



WALK THE TALK

E-COMMERCE DAY

2020

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WE ARE  
**PAEZ**



**ALPARGATA**



**3 FRIENDS IN ARGENTINA**



**BOMBACHA**



**WORN BY  
GAUCHO**



**INTERNATIONAL ICON**





# STEP BY STEP

**2006**

**Three friends  
have an idea**

...and everything starts

**2007**

**My name  
is: PAEZ**

Official launch  
of the Brand

**2009**

**Around  
the world**

PAEZ in 17 countries

**2012**

**¡Hola Barcelona!**

We move our HQ to Europe

**2011**

**Total Look**

The first collection of  
accessories is launched

**2010**

**New in**

New products:  
boots & sneakers

**2015**

**We are open**

We open our first  
shop in Barcelona

**2017**

**New Stores**

We open a flagship store in El Born in Barcelona  
We open a retail store and a pop-up shop in Barcelona

**2019**

**Olá Lisboa**

We move our HQ to Lisbon, Portugal,  
and our production to Vietnam

**2016**

**Made  
in Spain**

We start  
manufacturing  
in Spain

**2018**

**We keep growing**

New shop in Valencia  
Launch of 8 pop-up shops in Spain  
First vegan collection

**2020**

**Walk the talk**

Paez refreshes its communication  
and celebrates the move to Lisbon,  
the steps towards being more responsible,  
and its core values with a new campaign  
and tagline.





# SALES

Number of pairs





## COMPANY OVERVIEW HIGHLIGHTS



**FLAGSHIP STORE  
(13%)**  
Lisbon, Port,  
Zaragoza.



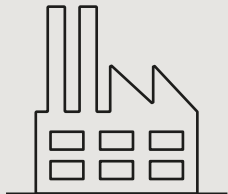
**SOCIAL MEDIA**  
+400 Followers



**INTERNATIONAL  
DISTRIBUTION (70%)**  
175 Wholesale clients.



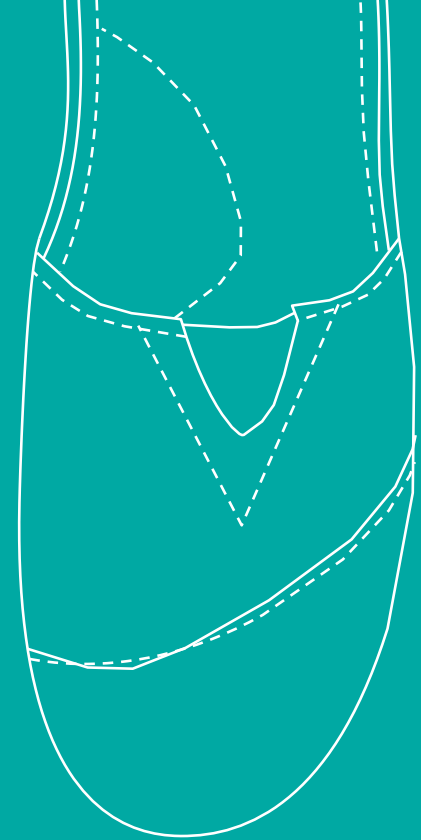
**DESIGN**  
+1,000 SKU'S



**PETA - VEGAN  
PRODUCTION**  
Spain and Vietnam



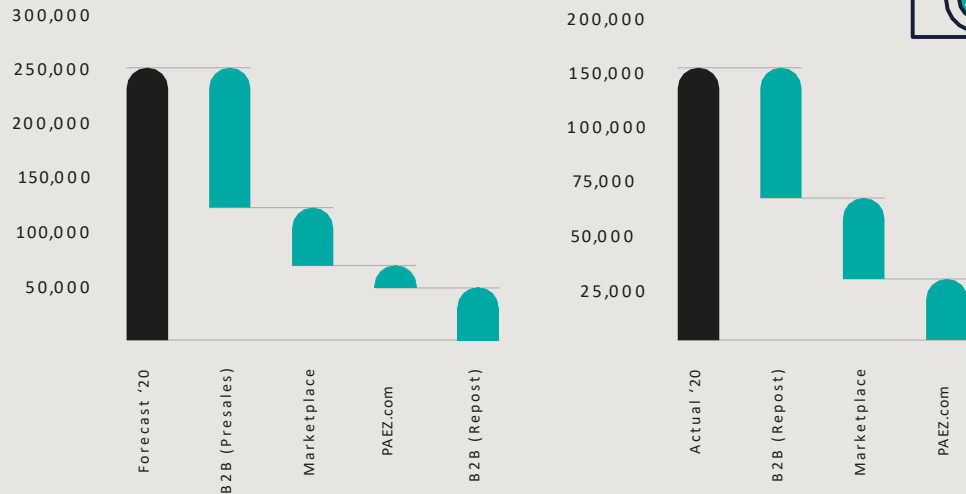
**E-COMMERCE (17%)**  
Home Market Europe





# 2020 IN A NUTSHELL

### 2020 SALES (u) / CHANNEL (FORECAST VsACTUALS)



#### B2B

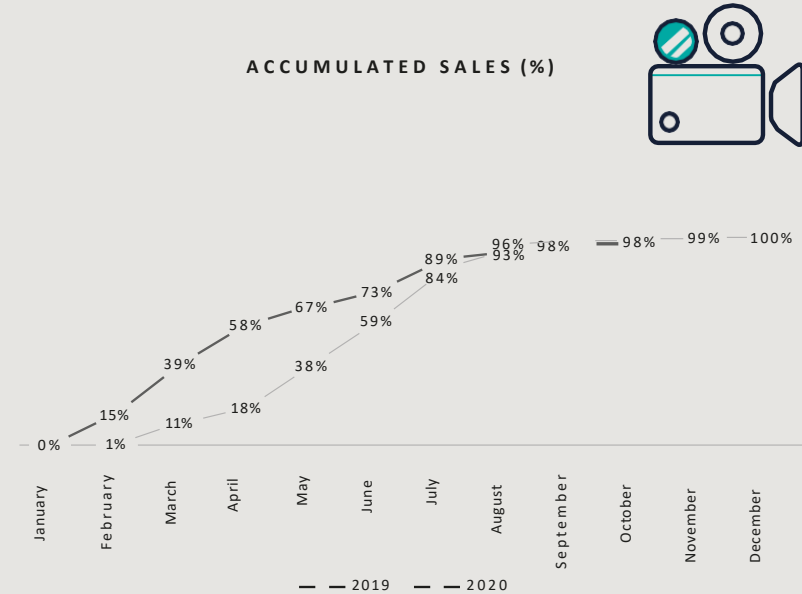
Presales (150K units) -> Increasing in production  
Repos represent 20%(Presales).

#### B2B ONLINE (ONE DROP)

Marketplaces (Full price & Discount)

#### BSC ECOMMERCE (DROPSHIPPING)

### ACCUMULATED SALES (%)



#### SUSPENDED ECONOMY LED TO

- Presales (150k units) cancellations -> Low CF
- Bottlenecks in Logistics (Lay-off & geography)

#### SUSPENDED ECONOMY LED TO

- Inventory Reduction in Q2
- Discounting strategy



# BE-SPOKE CONTRIBUTION

## THE BRAND IMPACT

Partner with new venture  
or reactive strategies

Optimised relationship  
between inventory & logistics  
leads to sales growth with  
better margins (i.e. risk mgmt.)

### SALE

B2B /B2C  
Online /Offline

### COGS

Optimise stock -> Higher margin

### GROSS MARGIN

#### OPEX

Marketing (Digital /Offline)  
Logistics  
Transport

#### OVERHEADS

HR  
Others

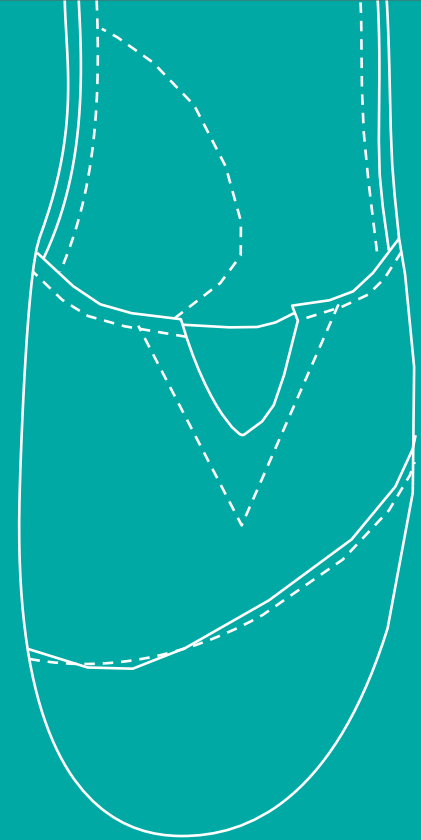
### EBITDA

## THE STRAIGHT IMPACT

Adapt to business necessities

- Low/high season
- B2B/B2C

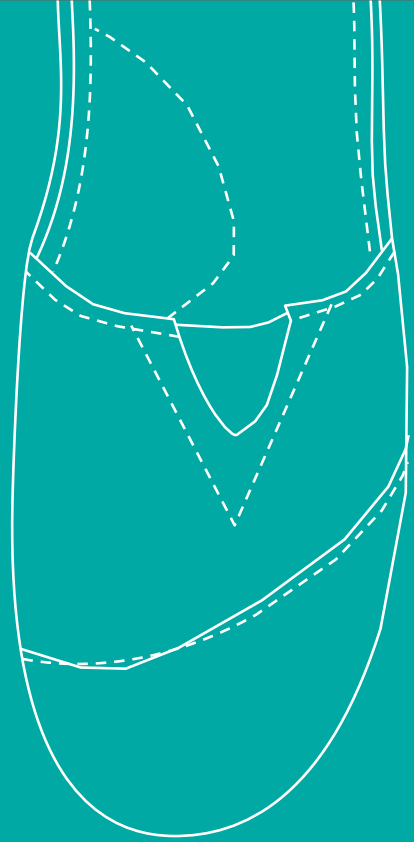
Reverse Logistics





## FOR THE UPCOMING

- #1 LOW INVENTORY RISK STRATEGY**  
Less Discounts -> Better Margin & Goodwill.
- #2 LEAN BUSINESS MODEL / AGILE STRUCTURE**  
Mitigates operational and systemic risks.
- #3 KEY PARTNERS**  
Help with reactive strategies.
- #4 DTC STRATEGY**  
Permits brand to better understand consumer.







PAEZ.COM

THANK YOU