



Kiabi International Development

KIABI
la mode à petits prix



Welcome to the KIABI family

“KIABI has been supporting families through all the different stages in life since 1978. What is the key to our success? Our originality in the world of fashion! We abide by a one-of-a-kind business model, and offer unmatched value for money and style. Added to this is a family-friendly and accessible shopping experience and specific know-how in terms of partnerships since 2005. But above all, at KIABI, we are doing a job that we love, working with the people we love, for the people we love. We have strong ambitions for the coming years. Thanks to the commitment from our 100 partners all over the world, and to the new partnerships for the future, we are developing our market coverage, in line with the expectations of families, and using an omnichannel approach for our powerful digital strategy. Together with our partners, we are building a model that is best adapted to each country. “Our goal? With support from the strong experienced Association Familiale Mulliez (Auchan, Leroy Merlin, Décathlon, Kiabi...) we aim to provide a unique experience and support families to make their lives easier by creating a sustainable approach to fashion.



François Haimez,
International Leader
KIABI

Welcome to the KIABI family. ”





KIABI in figures



2

billion euro
turnover in 2021

98%

of our partners are satisfied
with their working relationship
with our brand (Study
carried out in France in 2020)



546

contact points
worldwide



10,000

employees
1 dedicated
international team



22

million customers
around the world



2005

First franchise



24

countries



277

million articles sold

A collective dream: Kiabi in 2030

Our actions, priorities and decisions are guided by our Vision approach, created together with our 10,000 Kiabers. This optimistic, innovative, unique and transformative approach boosts us for the cocreation of the KIABI of the future. What is our goal? To become the favourite brand for families, all over the world, and thanks to our omnichannel approach, to become a responsible fashion platform that makes life easier for our customers, for the future.



TO MAKE LIFE EASIER FOR FAMILIES BY WORKING TOGETHER TO BUILD RESPONSIBLE FASHION AND SUSTAINABLE SOLUTIONS



Become the favourite brand for families

#Relationshipapproach
#Inclusiveness #Consumerknowledge



Think local

#Independence #Entrepreneur
#Diversificationofbusinessmodels



Make our products and services more accessible, with a positive impact

#Cocreation #Sustainable
#Affordableprices



Join our network of entrepreneur Kiabers in our open ecosystem

#Localorganisation #Partnership
#Community



At Kiabi, fashion is much more than just fashion.

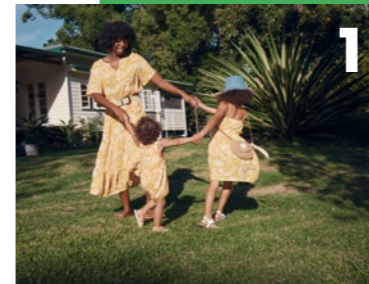
We are aware of the need to rethink fashion to reconcile pleasure, affordable prices and respect for the planet. Kiabi is working toward this balance as quickly as possible #moresustainablefashion

As humans and citizens, we are compelled to act every day. The proof is there:

ACTING FOR A BETTER WORLD.



OUR 3 PILLARS



Building a more environmentally friendly world

Eco-design is central to our collections:

- More sustainable materials
- 10 litres less water for every pair of jeans
- No wasted fabric with our Zero Waste design
- Less air travel
- Bye-bye plastic
- Taking care of your clothes helps too
- Managing the end-of-life of products is also important
- Designing fashion for you first, based on supporting evidence



Offsetting our environmental impact with Reforest'Action

Tailoring our actions

Designing fashion for you first!

- Affordable fashion - our DNA
- Trendy clothing does not stop at Size 10 - it's for all sizes up to 4XL
- Easy dressing and undressing
- Participating in more than just fashion #pinkoctober
- Our stores adapt to you - not the other way around



Acting for the underprivileged

Concrete commitment with the most vulnerable population

- Creating jobs for inclusive recruitment
- Supporting our KIABERS' initiatives

KIABI - the best spot to shop

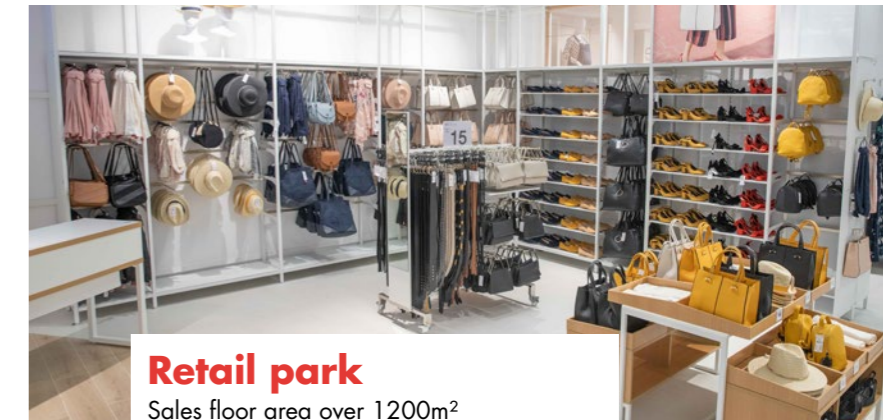
Our French brand with stylish identity and renowned merchandising is now available in multiple formats. In shopping centres, retail parks or in more original locations, KIABI has created concept stores which are always changing and always innovating.



Kiabi in shopping centres

Sales floor area over 1,100m²
Reinforced cross-channel approach and Full Concept
Locations with family customer base

Goal: be one step ahead all the time! Our concepts are innovative and smart, thus reinforcing our originality. Our stores have been designed to ensure they remain modestly sized, and are increasingly responsible thanks to second-hand areas, customisation workshops and fun, educational spaces for the whole family. We are continually working on creating the store of the future, one that reflects our values and originality in the world of fashion, and one that will be adapted to the needs of each country.



Retail park

Sales floor area over 1200m²
Basic digital technology
Premium location in the Retail Park



Others formats

Kiabi Kids, shop-in-shops
and downtown

An omnichannel shopping experience

Thanks to our visionary cross-channel concept, we are able to offer all our customers a seamless shopping experience. Click and collect, e-reservation, our wide range of services makes life easier for families. The leader in low-price fashion and a pioneer in e-commerce in 2000, the brand is constantly innovating to make life easier for families and to offer them a unique shopping

experience. A useful player in the daily lives of all families, KIABI is accelerating its digital transformation to win over new families, who are sometimes far from its shops, by offering them a rich range with more choice and product diversity. With 15,000 products today, KIABI will offer more than 200,000 products by 2025. . What is our goal? Significantly develop our unique model across the globe.



Through our e-commerce sites

The marketplace is another strategic area for development. Showing and selling KIABI on relevant international marketplaces is an ideal opportunity to reach local consumers - not only those who know us - but the existing loyal marketplace customer base. This strategy helps KIABI reach new customers with different purchasing habits. The partner also benefits from KIABI's attractive offer and price.

Through new business

KIABI continues developing new business models to make families' lives easier wherever they are, reinforcing our strong leadership in countries where we are already established and developing new regions. KIABI has been developing a range of shop-in-shops since 2021, with Cora in Belgium, Coop in Italy, and a strong development plan with Auchan in France. This model provides fantastic exposure to the brand which benefits from the traffic of another brand to develop the brand's reputation. It's powerful leverage for arousing curiosity in customers who don't know the KIABI brand.



kiabi.com
key figures



27

countries where our e-commerce websites are available



Kiabi operates on

12

marketplaces and international multi-brand websites



Seconde Main by KIABI is the brand's unique second-hand omnichannel model

We are working towards a circular model with the launch of www.secondemain.kiabi.com and new shop-in-shops for second-hand fashion in France and around the world.

By building on our unique cross-channel model, we offer easy access to second-hand clothes both digitally and in physical stores. Customers can get rid of their clothes - any brand - and buy second-hand clothes online. Buyers and sellers are rewarded with vouchers of matching value to spend in KIABI

stores or on the www.kiabi.com e-shop. What's more, we provide our customers with the first digital clothing collection service (web and mobile app): KIABI BAG.



2.9M

articles have been deposited since January 2021

1.3M

in fashion available on the site in November 2022



107

stores have second-hand corners in France, Spain, Belgium, Portugal and Italy.

Strong interest in women and children



KIABI's second-hand service Seconde Main is also available on the mobile app secondemain.kiabi.com



Partnership success stories Kiabi

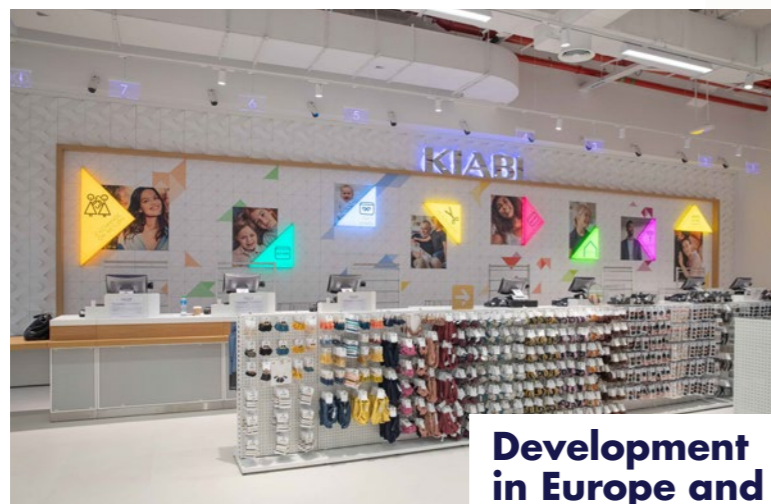
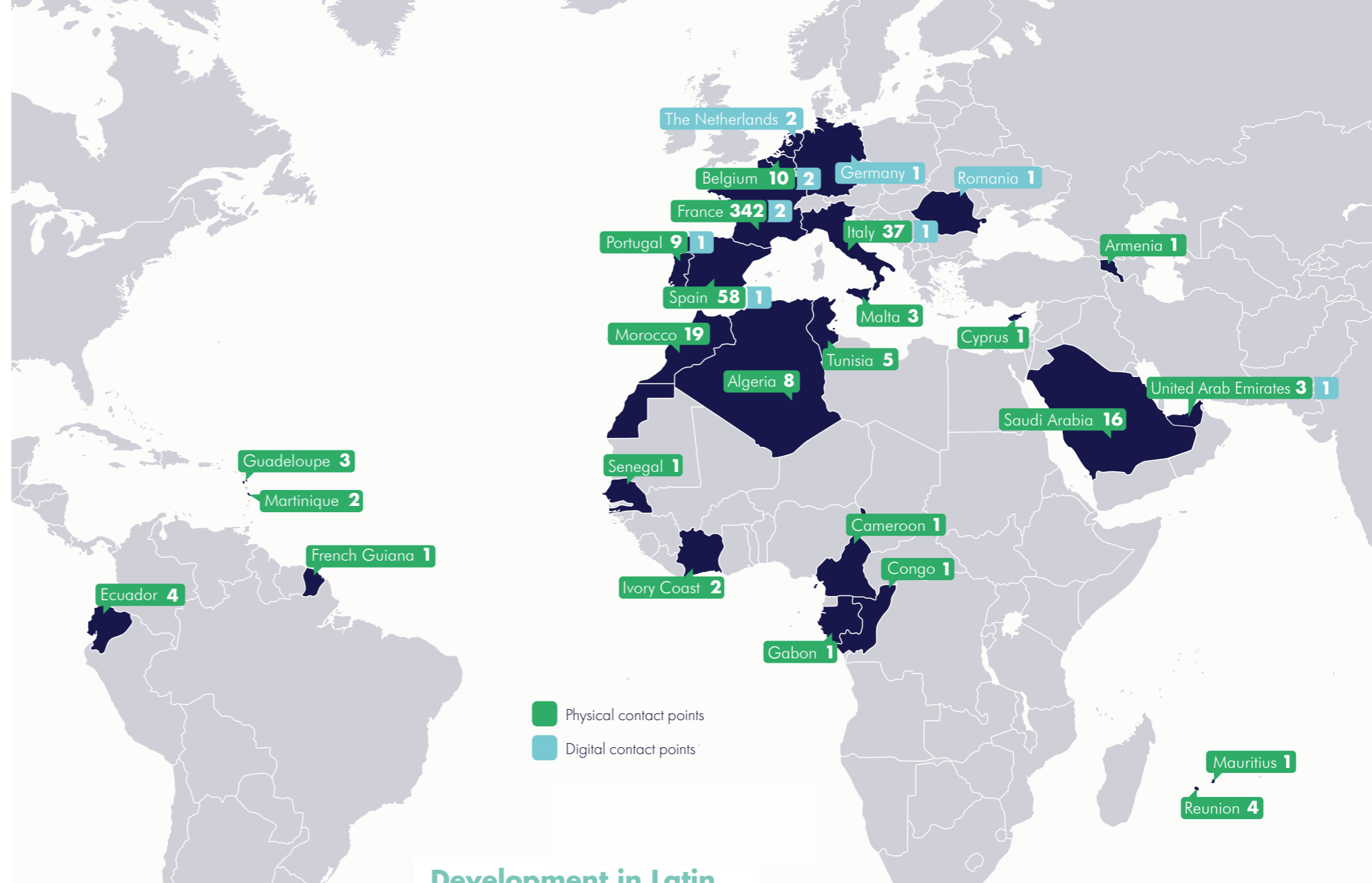
Since 2005, we have been working with our partners on building a cross-channel strategy, brimming with innovative services. We offer unique know-how built over 40 years of retail experience, over 20 years of e-commerce experience and through the force of our network of 538 contact points and the promising potential shown by our e-shop now accessible in 27 countries.



KIABI worldwide

To develop our international presence, we focus on pooling our expertise, combining your perfect knowledge of the local ecosystem with our expertise to support you in optimising your markets. Working together, we have the potential to be a powerful omnichannel brand, making lives easier for families all over the world. Our strategy is clear: with our network of partners, we plan on strengthening our position as market leader and tapping into new markets to satisfy our customers' needs!

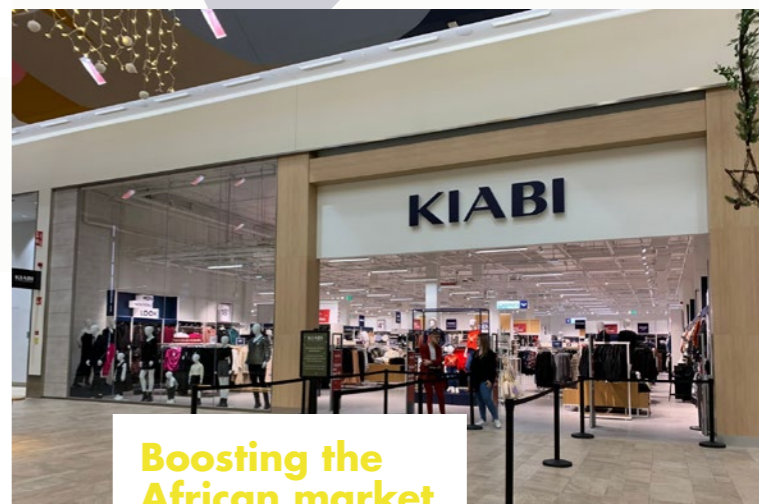
“Our goal: 230 stores in 30 new countries by 2030”



Development in Europe and Eastern Europe



Development in Latin America and Asia



Boosting the African market

KIABI & YOU

KIABI is active in 24 countries, working to build a sustainable sharing relationship with each partner in a fair model. Our business model coupled with our expertise means we can aim for outstanding performance together by applying solutions adapted to local needs. It's not just a partnership. We invite you to join our family.



“Benefit from support completely adapted to your needs thanks to our unique know-how.”

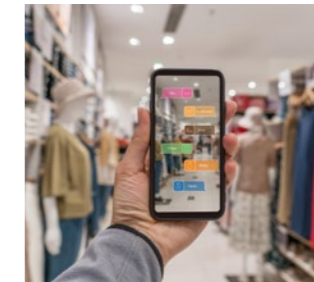
Store concept & layout

We provide support for each of your projects from the early stages: for your store concept and layout to merchandising and beyond.



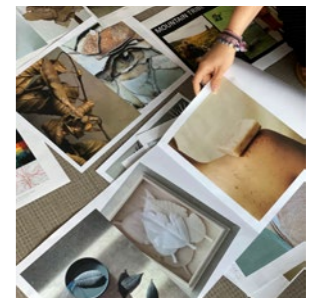
Stock and logistics

We adapt your stock to your size, region and sales potential with guaranteed automatic restocking.



Fashion design

Our sustainable and inclusive collections grow every week with new additions designed by our 55 inhouse stylists. And always at affordable prices!



Digital

We work with you to launch new e-commerce sites adapted to your country. (Shopify, Market Place, multi-brand sites, etc.)



IT

We offer IT support and tools that allow you to always be connected.



Marketing

Thanks to our marketing potential, we can generate a buzz and create new customer bases wherever new stores are opened.

HR - Training

Initial and ongoing training for all employees and all positions.

Expansion

We help you make the right decisions when choosing your locations.

Developing performance

An area manager will be your point of contact in monitoring the business generated by your store.

The partner point of view

"We started working with Kiabi early in 2022 via the B2B model. Given the quality of the clothes and the excellent partnership with the KIABI team, we visited stores in France and took a step further into our business relationship. Experienced in franchising, the Semaan Group is very excited to represent KIABI in Ecuador with store openings planned for 2023. Representing a brand with an unprecedented fashion concept for the whole family at affordable prices makes us proud.



Joseph Semaan, founding President of Semaan Group, Ecuador

We are excited to pursue this path to growth and strong results."

"We greatly appreciated the quality of our discussions with Kiabi's international development team, their professional approach, and tailored support. The two weeks we spent working with the KIABI teams was key in the opening of our first store in Erevan. It was an incredible opportunity to be part of a team with over 15 years of professional experience at Kiabi. The transmission of skills, the agility and guidance, especially for visual merchandising, contributed significantly to our new venture's success.



Astghik Ananikyan, Brand Manager, Armenia

Our customers include people who knew KIABI abroad, and others who are delighted by the discovery. A successful partnership! "



Join us?

You are

- An open-minded, dynamic, active and robust company
- Focused on customer relations and team management
- Passionate about fashion and the retail market
- Open to omnichannel development
- Expert in your country's retail market



KIABI target store

- Sales floor area 1,000/1,200m²
- Warehouse 200/300m²
- Ideal store frontage 21 m
- High traffic of family shoppers

Kiabi International Development



Contact us

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kiabi.com

https://www.kiabi.com/ouvrir-un-kiabi_LP953352