

## Caro Cuore Launch in USA

### A brand. A Style. A Concept.

**Caro Cuore** is synonymous with design and quality in lingerie.

It is the attitude that defines those who seek to feel and look good at every time.

Distinguished throughout the world for their design and permanent innovation, **Caro Cuore** products are manufactured with the best raw materials coming from countries such as Italy, France and England.

Always at the avant-garde of global trend in fashion, and with a track record of over 25 years, **Caro Cuore** has been the leader in the Argentine lingerie market since 1980 as far as preference is concerned.



### Prioritizing Image

With the hallmark of the most prestigious models of the time, such as Claudia Schiffer and Valeria Mazza, **Caro Cuore** has managed to keep a permanent style of distinction in its communication. This uniqueness is reinforced by the development of a packaging that matches products in terms of creativity and design.

Following an identical aesthetic pattern, both **Caro Cuore** exclusive stores and “Mundo **Caro Cuore**” spaces developed within multibrand points of sale offer the ideal setting for the promotion and marketing of their products.

### Caro Cuore Throughout The Years

In 1960, Demibell S.A.C.I.F.I. is founded, a company devoted to the manufacture of lingerie.

Towards the end of 1970, Market Researches conducted at the time revealed the possibility of satisfying the needs of a market niche that had been overlooked until then: the high income segment.

It was then, that **Caro Cuore** started, “the bra of your heart”.

## **Caro Cuore gains market strength.**

Towards 1993, 47% of the high-income segment expressed its preference for **Caro Cuore** products, and the same year, Dupont awarded it, for the first time, the “Lycra Design and Creativity Award”.

One year later, and due to the strong positioning attained, complementary products started to be developed, such as slippers, socks, sports clothes, accessories and beachwear.

Once more, **Caro Cuore** was recognized by Dupont with the “Lycra Design and Creativity Award”. This recognition was once again received in 1995, when it became the only company in the world to show this distinction on the labels of all its products.



## **Recognition's Continue.**

That same year, the Executive Director was awarded with the “Businesswoman of the Year” distinction by AIME (Ibero-American Businesswoman Association) and recognized among the “10 Women of the Year” by “Mujeres y Compañía” magazine.

Two years later, recognition's continued. In 1997, **Caro Cuore** was chosen “The Brand of the Century” at a national level in the lingerie segment and, during that same time, the first exclusive stores in Europe were opened.

In 1999, the Bisa Group, Bemberg Investment Group, acquired a percentage of **Caro Cuore's** stock share, keeping the company's president and its Executive Director.

## **New Century. New Undertakings.**

In 2000, The brand gained strength abroad, extending its franchise business to Brazil, Chile, Central America and Mexico. At the same time, the distribution of products in Portugal increased and distributing branch was opened in Madrid, Spain, to cater for the European Community.

Also in 2000, **Caro Cuore** added another market segment. Thus started “**Minicuore**”, the underwear and accessory line for girls between 2 and 12 years old.

A year later, another challenge came: “**CaroUomo**”, a new concept in men's underwear, with original designs and top quality products.

During the first months of 2003, and once it had achieved a very successful positioning in the market, **CaroUomo** grew to also meet the needs of the youngest, with a special line for boys between 2 and 12 years of age.

## Our Brands are

**Caro Cuore**

**Caro Cuore Biancheria**

**Caro Cuore Calze e Collants**

**Caro Cuore Pianella**

**Caro Cuore Sport**

**CaroUomo**

**Minicuore**

Women's underwear

Women's lingerie

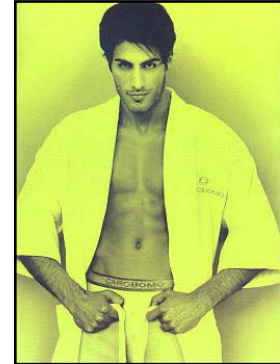
Socks and stockings

Slippers

Women's sports clothes

Men's underwear

Girls underwear



## Caro Cuore at the world



In the present time, **Caro Cuore** has more than 70 exclusive stores throughout different countries around the world; however, such figure is in continuous growth. Likewise, it has a prominent presence in many multibrand lingerie stores forming the “**Caro Cuore** World”. Such stores are located in: Argentina, Saudi Arabia, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, France, Spain, Mexico, Paraguay, Portugal, Dominican Republic, Uruguay and United States.

All the stores share the common feature of using a uniform style regarding their designs. For said reason, a **Caro Cuore** customer that enters in any of them will find a similarity on their architectural structure and design that constitute the very identity of the mark around the world.

## Caro Cuore in USA

The firm Demibell S.A.C.I.F.I. has granted to CC LLC (2003) a license for the exclusive distribution of its marks within the United States and its related states.

CC LLC is a corporation created solely for the domestic and effective development of such an important market as the American one, which represents a population higher than 280 million inhabitants. From its very beginning, CC LLC intends to be close to its customers, its distribution network, its licensees, and its clients by bringing each of them knowledge and assistance in order to create a permanently successful business.

CC LLC is operated by Alejandro Pavia, Gonzalo Pavia y Fernando Terrile, which maintain a tight relationship, both commercially and personally speaking, with **Caro Cuore**

for many years. Such relationship gives them a broad and profound knowledge of the mark and of its manner of operating.



## **Towards a sustained and long term increase through time**

After a detailed analysis of the American market, CC LLC has designed a strategy of development which allows an increasing and steady progress, seeking to secure, through time, the mark “**Caro Cuore**” with international good standing in this new market.

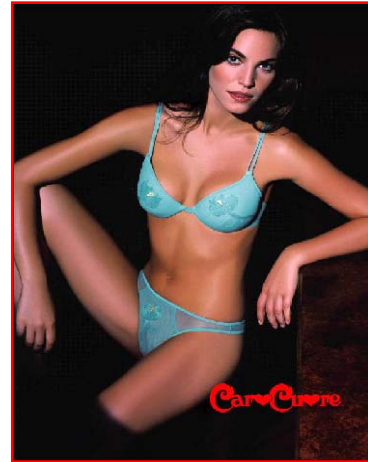
Our connection with licensees and customers is intended to become a long-term relationship, always seeking to obtain positive outcomes and to increase in every stage of the development.

Our method of work is focused on the search of mutual and lasting benefits; for such a reason, from the beginning we assist our licensees in subjects such as:

- The election of the location for the stores
- Initial and continuing training regarding the methods used by **Caro Cuore**
- An effective communication involving: complete specification of products, proceedings, rules, training programs, and authorization system regarding marketing, publicity, promotion and communication.
- Effective program to supply products, materials, POP and services.
- Marketing and publicity programs that maximize the common use of the mark as well as the entire store network, which together will constitute the strongly defined identity of the mark
- Effective assistance of CC LLC (trained and available personnel to assist the licensees).
- Investigation and development (regarding the competition, new products and services, equipments, efficient operations, etc.)

- Service development and improvements related that add a certain value to the license (such as financial services, insurance services, security services, sales services, customer services and others).

According to our industrial culture and philosophy we intend to be clear and consequent. We understand that such intention is not evidenced by means of a contract but it derives from the daily trade with the licensees. We believe that there must be a permanent search for solutions to the existing problems, rendering also a good service of response and assistance. We further understand that the contribution of information such as: the comments of customers, employees and any idea or suggestion the licensee may have are the cornerstone for our growth and for the improvement of the business. The licensee is the person that has direct contact on a daily basis with the consumers and that contributes a great deal to our goal of permanent satisfaction of our consumers. For such purpose, both the licensee and CC LLC must take a profitability commitment and they must be an important element for the creation of such value to the business. We intend to encourage our licensees to be a member of our family by jointly contributing to the leadership of **Caro Cuore** of the market.



## License Agreement

We understand that in every commercial relationship the parties must fulfill certain covenants that guarantee their duties and obligations. For such purpose, CC LLC when granting a license requests the licensee to enter into an agreement, which is made to protect and enforce the duties and obligations of said parties.

The agreement states basic aspects such as:

- The parties that entered into the agreement as well as their identity.
- The activity involved in the agreement.
- The authorizations for the use of the mark.
- The exclusive area granted.
- The independency if the business of each party.
- The propriety and the rights derived from the use of the mark.
- The performance of licensee of dispositions regarding:
  - i) Care of the image of said mark.-
  - ii) Formats and media issues.-
  - iii) Commercialization and display of the products.-
  - iv) Customer service.-
  - v) Prices for the retail sales to the consumers.-
  - vi) Required quantity and quality of the personnel.-
- The obligations and duties of the licensee.
- The required levels of stock.

- The purchase and sale of goods.
- The payments required to the advertising fund.
- The term of the contract and the renewals thereof.
- The proceedings arising from delay or failure of payment.
- The confidentiality of the information.
- The applicable jurisdiction and venue upon trial.
- The establishment of special domicile.
- Other applicable legal aspects stated by the state law of the American State where the contract is executed.

## Creating the **Caro Cuore** concept in USA

There are many elements that contribute to the creation of the concept of a mark: the means of communication for the consumers, the design of the stores, customer and channel services, the display of products, and the after sales services. All those element are of great importance.



**Caro Cuore** understands that its consumer not only decides bearing in mind the design, quality, packaging, price, comfort of use, the mark itself but also understands and confirms daily in each of its stores around the world, that the consumer seeks a product that also renders a service.

The **Caro Cuore** concept is more than mere “lingerie”, it goes beyond that and includes a way of identifying itself with the mark. **Caro Cuore** offers a sales service, after sales service and counseling service that characterizes it from the competition.

A clear example of this is that **Caro Cuore** may be the only lingerie mark in Argentina that allows the change of its products for several reasons, being extremely flexible with its customers. **Caro Cuore** takes good care and indulges each of its consumers, creating in return an uncommon fidelity and preference for this business. **Caro Cuore** has the 47% of the market share within feminine lingerie sales, according to ABC1 segment in Argentina.

## Our target consumer

The main target of **Caro Cuore** are women, young spirited, middle to upper class, modern, urban women that always want to feel and look good; that seeks underwear bearing in mind design and quality.

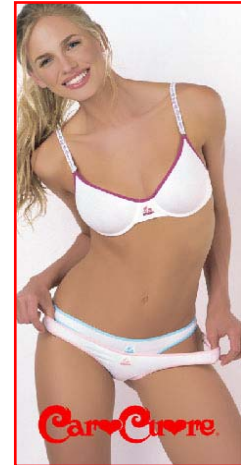
**Caro Cuore** has translated the needs of its users and has extended its product lines in order to meet such needs with the following: **Caro Cuore Biancheria** [sleepwear] **Caro Cuore calze e collants** [socks and stockings], **Caro Cuore pianella** [slippers], **Caro Cuore Sport**, **Minicuore** y **CaroUomo**. The mentioned extension made a change in the consumption of

our users who visit more frequently the stores and make unplanned purchases when entering to it.

A clear example is the feminine user purchasing garments for her husband (**CaroUomo**) as well as her children (**Minicuore**). Our feminine user wants to extend her “feeling good, looking good” to her beloved and for such reason she purchases garments in our stores.

Likewise, it is becoming more usual that men purchase their own garments. Men also appreciate the quality and design of the **CaroUomo** garments.

Among the characteristics of our target we learnt they look for: quality, design, fashion and innovation. Our customers are very demanding customers. Reacting to such characteristics **Caro Cuore** has developed a process of continuous launches, performing approximately about 6 launchings per year of the different lines. This is shown by the permanent renewal of the show windows, which creates a permanent enthusiasm on its customers, who are eager to know and own the new products of the mark.



### **A new future being borne.**

**Caro Cuore** already underwent this process in Argentina and other countries around the world and has experienced a pleasant feeling of satisfaction based on growth and development.

Although it all begun as a dream of the founder of the firm 40 years ago, such dream become a reality and nowadays **Caro Cuore** is a company with worldwide presence, with international affiliates of great commercial and financial endorsement, and with a bright future ahead of it.

Its founder, his teamwork and the entire network of clients that work with us constitute presently the launch platform of this new challenge on the American market.

We do have a bright future ahead of us, we intend to develop the biggest market of the world, we know how to do it and we will attain it.

We wish to share with you our achievements, we would like you to join us and become a member of this, our great family: “the **Caro Cuore** World”.



**A new future is being borne and we are here to help!**

Alliance Business Ventures LLC is proud to be presenting this offering here in the USA to qualified applicants. Contact us today to find out more about this ground floor opportunity.

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