

The future
of health
and beauty

NOTINO

OUR VISION

In **personalized, inspiring and simple** form we always offer a wide range of products for the customer's health and beauty.

Thanks to the **mobile application**, we can offer all the benefits wherever the customer meets us.

We are able to deliver the customer's product in European capitals within **2 hours of ordering**.



NOTINO

1,2

B € revenue

1

B visits

25

M Orders

25

M customers

150

M product sold

17

M sent samples

24

engaging beauty stores

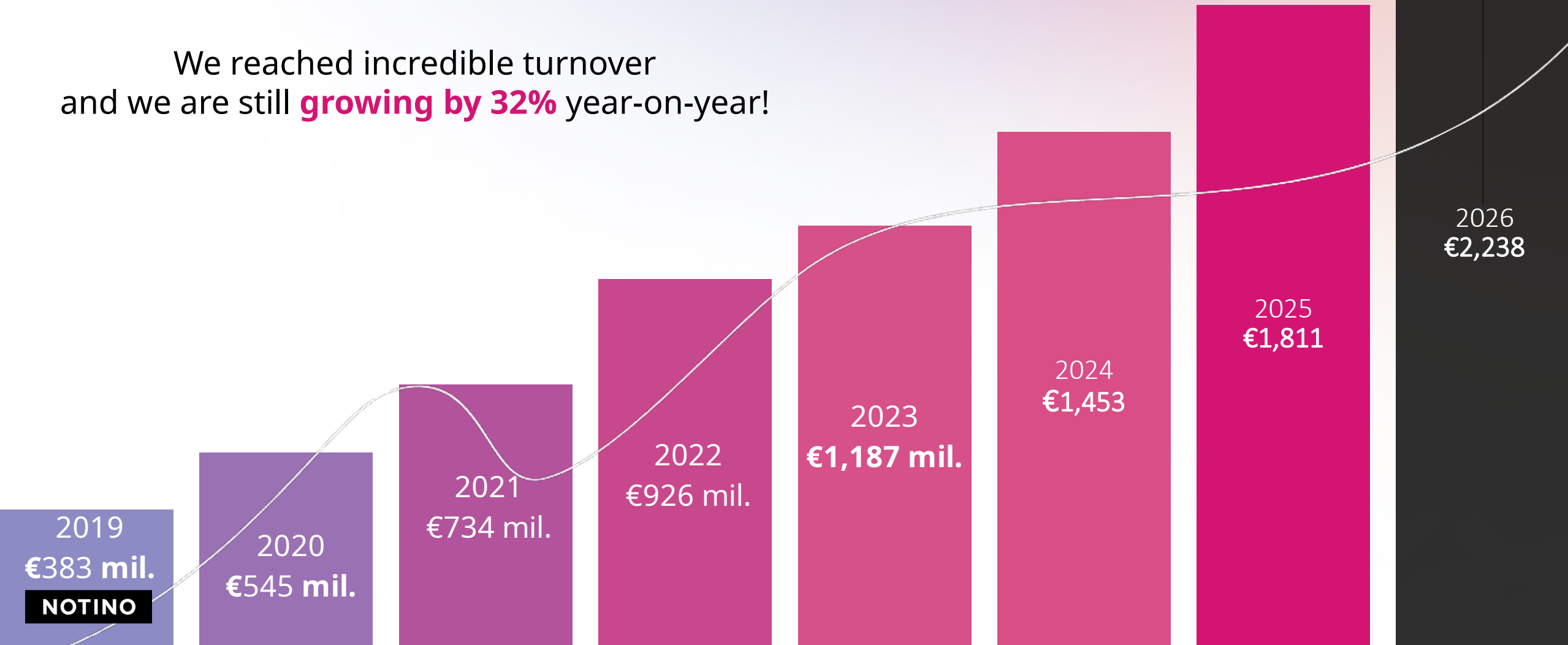
83

% NPS

- 
- | | | | |
|------|---------------|------|-------------|
| 2004 | Czechia | 2017 | Greece |
| 2005 | Slovakia | 2019 | Switzerland |
| 2006 | Poland | 2021 | Ireland |
| 2007 | Germany | 2021 | Latvia |
| 2007 | Austria | 2021 | Lithuania |
| 2008 | Hungary | 2021 | Estonia |
| 2009 | Romania | | |
| 2010 | Ukraine | | |
| 2012 | Bulgaria | | |
| 2013 | Slovenia | | |
| 2013 | Spain | | |
| 2014 | Portugal | | |
| 2015 | Great Britain | | |
| 2017 | Belgium | | |
| 2017 | Croatia | | |
| 2017 | Denmark | | |
| 2017 | Finland | | |
| 2017 | France | | |
| 2017 | Italy | | |
| 2017 | Netherlands | | |
| 2017 | Sweden | | |

TURNOVER

We reached incredible turnover
and we are still **growing by 32%** year-on-year!



LUXURY EXPERIENCE & INNOVATIONS

FRAGRANCE FINDER

To recommend fragrance which will be liked and become a fragrance expert.



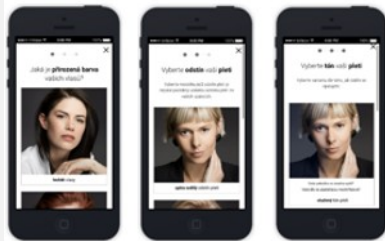
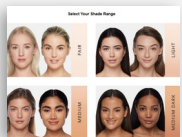
PERSONALIZATION

To offer customer a personalized experience



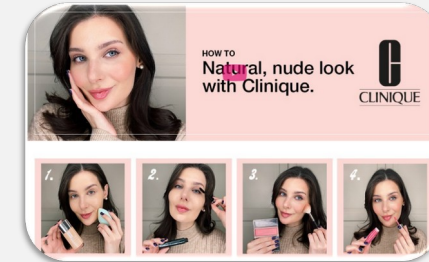
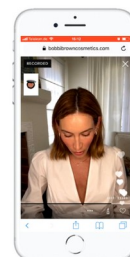
SHADE FINDER

To help with the selection.

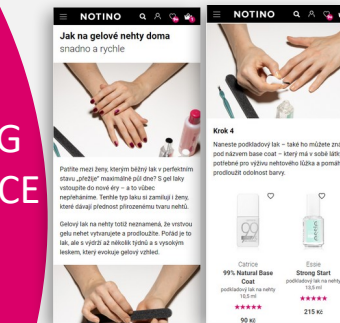


LIVE STREAMS/ MASTERCLASSES

To inspire, educate and help customer. Live streams help to build new channels for selling.

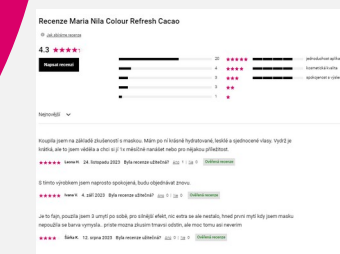


GET THE LOOK



TUTORIALS & MICROSITES/ VIDEOS /CHAT-BOT

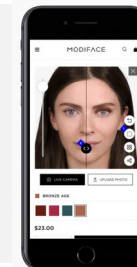
To become a beauty expert who is able to explain the customers how to use beauty products properly



RATINGS & REVIEWS

To help the consumer with product selection by extension of product experiences from other customers.

FOCUS ON INCREASING!!

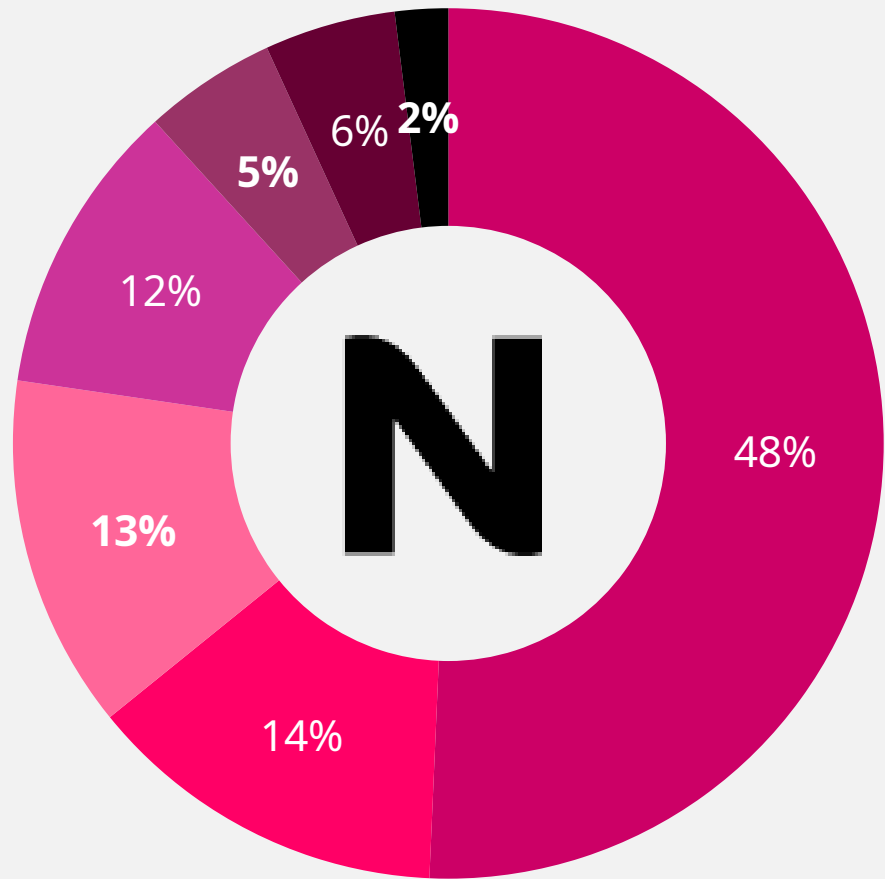


VIRTUAL TRY ON

To inspire and help customers with online purchase of makeup, hair, nail skin products

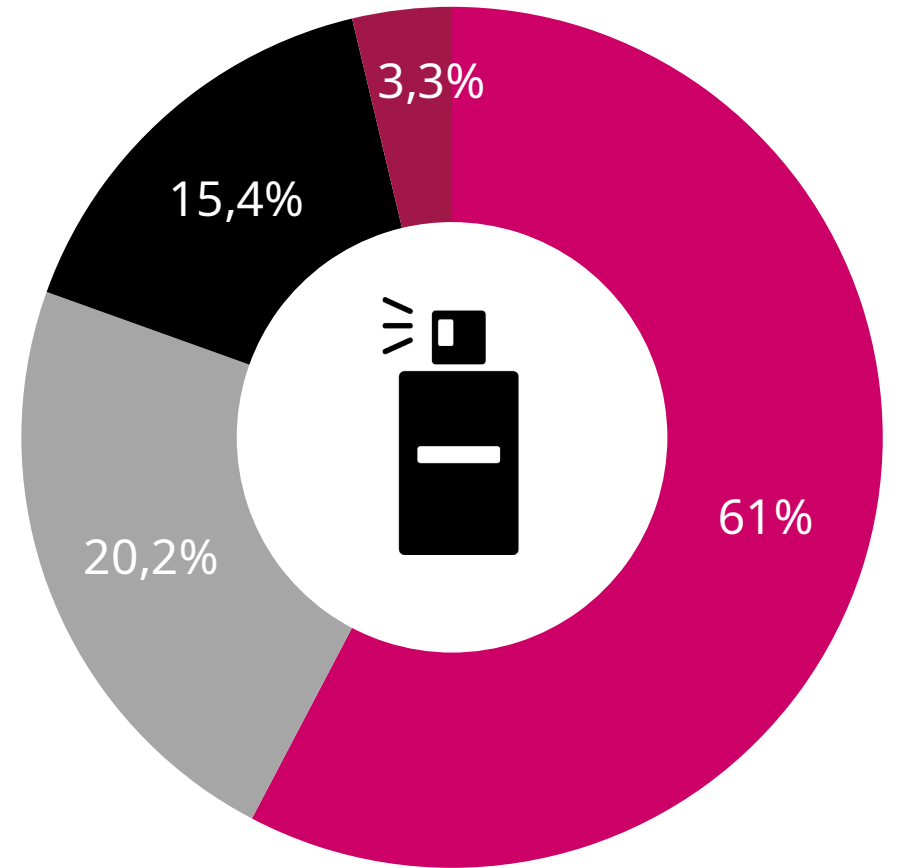


NOTINO CATEGORY SHARE



■ Perfumes ■ Skin ■ Hair ■ Makeup ■ Others ■ Body ■ Men

FRAGRANCE MARKET TYPE SHARE



■ Selective ■ Luxury ■ Niche ■ Mass Market



**Stay
For
More
Surprises.**

NOTINO

COMPANY PROFILE

All Data 2023



OUR JOURNEY

2004 Our company was **established** as parfums.cz

2016 **Parfums.cz** was rebranded as **Notino**, focusing on fragrance and beauty

2017

Notino's **biggest expansion** in one year
Belgium, Croatia, Denmark, Finland, France, Italy, Netherlands, Sweden and Greece

2023

27 markets
24 million customers
2 700 brands
2 123 432 followers on IG and FB
IG engagement **0,14%**, FB **0,19%**

Notino expanded globally across Europe

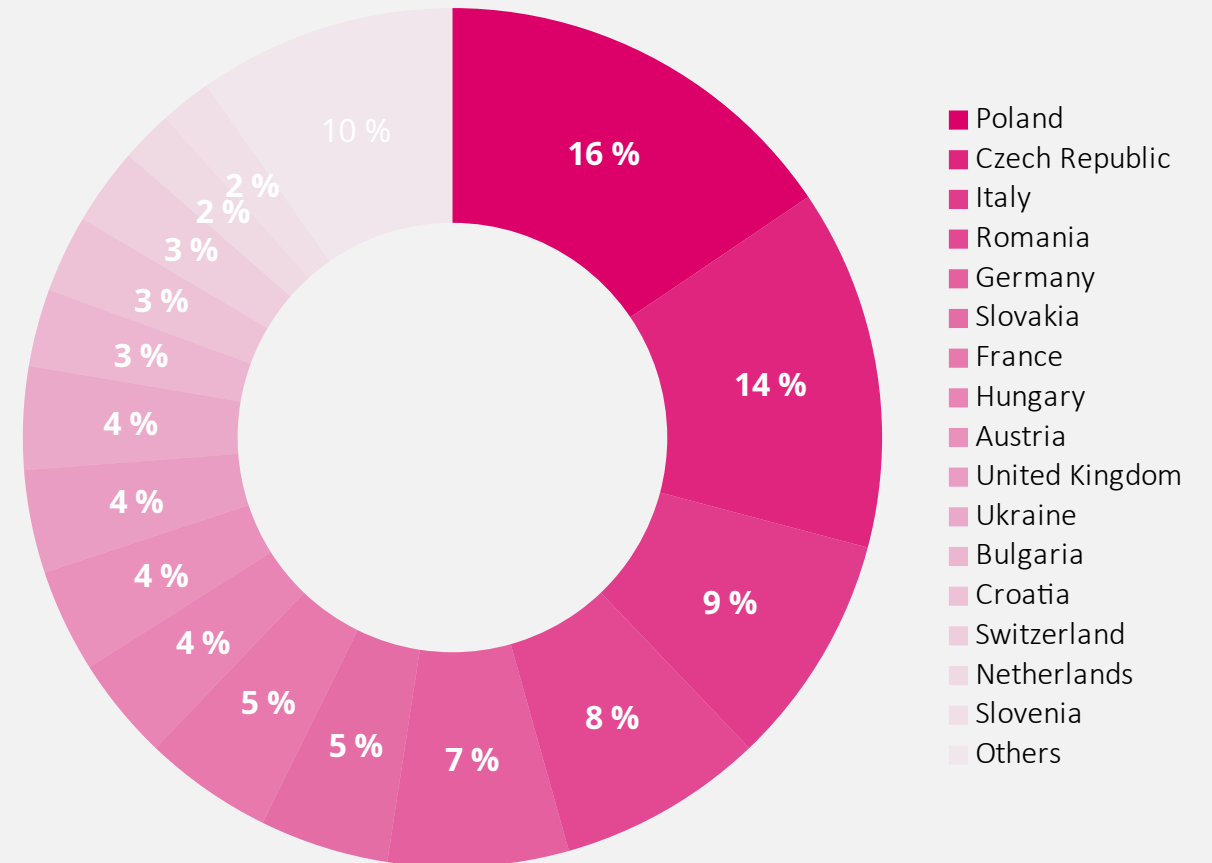
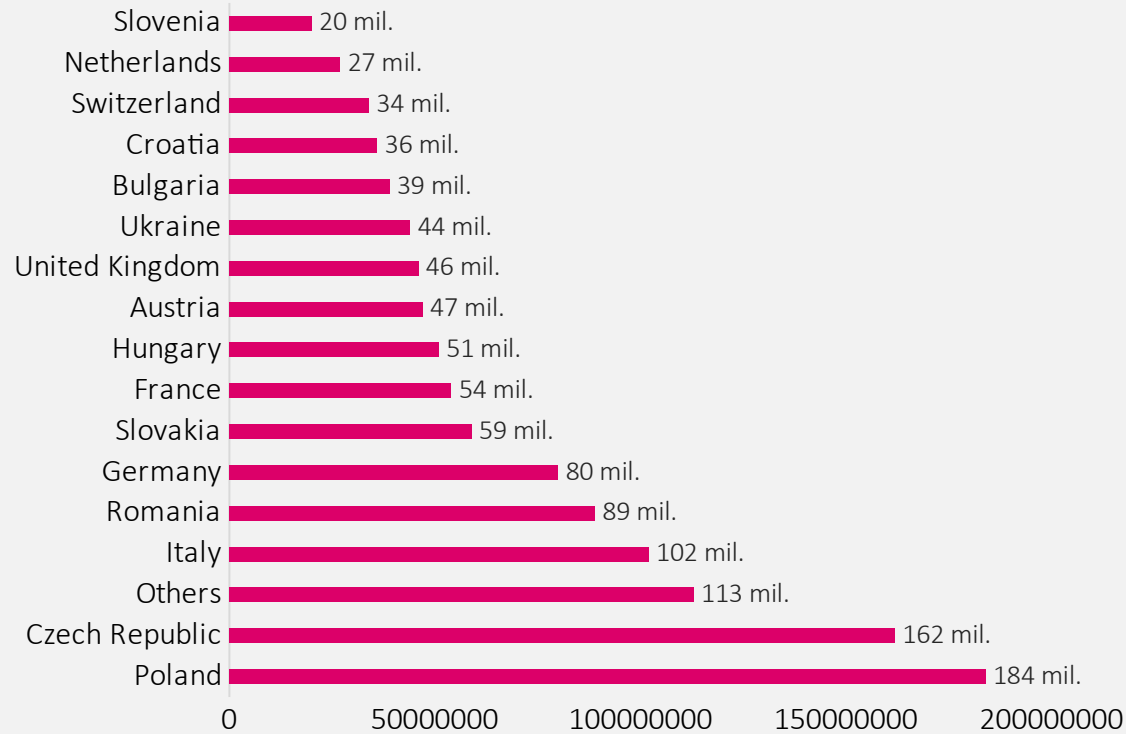
NOTINO



TURNOVER BY COUNTRY

2023

1 187 000 000 €



EXPANSION

DISTRIBUTION CENTERS

CZECH REPUBLIC

Main warehouse and second warehouse

ROMANIA

Distribution started in September 2020

ITALY

Distribution started in May 2023

POLAND

New logistics warehouse opening in mid-2024
28,000 sqm warehouse in Łódź

POWER TO DELIVER

400M € average stock value
270k + orders processed daily during the 2023 peak season



FUN FACTS

NOTINO'S ORIGIN

Our name Notino doesn't really mean anything.
It is a neutral name in all languages across the world.

DIVERSE CATALOGUE

We offer over **100 000** beauty products from more than **2 700** brands.

In 2023, our customers ordered **over 150 million** products.



4,95

products sold every second

BEST SELLERS OF 2023

Calvin Klein Eternity

The Ordinary Niacinamide 10% + Zinc 1%

OUR CUSTOMERS SHOPPING CART



46 %



14 %



12 %



11 %



10 %



5 %



2 %

■ Řada 1

OUR PROMISE

Make every customer's life
easier and more interesting not
only in shopping.

IMPRESSIVE GROWTH

In 2023, we achieved **28 %**
year-over-year growth in
turnover.

NOTINO



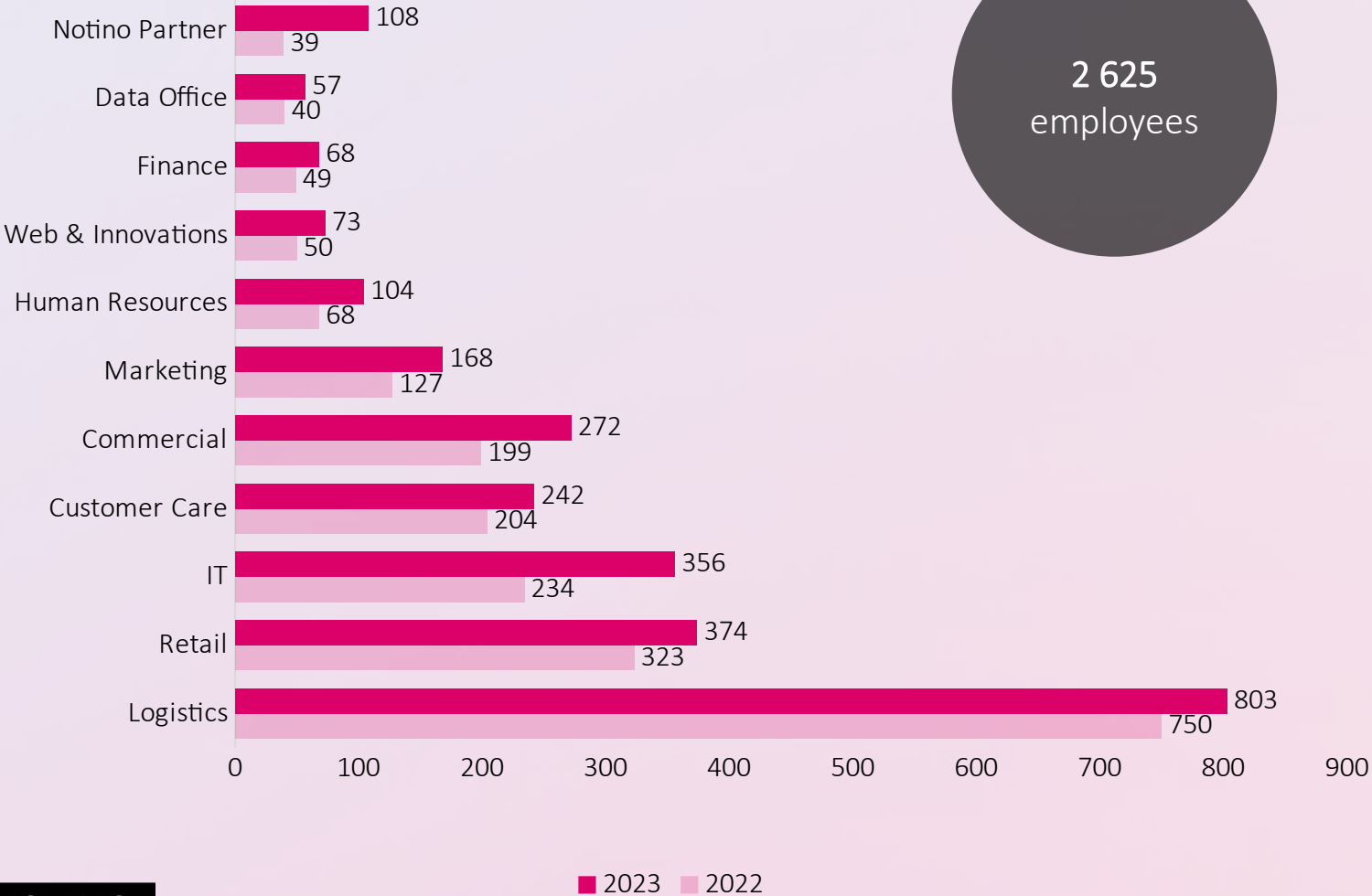
CUSTOMER LOYALTY

Over **24 million** loyal
customers trust us with their
beauty needs.

Our NPS is **83%**

NOTINO PEOPLE

2 625
employees





CHWILE SPĘDZONE RAZEM
TO NAJPIĘKNIEJSZY PREZENT.
WESÓLYCH ŚWIĄT

Y DLA KOBIECI

MARC JACOBS
PACO RABANNE
DOLCE & GABBANA
CAROLINA HERRERA
CHLOÉ
NOTINO POLECA

LANCÔME

La vie est belle

25

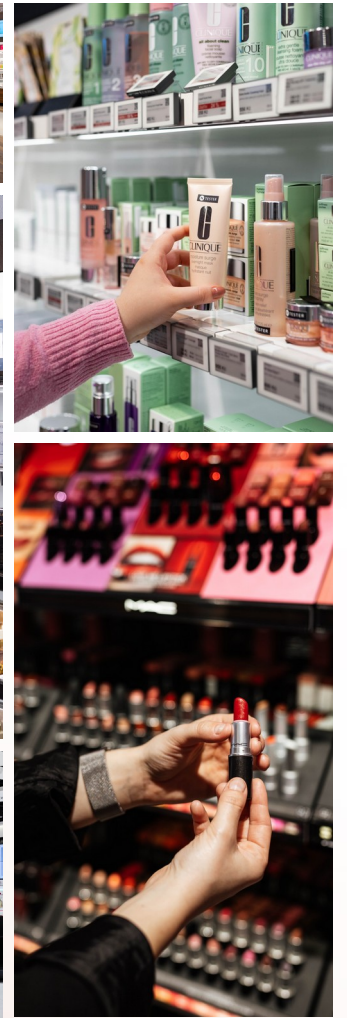
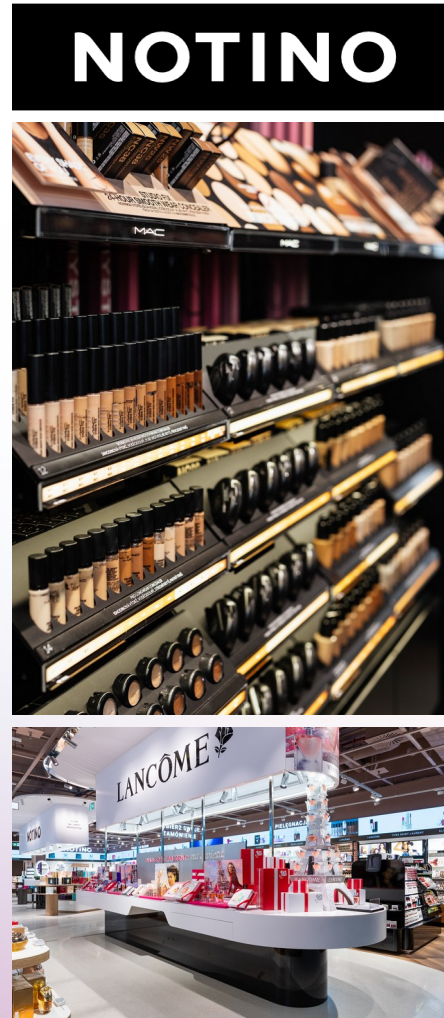
ENGAGING PLACES OF BEAUTY

Our customers can have the ultimate beauty experience in our stores. Thanks to the modern technologies, innovative services and expert personnel to help you choose the best products tailored to your needs, broad range of fragrances, skin care, hair care and make-up, our stores fulfil all your beauty fantasies.

NOTINO

BRICK & MORTAR

Notino vision is to have up to 50 innovative & modern B&M stores at **strategic** places across Europe.



LVMH

COTY
BEAUTY, LIBERATED

L'ORÉAL

PUIG

ESTÉE
LAUDER
COMPANIES

SHISEIDO

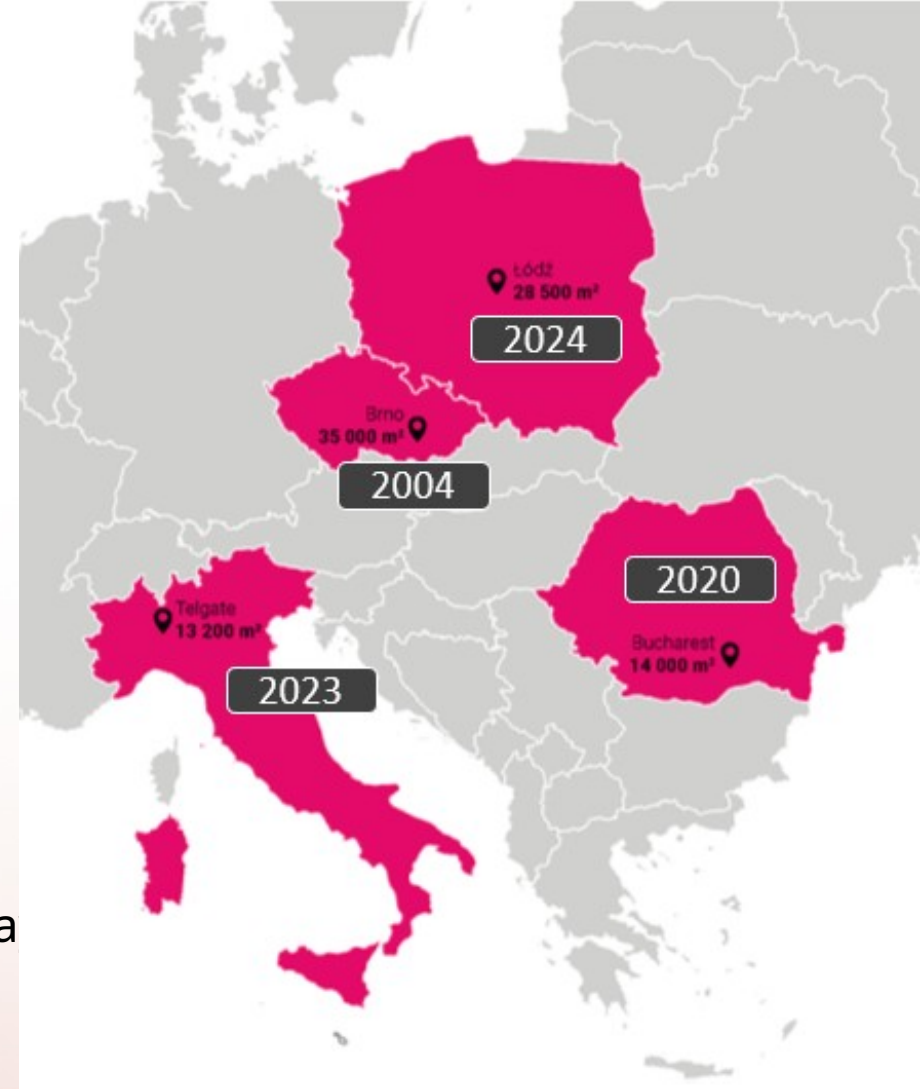
NOTINO

LOGISTICS



LOGISTICS IN FIGURES

- / **27** countries
- / **2,500+** employees (off peak)
- / **120 000** SKU's
- / **90 000** m² (rented storage space)
- / **1 billion** EUR turnover
- / **2,8** days average delivery time (including weekends and bank holidays)
- / **45** EUR AOV (average order value)
- / **4** pieces in one order
- / **5** distribution centers





**The Largest
Notino
Warehouse
in Poland**

28 500 m²



SOME OF OUR TECHNOLOGIES AND AUTOMATION

35
VNA trucks

Sorter
8 000
boxes per hour

1 128 906
Box locations
in DC Brno





Automated
Transfer of
Pallets
320 pallets/day
(two-shift
operation)



Automated
Packing lines



Today is Yours.
Feel Good.