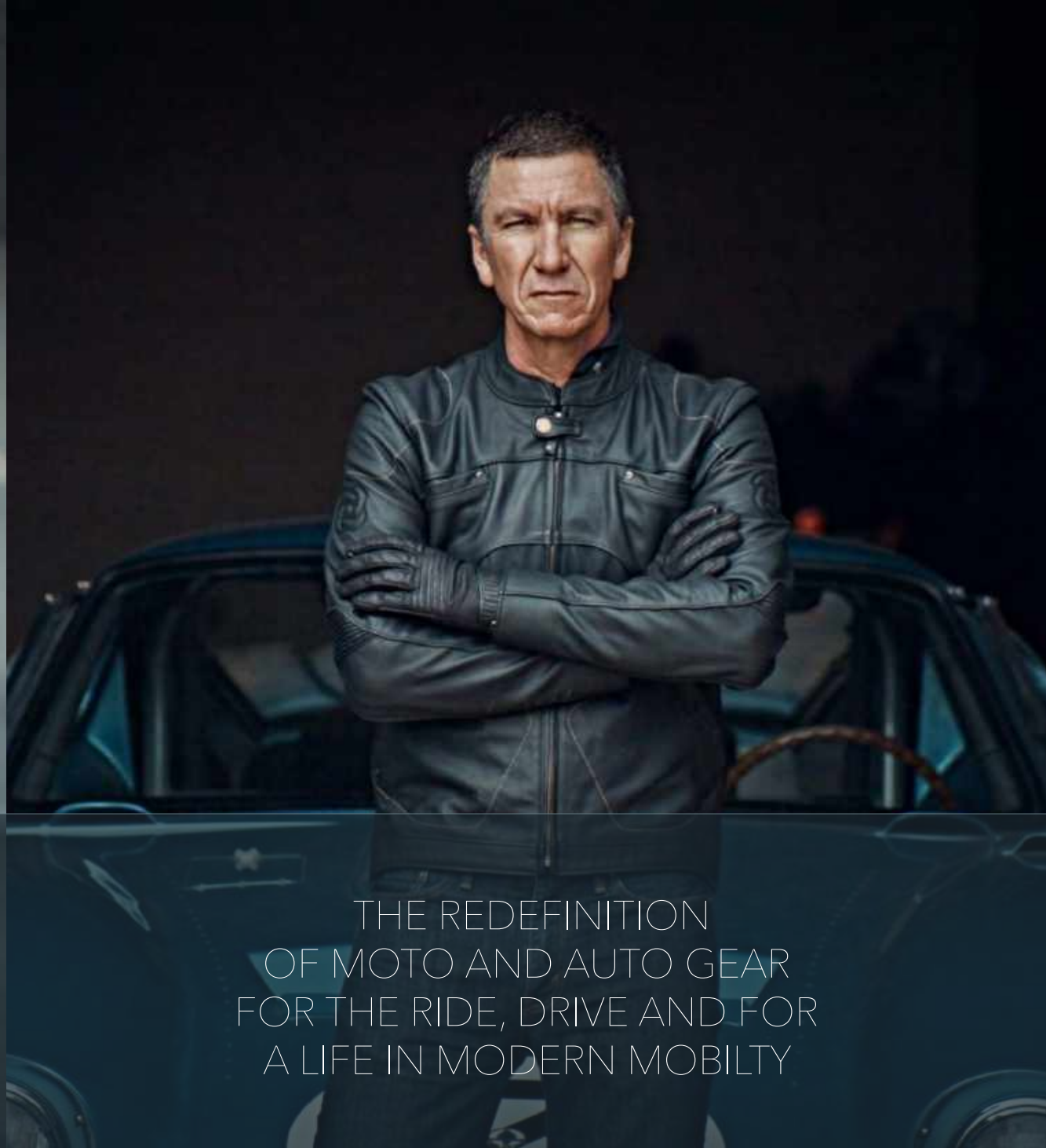




PAGNOL



THE REDEFINITION
OF MOTO AND AUTO GEAR
FOR THE RIDE, DRIVE AND FOR
A LIFE IN MODERN MOBILITY



PAGNOL

Introduction

Pagnol is an understated and groundbreaking motorcycle, auto and fashion apparel brand.

It provides “affordable quality and good design” with its 100% DTC worldwide model and its the first brand to ever hit these three significant markets, particularly the auto, a huge market with a huge gap.

Pagnol addresses not one, but several problems including the lack of tech adaptive apparel and more, think Lulu Lemon X Warby Parker X Red Bull for a lifestyle in modern to vintage mobility.

Ultimately, Pagnol is a brand that promotes a life of adventure and exploration through innovative and attractive functional products and meaningful media.

People need a brand like Pagnol

Paulo Rosas

ProblemS

Sportcars:

Drivers do not have their “functional yet fashionable sportscars apparel”
A HUGE market with a huge GAP, think the yoga world before Lulu Lemon!

Moto:

- A significant amount of moto riders rather not wear appropriate gear due to the lack of stylish looking and well fitting moto gear, AND that works for on and off the bike.
- With traffic problems on the rise and motorcycle use growing as the most immediate part of the solution, so is the growing need for the right moto apparel.
- The moto industry is lacking youth
- With tech's growth, there is a lack of tech adaptive gear.
- ALL other moto gear brands use the old middle man model/added markup and with wasteful “collections” per season. There is no “Warby Parker” in these segments.
- There is a moto jackets shoulders fit issue on the riding position

Fashion:

There is no fashion brand with both the authentic moto and auto cool factors behind it, no brand has ever hit these three markets and with a modern biz model

SolutionS

Sportcars: Pagnol is creating a functional yet stylish and minimal auto collection, it has already created the first “functional sportcars leather jacket” and will continue with the use of tech fabrics.

Moto: Pagnol already has been a leader in the redefinition of moto gear as well, creating understated and modern fitting moto gear for on and off the bike.

-Pagnol will address the lack of new young riders with strategic co branding alliances, responsible use of tech, apparel with tech adaptive features, solving the lack of tech adaptive gear in general at the same time.

-Pagnol is THE only moto-auto functional apparel brand 100% DTC and with a minimal collection of signature styles that carry over season after season, providing the advantage of offering “true affordable quality” worldwide think the Levi’s 501 jean x the Warby Parker model

Fashion: Pagnol is and will continue to grow as THE first ever brand to hit these three big markets with authenticity and a modern business model

Biz model and strategy

Our innovative-out of the box spirit doesn't stop at our product, it is applied to our modern business model and strategies. Being 100% DTC online selling worldwide, We have a 60% mark up and yet are at 25% less than the retail standard price, providing "accessible premium quality and styling",

Premium quality and style do not have to have premium prices anymore
Less but better key products, more innovative marketing
with Pagnol's own media production, think Red Bull and its media house.



Competitors

MOTORCYCLE

There was no understated moto gear with a slim fit that promotes health and that could be worn on and off the bike when we started, the big brands followed

Although the smaller of the three markets, the number of competitors is disproportionately smaller



Only with their “match the trend” urban collections



AUTO

The sportcars market of course is much larger than the urban moto one, but there is virtually no real competitor,

There is no proper cool and fashionable brand with true performance



The problem with these collabs is that they are for ONE auto brand! However, proof of our right direction (Our MIA auto jacket came out 2 years prior)

The rest is private labeled licenced apparel for different brands, NO brand for multiple auto brands exists.

FASHION

In addition, there is no fashion brand with the cool moto-auto factor, the closest would be Belstaff with the moto heritage.



Pagnol can do it better and broader

It all starts with the product

Quality not quantity. Pagnol created a collection of understated yet memorable signature styles that seamlessly hit the mark for the elusive retro to modern range, think the Levi's 501 Jean.

However, we maintain a recurring interest with yearly updates and limited editions.



The M1 jacket,
the one that started it all.



The M2 jacket,
the wild child



The M3 pant,
a jean/moto pant hybrid



The MIA jacket,
the performance auto-fashion jacket



The W1 women's moto jacket,
innovation in style and protection



The P1 moto boot,
a new breed of moto boots



Comparative brands

What



is to



is to



is to



is to



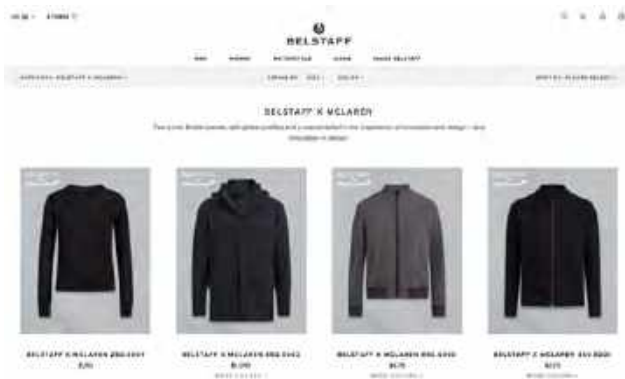
AND



In the same way these mega brands stem from a lifestyle to expand to fashion and hit two markets, Pagnol is the first ever brand hitting not two, but three markets derived from and with the cool moto and sportcars factors.

Comparative brands-2

Comparative case studies: Belstaff, Belstaff x McLaren
Boss x Porsche and the testeful cycling brand Rapha.



As already mentioned, Belstaff has crossed over to the fashion industry and collaborated with McLaren for an auto apparel brand, however, the major advantage of Pagnol vs this brand, is that we sell the same quality at a 1/3 or so of their prices! and the Belstaff X McLaren brand is not for all brands of sportscars as Pagnol is and can grow a lot more there.



Porsche x Boss, another great indicator of Pagnol's 2 year old vision and direction, minus the two disadvantages this collab has:
1-Porsche drivers do not care about "Boss/Hugo Boss"
2-Same as with Belstaff x McLaren
This collection is for ONE auto brand and at much higher prices.



Rapha is the "cool and minimal" bicycling brand, 100% DTC, some customers call Pagnol "The Rapha of motorcycle (and auto :) gear" Which sold for 260 mill dls to the Walmart heirs' investment group when Rapha, I believe, was at 60 mill in sales per year after 12 years in biz. They also have their own retail locations/club houses worldwide.

IN THE MEDIA



The Pagnol Culture

It has been incredibly flattering to have people with a real creative and innovative say wanting to be a part of our brand's culture. Great key products, great culture = authentic marketing.



Robert Egger,
creative director at Specialized Cycles



Walt Siegl
WSM motorcycles



Troy Galuzzi
Son of Miguel Galuzzi and illustrator



Richard Mitchell
Clay designer at Tesla auto



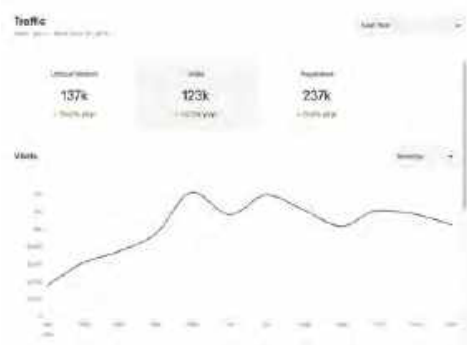
Sean Kinney-Alice in Chains



Thomas Fleuret
Vintech-auto design studio

Achievements-Traction

- In only its first 2 of 5 years, Pagnol was recognized as a game player and leader in design and marketing next to the top moto gear brands
- Pagnol fast became a brand desired by the media as well
- We were the first with a slim fit, for on and off the bike and a true performing auto leather jacket.
- 10K email subscribers, 8K FB followers, 8.3K Instagram followers
- Our creative entrepreneurs and engineer riders series is a hit
- Key brand for key events
- Reinvented what moto and auto gear could be creating products with the elusive retro to modern range
- 600k in sales in the first 5 years with only an investment of 200k and basically with only 3 core styles!
- Most important, it has made moto riders that otherwise would not wear protective gear, be protected and saved them from a few crashes!



This year our unique visitors have grown to a whopping +150%

Founders

Is all about the people involved, a company's engine is its people, ideas alone mean nothing without the right people to execute them.

RENAISSANCE MAN-1

Paulo Rosas, 100% owner:

Multidisciplinary individual, creative director and initial founder

- Owner and designer of motosports industry design and marketing studio www.SpeedMachinesDesign.com that has worked with the likes of MotoGP teams, Bike EXIF, Alpinestars, Triumph UK, Ford Mustang, RSD and more.
- Former fashion developer and designer (Helmut Lang, James Perse and more)
- Music tours wardrobe: Korn, Marilyn Manson, Chris Cornell, and more

RENAISSANCE MAN-2

James Yang, ex partner, advisor:

- Diehard auto and moto enthusiast, and 2nd founder.

A serial entrepreneur who has founded and sold several startup companies

Current advisor to several tech and online retail startup companies

Prior to entering the startup world, worked at Bridgewater Associates (world's largest global macro hedge fund)

where he managed \$5B in credit portfolios and regularly assessed corporate strategy.



Paulo Rosas

Disruptive advantages

- With smaller but efficient and timeless collections, Pagnol moves 50 to 70% faster than its competitors and has a smaller eco impact in its product development process.
- Pagnol's leading marketing and design approach continues to evolve ahead of the game, which creates an efficient CAC and does not have to emphasize "specs", but its brand's big picture goals and culture.
- Pagnol as a young brand, unlike Belsatff for example, has zero "positioning issues".
- Pagnol, catering to both moto and auto fashion, covers the whole "year's seasons", from Spring-Summer with moto to Fall-Winter with auto, and of course the reverse for the lower hemisphere
- Pagnol's products are designed to appeal and fit from the retro to modern customer, as opposed to a more wasteful development for the two different categories, plus will dive deep into more tech adaptive products .



Pagnol M5 Moto Suit x Niki Smart-GMC designer

How would your investment be used

- Inventory 50%
- Modern Marketing 15%
- Product development 5 %
- Industry events 10%
- Website revamped experience
- Meaningful videos with the brand's own music, a first.
- Managing cost
- Multidisciplinary man power
- Expansion to a recurring side of the business
- Pay off small debt



HOW WILL WE GET THERE

- 1- By adding key new products or additional colors/fabrics and updates to existing signature models, think the iPhone
 - 2-By growing in the massive auto and fashion markets
 - 3-By reaching a lot more of other moto segments
 - 4-With innovative, meaningful and viral modern marketing
 - 5-Multidisciplinary man power, freeing up founder
 - 6-With higher production numbers, lower cost
 - 7- Other rounds of investments at higher valuations
 - 8-Further expansion in Asia and a base in Europe
 - 9-Strategic alliances with complementary brands
 - 10-Continue and improve with our efficient CAC:LTV ratio
-

EXIT PLAN

Our objective is to leverage from the Pagnol brand to scale products and revenue. Should the right opp arise to sell it to take it to the next level, we would consider it as on the Rapha example.



OUR FINANCIAL GOALS

-2020 500

-2021 1,000,000

-2022 2,000,000

-2023 4,000,00

-2024 10,000,000

The goal is to double
for the next 4 years
and hit the 10 mill by 2024

We currently have a
1.4 mill valuation and looking
for 420K investment from 30%
available equity.



Markets sizes in #s

MOTO:

2.5 mill bikes Pagnol's styles only last 4 years
At only 1% of the current Pagnol moto market
25k x average \$300PU = 7.5 mill
At .5% World and Pagnol segment average:
28 MILL in sales per year

AUTO:

Sportcars sales 2018 only: 6.7 mill
At only 1% of the sportscars market
112k x average \$300PU = 33 mill
At .5% World and Pagnol segment average:
127 MILL in sales per year

FASHION:

In 2018 alone and for starters, of 143 mill sold,
so say Pagnol sells to:
1% 1.4 mill units at \$200 = 286 mill,
.5% 143 mill, to .1% = 28 mill

The 3 markets'

High balled potential totals
Averaged .5% low balled/HIGH balled goals, 7 years
potential markets share total
MOTO: 28 MILL
AUTO: 127 MILL
FASHION: 143 MILL
298 MILL \$ SALES PER YEAR
2020: 5 mill 2021: 10 mill to
2026: 298mill

The 3 markets'

Low balled potential totals
Averaged and LOW balled, 7 years
potential markets share total
64 MILL \$ SALES PER YEAR
2020: 1 mill 2021: 2 mill to
2026: 64 mill

2020: 1 mill 2021: 2 mill to
2026: 64 mill

Big picture goals

- We all know there is a dark-addictive and epidemic side to tech, Pagnol uses “tech to keep people away from tech”, being out there=world appreciation=taking care of it, global warming or not, we have to take care of our home.
- Traffic problems are on the rise worldwide, motorcycles are a big part of that solution, appealing protection is a must.
- Pagnol makes a better world through design and responsible minimal collections that have a smaller eco impact.
- Pagnol’s brand culture and story is used as inspiration for its customers and beyond
- Pagnol social cause is for “the root of many problems”, Overpopulation





INNOVATIVE PRODUCTS

SIGNIFICANT OPPORTUNITY

