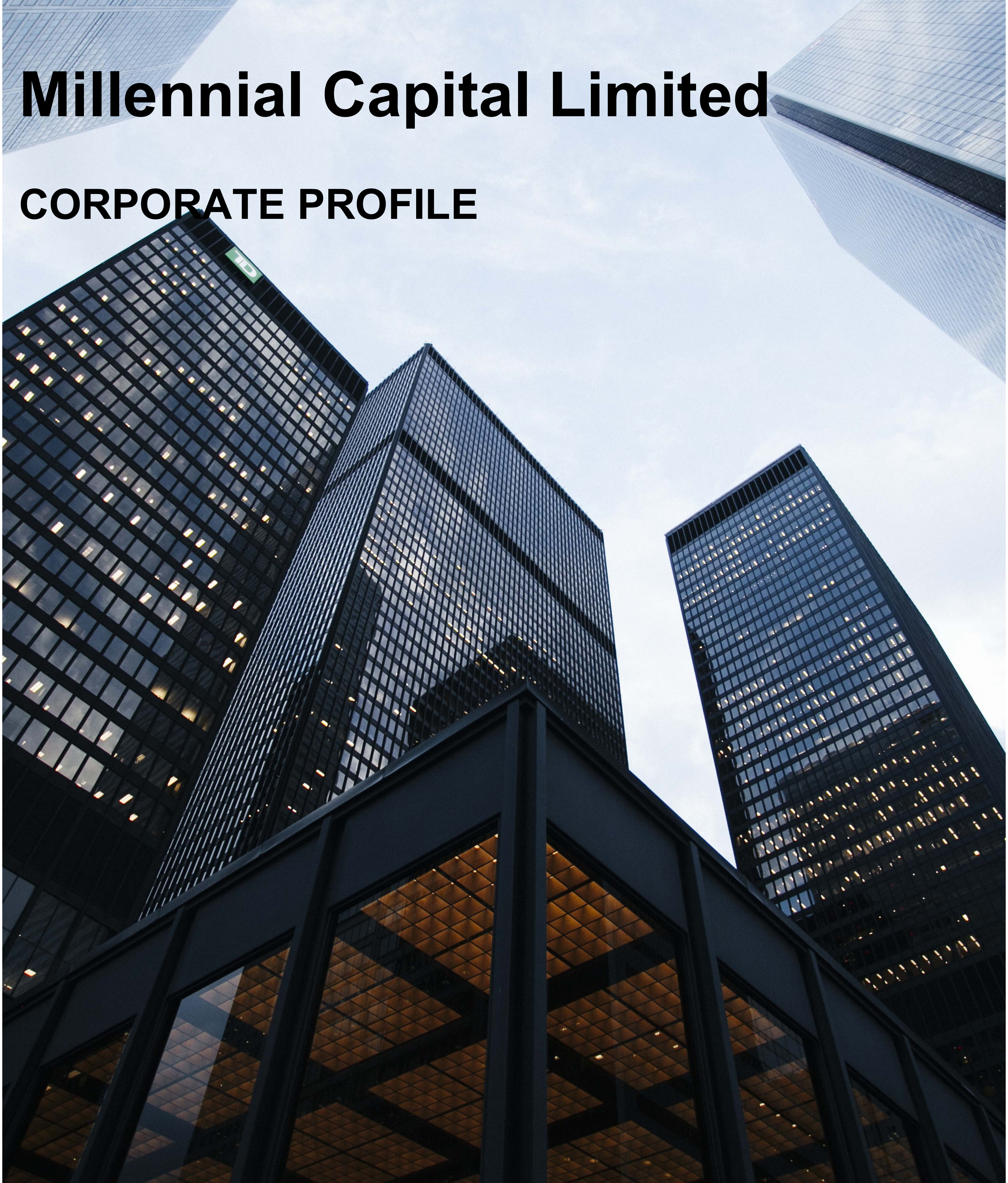
Millennial Capital Limited

CORPORATE PROFILE



May 2017

Private & Confidential

MC MILLENNIAL CAPITAL

01

AT A GLANCE

MILLENNIAL CAPITAL

Millennial Capital is #1 consumer focused venture firm in the GCC region

1 Specialist Venture Capital Firm

- MCL's specializes in providing **growth capital** to **emerging brands** operating in retail and consumer products sector
- We partner with **established brands/franchises** with a track record in **operations and international expansion**

2 Experienced Investment Advisor

- The firm is a **growth capital investor** with deep expertise in **SME advisory, specializing in growth funding model**
- **MCL operates a fully fledged investment advisory team** which provides **strategy and corporate development consulting services** internally and externally

3 Fast Growing Portfolio

- Millennial Capital partnered with **KRUZIN Footwear** in July 2016 and introduced the sneaker concept **in GCC, Levant, India, Egypt, Iran and Nigeria amongst others**
- **KRUZIN franchise,** successfully developed by MCL has enabled the concept to expand in **UAE, Saudi Arabia, Lebanon and Nigeria since 2016**

4 Outstanding Team of Professionals

- The founder, Andreea Danila brings **extensive experience in venture capital and private equity** in GCC across **fundraising, investment and exit**
- MCL is supported by an outstanding group of shareholders, independent board members and a dedicated team of **investment professionals and retail specialists**

Millennial Capital Corporate Overview

Independent Board Members | **Shareholders** | **Sector Experts Consultants**

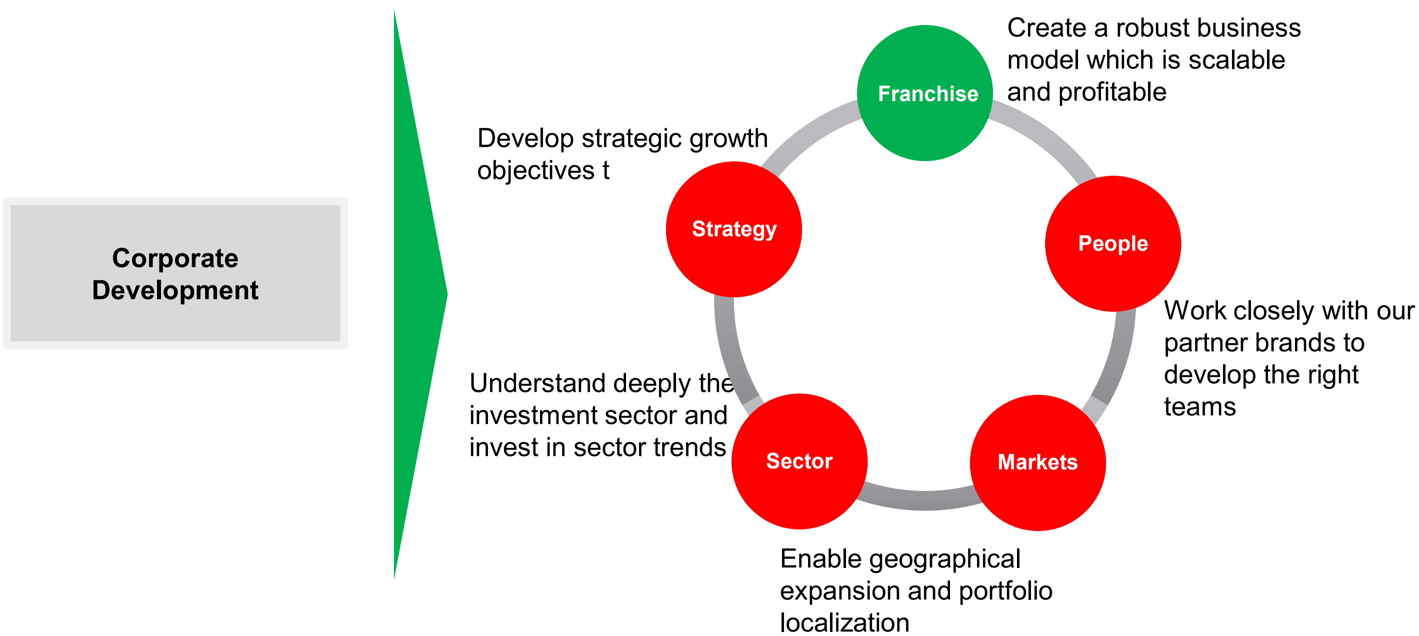
MILLENNIAL CAPITAL

Retail Franchises/Brands | **Investment Advisory Team** | **Consumer Products Franchises/Brands**

Confidential — All Rights Reserved Millennial Partners & Co

With a proven value creation plan and fast growing portfolio of franchises

Millennial Capital Value Creation Approach



MCL Retail Brand Portfolio

KRUZIN Footwear LLC is a manufacturer and distributor of branded sneakers targeting teenagers and kids, operating c. 15 branded stores in USA, China, France, and SE Asia.

Millennial Capital holds exclusive brand management rights for GCC, India, Egypt, Nigeria, South Africa among other key growth consumer markets until 2022.

MCL Investment Advisory Portfolio

Millennial Partners & Co LLC is an advisory firm operating from Dubai which provides equity funding, M&A and strategic consulting services to mid-market enterprises.

The investment advisory team is comprised of experienced consulting professionals with deep sector and regional expertise in the GCC region.

Millennial Partners & Co LLC offers consulting services to its portfolio of franchises/managed brands as well as to external clients.

Confidential — All Rights Reserved Millennial Partners & Co

Supported by an outstanding group of shareholders and professionals

Hamad Abdullah Al - Attiyah
Chairman

Brief Profile Overview

- Chairman of Al Jazeera Exchange and Chairman of Global Medical Co.
- Previously, board member of Qatar Telecom, Ahli United Bank, and Chairman at DLALA
- BSc in Electrical Engineering from University of California and post graduate diploma (Eco) from London University

Andreea Danila
CEO and Founder

Brief Profile Overview

- Private equity and M&A professional with 10 years of experience gained at EY, Al Masah Capital and Asayel Investments
- Andreea holds an MBA from HULT International Business School.
- Key transactions include Khazanah/ Nuqul Group, Al Borg Diagnostics among others

Alessandra Gold
Partner, Retail and Operations

Brief Profile Overview

- Experienced retail professional with more than 15 years of experience in the fields of branding, marketing, brand development and distribution channels
- Holds degree in Business and Accounting Institute of Banking, and Fashion Institute of Technology, USA

Shailesh Dash
Shareholder

Brief Profile Overview

- Well known and successful financial services entrepreneur,Shailesh created one of the largest private equity firms in the GCC region, Al Masah Capital
- He is a CFA and holds an MBA from FORE School of Management, India.

Rajesh Mehta
Shareholder

Brief Profile Overview

- Owner of SUPERGEMS, Mr. Rajesh Mehta is a respected business person with interests in jewelery manufacturing and distribution in Milddle East and Africa
- Metha family is the largest gold and jewelery exporter in the world as ranked by Forbes Magazine

HE Abdullah Al Athyah
Shareholder

Brief Profile Overview

- Former Governor of the Qatar Central Bank, HE Abdulla is the former Governor of Qatar Central Bank, Second Secretary of the Qatar Embassy in USA
- He holds a masters degree in Public Administration and International Public Policy from Central Michigan University and Johns Hopkins University, USA

Nanda Veldink
Retail Consultant and Shareholder

Brief Profile Overview

- Experienced consultant in the areas of luxury, fashion and apparel segments
- Key clients include Gucci, Stuart Weitzman, Coach and Bottega Veneta.
- Holds a Master in Marketing from Handelshojskolen and has a BA from Utrecht Business School, Netherlands.

Shabnam Abdul Salam
Investment Associate

Brief Profile Overview

- Investment analyst with 3 years of experience in financial analysis and due diligence having worked at KPMG and Varma & Varma
- Shabnam is a Chartered Accountant by profession from the Institute of Chartered Accountants of India (ICAI) and CFA level 3 student

Deepak Kumar
Investment Analyst

Brief Profile Overview

- Finance professional with 2 years of experience in financial planning & analysis
- Deepak holds an MSc in International Business from University of Birmingham, UK
- He gained his professional experience by working at Abbott Laboratories and Westcon Group previously.

Note: Complete shareholder and management team profiles are included in Appendix: Profiles

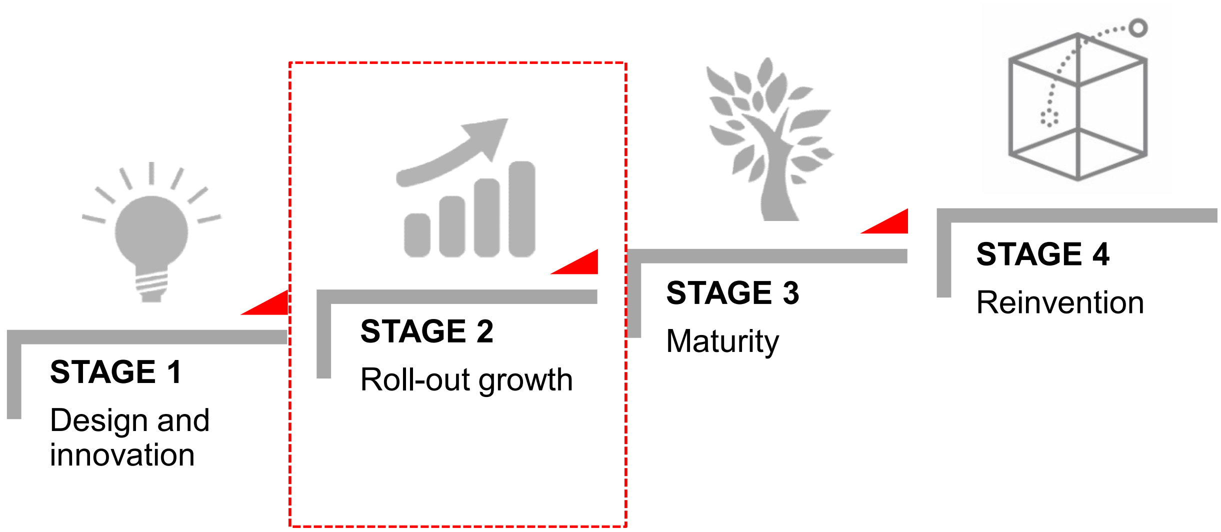
Confidential — All Rights Reserved Millennial Partners & Co

INVESTMENT MANAGEMENT

MILLENNIAL CAPITAL

With a strategic investment positioning across the company growth stage

- Millennial Capital is a specialist investment and management firm which provides growth capital to global emerging retail brands during the growth phase.
- A typical retailer/brand, during roll-out or growth phase, is well positioned to absorb financial investment and provide a cash positive and high growth value proposition due to its high ROI of c. 12%.



- Our successful and proven venture capital model address 5 key operational and growth pillars to enable Millennial Capital and partner companies to succeed in GCC and other emerging markets. Specifically, we provide growth capital to companies that exhibit the following key operational terms:

a	**Operations**	Brand operates for at least 5 years with a successful track record in product development, sales and operations
b	**Management**	Management team has strong product development capabilities coupled with comprehensive industry experience and relationships
c	**Scalability**	Company operates successfully in 2 to 3 geographies with an international team and select distribution and marketing capabilities
d	**Positioning**	Brand offers a gross margin of up to 70% with a mid market positioning catering to the rising middle class in emerging markets
e	**Omni-channel**	The company manages an omni-channel model across multiple geographies with online shops, warehouses and branded stores

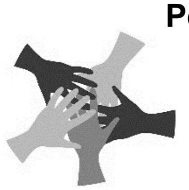
Confidential — All Rights Reserved Millennial Capital Ltd.

Along with a value creation plan focusing on measurable results for all stakeholders

- Millennial Capital's primary objective is to partner and build great companies operating in retail, consumer and e-commerce sector.
- We provide capital and experience to help companies achieve their full potential by developing key strategic and operational initiatives and focusing on 5 key pillars.

Strategy

Due to our significant consulting expertise we work closely with our partner brands to develop strategic growth objectives and initiatives.



People

Our people work in partnership with exceptional management teams and apply capital, vision and strategic resources to help build and strengthen the companies in which we invest.

Sector

We specialize in retail and consumer products, by bringing investment and operational expertise by hands on active management based on execution in emerging markets.

Markets

We work along with the brands to enable quick geographical expansion in key consumer growth markets such as GCC, India, Africa and Iran.

Franchise

We help the partner companies/brands develop a robust business model by assessing the value chain and franchise opportunities to improve profitability and release cash.

- MPC has identified the following sub-segments of investment interest by analyzing metrics such as brand penetration and market share, expected growth and profitability across emerging markets.

Footwear	**Accessories**	**Beauty Care**	**Personal Care**
Consumer Health	**Office Supplies**	**Packaged Food**	**E-Commerce**

Confidential — All Rights Reserved Millennial Capital Ltd.

Enhanced by a hands-on operational and management initiatives

Digital marketing campaigns

- Target millennial focused brands with an online presence; digital marketing activities are key for enhancing customer service and increasing awareness
- Typical marketing budgets focus on boosting social media ads, promoting online store interaction, designing and issuing marketing emails, among others

Advertising campaigns

- Key objectives include strengthening the wholesale channels to boost sales volume and grow awareness geographically
- Advertising campaign are implemented by the retail team will focus on traditional media channels such as written press and product placements but also branding events

Headcount additions

- Establish a brand management team with local experience for each of the portfolio brands, focusing on key functions such as sales, operations, fulfillment, business development, customer care
- Following successful brand introduction, each brand is managed by a brand manager supported by a team

Retail stores expansion

- Execute an omni-channel business model by developing a custom made retail strategy including branded stores, pop-up stores, walls or other retail expressions
- Retail positioning includes smaller outlets, fully branded with an online and off line purchase option which aim to enhance the multi-channel experience

Wholesale accounts management

- Develop wholesale accounts in territory and appoint key partners with significant retail experience
- Manages B2B customer base by offering full support towards order management support, international shipping, pricing and promotion strategies

Confidential — All Rights Reserved Millennial Capital Ltd.

And a seamless execution of KRUZIN Footwear's growth strategy

KRUZIN Footwear

Regions: USA, China, GCC, SE Asia
Sector: Retail – Footwear
Year: 2016
www.kruzinfootwear.ae

KRUZIN Footwear is a provider of branded footwear products through wholesale, retail and online channels in USA and internationally. The company is known for its innovative designs including distinctive features such as rubber spikers and ultra light sole.

KRUZIN Footwear deferred its exclusive brand management rights to Millennial Capital for GCC, India, Egypt, Nigeria, South Africa among other key growth consumer markets

Millennial Capital Execution of Brand Rights Summary

Management team	▪ Hires a team of 6 qualified professions which cover key functions such as sales, operations, marketing, distribution, public relations
Retail and online presence	▪ Operates 3 branded retail locations in City Walk II, Dubai Mall and Outlet Village in Dubai ▪ KRUZIN sells online via own portal, Mumzworld.com, Souq.com, Saydati Mall
Geographical expansion	▪ Expanded in Dubai in September 2016, followed by Saudi Arabia in November 2016 and Qatar in December 2016 ▪ New territories, Lebanon, Nigeria and Ghana, are set for launch during 2017
Wholesale accounts	▪ Developed a solid wholesaler package to include order sheets, look books, branded packaging ▪ Currently, we manages 3 wholesaler partnerships, ZIMAs, 51East, Aura Retail
Franchise model	▪ Millennial Capital built up the distribution / franchise model for emerging markets ▪ Key franchise terms include store development, order management, branding & marketing, staff training
International and local shipment	▪ Manage international shipping for all franchisors/distributors in territory ▪ Enabled same day delivery option in UAE
Marketing & branding	▪ Created a regular/seasonal marketing package to include digital images, branded videos and online content

Confidential — All Rights Reserved Millennial Capital Ltd.

A positive outlook for portfolio expansion as new brands emerge under Millennial Capital

Nutrition

Name	Country	Targeted # of products/stores	Segment	Rationale
thinkThin deliciously natural nutrition	USA	5 product categories	• nutrition and snacks	• Reach healthy aware consumers via multi channels including organic cafes, online sales, gyms
Tender Greens	USA	13 outlets	• fast casual food	• Target busy millennials that can order a variety of healthy sandwiches and snacks online or via food truck
JUS PUR	Canada	5 outlets	• juice and nutrition	• Reach healthy individuals who are time conscious and prefer premium, organic products

Cosmetics

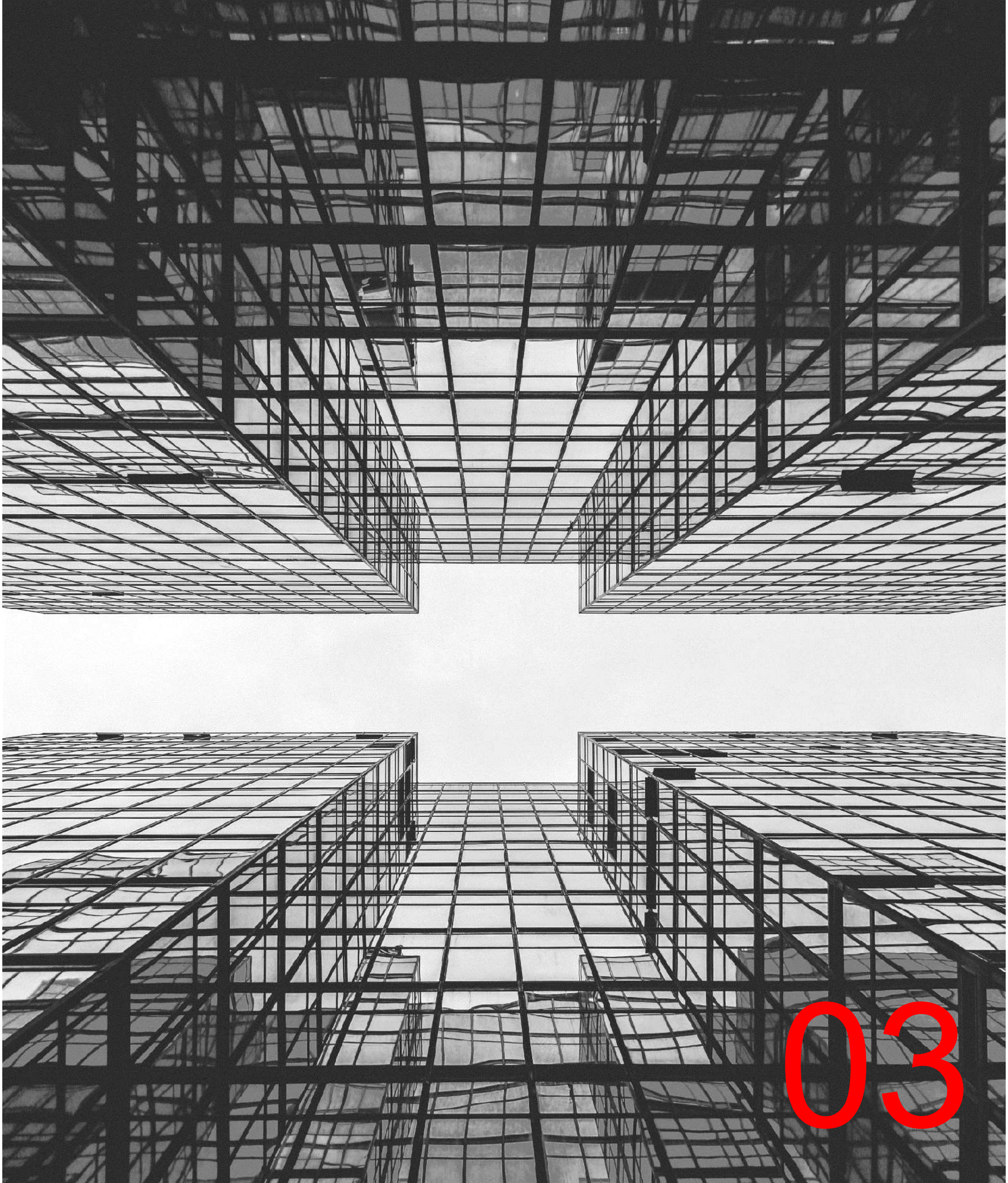
Name	Country	Targeted # of products/stores	Segment	Rationale
BUY HANDMADE	Marrakesh	100 product categories	• Cosmetics and skin care	• Significant demand for hand made organic cosmetics products with a large demand in GCC
HARNN	Thailand	25 products	• Spa and personal care	• Target individuals who value quality and affordable personal care products in a service driven environment

Apparel & footwear

Name	Country	Targeted # of products/stores	Segment	Rationale
Pistol Star	Brazil	15 stores globally	• Apparel and home accessories	• Established kids wear and home accessories brand which offers urban luxury products

Source: Millennial Capital Limited company data

Confidential — All Rights Reserved Millennial Capital Ltd.



03

INVESTMENT ADVISORY

Millennial Capital successful credentials in mid-market segment are key differentiators

1. ▪ MCL **is the #1 expert in funding, investing and advising small to mid-market entities** across consumer industries having supported and participated in the growth of several BDOs.

2. ▪ We deliver **results, not reports**, MCL emphasizes **practical recommendations** and how to make them happen through a sense of **urgency and economical impact**

3. ▪ We measure **our success by your results** by aligning ourselves with our clients; MCL is **open to aligned incentives and risk sharing**

4. ▪ **We have people who can work with our clients,** understand key corporate issues and **develop implementable solutions** with a key focus on **funding and growth**

5. ▪ MCL has deep **local expertise and relationships** in the GCC region coupled with **seamless technical execution** to assist clients with **best in class advisory services**

Private Placement of USD 10 million Sector: Education December 2014	Capital Increase Sector: Private Equity December 2014	Portfolio & General Management for USD 200 million alternative investments June 2014	Sell Side M&A Sector: Logistics May 2016
Private Placement of USD 32 million Sector: Healthcare April 2014	Buy Side M&A of USD 50 million Sector: FMCG April 2015	Sell Side M&A for BECO Capital Sector: Venture Capital April 2016	Buy Side M&A Sector: Venture Capital July 2016

Confidential — All Rights Reserved Millennial Capital Ltd.

A strong investment advisory track-record across equity raising and M&A services

- Our advisory services focus on our clients most critical issues and opportunities including equity raising, M&A and strategic options review across all sectors in GCC.
- We bring deep expertise in advising entrepreneurs and small to medium size enterprises across key areas of corporate development.

1 Equity Raising Services

- Millennial Capital can help companies raise capital of between USD 2m and USD 50m to achieve their goals.
- We serve as objective advisors who can present a broad range of financing options to ensure alignment with your specific objectives and long-term strategies.

2 M&A Services

- Our services assist entrepreneurs and corporate in articulating and executing corporate development strategies via M&A.
- We help clients develop growth strategies based on their goals and prepare them to be ready to capitalize on the merger, acquisition, or divestiture process.

3 Strategic Review Services

- Our company works along to develop a strategic review analysis to asses best fit solution to optimizing growth and profitability
- We develop a strategic road map to include market entry strategies, JVs, partnerships, portfolio optimization, franchise models or other strategic assessments

- MCL prides itself in its consulting background and has a dedicated market research capability under which branded thought leadership research is issued on strategic topics of investment interest.

Omni-channel strategy in GCC

MILLENNIAL PARTNERS & CO

October 2016

Franchise Opportunity for KRUZIN

MILLENNIAL PARTNERS & CO

April 2017

Beauty and Personal Care Emerging Trends

MILLENNIAL PARTNERS & CO

May 2017

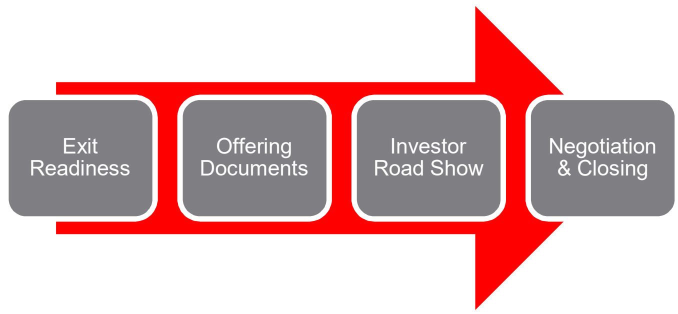
Confidential — All Rights Reserved Millennial Capital Ltd.

Along with an effective and successful advisory scope of work and approach

Equity Raising Scope of Work

- Arranging capital for business development companies requires a solid and robust process to ensure successful closing
- Our scope of work includes:
    - Assist with exit readiness assessment and defining transaction perimeter
    - Prepare offering documents including teaser, information memorandum, financial and business models
    - Arrange investor road show and project manage the equity raising process
    - Support in legal closure

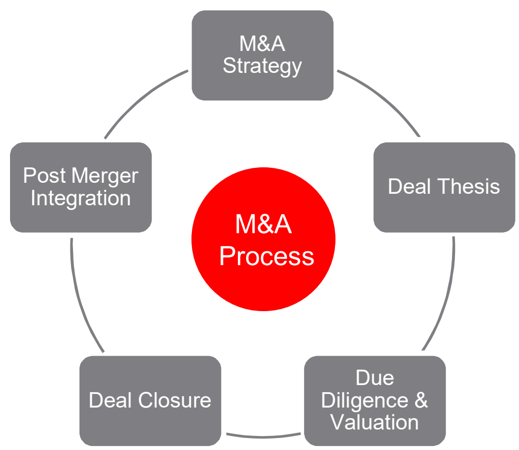
Equity Raising Approach



M&A Scope of Work

- M&A strategies help companies create shareholder value and accelerate growth
- Our scope of work includes:
    - Develop M&A strategy and key shareholder objectives
    - Create deal thesis by identifying value drivers and develop transaction documentation and pricing analysis
    - Assist with the due diligence and valuation process by creating robust financial analysis
    - Support deal closures by drafting term sheets, SPA/SHA

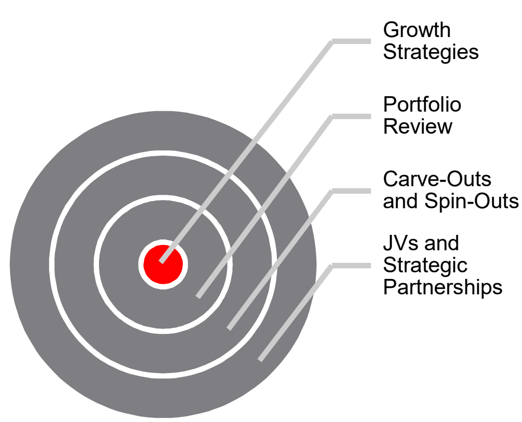
M&A Approach



Strategic Review Scope of Work

- Strategic review is an assessment of core competencies and capabilities with the aim to enhance business valuation
- Our scope of work comprises of:
    - Growth strategies through geographical, product and capabilities expansion
    - Portfolio review and definition of core assets
    - Franchise model development
    - Business valuation
    - Spin-outs and carve-outs
    - JVs and strategic partnerships

Strategic Review Approach



INVESTMENT SECTOR

MC MILLENNIAL CAPITAL

Global RCP sector themes

- Retail and consumer products in emerging markets reported a staggering growth of c. 350% since 2009. Currently, 50% of the total global retail sales are derived from emerging markets.
- Wealth drives consumption supported by modern organized retail and global brand awareness for branded products. As a result, international retailers are relying on emerging markets to fuel geographical growth and expansion. In addition, digital strategies are implemented in order to boost omni-channel revenue growth.

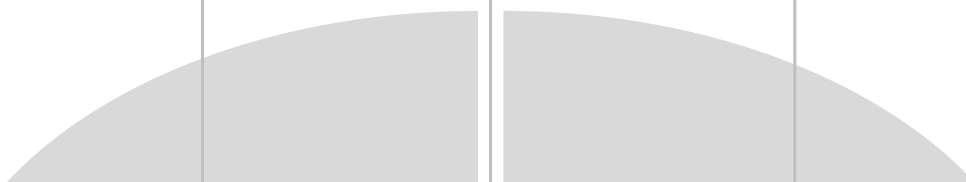
1	**Brand entrants** are focused on niches supported by social media and digital marketing campaigns	Digital brands like **Billion Dollar Shave Club** have capitalized via “out of the box” social media campaigns and **guerilla advertising**
2	**Stores for global retail giants are shrinking** due to lack of customer visits (a 100% decline in visits since 2009)	Retailers need to **adapt their store** presence by including **digital screens** in line with **mobile and desktop interfaces** to which consumers are connected to
3	**Giants need to personalize and localize** to succeed in international markets in an effort to streamline **omni-channel presence**	**Millennials** and **high income shoppers** are drawn in **interactive shops** which include **video displays, touch screens and personalized fitting room** among others
4	**E-Commerce** remains a key segment of **double digit growth** globally where its expected to achieve **c. 15% y-o-y growth by 2020**	USA is the #1 e-Commerce market followed by China and UK - supported by their **online retail infrastructure, increasing consumer confidence and discretionary spending**
5	**Omni-channel strategies** are set to transform the retail industry due to **increasing internet penetration** and constant change in consumer behavior	Traditional retailers (including Neiman Marcus) are adapt **omni-channel operations** by integrating **merchandising, planning and marketing for off line and online stores**

Confidential — All Rights Reserved Millennial Capital Ltd.

Source: A.K. Keartney Report, Euromonitor, MPC Analysis

Market entry strategies

Market entry strategies depend on the lifecycle of the local retail market. The chart below, developed by MPC using the general guidelines of A.T. Kearney classification, defines the retail market growth stages and appropriate mode of entries in terms of labor, investment type and economic and demographic constrains.

	Opening	Peaking	Maturing	Closing
				
Market classification	▪ Rising middle class ▪ Organized retail format ▪ Relaxed regulatory framework	• Demand for global brands • Retail infrastructure being developed • Real estate is affordable and available	• Consumer spending expanded significantly • Desirable real estate is difficult to secure • Local competition is sophisticated	• Modern retail infrastructure • Discretionary spending is higher • Real estate is expensive
Mode of entry	▪ Minority investment in local retailer	• Organic through directly operated stores	• Organic but focused on tier 2 to 3 cities	• Acquisitions
Labor approach	▪ Local skilled labor for management roles	• Hire and train local talent and balance expatriate mix	• Change balance from expatriate to local staff	• Use mostly local staff

1. **Direct exporting** — Means selling products through distributors or agents in a new country with a minimal investment requirement
2. **Licensing** — Is a relatively sophisticated arrangement where a firm transfers the rights to the use of a product or service to another firm
3. **Franchising** — Typical North American process used to rapidly gain market expansion is popular and suited for repeatable business models
4. **Joint ventures** — Arrangement of two companies that agree to work together in a particular market, either geographic or product, and create a third company
5. **Investing** — The most costly of all market entry strategies. It involves buying a company that either has substantial market share, a direct competitor or is the only option to enter the market
6. **Greenfield** — Refers to a capital project in which one party provides capital and the other party provides the operating experience in a foreign market

Confidential — All Rights Reserved Millennial Capital Ltd.

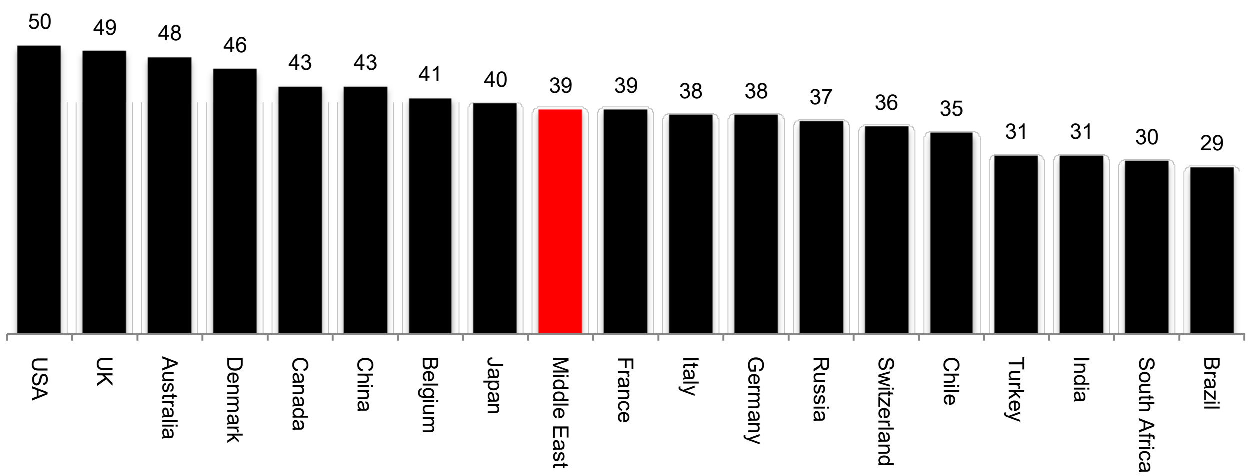
Source: A.K. Keartney Report, Oliver Wayne, MPC Analysis

Retail omni-channel overview

Omni-channel mode is expected to fuel retail growth due to the fact that millennial and high income consumers are looking for a multitude of shopping channels in line with their digital connectivity. According to Strategy&, global retailers are enhancing customer relationships with the use of digital, physical store presence and social media marketing strategies in key markets. They are then ranked in terms of omni-channel attractiveness based on the following set of criteria's:

1. Consumer behavior
2. Degree of digitization
3. Omni-channel potential
4. Internet infrastructure

According to market research conducted during 2014 and 2015, the global omni-channel markets are ranked in terms of attractiveness on a scale of 1-100. Middle East is situated in the top 10 globally most attractive omni-channel retail market with an overall score of 39.



Key retail categories for retail omni-channel purchases are ranked in terms of attractiveness on a scale of 1-100.

51	Electronics
49	Media products
43	Apparel & footwear
42	Home décor & furniture
40	Toys & games
39	Home improvements
37	Accessories & eyewear
35	Beauty & personal care
35	Consumer healthcare
31	Grocery

Confidential — All Rights Reserved Millennial Capital Ltd.

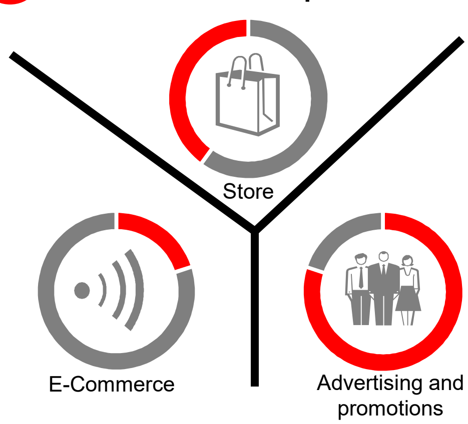
Source: Bloomberg, PWC Retail TOP 100 report 2015

Omni-channel operating model

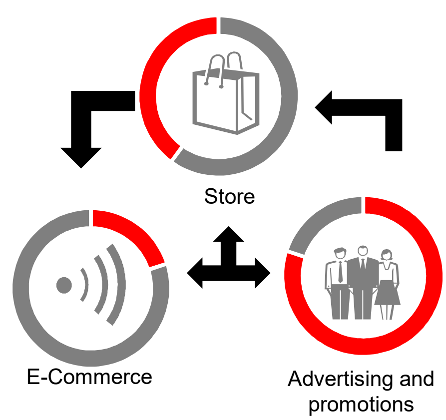
- Global brands develop market entry strategies which are customized to local operations in order to cater to customer preferences. The table below illustrates key customer preferences analyzed in terms of online vs. off-line levels of consumer engagement across the selected retail categories:

Omni-channel preference	Discover	Explore	Buy	Receive	Be served	Interact
Stores	Jewellery and high end products	Ease of testing products	High end value items such as beauty and care	Instant receipt of perishable products such as food	Service at the highest level	Items such as home appliances
Online	Electronics and accessories	Testing online cumbersome	Mid end value items such as personal care	Non-perishable products	Medium service and returns option	Fast moving consumer goods such as electronics

1 **Channel development**



2 **Omni-channel integration**



- While the traditional metrics are essential, the omni-channel approach is designed to support growth for brands looking to enter new markets whilst maximizing ROI
- The omni-channel retail value creation strategy enhances customer experience by offering a variety of purchasing methods
- New KPI's such as omni-channel sales growth, customer conversion, traffic per store, traffic per site, returns and deliveries, basket price and average customer spend aims to support revenue growth and market share expansion

Confidential — All Rights Reserved Millennial Capital Ltd.

Source: A.K. Keartney Report, MPC Analysis, Kurt Salmon

GCC strategic growth markets matrix

- MPC has developed a strategic retail growth matrix by analyzing and ranking GCC territories in terms of economic & sector growth and easiness of doing business. Based on preliminary analysis, MPC suggests the following segmentation:
  - Tier #1 or strategic growth market, stable economic outlook and business friendly environment
  - Tier #2 or large market potential with a high market attractiveness
  - Tier #3 or regional retail market
- UAE is ranked in Tier 1 category mainly due to the projected GDP growth and retail market attractiveness. Saudi Arabia is positioned in Tier 2 category with a lower market saturation which results in a higher than expected sector growth but at a higher risk of doing business. Kuwait and Qatar are grouped in Tier 3 category.

Investment geography	GDP per capita (USD "000")	GDP growth (%)	Consumer prices (y-o-y)	Doing business easiness	Country risk
UAE	66.1	4.0	4.1	27	84
Qatar	114	3.7	3.1	74	89.4
Saudi Arabia	25.9	3.5	2.0	96	64.4
Kuwait	34.3	1.1	3.8	98	68.1

Investment geography	Market attractiveness	Market saturation	Time pressure	Retail sector size (USD bn)	Retail sector growth (%)
UAE	97.6	16.5	33.9	33	8.0
Qatar	100.0	34.2	12.8	12.1	6.0
Saudi Arabia	78.6	30.4	27	59	9.0
Kuwait	81	33.2	0	15.4	4.0

Note: (1) scale of 0 to 100 with the highest being the most attractive
(2) based on A.T. Kearney 2015 report for market attractiveness, market saturation and time pressure criteria

- Retail and consumer sector in the GCC region is estimated at c. USD 110 bn and expected to grow at a CAGR of 6% by 2020
- Key categories such as footwear, electronics, beauty and personal care are expected to grow at double digit rates whilst e-Commerce ranks as #1 top performing sub sector with an expected 20% y-o-y growth rate by 2020
- Continuous government investment in retail infrastructure along with young population and high disposable income are key drivers of sector growth in GCC. A.T. Kearney Global Development Retail Index ranked five of all six GCC countries in the top 30 most attractive retail geographies world wide with Qatar on the 4th position and UAE on the 7th position for 2015.

Confidential — All Rights Reserved Millennial Capital Ltd.

Source: A.T. Keartney Report, IMF, World Bank, BMI

CASE STUDY: KRUZIN FOOTWEAR

MILLENNIAL CAPITAL

KRUZIN Footwear is a globally emerging brand

- KRUZIN Footwear operates c. 15 branded stores across USA, China, France, Japan, Taiwan, UAE
- Millennial Capital owns and manages the brand rights for KRUZIN Footwear across GCC, India, Iran and select African territories

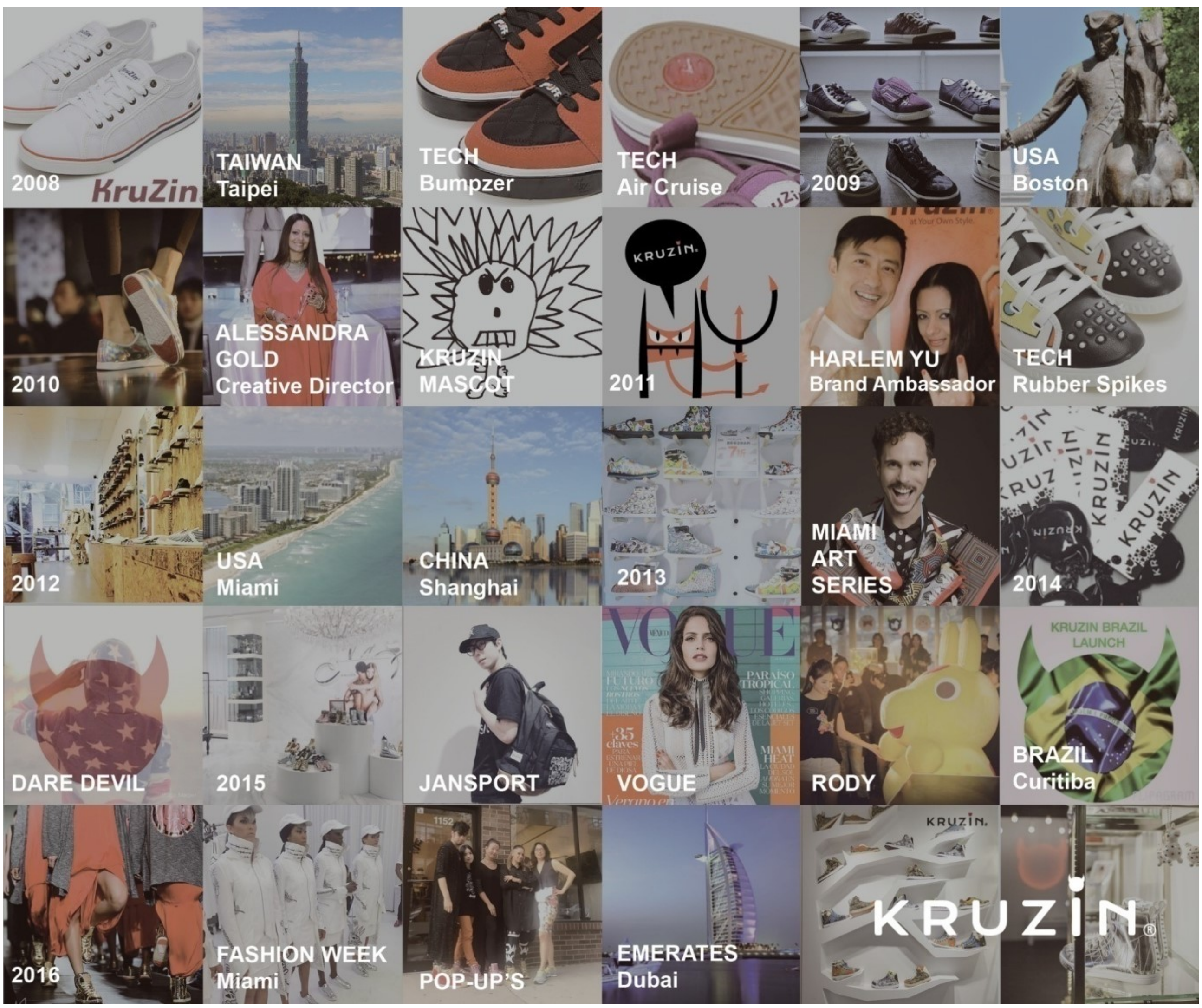
Key objectives for KRUZIN Footwear managed by Millennial Capital Limited

1. KRUZIN aims to become the **#1 urban luxury brand** in all operating markets **by 2022**
2. To expand its current network of **3 branded stores in Dubai to c. 10 stores in GCC by 2020**
3. To develop up to **10 wholesale accounts in GCC by 2019**
4. To create up to **5 licensor partnerships in Iran, Africa and Levant by 2019**
5. To capture **a 2% market share in footwear in all operating markets in GCC** in the **teenager** customer group category
6. To maintain quality and affordable price in the **USD 100 retail price range**
7. To achieve a **annual revenue of USD 1,500,000 by end of financial year 2018** and **USD 2,500,000 by 2019 and USD 5,000,000 by 2021**

Confidential — All Rights Reserved Millennial Capital Ltd.

A brief overview of the brand evolution from 2008 until now

- KRUZIN Footwear, headquartered in Miami, Florida designs, manufactures and sells fashionable sneakers targeting teenagers.
- The brand has been promoted by a reputable designer, Alessandra Gold and an experienced production and sales CEO, Ming Shih.
- A brief overview of the company timeline and its evolution since 2008 is enclosed below.



Confidential — All Rights Reserved Millennial Capital Ltd.

An award winning design by Alessandra Gold with a strong customer value proposition

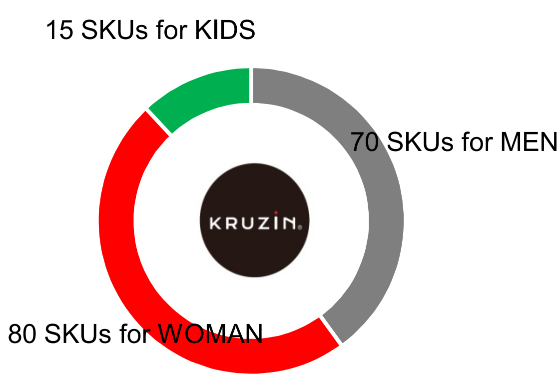
SNEAKER'S UNIQUE PRODUCT FEATURES

ZIPPER	ULTRA LIGHT	RUBBER SPIKES	U-CORN
			

KRUZIN Footwear Industry Awards and Recognition

Miami Fashion Show 2015 presents KRUZIN Footwear	*Alessandra Gold launches KRUZIN Art Basel Collection 2015*	*New York Fashion Show 2014 presents KRUZIN Footwear*	*Vogue USA featuring KRUZIN 2016*
MIAMI FASHION WEEK	Art | Basel	NEW YORK FASHION WEEK	VOGUE

KRUZIN Footwear Product Portfolio



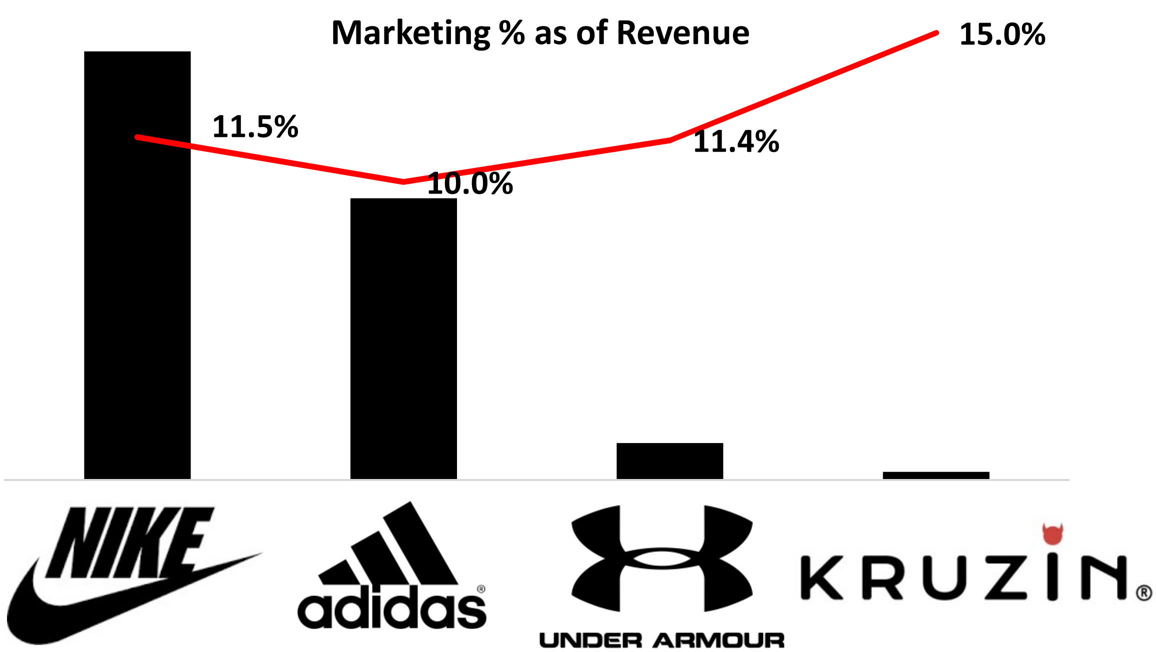
KRUZIN Footwear Positioning

Segment	Urban Luxury
Price	USD 150
Target Customers	Millennials

Confidential — All Rights Reserved Millennial Capital Ltd.

A strong marketing spend targeting digital channels through branded content

- KRUZIN Footwear reports a marketing spend % of revenue of c. 15%, above industry peer group
- GSA House, the marketing agency founded by Alessandra Gold manages marketing activities and all seasonal campaigns for KRUZIN Footwear



Confidential — All Rights Reserved Millennial Capital Ltd.

An outstanding public recognition by traditional press and social media

- Alessandra Gold, Creative Director KRUZIN Footwear is a brand by herself in USA, Brazil and abroad being in the fashion spotlight for the last 15 years
- KRUZIN features in world leading editorials such as Glamour, Vogue, Acontence amongst others; local GCC press promoted KRUZIN adverts and product placements since 2016

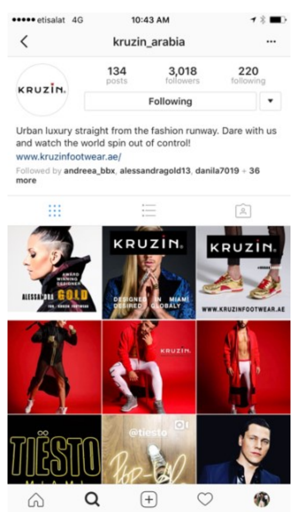
- LOVED by the social media channels, KRUZIN Footwear is a millennial targeted brand which significantly markets itself digitally

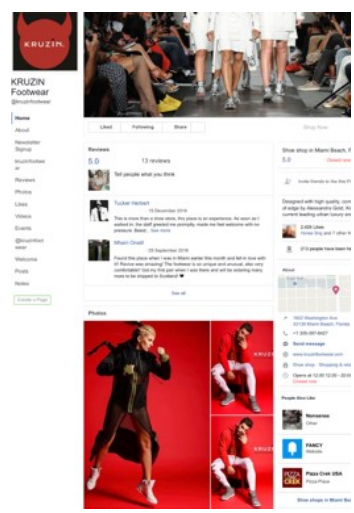
12,000
Instagram Followers

30,000
Facebook Likes

100
Snapchat Stories

10,000
Downloads

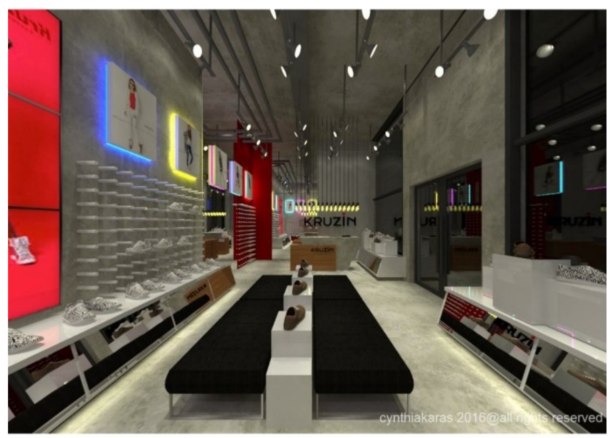




A unique retail expression for retail stores in key locations in Dubai

KRUZIN store in City Walk - DUBAI

- The first Dubai based KRUZIN store has opened in City Walk Boulevard in April 2017
- The store, the size of 51 sqft, has a prime location on the same avenue with leading international brands such as Rolls Royce, Gianfranco Lotti, Antonio Marras, Kerastase
- KRUZIN Footwear store is fully owned and operated by Millennial Capital



Confidential — All Rights Reserved Millennial Capital Ltd.

An innovative approach towards pop-up stores in highly populated mall developments

KRUZIN pop-up store in Outlet Village

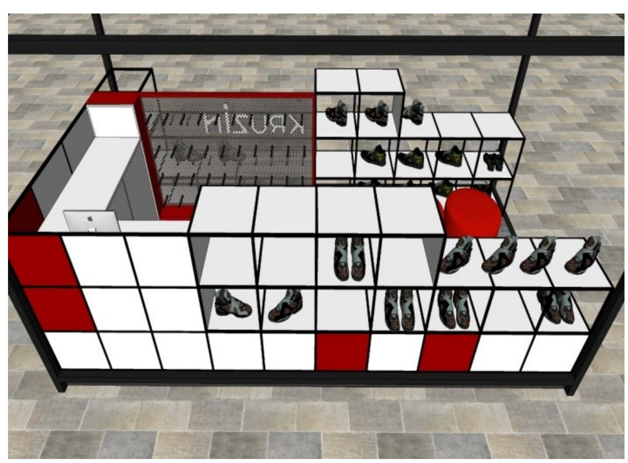
- KRUZIN Footwear operates 1 main pop-up store in Outlet Village, located in the mall, ground floor in front of BEBE and GAP store
- Outlet village is a key designer discounted destination offers c. 125 international brands such as Dolce Gabbana, Armani, Carolina Herrera, Fendi, Philip Plein
- KRUZIN pop-up store is owned and managed by Millennial Capital

KRUZIN OUTLET

MERAAS

THE OUTLET VILLAGE
JEBEL ALI | DUBAI

MC MILLENNIAL CAPITAL



Confidential — All Rights Reserved Millennial Capital Ltd.

06

APPENDIX: PROFILES

MILLENNIAL CAPITAL

Managed by a group of professionals with deep venture and corporate development expertise

Millennial Capital Members Profiles'

Hamad Abdullah Al - Attiyah Chairman	▪ Mr. Hamad is the Chairman of Al Jazeera Exchange and Chairman of Global Medical Co. Previously, board member of Qatar Telecom, board member of Ahli United Bank, and chairman at DLALA Holding he brings extensive experience in investment and governance functions. ▪ He holds a BSc in Electrical Engineering from University of California and post graduate diploma (Eco) from London University
Andreea Danila Founder, CEO & Shareholder	▪ Experienced investment and fundraising professional having held senior management positions in EY Corporate Finance, Al Masah Capital and Asayel Investments; Andreea holds an MBA from HULT International Business School. ▪ Participated in several key transactions in GCC including Khazanah/ Nuqul Group, Al Borg Diagnostics, QFB/Avivo Group, Al Najah Education, among many others.
Shailesh Dash Shareholder	▪ Shailesh is a leading entrepreneur and investment professional having founded one of the largest private equity firms in the GCC, Al Masah Capital which manages several ventures in healthcare, education, logistics and food & beverage ▪ He is a CFA and holds an MBA from FORE School of Management, India.
Nanda Veldink Shareholder	▪ Nanda brings along strong consulting expertise in luxury, fashion and apparel sector having worked with and for some of the most prestigious brands in the world including Gucci, Stuart Weitzman, Coach and Bottega Veneta. ▪ She holds a Master in Marketing from Handelshojskolen and has a BA in Business Administration from Utrecht Business School from Netherlands.
Shabnam Abdul Salam Investment Associate	▪ An Investment Analyst with 3 years of experience in financial analysis, due diligence and corporate finance having worked at KPMG and Varma & Varma ▪ Shabnam is a Chartered Accountant by profession from the Institute of Chartered Accountants of India (ICAI), Graduate in Commerce (Accounts and Finance) and a current CFA student
Deepak Hotwani Investment Analyst	▪ Finance professional with 2 years of experience in Financial Planning & Analysis and Accounting, mainly involved in building financial models for future forecasting, business performance analysis for the company. ▪ Deepak holds an MSc in International Business from University of Birmingham, UK and gained his professional experience by working at Abbott Laboratories and Westcon Group previously.
Dr. Kristopher Kummer Advisor and Independent Director	▪ Christopher is the CEO & Founder of Kummer Investment & Advisory, Vienna and a Director of Aurora Acquisition Company ▪ In the last, 12 years he has been the President of the Institute of Mergers, Acquisitions and Alliances (IMAA) in Zurich and Vienna. ▪ He holds a university education from Harvard Business School and M.I.T.

Confidential — All Rights Reserved Millennial Capital Ltd.

Operated by an experienced management team with functional business skills

Millennial Capital Retail Division Profiles'

Alessandra Gold Partner, Retail and Operations	▪ Alessandra Gold is the Retail Partner for Millennial Capital Limited brings more than 15 years of experience in the fields of branding, marketing, brand development and distribution channels ▪ She holds a Business and Accounting degree from American Institute of Banking, and is educated at Fashion Institute of Technology, USA
Carmen Pascu Corporate Development	▪ 7 years of experience in fashion buying, consulting, branding and social media management, Carmen has worked with international luxury brands such as Roberto Cavalli and Jimmy Choo in UK and Italy ▪ She holds a degree in Arts from the University of Arts in London ▪ Responsibilities include corporate development for KRUZIN and other retail brands
Michael Mercado Retail Manager	▪ 6 years of experience in retail sales, merchandising display and store management, Michael has gained his experience working with leading retailers in the region including Apparel Group where he managed Aldo and Sketchers brands ▪ Key tasks include retail stores management and merchandise display supported by the sales associates
Fredrick Kinyanjui Sales Associate	▪ Fredrick has 2 years of experience in retail sales, display merchandise, payments processing, stock management and control, customer supports/care, store management and stock controller ▪ Key responsibilities include retail sales and warehouse management for KRUZIN ▪ He gained his professional experience by working at Splash, Landmark Group
Kathleen Bautista Sales Associate	▪ Kathleen has 4 years experience in retail sales, customer care and merchandise display. She is managing retail sales, customer care, wholesale bookings ▪ She gained her experience working with leading local retailers covering segments such as bags, footwear, apparel and accessories for Penshoppe
Fakheredine Zeroual Sales Associate	▪ Fakhereddine has 2 years experience in merchandising display and store management. He is part of the retail team as well as supports the wholesale distribution channels and speaks Arabic ▪ He gained his experience working with leading international brand covering apparel and footwear categories for Puma.
Kristine Apostol Operations & Admin	▪ Kristine has 4 years of experience as administrative officer and customer service representative. She is in charge of operations support for the wholesale channels in GCC ▪ She has worked in international retail firms such as Fila (owned by Nike) in Dubai and Philippines across operations and administrative positions

Confidential — All Rights Reserved Millennial Capital Ltd.

MILLENNIAL CAPITAL

Millennial Capital is an investment management firm registered in British Virgin islands
Tel: +97145149488 | Email: info@millennialpartners.ae