

GLAM CORNER.

YOUR ENDLESS WARDROBE

APP Securities:

NAB Enabling Technology Lunch Series

23 March 2017

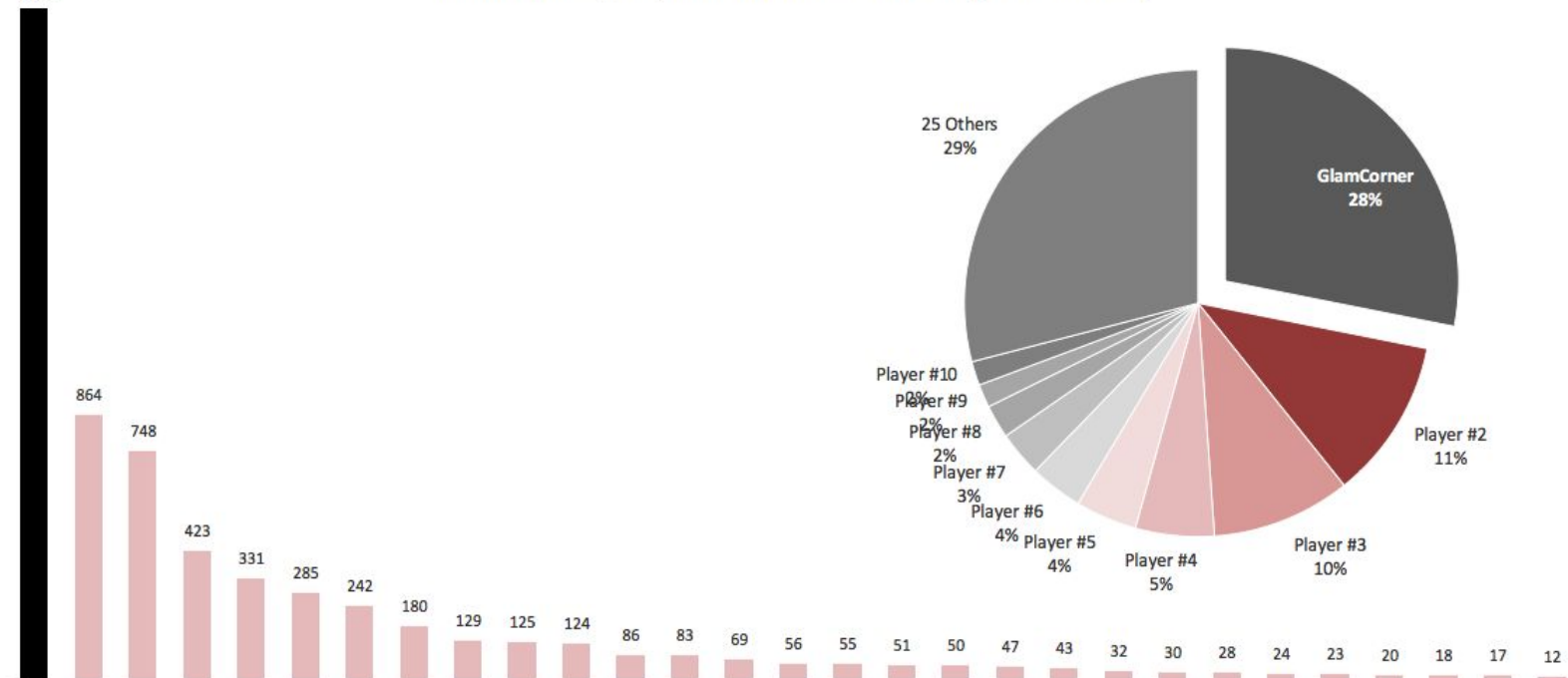


Australia's No.1 fashion rental business



2,183

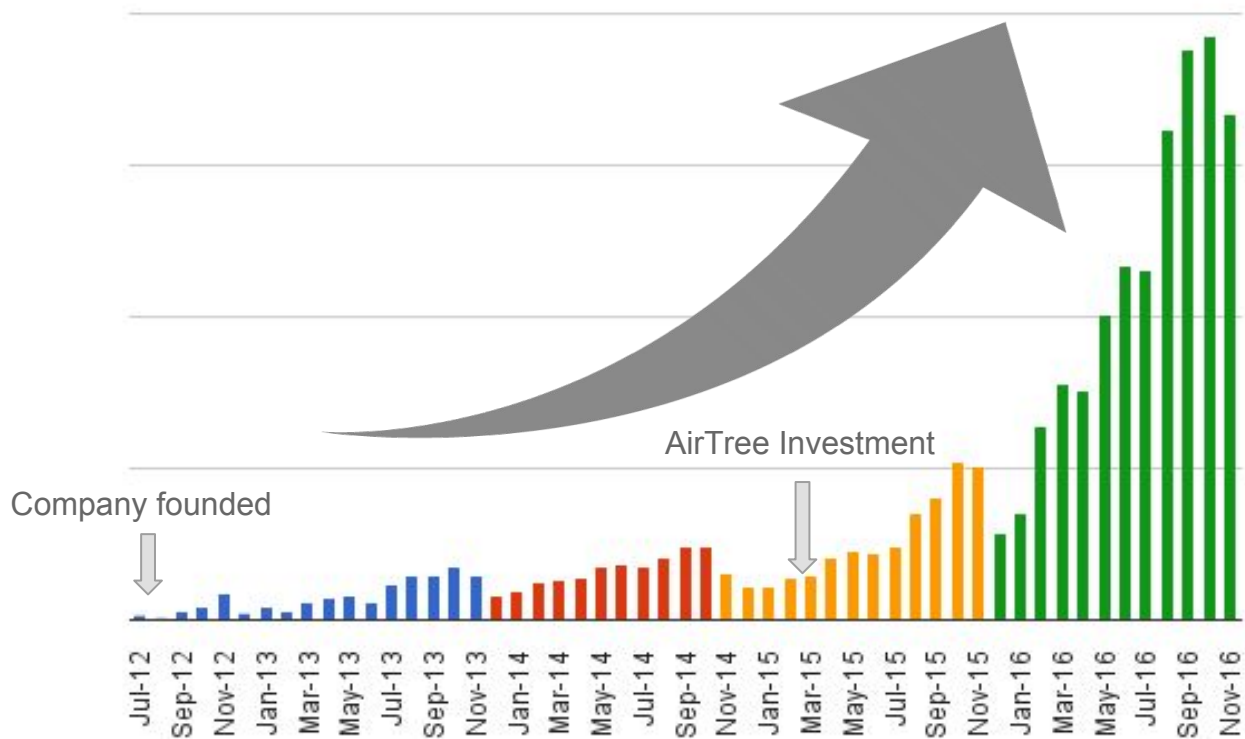
Market landscape by Number of dresses For Rent (as at 30-Jun-16)



Source: data extracted from publicly available information on company websites. Excludes items listed on third-party listing sites such as eBay and Gumtree etc

Experiencing exponential growth!

Monthly Order Volumes



**5x YoY
Growth
in 2016
alone!**

A very high quality team...



... with husband and wife founders

Realised: women have been sharing clothing for a long time..

So why did the 'Sharing Economy' equivalent not exist?

Decided to build: a community to improve access

Discovered: the aftermarket for designer fashion has the potential to be **bigger** than the primary market



Couple fashion wardrobe in the cloud
The Daily Telegraph

\$9 billion

Women in Australia spent \$9 billion dollars dressing themselves in 2016
(that's excluding spend on shoes and handbags!)

\$15 billion

Over two thirds of Australians are now actively spending on or earning from a sharing economy service!

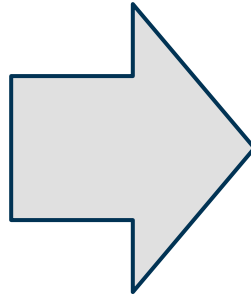
Note: The definition of 'sharing economy' in the survey incorporates the likes of car and ridesharing platforms, peer-to-peer lending services, accommodation sharing, crowdfunding platforms, and online marketplaces for goods, such as eBay

Source: Startup Daily, Value of Australia's sharing economy hits \$15 billion, 13 February 2017

The problem we're solving



The
'Sharing Economy'
has solved other
problems like this



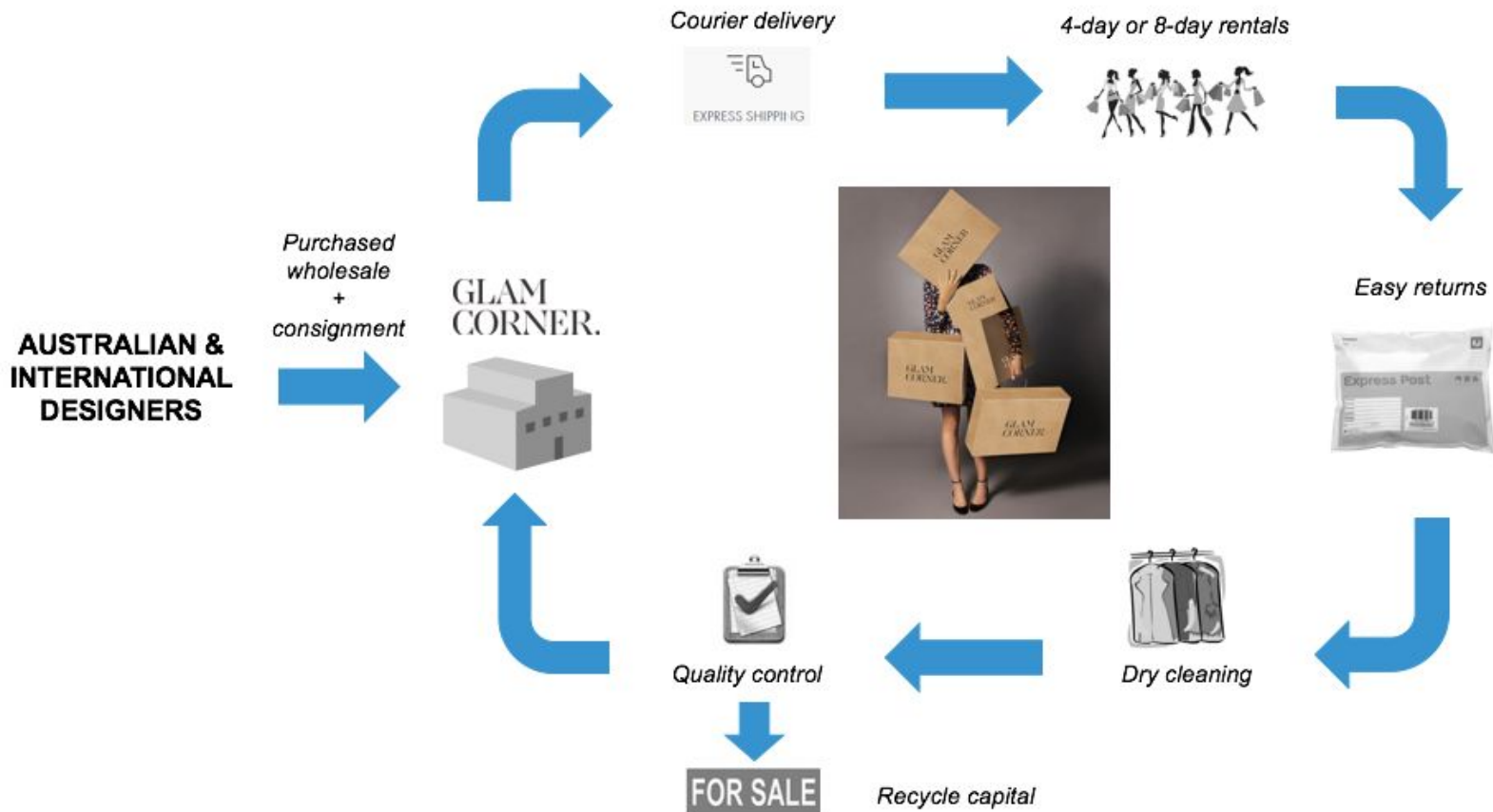
U B E R



Our Mission:

**To be the answer to those
“I have nothing to wear”
moments**


How we do it




RENT. WEAR. RETURN.

In the last twelve months our customers have rented the retail equivalent of
over \$13 million worth of designer clothing

A best in class product



NEW ARRIVALS DRESSES OCCASIONS DESIGNERS ACCESSORIES **CLEARANCE** HELP LOG IN



RENT DESIGNER DRESSES FOR ANY OCCASION

THOUSANDS OF DRESSES, GOWNS, PLAYSUITS, AND JUMPSUITS FOR A FRACTION OF THE RETAIL PRICE.

📅

SEARCH

HOW IT WORKS



RENT

Browse through our collection of over 2,000 designer dresses and gowns. Book your favourite dress online and we'll deliver it to your door anywhere in Australia.



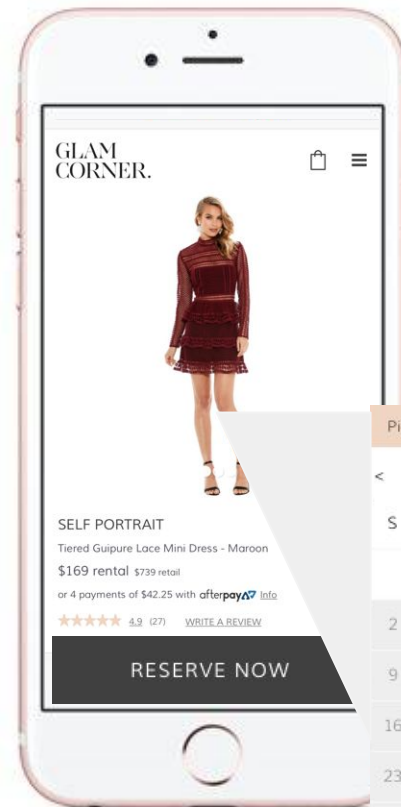
WEAR

Look amazing at your event! The dress is yours for 4 or 8 days and comes with accidental damage insurance.



RETURN

Place your dress in the prepaid return bag provided and drop it at your nearest Post Office or yellow Express Postal Box. We'll take care of the dry cleaning.



Pick a delivery date 1-2 days before your event

< APRIL 2017 >

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

☐

At your door
by 8pm

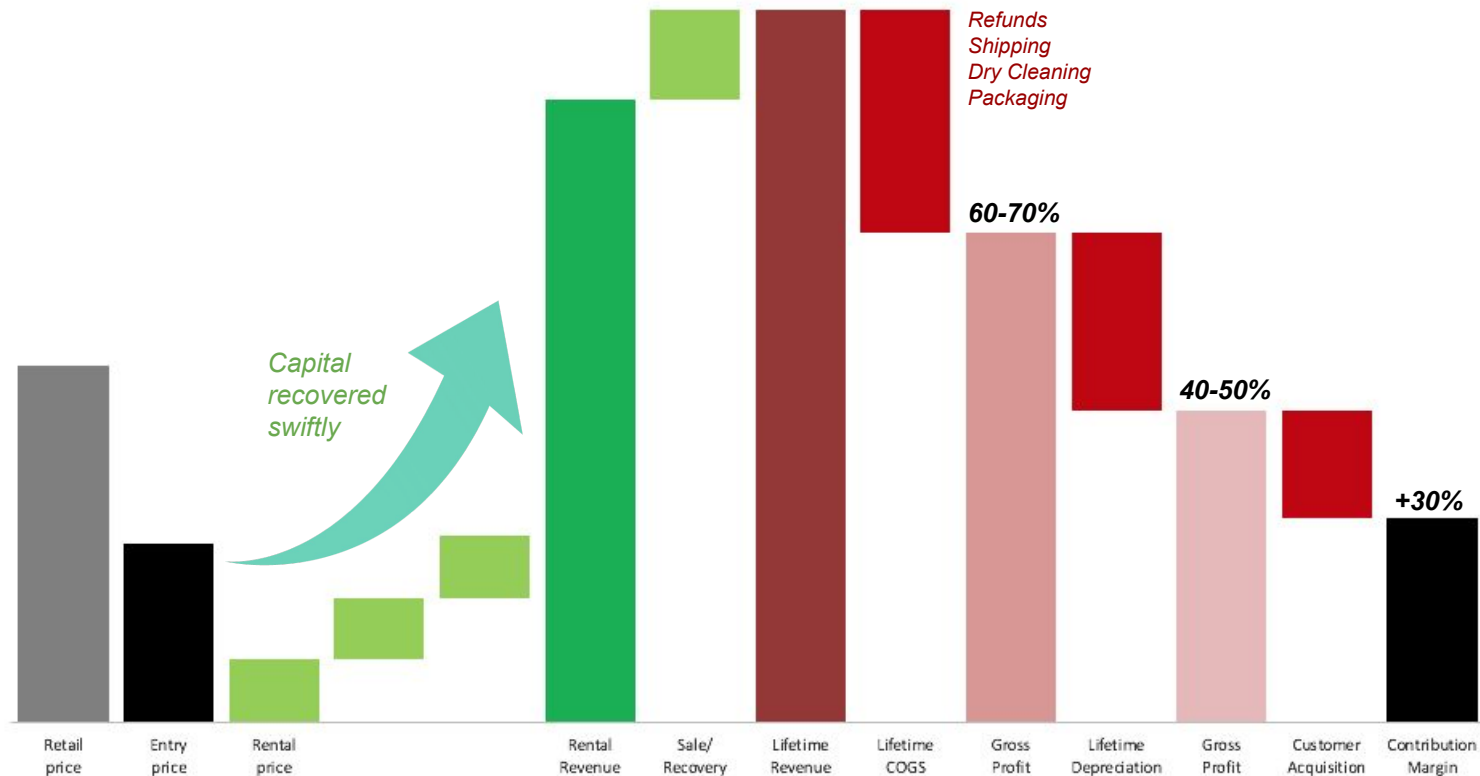
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Drop in mail
by 5pm

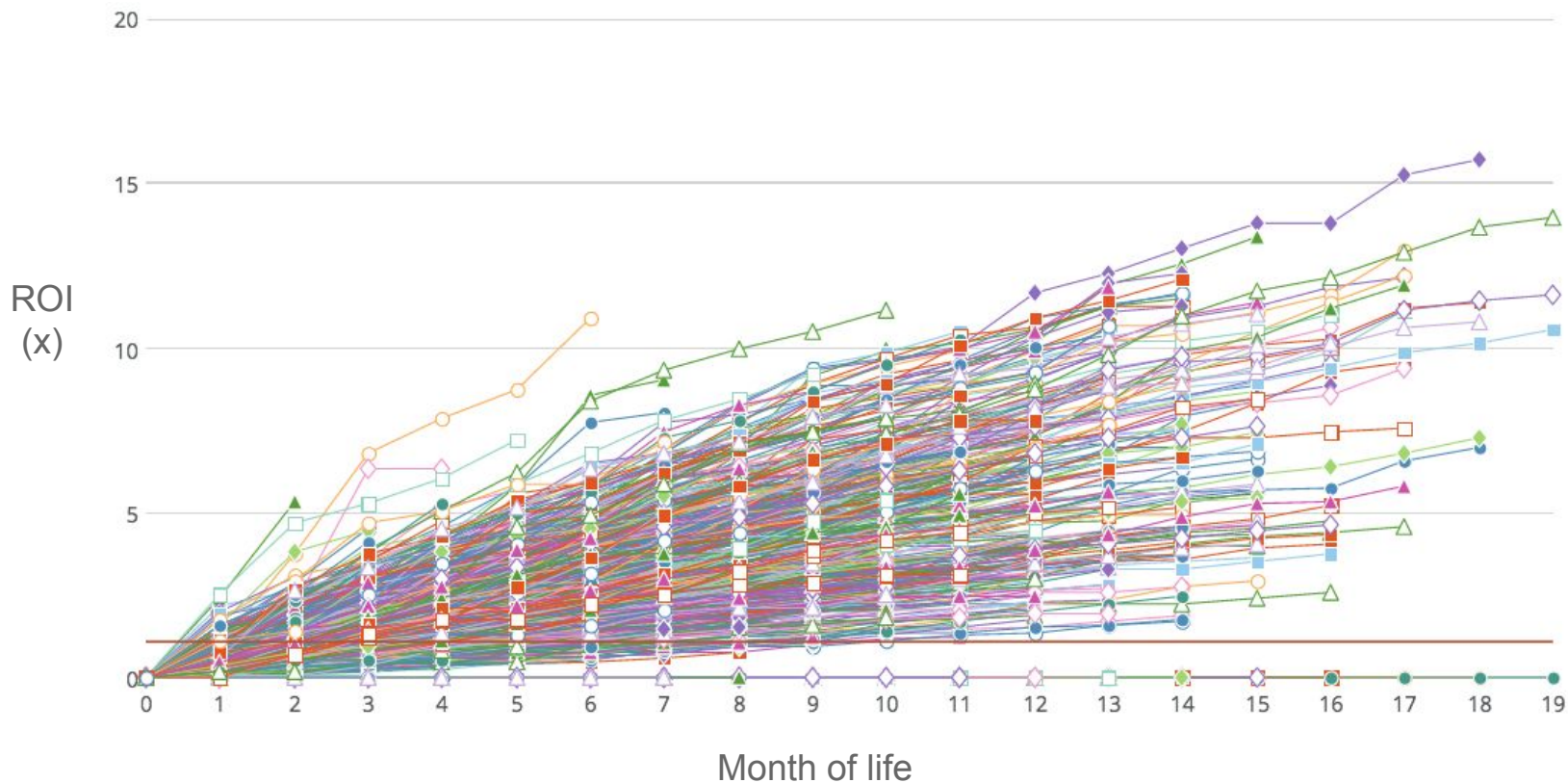
Our Vision:

**To be every Australian
woman's Endless Online
Wardrobe**

Superb unit economics



A data-driven, high-margin model





GC: \$1 of Inventory = \$5 of Revenue

Regular Retail: \$1 of inventory = \$2 of Revenue?

+25,000 customers nationwide

Our average rating is

4.8



b:
bazaar
voice.

94

NET PROMOTER SCORE ?

DETRACTORS 0.6%
PROMOTERS 95%

*"My experience with GlamCorner was superb!
It was perfectly timed to arrive two days
before the event in a beautiful box
it was like receiving a wee little gift to me!"*

Nikki, North Territory

*"This is the first time
I have hired a dress
and because of the
amazing condition of
the dress and hassle
free nature of your business,
I intend on continuing to
hire dresses from GlamCorner!"*

Deliah, Western Australia

*"I wore this dress to a black tie event and I loved it. Beautiful and sparkly, it fit perfectly!
Would highly recommend the dress and the whole GlamCorner experience.
I have told so many friends!"*

Jenna, Sunshine Coast

*"I recently hired this dress
for a ball I attended in July.
The dress arrived on time,
fit perfectly and the instructions
to return were simple and easy
to follow! Would highly
recommend this dress for
your next cocktail event!"*

Kellie, Brisbane

*"I rented this gorgeous
dress from GlamCorner
for my 21st birthday party
and would 100% come
back to GlamCorner
to hire an outfit
for a future event!
Thanks guys xxxxx"*

Lauren, Perth

*"Hired this gown for my Dad's black
tie wedding back in April, and it was
so stunning! GlamCorner packaged it
beautifully and it was in perfect condition.
True to size, beautiful navy colour.
Would definitely wear again!"*

Brienna, Melbourne

*"I won 'Belle Of The Ball' for the best dressed woman,
something I could never have dreamed of achieving without your help!"*

Michelle, Canberra

That's +25,000 evangelists!



GEMMA

"I rented this dress last week for a wedding and couldn't have been happier! The service and communication from the GlamCorner team was amazing and posting the dress back after my event couldn't have been easier! This is the first time I've rented a dress and I'm kicking myself I waited so long!"

[read more](#)



SOPHIE

"I rented this dress last minute and it came the very next day! You cannot fault the service and the dress came in perfect condition. Due to the dress being so expensive to buy outright it was ideal that I was able to hire it and did not have to spend a fortune. Thanks GlamCorner!"

[read more](#)



JOSIE

"I wore this playsuit to the races yesterday and it was fantastic! Got heaps of compliments and it was very comfortable to wear! Thanks GC!"

[read more](#)



AMELIA

"This dress was actually the 'back up' dress for my engagement party - but it was absolutely perfect! I got so many compliments and felt so special that I got to wear an outfit that suited me to a tee. Hiring from GlamCorner was so easy and convenient - it will now be my go-to wardrobe! Thank you so much x"

[read more](#)

We build
relationships with
our customers



A team of:
Bright, Kind and
Dedicated people



With a +1,000sqm warehouse & office!



Key takeaways

- ✓ High growth + margin
 - ✓ Disruptive product
 - ✓ In an expanding market
 - ✓ Proven formula + platform
 - ✓ Strong team
 - ✓ Quality investors
-

What's next?

- 🚀 Build a household name
 - 🚀 Expand asset pool
 - 🚀 Ongoing Tech + Ops investment
 - 🚀 Enhanced BI focus
 - 🚀 Keep building great team
 - 🚀 Beta-testing new opportunities
-

Final point

We're changing the way women consume fashion in Australia.



Source: Amazon

Thank you

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dean@glamcorner.com.au



<https://au.linkedin.com/in/dean-jones-89839432>



<https://twitter.com/glamcornerau>