

|| SIZERPRO

by **FITLE**

Sizing experts serving the workwear industry

Introduction

About SizerPro

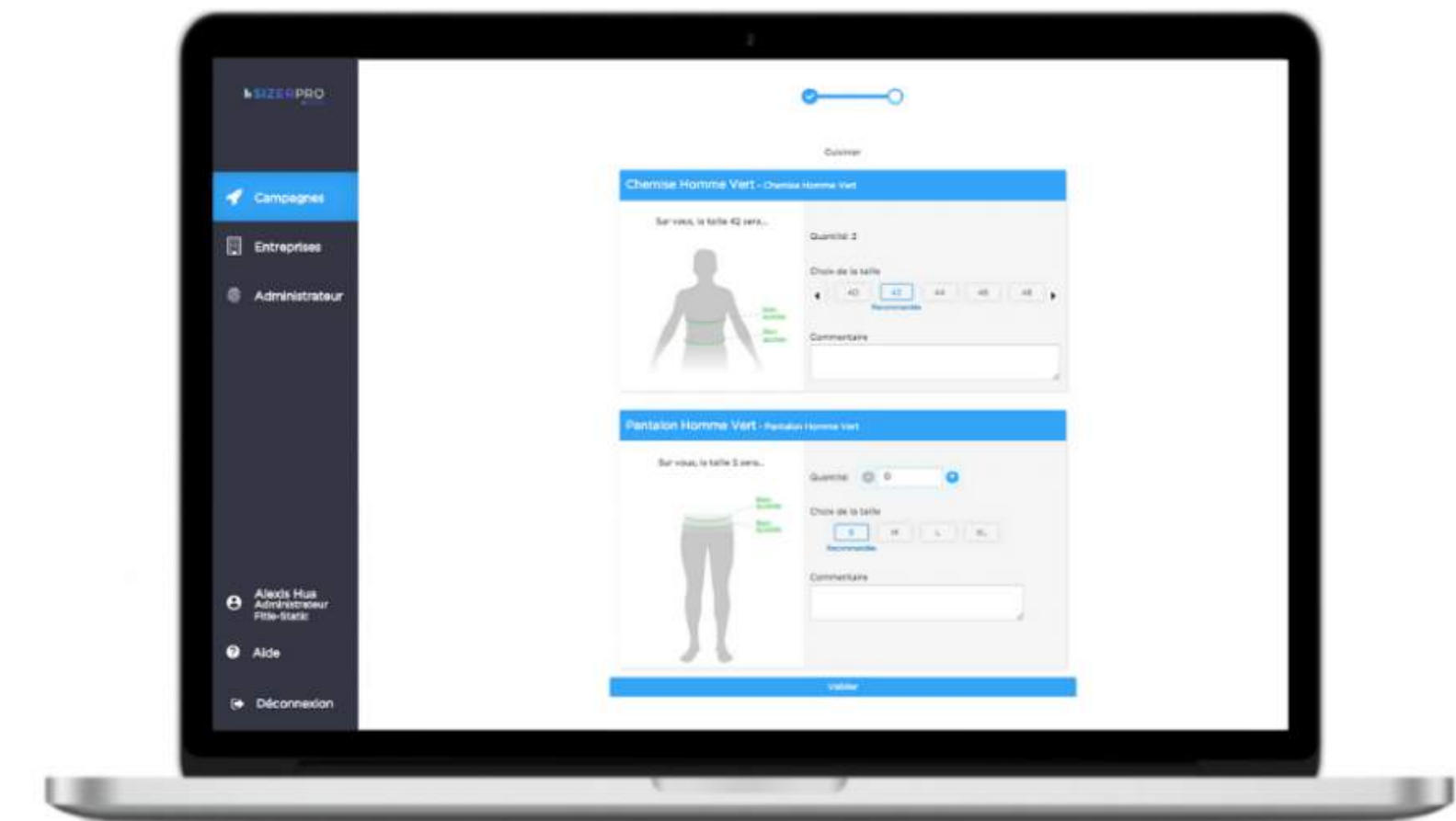
We are sizing experts

Our mission:

Help companies rationalize the size attribution process

We designed a simple tool that accurately indicates to workers, according to their morphology, the most relevant size depending on the size guide of each manufacturers.

We believe that size attribution campaigns should be less tedious and less complicated.



Introduction

The team

The management team



Charles NOUBOUE

CEO & Founder



Louis ROBERT

COO



Emile BRES

CTO



Laure BIEVELEZ

CSMO



Team size: 14

Including 3 interns

Introduction

The team

The technical and R&D team



Louis ROBERT

COO



Emile BRES

CTO



Charles JAMBON

Fullstack Developer



Antoine COUDERC

Fullstack Developer



Lucas BENQUET

UX / UI Designer



Alice NICOLAS

Modéliste

Introduction

The team

The sales & support team



Charles NOUBOUE
CEO & Founder



Laure BIEVELEZ
CSMO



Mathieu MIGNOT
Sales - Eshops



Damien GREGOIRE
Sales - Workwear



Paul CARDE
Customer Success



Sophie CADOUM
Customer Success Manager



Louis GARIEL
Assistant de Direction

Introduction

The Agenda



1. The workwear industry is booming...

Page 7

2. ...But a major issue remains: Size Attribution

Page 9

3. SizerPro has the best service offer to address such issue

Page 13

4. Powered by the best technology ever

Page 20

5. Commercially, SizerPro will reach one million euro MRR by 2020

Page 26

6. We remain open to investors who can bring value to our story

Page 31

1. The workwear industry **is booming..**

1. Workwear Industry is booming

The market

Workwear industry is booming

The Workwear market is divided in three different types of actors: Manufacturers, Retailers and Renters... and they are all growing !

\$30 bn

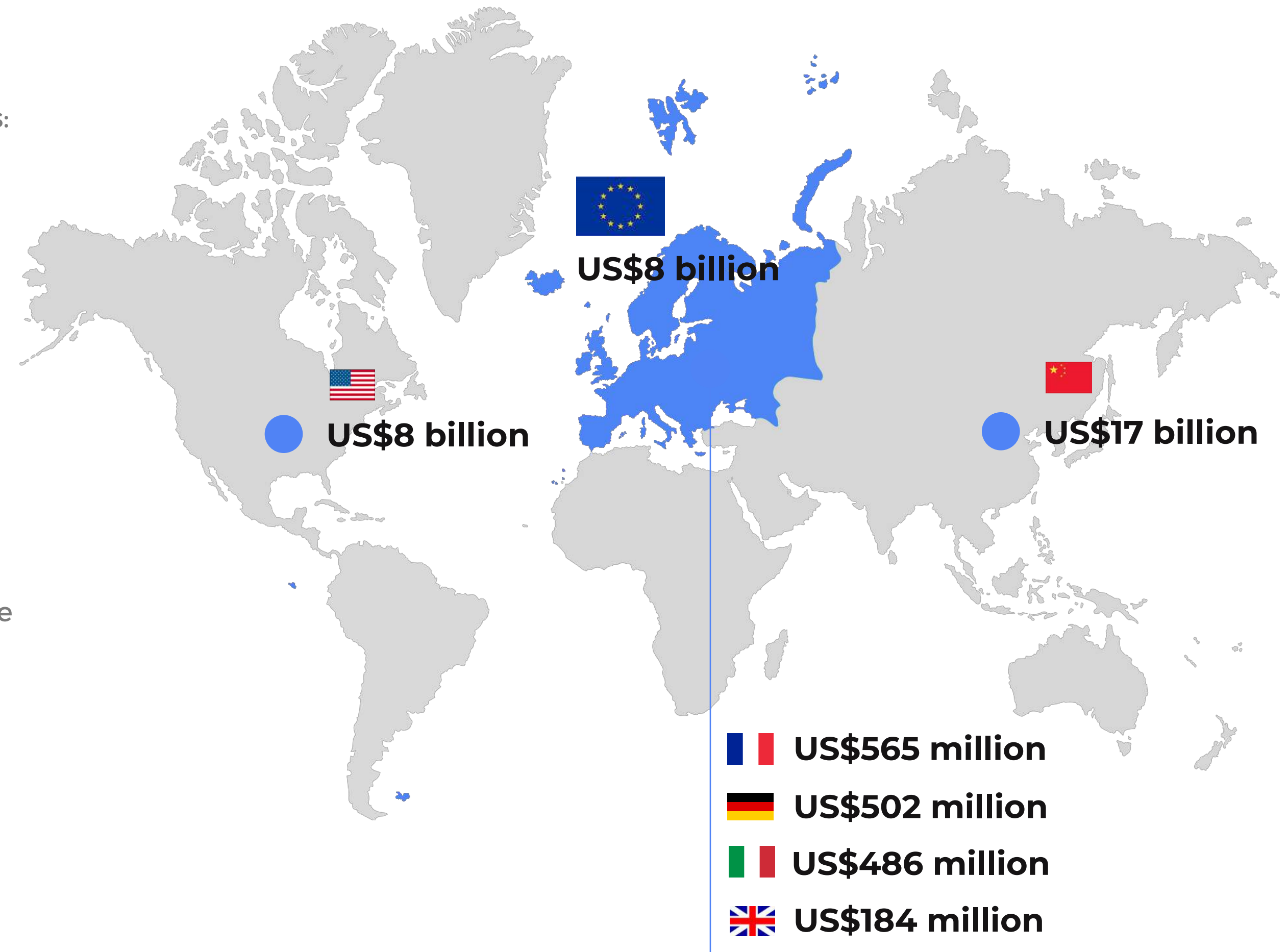
Size of the market: \$40 billion

- Uniform
- Corporate wear
- Personal Protective Equipment

+2.1%

Annual revenue growth: +2,1%

The worldwide revenue is expected to increase by +2.1% per year during the coming year.

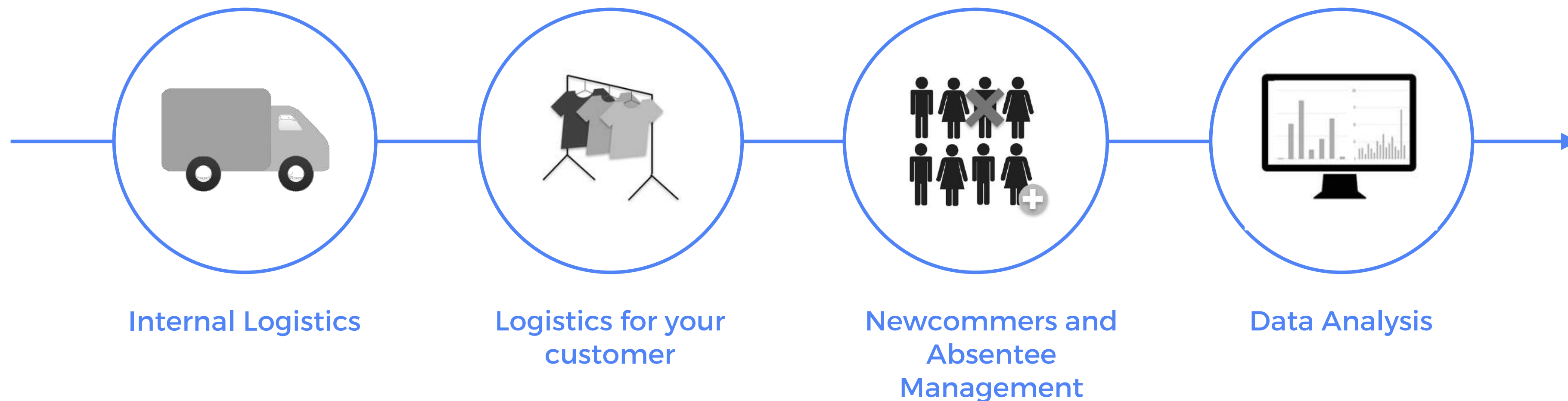


2. ...But a major issue remains: Size attribution

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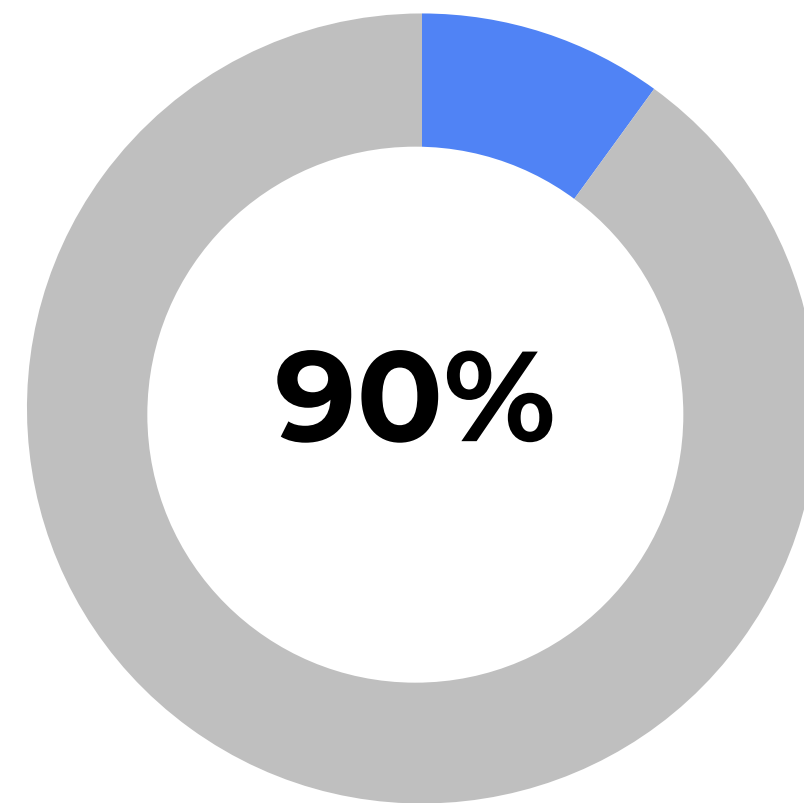
A long and tedious process

Indeed, the process of size attribution is not standardized and often time-consuming



2. ...But a major issue remains: Size attribution

Companies loose billions every year due to sizing



90% of unnecessary costs

- Commercial fees usually represent 50% of your total cost
- Cost per return: range between €1 and €3 (10% of total cost)

A problem that needs to be solved

Solving the size attribution problems improve companies' efficiency, logistics and revenues.



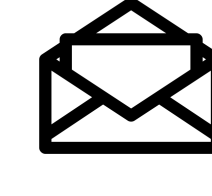
Commercial fees



Fitting rooms



Logisitcs costs



Return costs



Extranet

Standard size attribution process costs

2. ...But a major issue remains: Size attribution

The industry is well aware of this fact

“The idea of spending time traveling to a police, postal or fire gear store to be fitted and tailored is to these buyers a huge waste of their personal time.”

- *Richard J. Lerman, former president of the North American Association of Uniform Manufacturers & Distributors (NAUMD)*



3. SizerPro has the best service offer to address such issue

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About Fitle

Key points



The idea first came in **2018** (as a pivot of our original idea)



High Investment in our R&D program



Development of the **world's most accurate size recommendation tool**



15+ **satisfied** clients



Based in **Paris**, at **Station F**

3. SizerPro has the best service offer to address such issue

The product

The screenshot displays the SizerPro interface for a user named Alexis Hua. The main content area shows a list of campaigns for the company 'Renault (653873) - Renault 2018'. The interface includes a sidebar with navigation options like Campaigns, Companies, and Administrator. The main table lists campaigns with columns for Campaign name, Description, Pending status, Employees, Employees with attributed sizes, and Absent.

Campaign name	Description	Pending	Employees	Employees with attributed sizes	Absent
Renault Usine Lille 2	524382	✓	0	0	0
Renault Usine Rouen	537282	✓	0	0	0
Renault Usine Limoges	01/01/2018	✓	12	1	1
Renault Usine Lille	01/01/2018		7	6	0

Size attribution tool for the workwear industry

Sizerpro is the best size determination tool for companies and professional clothing specialists

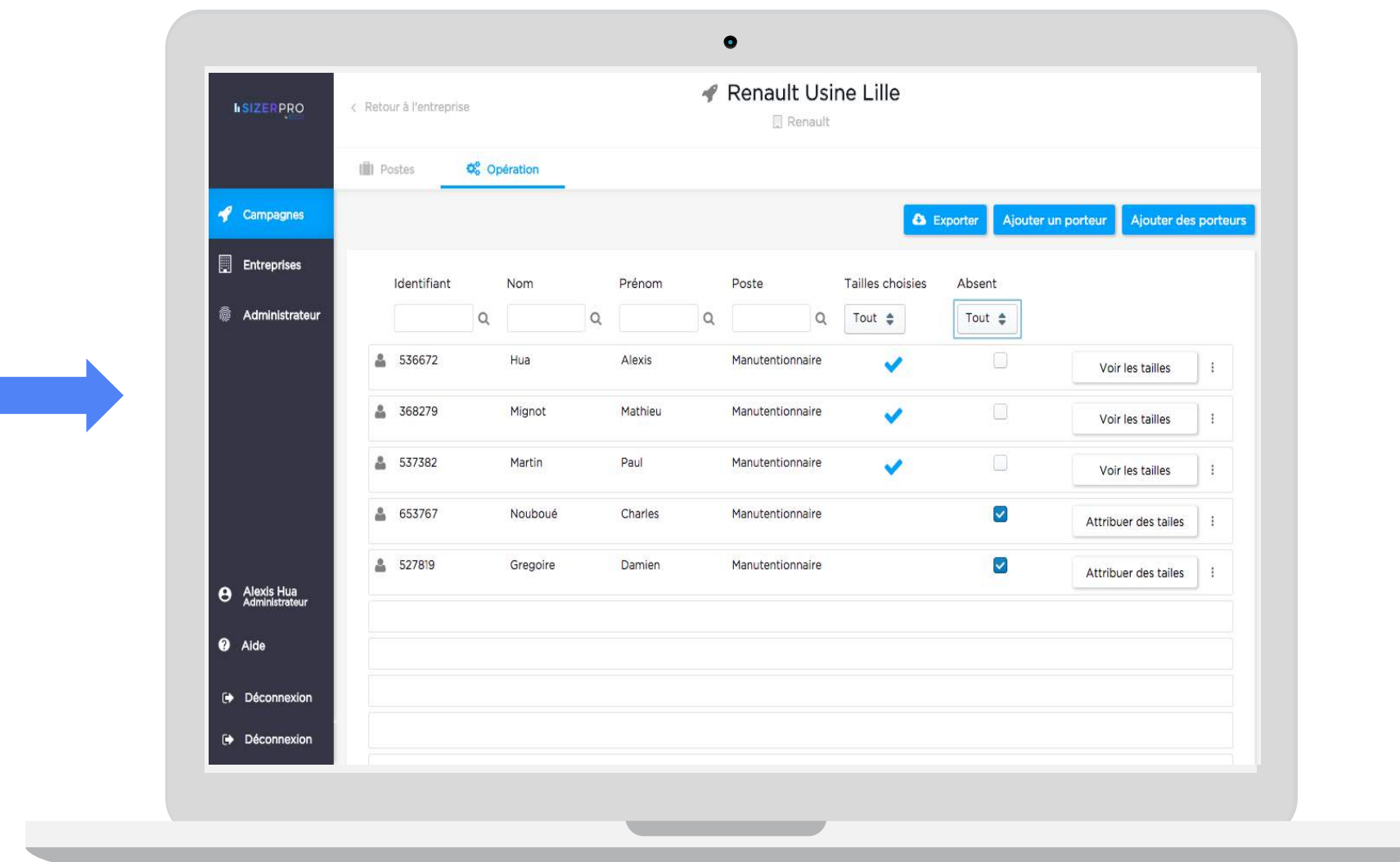
3. Fitle has the best service offer to address such issue

Size attribution tool for workwear industry

The tool that the workwear industry has been waiting for years

Worker
Jean Dupont

- Sex
- Age
- Height
- Weight



Our tool SizerPro

Our sizing expertise reused in a **€ 30bn market**

700 million people work with professional clothes. SizerPro helps them easily know which size to pick.

 **ESSENTIAL**

Assigning uniform sizes is an essential step. We just make it less constraining and more pleasant for companies

 **PROFITABLE**

We reduce attribution costs by 90%

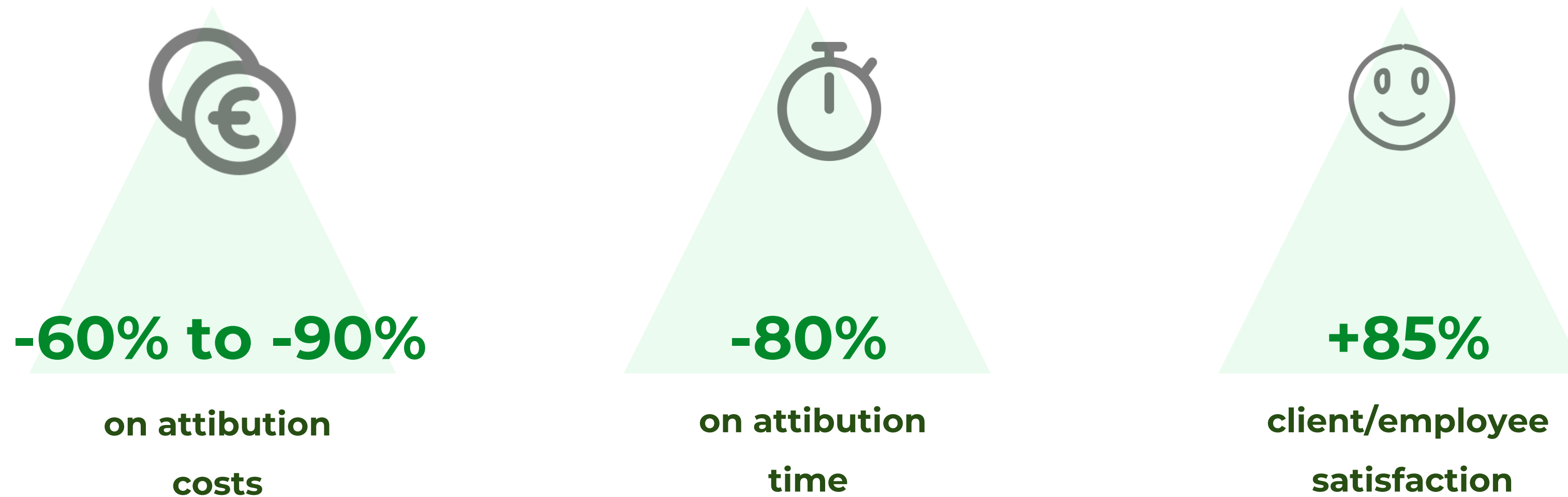
 **ADOPTED**

Already adopted by main uniform dispensers and thousands of employees

3. Fitle has the best service offer to address such issue

Size attribution tool for workwear industry

A considerable impact on a mandatory cost item



3. Fitle has the best service offer to address such issue

Size attribution tool for workwear industry

15+ actors have already adopted our solution



Initial®

Uniform rental companies

They rent and maintain with their corporate clients under contract



KAMI
DE L'IDÉE AU VÊTEMENT

Retailers

They buy and sell manufacturers' clothing directly to their corporate clients



CEPOVETT
UNIFORM

Manufacturers

Manufacturers produce clothing and respond to calls for tender.

3. SizerPro has the best service offer to address such issue

Size attribution tool for workwear industry

Pricing SaaS: flexible rates depending attribution volume

# of Attributions / Year	0 to 50,000	50,000 to 200,000	200,000 to 500,000	500,000 to 1,000,000
SizerPro monthly rates, VAT excluded	€1,000	€2,500	€5,000	€8,000
Other				
Garments included	20	50	100	200
Cost per additional garment VAT excluded	€50	€35	€25	€20

4. Powered by **the best technology ever**

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Body technologies

The largest data set of human body measurements

**The most exhaustive database ever acquired
(proprietary)**

100,000+ avatars. Representative of the actual population

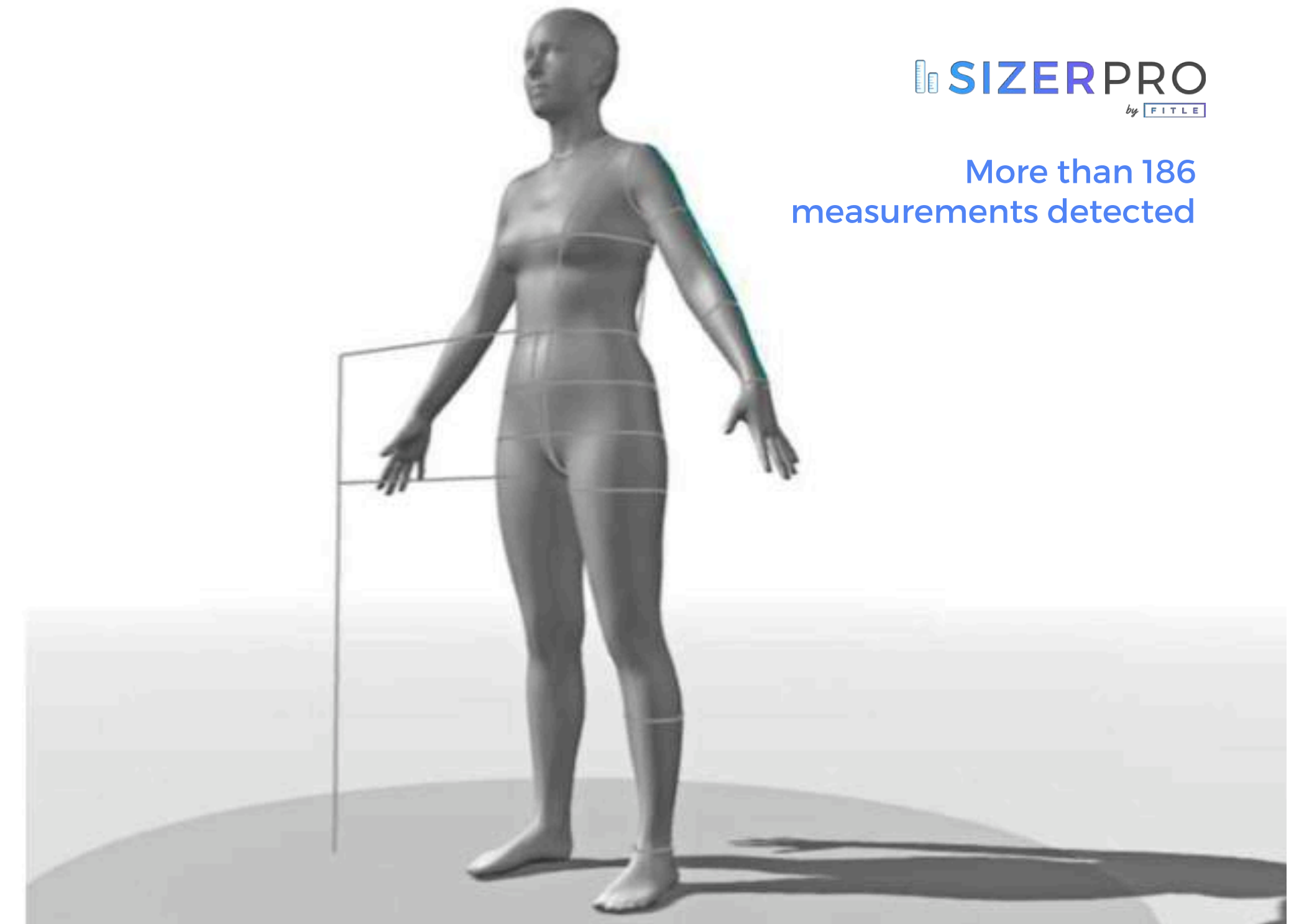
**Acquired by strategic campaign using a Proprietary
technology**

A world class app scan that digitized with 97% accuracy (a world 1st), using algorithms of pose estimation, image segmentation and deep learning methods

Empowered by the Fitle algorithms

Fitle technology allows us to go beyond state of the art DB exploitation

100k bodies digitised worth more than 10m e-shoppers purchase transactions



4. Powered by the best technology ever

Garments technologies

Unparalleled expertise in understanding patterns & size guides

Collection of the world largest database of brands' size guides

7,900+ size guides. Combining manufacturers data (web crawling) to factory information

Enriched using our unique garment digitization technology (proprietary)

From 2D patterns to 3D garments and perfect size guides. Taking into account the the garments' fabric, its elasticity and the type of seams

A state to the art technology combined with cutting edge fashion and e-commerce expertise

Bringing the best expertise to our customers



Measurement Specification		Shape of Design/Item	
Product Name/Brand	Shape	Shape	Pattern Name
FALL WINTER 2015			
ONLY FOR MEASUREMENTS - NOT FOR STYLE			
Item	Description	Unit	Value
01	Neck Circumference	cm	33.00
02	Neck Top Circumference	cm	33.00
03	Shoulder to Shoulder Circumference	cm	33.00
04	Chest Circumference	cm	33.00
05	Waist Circumference	cm	33.00
06	Hips Circumference	cm	33.00
07	Length	cm	33.00
08	Armhole Circumference	cm	33.00
09	Forearm Circumference	cm	33.00
10	Hand Circumference	cm	33.00
11	Wrist Circumference	cm	33.00
12	Hand Width	cm	33.00
13	Hand Length	cm	33.00
14	Hand Circumference	cm	33.00
15	Hand Circumference	cm	33.00
16	Hand Circumference	cm	33.00
17	Hand Circumference	cm	33.00
18	Hand Circumference	cm	33.00
19	Hand Circumference	cm	33.00
20	Hand Circumference	cm	33.00

```

{
  "ArmCircumference": 23.728127012376394,
  "ArmLength": 56.404143784026985,
  "Belt": 90.1406822462395,
  "BeltHeight": 100.27826593858153,
  "Calves": 33.56769127272754,
  "Chest": 92.02696980806535,
  "CrotchLengthHalf": 21.22861723637574,
  "ForearmCircumference": 20.86316674314296,
  "HalfShoulder": 11.1540925296483,
  "HalfShoulderArm": 69.32171616657425,
  "HeadCircumferenceTop": 56.38682629879986,
  "Height": 177,
  "Hips": 100.66839053838722,
  "Inseam": 82.31757266991997,
  "LegContour": 57.8928741894446,
  "MiddleBack": 32.01518961410888,
  "Neck": 32.88265357154129,
  "NeckBase": 44.57274472854807,
  "NeckBaseDiameter": 13.34162195850455,
  "NeckDiameter": 10.322836927241897,
  "ShoulderSpan": 40.61431161242672,
  "UnderChest": 77.81142268681773,
  "Waist": 78.99382843224609
}
    
```

4. Powered by the best technology ever

Matching technologies

Unique algorithms to find the perfect fit

Developed a world premiere: A real-time virtual fitting solution for garments

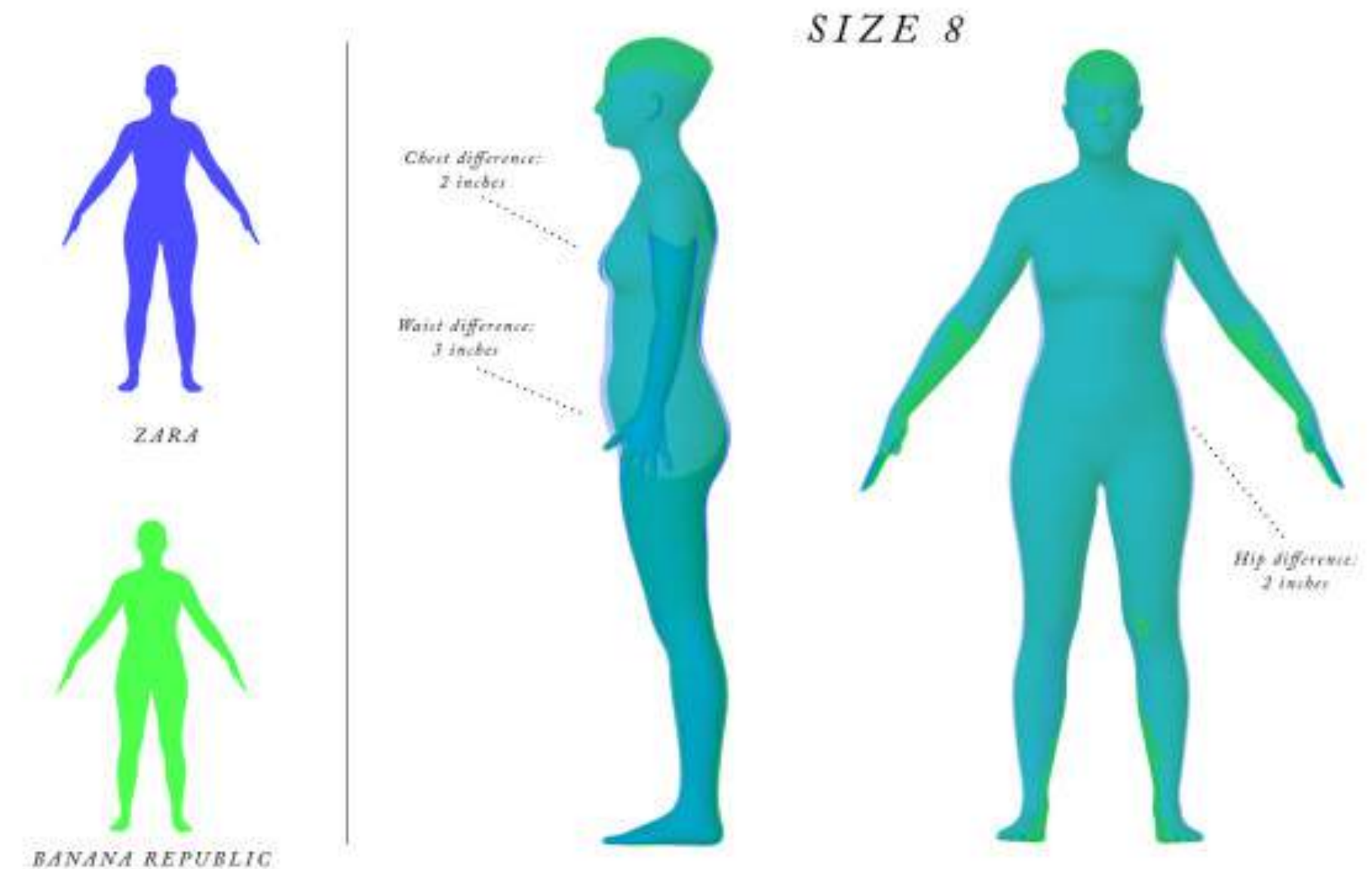
Using our 3D Proprietary technology, which has earned us many awards

Leverage technology for size recommendation

Our virtual fitting technology provides the best size recommendation tool ever, taking in account spring-mass modelization, physical simulation, collision & rendering engine and geodesy for measurements

A more precise and inimitable approach

Size recommendation with morphological approach is 29% more accurate than just big data, used by the competition and who don't have our body database



BRAND	BUST	WAIST	HIP
Zara	33.85	26	37
Banana Republic	36	29	39

4. Powered by the best technology ever

State of the art machine learning algorithms

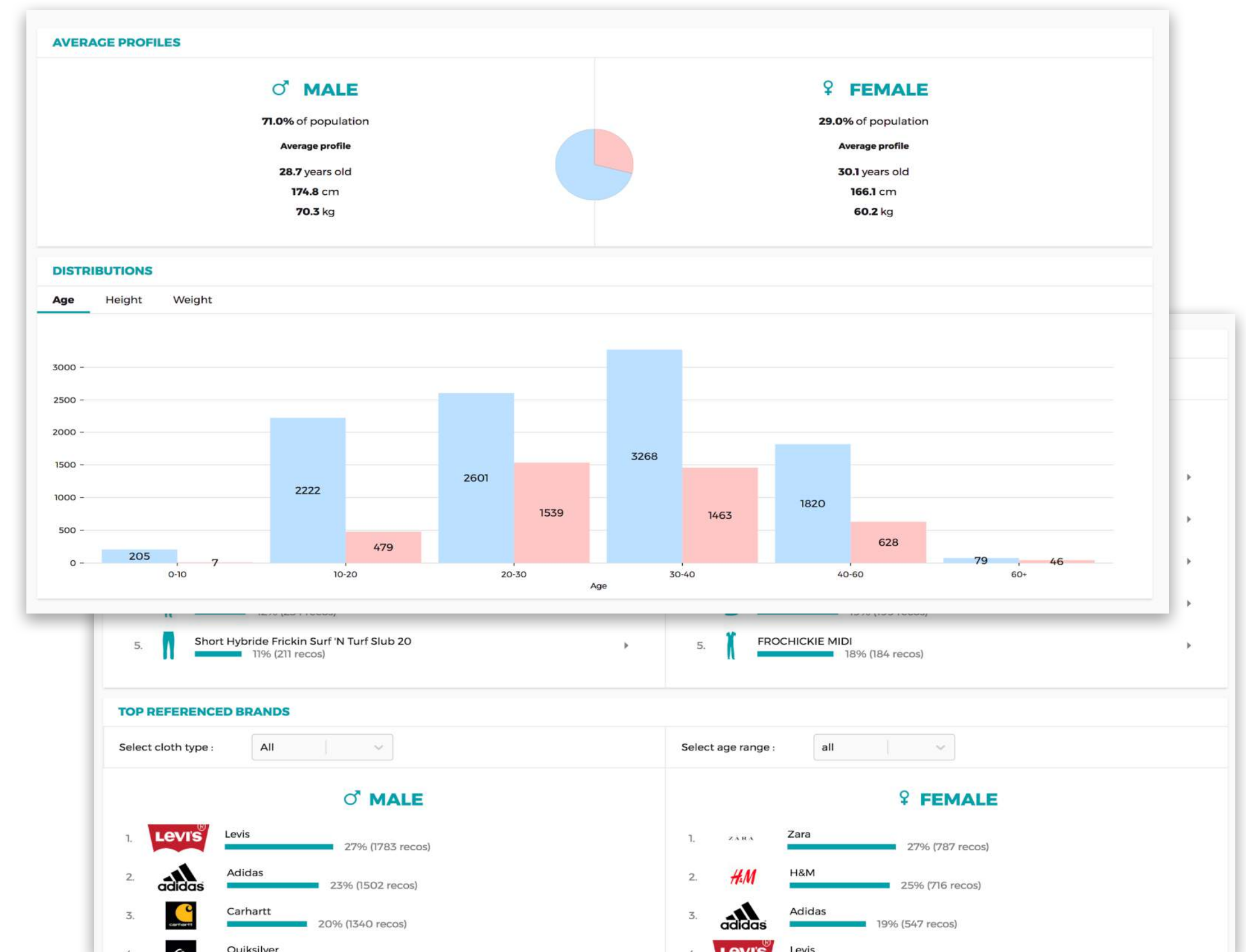
Constantly learning and improving

Technology taking *actual* attribution into account

We improve our recommendation using machine learning trained algorithms

A collection of useful data on workers with unprecedented granularity

We collect data (in total compliance with the GDPR "regulation") that we cross-check and that we can pass on to companies for a better knowledge of their work force.



4. Powered by the best technology ever

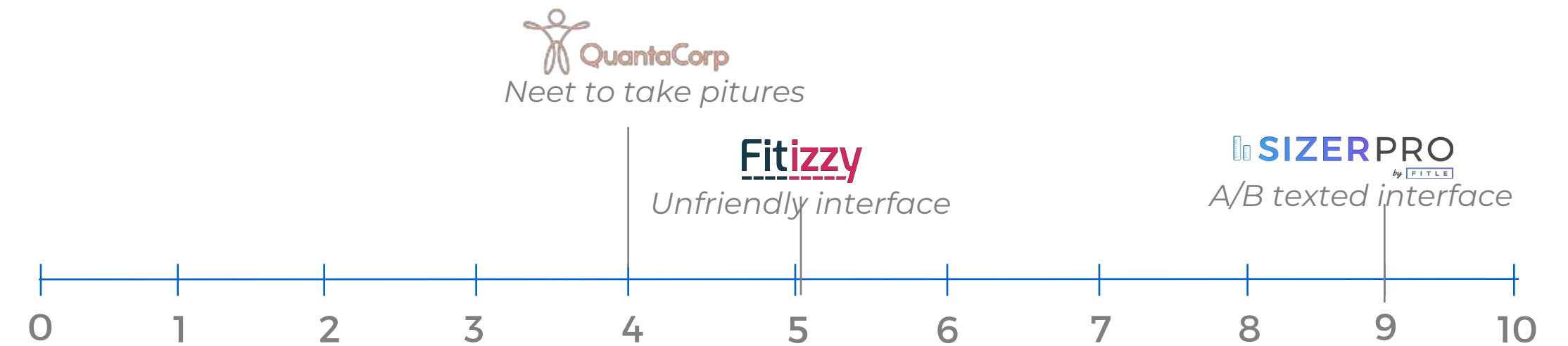
Competition

Unique technology that gives us a strategic advantage over the “light” competition

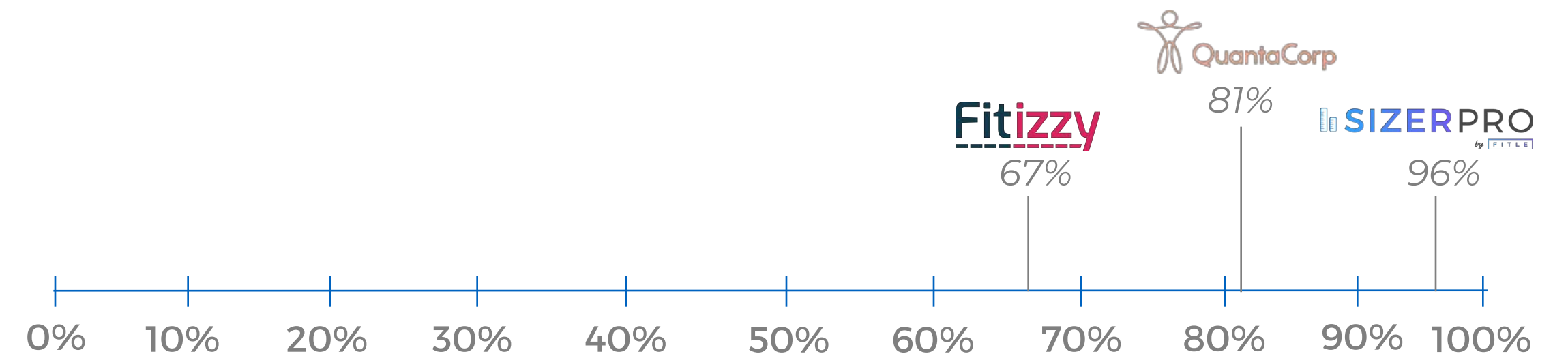
SizerPro’s technology:

- State of the art
- Far ahead of any known competitor
- 100% proprietary
- Undisputed accuracy on users, garments and matching
- Based on 5+ years of in-house R&D by a top-level team of engineers and PhDs
- High investment

Criteria 1 : User friendliness (essential to address a working class population)



Criteria 2 : Accuracy of the recommendation (tested by Rentokil Initial France)



5. Commercially, SizerPro will reach the million euro MRR by 2021

5. Commercially, Fitle will reach the million euro MRR by 2021

Achievements to date

We built the best product, now we've learnt how to sell it

Product/market fit validation

+ 15 companies trust Fitle

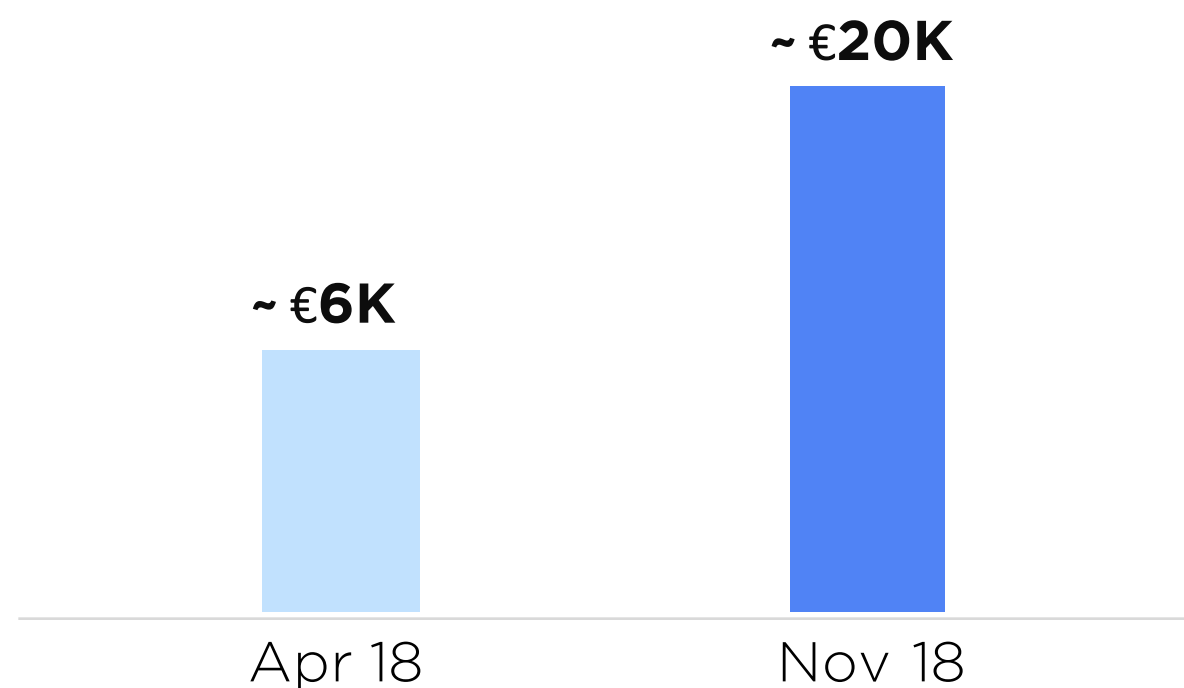


Lindström

BÉTRANCOURT
MADE FOR WORK



+ 150% MRR growth since April 2018



All achieved with **limited S&M expenses**

Commercial & Marketing investment



After 4 years working on our first idea, **we made our pivot in the beginning 2018** and started to focus on the workwear industry :

- Since we have reviewed our priorities and built the best product for that market
- We have completely reviewed our sales team and processes, and recruited SaaS experts



Since then we have switched to an **aggressive commercial plan**, and met all the industry's leaders. Result: we went from 0 to 20k€ MRR in 11 months and we have a full pipe

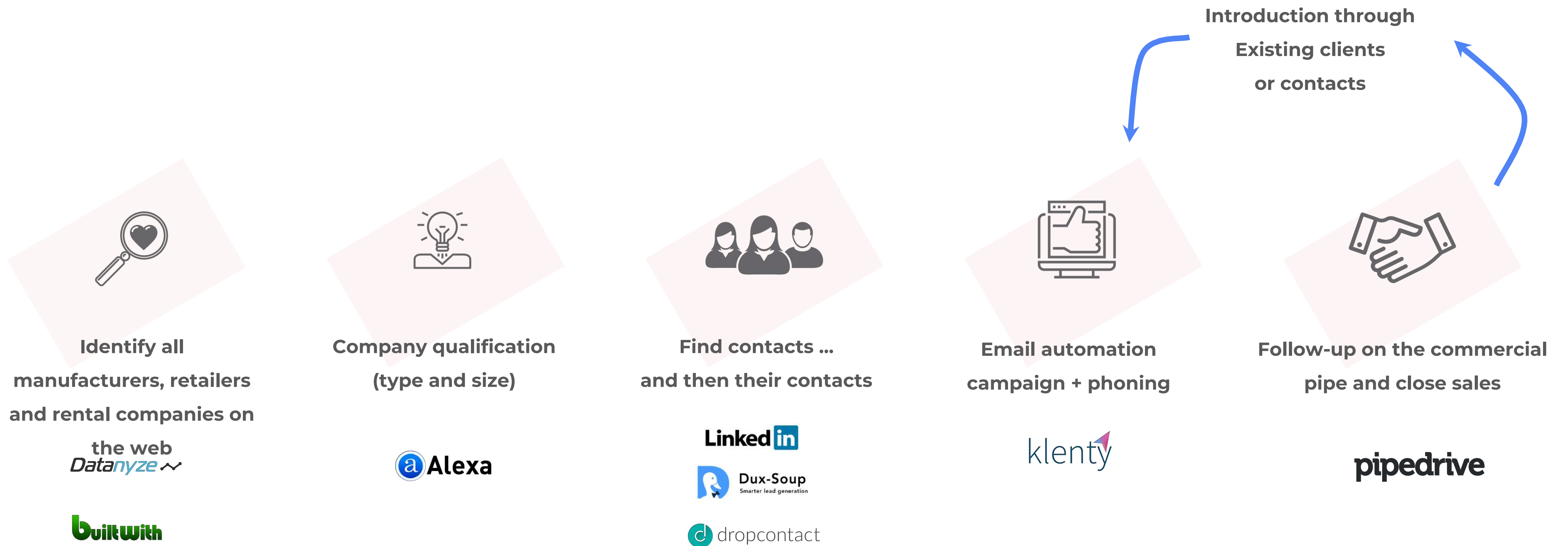
- We are building a strong leader to address medium and large companies in Europe and the US



5. Commercially, Fitle will reach the million euro MRR by 2021

Go-to-market strategy

We implement a scalable approach .. that has already proven itself



5. Commercially, SizerPro will reach the million euro MRR by 2021

Substantial revenue growth

SizerPro will be profitable from 2020 onwards

Nov-18: MRR ≈ 22k€

With 15+ partners



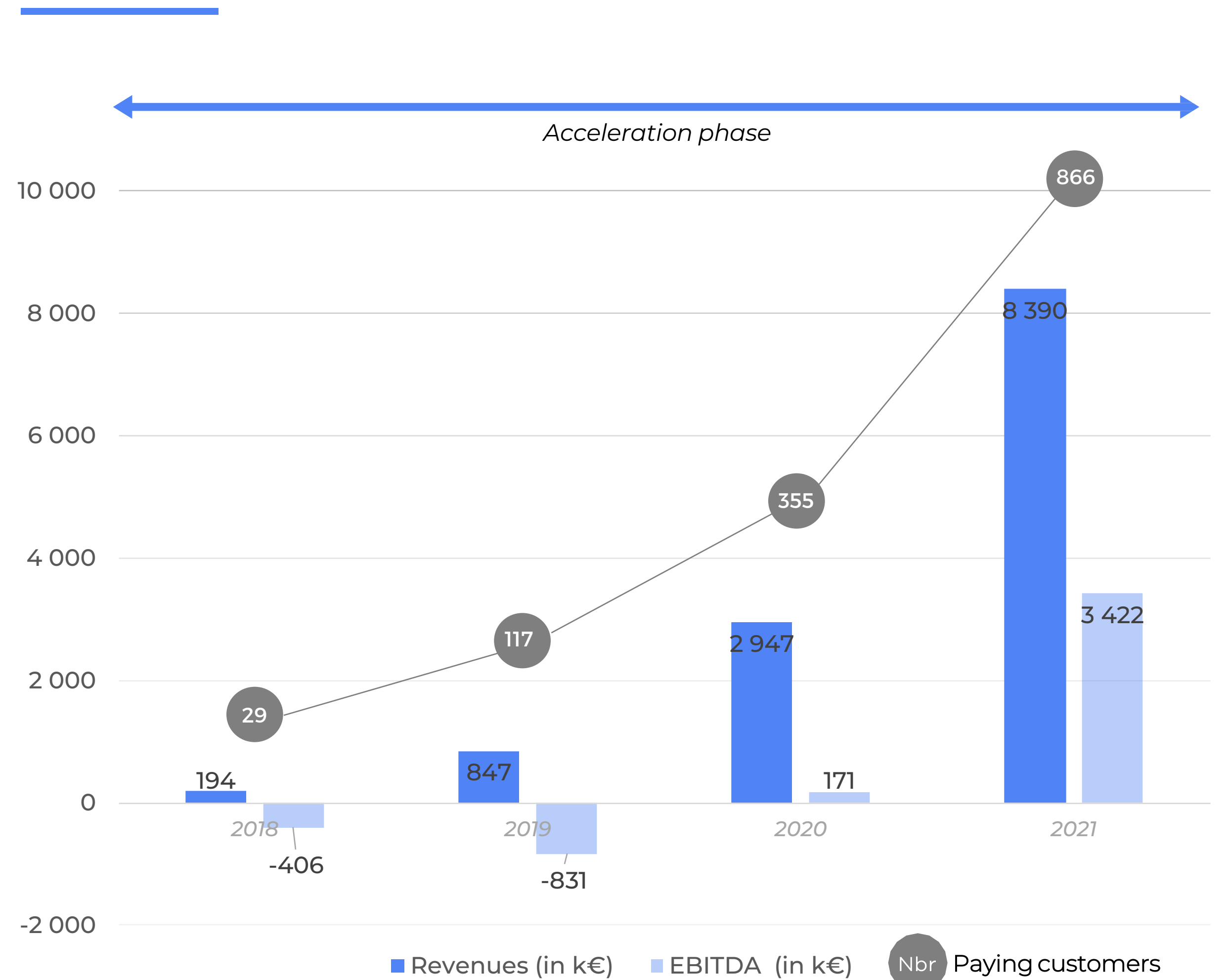
Nov-19: MRR ≈ 95k€

Today, SizerPro has an advanced sales pipe that should be signed in the next 3-6 months with:



Dec-21: MRR ≈ 1001k€

In 2021, online size attribution will be the new standard and thanks to our technology and our go-to-market strategy, SizerPro will be the reference:



5. Commercially, Fitle will reach the million euro MRR by 2021

Main SaaS metrics to understand our business

A 2-digit MoM growth of MRR year after year

	2018	2019	2020	2021
Average MRR	14 460	63 610	224 900	643 750
<i>MoM growth of MRR</i>	<i>10%</i>	<i>15%</i>	<i>11%</i>	<i>10%</i>
MRR / Customers	845	881	977	1 156
CAC⁽¹⁾	5 103	4 557	3 802	3 816
ACV⁽²⁾	21 735	29 433	35 325	37 987
ACV / CAC	2,0	2,3	3,1	3,6

Notes:

1) CAC: 85% of (sales wages & marketing expenses) / n° of new customers

2) 12 months of MRR / customer

**6. We remain open to investors who can bring value to
our story**

6. We remain open to investors who can bring value to our story

Opportunity to invest in the startup that transform e-shopping experience

SizerPro is looking for € 800k to accelerate its growth

We are currently raising funds to take our commercial development even further

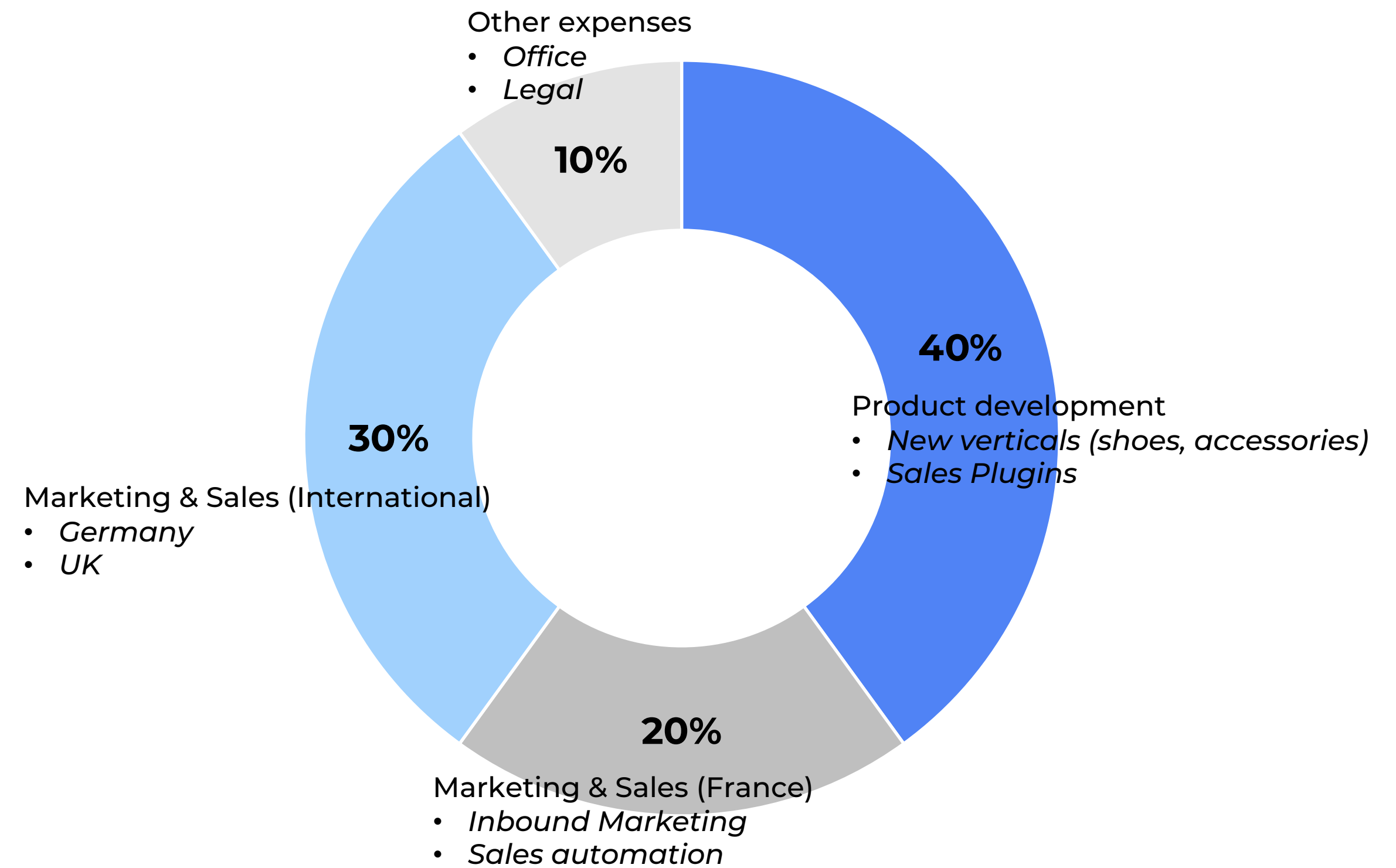
- Round : **Seed +**
- Amount: **800.000 €**
- Timing: **April 2019**

SizerPro is supported by the French government:

- JEI ("Jeune Entreprise Innovante")
- CIR laureate ("Crédit Impôt Recherche")

25% of your investment will be deducted from your taxes*

* 2018 "Madelin" tax reduction granted for investments in SMEs.



Use of new equity

|| SIZERPRO

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