

# KIABI

## INTERNATIONAL DEVELOPMENT

*Making family life easier, together!*

# WHY JOIN the big KIABI family?

**KIABI**



*“Since 1978, we have been supporting families through every moment of life.*

*What is the key to our success? Our unique place in the fashion world!*

*Our business model is one of a kind, offering an unmatched quality-to-price-to-style ratio, coupled with a family-friendly, affordable shopping experience and a strong expertise in partnerships since 2005.*

*But above all, at KIABI, we do what we love, with and for people we love.*

*We have bold ambitions for the years to come. Thanks to the commitment of our 100 global partners –and even more collaborations to come– we are strengthening our presence closer to families, through an omnichannel approach powered by a strong digital strategy.*

*Together with our partners, we are developing the most relevant model for each country.*

*Our goal is to offer you the support of a strong, experienced, family-owned group (Auchan, Leroy Merlin, Décathlon, Kiabi, and more) to provide a unique experience, and to help make family life easier through responsible fashion and sustainable solutions.*

*Welcome to the KIABI family.”*



**François Haimez,  
KIABI INTERNATIONAL  
LEADER**

**SINCE 1978,  
KIABI HAS BEEN  
SUPPORTING FAMILIES**

through every moment of life



# key dates



1st store in France at Roncq

1993

1st store in Valencia, Spain

1996

1st Italian store in Milan

1996

Launch of the KIABI.COM e-commerce site

2012

1st concept store in a shopping center

2019

KIABI, French leader in the children's and baby markets for 10 years

2022

New communication territory "Always more for families".

2024

Creation of the Beebs By Kiabi brand  
Creation of the KIABI HOME brand

2025

Launch of the employer brand with our rallying cry "HERE, THIS IS KIABI!"



**€2.3B**  
revenue in 2024  
Up 5% VS 2023

**647**  
outlets

**10,000 Kiabers**  
driving performance

Operating in  
**40 countries**

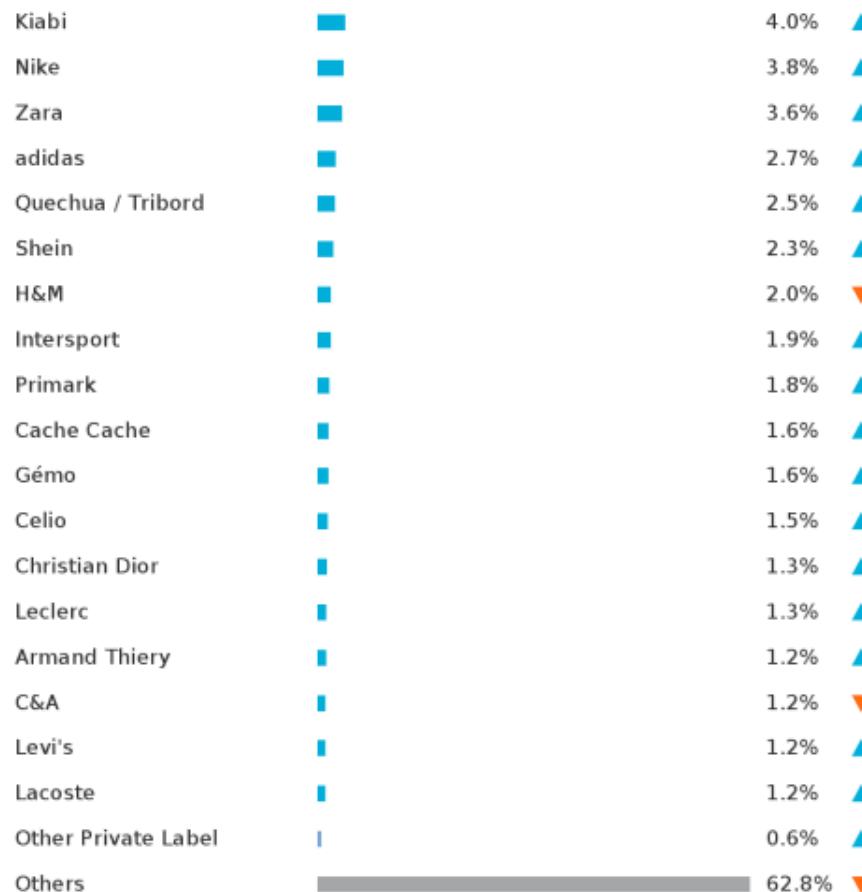
**24 million**  
customers worldwide

# INTERNATIONAL FRANCHISE

established in 2005



**Brand Shares of Apparel and Footwear in France**  
% Share (LBN) - Retail Value RSP - 2023



5-Year Trend  
▲ Increasing share ▼ Decreasing share — No change



«

**THE WORLD IS  
CHANGING,  
WE'RE CHANGING**

»



VISION  
**Kiobi**  
**2035**

A photograph of a family of four laughing together on a couch. On the left, a woman with dark curly hair and large hoop earrings, wearing a green button-down shirt, sits with her legs crossed. In the center, a young girl with curly hair, wearing a brown and black patterned top, sits between the woman and a boy. The boy, with blonde curly hair, is wearing a blue hoodie and is laughing. On the right, a man with dark hair and a beard, wearing a dark denim jacket, is laughing and resting his head on the couch. They are all laughing and looking towards the camera. The background is a bright room with large green plants hanging on the wall and a yellow couch. The overall atmosphere is joyful and relaxed.

MAKING LIFE EASIER FOR FAMILIES  
by bringing sustainable living  
within everyone's reach,  
every day



**ACT  
FOR THE ENVIRONMENT**



**ACT  
FOR FAMILIES**

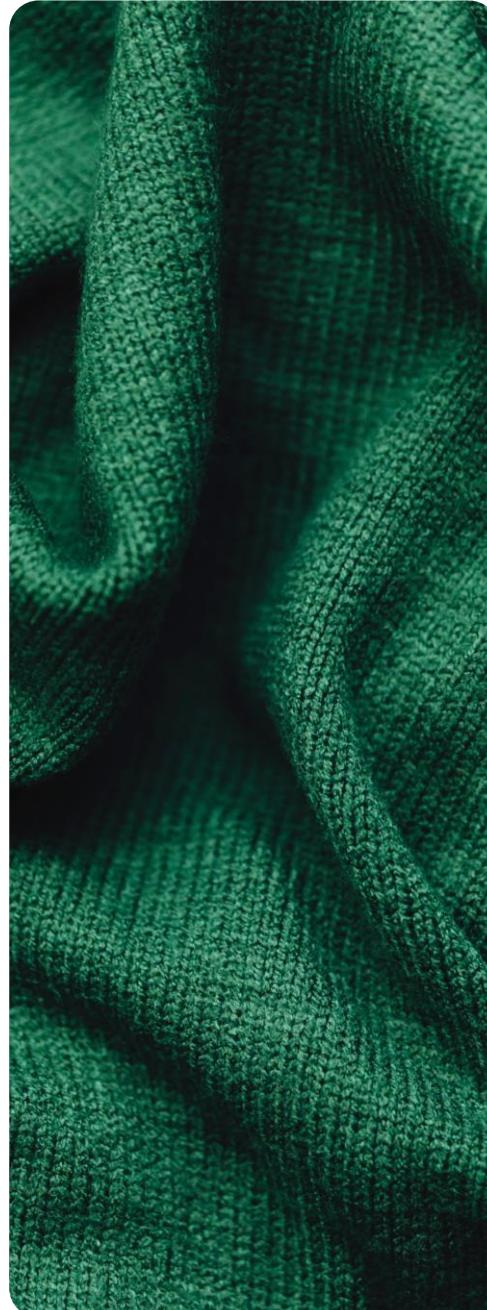


**GUARANTEE  
GROWTH AND PROFITABILITY**



# A THOUGHTFUL BRAND

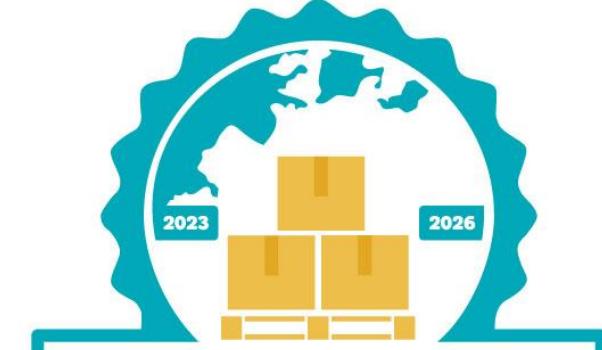
Sustainability is at the  
heart of our collections





## Reducing our impact

We use high-capacity trailers, increasing load capacity by 20% and cutting down the number of trucks on the road in 2023.



**LABEL FRET21**

Chargeurs éco-responsables

Avec la  
participation du



ENGAGEMENTS VOLONTAIRES  
POUR L'ENVIRONNEMENT  
TRANSPORT ET LOGISTIQUE



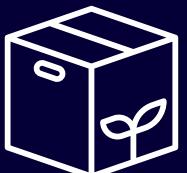


## **Eco-friendly practices are at the core of our processes**

- We prioritize the use of single-material products in our designs to enhance recyclability.
- We are incorporating more durable and resistant materials in our collections, such as linen and hemp.
- Most of our products are delivered folded and without individual packaging.

**SINCE  
2020,**

**we have been gradually redesigning all our packaging to offer alternatives made from recycled plastic or cardboard.**





## Seasonless fashion

- We are developing seasonless products to keep our customers covered year-round.
- We are also raising awareness about proper garment care to ensure they last longer.



## Beebs: second-hand fashion for families

In 2024, KIABI took a new step forward by launching Beebs by Kiabi, its second-hand brand for families. This hybrid offering combines both new and pre-loved clothing through a sustainable omnichannel experience.

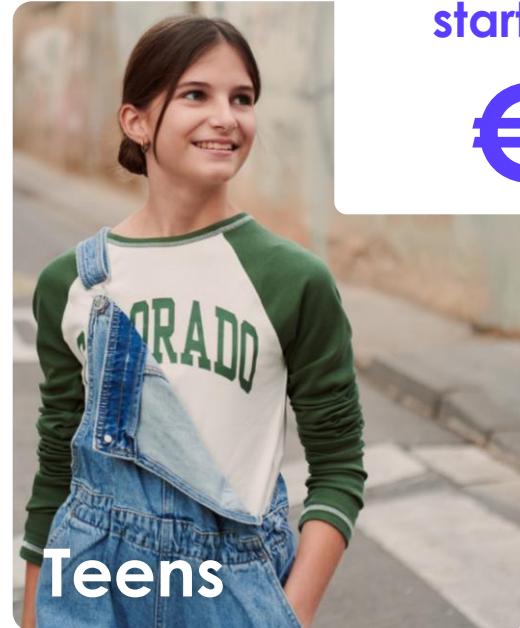
- Full omnichannel: online and in-store buying and selling.
- Instant variety: a wide selection of multi-category and multi-brand items available right away.
- Desirable products: high-quality, family-friendly options.
- Guaranteed reliability: innovative services to secure and guide transactions.
- Complementarity: the freedom to choose between new and second-hand products.





# AN INCLUSIVE BRAND

We design fashion for  
all families



Teens



Babies

T-shirts  
starting at

€2



Men



Children



Women



**Fashion that fits everyone,  
from premature babies to  
size 6XL!**

Collections designed  
for all body types,  
so everyone can find  
their perfect fit.

Soon,  
**20%**  
of our adult collections  
will be tailored  
to plus sizes.

For children  
and adults  
with permanent  
or temporary  
disabilities.



**For all of life's  
moments**

**s<sup>♥</sup>  
easy**

**A collection designed  
for easy dressing**





# A CARING BRAND

We support families in  
need





## Good Friday

As part of the Kiabi ACTS FOR A BETTER WORLD program, Kiabi organizes donation drives in its stores and online, both in France and internationally, to support various charities.

*Good*  
~~BLACK~~  
**FRIDAY**



**SOS VILLAGES  
D'ENFANTS**



**ACREDITAR**  
ASSOCIAÇÃO DE PAIS E AMIGOS  
DE CRIANÇAS COM CÂNCER



**MEDECINS  
SANS FRONTIERES**



**MEDECINS SANS FRONTIERES**  
**MEDICI SENZA FRONTIERE**



# le petit magasin

## Les Petits Magasins

- A unique model that reflects KIABI's strong commitment.
- Our goal: reintroducing unworn essential items into the distribution cycle and making them accessible to families in need.
- Welcoming, shared spaces that give a second life to unsold items, mainly from our collections.
- 25 stores by the end of 2024, with 10 more set to open in 2025.
- 41 individuals successfully reintegrated into the workforce in 2024.

# A STYLISH BRAND

We design trendy  
collections



# → OUR AMBITION

More style and quality at  
affordable prices

# → OUR MISSION

Challenging the norms to  
create accessible, on-trend,  
responsible, and committed  
fashion every day.



**AN IN-HOUSE  
STYLE OFFICE**  
always on the lookout  
for trends.

**CREATIONS DESIGNED IN  
FRANCE, AT OUR  
HEADQUARTERS,**

in an open ecosystem  
with our customers and  
employees, as well as  
influencers and talented  
creators.

**MUST-HAVE  
COLLECTIONS**  
and responsible  
capsule collections.



## KIABI BEST-SELLERS

High-quality staples at  
affordable prices



ultra-durable jeans,  
snap-button bodysuits  
to make baby dressing  
easier, reversible jackets  
for a quick style  
change, and more.



# KIABI

En faire toujours plus pour les familles,

# KIABI EXPRESSES ITS IDENTITY

across a variety of formats to meet the  
needs of families and adapt to each  
country's reality



**WHAT WILL BE YOURS?**

INNOVATIVE,  
CONNECTED  
STORES

A “HUMAN-SCALE  
BOUTIQUE” FEEL



AN EVER-GROWING  
NUMBER  
OF SECOND-HAND  
OFFERINGS



CUSTOMIZATION  
AND REPAIR  
WORKSHOPS



“LA VIE EN BLEU,”  
A SPACE  
CREATED  
TO FOSTER  
INTERACTIONS  
AND LEARNING

# A NEW CONCEPT TO BRING BACK THE JOY OF SHOPPING IN-STORE



MORE COLORS

DEDICATED  
SPACES FOR EACH  
AGE GROUP  
babies, kids, teens...



MORE SELF-  
CHECKOUTS



STROLLERS  
AVAILABLE ON  
DEMAND

FAMILY  
FITTING ROOM

SECTIONS  
ORGANIZED  
BY CATEGORY

# KIABI

Toujours plus pour les familles



SALUT

# KIABI IN RETAIL PARKS

Sales surface area  
starting at 8,000 sq feet

**Prime location**  
within the retail park

**Unique shopping experience**  
with services that make family life easier  
(alterations, customization, repairs...)



# AS WELL AS...



offering not only  
our essential clothing  
collection for children,  
but also a unique  
experience with  
fun activities,  
play areas, and more.





AN ADVANCED  
OMNICHANNEL STRATEGY  
for a seamless shopping  
experience

CLICK  
& COLLECT



 *shopify*



E-SHOP

# AN INNOVATIVE AND CONNECTED SHOPPING EXPERIENCE



LIVE SHOPPING

COMMUNITIES



24/7  
LOCKERS



## Omnichannel for the planet

- Beebs by KIABI, a unique omnichannel retail model that is expanding internationally
- An offer that provides easy access to second-hand items online or in-store, via the web or on mobile.
- Customers can trade in their clothes, no matter the brand, and shop second-hand, both online and in-store.

**SECONDE MAIN** by KIABI  
[www.secondemain.kiabi](http://www.secondemain.kiabi)

**Beebs**  
by KIABI

**1.86M**  
items online

**281,498**  
new items  
online

**360,028**  
members

# KIABI WORLDWIDE

KIABI



KIABI worldwide

**647**  
contact points

**40**  
sales  
territories



# YOUR COMPANY IS:

**Open-minded, dynamic,  
energetic and robust**

**Focused on customer  
relationships**  
and team management

**Passionate about fashion**  
and the retail industry

**Open to omnichannel  
development**

**A retail sales expert**  
in your country

**WHAT FOLLOWS WILL  
INTEREST YOU!**





TO SUCCEED,  
WE NEED YOU!



We rely on the synergy of our combined skills:

**YOUR  
IN-DEPTH  
KNOWLEDGE**  
of your local ecosystem

&

**OUR EXPERTISE**

to support you in driving market performance



# TOGETHER, LET'S BUILD A FASHION BRAND

offering a powerful, omnichannel experience that makes life easier for families around the world



## JOIN THE KIABI FAMILY TO BENEFIT FROM OUR EXPERT GUIDANCE, TAILORED TO YOUR NEEDS

# EXPANSION

Receive support as you grow



We help you make the right decisions when choosing locations.

→ *Footfall analysis, capture rates, conversion rates, etc.*

## CONCEPT & LAYOUT

Design a store that fits  
your brand

We guide you every step of the way, from concept to store layout and merchandizing.

→ Performance per square foot,  
energy costs, etc.



# INVENTORY & LOGISTICS

Focus on your business



We tailor your store's inventory to your size, region and sales potential, with automatic restocking.

→ Availability rate, collection or seasonal performance, etc.

# DIGITAL

Stay connected at all times

We support you in launching your e-commerce projects with solutions tailored to your country: Shopify, marketplaces, multi-brand websites, and more.



*Online traffic, multichannel revenue, online sales, etc.*



# DESIGNING OUR COLLECTIONS

Offering our customers the choice of ethical shopping without compromising on style or quality



We encourage our customers to embrace sustainable fashion through our high-quality, diverse collections, including second-hand pieces. Our durable essentials combine style, fresh trends, and affordability to reduce overconsumption.

# MARKETING

Maximize your visibility

Thanks to the marketing power of our brand, we can drive excitement and generate new traffic wherever we open stores.



*NPS, customer satisfaction ratings, brand awareness metrics, etc.*



# TRAINING & WELL-BEING

Train high-performing teams



We implement solutions to develop each team member's skills while ensuring their well-being every day!

- In 2023, **100%** of our countries were certified Great Place to Work, including Great Place to Work Women, Europe, and Global.
- **74%** of our employees say KIABI is a great place to work.
- **46%** of our employees have received training for skill development.

# PERFORMANCE MANAGEMENT

Support at every step

Your dedicated advisor helps you oversee the commercial performance of your stores, and we monitor KPIs at every touchpoint.



# Our latest opening in Abidjan



→ READY TO GROW  
TOGETHER?

