

repassa

YOUR ONLINE THRIFT STORE FOR GOOD



AUGUST 2020

OUR PURPOSE



Give a longer lifecycle to the **70% of unworn clothes** in the average closet, creating social and environmental positive impact



SECONDHAND WILL BE LARGER THAN FAST FASHION WITHIN 10 YEARS

Secondhand is projected to grow to nearly 1.5x the size of fast fashion by 2028



Resale has grown

21x

faster than the retail apparel market over the past three years.



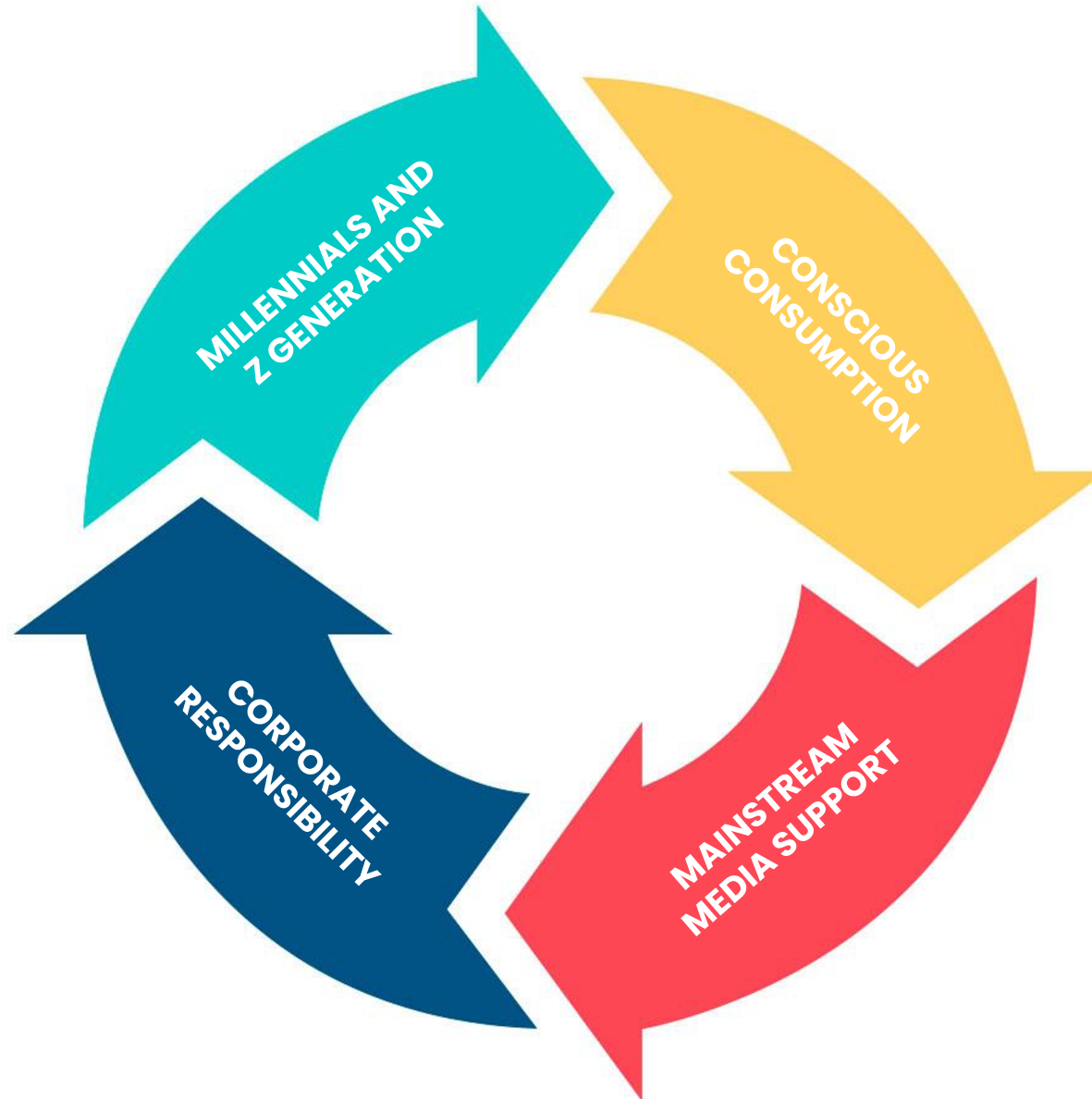
SECONDHAND FLYWHEEL

SOCIAL AND ENVIRONMENTAL **ENGAGEMENT**

CONVENIENCE IS THE STANDARD

CONSUMERS **DEMAND**

TOP BRANDS LEADING THE MOVEMENT



INFORMATIONS AND TRENDS SPREADING **FASTER**

SOCIAL CONNECTION **DRIVES EMPATHY**

SECONDHAND **BENEFITS**

FASHION INDUSTRY **IMPACT**



REPASSA IS UNBEATABLE FOR SELLERS AND BUYERS WHO REQUIRE CONVENIENCE

SELLERS PAINS

TIME

is today's most valuable asset and people don't want to spend it taking pictures, setting price, posting, selling and mailing their items in online marketplaces

70% of garments in the average woman's closet go unworn

82% of the environmental impact of garments production is reduced every secondhand item we sell

REPASSA CONVENIENCE LOVE STORY

the seller orders a **SACOLA DO BEM** for R\$24.99, receives it at home, fills it with all the clothes she has loved but no longer wears and sends it back to Repassa

REPASSA TAKES CARE OF EVERYTHING quality control, pictures, listing, storing, selling, packing and shipping

the buyer saves up to **90% ON THE PRICE** getting high-street fashion as good as new

the seller receives **60% OF THE SALE PRICE** in Repassa Credit which they can, donate to one of the NGOs we support, transfer the money to their bank account or use it to buy with us with 10% off

BUYERS DOUBTS

QUALITY

what's the quality of the second hand item I bought?

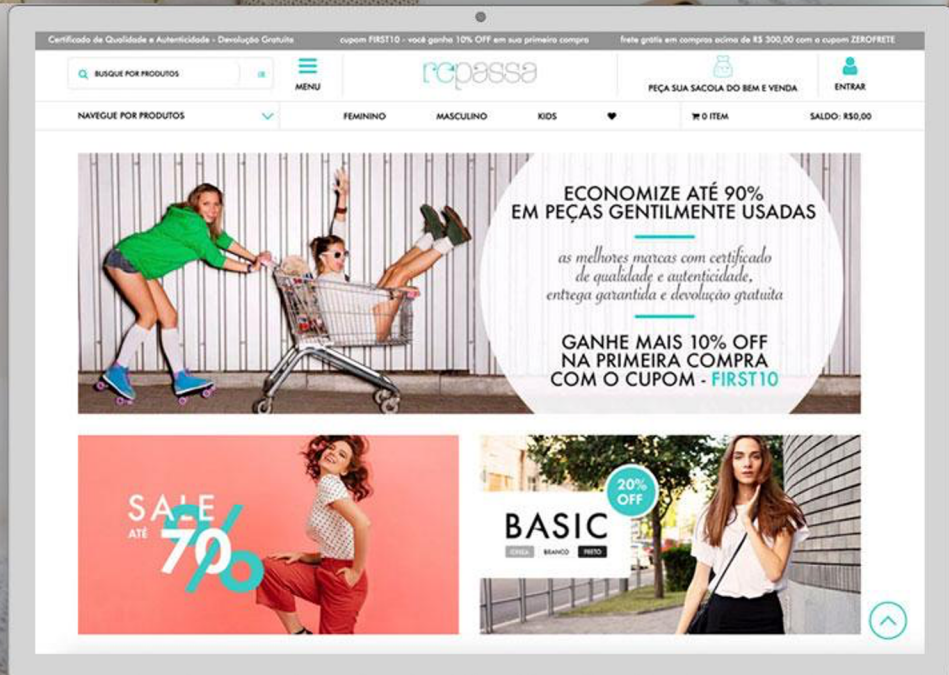
SECURITY

will I receive my order?

PRICE

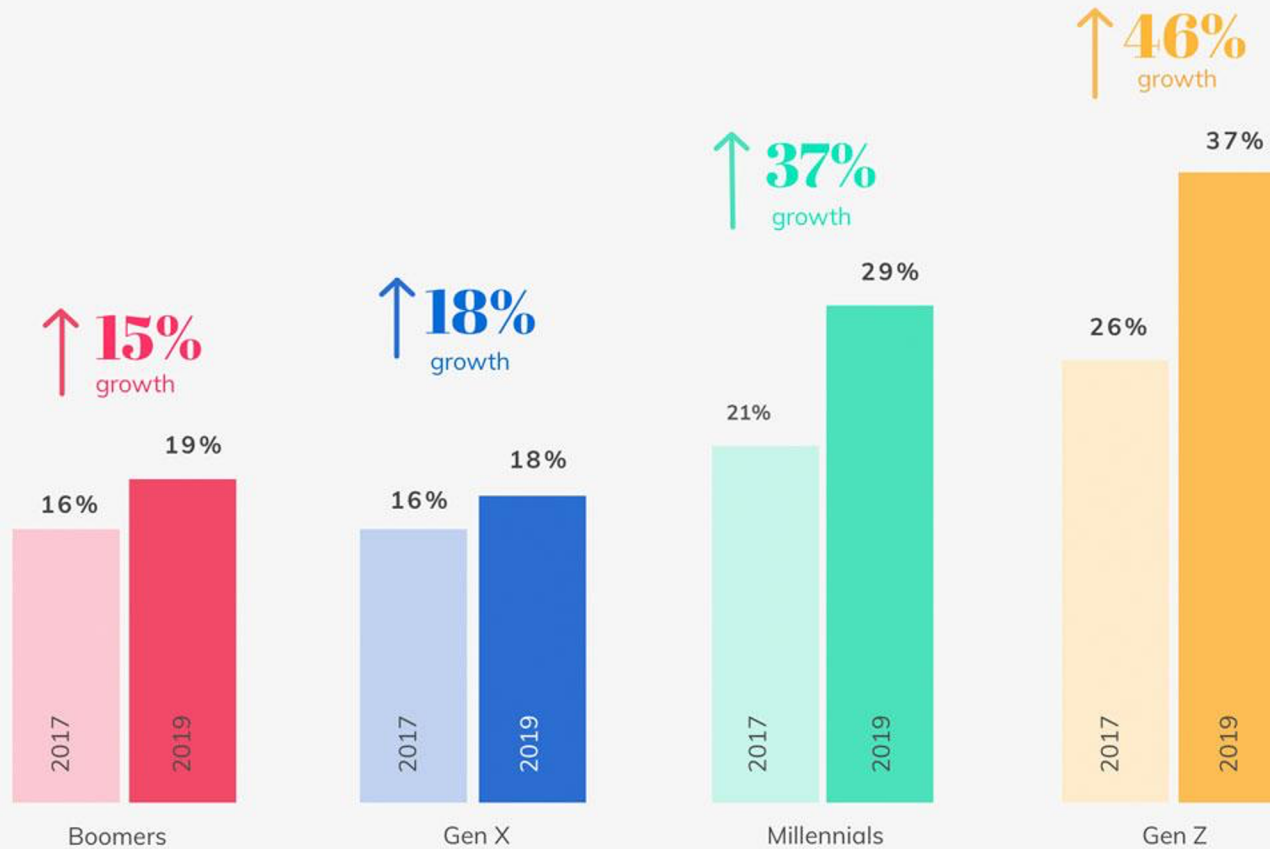
is it worth it?





MILLENNIALS AND GENERATION Z ARE ALREADY USED TO BUYING SECONDHAND

18-37 Year Olds Are Adopting Secondhand Apparel
2.5x Faster Than Other Age Groups



PERCENTAGE OF EACH AGE GROUP THAT BOUGHT SECONDHAND APPAREL, FOOTWEAR, OR ACCESSORIES²

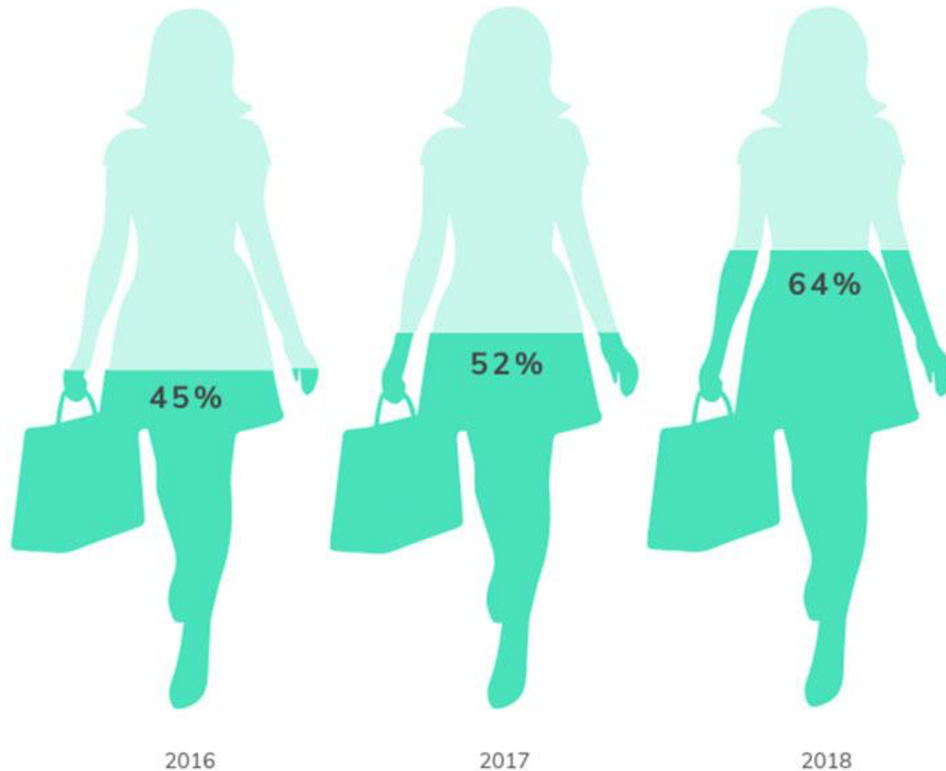


74%

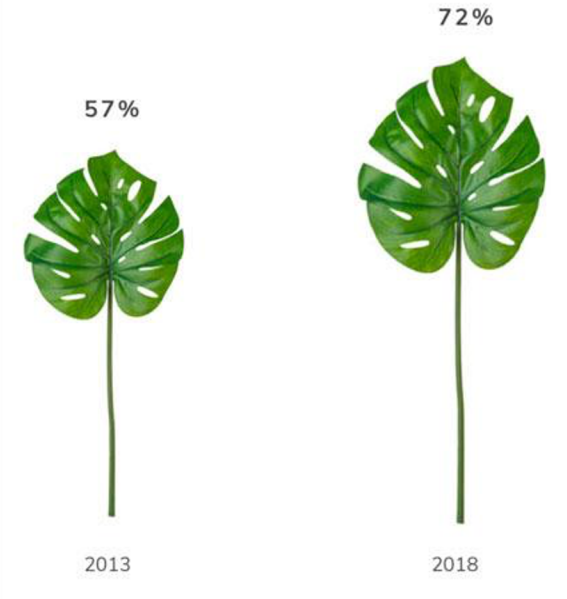
of 18-29 year olds
prefer to buy from
sustainably
conscious brands

CONSCIOUS CONSUMPTION IS IMPACTING HOW PEOPLE PURCHASE

64% of woman bought or are now willing to buy secondhand products



CONSUMERS WHO PREFER TO BUY FROM ENVIRONMENTALLY FRIENDLY BRANDS²



40%

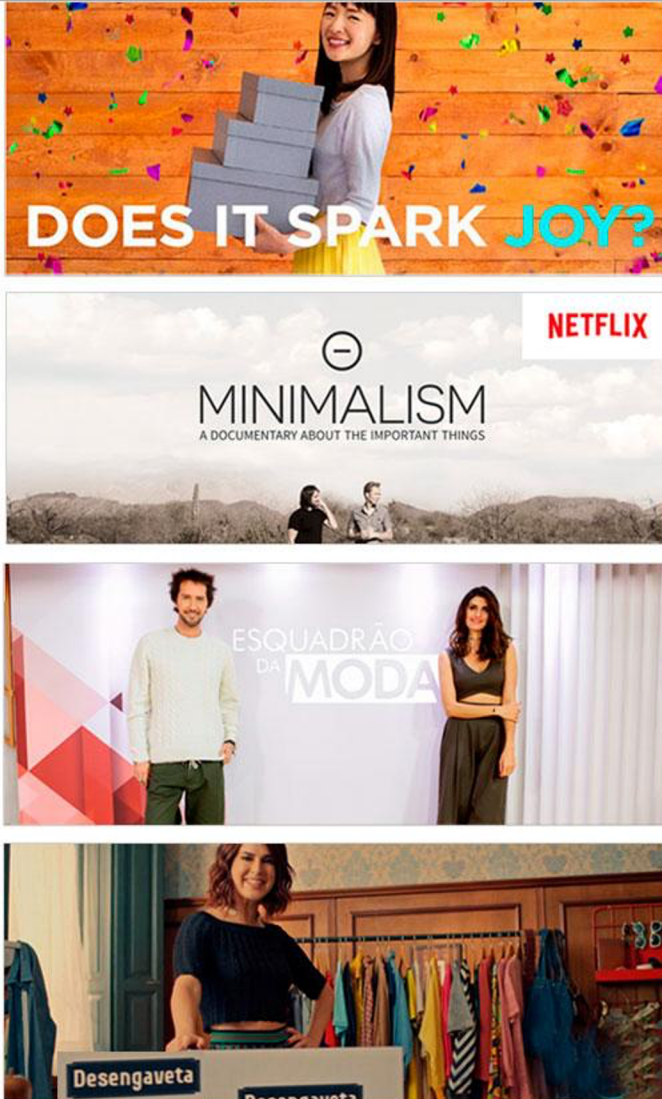
of consumers now consider the resale value of an item before buying it

60%

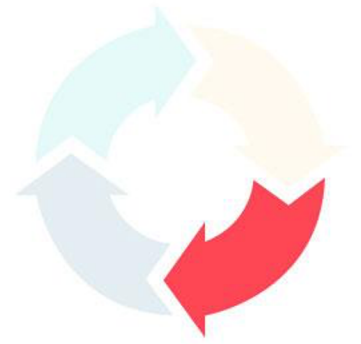
of consumers would increase loyalty to a brand if a recycling program was offered

NEW CONSUMPTION TRENDS AND ENVIRONMENTAL IMPACT OF FASHION HEAVILY COVERED BY MEDIA

CONSUMPTION TRENDS



FASHION IMPACT



FASHION IS THE SECOND MOST POLLUTING INDUSTRY IN THE WORLD

80

billion garments
are produced
each year



96

hours per week
is the average
working week
for a garment
worker

20%

of industrial water
pollution comes from
textiles treatment



750

million people in
the world do not
have access to
drinking water

5,2%

of the waste in our
landfills are textiles



the equivalent of

60

garbage trucks
of textiles is wasted
every minute

23%

of all chemicals
produced worldwide
are used by the
textile industry



20

thousand people
die of cancer and
miscarriages every
year as a result of
chemicals sprayed
on cotton

10%

of the global
carbon emissions
comes from the
apparel industry



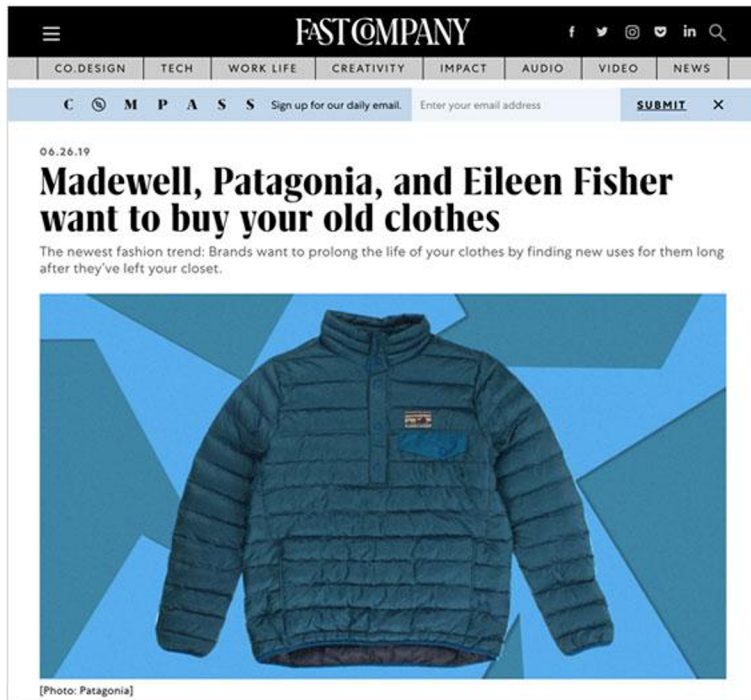
on average
we only wear
garments

7x

before getting
rid of them



CORPORATE RESPONSIBILITY BECAME MANDATORY



96% of senior retail executives surveyed want to advance their company's circular fashion efforts





PARCEIROS DO BEM

REPASSA POSITIONS YOUR BRAND, LOYALTY AND ENGAGES YOUR AUDIENCE
IN A UNIQUE ENVIRONMENTAL CIRCULAR EXPERIENCE WITH SOCIAL IMPACT



PARCEIROS DO BEM STEP-BY-STEP



1

SACOLA DO BEM REQUEST

The customer asks for a free "Sacola do Bem" (savings of R \$ 24.99) along the sales person of the store partner. He can also order a "sacola do bem" from Repassa website with the discount coupon (50% savings), sent by email from the partner after the purchase on e-commerce.

NOTE: When ordering or identifying a "Sacola do Bem", the first step is to decide if you want to receive your sales total value or if you want to donate a % of the value to the NGO of your choice, whom is already supported by Repassa.

2

SACOLA DO BEM RECEIVING

The customer receives the "Sacola do Bem" at home, fills up with all the pieces he loved, but no longer uses it and sends it back to Repassa.

3

TO SEND BACK TO REPASSA

The client can leave the full "Sacola do Bem" in any REPASSA BOX at Parcerio do Bem Store. If the client lives in São Paulo (regions served), he can also schedule a sustainable pickup on the Repassa website for the "sacola do bem" to be picked up at his address. Finally, the customer can request a postage code from the post office on the Repassa website and send his "Sacola do Bem" through any post office with no additional cost.

4

GOOD BAG PROCESS

As soon as the customer's "Sacola do Bem" is received at Repassa, next step would be to send it to quality control. The ones approved are photographed, registered, stored and eventually sold. The customer receives 60% of the sales value in the Repassa balance.

NOTE: The customer can choose the destination of the ones that not pass quality control, which can be donated or returned. At this time shipping would be customers responsibility.

5

HOW TO USE YOUR BALANCE

The Repassa balance, can be used from Good Collabs Store, in purchases at Repassa Website, in donations to NGOs supported by Repassa or in transfers to the client's bank account.

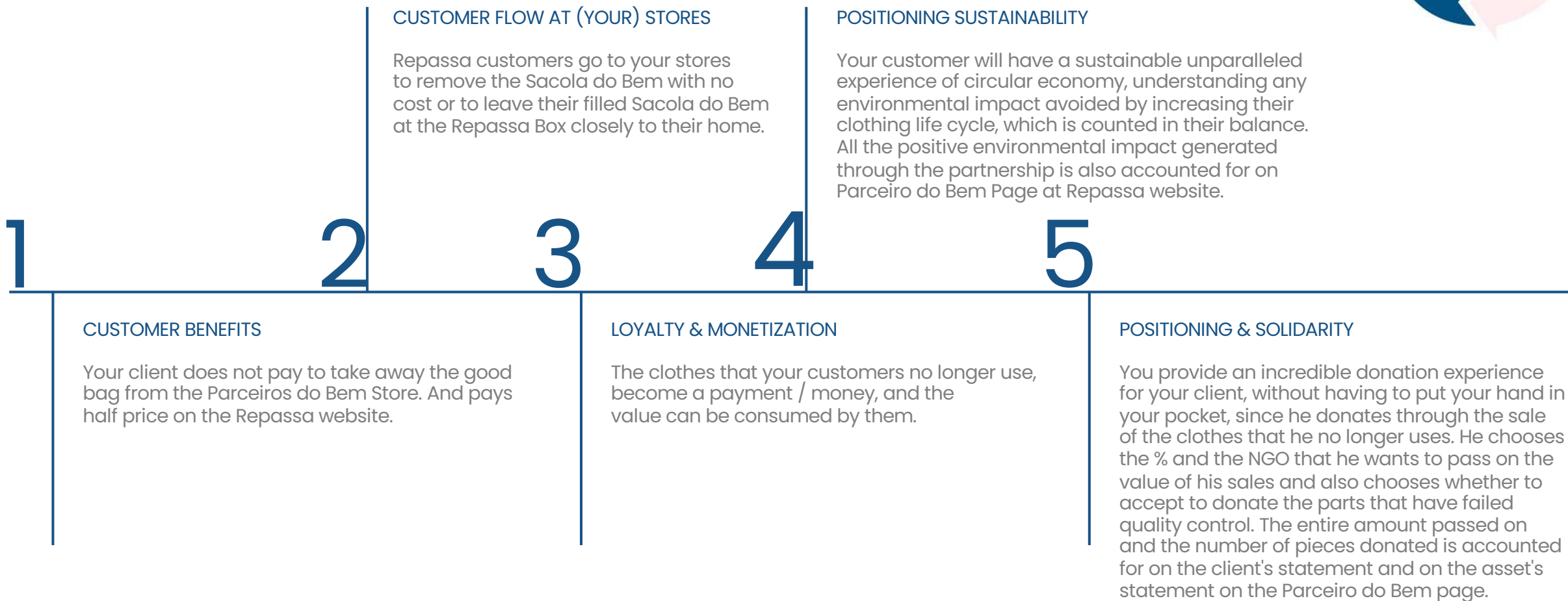
PARCEIRO DO BEM GIFT CARD

The customer chooses the voucher purchase amount from the Parceiro do Bem Store at the Repassa website. The value of the shopping voucher is deducted from the customer's balance and transferred to the Parceiro do Bem Account at Repassa website. The customer receives the voucher by email, with a discount coupon (optional) so, the users balance will have more value at Parceiros do Bem.

REPASSA POSITIONS YOUR BRAND, LOYALTY AND ENGAGES YOUR AUDIENCE IN A UNIQUE CIRCULAR ENVIRONMENTAL EXPERIENCE WITH AND SOCIAL IMPACT.



BUSINESS STRENGTHS POINTS



Thank you!

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