

BALTMAN

monton

MOSAIC

Ivo Nikkolo

BASTION



Baltika Group

monton 

Mosaic



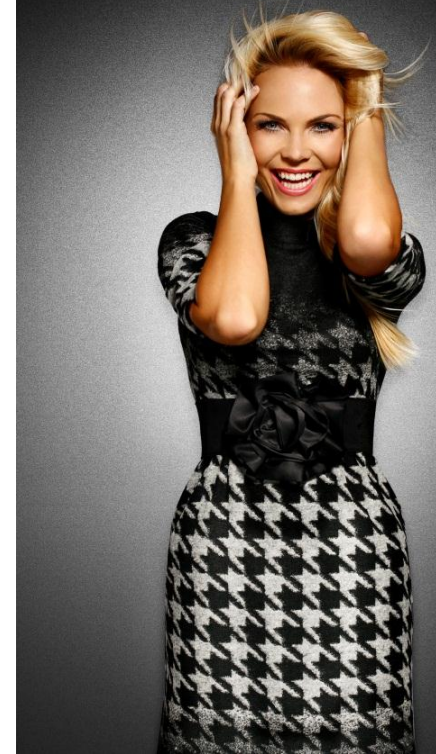
BALTMAN
SINCE 1991



Ivo Nikkolo

Acquisition of Bastion trademark

- Baltika purchased the rights for Bastion trademark and the stores as business units
- The parties have agreed that the price of the transaction will not be disclosed
- Bastion is the fifth brand in Baltika brand portfolio
- Bastion will expand Baltika brand target group of customers and increases the market share



BASTION



- Estonian fashion brand with 25 years of history
- Oriented to a woman who values quality, classical style and Estonian production
- Strong selection of formal and festive clothing, fitting that suits well for feminine figure and wider cut in sizes 34-48
- Designers: Merike Pääro, Monika Randloo and Triinu Jõhve
- 10 stores: in Tallinn, Tartu, Pärnu, Jõhvi and Riga
- Sales revenue in 2011: 1.4 million euros



Brand positioning remains the same

- The selection and positioning remains the same
 - Feminine formal and festive clothing
 - Collection produced in Estonia
- The design style is kept
 - Designers Monika Randloo and Triinu Jõhve continue
 - Merike Pääro continues to contribute to the development of the brand as a consultant
 - The pattern makers join Baltika



Current stores remain open



- Strong store portfolio and loyal customers
- The retail network staff joins Baltika
- OÜ Baltman will take over the operations of Estonian stores (1st of December) and SIA Baltika Latvija the Latvian store (14th of December).
- Baltika continues to operate 7 of the current stores
 - Tallinn: store on Viru street, Viru Shopping Center, Rocca al Mare Shopping Center
 - Pärnu: Port Artur 2
 - Tartu: Lõunakeskus, Tasku Shopping Center
 - Riga: Domina Shopping Center
- Baltika will not take over the two outlet stores or the wholesale store in Jõhvi



Potential for development

- First new sales location will be Baltika's flagship store Moetānav
- The growth through existing retail network in the Baltics with focus on Latvia and Lithuania
- Attractive for wholesale customers
- Strong potential in the Baltics, Eastern-Europe and Scandinavia



Successful experience with Ivo Nikkolo



- Brand was established in 1994 by Estonian fashion designer Ivo Nikkolo
- Baltika acquired the brand in 2006
- 2006: 3 stores in Estonia -> currently 9 stores in three countries
- Collection is offered in over 20 stores in Estonia, Latvia, Lithuania, Russia, Ukraine and Finland
- Sales revenue in 2006: 1.6 million euros -> sales revenue in 2011: 4.3 million euros
- 2006: 6000 loyal customers-> currently around 50 000 loyal customers in three countries

