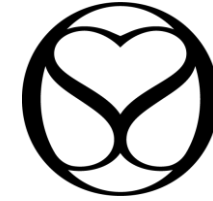




SOSANDAR



Julie Lavington – Co-CEO and Co-Founder

Ali Hall – Co-CEO and Co-Founder

Steve Dilks – CFO

Full Year 2021 Results and Q1 FY2022 Trading Update

Important: Disclaimer and Notice to Readers

This presentation is being made only to and directed at: (a) persons who have professional experience in matters relating to investments falling within Article 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the “FPO”); or (b) high net worth entities, and other persons to whom it may otherwise lawfully be communicated, falling within Article 49 of the FPO (all such persons together being referred to as “relevant persons”); or (c) any other person to whom this promotion may lawfully be directed. Any person who is not a relevant person should not act or rely on this presentation or any of its contents.

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Agenda

- Overview
- Financial and KPI review
- Product
- Third Parties
- Marketing
- ESG
- Outlook



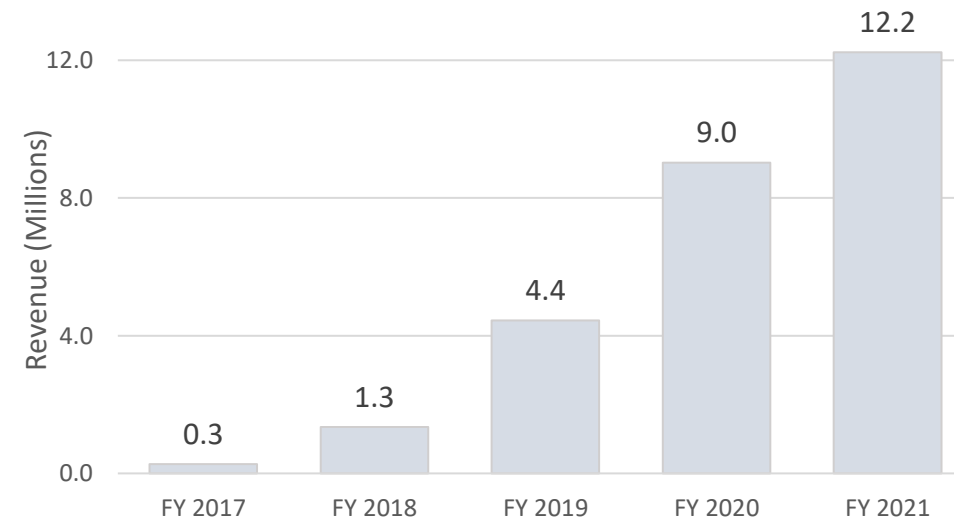
2020 Emerging Retailer **RETAIL WEEK**
2020 Best Digital Retailer Finalist **DRAPERS DIGITAL**
2020 Digital Team Of The Year Finalist **DRAPERS DIGITAL**
2019 Best New Online Business **DRAPERS DIGITAL**
2019 Digital Team of the Year **DRAPERS DIGITAL**
2019 Best Fashion Brand **DC AWARDS**



Overview

The Growth of Sosandar

- Ecommerce brand for women who have graduated from fast fashion
- Trend-led, high quality, good fit, lifestyle appropriate, mid-price point
- A unique aesthetic – chic and sexy
- Launched September 2016 – 74 styles
- 30 fold increase in product range – over 2,000 styles
- From start-up to £12 million turnover in 4 years
- Unique brand positioning sought after by Next, M&S and John Lewis



Full Year Highlights

- 35% growth in Revenue to £12.2m
- 62% improvement in EBITDA loss
- Cash of £3.93m (July 2020 £4.40m) reflects strong cost control balanced with maximising ROI from customer acquisition activity
- Accelerated range expansion adapting to customers' changing needs
- Recruited more new customers with half the marketing spend
- Ever increasing repeat customers and order frequency
- Launched partnerships with John Lewis, Next & M&S - profitable from day one

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Current Trading (April-June 2021)

- Great start to new financial year with a record quarter and record month in June
- Revenue £5.7m in Q1 – up 256% yoy and up 45% versus Q4 FY2021
- 23% increase in Active Customers since Q4 FY2021
- Sell through of new stock strongest ever
- Third parties going from strength to strength
- EBITDA improvement continues – clear path to profitability

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Financial and KPI Review

62% reduction in FY 2021 EBITDA losses

P&L Overview	FY2021		FY2020		YoY
	£ m	% of Sales	£ m	% of Sales	
Revenue	12.2		9.0		35%
Gross Profit	5.8	48.0%	4.4	48.5%	33%
Admin expenses	8.6	70.7%	11.7	129.2%	26%
Share based payments	0.2	1.4%	0.4	4.2%	53%
EBITDA	(2.9)	(24.0%)	(7.7)	(84.8%)	62%

- 35% growth in revenue reflects strong trading despite the impacts of the pandemic
- Gross Profit margin maintained despite the impact of promotional activity. Q1 FY2022 margin of 56%
- Substantial admin expense savings reflecting focus on ROI from marketing and economies of scale

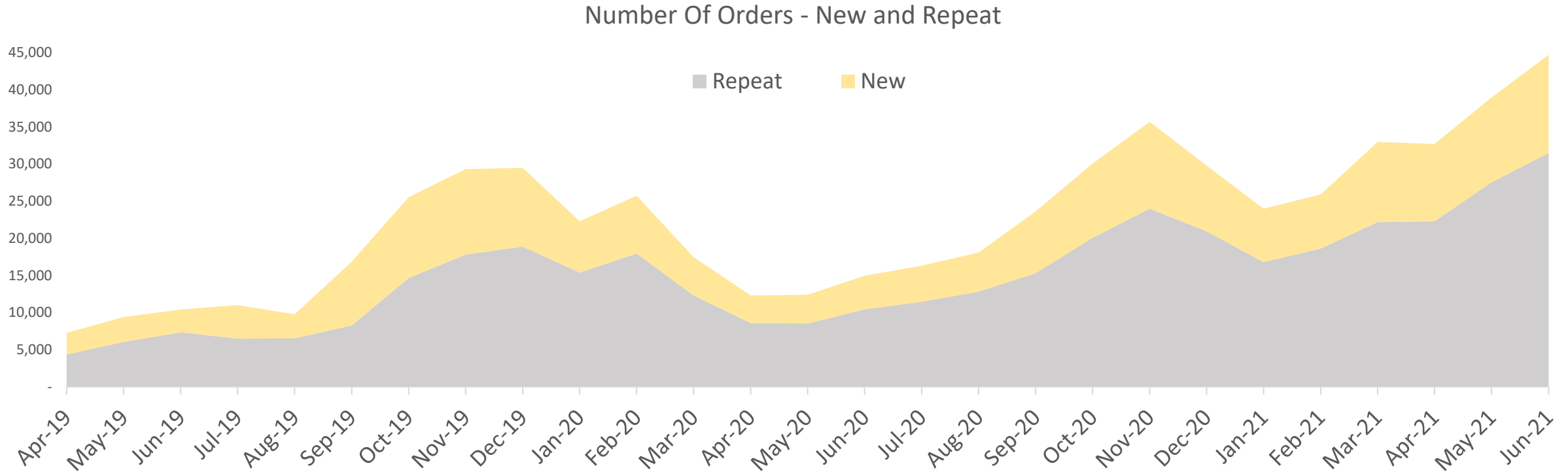
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Balance Sheet Overview

Balance Sheet	FY2021	FY2020
	£'000	£'000
Intangible assets	198	198
Property, plant and equipment	165	282
Fixed Assets	363	480
Inventories	2,866	3,810
Trade and other receivables	728	1,001
Cash and cash equivalents	3,928	5,333
Current assets	7,522	10,144
Trade and other payables	(2,855)	(2,594)
Lease liability	(49)	(77)
Current liabilities	(2,904)	(2,671)
Net current assets	4,981	7,953
Non current liabilities	0	(49)
Net assets	4,981	7,904

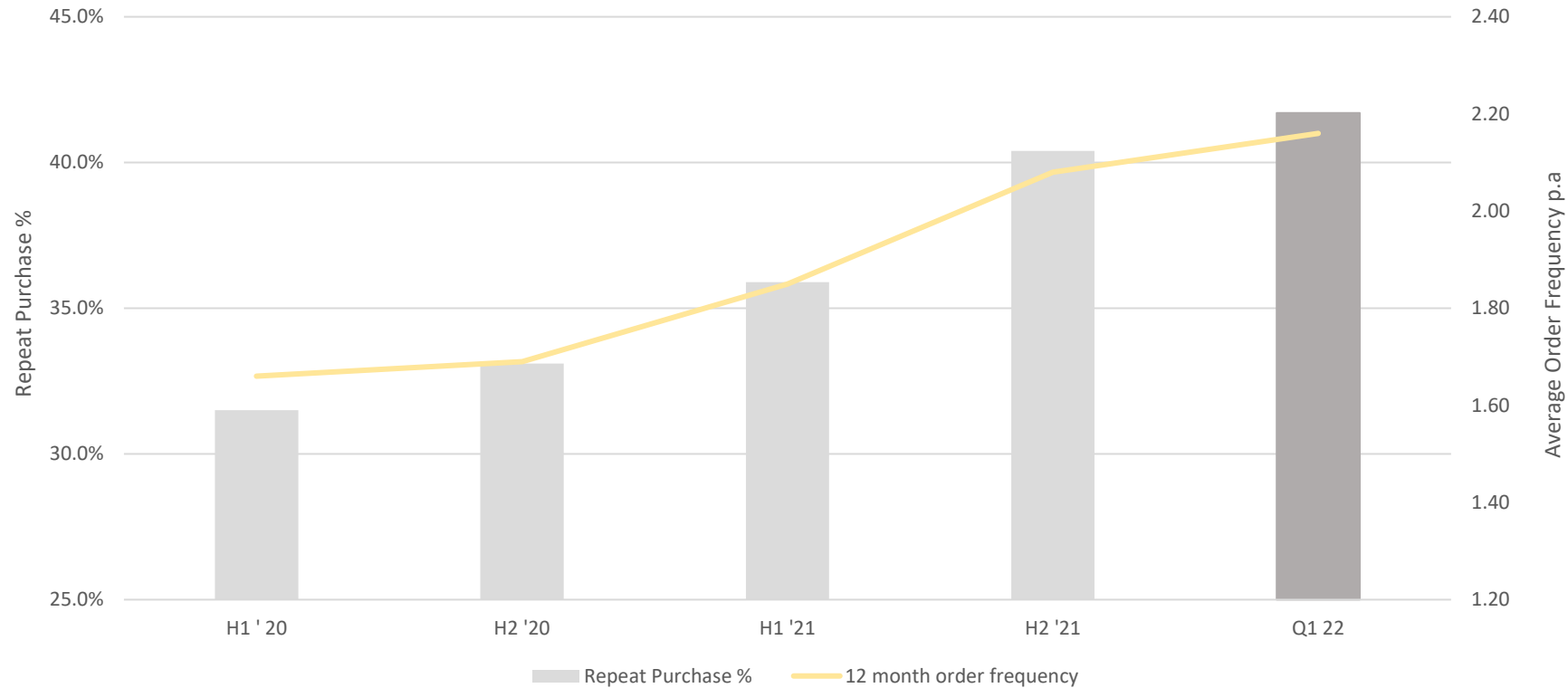
- Cash at March 2021 of £3.9m – successfully managed with minimal usage since July 2020 (£4.4m)
- Inventory reduced to £2.9m whilst increasing product range and onboarding third parties
- Balance Sheet strengthened in May 2021 following fund raise (£5.4m net) to accelerate growth with third parties:
 - Increasing stock from A/W 21
 - Increasing breadth of range
 - Increasing the depth of buy on each style
- Cash at June 2021 £9.1m

Momentum Accelerating with Q1 FY2022 40% Up Vs Q4 FY2021



- Total orders increased by 29% YoY in FY21
- Return to customer acquisition in September 2020
- Customer acquisition driving growth throughout Q1 FY2022 with Total Orders tripled vs Q1 FY2021
- Q1 FY2022 Total Orders up by 40% compared with Q4 FY2021 driven by both new and repeat

Ever Increasing Average Order Frequency



Active customers defined as number of customers who have shopped in the last 12 months

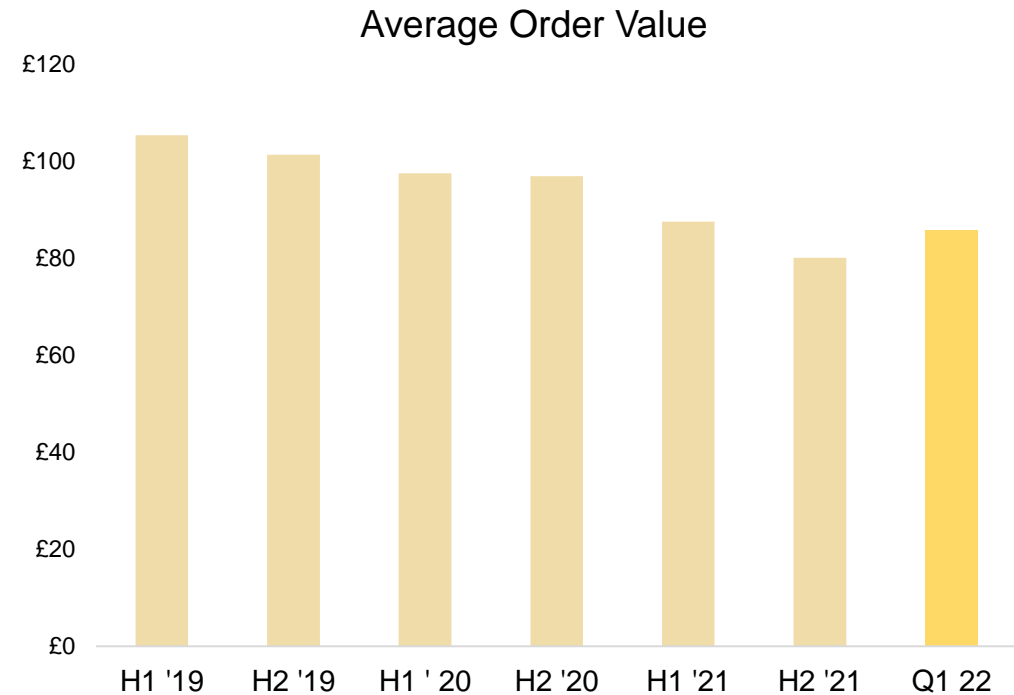
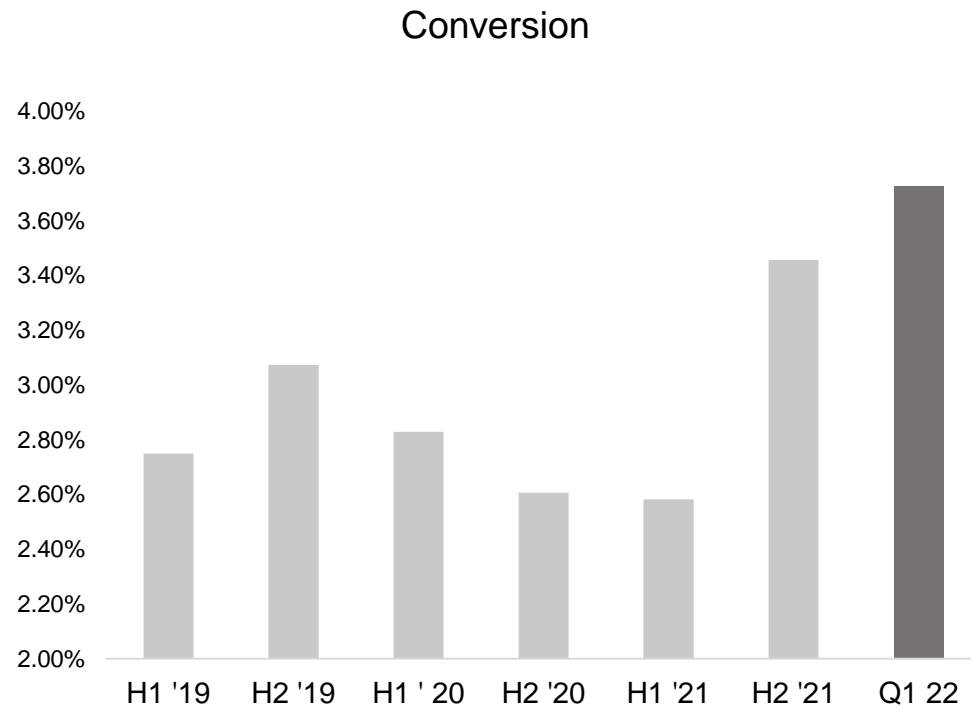
Order frequency calculated as total orders divided by active customers

Repeat Purchase % represents the proportion of Active Customers purchasing more than once per annum

- Over 40% of our active customers are now repeat purchasing each year, up 26% on a year ago
- 23% increase in the number of active customers in Q1 FY2022. Active customers now 167k
- On average each customer is now buying over 2.2x p.a
- Customers who repeat purchase do so on average 3.8x p.a, up from 3.1x p.a 12 months ago

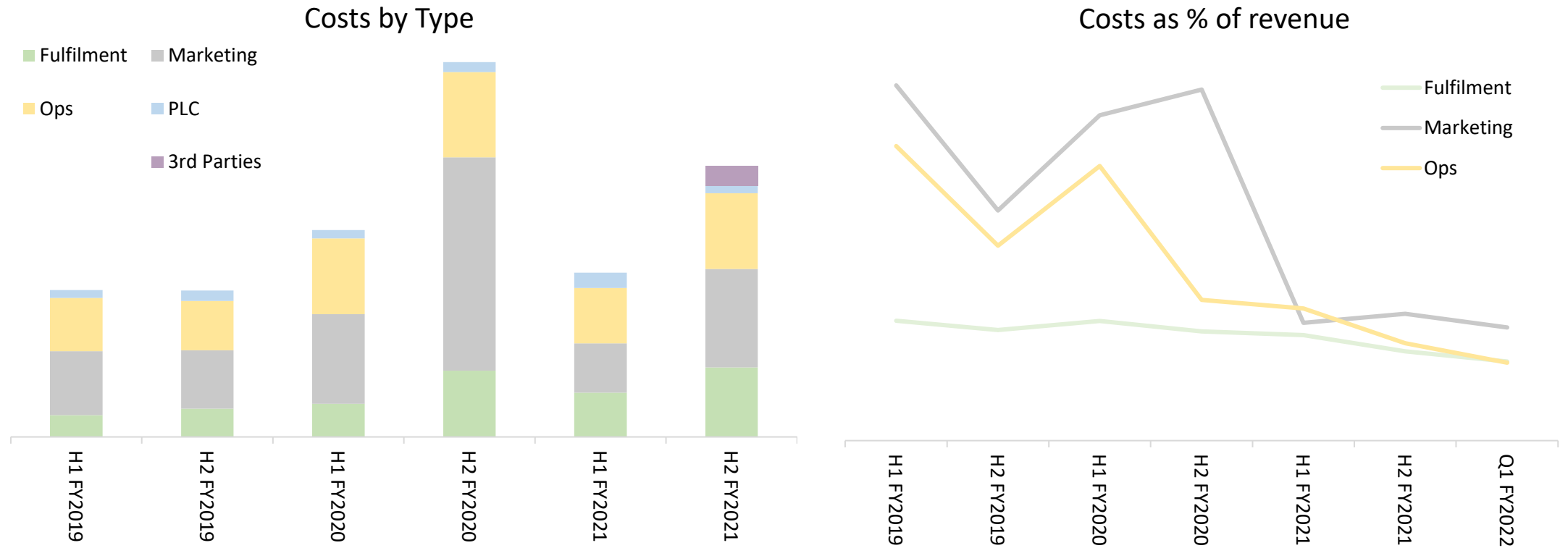
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Conversion Substantially Ahead of Prior Year



- Conversion increased significantly into H2 FY2021 and again in Q1 FY2022
- Driven by expansion in the product mix, refined marketing and targeted promotional activity
- AOV stepped up in Q1 FY2022 as the product mix started to normalise as restrictions begin to lift

Substantial Reduction in Costs Resulting in Improved Profitability



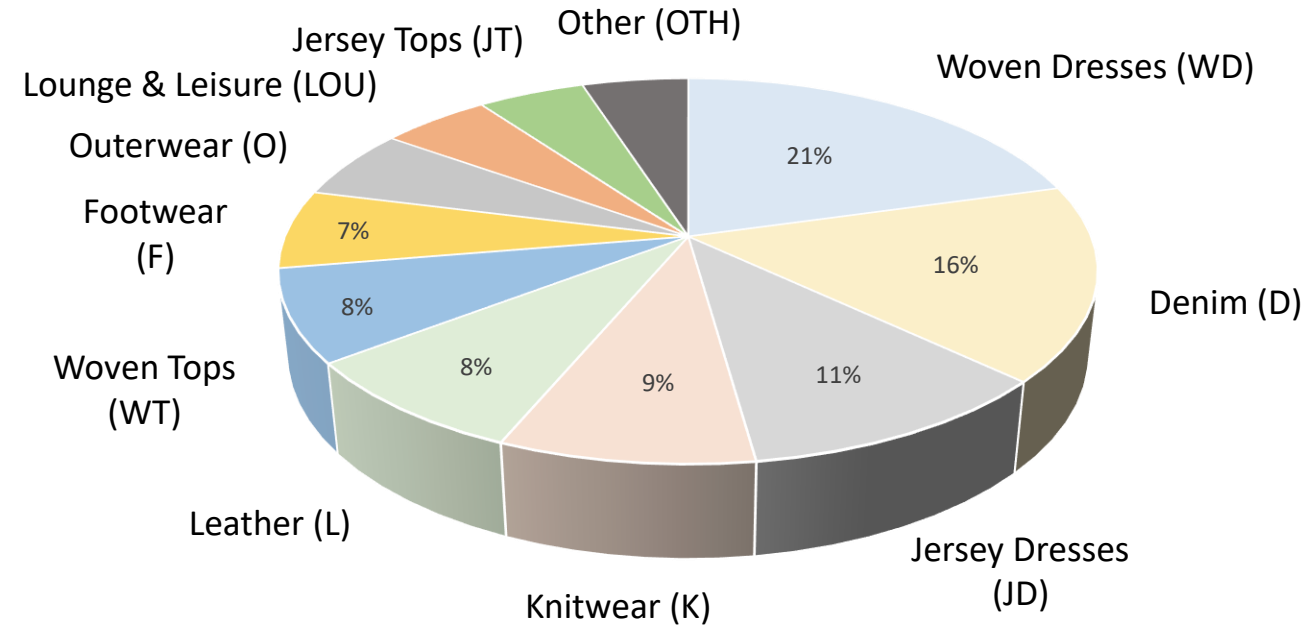
- Substantial reduction in acquisition spend and a focus on Return on Investment when activity re-introduced
- Further improvement in efficiencies through Q1 FY2022 following substantial reduction in FY 2021



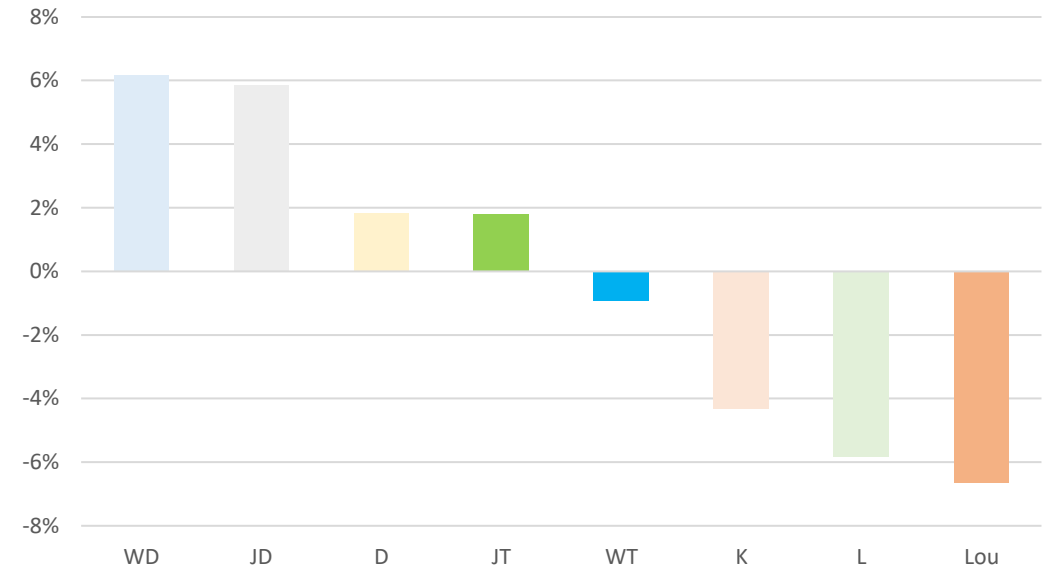
Product Expansion

Successful Diversification of Product Mix

Revenue by category FY2021



Change in category share Q1 FY2022 vs Q4 FY2021



- Expansion of product mix gives increased consumer choice and fulfils more wardrobe needs
- Well balanced mix across product categories enables us to quickly adapt to consumer demand
- Ability to dial up and dial down categories quickly
- Q1 FY2022 has seen shift back towards dresses and less emphasis on lounge and leisurewear as restrictions have lifted
- Remains a huge opportunity to keep expanding the product range



A Taste Of Sosandar Sell Out Styles



A woman with long blonde hair, wearing sunglasses and a leopard print dress, is smiling and posing in front of a stone building with a blue door. The scene is bright and sunny, with a flowering plant visible on the right side of the frame.

Third Party Partnerships

Accelerating Third Party Growth in A/W 21

- Huge opportunity to exponentially grow in A/W 21
- Delivering greater depth for each style and a broader range
- Product resonating with their customers in all categories and selling out quickly on key styles
- Benefits:
 - Incremental revenue growth
 - Further improvement in EBITDA
 - Increase in brand awareness
 - Margin benefits from increased order quantities





Successful Marketing Strategy

Email

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FREE DELIVERY
On All Orders Over £75

FREE RETURNS
With Royal Mail Or Collect+

Sat	Sun	Mon	Tue	Wed
				
24°	23°	23°	24°	25°

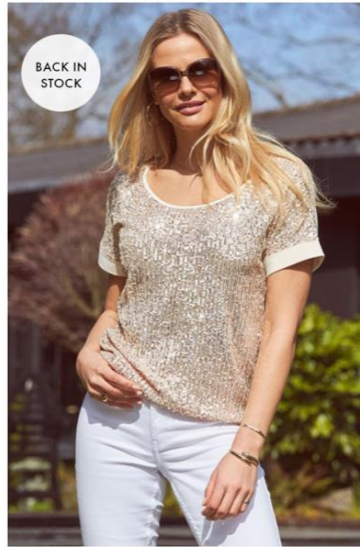
Must-Have Summer Styles,
SELLING FAST!



It's time to upgrade your wardrobe with our gorgeous must-have summer styles! They're so in demand they're already selling out, so you'll have to act fast. Add to your basket now to avoid major outfit regret later! Don't say we didn't warn you...

[SHOP NOW](#)

The Top That Sold Out
Instantly Is BACK!



Living in jeans and a nice top? Us too, so we've created a whole collection of on-trend tops to take you from dinner and drinks to weekend chilling. Go on, there's always room for one more...

[SHOP NOW](#)

This Summer Jacket
Will SELL OUT!



Our gorgeous linen blazer has just landed in a new powder blue shade; and it's about to be your go-to jacket of the season! Wear it layered over all your dresses, jeans, and shorts - it's the perfect cover-up for all your summer plans.

[SHOP NOW](#)

Gorgeous Outfits
For Going Out



Drinks, dinner, date night – dressing up is back, and our gorgeous going-out outfits are just waiting to be shown off...

[SHOP NOW](#)

These Sculpting Jeans
Broke The Internet!



Stretchy body-sculpting fabric, bum contouring stitching, go-with-everything skinny fit – is it any wonder these jeans were an instant sell-out! Well hurry, as they're now back in stock so add them to your wardrobe and prepare to feel amazing every time you wear them!

[SHOP NOW](#)

Bra-Friendly
Summer Dresses



Not a fan of going bra-free? No worries – the straps, sleeves and backs on our summer dresses mean you don't need to. Style and comfort – with our bra-friendly dress edit, you really can have it all...

[SHOP NOW](#)

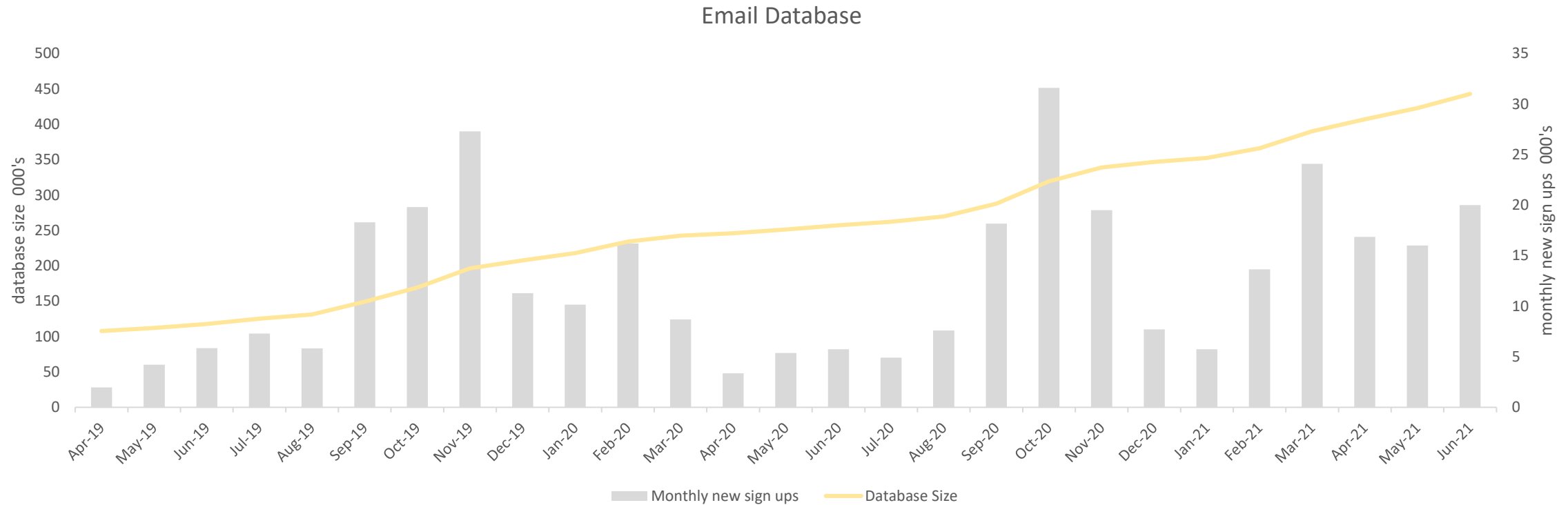
- Communications run like a news desk – skilled planning and quick reaction
- Finger on the pulse - capture the zeitgeist of how customers think and feel
- Very high open and conversion rates

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Celebrity Endorsement – Presenters, Actors, Singers, Dancers



Database quadrupled in 2 years

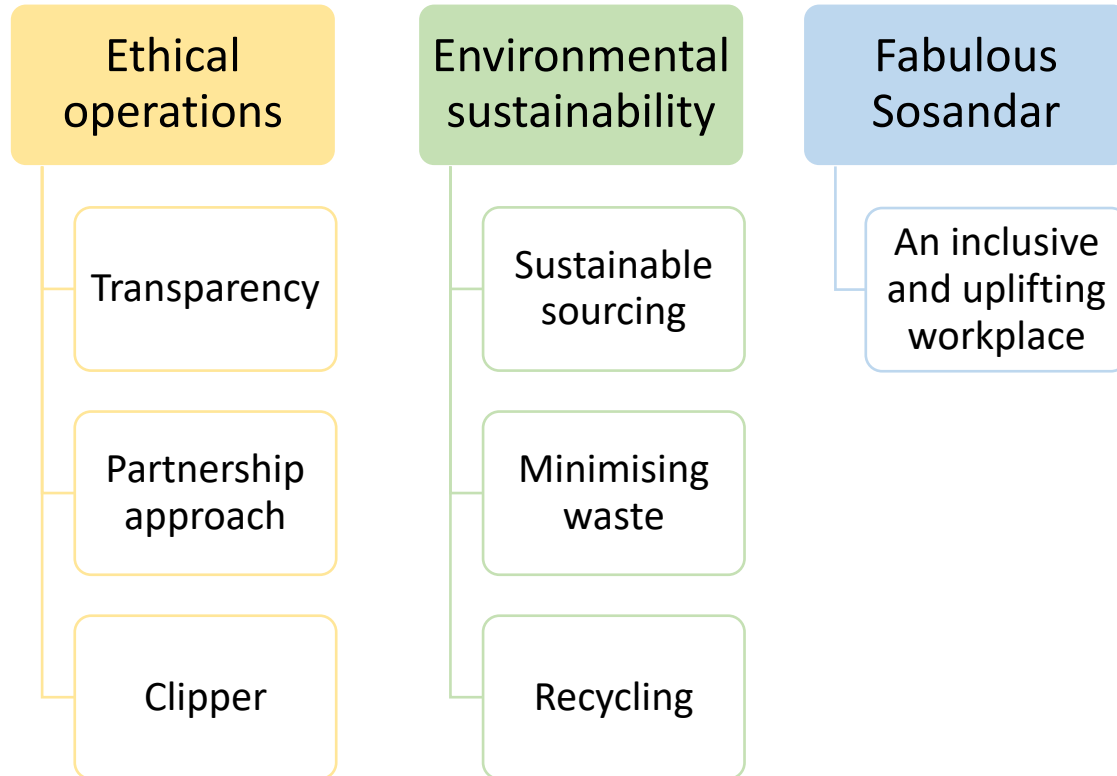


- New sign ups directly linked to marketing acquisition spend (TV in particular drives volume)
- Email now the largest revenue generator - 42% of overall revenue

A woman with long, wavy brown hair is smiling and looking towards the camera. She is wearing a teal, sleeveless, form-fitting dress. On her right wrist, she has three gold-colored bangles. She is standing outdoors, with large green tropical leaves on the left and a blurred background of more foliage and a light-colored wall. A white horizontal bar is positioned across the lower third of the image, containing the text "A responsible fashion business".

A responsible fashion business

A responsible fashion business



Ethical operations

We are committed to sourcing our products from suppliers who share our belief in operating responsibly and with integrity.

- More than 50 suppliers in countries including Turkey, China, India, Sri Lanka, Spain, Romania
- Our Code of Conduct covers ethical and social compliance
- Independent audits used to ensure our global supply chain complies with best practice standards:
 - SMETA (Sedex Members Ethical Trade Audit)
 - BSCI (Business Social Compliance Initiative)
- Established long-term, close-knit relationships with our suppliers – with an open and regular dialogue
- Clipper, our logistics partner, also has a clear focus on being a responsible business and has been accredited by the Good Business Charter.

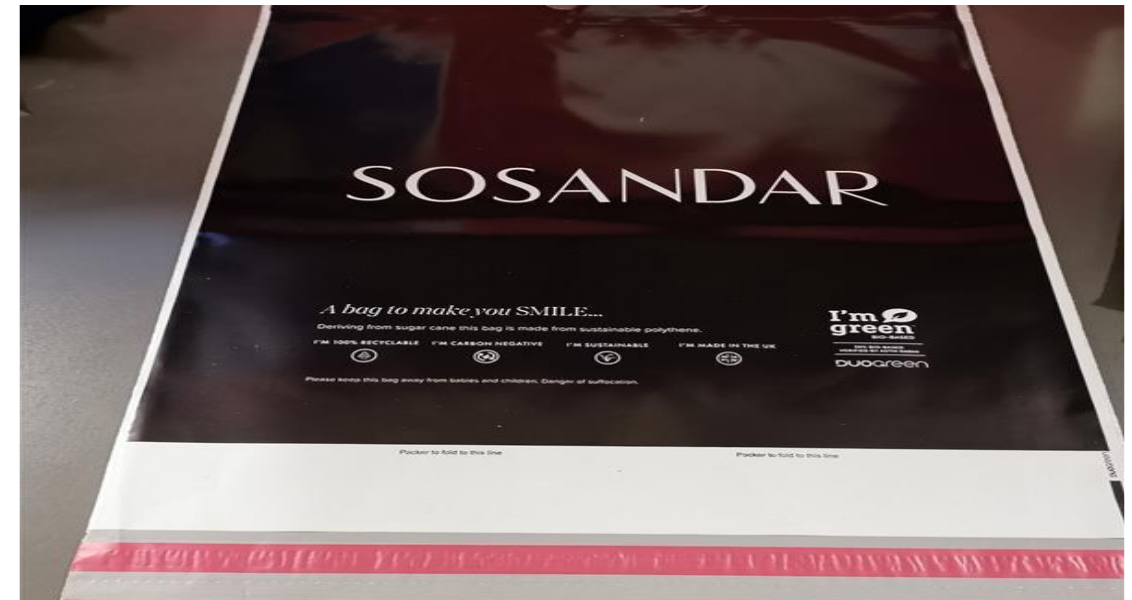
A responsible fashion business

Environmental Sustainability

- Our clothing is designed to be robust and long lasting
- Well on the road to sourcing:
 - 100% of our cotton sustainably including BCI and organic
 - 100% of leather 'Real Grade ' approved
- Introduced new consumer packaging in January 2021
 - 'Green PE' polythene bags which are made from sugar cane.
 - Recyclable, carbon negative and sustainable.
 - Aiming to roll out similar packaging across the rest of our supply chain.
- Trialing more sustainable yarns and fabrics such as recycled polyester, organic cotton and Lenzing Ecovero sustainable viscose in our product range
- Air Freight has been used for the majority of inbound shipments to the UK. We are increasing the proportion of stock transported by sea and train.

Fabulous Sosandar

- Proud of our inclusive and open culture
- Open door, family friendly policy
- Supportive of the learning and development of all our team members, allowing them to move forward in their careers.
- An equal opportunity employer



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Outlook

Outlook

- Very strong start to year – revenue up 256% yoy (up 45% on Q4)
- Incredibly fast sell through on all product ranges
- Further investment in product range in autumn will underpin revenue growth both on our own site and with third parties
- Investment in customer acquisition will continue to fuel growth in repeat orders
- Well on the road to profitability
- Huge opportunity for Sosandar to scale





Appendix

Income Statement

Income Statement	FY2021	FY2020
	£'000	£'000
Revenue	12,163	9,027
Operational costs	(6,319)	(4,646)
Gross Profit	5,844	4,381
Gross Profit %	48.0%	48.5%
Administrative expenses	(8,594)	(11,662)
Share based payment	(175)	(375)
Depreciation and amortisation	(163)	(151)
Operating (loss)	(3,088)	(7,807)
Finance income	-	3
Finance cost	(10)	(10)
Loss on ordinary activities before taxation	(3,098)	(7,814)
Tax on loss on ordinary activities	-	-
Profit/(Loss) for the period	(3,098)	(7,814)
Other Comprehensive income	-	-
Total Comprehensive income for the period	(3,098)	(7,814)
EBITDA	(2,925)	(7,656)