

DEESUP

Pioneering Tech for Sustainable Furniture Resale

Valentina Cerolini

- CEO & Co-founder -

Investor Deck 2024

The unreveal impact

awareness of the impact generated by Furniture

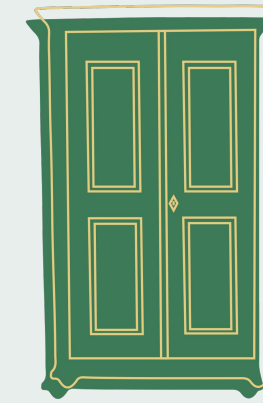
EMISSIONS FACT

Each product generates an impact in terms of Co2 emissions for being produced and disposed; in Europe **+10M tonnes** of Furniture are thrown away every year.



Plastic Chair

28 kg
Co2



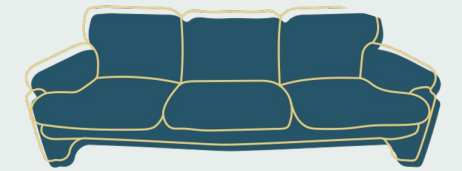
Wardrobe

858 Kg
Co2



Wooden table

130 kg
Co2



Leather sofa

200 kg
Co2

LEGAL FACT

Large corporates must account for the full life cycle of the products (**extended producer responsibility - ERP**) and will be required to assess and report all the value chain emissions by 2025.



86 L
Petrol*

=

1100**Km
distance

DID YOU KNOW

The production of a leather sofa generates an average of **200 Kg** of Co2 emissions, which is equal to consume **86 liters** of petrol for driving **1100 Km**.

*Source: ADEME report

** Source: spiritmonitor.com (1 l = 2,33 Kg carbon footprint. REF [White Paper 2022 Deesup](#))

Impact vision

from a linear to a circular model

We allow individuals, retailers and producers to participate to the resale trade with the purpose to innovate the second-hand luxury furniture market.

Circular Economy = \$1T* globally

*Source: McKinsey, Ellen MacArthur Foundation



Resale market is booming

fashion led the way, and furniture followed by creating a positive resale trend

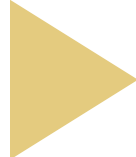


Etsy is buying the fashion resale app Depop for \$1.6 billion.

TheRealReal

Vestiaire Collective

Vinted



Chairish Acquires Pamono, Joining American and European Vintage Marketplace Powerhouses

Resale market is expected to double in the next 5 years reaching **\$77B***

*Source: Global Data 2021 Market Sizing and Growth Estimates – Resale Report ThreadUp (CAGR 15%)

IKEA: a key player in the testing phase

IKEA is taking on eBay to become the go-to destination for second hand furniture online

domus

Ikea launches online marketplace for used furniture

The "Preowned" platform, currently running in Madrid and Oslo, will allow users to sell and buy second-hand furniture produced by the Swedish company.



FINANCIAL TIMES

COMPANIES TECH MARKETS CLIMATE OPINION LEX WORK & CAREERS LIFE & ARTS HTSI

Ikea + Add to myFT

Ikea launches secondhand marketplace to compete with eBay

Furniture retailer challenges digital classified ads 'oligopoly' with peer-to-peer sales platform for its products



Ikea lancia il mercato online Preowned per la vendita di articoli usati. E un pigiama party in tutte le sedi del mondo

Ikea sta testando un mercato online chiamato Preowned, dove i clienti possono comprare e vendere articoli usati prodotti dal produttore di mobili svedese. L'iniziativa fa parte degli sforzi di Ikea per promuovere l'economia circolare e tutelare sempre di più ambiente e clima

27 agosto 2024



Source: <https://www.ft.com/content/4b18236f-f2f0-43eb-bb65-5f8d2f30a734>,
<https://www.domusweb.it/en/news/2024/08/28/ikea-trials-its-new-resale-online-marketplace.html>

Learning from the fashion industry

all brands are exploring resale as a solid opportunity

V. Vestiaire Collective
97,208 followers
6h · 🌐

Vestiaire Collective is happy to announce its latest collaboration with the Italian luxury fashion e-commerce platform [GIGLIO.COM](#), further building upon its Resale-as-a-Service partnerships.

Vestiaire Collective's Chief Impact Officer, [Dounia Wone](#) said : "We are excited to keep collaborating with key industry players in shaping a more sustainable future! As our collective grows, so does our positive impact on the fashion industry. Today, we are thrilled to count on [GIGLIO.COM](#) as a new resale partner to join us in this circular journey."

Stay tuned for updates!



Forbes

FORBES > BUSINESS > RETAIL

Chloe Takes A Revolutionary Step In Resale

Richard Kestenbaum Contributor

Follow

Mar 15, 2023, 08:25am EDT

An innovation by fashion brand Chloe means these garments from their fashion show in Paris don't ... [+] GETTY IMAGES

SUSTAINABILITY

Balenciaga Launches Resale Programme

The luxury label is partnering with tech-and-logistics platform Reflaunt to help customers sell on their old Balenciaga clothing and accessories.

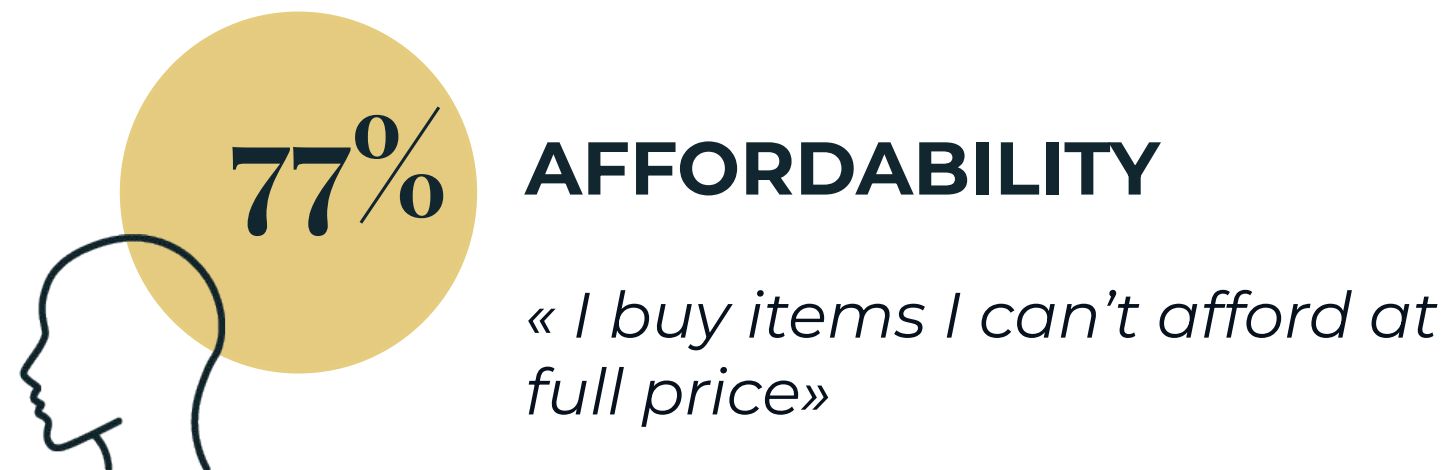


Balenciaga is launching a resale service in partnership with Reflaunt. (Getty Images)

Source: <https://www.forbes.com/sites/richardkestenbaum/2023/03/15/chloe-takes-a-revolutionary-step-in-resale/?sh=11a9738e69a8>

Why Resale is a better option

what consumers think about second-hand market*



*Source: BCG x VC Resale Survey, mid-May to mid-June 2020. The percentages count answers “strongly agree” and “slightly agree” combined together.

Furniture resale market is growing

global design furniture available for Resale: TAM, SAM, SOM



Global furniture resale will be worth \$31B by 2029 (CAGR 7%)**

*Source: Pambianco 2022, Osservatorio Second-hand economy 2022 Doxa for Subito

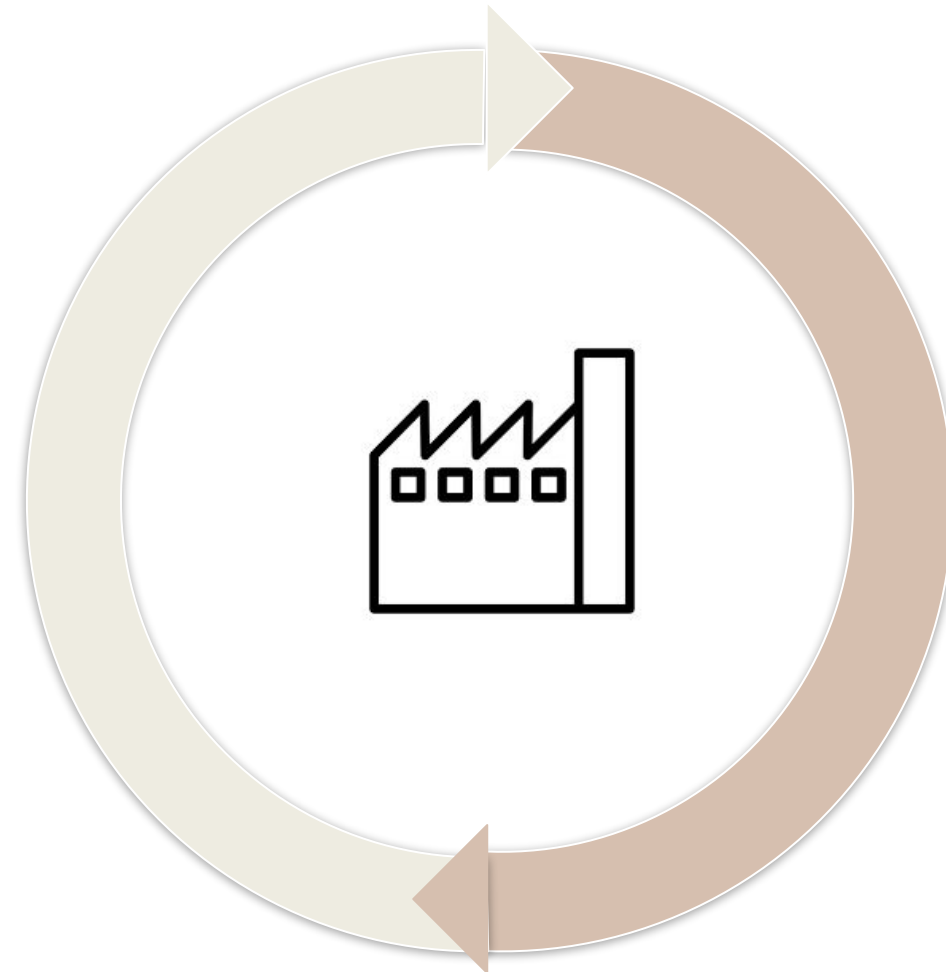
**Source: OFF-THE-SHELF Second Hand Furniture Market Growth Trends Report, Verified Market Research

Problem

furniture producers must account for the full life cycle | extended producer responsibility - ERP

DISPOSAL

- Regulatory challenge (ERP)
- Carbon emissions
- Resources allocation
- Brand reputation and image



OVER STOCK

- Inventory costs
- Reduced liquidity
- Wasted materials and energy
- Environmental impact
- Price erosion and brand dilution

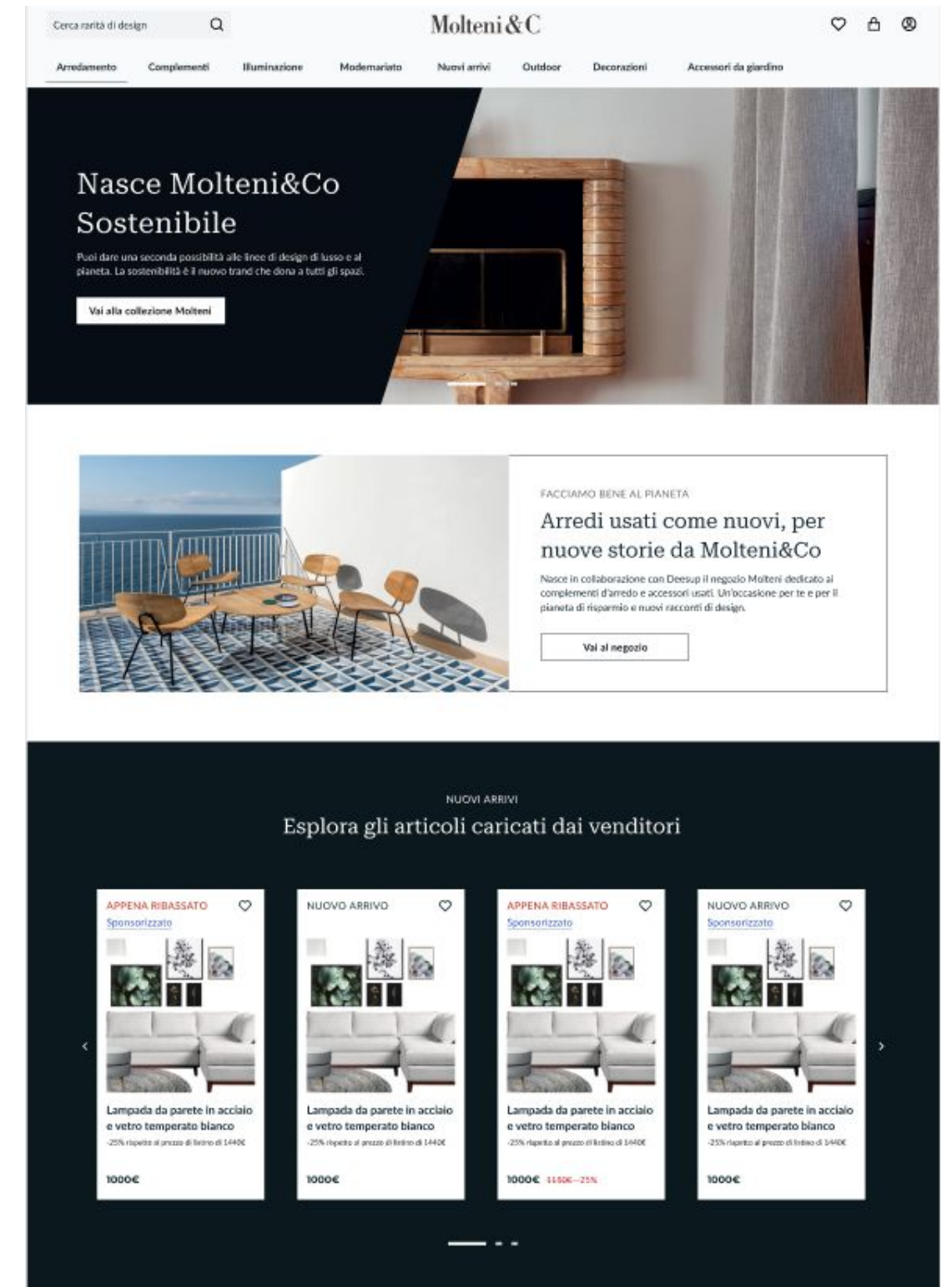
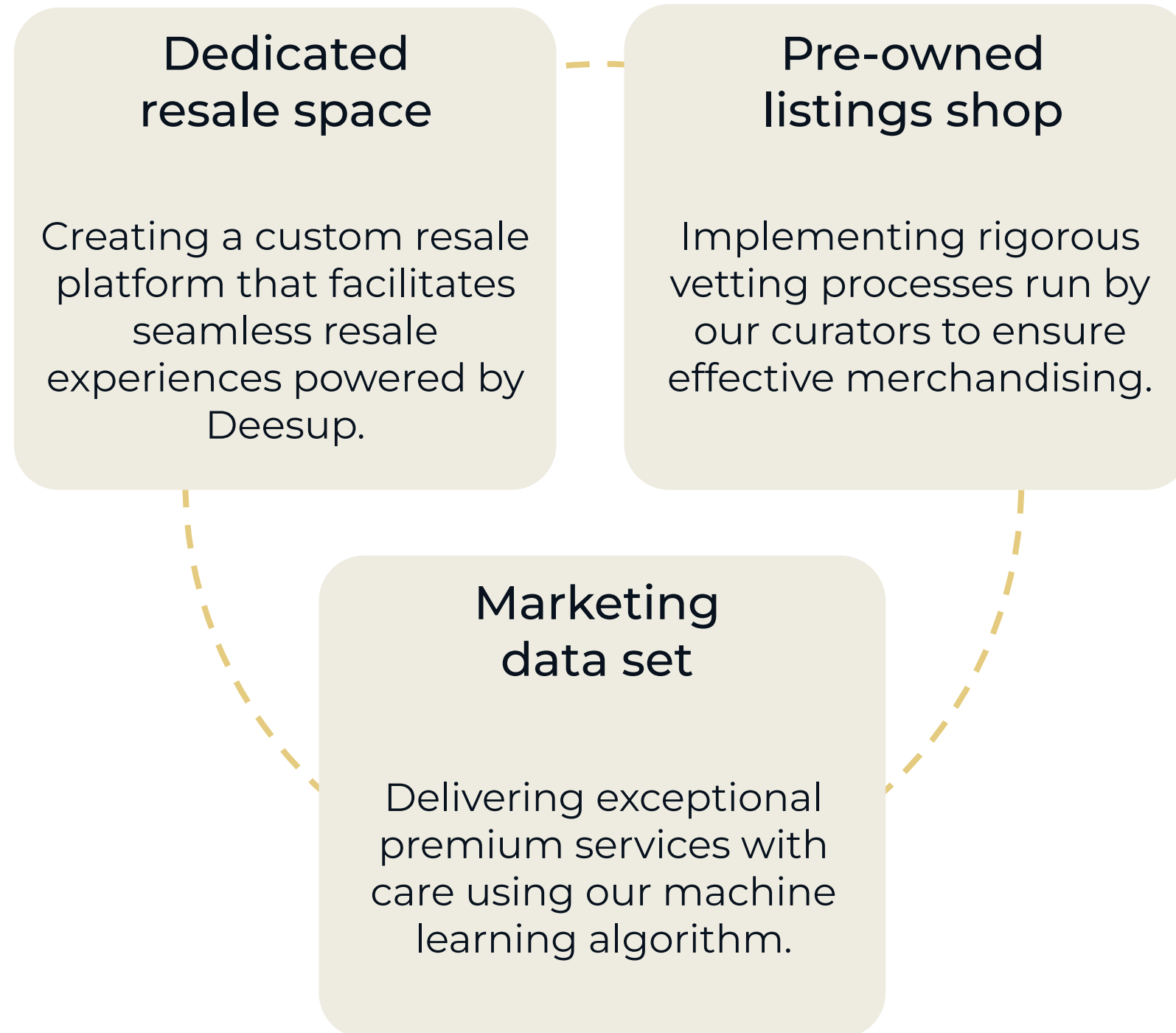
10M
tonnes* of furniture are wasted

30%
inventory turns into overstock

*Source: Second Hand Market Doxa Search, 2023

Solution

a B2B tech solution that facilitates seamless entry and efficient operations with resale



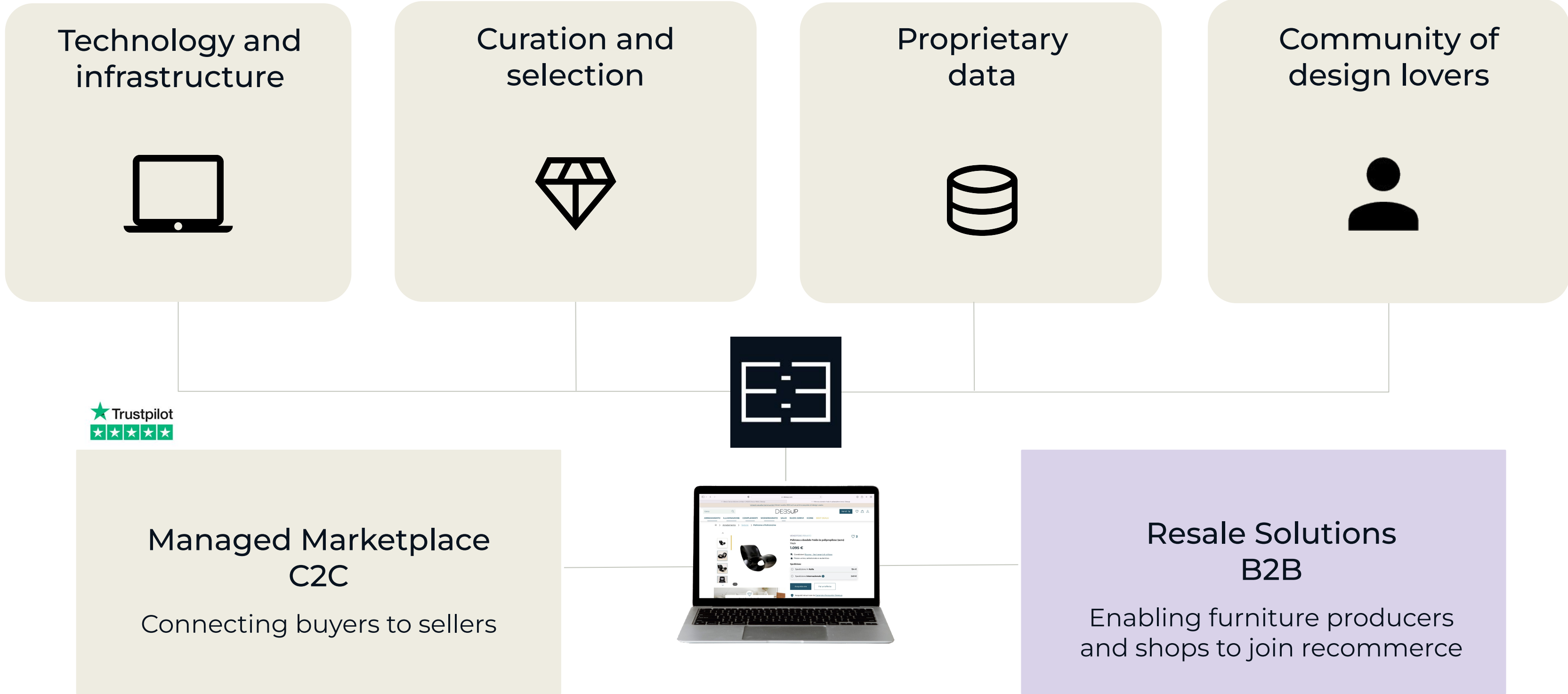
Competitors

we are the first mover in Italy by offering a fully served on-line channel



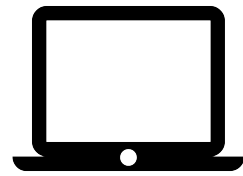
Our resale architecture

our architecture is designed to empower brands to exploit the full potential of resale



Marketplace pillars

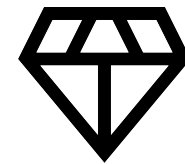
managed marketplace enabling the extension of the designer furniture life-cycle



Multivendor platform

Creating a user-friendly multi-vendor platform that facilitates seamless resale experiences.

**scalable technology
(NuxtJs, NestJS)**



Verified authenticity

Implementing rigorous vetting processes run by our curators to ensure verified authenticity.

<1% refund rate



Handling service

Delivering exceptional premium services with care using our network of professional couriers.

4,5/5 Trustpilot



Community of design lovers

Bringing together a community of **+50K** design enthusiast promoting sustainable practices.

+3K buyers

Marketplace at a glance

we built a solid destination for design lovers to sell and buy designer icons

MARKET

+50K User Base

100K Unique monthly visitors

20% International traffic

Europe as target geography



CATALOGUE

+1,7K Brands

+500 Categories

+10K Listings across categories

50% B2B sourcing



IMPACT

26.432 Kg Co2 eq leather sofa*

14T Co2 offset in 2022/23**

Our [Manifest](#) of sustainability

Our [White Paper 2022](#)

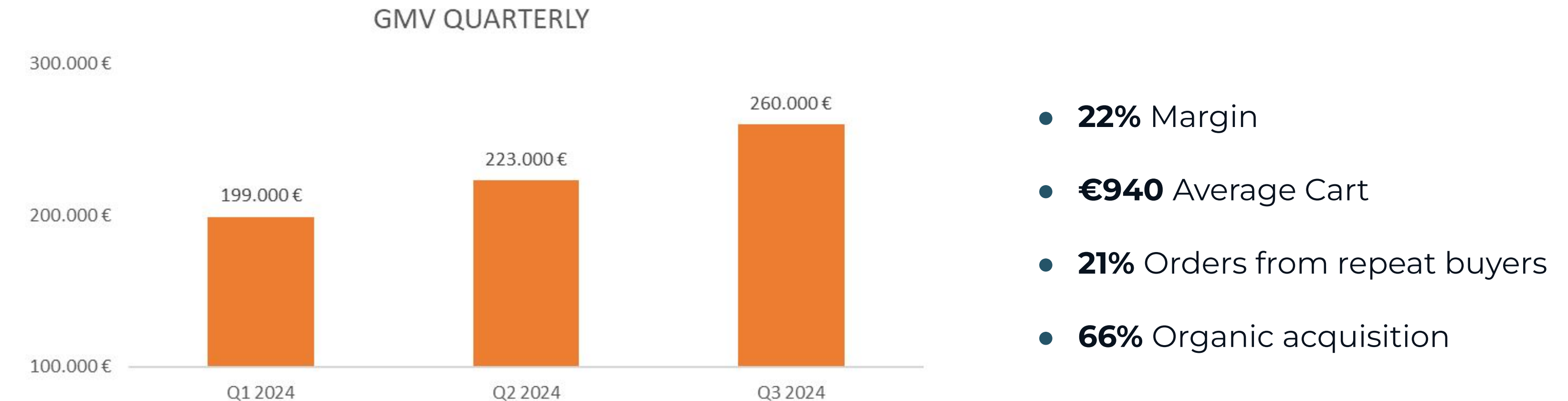


*Source: Deesup sales data 2022/2023

**Source: DHL Go Green Program Customer Carbon Footprint Report.

Marketplace metrics

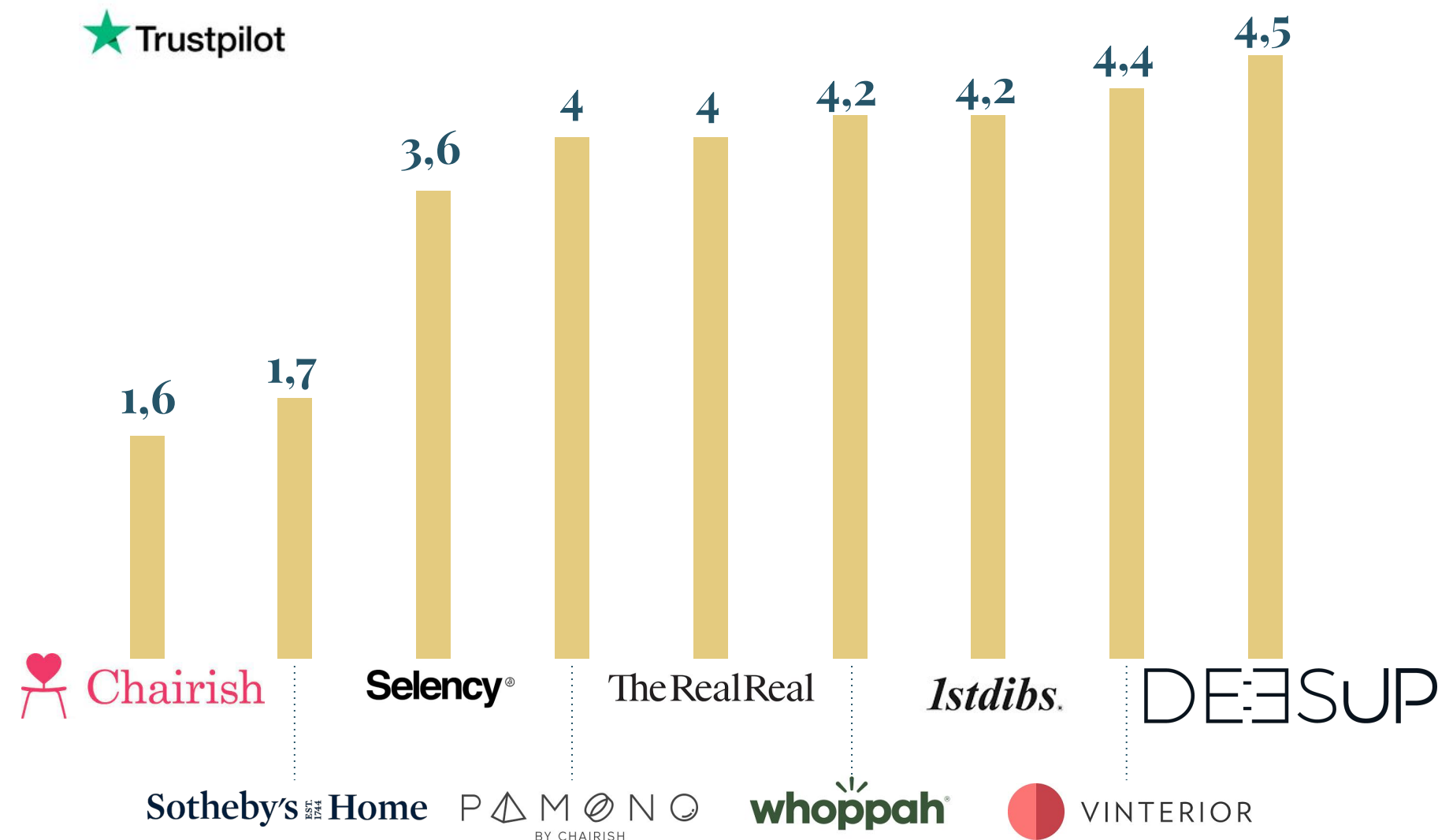
driving growth through efficiency and marketing expansion



We expect to reach €1,1M in GMV by 2024

We built a resale experience people love

we use Trustpilot* to collect verified reviews from our customers



“

*I can highly recommend Deesup! This has been my second purchase and I am absolutely satisfied. Great product in **fabulous condition, professional packaging, very courteous delivery stuff and outstanding service** from Deesup team!!!*

Nele,

Germany



*Deesup ranking reflects data taken in June 2023 based on +600 reviews

New opportunity: B2B model

unlocking new opportunities through B2B expansion enabling resale services



B2B resale solutions

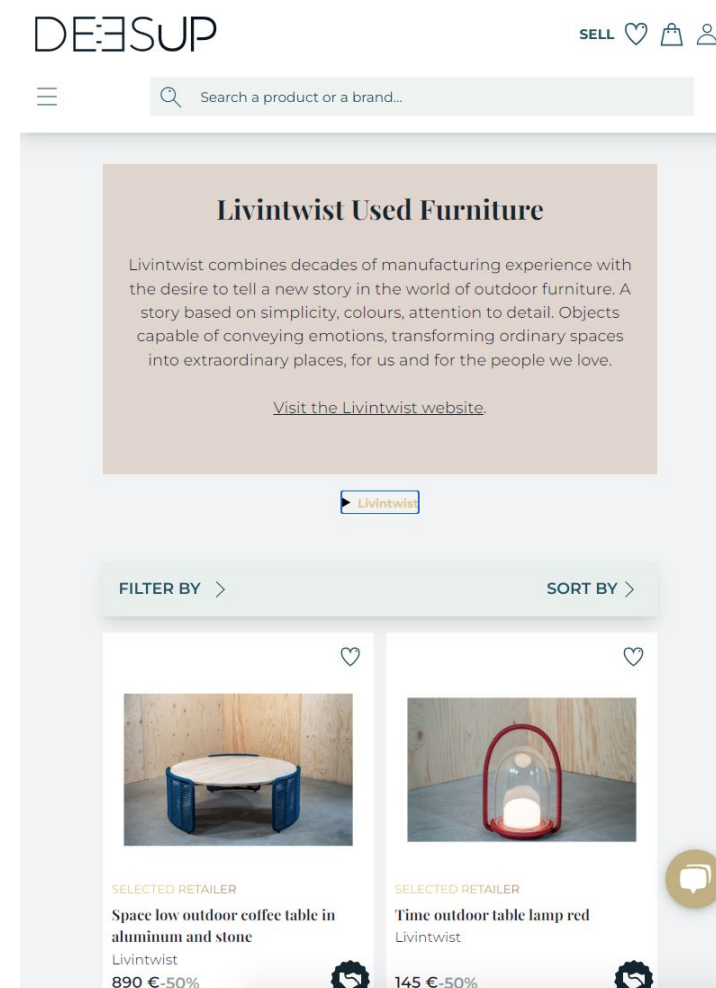
we serve B2B furniture players to enter the resale market solving overstock and disposal

SHOPS*

The screenshot shows the Deesup website interface for 'Arredamenti Prella'. At the top, the Deesup logo is on the left, and 'SELL' with icons for heart, shopping bag, and user profile is on the right. Below the logo is a search bar with the placeholder 'Search a product or a brand...'. The main content area features the title 'Arredamenti Prella' and a paragraph: 'Over eighty years of experience and passion at your service. We transform spaces with unique, innovative solutions and high quality products. We offer customised furnishing solutions to create your home concept, supported by an extensive material library and 3D designs to let you preview your new environment.' Below this is a 'Contact the Seller' section with input fields for 'Name and Surname', 'Phone Number', 'E-Mail', and 'Message'. A checkbox at the bottom states 'I authorise Deesup to provide this information to the seller in accordance with the [privacy policy](#)'. A 'Continue' button is at the bottom right of the form.

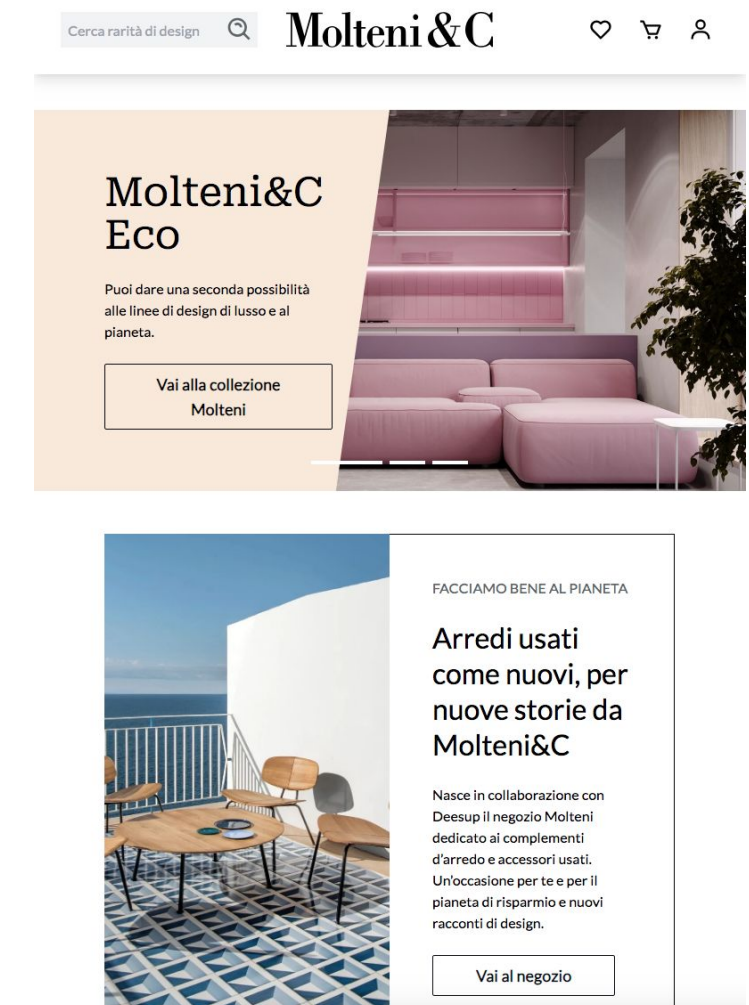
- lead acquisition
- subscription model
- transaction fee
- 3 subscribers, 160 prospects on board

SMALL BRANDS**



- brand awareness
- flash sales
- subscription model
- transaction fee

RESALE as a SERVICE

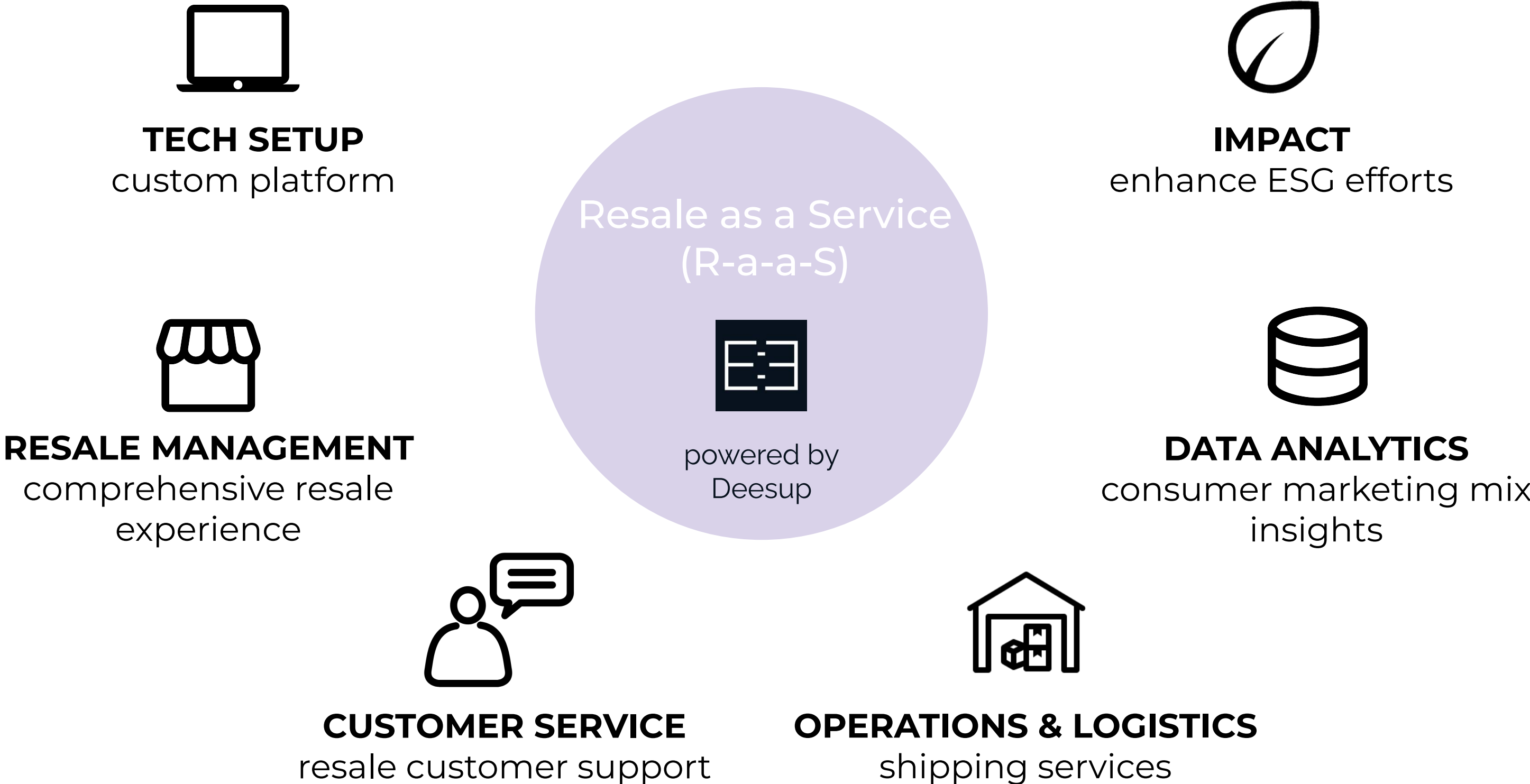


- custom solution in white label
- set-up fee
- subscription model
- transaction fee

* Shops are authorized retailers and dealers **Small brands are furniture producers with Revenues below €10M

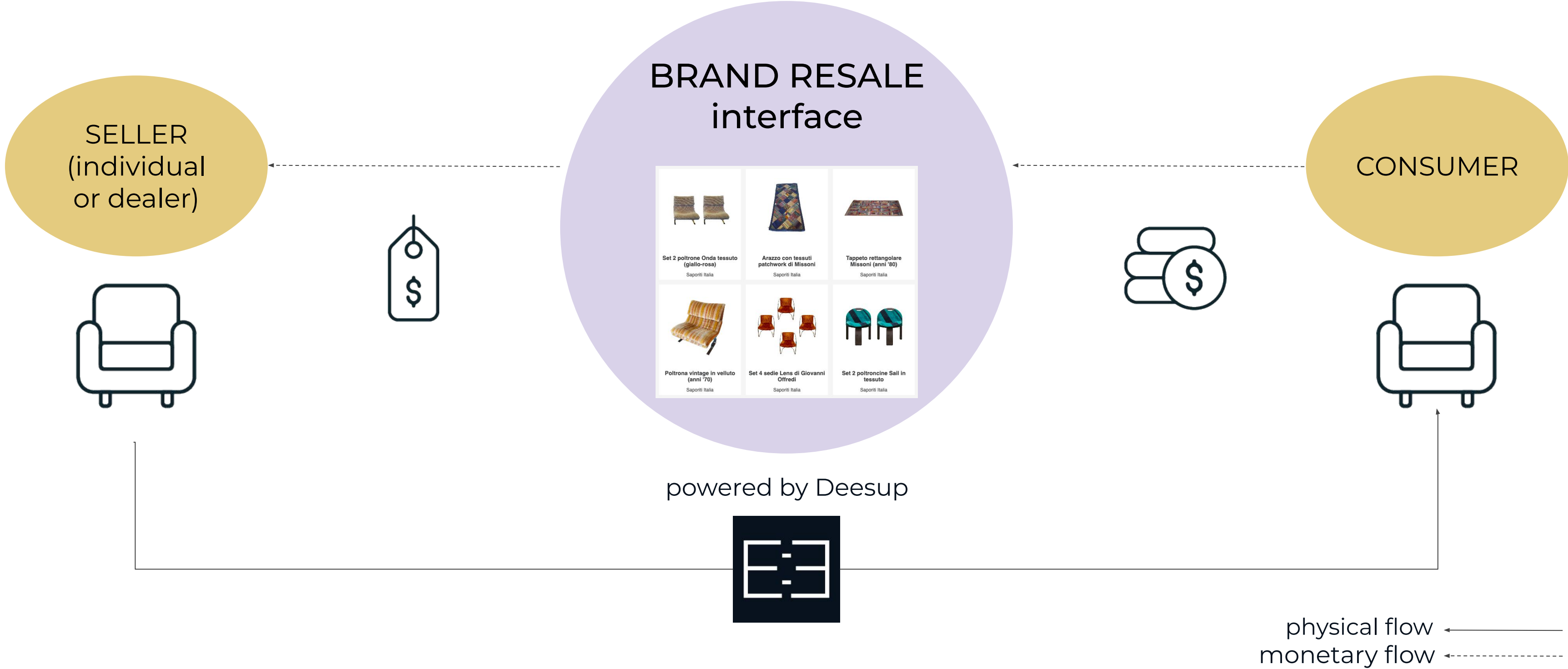
Resale as a Service solution

seamless Resale Market Operations with End-to-End Services



Resale as a Service flow

white label solution to empower brands with technology to enter the Resale market



Benefits for brands

secure a solid position in the resale market

Build the **“one-channel”** which includes the suitable endpoint in the second-hand market, while gaining share in the resale luxury ecosystem.

Being part of the authenticity process in order to mitigate the **counterfeit risk**.

Be the owner of the **price setting** in order to preserve the positioning according to the brand strategy..

Scout design **rarity** to include into the corporate collection or museum.

Increase the **loyalty** of the clients helping them to generate liquidity and choose again the brand.



R-a-a-S revenue model

tailored plans based on the brand's strategy

One-time integration fee



Initial (una tantum) set-up to build the tech product based on the requirements.

Management running fee



Ongoing service fee with variable charge for Resale services.

Revenue Sharing (%)



We participate to the Revenue as a % of the selling price.

Annual deal value of €75K in revenue with an 80% profit margin

Our sales pipeline

solid pipeline with premium furniture producers

Molteni & C

arper

saporiti italia
where vision meets knowledge

NATUZZI

FIAM

BONACINA

emeco

TOOY

GIORGETTI

Berto
SALOTTI

cappellini

CON TARDI

We operate as the resale expert in the furniture tech space



Team

top-class team with extended experience in digital and product



**VALENTINA
CEROLINI**

CEO & CO-FOUNDER

E-commerce and product development, International MBA, ex Groupon



**DANIELE
ENA**

COO & CO-FOUNDER

+10 years in operations and finance, people management, ex Eni



**IVO
MOSCA**

CTO

+15 years experience, tech builder, online marketplace, ex PrivateGriffe



**GIOSUÈ
DELGADO**

TECH LEAD

Multi-language developer, tech ops and strategic web planning



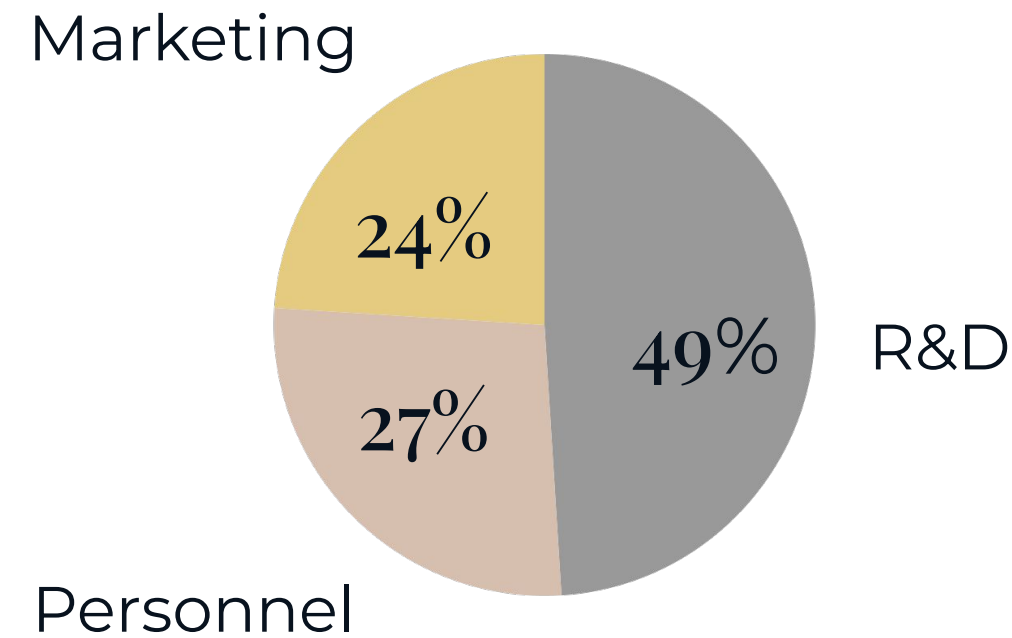
**ANDREA
MUNERATTI**

HEAD OF GROWTH

Growth marketing, advertising strategy, analytics and SEO

Bridge Round: use of proceeds

raising a Bridge Round to finance the B2B go to market before a larger round



- SFP (participative financial instrument)
- 20% discount
- 30% underwritten
- Run-way 18 months

Funding roadmap

our equity story



Investment opportunity

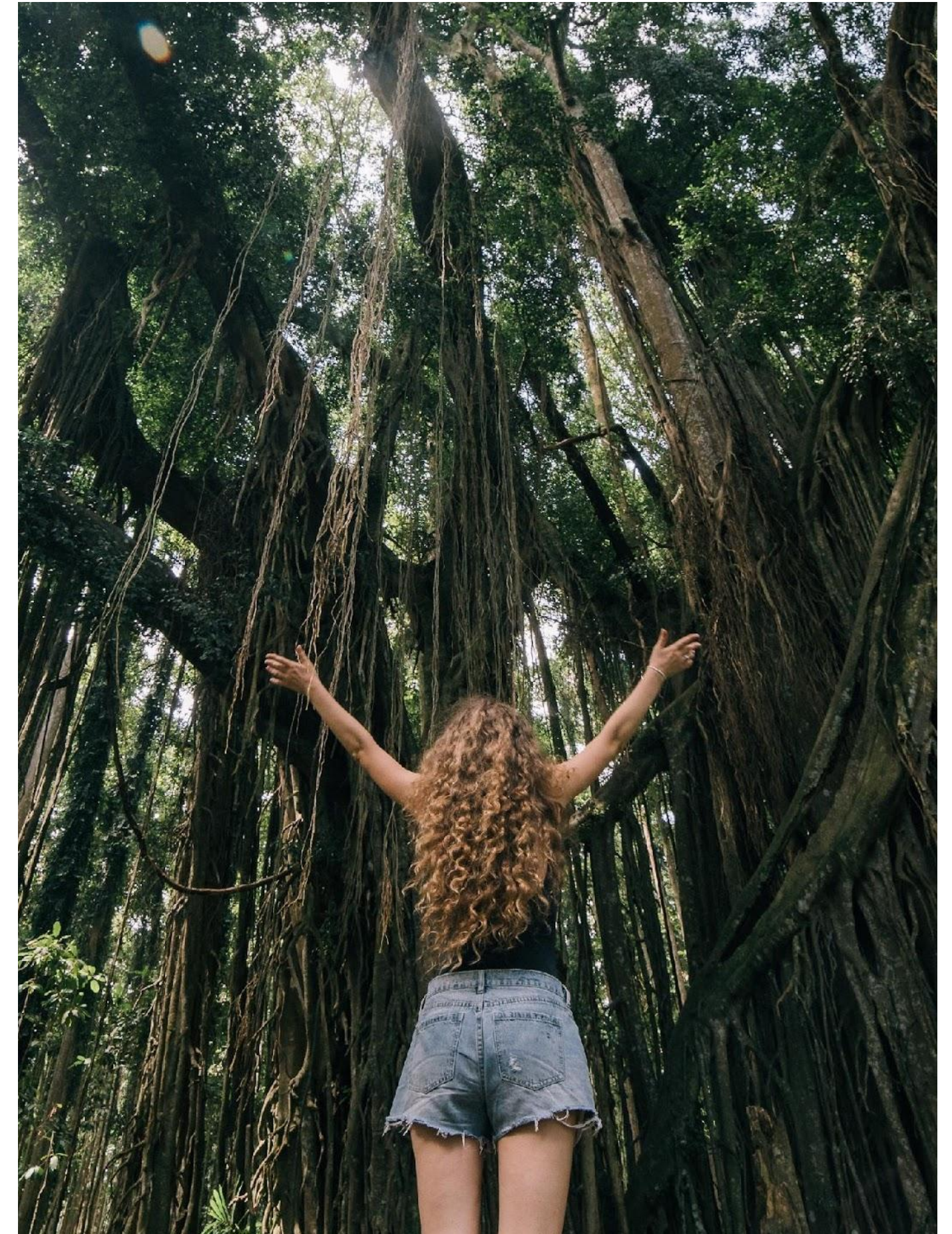
shaping the future of resale furniture

Major **market opportunity** by being the first mover in the Resale as a Service model

Skilled team of experts with a proven track record in the furniture resale sector

In-house **resale technology** which is scalable, data-driven, and reliable

Foster **responsible consumption** by bridging the gap between first-hand and second-hand markets



DEESUP

Thank you.

www.deesup.com

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