



yamamay

The background features a solid red field with several large, overlapping, semi-transparent pink chevron shapes pointing downwards. Centered on the page is the text "01. BRAND" in a white, bold, sans-serif font.

01. BRAND

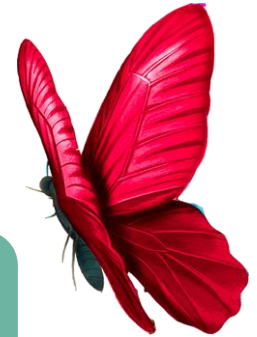
A Name, a Symbol of our Journey

Our name is inspired by the Japanese silkworm, *bombix Yamamay*, known for producing **high-quality silk** and transforming into a stunning butterfly.

It represents:

Transformation

Natural Beauty



Originating in Japan's pristine high hills, this creature embodies the luxury of time, a **journey into elegance** and **enchantment** and **beauty**.

The Core of Yamamay's Product

BEAUTY



- ✂ Promotes an **inclusive** vision of beauty **beyond stereotypes**
- ✂ Every garment reflects the **authenticity** and **natural beauty** of all customers

QUALITY



- ✂ Celebrates the **diversity** of all body types, focusing on **longevity**, **attention to details** and **superior materials**

INNOVATION



- ✂ Delivers trendy, affordable and **high-quality products**
- ✂ Combines **modernity**, **performance** and **sustainability** for wide accessibility

SUSTAINABILITY



- ✂ **Eco-friendly materials** and responsible production
- ✂ Investments in **sustainable innovation**

Yamamay Business Model

STAFF SERVICES PLATFORM

- ✂ Finance & Accounting
- ✂ Logistics & Procurement

- ✂ Legal
- ✂ Human Resources

- ✂ Information Technology
- ✂ Infrastructure

- ✂ Customer Service

PRIMARY PROCESSES

Product

- ✂ Unique Italian highly-fashionable yet functional style
- ✂ In-house R&D and Innovation
- ✂ In-house design, modelling and engineering on the PLM platform
- ✂ Italian quality control and manufacturing standards guidelines

Brand

- ✂ Strong brand awareness
- ✂ "Made in" disclosure
- ✂ High marketing investments
- ✂ Testimonials of international fame
- ✂ Digital Ambassadors
- ✂ Sponsorships

Sourcing

- ✂ Raw materials purchase
- ✂ Third parties global sourcing
- ✂ Flexibility and wide products range
- ✂ Directly owned sourcing control platform in China, Hong Kong, Vietnam and Bangladesh
- ✂ Best option to optimise quality/cost ratio

Distribution

- ✂ Distribution HUB in Rescaldina
- ✂ High number of collections
- ✂ High number of replenishment, up to 3 per week
- ✂ High number of products offered (thousands of SKU)
- ✂ New deliveries every week

Stores

- ✂ Focus on mono brand stores
- ✂ Priority on franchisees
- ✂ Capillary presence in Italy
- ✂ Growing presence in foreign countries
- ✂ Flexibility in achieving partnerships with top international fashion retailers

Online

- ✂ Yamamay e-commerce
- ✂ Third-parties marketplace

SUSTAINABILITY

- ✂ Eco-Design and circularity

- ✂ Purpose
- ✂ Transparent Communication

- ✂ Traceability and audit
- ✂ Sustainable Raw Materials
- ✂ Product certification
- ✂ CO2 reduction (scope 3)

- ✂ EPR
- ✂ ISO 45001 certification
- ✂ CO2 reduction (scope 2, 3)
- ✂ Sustainable packaging

yamayay

yamayay
MAN

yamayay
SPORT



Insourced



Outsourced

Brand in 2024



€ **232** M

Retail Sales



€ **143** M

Turnover



13.3 M

Pieces Sold



4.9 M

Issued Tickets



€ **5.000**

Sales per SQM



2.7

Avg Pieces / Cart



€ **47**

Avg Ticket



18 %

Avg Conversion
Rate



908

Employees



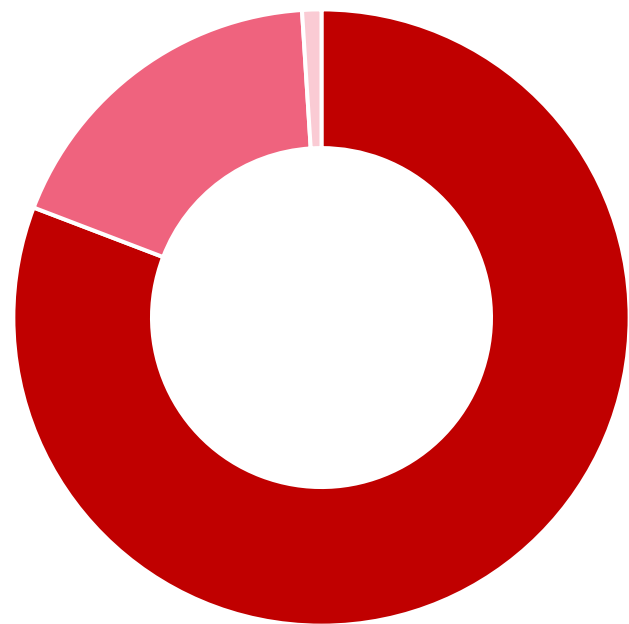
93 %

Female Employees

Data as at 31 December 2024

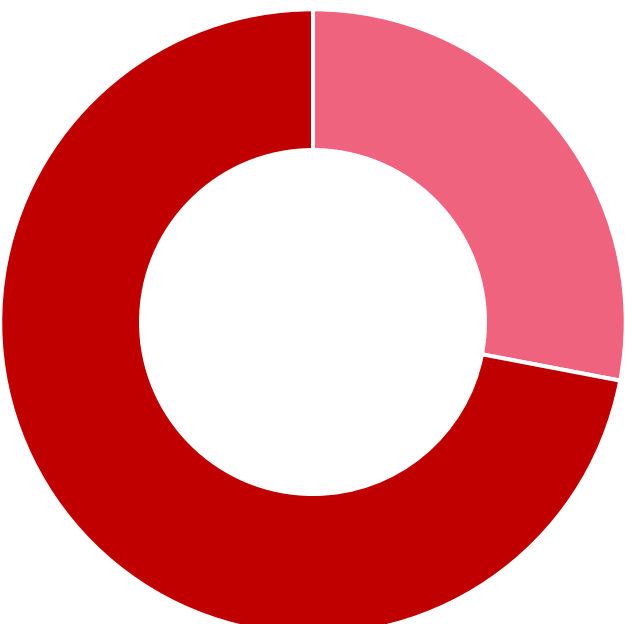
Ideal Merchandising Mix

CUSTOMER SEGMENT



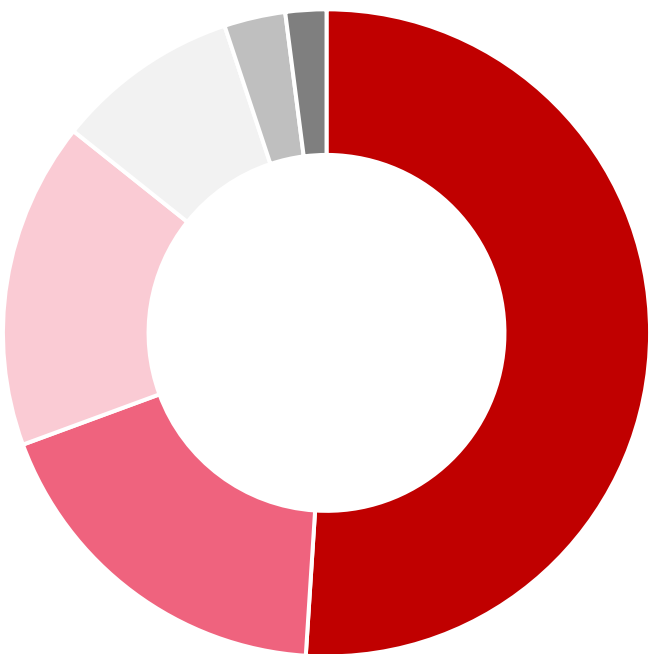
■ Woman ■ Man ■ Kids

COLLECTION TYPE



■ Basic ■ Fashion

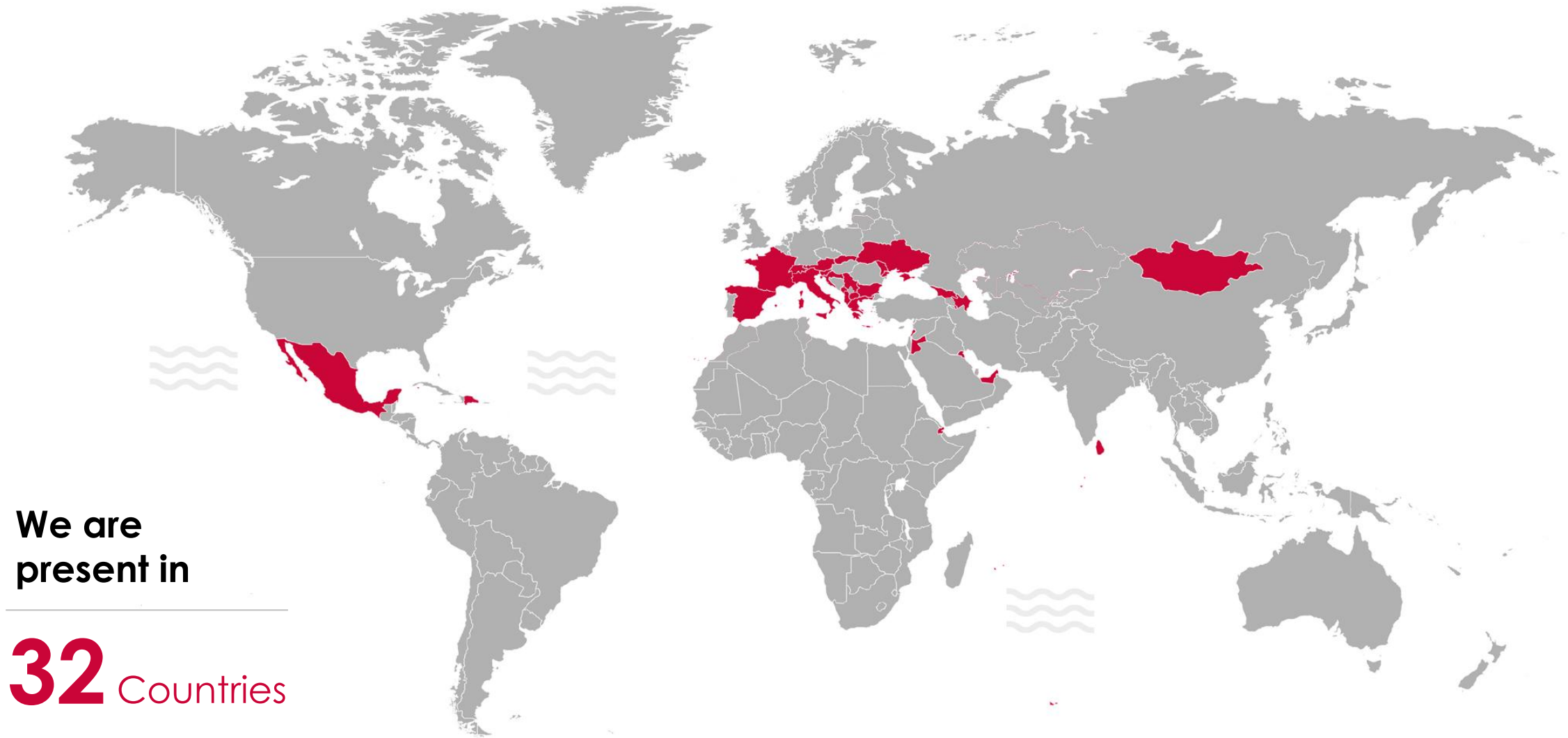
PRODUCT TYPE



■ Underwear ■ Beachwear ■ Pijamas
■ Clothing ■ Accessories ■ Socks

Geographical Distribution

Yamamay Stores Network



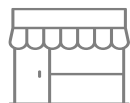
We are
present in

32 Countries

Yamamay - Italy and Worldwide



32 Countries



608 Shops

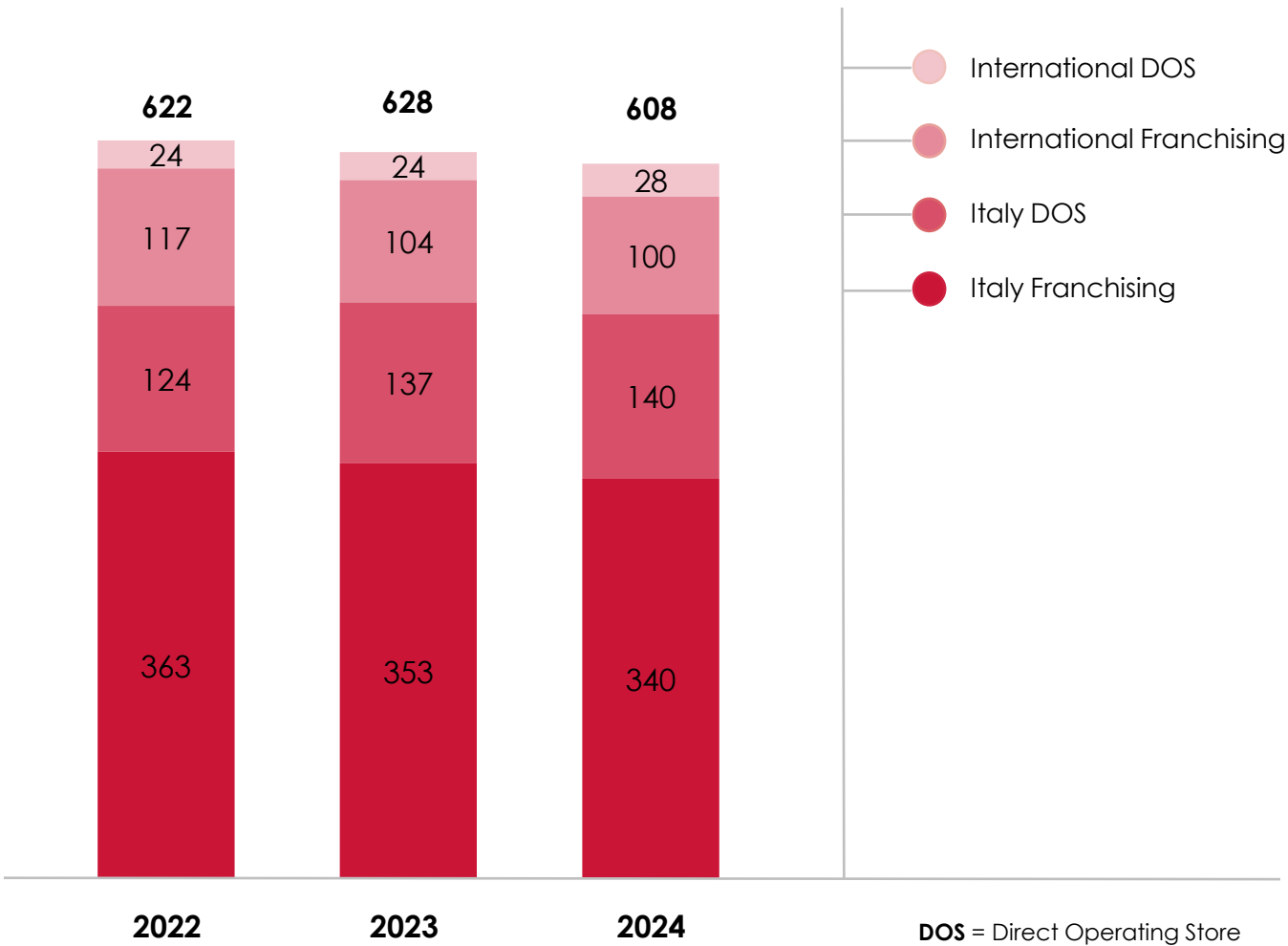
480 Italy
128 Abroad



11 Countries with Online-shop



24 Marketplace



Data as at 31 December 2024



Stores Differentiation

Yamamay Stores Differentiation

STANDARD CONCEPT

- 80 sqm location
- 90% dedicated to woman + 10% to man (with no dedicated furniture)
- Suitable for high traffic and touristic locations

MAN-STAND ALONE

- 50 sqm location
- Possibly located close to an already existing Yamamay Store

WOMAN + MAN CORNER

- 100 sqm location
- Space optimization
- Shared areas such as cash desk or changing rooms

DOUBLE ENTRANCE

- 120-150 sqm location
- Ideal to maximize the availability of a bigger location
- Integrated shopping experience to upgrade and boost the cross-selling purpose



New Concept Store

Starting from **March 2025**, Yamamay launched a New Concept Store:

INTERIOR DESIGN AND ATMOSPHERE

- Natural and tactile feel throughout the furniture and materials
- Stone-effect floors, warm wood elements, satin metal displays
- Soft, refined wall textures for a cozy and welcoming mood

MODERN TOUCHES

- 3D “Y” logo features
- Illuminated totems to highlight products
- High-tech LED walls as visual focal points
- Relax corner with 3D-printed table and designer armchair



The background features a solid red field with several large, overlapping, semi-transparent pink triangles pointing downwards, creating a layered geometric effect.

02. CSR INSTITUTIONAL FRAMEWORK

EU Legislation on Sustainability

Impact on
Yamamay



**Eco-design and
Digital Product
Passport**



**Extended
Producer
Responsibility
(EPR)**



Waste Shipment



**Green Claims
and Textile
Labelling**



Green Public
Procurement



Waste Legislation



**Corporate
Sustainability Due
Diligence Directive
(CSDDD)**



**Corporate
Sustainability
Reporting Directive
(CSRD)**



**Industrial
Emissions**



Sustainable
Finance
(Taxonomy)



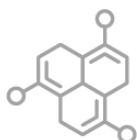
Microplastics



PFAS



Skin Sensitisers



Bisphenols



REACH Revision

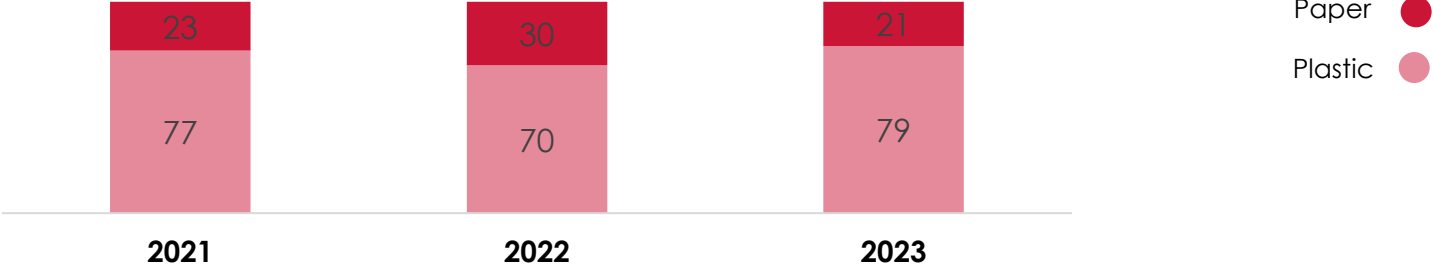


PFHxA

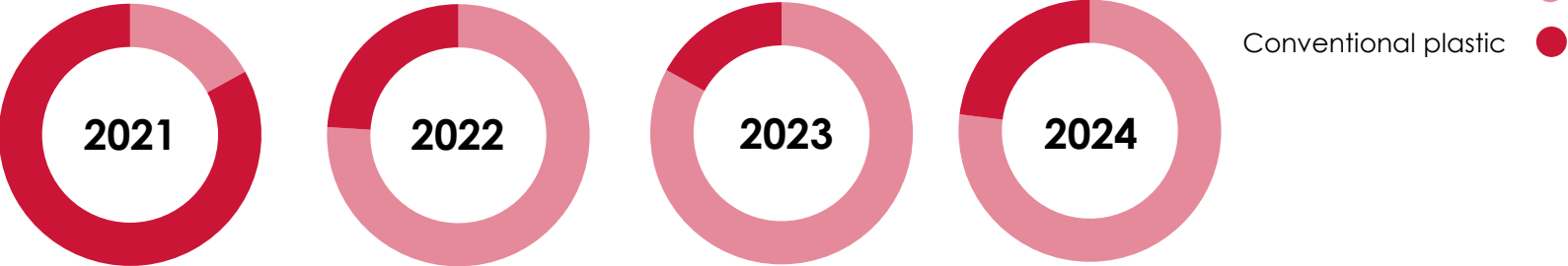
Yamamay's Strategy - Planet

TOPIC	TARGET	YEAR	2023 ACTION
Responsible Packaging	<ul style="list-style-type: none"> › Elimination of the use of virgin paper › > 50% recycled plastic › Reduction in the quantity of plastic 	2025	<ul style="list-style-type: none"> › 70% Packaging FSC › 83% Recycled plastic used for packaging
Responsible resource management and climate change mitigation	<ul style="list-style-type: none"> › 100% of purchased renewable energy › Progressive replacement of the vehicle fleet › Definition of the home-to-work travel plan 	2025	<ul style="list-style-type: none"> › 47% of purchased renewable energy in Italy › 17% reduction GHG emission (Scope 1,2,3)
Sustainable stores	<ul style="list-style-type: none"> › Define a monitoring plan for consumption and air quality for all direct stores 	2025	<ul style="list-style-type: none"> › Definition of environmental policy
Protection of the land and of biodiversity	<ul style="list-style-type: none"> › M.A.R.E. Project 	2024	<ul style="list-style-type: none"> › M.A.R.E. 2023 edition › First scientific publication by One Ocean Foundation › Reforestation event in Nova Milanese › Blue-eat event

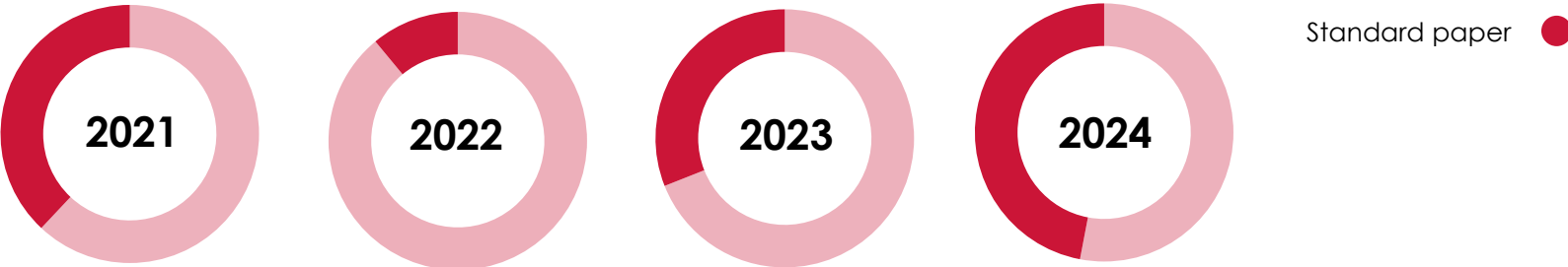
Packaging – Materials Breakdown



PLASTIC



PAPER



OBJECTIVES BY 2025

100%

Mono-Material
Packaging for
Accessories

50%

Recycled
Plastic

0%

Conventional
Paper

03.

MCVO | yamamay

Reusable packaging
for e-commerce and retail

The problem:

Single-use packaging in e-commerce



188 kg

packaging waste
generated by each
European every year



40%

of e-commerce
packaging to be
reusable by 2030



80%

of consumers defines
the sustainability of a
brand from its
packaging



The solution:

Movopack

The first reusable packaging system for e-commerce



75%

CO₂ saving
for 20 uses*



72%

energy saving
for 20 uses*



75%

water saving
for 20 uses*

*Compared to a disposable cardboard of 70% recycled content according to a comparative LCA study conducted by Life Cycle Engineering SpA.



How it works?

CUSTOMER

DROP-OFF

SANIFICATION

E-COMMERCE



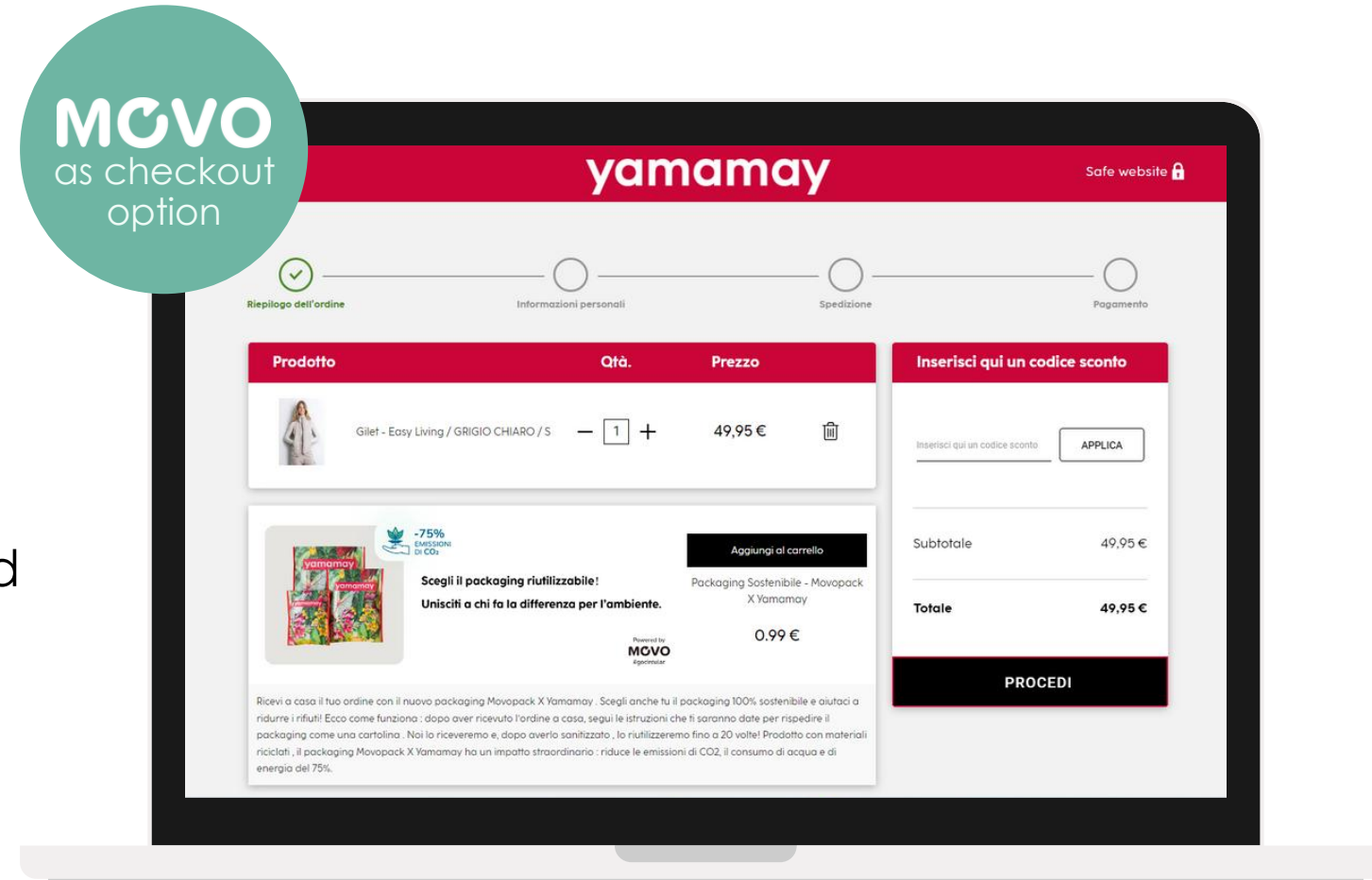
100% closed-loop system

The challenge:

Introducing the circular model

First activation

- **Launch** in August 2023
- **Embedding in checkout** as a sustainable packaging option
- Continuous update of copy and graphics to **improve UX and customer adoption**



The results:



25%

return rate
(with peaks at 55%)



1 ton

of waste
eliminated



500 kg

of CO₂
emissions
saved



+11%

average AOV
of orders with
Movopack



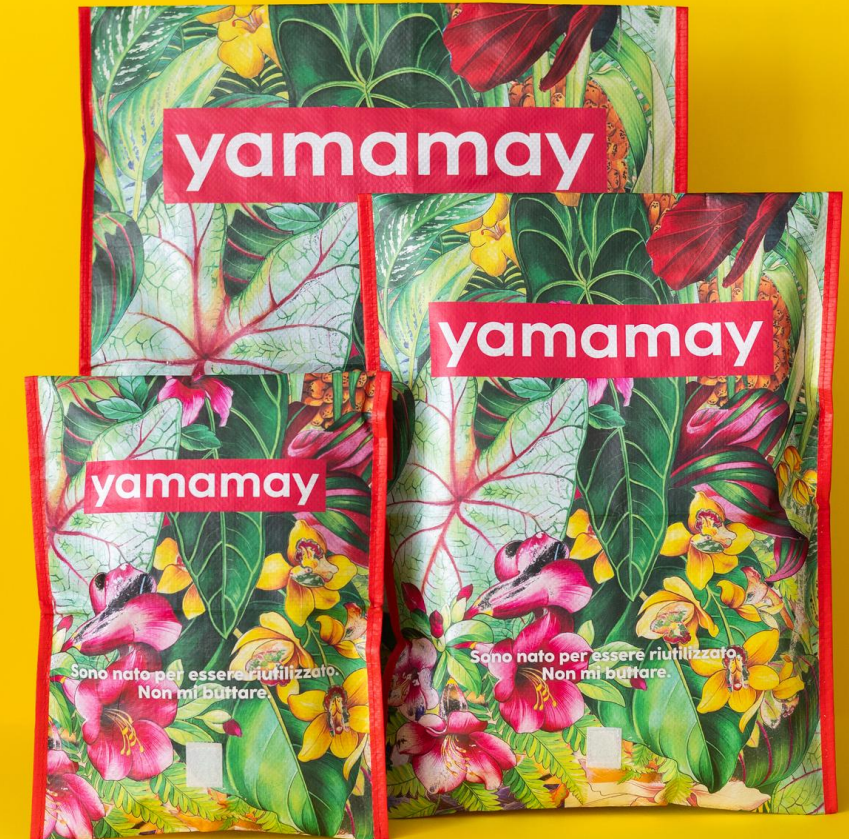
7%

adoption rate
(with peaks at 35%)



-10%

packaging
costs



The drivers of success

Transversal involvement

- Sustainability
- E-commerce
- Marketing

Creative customization

- Optimised structure
- Branded design
- Packaging as an experience

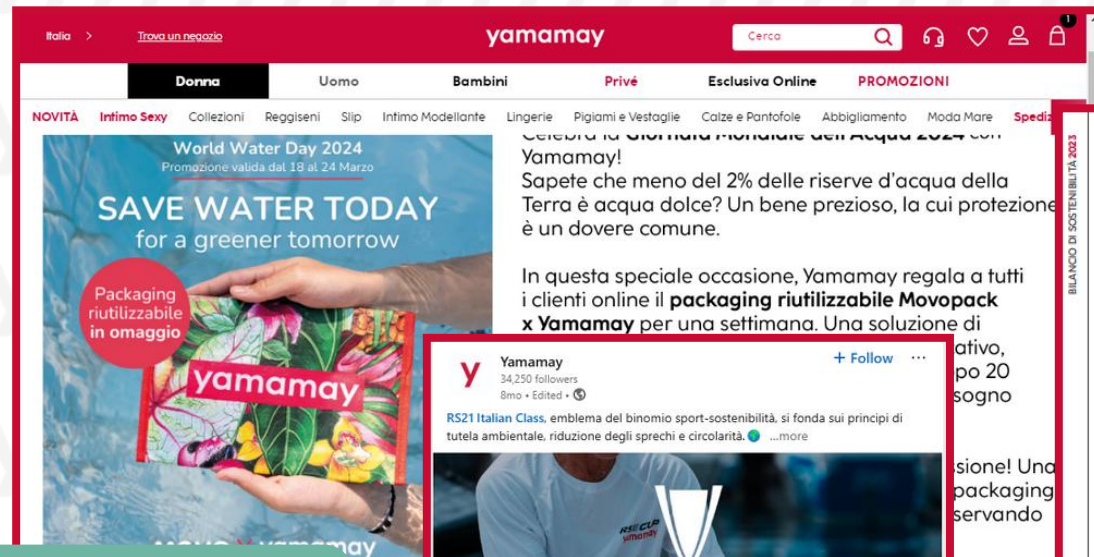


Customer education

- UX in checkout
- Communication on packaging
- Social media communication

Special initiatives

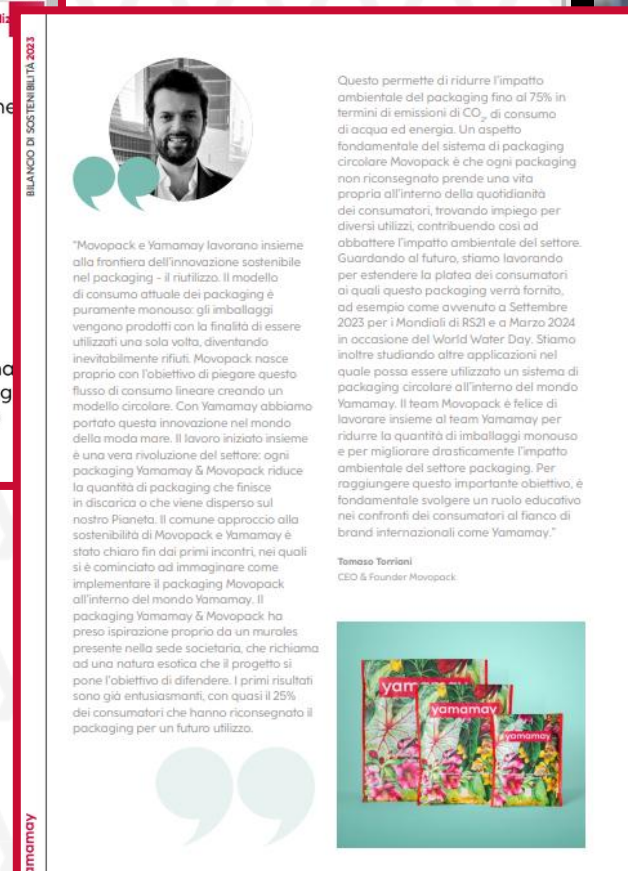
Influencer Marketing



World Water Day



RS21 Cup Yamamay



Sustainability Report '23



What's next?

Yamamay Club Bag for retail

To be purchased at the cash desk

Innovative customer retention tool

+30 loyalty points for return or reuse



Special customer journey



Customer arrives **at cash desk** with products purchased

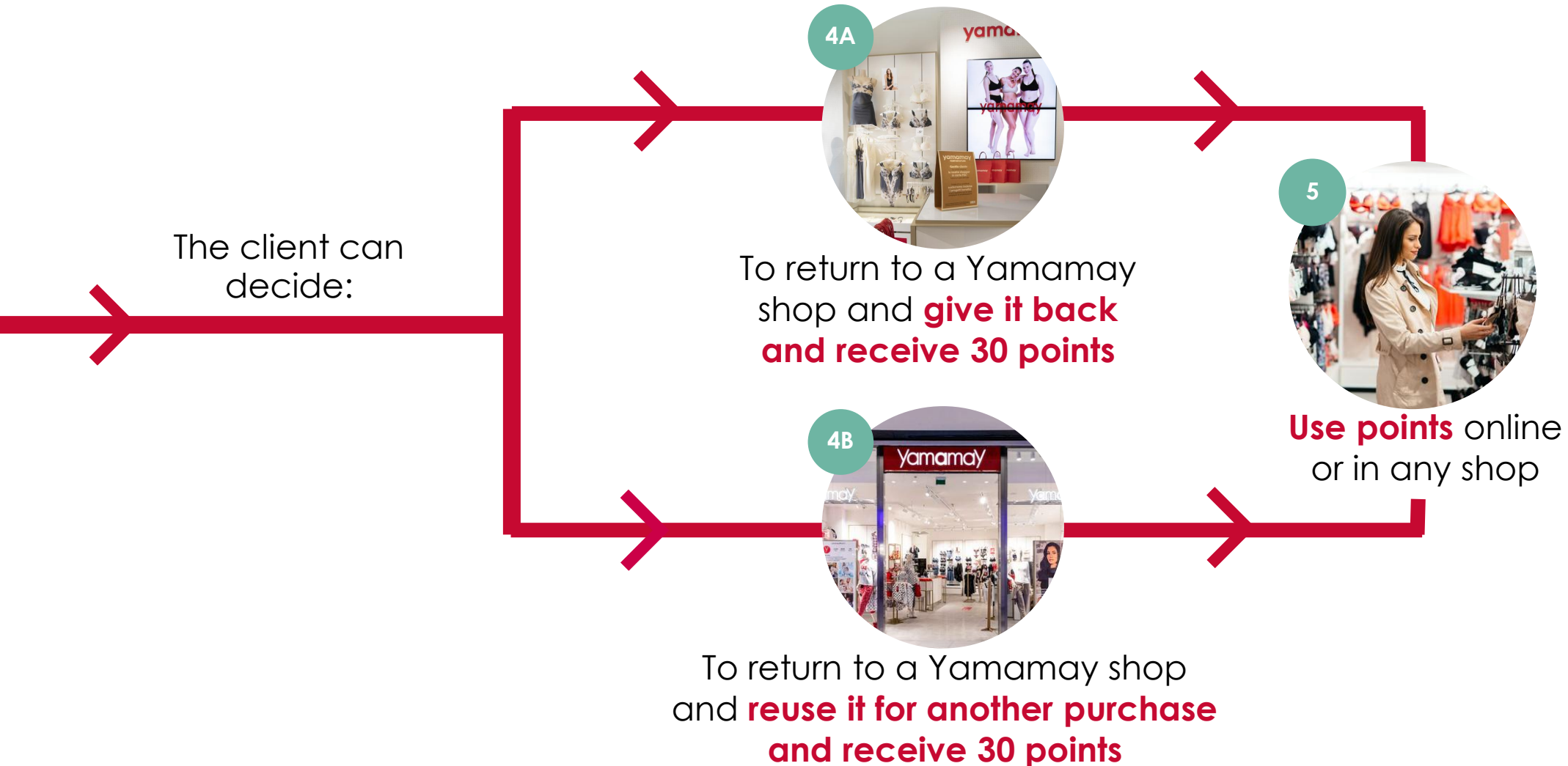


The Yamamay Club Bag is **offered for €0.99**



Customers **take their products home** with the Yamamay Club Bag

Special customer journey



Mailbox delivery is always available and the sender receives 30 points.

Communication towards customers

In-store

In-store **Flyer**



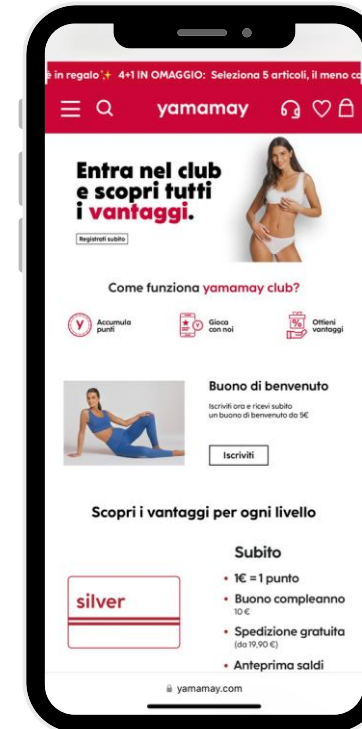
Communication
by sales personnel

Digital screen
(when available)

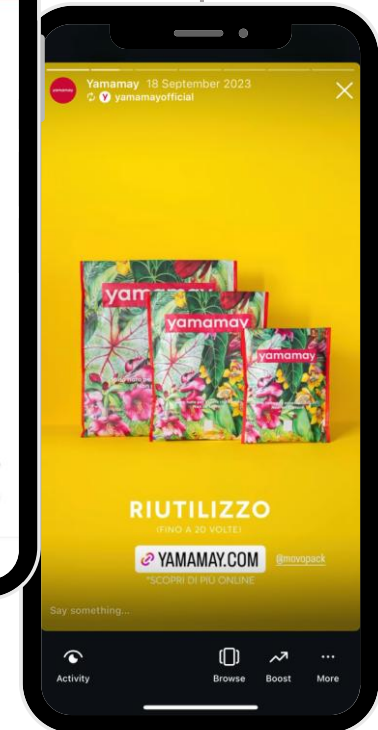


Digital

Social media
(Instagram)



Website
of Yamamay



GRAZIE
mcvo | yamamay