



TECHSTYLE



TECHSTYLE

Welcome to the corporate presentation of TechStyle B.V.

Normally a corporate deck would be filled with facts and figures about the company, the management; and, of course, why you should work with TechStyle and not other companies that exist in our space. I'm sure that we'll answer all of your questions....but....before we do, it's more important (I think) to recognise that we've become a leader in our industry because we listen carefully to the brands that we work with. As a business we tell stories, bring brands to life in the fast paced and highly lucrative tech accessories space. Therefore when reading through this presentation and picturing a/your brand on products I would stress that there is not a "one size fits all" solution. Our strength as a business comes from our ability to listen, understand and take your brand values from design to production in a way that tells your story in the way that you want it to be told. We live and breathe our brand partnerships. We're incredibly proud of our team and our ability to delight our partners by creating products and solutions that are on point. I do hope that you find this presentation of our business interesting and I would welcome the opportunity to connect and find out more about your business and how we can tell your story.....

Mouhssine Otmani | CEO Techstyle B.V

OUR GOAL

To be the licensing partner of choice for world-class lifestyle and fashion brands seeking to launch high quality, innovative tech accessories globally.

OUR IMPACT

- Over 200 years of combined management expertise in the Tech Lifestyle and Fashion sectors
- Over 20,000,000 units sold in recent years across our portfolio of tech accessories
- Past and present brand partnerships:

marimekko



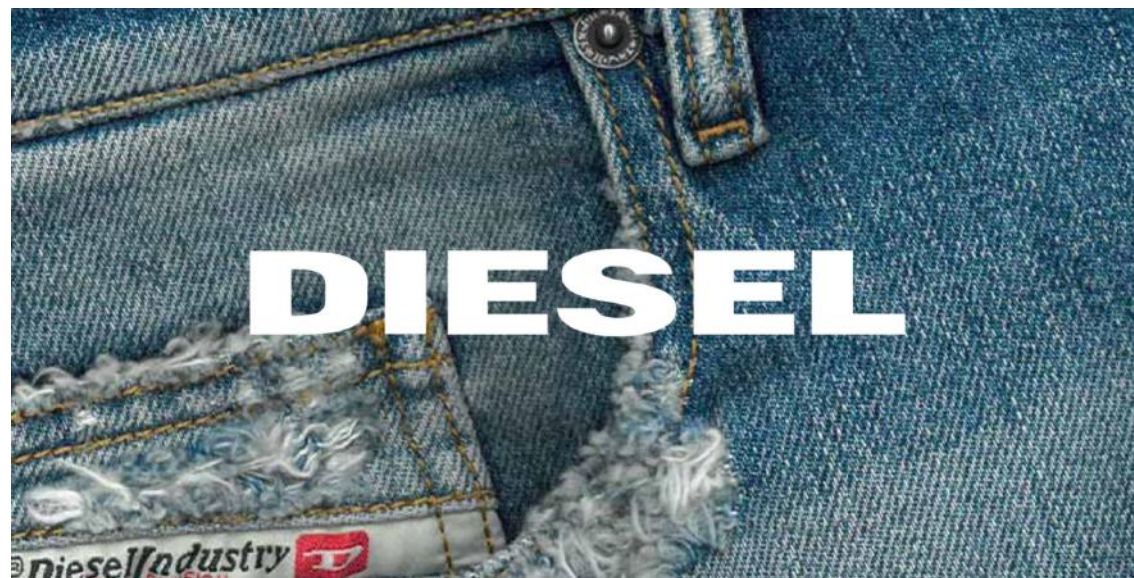
DIESEL

BOSS
HUGO BOSS



TECHSTYLE

Fusing fashion with technology...



TECH ACCESSORIES

- Smartphone Cases
- Grips & Stands
- Carry Solutions
- Card Holders
- Watch Straps
- Earbud Covers
- BT TWS in ear
- BT Speakers
- Power & Charging
- Small Bags
- Tech Travel Kits

+ many other options...



Our formula for success:

Take a world leading lifestyle/fashion brand x the highly desirable tech accessories category = objects of desire

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Why you should embrace tech?

1. BRAND EXPOSURE.

Smart phones are checked up to 200 times/day: everyone, everywhere, all day long. Branded tech accessories are a great platform to grow the reach of your brand.

2. GROW YOUR BUSINESS.

Extending into tech accessories represents a new source of non-cannibalising revenue and profit. So, while it adds strength to the core of the brand, it also pays for itself via license fees. That's a real win-win!

3. TARGETING.

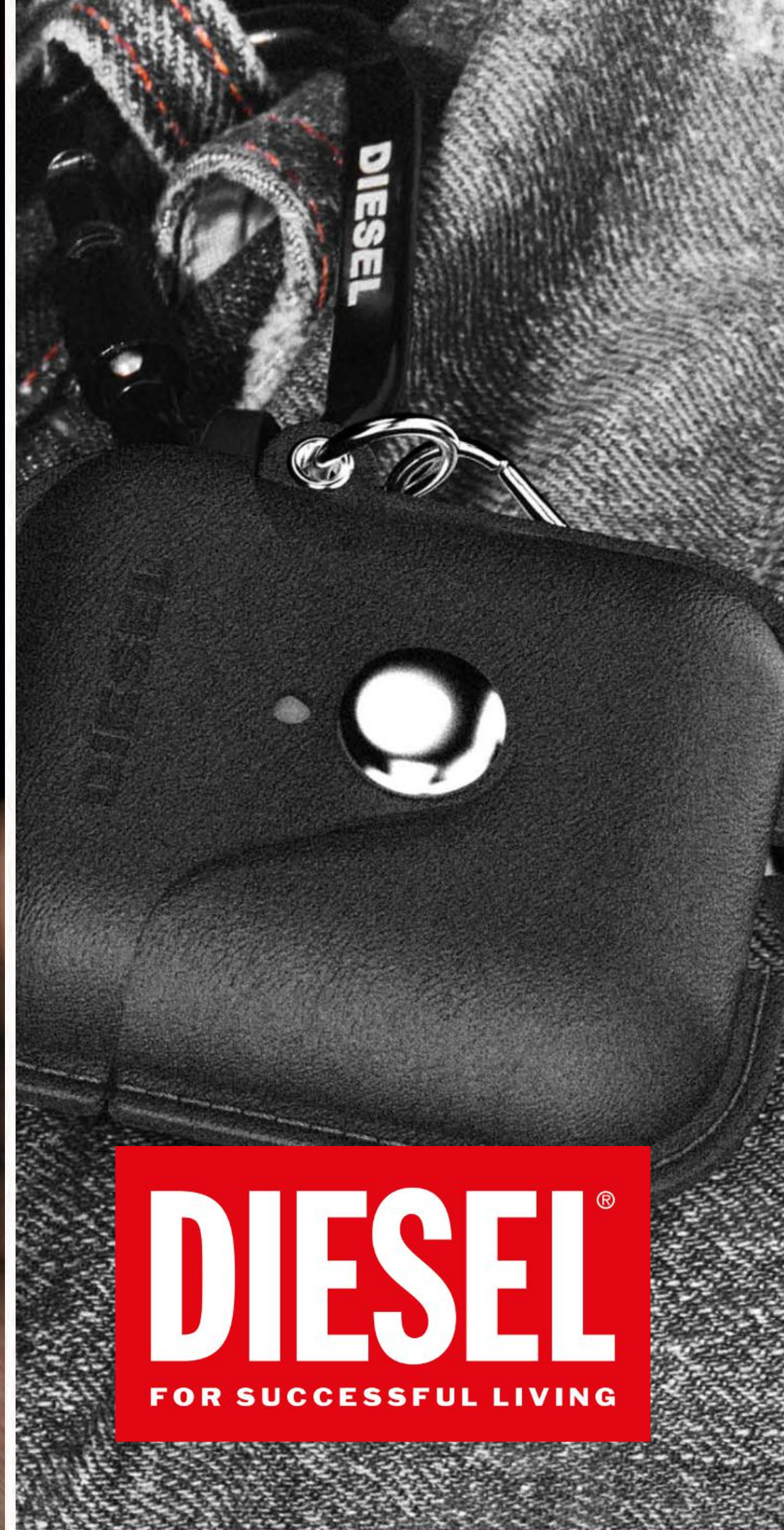
Great for demographic targeting. esp. Gen. Z, and younger Millennials, who have grown up in the mobile digital age.

4. TECHNOLOGY IS THE FUTURE

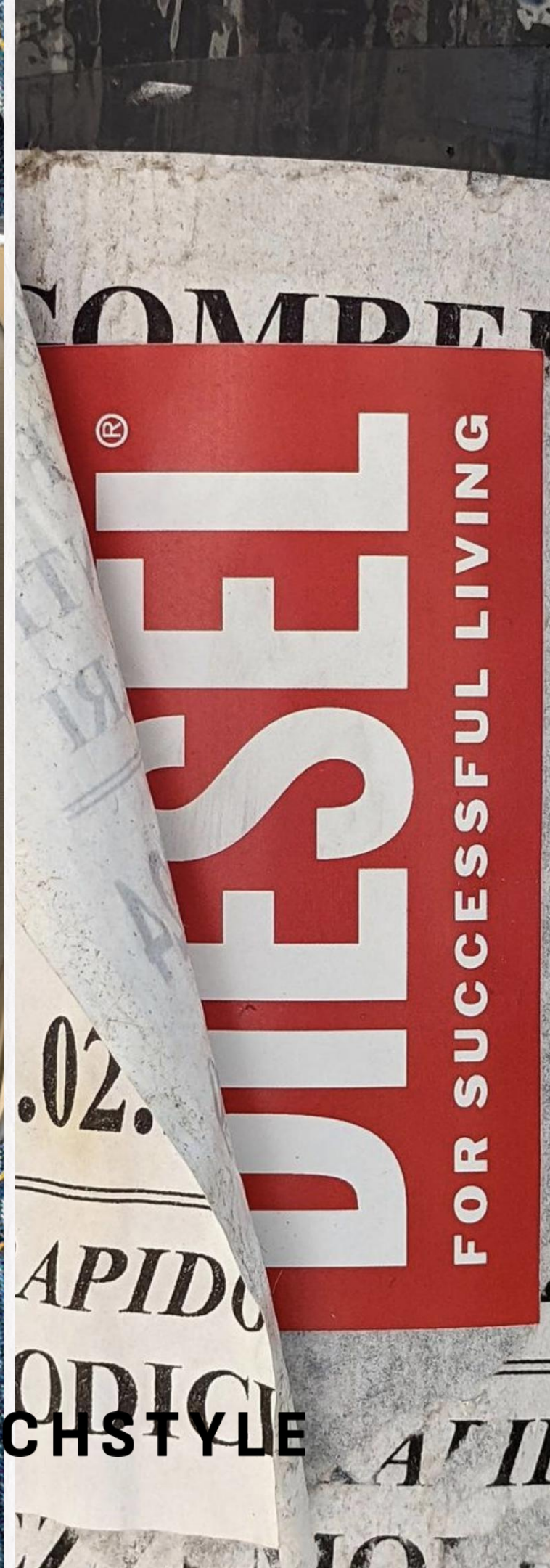
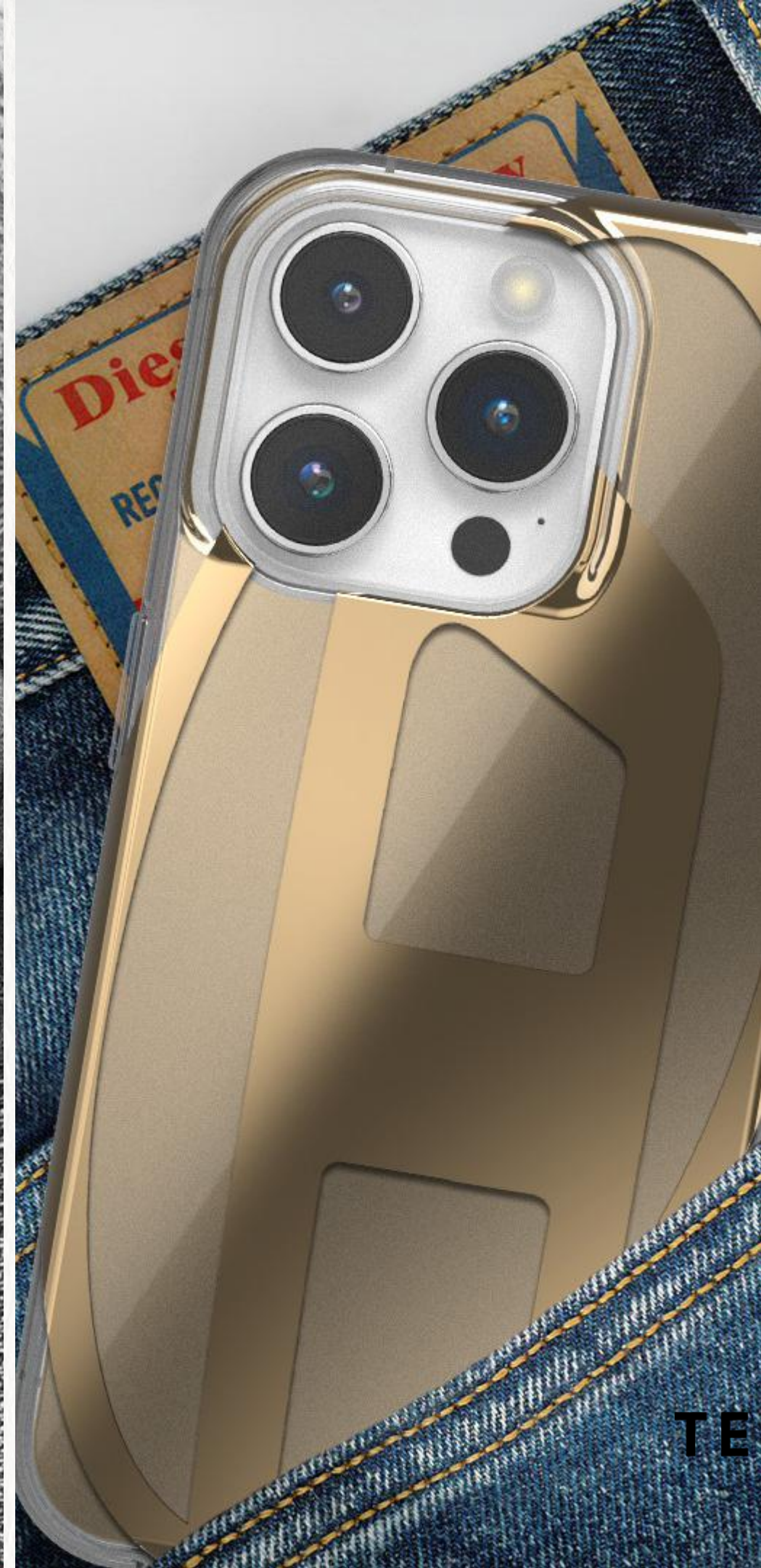
With its own cycle of eagerly awaited product launches. Associate with the likes of Apple and Samsung and tap into a new halo of excitement for the core of your brand.



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DIESEL[®]
FOR SUCCESSFUL LIVING



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FOR SUCCESSFUL LIVING



TECHSTYLE

SWAROVSKI



S Designed for
SAMSUNG

**Hard Bundle for Samsung
Flip 5 | Crystal Case,
Watch Band and Buds
case**



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marimekko



TECHSTYLE




adidas

PREVIOUS PARTNERSHIP

TECHSTYLE



RALPH LAUREN

PREVIOUS PARTNERSHIP



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LOCATION

We're at home in Tilburg, the textile & leather capital of Holland and the home of textile manufacturing.

Tilburg is in the southern province of North Brabant. It is the second-largest municipality in North Brabant and the seventh largest in the Netherlands.

ECCO leather has a factory in Tilburg, the Japanese company Fujifilm has maintained a presence, and more recently in 2013, Tesla has operated its main EU facility for assembly and distribution.

Tilburg also has a high concentration of transportation and distribution industries, specialising in value-added logistics and services, due to it being the geographical centre of the Benelux countries and being located on the transport corridor between Antwerp, Rotterdam and the Ruhr area.



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A close-up photograph of a CNC machine's tool bit precisely milling a complex, multi-colored 3D printed part. The part features a dense, organic, lattice-like structure. The colors transition from purple on the left to blue in the center, and then to green and orange on the right. The machine's tool bit is positioned over the part, and the background is softly blurred, showing other parts of the manufacturing process.

FROM CONCEPT TO FINISHED PRODUCT

Design & Manufacturing.

IDEATION & RENDERING

Create designs and renders on point with brand collections.

SAMPLING

Provide samples for approval and colour/material matching.

PRODUCTION

Mass manufacture in our own factories or through partners selected by our China based team.

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The story telling begins with our world class design team...

Taking inspiration, reference and guidance from our brand partners, we create "ideas" that we share with our partners. On point with brand values and identity and bringing to life their fashion collections in our assortment of tech accessories...our in house graphic team provide 3D renders for thoughts and approvals before...



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Innovation is at our core.

Pushing the boundaries of production and design is in our DNA. We are constantly looking for ways that we can innovate in our collections. From the materials we use, the manufacturing methods we employ, and the learnings that we can take from our brand partners to bring us closer to their core fashion designs.



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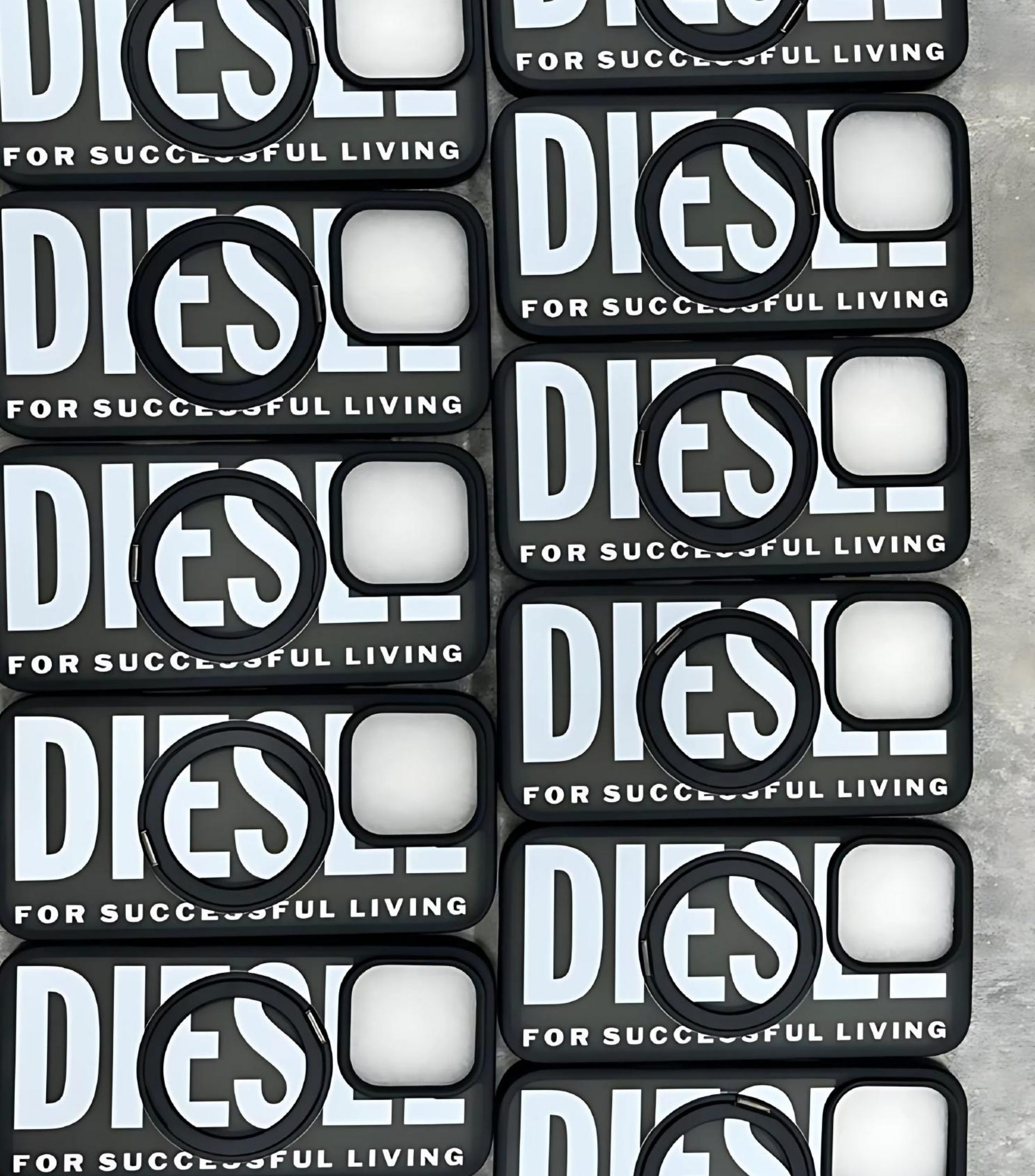
Supporting the latest hardware developments.

Innovations from Samsung and Apple flow through to the design and development of our product assortment.

We've been ahead of the game in producing branded "MagSafe" accessories since the functionality was introduced by Apple in 2020 - new for 2023/4 an assortment of "MagSafe" compatible cases incorporating a slick metallic stand/grip (and MagSafe).



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Sampling.

Whilst our in house 3D rendering capability has allowed our partners to visualise proposed designs, there is no substitute for reviewing “hands on” physical samples.

Once initial 3D renders are approved, we produce samples to approve fit, finish, colour matching, and materials.

Working with fashion collections, we move quickly - recognising the seasonality of designs.

Brand approved samples become the “golden samples” that our manufacturing teams reference throughout both production and post production QA/QC checks.

Nothing leaves the factory that is below the standard approved during the sampling stages.

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Manufacturing.

With our own production facilities and team in Shenzhen (China) we are able to produce goods to our own quality standard, a standard that our brand partners expect when representing their brand.

Speed to market is key in our industry – having an offer available for the launch of the latest flagship devices from Apple and Samsung give us a huge competitive advantage.

Our factory is experienced with working with/for the most recognisable brands in the mobile protection space.

Quality control.

Quality is incredibly important both to us, and the brands that we represent. Nothing leaves the factory without being thoroughly checked and approved for sale. With QA procedures pre, during and post production we ensure 100% compliance to the standards set during the ideation and sampling stage.

As a business we invest in the business of our brand partners through tooling and technology to bring to life the often complex designs that mirror fashion collections.

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END TO END

Sustainability.

Throughout the development process and mass manufacture of goods we are committed to reducing our effect on the environment.

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Sustainability.

We're constantly evaluating our footprint and ways that we can improve.

From the choice of the materials used in finished goods to the production of our packaging, everything complements our sustainability goals and targets.

Recycled materials, plastic-free packaging, and soy-based inks - just a few examples of considerations made at the point of production.

In 2020 we reduced the size of our retail packaging to mitigate and offset the carbon emissions caused through shipping.



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LICENSING

Our global sales team support the licensed brand opportunity.

BRAND RETAIL

For brand partners looking to compliment their store offering, our assortment delivers a collection of "on point" accessories that deliver value.

WHOLESALE

Our business development team have decades of experience working with premium retail and distribution in the tech and lifestyle space.

ONLINE

As marketplaces continue to evolve, we manage brand stores across the most desirable platforms protecting brand identity, building awareness and delivering results.

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Brand retail.

Introducing the tech category into our brand partners own retail stores has proven to be a big success. With the same look and feel as other accessory categories present in store, we have generated incremental revenue and delighted consumers.

Mirroring the core fashion collections in store, our protection and audio products have been the ideal upsell or attach. Where our brand partners have a direct retail presence we encourage placement - this solidifies our partnership and builds credibility when approaching "other" premium retail stores.

In countries where the brand franchises it's operations, we maintain an active and direct relationship, supporting sell through with hands on merchandising and training.



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DotLife | Thailand



SoftBank | Japan



FutureWorld | Vietnam



David Jones | Australia



El Giganten | Sweden



iStudio | Thailand

Our retail and wholesale relationships run deep.

With over 50 years of combined retail and distribution sales experience, we take a top down approach to business development.

Working closely with our brand partners, we identify the best "fit" for the branded assortment throughout our retail and distribution network to both protect brand identity and maximise the sales opportunity for all parties.

We are "hands on" in our approach to sales; focusing on sell through at the point of sale as the measure of our success.

EMEA, the US and APAC are our focus areas with teams located regionally to support store level activations.

Traditionally we have been most successful in the Apple, CE, Fashion, Network and Travel channels.

LOFT | Japan



Switch | Malaysia



AT&T | USA



Selfridges | United Kingdom



Broadway | Hong Kong



FNAC | France



Online & Market Places Brand Management and Sales.

We are experts in online sales and marketing.

Complimenting our offline business and protecting brand identity through the creation and management of dedicated brand stores online.

Our team understand the drivers for success and our design resource (split between EMEA and Asia) create the digital assets that convert interest to order.

From the US to Japan our dedicated brand stores deliver both a local language resource for consumers but real time results and awareness of the brands that we are so proud to represent.

amazon Rakuten yahoo!



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