

The logo for 49NorthGroup features the number '49' in a large, white, sans-serif font with a red dot above the '9'. To the right of '49', the words 'NorthGroup' are written in a white, sans-serif font. A red dot is placed above the 'o' in 'North' and another red dot is placed above the 'o' in 'Group'. A white arrow points upwards and to the right from the top of the '4'.

49NorthGroup

The background of the slide is a silhouette illustration of five people climbing a rocky mountain. The sun is low on the horizon, creating a bright orange and yellow glow. The people are shown in various stages of ascent, with some holding hands to help each other up. The person on the far right is climbing a steep, vertical rock face.

Value Proposition

49NorthGroup is a leading US eCommerce enablement platform and retail representative connecting US & Canadian consumers who shop on online marketplaces and in retail stores to selected quality goods primarily sourced from Eastern/Central European consumer goods producers.



Mike Liv

What is 49NorthGroup's Role

49North Group is an eCommerce enablement platform and online seller that connects consumers throughout North America to brands on Amazon, Walmart, eBay, Target, Google shopping and others.

Our founding team is an **experienced group** with diverse backgrounds in business, finance, eCommerce, technology and payments. Combining our experience and passion, we offer a clear and proven path to grow your business throughout the US & Canada

What We Offer



Why Us

Skin in the game through co-investment programs

Technologically advanced offerings

Global leadership team from US and EU

Industry networking & connections

Multi time zone support & professional services

Covering online marketplaces & retail chains.



Marketing, Promotional & Operational Support

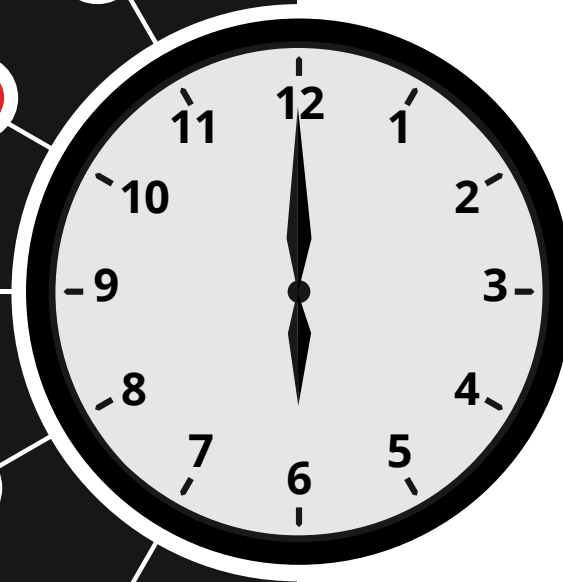
Active campaigns on
Leading social media platforms

Consistent web
presence

Industry event
promotions

Covering US &
Canada markets

Placements, trials and
sales to retail chains

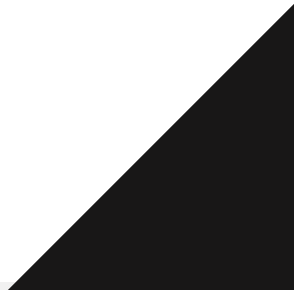


2-day delivery, 24
hours logistics, 7 days
a week shipments

Automated systems
for customs, logistics,
sales efficiency &
payments

The Differentiating Value

- ✓ Representation in big retail chains within the US and Canada
- ✓ Collection and reconciliation of funding from all sales channels
- ✓ Ongoing brand promotion, digital and physical presence, customer review monitoring
- ✓ Exhibits at US retail conferences and customer road-shows presenting products.
- ✓ Dashboards for returns and reconciliation
- ✓ Customized technology enablement platform



Trial Program



Planning Phase

Review

Review product catalogs and assortments offered. Create comparative analysis for US channels

Selection

Choose top selling products on Manufacturer's catalog and initiate a trial sales campaign with an online marketplace.

Analysis

Analysis preparation of a pricing model, competition, suggested marketing and campaign approach strategy.

Execution Phase

Sample Run

Manufacturer provides sample for a product test run on an online marketplace of choice (i. e. Amazon). Sales program, price and reviews will be considered.

Terms

- Supplier ships to US.
- 49NG assists to clear customs, logistics, placement, marketing and sets sales strategy.

Agreement

Contract and terms based on placement test results.

- a. Price point and payment terms.
- b. Frequency of goods supplies.

- c. Costs & obligations by each party.
- d. Commission split and representation rights.

Sales Channels

- ❑ Direct to Consumer (D2C)
- ❑ Direct to Retail (D2R)
- ❑ Direct to Mid-Market (D2-MM)

The manufacturer is responsible to deliver product to US Port. 49NorthGroup, otherwise known as buyer, pays and agreed deposit upon receipt.

Balance repaid and commissions split after sale of product, time frame to be determined.



US MARKET, DIRECT TO CONSUMER (D2C)

- ❑ Between Amazon, Walmart and eBay – 500 million active visitors per month.
- ❑ Social selling strategies include all the leading social media platforms

- Instant access to the biggest e-marketplaces & social media platforms in the US.
- Our partnership programs include both pre-purchase and on consignment relationships.
- We deal with placement, returns, logistics & payments.
- Active advertisement on Facebook and Google, eCommerce stores setup for additional exposure.



DIRECT TO RETAILER (D2R)



TARGET

WILLIAMS
SONOMA
HOME

 wayfair®

 wine.com®

Pier 1 imports®

chewy.com

ACE
Hardware

TIRE RACK
.com



BED BATH &
BEYOND®

TOYS R US

★ macy's

There are over
6,000 retail chains
in the US

80% of US
consumers shop
online retailers

Physical stores
generate over 90%
of retail sales

USA/Canada, DIRECT TO MID-MARKET (D2-MM)

- The D2-MM space is a separate market segment from marketplaces and enables independent merchants to reach consumers on the web.
- Many of the mid-market players are a part of an eCommerce enablement platform which provides technology infrastructure, payments, marketing and online stores for 10 – 15% of GMV, versus marketplace GMV of 15 - 35%.
- As per Accel ventures and Gartner research - In the US, the D2-MM market will continue to be the fastest growing segment of eCommerce.
- The two largest eComm enablement platforms host over 600,000 merchants, another strong sales channel for 49NorthGroup.

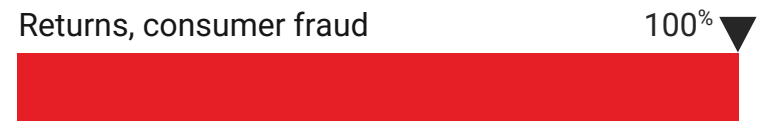


THE AMBASSADOR

The Partnership Plan

The manufacturer is responsible to deliver product to US Port. 49NorthGroup, otherwise known as buyer, pays and agreed deposit upon receipt.

Balance repaid and commissions split after sale of product, time frame to be determined.



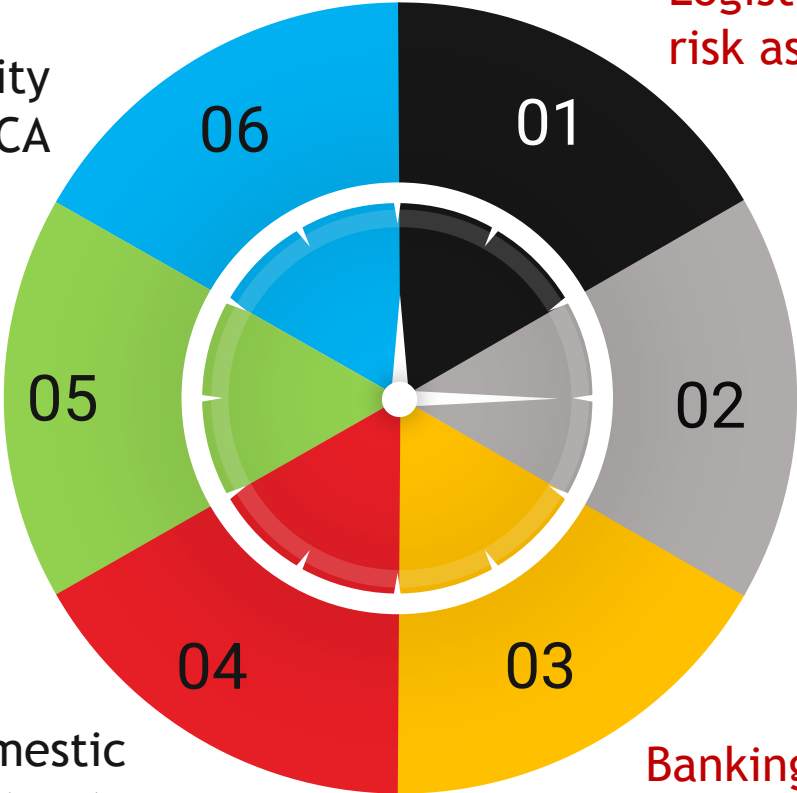
Q&A

- 01 Q: Can we trust you**
A: We aim to build long term relationship based on representation and developed a program based on trust and transparency.
-
- 02 Q: Sending goods overseas**
A: 49NorthGroup prefers to represent Manufacturers experienced in export and currency.
-
- 03 Q: Contract structure and agreements**
A: Standard terms and customized as per specific requirements.
-
- 04 Q: What are the first steps to get started**
A: Negotiate terms, quality, logistics and send a testing sample (100 – 300 trial pieces).
-
- 05 Q: How do we pack the goods and will we get a better price**
A: Based on the goods, marketplaces may repackage the items when sold. We require conforming to international regulations labeling on packaging.

Business Services

Product conformity certification for US/CA

Logistics planning & risk assessment



Customs declarations duties

Tax Authority & VAT compliance

Foreign & domestic trade contracts

Banking, foreign exchange, payments & remittance

Delivering a World of **Knowledge & Results**



Mike Liv - New York

Over 15 years in business and technology. Senior leader in enterprise sales to most of the national financial institutions and most respected retail labels within the US and LATAM.



Margarita Hess - New Jersey

From a corporate career in finance, to a retail and eCommerce specialist. From her career in Corporate finance, these days Margarita deals with product selection and placement.

Timo Sälekari - Helsinki

In Russia since 1993, Timo has been instrumental representing multiple foreign entities, and most notably, acting as a deputy General Director of North-West Customs Terminal for over 14 years.



Jack Liv - Florida

Reaching 12 years experience with two out of the top global accounting firms, specializing in cross border financial trade and taxation. Responsible for facilitation of import duties and trade agreements.

49North Group

New Jersey:

51 JFK Parkway
First Floor
Short Hills, NJ 07078

Direct: +1 (347) 495-4955

Main: info@49northgroup.com

Warehousing and local distribution,
Port Newark – Elizabeth, NJ
Port of Tampa, FL
The Port of Vancouver* (coming soon)

Credentials

First year in business – 2017

Total salaried employees – 19

Total employees & contractors – 31

Total executive management – 4

Ownership – 100% private partnership

Florida:

Woodland Corporate Center
8270 Woodland Corp. center Blvd.
Tampa, FL 33614

Helsinki:

Luna-House
Luna house Mannerheimintie
12 B, 5. Krs,
Helsinki, FIN 00100

49North Group

Facts:

- Average percentage growth with 49NorthGroup – 264%
- Average monthly per product GROSS sales - \$34,200 (eComm)
- NetCog sales of 17%+ average retail indirect
- Average monthly per client Gross sales - \$92,340 (avg 3+ products)
- Average annual product NET sales across per client eCommerce channels - \$975,110 (deduct avg 12%, friendly fraud, damage, returns, customer disputes).
- Highest grossing single product annual sales - \$1.6mm (cosmetics, France).

The background of the entire slide is a silhouette of five people climbing a mountain range. They are positioned on a ridge, with the sun setting or rising in the background, creating a warm, golden glow. The people are in various stages of climbing, with some holding hands to assist each other. The sky transitions from a light orange near the horizon to a darker grey at the top.

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