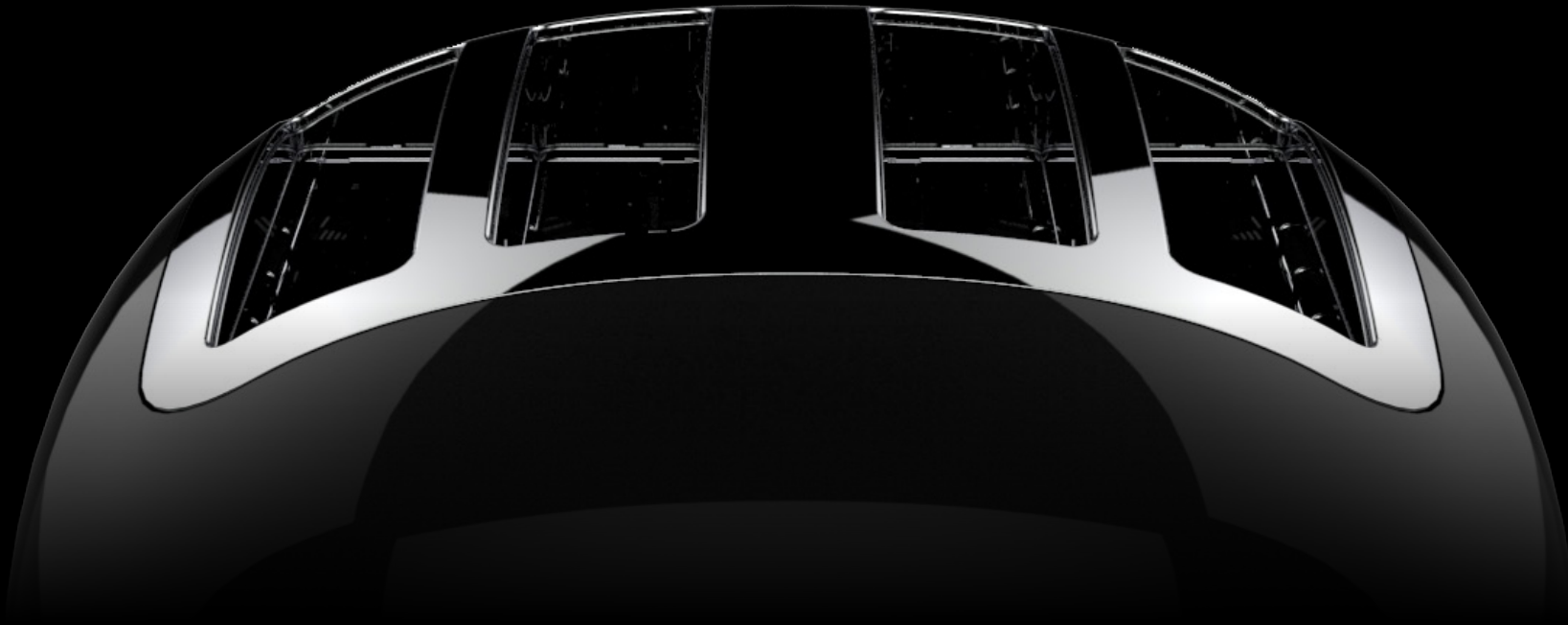


THE **FUNKY APPLIANCE** COMPANY

SCALING UP

Joe Sillett | Co-Founder & CEO | joe@funkyappliance.co



WHO WE ARE AND WHAT WE DO?

- Funky builds beautiful products for style-conscious consumers who are looking for something new, cool and different for their home.
- Founded by a husband & wife team with a passion for designing & building unique-looking and fantastic appliances.

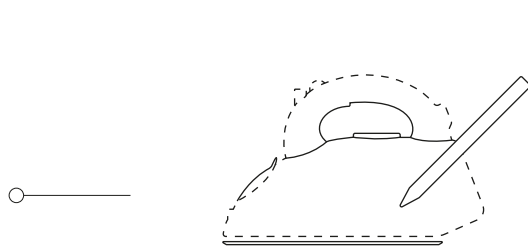
OUR VISION

**"BUILD THE FUNKY
APPLIANCE COMPANY INTO
A CULT BRAND AND HAVE
BEAUTIFUL PRODUCTS
IN PEOPLE'S HOMES
THROUGHOUT THE WORLD."**

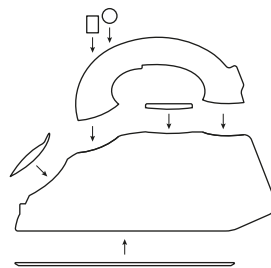


COMPANY HISTORY

Raised **£919,127.36** to date on Seedrs and from HNW's.
Now looking to raise £1m to fund go-to-market strategy and rapid growth.



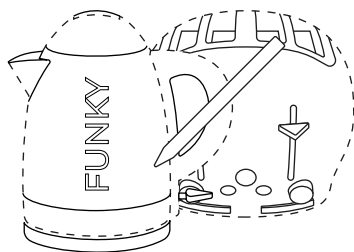
2016 | Company formed & Funky Iron design process starts.



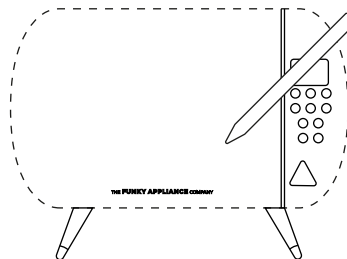
2018 | Funky Iron manufacture begins.



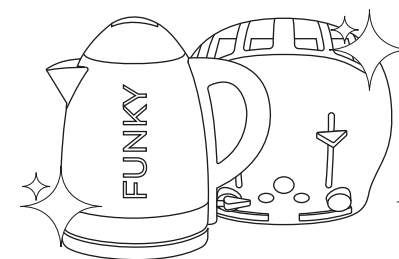
2019 | Funky Iron launched & approved by The Good Housekeeping Institute.



2019 | Funky Kettle & Funky Toaster design process starts.



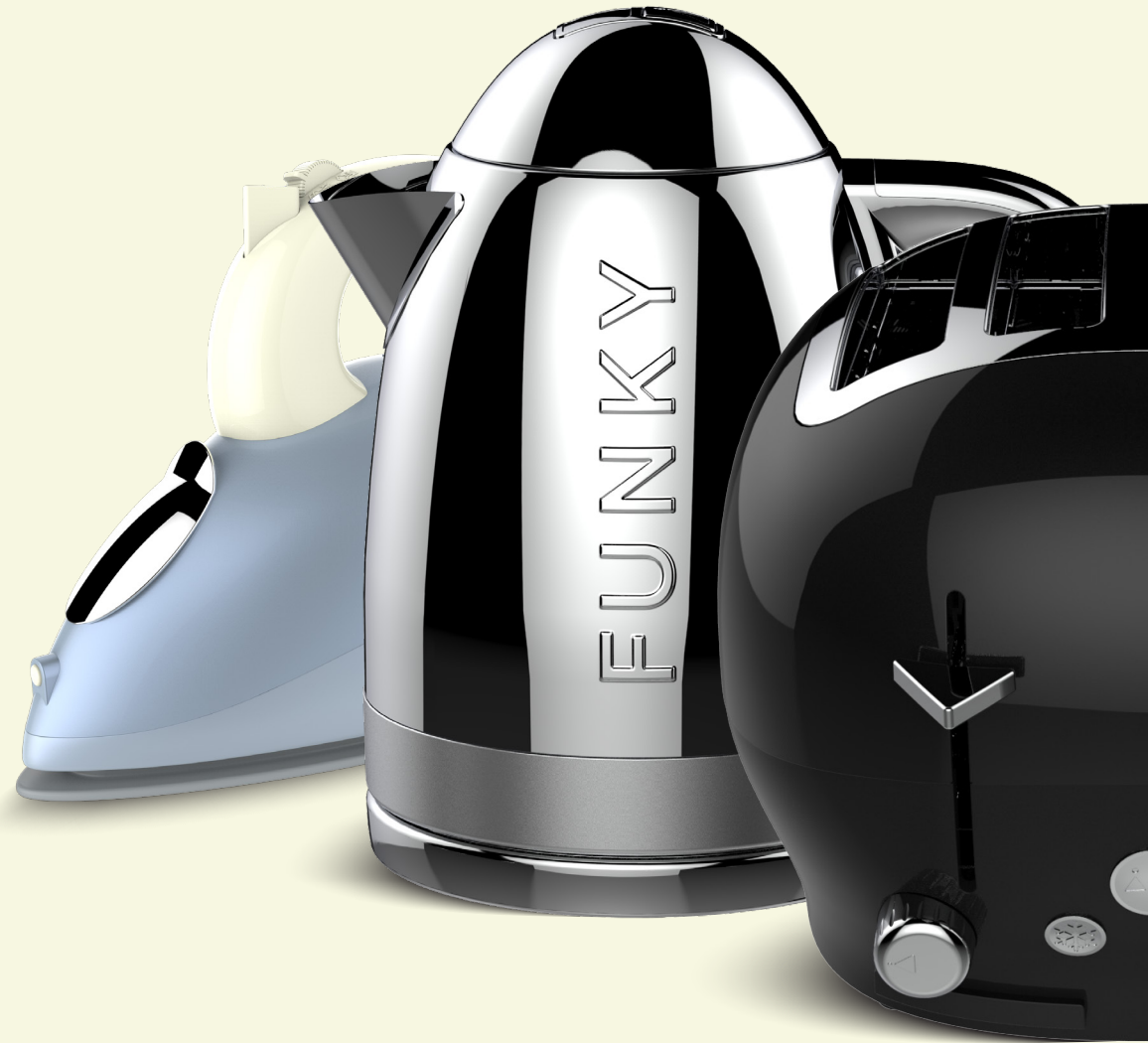
2020 | Funky Microwave design process starts.



2021 | Funky Kettle & Funky Toaster launched.

FUNKY PRODUCTS

- Unique designs protected by International Design Registrations in over 50 countries.
- Built with bespoke tooling by world-class manufacturers.
- Funky Storage range **coming soon.**
- Funky Microwave, Funky Air Fryer and Funky Mixer under development.



REVIEWS



Funky Iron

Average Rating 4.35 out of 5 ★★★★★

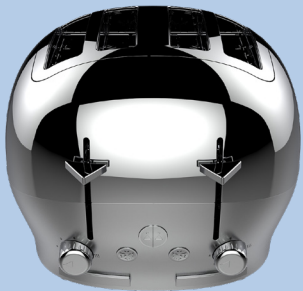
“Brilliant iron, good weight, works perfectly, looks cool and customer service is marvellous.”
Review on Funky website



Funky Kettle

Average Rating 4.91 out of 5 ★★★★★

“I haven't actually used this product yet BUT I drove myself mad looking for a kettle I loved (that didn't cost a small mortgage), then I saw this and it was exactly what I'd been looking for. When it arrived I was delighted as the picture really doesn't do it justice and even my husband (who couldn't care less what his water is boiled in) thinks it's fab. Also it's not too heavy, appears sturdy and well made - but most importantly it really is bloody gorgeous!”
Review on Funky website



Funky Toaster

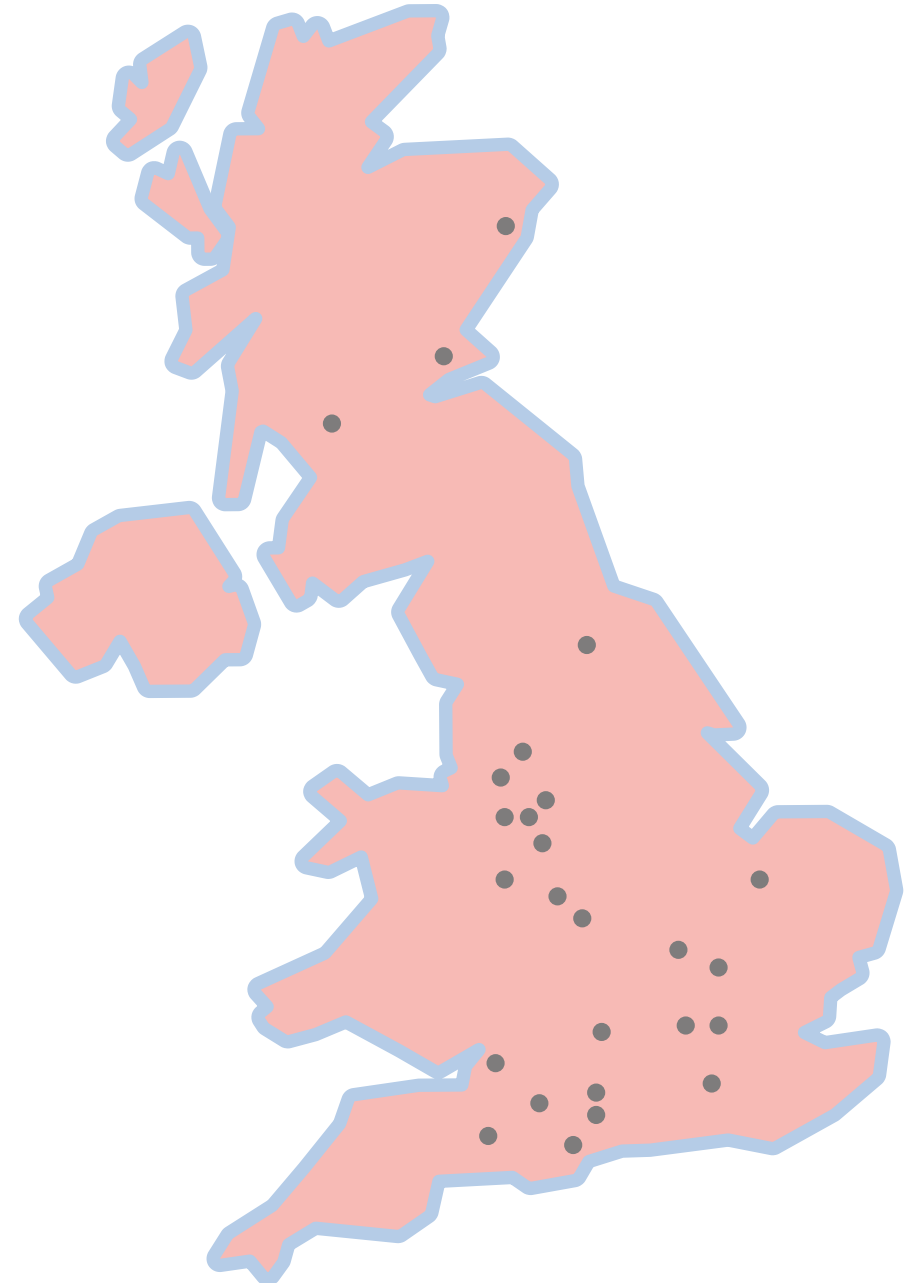
Average Rating 4.87 out of 5 ★★★★★

“Fabulous. That's probably the best superlative I can use for this toaster. I love the quirky design, and the cream/chrome combo is sublime. Adjusting the temperature is as simple as turning a knob. Cleaning it is also simple and hassle free. I love it and I would recommend it to anyone.”
Review on Amazon website.

TARGET CUSTOMERS

Our customers come from a broad demographic: **Affluent Achievers, Successful Suburbs, Rising Prosperous** and **Metropolitan Money**. Our appeal is broader than that though. Funky products appeal to consumers who like to express their individuality.

"A recent YouGov Affluent Perspective Global Survey identified luxury kitchen appliances as a strong category for growth. Middle market consumers will pay 20-200% premium for well-designed, well-engineered and well-crafted goods."



MARKET SIZE AND OPPORTUNITY

- The Worldwide market for small appliances in 2021 is £168bn.
- The main markets are US, China, Japan, Europe & Middle East.
- Our current focus is UK where the number of units sold per annum for our products is:

Irons
5.2m

Kettles
8.5m

Toasters
3.8m

- **Next stage for Funky:** rapidly grow D2C and B2B Wholesale Distribution in the UK.
- Expand our product range.

Comparator appliance companies and their UK turnover:

Dualit	£20m
Smeg	£58m
Tefal (<i>Groupe SEB</i>)	£92.65m
Russell Hobbs (<i>Spectrum Brands Inc</i>)	£130m
Morphy Richards (<i>Glen Dimplex</i>)	£61m
Tower	£60m
Swan	£16m
Breville	£90m



BRAND POSITIONING



“We are building a cult following for the Funky brand.”

ROUTES TO MARKET: D2C

Next steps:

- Re-platform our website www.funkyappliance.co to The Hut Group's end-to-end tech platform.
- Engage The Hut Group to supercharge our brand and sales: www.thg.com
- Postage savings alone through THG will save £55k in Year 1 and £237k in Year 2.

**March 2021:
Average Order Value**

£117.17

**March 2021:
Gross Margin**

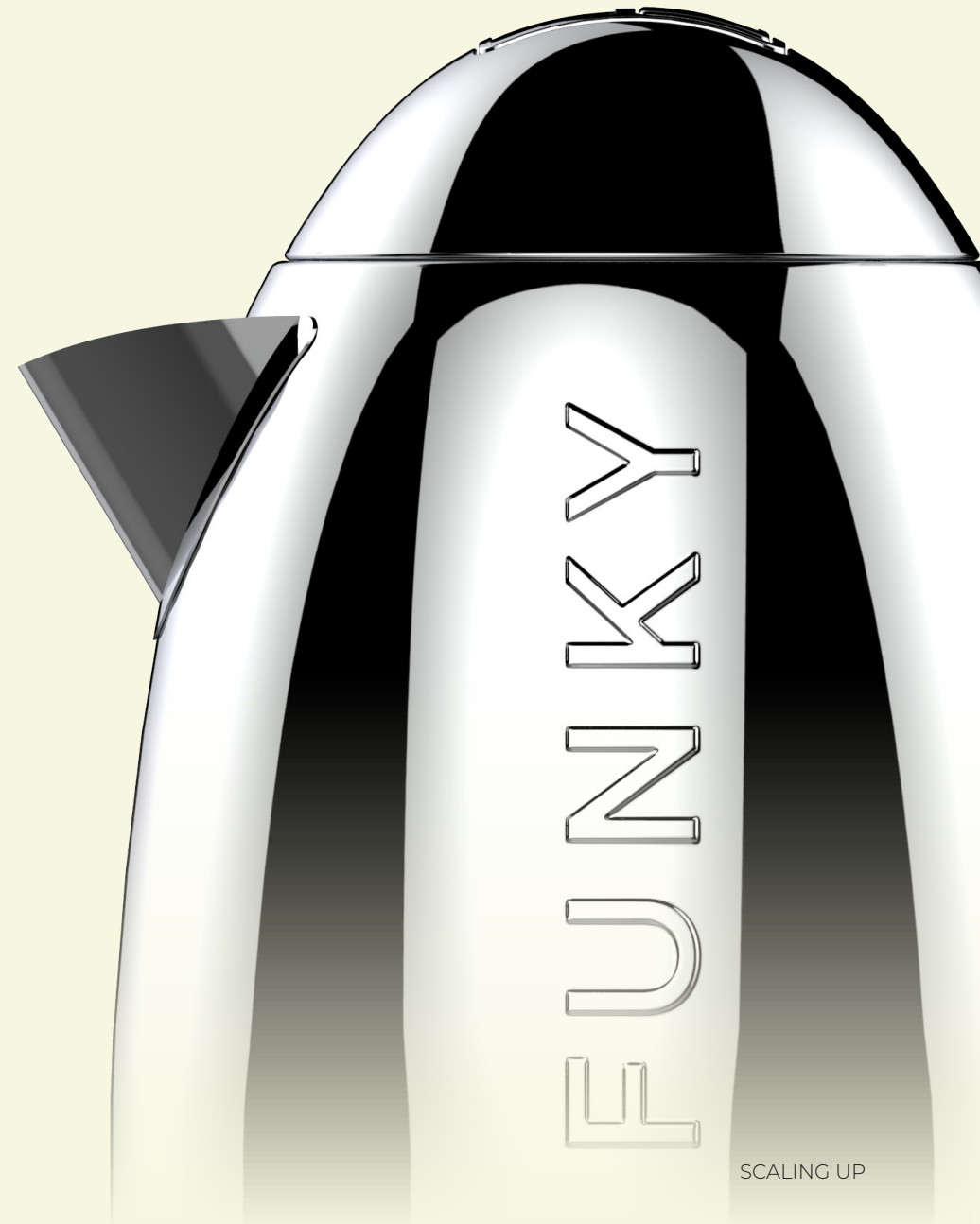
69.25%

**March 2021:
ROAS**

£1 spent delivered a £3.03
return

**March 2021:
Returning Cust. Rate**

10.31%



THE HUT GROUP

- THG - experts in eCommerce fulfilment providing both the platform & specialist resources to rapidly build & scale consumer brands.
- THG will immediately provide the expertise to market & distribute the Funky product range - significantly reducing the time to value on our investment in product development.
- We also benefit from THG's massive buying power in media & distribution - postage savings alone cover the cost of moving to their platform.
- THG can also translate, build & launch websites & distribute products in other countries within 6 weeks.
- The THG influencer network will help to build the Funky cult following.

THG & Funky Partnering to Supercharge Growth.



ROUTES TO MARKET: B2B

Europe's largest Small Domestic Appliances & Housewares distributor RKW www.rkw ltd.com are our exclusive distributor for the UK & Ireland.

The table below details where RKW have got to in discussions with retailers.

RANGED NOW	ONLINE TRIAL SOON	EARLY DISCUSSIONS	PIPELINE
			
			
			
			
			
			
			

INVESTMENT OBJECTIVES

£1m INVESTMENT NOW

- Raise £1m to move our platform to The Hut Group, supercharge our brand and rapidly grow sales of our existing product range of Funky Irons, Funky Kettles and Funky Toasters.
- Prove D2C and B2B business models.

INVESTMENT LATER

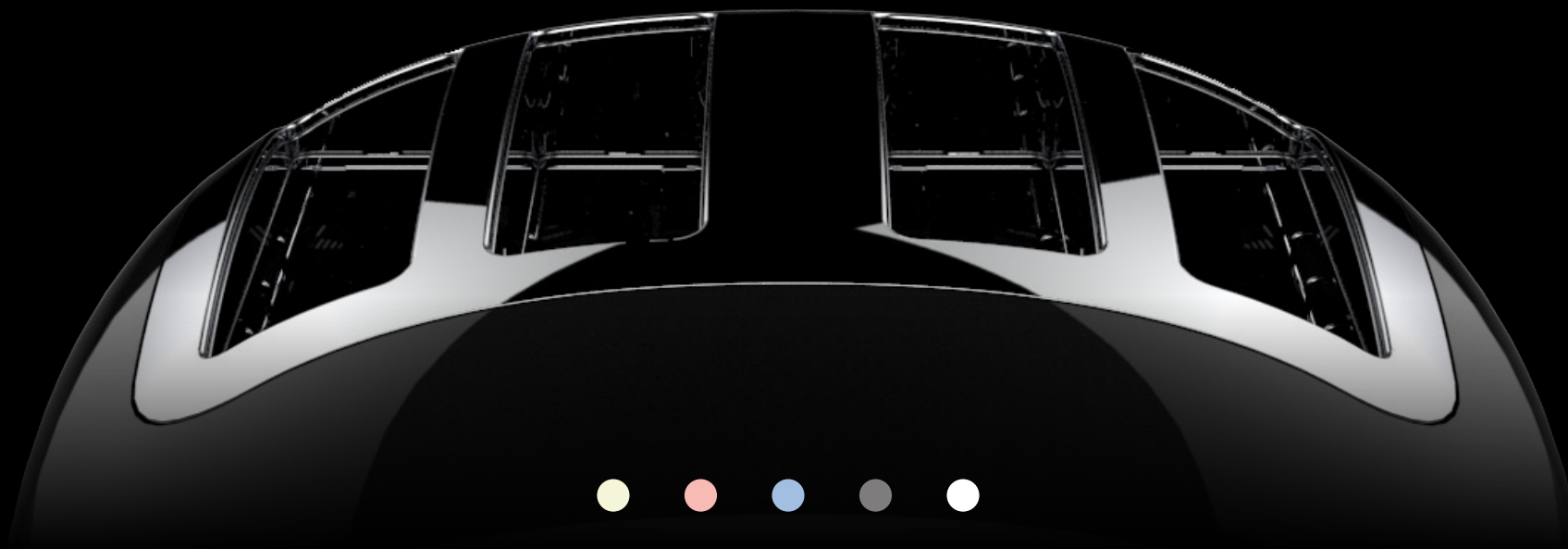
- Develop and bring to market a Funky Microwave, Funky Mixer and Funky Air Fryer in the next 18 months.
- Launch new D2C sites via The Hut Group in other countries (USA, Japan, China, Europe, Middle East).



HEADLINE NUMBERS

	ACTUAL			FORECAST			
GBP	2019	2020	2021*	2022	2023	2024	2025
Sales	42,760	54,084	300,815	1,618,678	3,260,853	7,142,034	12,903,210
Gross Margin	10,308	(48,119)	144,598	829,598	1,850,721	4,222,764	7,893,185
EBITDA	(291,563)	(308,954)	(78,613)	(221,807)	99,503	983,937	2,479,940
Cash	(281,877)	36,000	(181,691)	(550,234)	(597,466)	62,348	1,780,158
Gross Margin	24%	-89%	48%	51%	57%	59%	61%

2021* based on 8 months trading in this financial year.



USE OF FUNDS



Website migration to THG, Trading Manager and THG Marketing resource.
= £200K



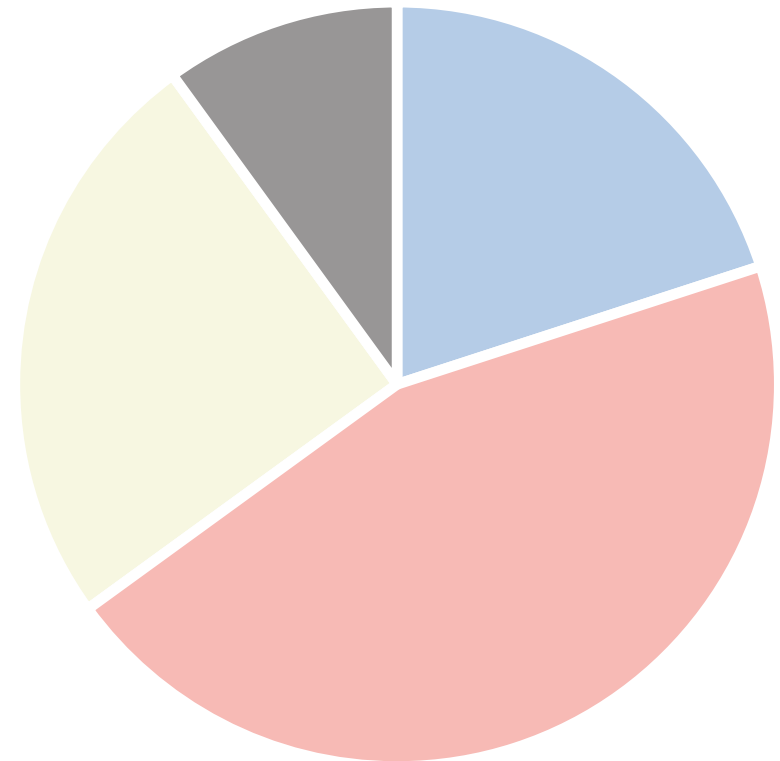
Marketing & Media.
= £450K



Stock of Funky Irons, Kettles & Toasters.
= £250K



Operations Manager & Other Overheads.
= £100K



THE FUNKY TEAM



SADIE SILLETT

CO-FOUNDER & PRODUCT
DIRECTOR

Sadie is the creative driving force behind Funky's product design, and has played a key part in creating their first 3 successful products, the Funky Iron, Toaster & Kettle. Sadie has supported senior business leaders across a variety of sectors including electrical engineering, sports management & marketing, film distribution and legal services. She took on the role of Office Manager at Woodworm and helped Joe build the business from start-up to an internationally recognised brand.



JOE SILLETT

CO-FOUNDER & CEO

Joe has been an Entrepreneur for over 20 years, successfully designing and bringing to market stylish and high-quality consumer products, including sports brands Woodworm, which he took from a £0 to £10m valuation in 4 years and Tekkers, a sports casualwear brand which was sold at JJB Sports, Sports Direct and Champion Sports which he exited in 2017 after an MBO. Co-Author of the book 'Mentality' which features 16 of Britain's leading sports personalities who share their secrets on how they made it to the top. Joe read Modern Languages, French & German at the University of Manchester.



GUY WEAVER

INVESTOR & HEAD OF
PROCUREMENT

Guy is an experienced CEO himself who has built 3 multi-million pound businesses from scratch, including Premium Appliance Brands Ltd. He began his early career at Dixons before the desire of being an Entrepreneur took him. He was brought onto the Funky Board for his considerable expertise in the appliance industry and, as Head of Procurement, project managed, from design to launch, the Funky Kettle and Toaster, using his knowledge of the Chinese manufacturing landscape to secure the best factories in China for Funky. Guy completed a BSc in Economics at Southampton.

THE FUNKY TEAM



JIM HALLIDAY

BEM FIAP, LEAD INVESTOR &
BOARD MEMBER

After a distinguished career in the British Army where he served as an investigator in the Royal Military Police, Jim applied his sharp eye for detail to the commercial world. He is currently a Senior Technical Consultant / Software Developer with Enterprise Systems Solutions and brings his strong IT knowledge and consummate ability to solve problems to Funky; a very engaged member of the board, he has invested in every round.



JASON MARCHANT

LEAD INVESTOR & BOARD
MEMBER

Jason is a successful entrepreneur himself, with over 30 years experience in the retail sector. He began as a Buyer at Topman before starting his own company, May Trading UK Ltd, which sold to Tesco, Debenhams, Primark, Next and Topman. He successfully sold the business in 2015. His extensive retail connections continue to add considerable value to Funky. He is also Consultant COO to United Clothing and a successful property developer.



PETER GROOM

INVESTOR & INTERNATIONAL
RETAIL AND DISTRIBUTION
EXPERT

Peter has a tremendous track record of bringing new products to market and was part of the original team which built the Flip Video brand, later sold to Cisco. He brought Fitbit to Europe taking sales from \$0 to \$300m in 5 years. His early career included being National Account Manager for Panasonic and he is now a very successful EMEA Sales Director at Tile. He adds enormous value at Funky, being an expert in international retail distribution and was key in getting Funky on Amazon's platform.



THE **FUNKY APPLIANCE** COMPANY

Forster Chase Ventures

Warnford Court
29 Throgmorton Street
London, EC2N 2AT

0203 886 0866
www.forsterchase.com

In the first instance please contact:

Andrew Breach
Partner

andrewbreach@forsterchase.com
07855 806128

Leading this mandate:

Elizabeth Gooch
Managing Partner

The Funky Appliance Company Ltd

130 Old Street
London, EC1V 9BD
United Kingdom

For the use of the recipient only. Not to be copied or distributed to any other person. This presentation has been prepared from publicly available information, internally developed data and other sources believed to be reliable. No representation, warranty or undertaking (express or implied) is given and no responsibility is accepted by Forster Chase, or by any of its respective partners, officers, employees, advisers or agents for the completeness or accuracy of any information contained in, or of any omissions from, this presentation or any supplementary information made available to any interested party or its advisers, and any liability in respect of such information or omissions is hereby expressly disclaimed.

www.funkyappliance.co