

SEED FUND PITCH DECK

UPFRONT
VENTURES


Reinventing Consumer-Centric
Retail, Brands & Products To
Change The Way The World Buys
In The Age Of Intense Disruption



INVESTMENT THESIS

We are looking for **investors** who would share our vision, passion & *obsession* to disrupt fmcg distribution, discount retail models - but not limited to – and/or in some cases, invent entirely new ones.

Investors who can see the short and medium term values while rewriting the rules on the experience not just of shopping.

At the seed and early stages, growth does not happen overnight and it is way too early to tell for certain whether a business idea will be a home run.

Consequently, working diligently and ceaselessly to bring our product/s & brand/s to the market/s is what our team is tasked with for 100% of their efforts.

EMPOWERING CONSUMERS

UPFRONT Ventures is a greenfield project aiming to build a seed fund for a fmcg and consumer sector-focused alliance based on 4 main verticals and pillars under which it inter-operates globally while delivering a consistent story and results with growth and accelerated path to profitability.

At the heart of our pursuit, we will continually reinvent our distribution & retail business models relying on high-sales density products & formats to deliver an experience that reflects our customers, flatter their expectations, their unique aspirations and their rich diversity in the age of intense disruption.

We are focused exclusively on building iconic and enduring consumer brands.



THE ECOSYSTEM

Visit our dedicated websites to discover more about how we will build our ecosystem with the concepts, formats and channels based on a group operating model.

FMCG DISTRIBUTION



VOLANTIS TRADING

www.volantis.trading

PHYSICAL RETAIL



SKOONT

www.skoont.com

INTERNET RETAIL



tringz

www.tringz.com

FMCG SOURCING



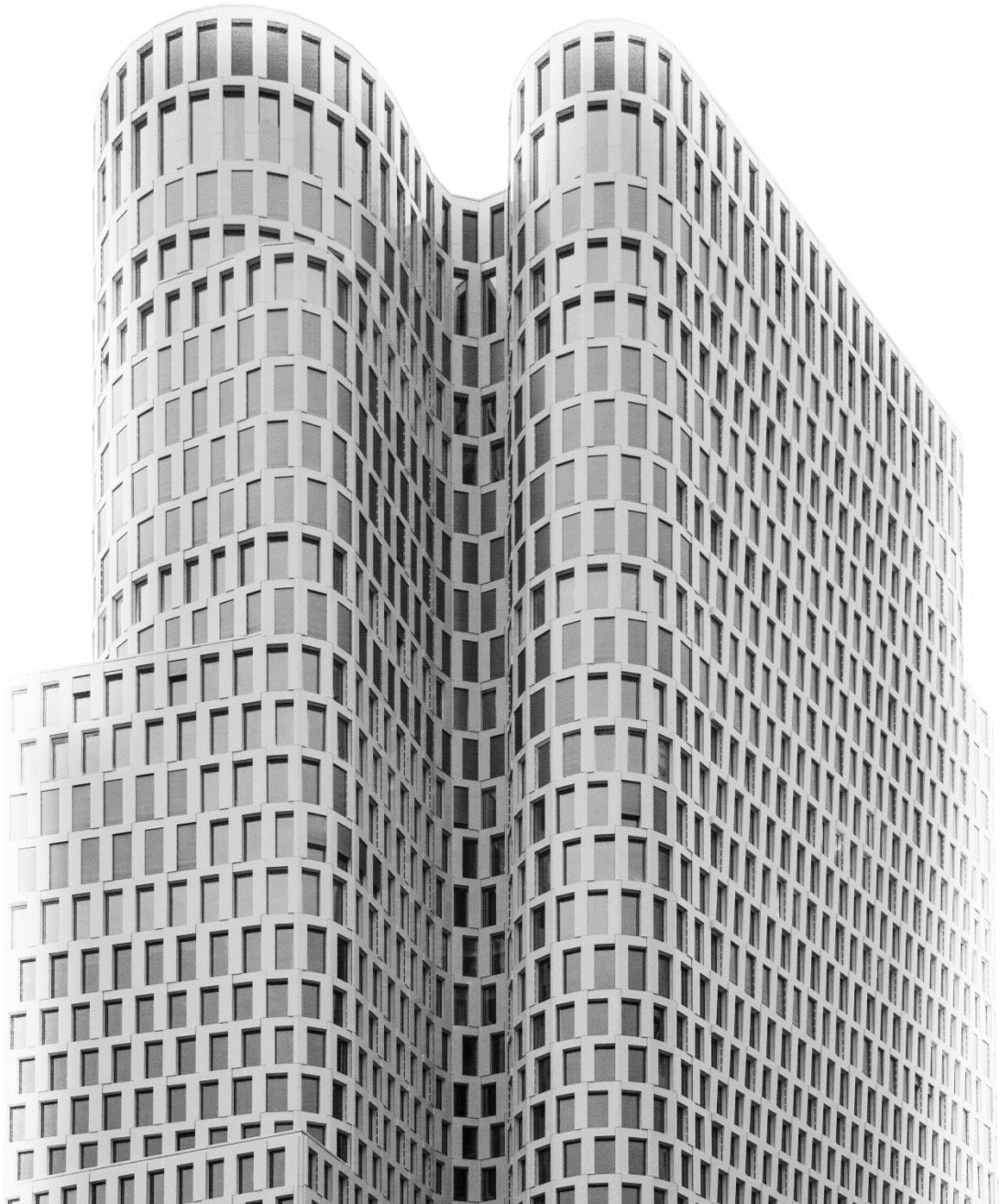
BRANDEOS

www.brandeos.com

WHY "WHY NOW" NOW

We believe there is a better way to do retail & distribution and we see that as an opportunity because nowadays, markets are evolving faster than they used to do, resulting in the evolution and fast change of different consumer behavior and attitudes thus we will change faster because the way we buy and consume won't ever be quite the same again.

In that scenario, understanding what people will still want to buy, and how to create the right channels and products for them, is more important than ever. Thus we are reimagining and will be designing our ideas for a new kind of consumers and shoppers.



STRATEGIC FOCUS

Our purpose is to enhance the competitiveness, productivity and profitability of our business models thus ensuring the continuous development of our brands values and presences through:

Retail & Distribution Development & Innovation



Targeted Growth Through Expansion



Growing Our People Through Development



Investing In Our Brands Communication



Value Through Buying & Procurement



Lean Collaboration In Supply Chain



Digital Integration To Enhance Data Analysis



Building Ethics To Be Responsible Retailers



POTENTIAL OPERATING MARKETS



East Africa



Arabian Gulf



TARGET POPULATION

Europe		**840** Millions
East Africa		**154** Millions
Arabian Gulf		**58** Millions

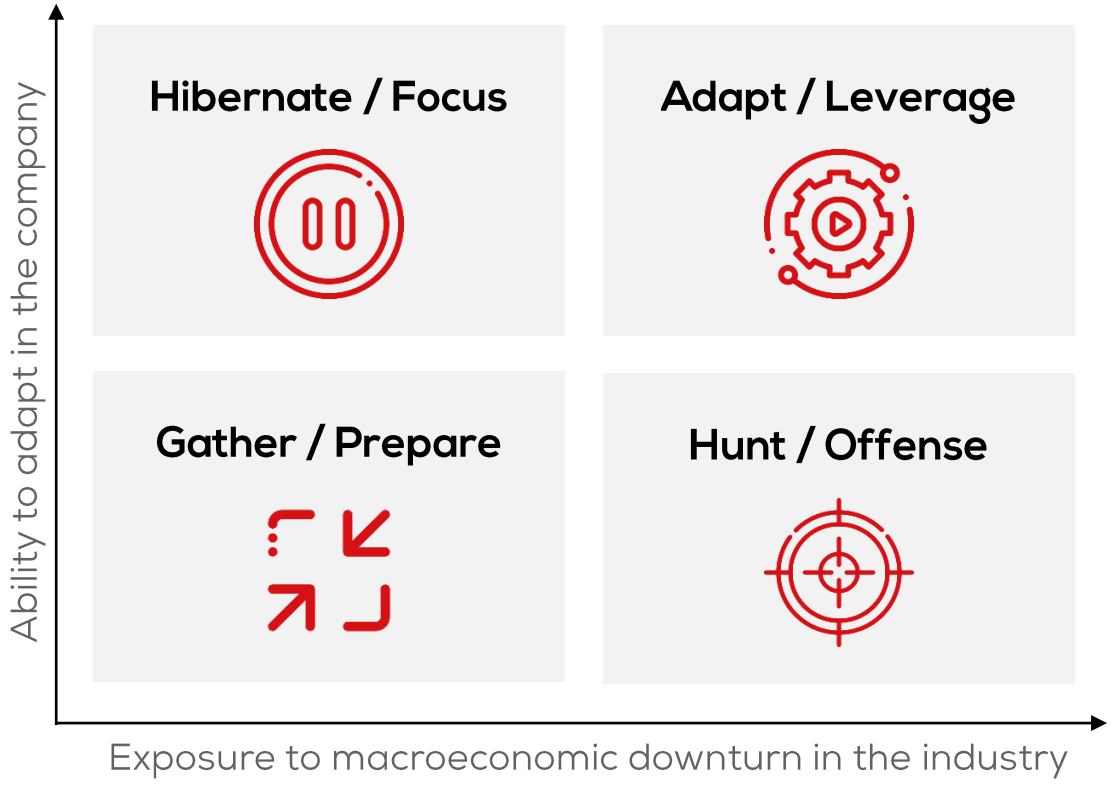
+1 Billion

GROWTH IN VOLATILE MARKETS

For the challenges that lie ahead, our simple answer will be focusing on revenues, and adjusting our growth plans in light of the new economic realities.

Surviving an economic crisis relies on being prepared, only then stabilize, then grow.

We adapt our thinking, our capabilities, and our methodologies to the shifting markets environment.



IDEAS vs EXECUTION

Ideas are easily copied.

Execution is not.

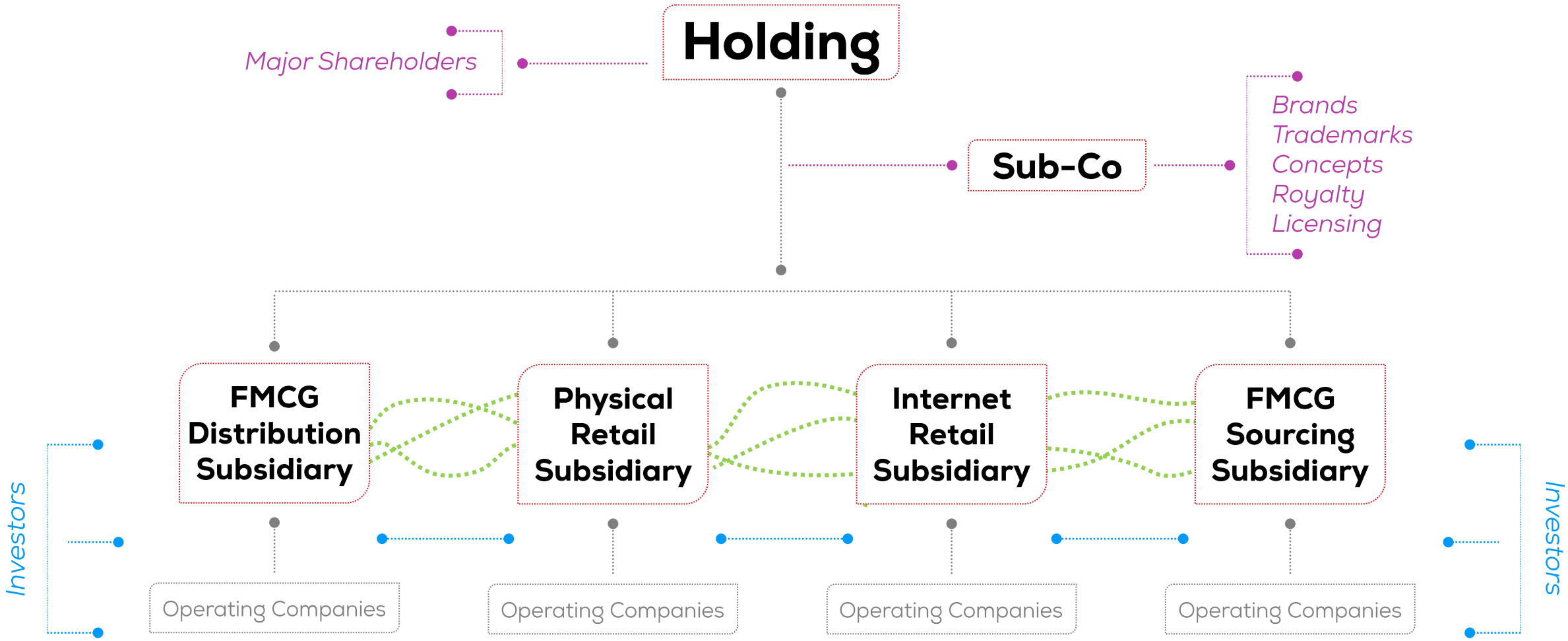


We are not afraid of the competition, they prove we have a large enough market while focusing on the 1% improvements we can make every single day and tracking a number of overlapping and mutually reinforcing trends.

Getting our ideas 1% better every day is what will make our businesses grow and building momentum around our brands & products is what will make us stand out in the crowd.

Building relationships with potential investors, business partners, suppliers, and customers is what will secure our continuous growth whilst optimizing and maximizing existing channels as well as breaking into new ones.

MODUS OPERANDI



WHO IS BEHIND THIS

Krikor Ohannessian is an Armenian-Lebanese international C-level seasoned consumer retail, fmcg distribution, brands & products management & global b2b & b2c professional and can look back on a blend of more than 30+ years of cross-sectors operational expertise as well as various executive and management roles & activities in companies enjoying global success.

Krikor worked in several countries with large international corporations & groups, major retailers and consumer brands and spearheaded them craft, launch, redesign and execute classical, business development, cross-channel commerce and distribution strategies across the spectrum of 50+ markets on the ground, in Europe, the Middle East, the Arabian Gulf and North Africa, while bringing innovative and dynamic approaches, strolling and roaming thru a cascade of experiments, strikes, mistakes and failures along the way.

Krikor is always passionate about creating, orchestrating, leading, adding value and operating any type of consumer & retail markets experiences and acknowledge the necessity to understand their needs by unlocking their full potential to innovate and transform those companies and brands into market leaders.

Krikor has been lucky enough to be exposed to some unique experiences, and it dawned on him how much valuable and powerful information he gained, therefore, he keeps his learning machine in a continuous running mode to solve universal challenges by turning fragmented ideas and plans into crisp & coherent strategy to deliver significant growth.



LET'S BOUNCE AROUND IDEAS

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DISCLOSURE

This opportunity is a competitive investment process. UPFRONT Ventures reserves the right to select a preferred investor(s) based on our own assessment of strategic fit, ease and quickness of completing the deal/transaction & value maximization.

Although every effort was made to be accurate, the information and/or the projections are based on a variety of assumptions, which may not be realized, and are subject to significant business, economic and competitive uncertainties and contingencies depending on the target market(s), which are beyond the control of the founder(s).

Consequently, any projections should not be regarded as a representation or warranty by any other person, that the projections will be realized. Actual results may vary materially from those presented in the projections.

Holders of interests must make their own determinations as to the reasonableness and achievability of such assumptions and the reliability of the financial projections in reaching their determinations of whether to accept or reject the plan.

Any information, data and/or projections included in this document is accurate at time of publication. Much of the information in this document - in case present - are of statistical nature and while every attempt has been made to ensure accuracy and reliability, we cannot be held responsible for omission & errors. Figures in tables and analysis are calculated from unrounded data and may not sum.

This document contains statements relating to the future development of UPFRONT Ventures. These statements constitute assessments which were made on the basis of information that is currently available to UPFRONT Ventures. Actual future developments may deviate from the current assessments. Therefore, UPFRONT Ventures cannot be held responsible for such statements.

UPFRONT Ventures undertakes no obligation to update and/or revise these forward-looking statements and information in the future.



No Risk, No Story.

www.upfront.ventures