

AECM Annual Event

Digitalization: from global to company level

Warsaw, 7 June
2024



Brands

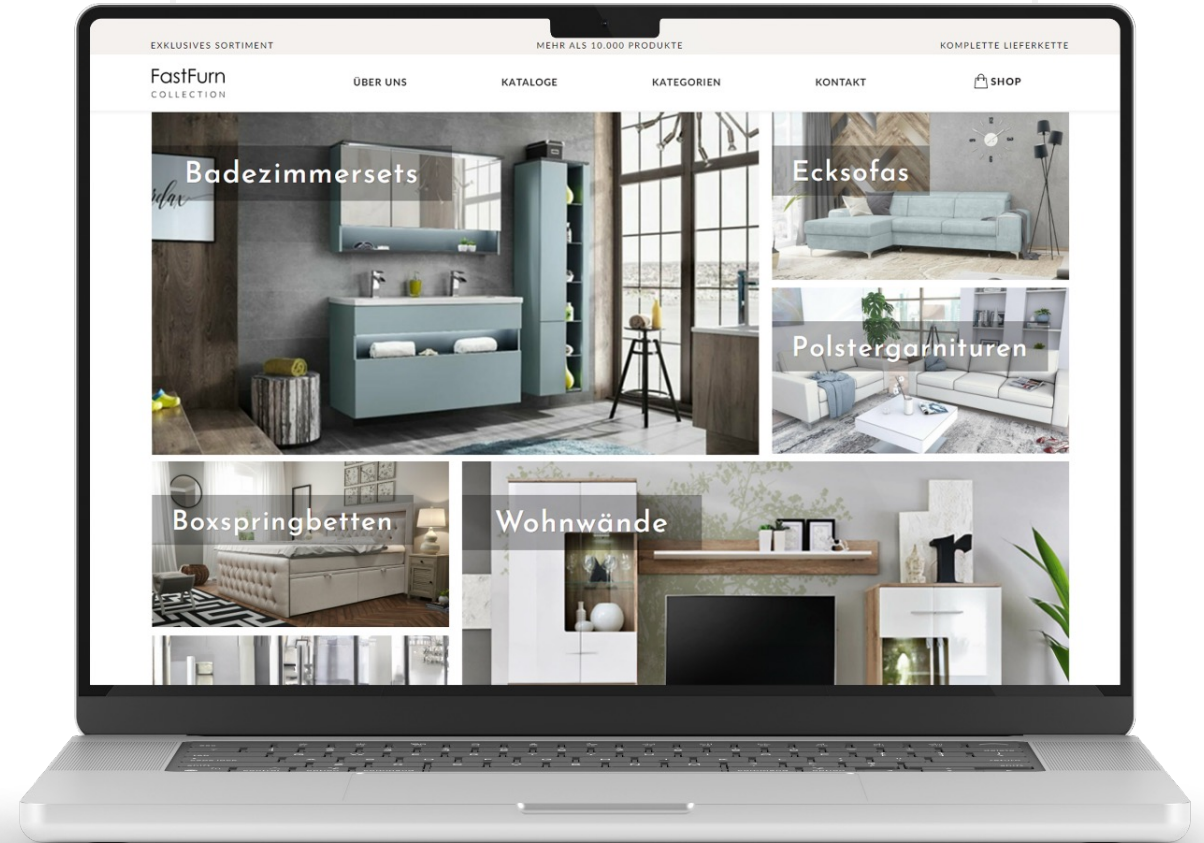
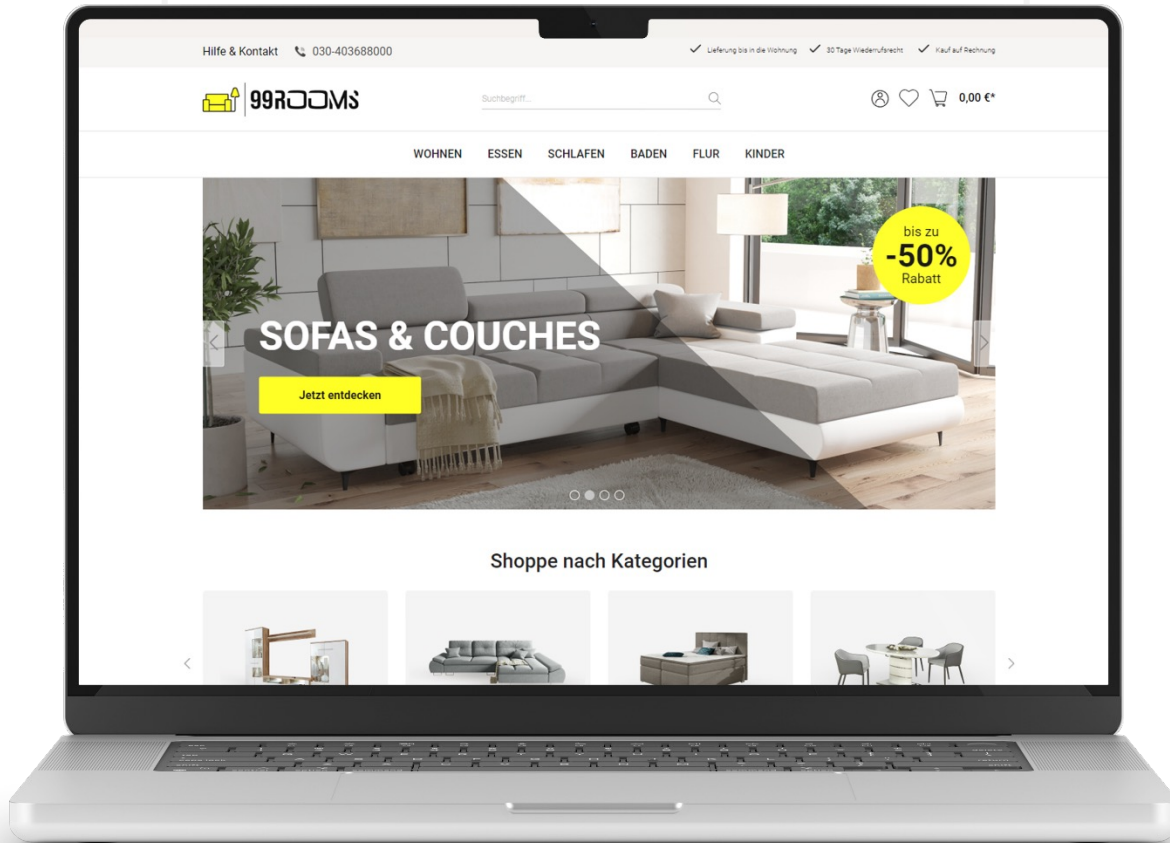
B2C



99ROOMS

B2B

FastFurn
COLLECTION



Private Label Assortment



Living
15,622 products



Dining
864 products



Sleeping
29,950 products



Children
1,906 products



Hallway
513 products



Bathroom
428 products

+49,000
Products

90
Suppliers

Experienced Teams



Christopher Lauth
CEO



Julia Matijuk
Head of Content

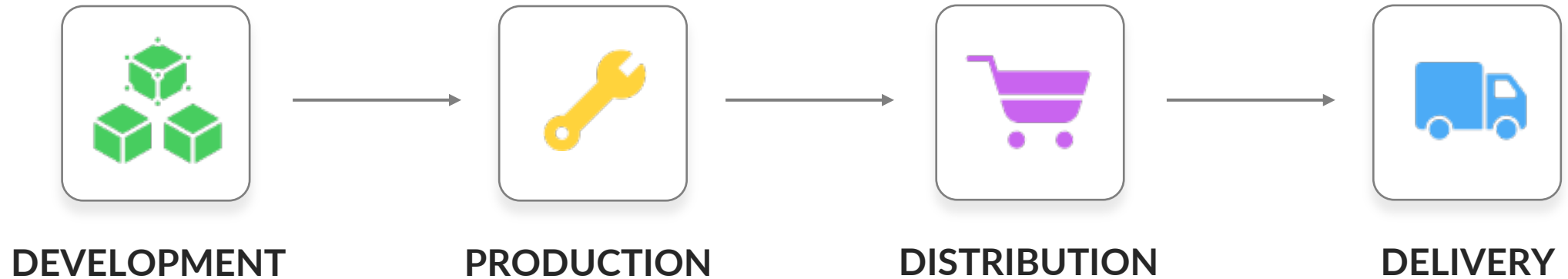


Anna Adamiak
Head of Operations



Offices

Vertically Integrated Value Chain



Advantages

- Shorter delivery times, large product selection, customizable products, and convenience for end customers.
- Product ownership and full process control through vertical integration of the value chain.
- Scalable business model with an above-average gross margin per order.

3D Product Personalization

We help customers configure their desired product through technology:

- 3D Models & AR Technology
- Product Configurations
- Design Your Own Furniture



100+
VARIANTS

① Kuntleder TANGO



① Kuntleder TANGO | Velours SOFIA



① Kuntleder TANGO | Stoffbezug NEO



① Struktur fein SOFIA



① Velours AMORE



Ottomane:



AR
TECHNOLOGY

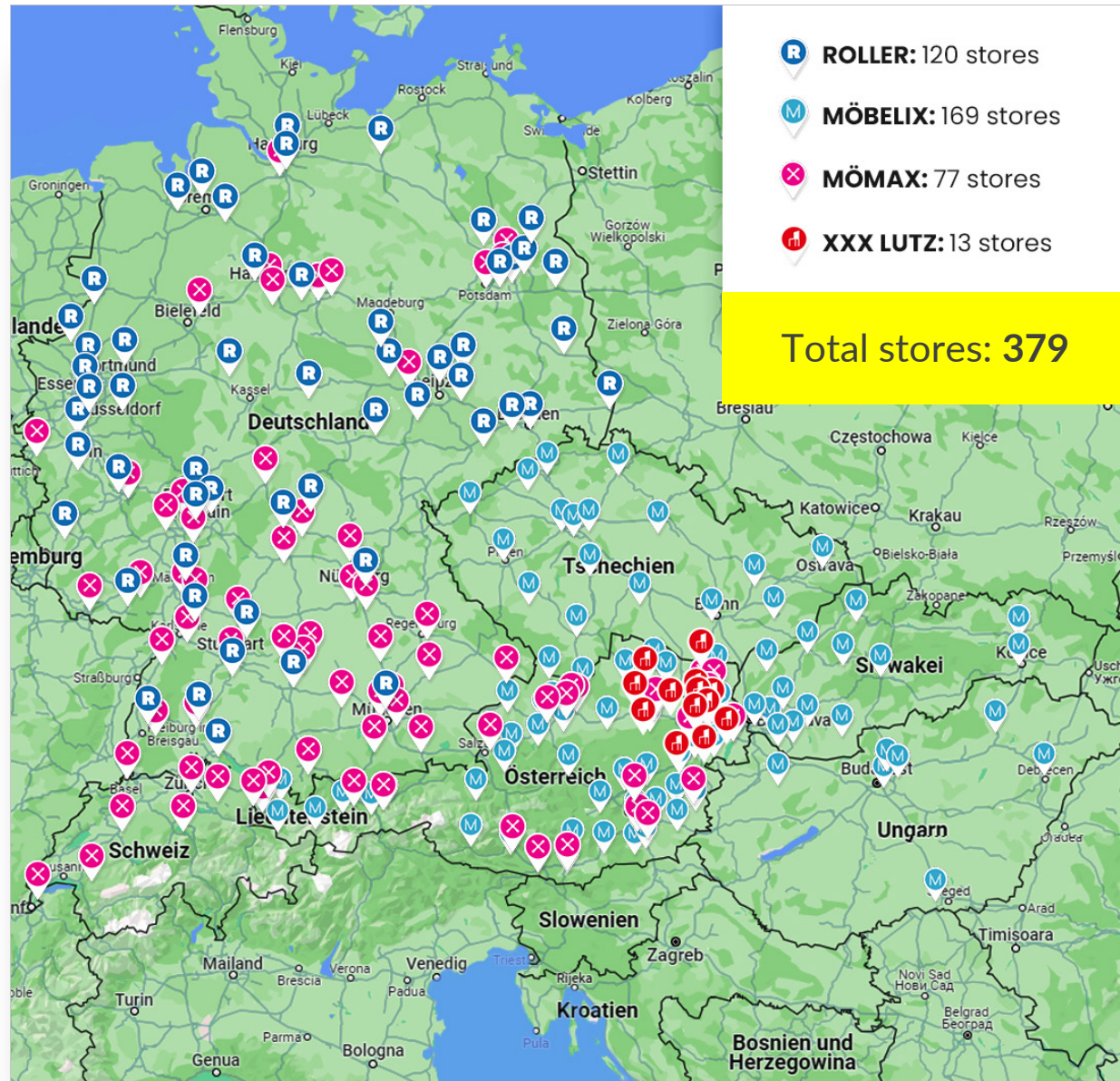
B2B Clients

XXX Lutz

möma

MÖBELIX

ROLLER



Banking Partners & Strategic Equity Partner

Bürgschaftsbank-Berlin & Berliner Sparkasse



- Downside protection and entrepreneurial spirit
- Pragmatic communication and workflow
- Deep understanding of E-Commerce as well as the furniture industry

Strategic Equity Investor: The Platform Group



- Patient capital
- Operational support (as required) and professional network
- Exchange of knowledge and experience

Financing Challenges

Deal Preparation

- Company analysis
- Deal structuring
- Information package



Deal Execution

- Transaction process & requirements
- Financier and/or investor communication
- Commercial negotiations

M&A Strategy

We are currently looking to acquire a profitable company within the Home and Living-Industry

- B2C and/or B2B with a focus on the product group “furniture” and adjacent products
- E-Commerce-Shop or product developer with a strong supplier network
- Furniture supplier/producer (with or without an integrated E-Commerce-Shop)



Why?



Inorganic growth opportunity



Improved market positioning



Synergies between industrial partners

Thank you for your attention!



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