bubbles' potential target audience by approximately 20 times by offering adult product in addition to children's
- 02

Increasing Bubbles customer database's fulfillment potential and sale-increase potential
- 03

Integrating a proven, reputable brand with its own customer base into Bubbles' existing customer base
- 04

Optimizing manufacture, design, and marketing, allowing for brand localization, higher exposure, and access to larger audience
- 05

Exclusivity agreement ensuring exclusive distribution of the brand and sub-brands in Israel, increasing profitability potential
- 06

Including additional licensed brands allowing for higher profit



Doing business. Doing good.

Bubbles is committed to its community, environment, and people.

Did you know?

Bubbles Intergroup numbers over fifty employees, with an average age of 27. At 35, company CEO Yudi Lazar is one of the youngest CEOs in the Israeli capital market.



Mobility

Bubbles allows its employees to grow, evolve, and reach their professional potential in the company with no glass ceilings

Sustainability

Bubbles emphasizes not only high quality and efficiency but also surplus control to protect the environment in manufacturing.

Diversity

Bubbles believes in the importance of taking in employees from all walks of life: men and women, Jews, and Arabs, religious and secular, yeshiva students, the LGBTQ+ community, and more

Accessibility

Bubbles makes an effort to allow everyone to purchase its products by increasing availability, spreading the products around the country, and offering a wide range of payment options and plans.

Bubbles

**Better Commerce
Better Funnel
Better People**

