



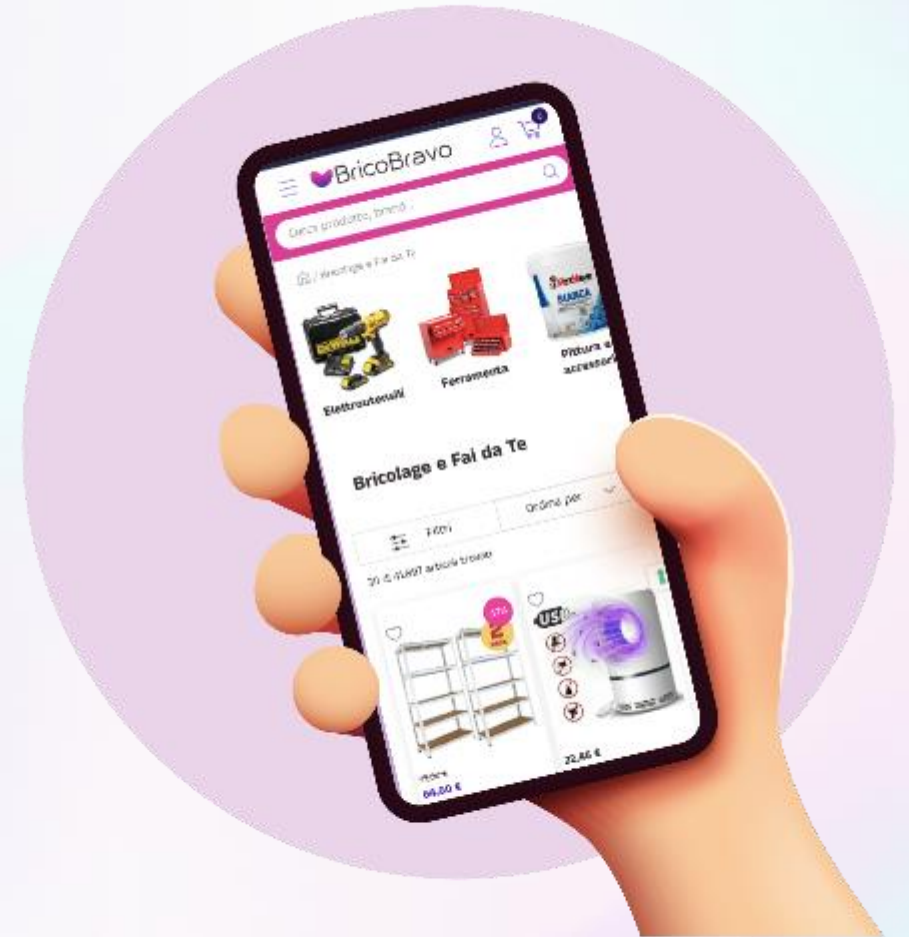
The *first Italian marketplace* focused on
DIY e Home & Garden sectors!

www.bricobravo.com


OUR BUSINESS MODEL

We are a marketplace, a **showcase dedicated** to **“final consumers” (B2C model)**, DIY enthusiasts, and Home & Garden lovers.

We aim to create **commercial partnerships** (not collaborations) with new sellers, offering our **“Bravo Lover community”** a constantly rich selection of new products.



OUR MISSION

With over 20 years of experience in online sales,  **BricoBravo** positions itself as an alternative marketplace into the **Italian market**.

Sellers will reach one of the largest digital community of DIY enthusiasts and Home & Garden lovers in Italy (+ 500,000 users).

Our Target

We want to get in touch with seller capable of managing online catalog, orders, shipping and customer management activities to the end consumer.

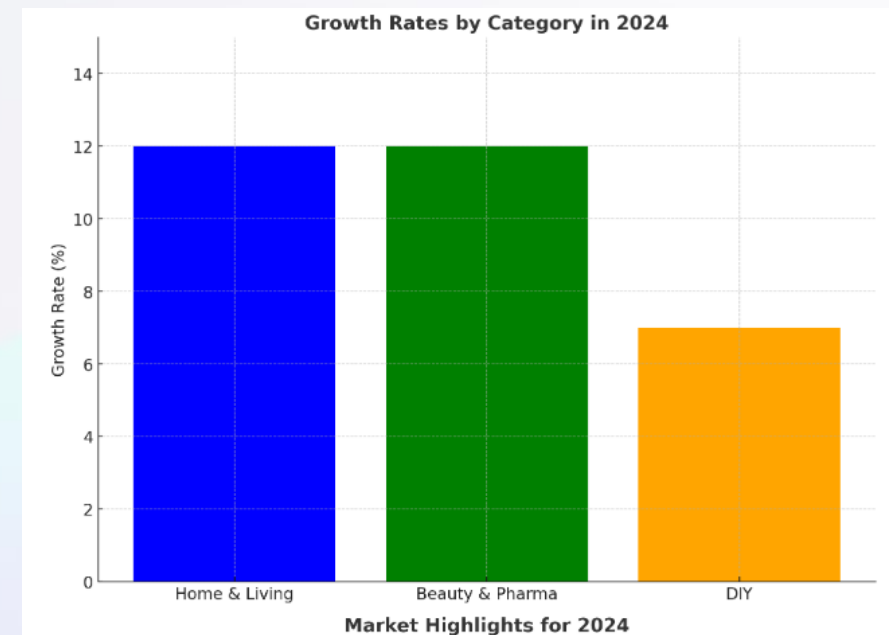
AN OPPORTUNITY FOR ITALIAN MARKET

♥ **BricoBravo** will offer a unique opportunity for international brands and foreign sellers **to enetering into new potential market.**

In 2024, the Italian online business shows a constant increasing on italian online sales (**58.8€ billion**).

Especially, the most relevant growth is registered into our principal categories:

- **Home & Living (+12%)**
- **DIY (+7%)**

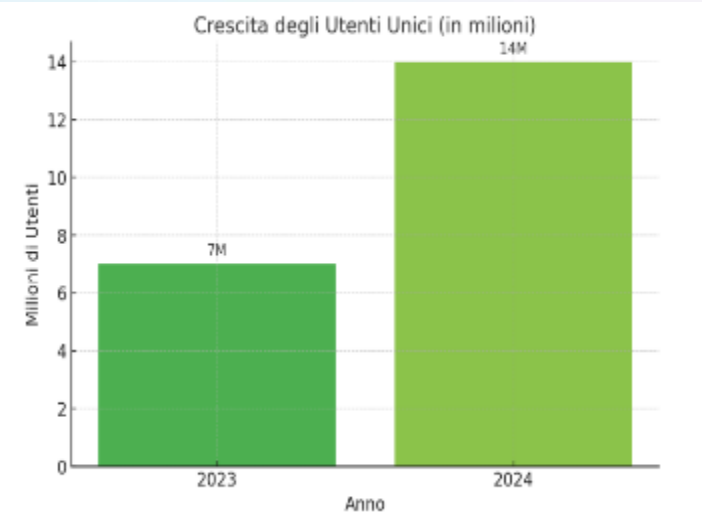


OUR PERFORMANCE: 2023 vs 2024

Platform traffic

+100% unique users
vs 2023.

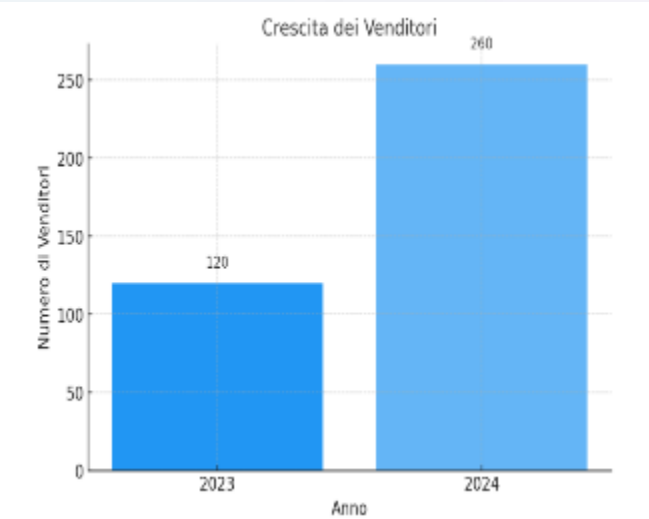
From **7 million** in 2023 to **14 million** in 2024.



Number of seller involved

+100% contracted sellers
vs 2023.

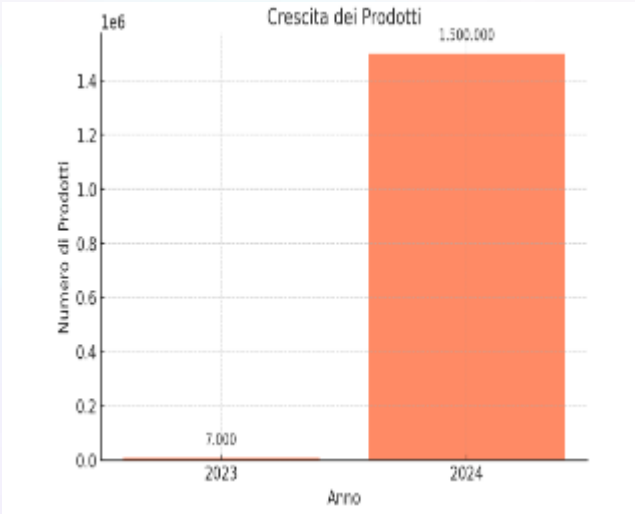
From **120 seller** in 2023 to over **260 seller** in 2024.



Assortment evolution

The offer is expanding to satisfy an increasingly large and mixed customers.

From **7.000 items** in 2023 to **1,5 million items** in 2024.



WHY CHOOSE BRICOBRAVO?

Strategic Vision:

- **Vertical Marketplace**
- **20 years of experience on** online sales
- Community of **+500,000 users**

Some advantages for the seller:

- **New online channel** and **new sales opportunities**
- **Profitable engagement** with new customers
- **Additional visibility** for the catalog



WHY DO IT TODAY?

Dedicated offer

- **Free monthly subscription** until 30/04/2026. Then, 49€ for each month
- **Free «online showcase»:** during the previous period, you will pay if you sell!
- **Dedicated support:** a personal account manager for your business

NO fixed costs until
30/04

Simple and transparent business partnership

- **No constraints:** you can close the agreement whenever you want
- **No hidden costs**

NO constraints



Became one of main seller

for the **first Italian marketplace** focused on
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