



**INKBOX<sup>®</sup>**

Investor Presentation – 18 January 2022

# TRANSACTION OVERVIEW

Consistent with Horizon Plan Use of Cash Policy

- ✓ Acquisition of 100% of INKBOX
- ✓ 65 million USD upfront payment (57 million euros)
  - Deferred consideration determined by INKBOX's future sales growth and profitability
- ✓ Closing expected in Q1 2022

# INKBOX<sup>®</sup>

REDEFINING SELF EXPRESSION FOR THE NEXT GENERATION



SELF EXPRESSION HAS BEEN A PART OF THE HUMAN EXPERIENCE SINCE THE BEGINNING OF TIME

...ON **ROCKS**



...ON **PAPER**

SELF EXPRESSION HAS BEEN A PART OF THE HUMAN EXPERIENCE SINCE THE BEGINNING OF TIME



... AND ON **SKIN**

TODAY, CONSUMERS ATTITUDES ARE EVOLVING QUICKLY...

Creativity

Individuality

Authenticity

Sustainability

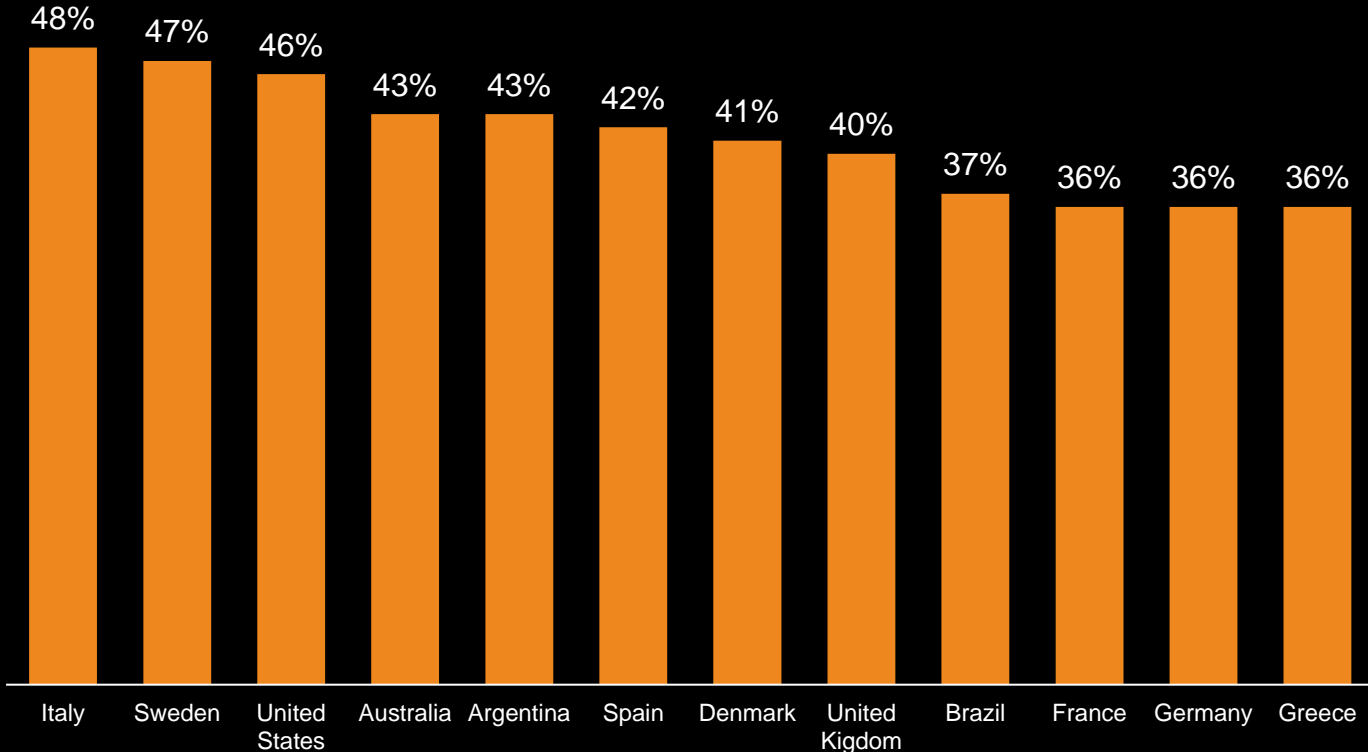
Self-Expression

Fluidity

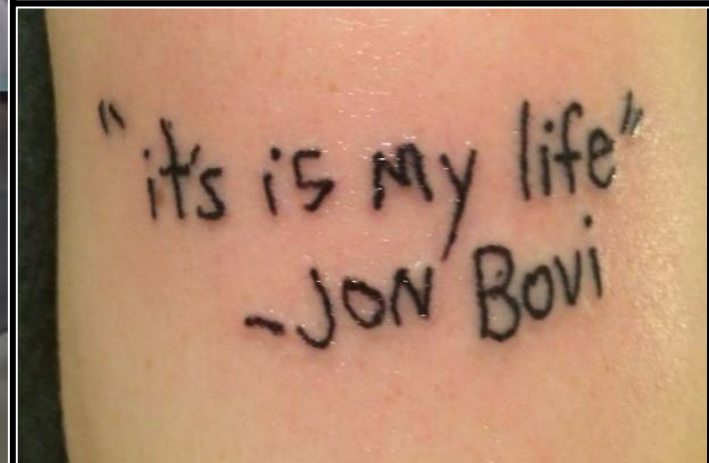


# ... AND THE BODY IS BECOMING A CANVAS FOR CREATIVITY AND SELF-EXPRESSION

« *Have at least one tattoo* »



ALTHOUGH PERMANENT TATTOOS ARE AN ANCESTRAL MEANS OF SELF EXPRESSION...

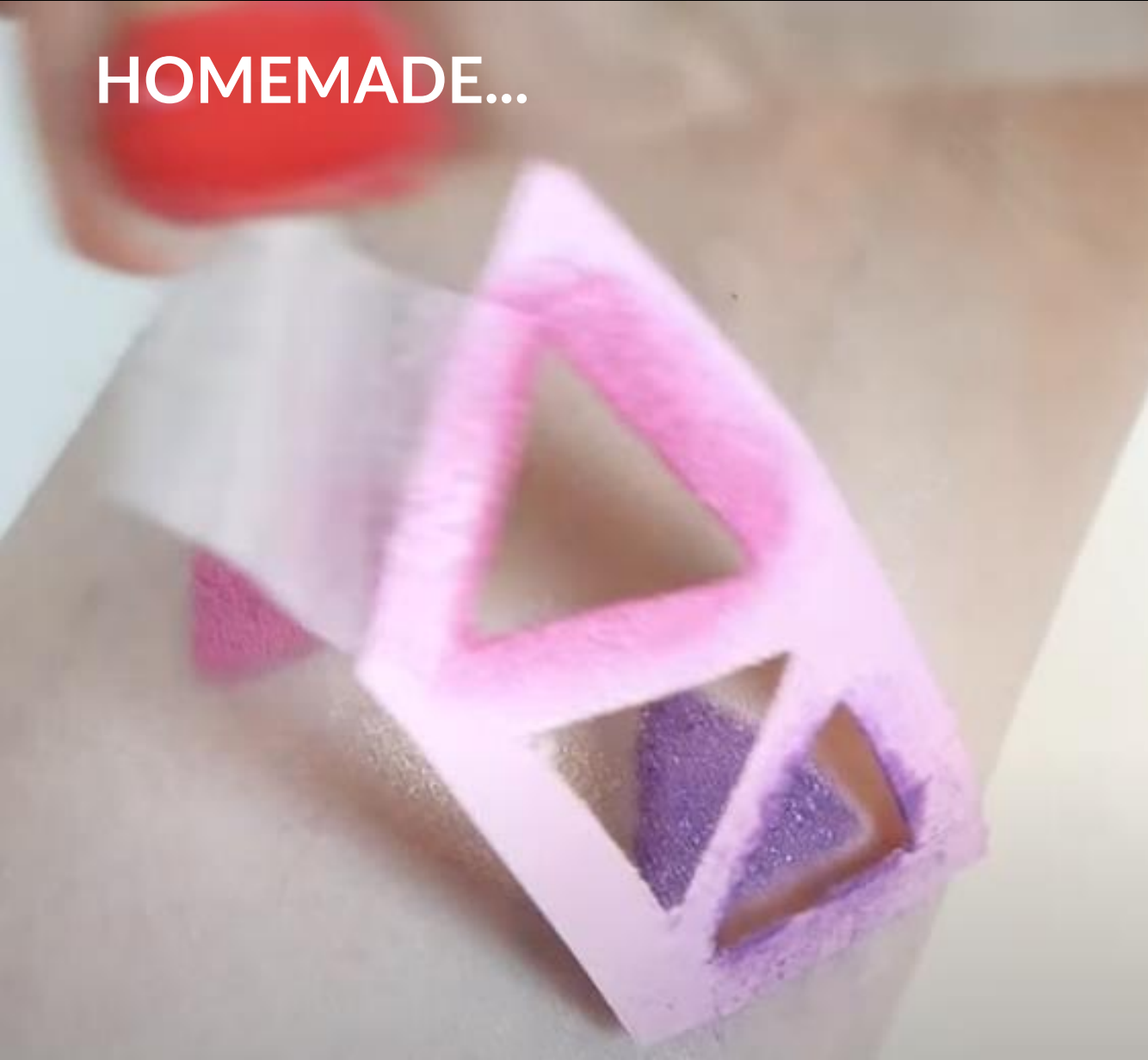


... THEY REMAIN LIFETIME CHOICES . . .



# TEMPORARY TATTOOING SOLUTIONS EXIST

HOMEMADE...



...OR POOR QUALITY

# INKBOX<sup>•</sup>

## 2015 - TWO BROTHERS AND A VISION



REIMAGINE TATTOOS TO UNLOCK THE BODY  
AS A CANVAS FOR CREATIVITY, AND REDEFINE  
SELF-EXPRESSION FOR THE NEXT GENERATION

# INKBOX<sup>•</sup>

## 2021 - SETTING THE STANDARDS FOR THE SEMI-PERMANENT TATTOO MARKET

154 employees

Patented plant-based skin-safe  
ink formula

Made-to-Order DTC business model  
Vertically integrated supply-chain

> 60% Gross Profit Margin

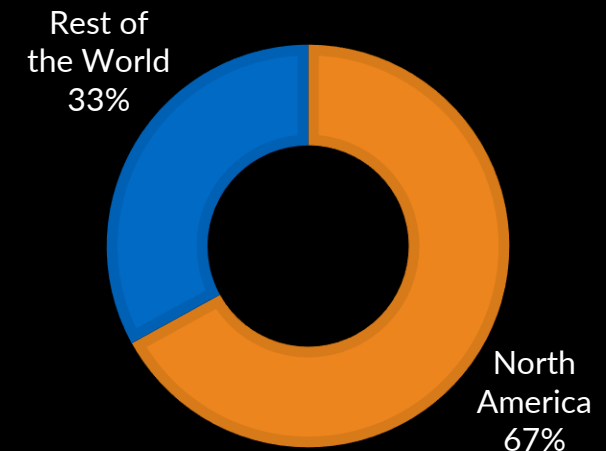
Net Revenues (est.)

**27M USD**

2019-2021 CAGR

**+44%**

Breakdown by Geography



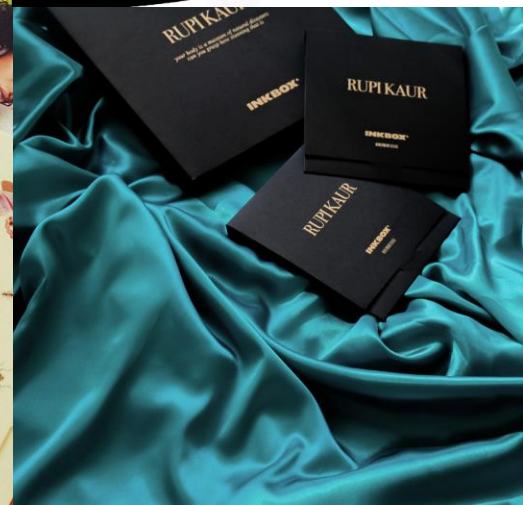
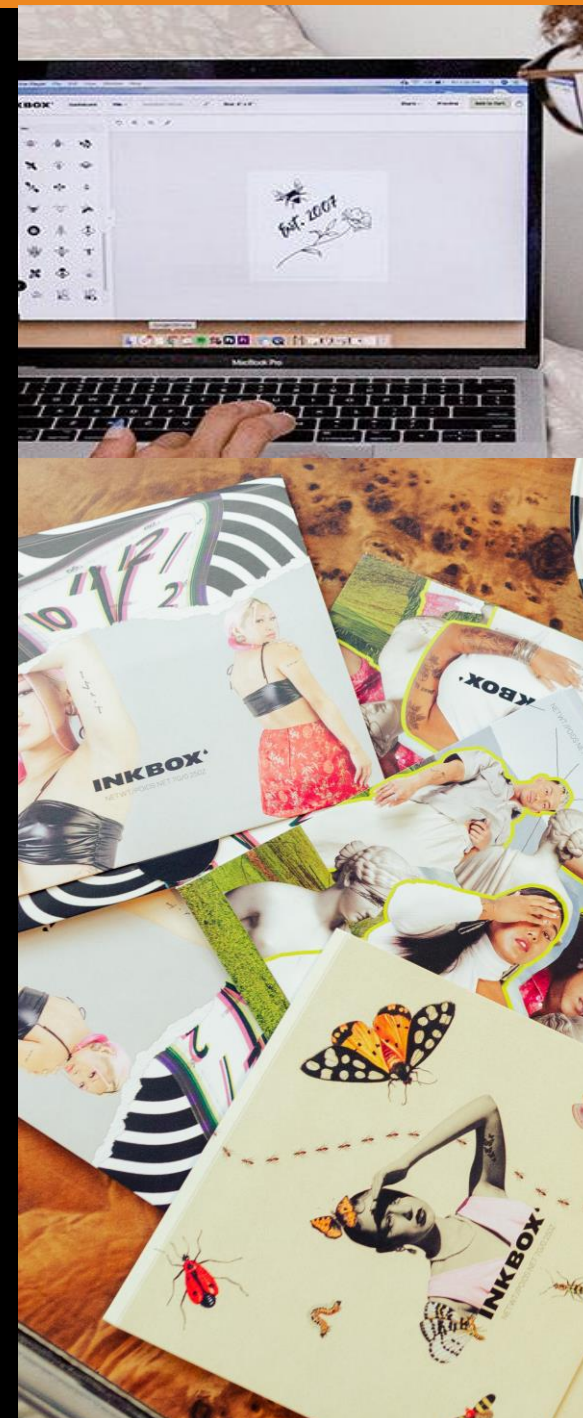
# A UNIQUE PRODUCT OFFERING ...

A catalog of **10,000+ tattoos** designed by a community of Tattoo artists

**Self-designed tattoos** via custom online software

**Freehand Tattoo Marker** launched in September 2021

An **online subscription offer** to be launched in 2022



# SIMPLE AND EASY TO APPLY

**Develops over 24h** as the plant-based ink reacts with the proteins and collagen in the skin

**Last up to 2 weeks**, then gradually fade as the skin exfoliates

**Waterproof**



# 800,000 ACTIVE CUSTOMERS<sup>1</sup>

Today, mostly **Generation Z and Millennials** females looking for products that highlight who they are, and match with what they think



25%



75%

Fashion — Beauty — Travel — Creative Expression

<sup>1</sup>: Last 24 months



800,000 ACTIVE  
CUSTOMERS<sup>1</sup>

**Tomorrow, anyone** willing to  
express itself through its body... **without**  
**any commitment**

<sup>1</sup>: Last 24 months



# A UNIQUE DIGITAL AND SOCIAL MEDIA ENGAGEMENT STRATEGY

**1.5 million**  
Instagram followers

**20K+**  
5-Star Reviews

12<sup>th</sup> largest **beauty brand** on Tiktok

**4.4/5**  
average star rating

**21.4 million**  
visitors on  
INKBOX.com

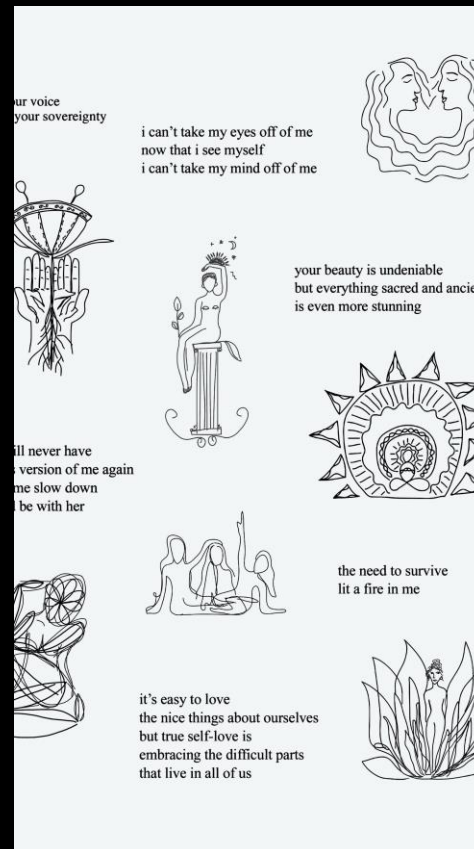




# EXCLUSIVE PARTNERSHIPS WITH RECOGNIZED INTERNATIONAL ARTISTS

Exclusive Collections, including

- Officially licensed collection by **BTS** K-Pop Group
- Creative Collaboration with the Canadian “Instapoet” **Rupi Kaur**
- Collaboration with the estate of **Jean Michel Basquiat**





**INKBOX'**

**A FURTHER STEP IN BIC'S TRANSFORMATION INTO  
A FAST-MOVING CONSUMER-CENTRIC COMPANY**

# HORIZON PLAN

Reframing Historical Categories to Accelerate Growth

Stationery



Human Expression



Lighters



Flame For Life



Shavers



Blade Excellence



# HUMAN EXPRESSION

Beyond traditional writing to meet changing consumer habits and accelerate growth

## Core Stationery



## Creative Expression



## Digital Expression



ROCKETBOOK



# HUMAN EXPRESSION

A vibrant and innovative portfolio of Consumer brands

## Core Stationery



## Creative Expression



## Digital Expression



ROCKETBOOK



# SKIN CREATIVE

Addressing consumer desires to express themselves on their body



**ENTERTAINING  
BEAUTY**

**CELEBRATION**

**AFFIRMATION  
STATEMENT**

**AFFILIATION**

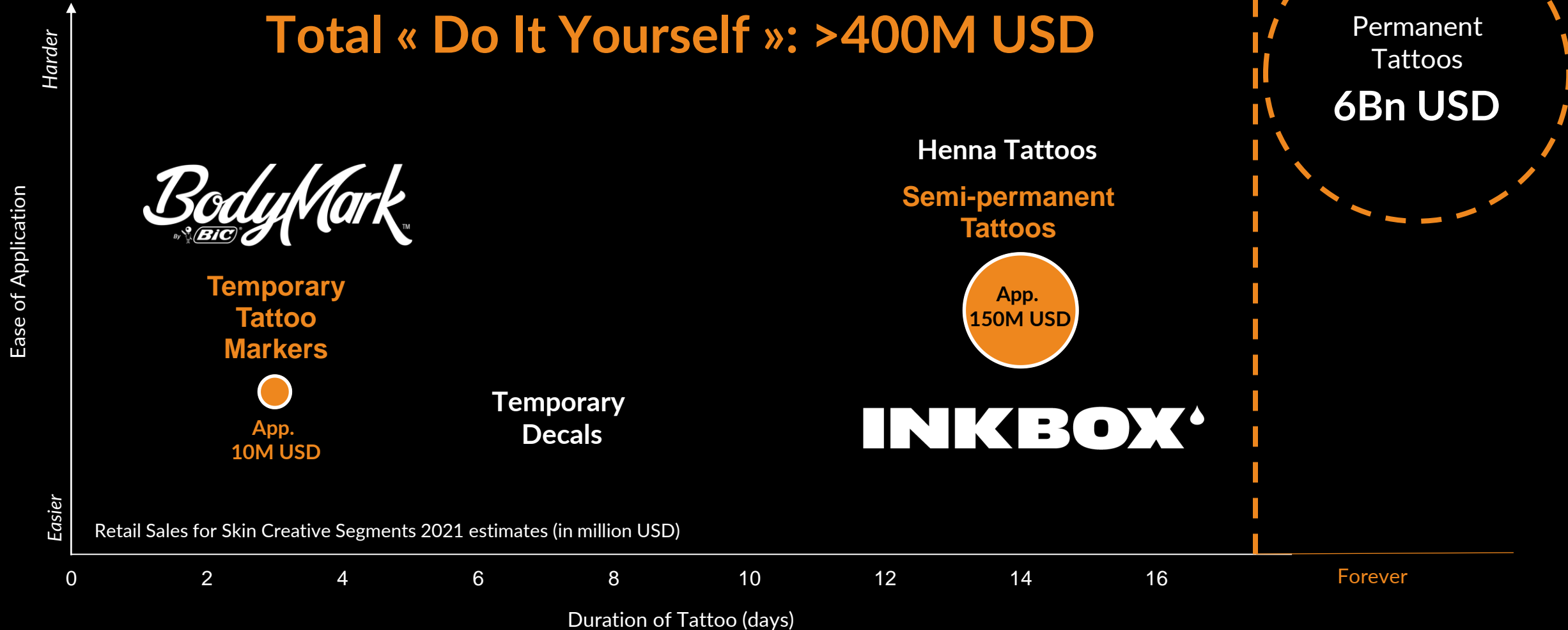
**FUN**



# SKIN CREATIVE

Global Market Today (est.)

Total « Do It Yourself »: >400M USD



# DO-IT-YOURSELF SKIN CREATIVE

Global Market in 10 years (est.)

2021

>400M  
USD (est.)  
Total  
market

- ✓ Increased awareness
- ✓ Innovation: Products & Services
- ✓ New Brands
- ✓ Continuous enhancement of product quality
- ✓ Expansion in the beauty space

2031

Total market  
1.5Bn USD (est.)



Semi-permanent  
Tattoos  
490M USD  
+13% CAGR



Temporary Tattoos  
Markers  
120M USD  
+25% CAGR



# BIC'S POSITIONS IN SKIN CREATIVE TODAY

← Self-applied at home or on the go			Requires professional application in studio →			
Temporary Tattoo Marker	Temporary Decal	Henna	Semi-perm Tattoo	Semi-perm Studio Applied Tattoos	Permanent Makeup	Permanent Tattoo
3 days	7 days	14 days	14 days	9-15 months	1-2 years	Forever
Free-hand & stamp	Set design, uses water	Free-hand	Free-hand & Set design	Free-hand - needle	Free-hand - needle	Free-hand - needle
 	 	 	 	 	 	 

# A COMPELLING ACQUISITION CONSISTENT WITH BIC'S HORIZON PLAN



The leading Creative Skin platform for the next generation consumers

# INKBOX<sup>®</sup>

Global  
Omnichannel  
Distribution

Expert Marketing  
Teams

Manufacturing  
Expertise



Innovative  
Products

Direct to  
Consumer  
Capabilities

Loyal and Engaged  
Consumer Base

# FORWARD LOOKING STATEMENT

This document contains certain forward-looking statements concerning SOCIETE BIC. Such forward-looking statements represent trends or objectives and cannot be construed as constituting forecasts regarding the future SOCIETE BIC's results or any other performance indicator. Forward-looking statements in this document include, but are not limited to, financial projections and estimates and their underlying assumptions.

Although BIC believes its expectations are based on reasonable assumptions, investors are cautioned that these forward-looking statements are subject to numerous various risks, whether known or unknown, and uncertainties and other factors, including currency fluctuations, the ongoing global impact of the COVID-19 pandemic, all of which may be beyond BIC's control and could cause actual results to differ materially from those anticipated in these forward-looking statements. A description of the risks borne by BIC appears in the section, "Risks" in BIC's 2020 Universal Registration Document filed with the French financial markets authority (AMF) on April 1<sup>st</sup>, 2021. Any information relating to past performance contained herein is not a guarantee of future performance. Nothing herein should be construed as an investment recommendation.



**INKBOX<sup>®</sup>**