



COMPANY PROFILE



**BOUTIQUE DISTRIBUTOR FOR
BENELUX COUNTRIES**

Latest update: JAN 2021

BRIEF INTRODUCTION

History

Zmoso was established in 2005 and began by importing and distributing colorful designer bags and sleeves for MacBooks (iBook, PowerBook etc.). At that time, the market was primarily dominated by standard black, durable bags. Zmoso's new and innovative range offered a welcome breath of fresh air while fulfilling a need in the market for Apple Resellers and online retailers, who soon found their way to Zmoso. Due to the increasing popularity of the iPod, the range of products was expanded to include cases and this allowed Zmoso to firmly establish itself as a major supplier of exclusive Apple accessories for consumer electronics. Since the beginning, the range of products has been steadily expanded with top-of-the-range quality brands.

Present

Zmoso currently operates within two main channels; **mobile** and **sports**. Within our mobile channel, we focus on mid-range to high-end CE accessories that are characterized by innovation, fashion or sustainability. Our other area of focus is B2B, for which we provide commercial, government and education sectors with innovative solutions for working with mobile devices. In 2012, we started developing our sports channel and began to build our range of accessories for biking and running. These range from mobile accessories to training products for athletes.





OUR VISION & MISSION

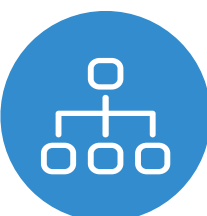
What is a distributor's function in this day and age? We believe there are brands and markets that have specific elements that are suitable for a local distributor. We see ourselves as a boutique distributor, which basically means that we serve niches. Sometimes we require several niches in order to be able to offer a certain service or reach a certain commercial level, so that we can operate effectively. But that's fine, as long as each of the stakeholders is happy. We know which volumes we need to generate so that our back office operates efficiently.

Our mission? To provide a stable organization for all stakeholders, to build long-term relationships and to have some fun along the way!



MARKET KNOWLEDGE

We have people out there who visit clients and participate in events and networking events. This generates a lot of knowledge, expertise and leads.



SUPPLY CHAIN

We have our own warehouse and client-connected IT systems, which means that we can move product efficiently. We also function as an extra stock keeping unit.



BRAND BUILDING

We love all brands and the way in which we use them allows us to act much like an extension of the vendor.

OUR COMPANY TIMELINE

2005 - 2018



FOUNDING

Zmoso began as a home-based company and was founded by **2** people: **mother**, Ellis van Baalen, and her **son**, René Knierim.

2005

2009



>100% YOY GROWTH

After managing the first period of growth and moving to an office with its own warehouse in 2009, we hired our first personnel to help us manage future growth.



REACHING THE FIRST PEAK

2012 marked a turning point in the history of 2moso. After experiencing growth >100% YOY, winning several awards and expanding our offices, warehouse capacity and staff we saw the first signs of a changing market situation on both macro and micro levels. This saw us change our strategy from growth to consolidation.

2012

2015



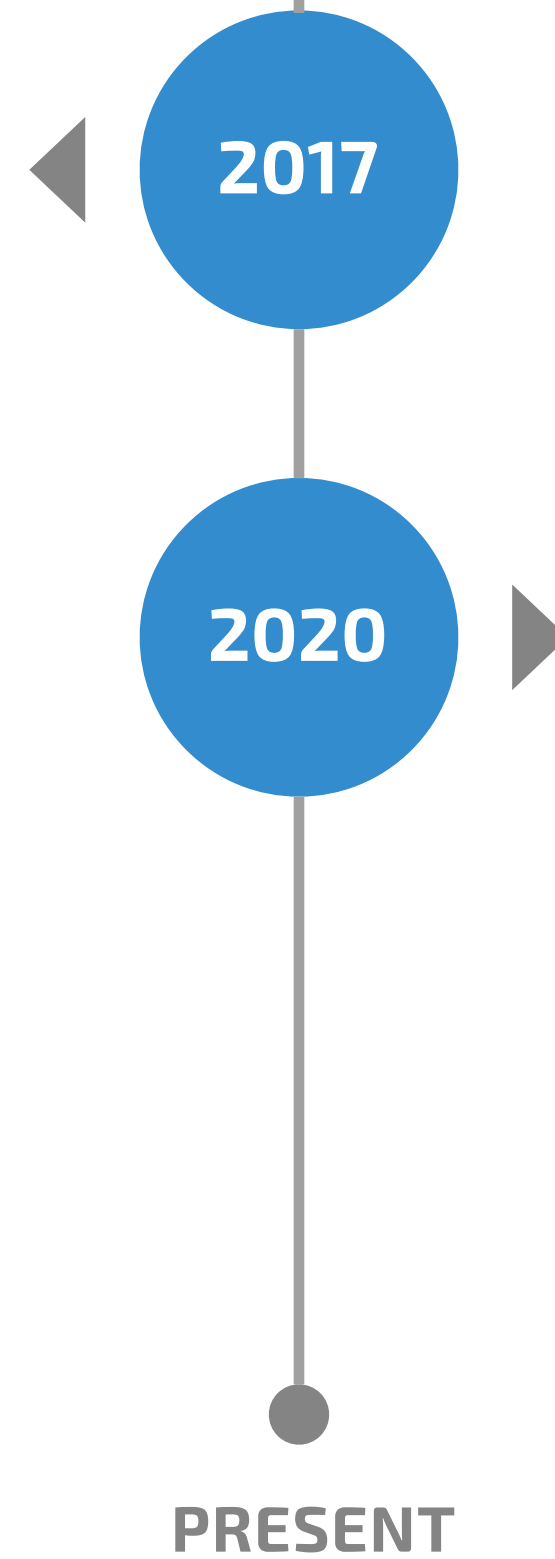
ENTERING NEW CHANNELS PAYS OFF

Since 2012, we have made a serious effort to establish ourselves by launching a number of new brands in the sports channels that serve the biking and running specialty stores. In 2015 we saw the potential and capitalized on this opportunity, which led to 2moso becoming an established and well-known distributor.



SECOND GROWTH PHASE

While the mobile channel continued to consolidate, the sports channel continued to grow rapidly. In an effort to accommodate this rate of growth, we once again expanded our offices, warehouse capacity and staff. For the first time in 2moso's history, 2017 saw the sports channel outgrow the mobile channel.



ZMOSO & COVID

2020 has been a turbulent year in many ways. We were lucky enough to be in a channel where demand surged due to Covid-19. Managing the lack of supply was our greatest challenge.

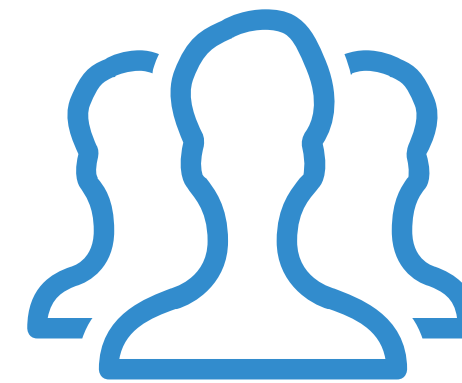


TRUST IN OUR TEAM



OUR TEAM'S EXPERTISE

What can you expect from our team?



01

EXPERIENCE

Strong management team and years of experience in the industry

02

CONNECTED

A well-connected team, due to our relationship marketing and industry partnerships

03

SERVICE

A backoffice team, which is all about service, personal relationships and long-term 2moso employees

04

SKILLS

A specific set of skills in each department, which is actively supplemented through training and experience

05

OPERATIONS

Always up to date with the latest IT developments. Connections with several clients. Automated warehouse processes

WHAT DO WE DO?

Zmoso is a boutique distributor for the BeNeLux countries



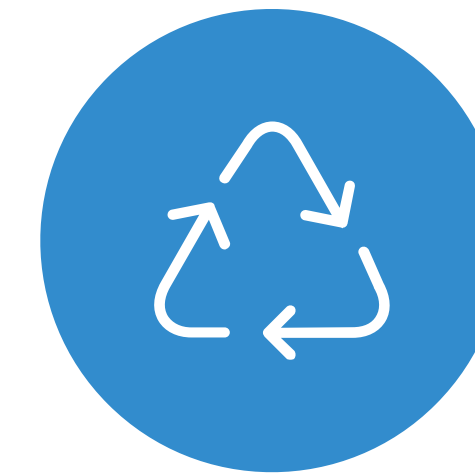
SALES

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- Led by Job Pijpers who has many years of experience
 - Dedicated sales team for the sports channel, key account management and two agents in different regions
 - Internal sales teams for mobile and sports channels



COMMUNICATION

-
- Led by co-founder Rene Knierim, who is always up-to-date with latest innovations
 - Dedicated marketer for the sports channel; handles ambassadors, events and external PR agency
 - Ramping up social media activities with marketing manager

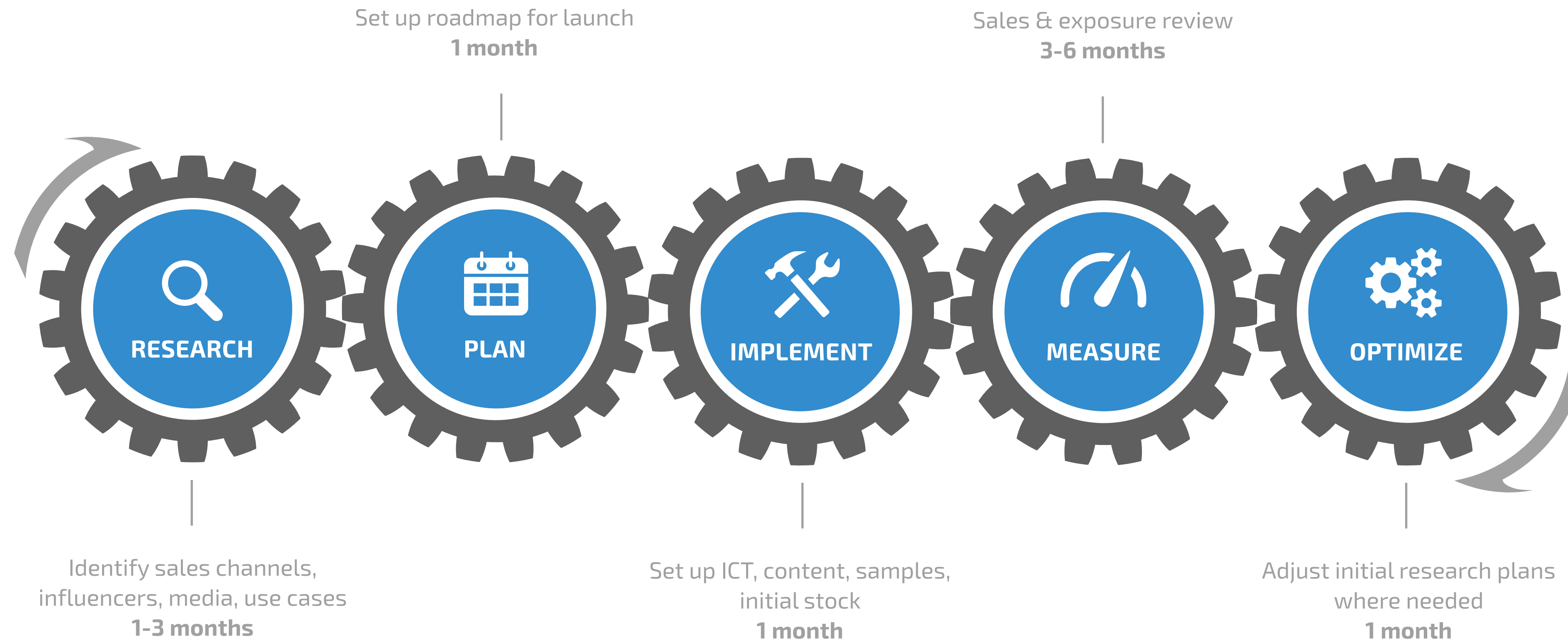


SUPPLY CHAIN

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- Led by Ben Strampraad, who has come on board in 2020
 - Manages a team of eight who are responsible for order processing, purchasing, warehouse, warranties
 - Keeps IT systems up-to-date; connects with clients for automated processes

LAUNCHING A PRODUCT THE PROCESS

How do we launch a product? And how long does it take?



B2B PORTFOLIO

The Joy Factory has become our main focus for the B2B business. Their aim is to help industrializing the tablet with carefully designed accessories which can be used in healthcare, transportation, manufacturing and many other types of business.





BIKING PORTFOLIO

Wahoo has become a leading global brand in sports accessories. We were there from the start and successfully built this brand in the Benelux countries.

wahoo

SPORTS PORTFOLIO

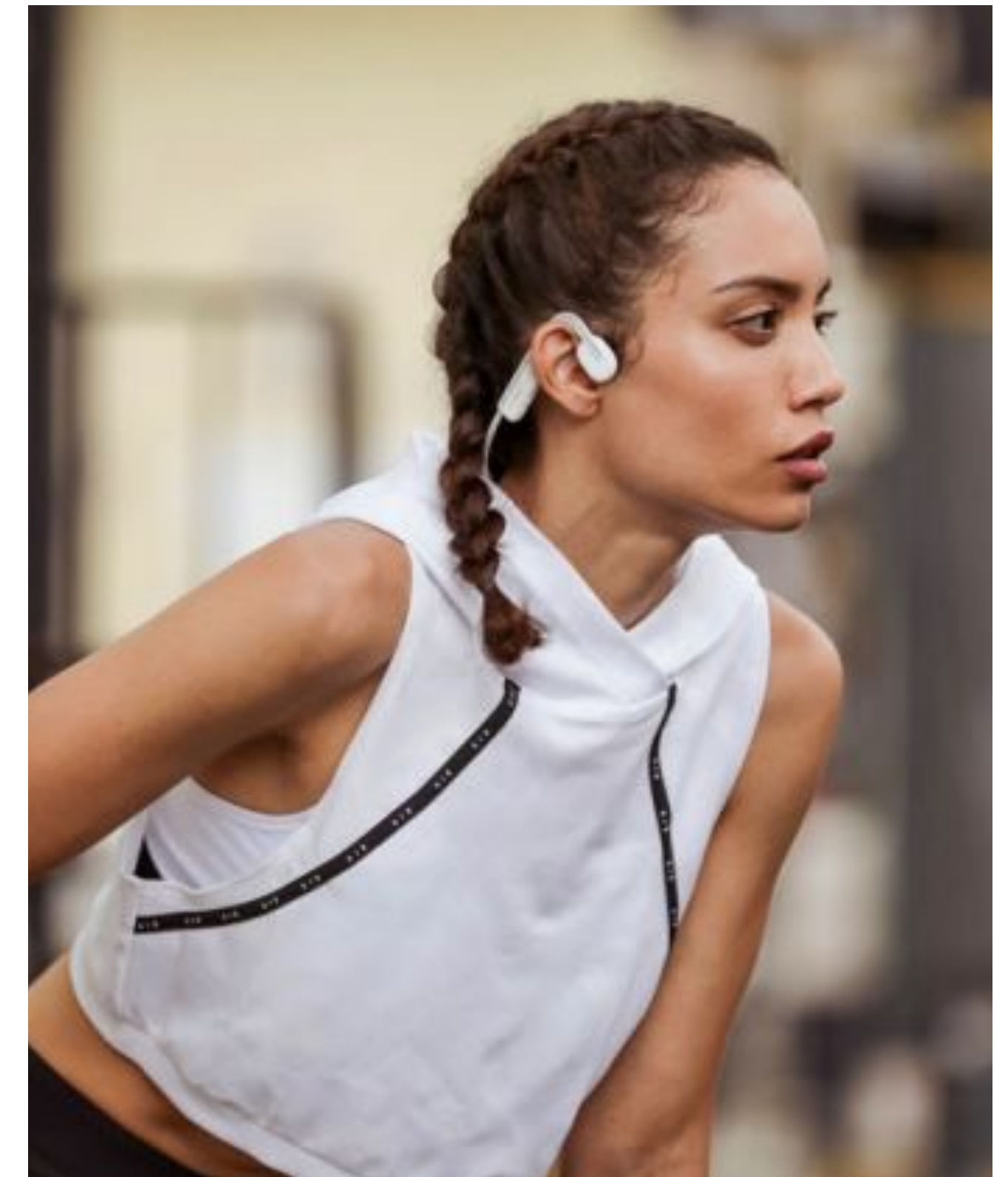
Other brands in our sports portfolio



Megmeister



4iiii



AfterShokz

OUR CLIENTS IN THE MOBILE SECTOR

We serve several mid-range to high-end stores as well as pertinent B2B apple resellers



Specialty accessory webshop



Leading online CE retailer in the Benelux. We supply +/- 10 medium to large pure online players.

centralpoint

Leading IT reseller with retail, B2B and edu sectors. We supply several IT resellers and system integrators.



Specialty accessory webshop



The local amazon.com



Specialized b2b solution provider

OUR CLIENTS IN THE SPORTS SECTOR

We serve around 300 independent bike stores, 150 running stores and all relevant online stores



Leading online bike and running accessory retailer with two auxiliary clubhouses in Apeldoorn and Utrecht.



Leading franchise organization in the running sector with around 20 stores.



A traditional bike store that has evolved into a leading online retailer



Leading outdoor accessory retailer with over 20 stores and a major online presence.



Clicks & Bricks retail done correctly.



Traditional independent bike shop that sells premium bike brands. We serve over 150 of these stores.

SOME QUICK FACTS

Based on 2020

500+

CUSTOMERS

Includes over 350 biking and running stores.

13.9mio

REVENUE

A growth of 36% compared to 2019.
Expected revenue in 2021 will exceed 15mio.

981

ACTIVE SKU

Representing +/- 20 brands.

SOME QUICK FACTS

About 2moso

25

PEOPLE WORKING AT 2MOSO

Excluding 2 freelance agents

>50

BOXES PER DAY

Includes drop shipping for several clients

40+

EVENTS PER YEAR

Trade shows, dealer events and sports events where we actively demonstrate our products

WHAT ARE OUR GOALS?

Every year we set goals. And we aim precisely.



01

GROWING OUR B2B CHANNEL

We want to create far more visibility for some of our top brands in this category and are investing in marketing budget for this.

02

CONSOLIDATION

We want to grow with our current brand portfolio and with their product innovations. We also see a broader target audience developing.

03

MARKETING THE 2MOSO BRAND

We aim to actively promote 2moso as a boutique distributor within the channels in which we operate. We strive to share use cases and customer experiences through social media and channel publications.

THANK YOU FOR WATCHING

If you have any questions, please don't hesitate to ask!
Feedback is also welcome!

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