

2 0 2 2

upim

COMPANY PROFILE

pag. 3	ABOUT US
pag. 4	MISSION
pag. 5	THE CLIENT
pag. 6	THE STORE
pag. 8	COLLECTIONS
pag. 14	BEAUTY
pag. 15	SUPPLY CHAIN & OPERATIONS
pag. 16	QUALITY
pag. 17	SUSTAINABILITY
pag. 18	OBJECTIVES
pag. 21	COMMUNICATION
pag. 22	CRM
pag. 23	APPENDIX





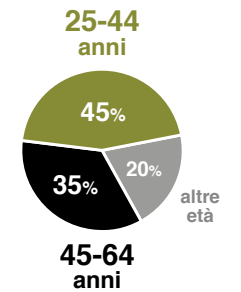
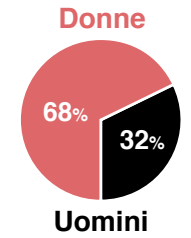
UPIM, FOUNDED IN 1928 IN VERONA, IS PRESENT THROUGHOUT ITALY AND ABROAD WITH MORE THAN 700 STORES.

Upim is a brand of OVS SpA, Italy's leading fashion group with over **2000** national and international **stores** that registered net sales of **€1.359 million** in 2021 and a **9%** share of the market.



UPIM THE ITALIAN FAMILY DEPARTMENT STORE

Reference point for service shopping affordable, accessible and oriented towards the **actual needs of families**. Upim offers a local-based service with a wide, varied range of products, ranging from clothing for the whole family, to beauty and homecare products.



TARGET: FAMILIES WITH CHILDREN

Practical people, attentive when shopping, who value everyday savings.



UPIM HAS OVER 300 STORES FULL FORMAT

In our stores we offer a contemporary shopping experience, addressed to a conscious customer who is able to mix desire with opportunities, quality with an adequate price. The offer ranges from clothing for all the family to personal care and home decoration.

Upim counts **over 300 stores**, mostly directly owned, located through the city centers, in shopping malls and in residential areas.

The brand has developed **a concept dedicated to smaller cities**, where there are in general fewer stores available.

It is also present with a **shop-in-shop formula** inside the hypermarkets of important large-scale retail companies.





THE COLLECTIONS. THE EXCELLENCE OF ITALIAN STYLE

The style Department is led by fashion directors that work closely with **designers, product managers and modelers**, ensuring the constant renewal of the collections: men, women, kids, personal care and home decoration. The result is the expression of the **excellence of the Italian style**, accessible to everyone.

2022

UPIM HOUSEBRAND

WOMAN

Holistic
Iwie
Kate me
Nice & Chic
Nymos
Rosa Thea

MAN

J. Hart & Bros.
Privacy
Rumford

CHILD

Blukids
Iana

HOME

Croff

BEAUTY AND WELL-BEING AREA

B zone





BLUKIDS. THE BRAND BY UPIM DEDICATED TO CHILDREN

Blukids is Upim clothing brand dedicated to children. Its mission is to offer “active” **clothing for kids aged from 0 to 15 years**, following all the stages of growth with a wide range of everyday, low-price clothing. The collections stand out for their quality and the use of natural fibres, always at competitive prices.

Blukids has renewed its formula and is currently present with **330 stores in Italy and abroad** and **over 300 corners** in the Upim stores.

The communication concept of Blukids represents **real children**, running, laughing, getting dirty, hugging each other. Their beauty consists in being authentic and the clothes they wear are thought for a true, lively, active lifestyle.





CROFF, ITALIAN HOME DECORATION BRAND

Dedicated to people who love easy, informal, and **contemporary design**, to experience every day.

From textiles to table and kitchenware, from ornaments to furnishing accessories. Italian design, unique style and an **excellent value for money in our collections**, thanks to a careful selection of European and international manufacturers.

We periodically renew the assortment by adding seasonal collections to the permanent ranges (45%). Croff is also present in Italy with the **stand-alone format**.





B ZONE, THE UPIM BEAUTY BRAND

A multi-brand space **dedicated to well-being and self-care** with a wide selection of products, both traditional and innovative, at democratic prices for skin and hair care and make-up.

B Zone is characterised by careful and continuous research, aimed at proposing **natural formulas**, as part of an evolutionary path oriented towards achieving sustainable standards, in terms of product and packaging, with the aim of **contributing to the respect for the Planet**.

OUR GROUP SUPERVISES THE ENTIRE SUPPLY CHAIN

Sourcing, scouting and quality control:

we follow closely the entire supply chain, thanks to a highly specialized structure with approximately **300 employees** in its buying offices in Bangladesh, China, Hong Kong, India and Turkey. The supply chain is managed through a network of international providers, who manage a volume of **50 million items per year**.

The products are distributed to the sales network according to the daily needs of each shop.

FOR UPIM QUALITY IS AN ESSENTIAL PRE-REQUISITE



The quality of the products is guaranteed by laboratory tests and checks carried out every year by independent suppliers and institutions, to guarantee that the quality meets up the internal standards and the current legislation regarding the production, materials and procedures. Many of the Blukids children wear and underwear are **certified by Oeko – Tex** (class I and II) to ensure no harmful substances are used.





SUSTAINABILITY AT THE CENTRE

Upim placed sustainable innovation at the centre of its manufacturing activities, aware of its importance for **the environment's future**. Starting from the FW21 collection, 100% of the cotton used by Upim is certified organic, recycled or originating from BCI cultivations.

OVS SpA is the first Italian company that supported the **Better Cotton Initiative** (BCI), the international organisation that aims at radically improving the impact of the global cotton industry on the ecosystem and people. BCI included it among its 15 "**Better Cotton Leaders**" in 2018.

WE ARE DOING OUR PART TO REDUCE THE IMPACT OF FASHION ON THE PLANET'S ECOSYSTEMS BY MAKING OUR PRODUCTS MORE ENVIRONMENTALLY AND SOCIALLY SUSTAINABLE.

90%

By 2025, 90% of our products will have a **low environmental impact**

100%

100% of **our cotton is more sustainable**. We only use **organic cotton** or cotton grown **according to the bci guidelines**

100%

By 2025, 100% of our **denim will be waterless** (i.e., produced using low water consumption processes).

2025

By 2025, we will **completely eliminate virgin plastic** from our packaging.



REAL SYSTEM CHANGE ONLY OCCURS IF EVERYONE COOPERATES

We want to contribute to a shared approach, strengthened by individual alliances and partnerships. We actively participate in international initiatives to improve sustainability in the fashion industry.



We believed in the Sustainable Apparel Coalition (SAC) from the start and were the first Italian fashion company to join in 2017. The Sustainable Apparel Coalition works to develop and promote sustainable practices and transparency in the fashion industry.



OVS is the only Italian company to have signed up to the 2017 Circular Fashion System Commitment, an initiative promoted by the Global Fashion Agenda to speed up our transition to circular fashion. In 2020, we signed the Circular Fashion Partnership with the aim of completing a concrete case study in Bangladesh to demonstrate the competitive value of circular technologies on the market.



TRANSPARENCY IS THE ESSENTIAL PREREQUISITE FOR MAKING ANY DECLARATION OF COMMITMENT

After a long journey, our commitment to creating clothing in a transparent way is recognized by the first place in the 2021 global ranking of Fashion Transparency Index.

For us, transparency is about sharing clear information on materials, suppliers and production countries with our customers on OVS.it. The materials and resources we use (and re-use), our relationships with suppliers, and the people involved in our supply chain all have a part to play in the environmental and social “journey” of our products. We want our customers to be the protagonists of this journey by enabling them to make informed choices, every single day.

ECO VALORE

Project, developed in collaboration with the University of Padua, allows customers to quickly assess the environmental impact of garments using three key pieces of data.



1. Water consumption

The amount of water used to produce the item.



2. CO2 emissions

The CO2 emissions generated during production.



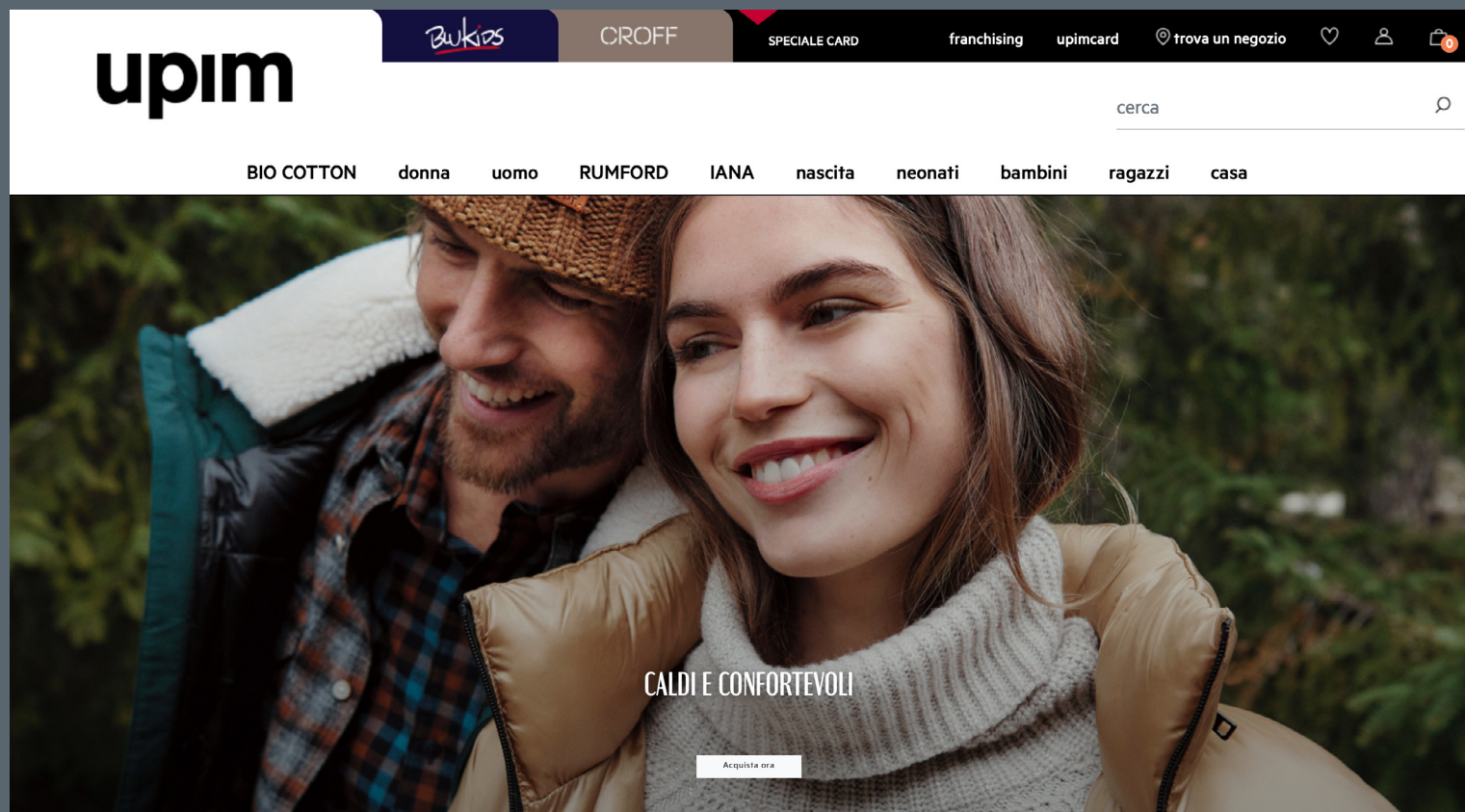
3. Circularity

The item's recyclability.

«UPIM IS AT HOME»

The communication concept shows people **in their everyday life**. Spontaneous and simple images that all customers can relate to.





OUR LOYALTY



Upim.com

Upimcard

950,000
holders
active



Blukids.com

Blukids Card

250,000
holders
active



Croff.com

CROFF card

29,000
holders
active

MARKETPLACE

We combine our brands with **a careful selection of iconic brands** and innovative proposals, which are complementary to our offer and consistent with our values - quality at affordable prices and commitment to sustainability.



ESPRIT

A clothing brand founded in California in the 1960s, through its collections it expresses the values, energy, positivity and attention to the environment typical of the context in which the brand was born.



APRICOT

London-based clothing brand, offers affordable garments with iconic prints and quality fabrics.



JDY

An international brand of the BESTSELLER group, JDY offers basic and essential garments with a fashionable touch.



JACK&JONES

A historic denim brand of the 90s, JACK & JONES, as well as jeans, now offers a universe of style with collections for all the needs and occasions of the dynamic life of today's teenagers.



BIJOU **BB** RIGITTE

It offers a wide assortment of jewellery, hair accessories and classic silver jewellery.



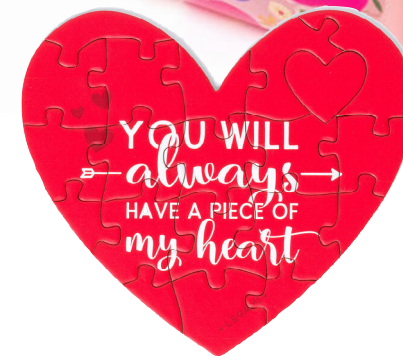
 **SPRINGFIELD**

Designed for a wide audience of men and women from 25 to 35 years of age around the world, Springfield is synonymous with well-finished casual, rich in style and strong personality.



claire's

American accessories,
jewellery and gifts brand.



Italian brand specialising in stationary,
hi-tech and accessories.

2 0 2 2

upim

COMPANY PROFILE