

flying tiger
copenhagen

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Make your life
extraordinary



Brand Introduction



We are Flying Tiger Copenhagen

'A richer life doesn't cost a fortune'. With this evocative phrase, we welcome all to our brand. Everyone from Copenhagen to Manila.

Flying Tiger Copenhagen is all about creating bold, bright products to enrich people's lives at affordable prices. This is the absolute core purpose of our brand.

We cover more target groups, categories and occasions than most. Both because we do things distinctively and coherently, and because our customers know that they can always find modern everyday items and hot here-and-now pieces.

To keep our brand perception super sharp, we have created six brand stories to always revolve around. A litmus test in a world with more markets and touchpoints than ever:

We are Danish

We are diverse

We are planet-friendly

We are adventurous

We create affordable essentials

We create relevant newness

**Read more about the 6 core stories on p.20*

Our history: from flea market to international retailer

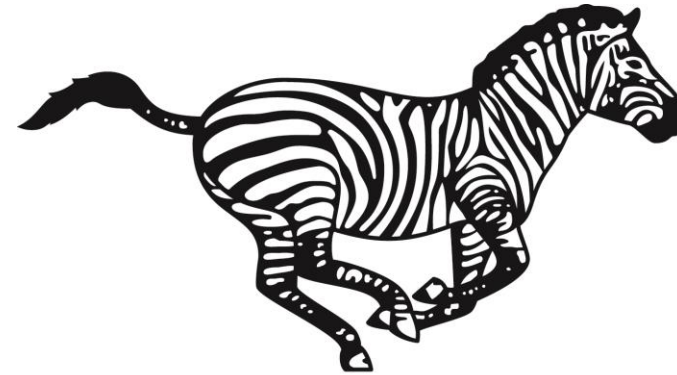
Flying Tiger Copenhagen traces its roots back to a stall at a flea market in Denmark where the founder Lennart Lajboschitz sold umbrellas with his wife Suz.

In 1988, Lennart and Suz Lajboschitz opened their first brick-and-mortar store in a local neighborhood of Copenhagen and in fact the store is still there.

The first store's name was Zebra which sold umbrellas, sunglasses, socks, and surplus goods. On the opening day, Lennart handed out coffee and cookies and often on Saturdays there was a magic show for the children who came into the shop with their parents.

So even back then, Flying Tiger Copenhagen was not only about products, it was also about giving people experiences to share with their loved ones, about products as catalysts for experiences.

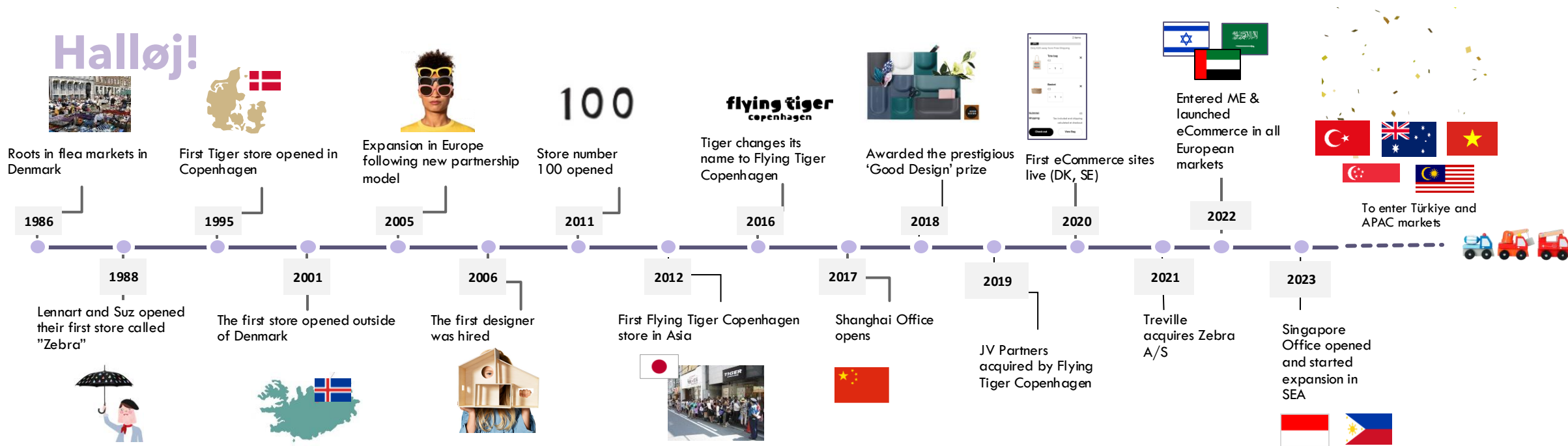
The first store called Tiger opened in Copenhagen in 1995. All products costed 10 Danish kroner. The Danish word for a ten-kroner coin is pronounced tee'-yuh, which sounds just like the Danish word for tiger.



Our very first logo, a Zebra at full speed



Our history: from flea market to international retailer



We
invite
you to
a
richer
life

At Flying Tiger Copenhagen we don't design to make products look nice. We design to make people feel good.

Whether we are designing extraordinary products for everyday life, or making everyday products look extraordinary, we want to bring you something that can bring you closer to someone else.

Things that make you smile. Gifts you'll want to give. Stuff you feel the urge to try and desperately want to share with others.

Because real value lies not in the products we own, but in the experiences we share. Every month Flying Tiger Copenhagen launches an array of new products. Things you need. Things you dream of. Things you didn't know existed.

Products made with thought for you and the resources we share. Each one designed to make the things you care about happen.

**A richer life doesn't
cost a fortune. At least not at
Flying Tiger Copenhagen.**



Brand Narrative

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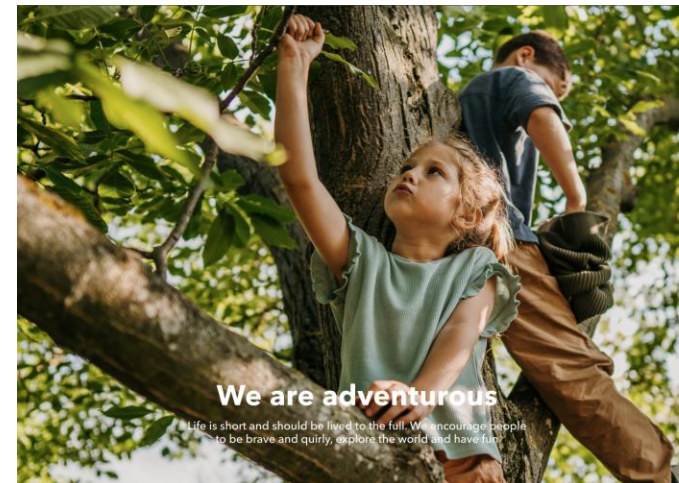
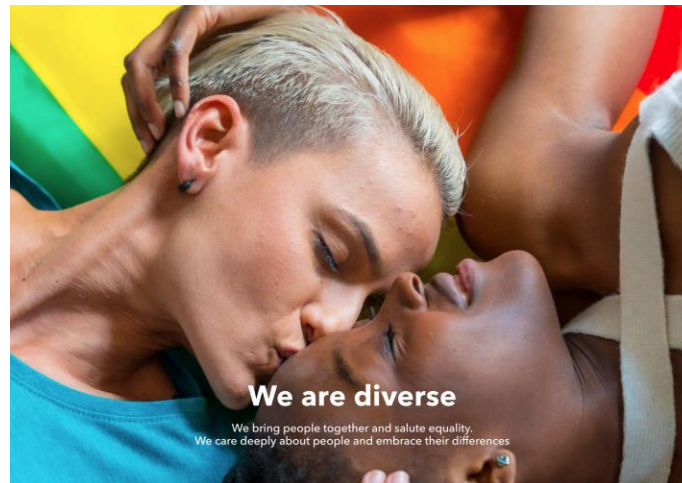
Products made with thought for you and the resources we share. Each one designed to make the things you care about happen.

A richer life doesn't cost a fortune.
At least not at Flying Tiger Copenhagen.



Brand Stories

Our Brand stories are the 6 narratives we want our customers to know about us. They tell where we come from, what we care about and explain our primary shopping missions. They can be elaborated widely or kept completely simple. But they should always be the skeleton of everything we communicate to our customers.



Our values

At Flying Tiger Copenhagen, we have six values that represent our way of thinking and working – the way we choose to view the world. It is important that the values are with us every single day in everything we do.




Our value #1
Customer
Customer is king, shop is queen and the head office staff are the pawns.




Our value #2
Flip the world on its head
Normal is flipping boring.

Our value #3
Fearless
I fail, therefore I am. Without failing, we will not develop. If we do not develop, we die.



Our value #4
Heart
If you don't put your heart into what you are doing, then it doesn't matter. We fight indifference.

Our value #5
Open doors
In our house there is room for tall and short, slippers and fancy shoes, street wear and suits. We keep the doors open, because it is hard to hear the good ideas when doors are closed.



Our value #6
Cake
We are all humans – and from time to time we all need a cake or a hug.



Customer target groups

Every single one of Flying Tiger Copenhagen's products are designed for one of our 5 target groups. The target groups are visually differentiated, creating a distinct look and feel within the products targeted for each group.

Preschool kids & parents



Age: 0-5 years (toddlers 0-2 years & preschool kids 3-5 years)
Targeting both parent and kids.

Characteristics: The products for this group are cute but also adventurous with lots of animals and bright colours. Sustainability is key for the parents in this group.

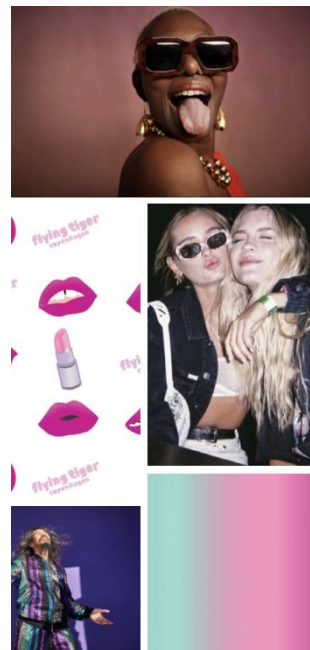
Middleschool kids



Age: 6-14

Characteristics: This group is all about having fun and starting to play with expressing yourself. They are adventurous and quirky and our price point is key to them as they often use their own pocket money.

Teen spirit



Age: 15-infinity

Characteristics: Teen spirit is a mentality, not an age group. It's about being super expressive, bold and adventurous. Diversity and togetherness is very important for this group.

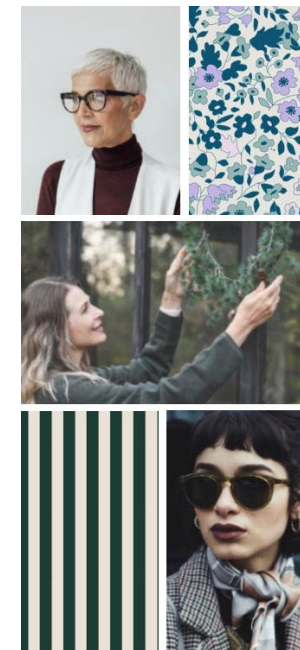
Traditional adult



Age: 20- up

Characteristics: This group like the traditional look and they often shop with us for the festive seasons and for gathering the family. They like our Danish heritage and go for the sustainable products.

Fashionable adults



Age: 20- up

Characteristics: This group is highly aesthetic and cares about what they surround themselves with. They like our Danish heritage, the Nordic look in our products and shop for both seasonal objects and everyday essentials that all fit well together.

Global Growth & Fast Forward Franchise

Flying Tiger Copenhagen is one of the world's fastest growing retail concepts

37

MARKETS

958

STORES

“

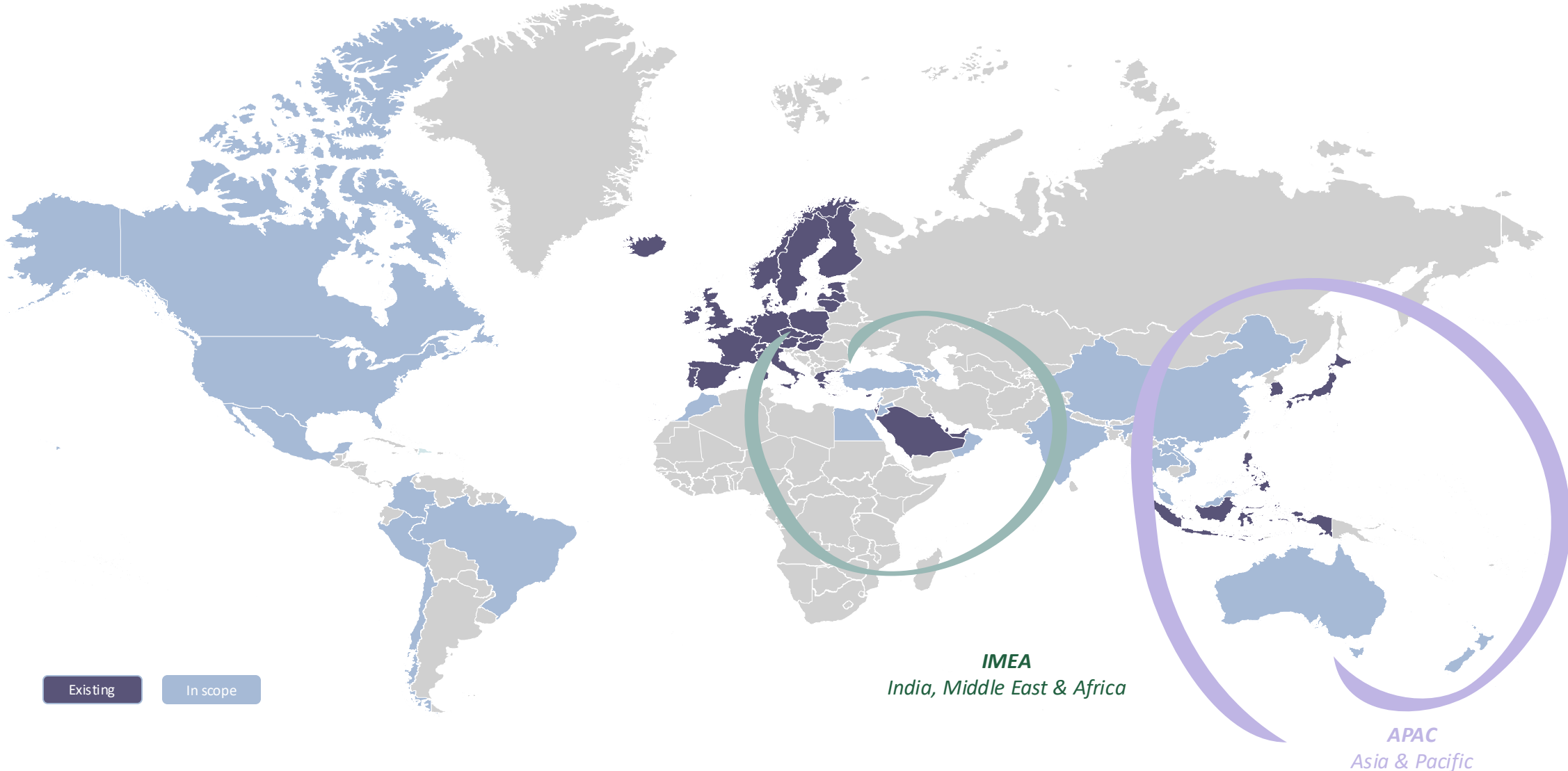
“We want to be where our customers are, not only in Europe. Our recent market launches in the Middle East and Asia have clearly shown that there is a very strong global potential and consumer desire for the Flying Tiger Copenhagen brand and concept behind Flying Tiger Copenhagen.”

Martin Jermiin, CEO of Flying Tiger Copenhagen





Our partnerships across APAC and IMEA is taking Flying Tiger Copenhagen global with 200+ stores by 2024





Annual Report 2023 Highlights

Key Figures

Revenue
4,967 DKKm
(2022: 4,752 DKKm)

Revenue Growth
+4.5%

Like-for-Like
+3.2%

EBITDA
1,121 DKKm
(2022: 1,028 DKKm)

Flying Numbers

35
Countries
incl. franchise

926
Stores
incl. franchise



Top 5 Markets by revenue

Italy

Spain

United Kingdom

Denmark

Portugal

Sustainability

49 % less
single use products*

19 % less
plastic materials in
our products*

50 % less
plastic in our
packaging*

**Using only
green fuels for
all our ocean
freight**

New ECO-Delivery Agreement**

**Top 3%
of all
variety
retail**

EcoVadis Silver Medal

**Ahead of all
science-based
CO₂ reduction
targets**

The Science Based
Targets initiative

*Base year 2019 ** Maersk defines green fuels as fuels with low (65-80% reductions) to very low (80-95% reductions) GHG emissions compared to fossil fuels. Verified by the International Sustainability and Carbon Certification (ISCC).



**4 new markets
in 2023**

Kuwait, Indonesia, the Philippines and Qatar

**7 new markets
in 2024**

Bahrain, Oman, Türkiye, Malaysia,
Vietnam, Singapore and Thailand

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Sustainability



A more sustainable range...

- Mono-component or easily separable components
- Limited packaging



...made of circular materials

- Renewable materials
- FSC certified paper & wood
- Recycled & recyclable plastics



...enabling environmental-friendly customer lifestyle

- More re-usable products instead of single use

Selected ambitions for 2025



50% reduction of plastic products



50% reduction of single use products



100% wood and paper products from eco-friendly forestry (FSC)



50% recycled plastic in plastic products



50% reduction of packaging material



Our uniqueness is at the core of everything we do

#1

Own design and curation

Thousands of new Products released yearly, mostly in-house designed



#2

Bold themes and storytelling

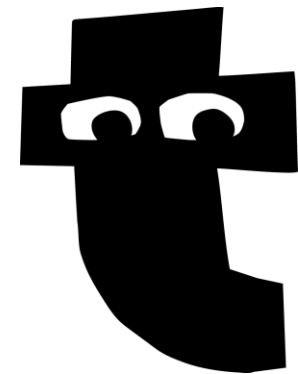
Even more visible themes, with a strong story to our customers



#3

Clear brand and design identity

A clear brand story, explicitly told and translated into our design identity



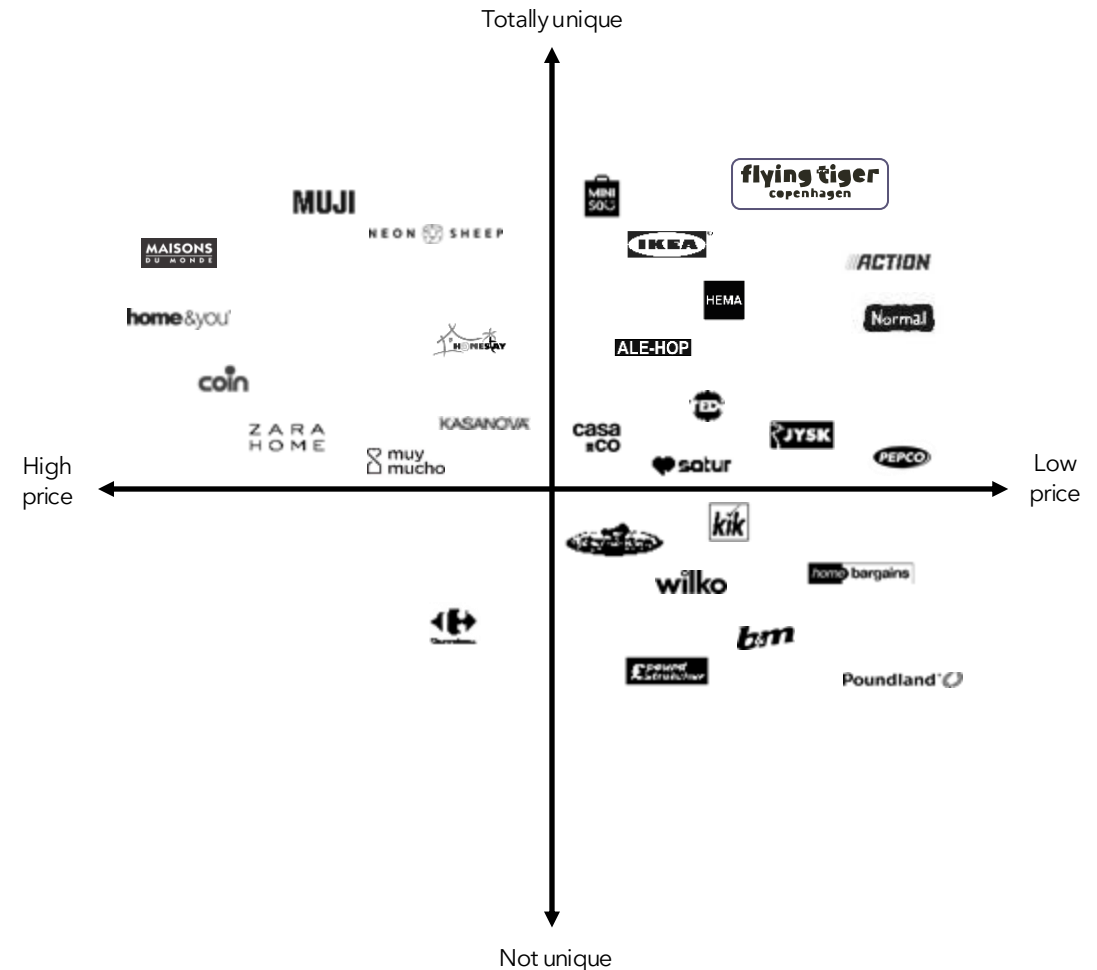


We are a one-of-a kind brand, loved by our customers for its uniqueness

Unique position underpinned by customer survey*

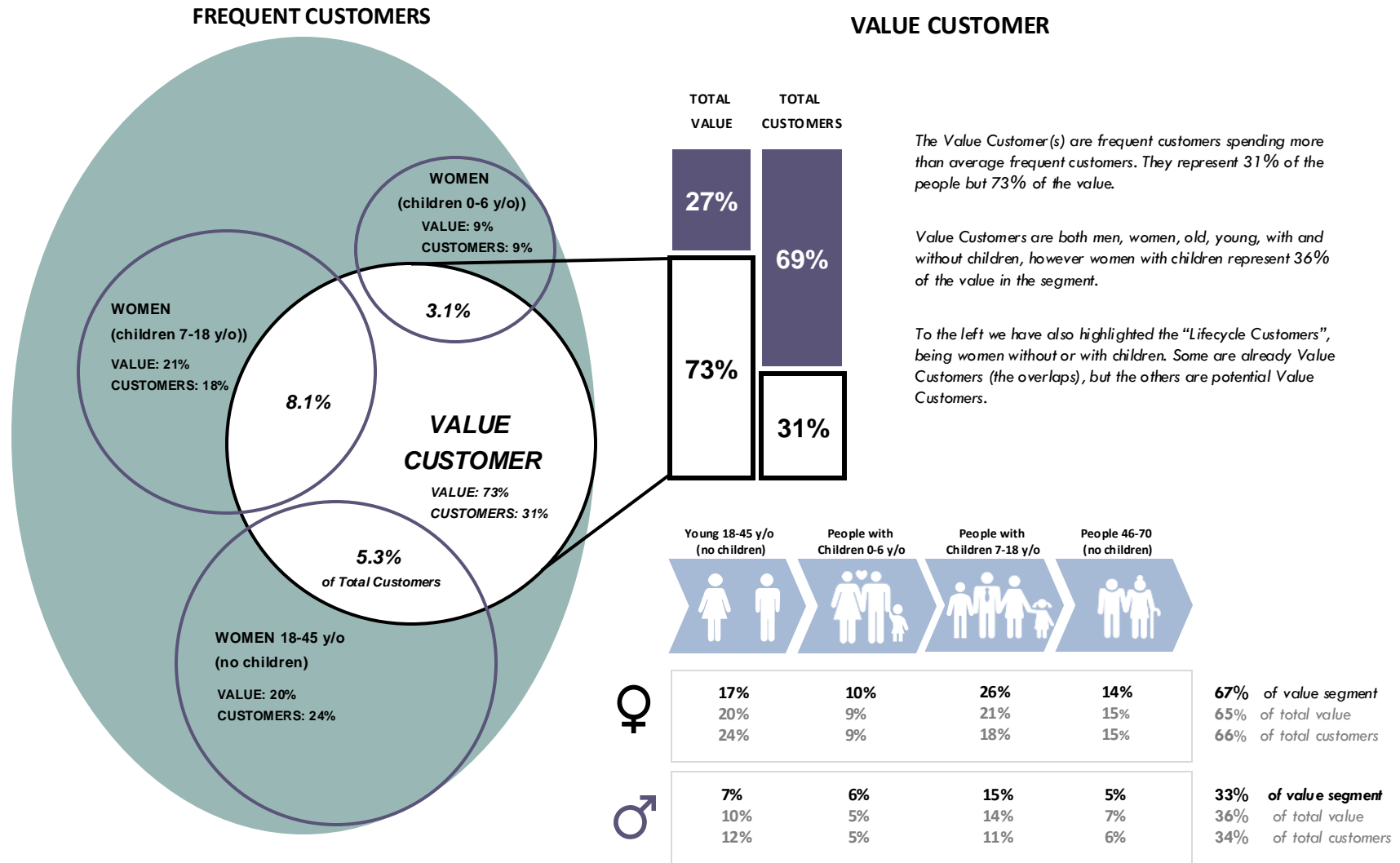
#1

Unique products
Products are fun
Inspiring shopping
... and more



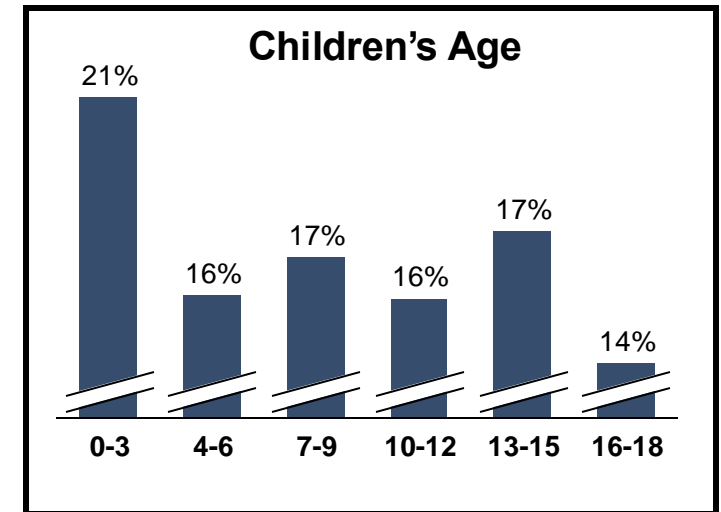
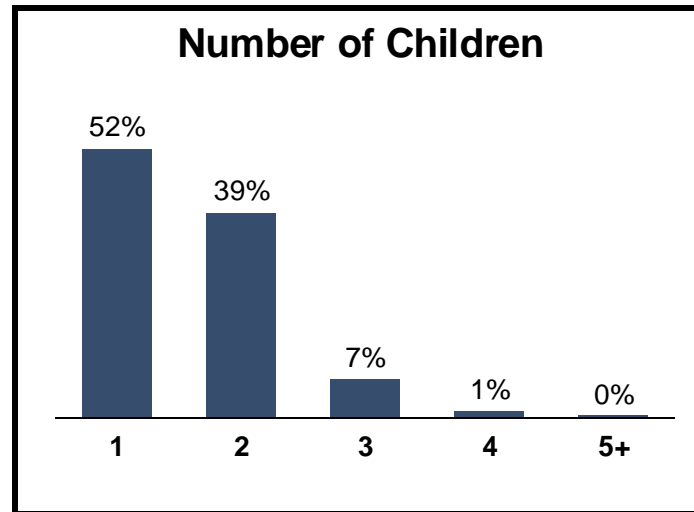
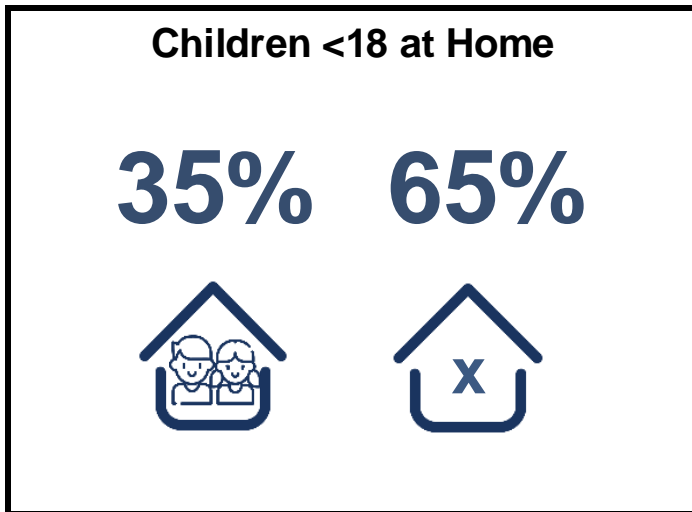
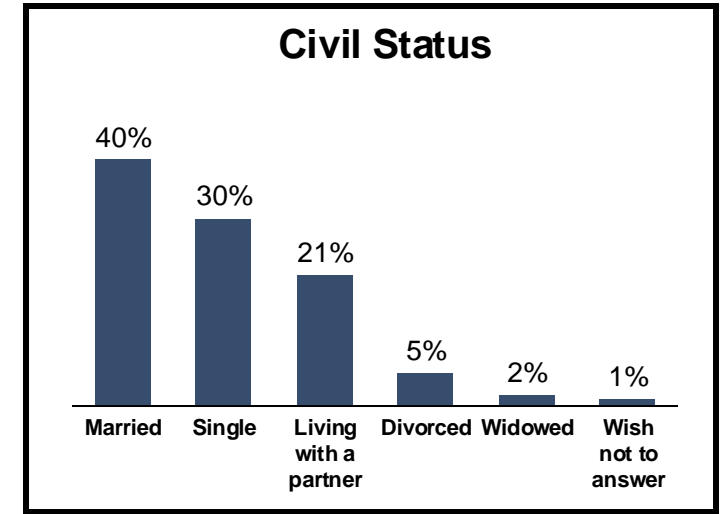
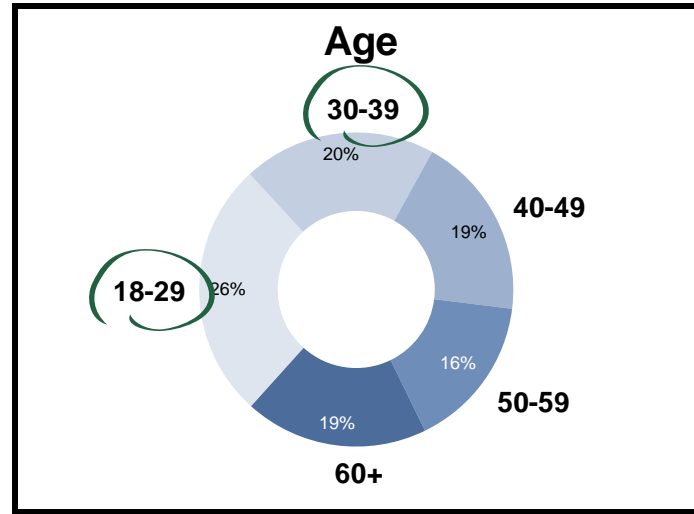
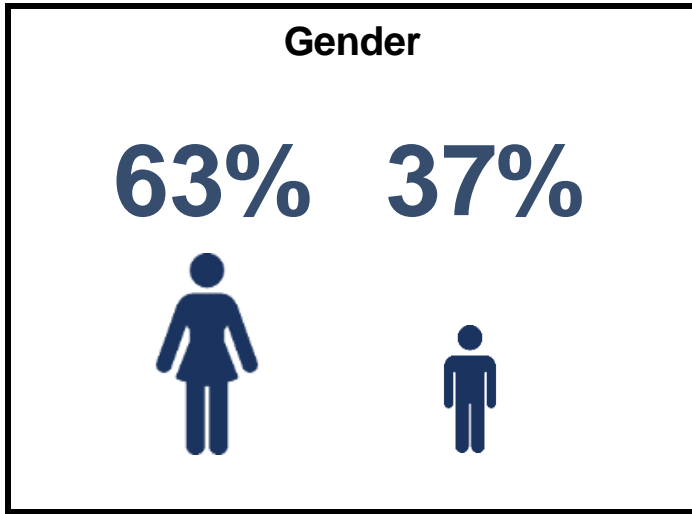
*Kunde Research: Average rank among other variety retail concepts on several key purchasing criteria incl. Spain, Italy and UK. n=5263, June 2019, Kunde & Co

Who is the "Value Customer"



Based on 2019 segmentation study in markets England, Italy, Spain, Denmark and Poland

Profile– Flying Tiger Copenhagen visitors are predominantly women and young, with almost half of visitors between 18 and 39 years old.



A richer life doesn't cost a fortune.



Moments that matter

We want to bring you something that can bring you closer to someone else

Focus on targeted shopping missions

Unique

We design extraordinary Products for everyday life and make everyday products look extraordinary

Develop unique Products and campaign stories

Affordable

A richer life doesn't cost a fortune at Flying Tiger Copenhagen

Develop a value-for-money proposition



We introduce approx. 4,800 new or redesigned products per year, all with Flying Tiger Copenhagen's uniqueness

1

Set of product guidelines

Consisting of strong **design elements** and **product intentions**

Product Intentions

From me to you
Small things, big meaning
Make the functional emotional
Master the mosaic
Fight the static
Believe and grow



Design Elements

18

Campaigns yearly

Campaigns with strong storytelling themes – and even bolder around big events (e.g. Christmas)

6,000

Products

4,800

New or redesigned products yearly

Retail Stores



Our stores are playgrounds for the mind, carefully laid out to present our products in the best possible way



Store Identity

Our brick-and-mortar stores are located in high footfall sites on high streets or popular shopping malls. The store size varies by market but typically ranges between 150 and 250 m².

All are laid out in a simple-to-navigate maze and appear open and light, enabling customers to find inspiration and explore our full range of products from A to Z.

Ambient background music creates a welcoming atmosphere.

The significant décor is Scandinavian with unpretentious, practical wooden furniture, white walls and warm lighting that illuminates the products.

Our store employees play an important role in creating a positive customer experience. Their dedication and commitment to our concept are key to the customer shopping experience and the entire perception of our brand. This is why we prioritise the development and training of our staff – to ensure our customers always have a fun and inspiring experience.



Our store concept is core to our customer's experience providing impressive design at low prices

Store concept

Expressive design at low prices sold in high street stores and shopping malls



1. The store is an experience

An inspiring maze of ever-changing curated choices and surprising discoveries

2. Product is king

Decoration, communication and fixtures stripped to a bare and stylish minimum to secure maximum product focus

3. Retail disruptor

Carefully selected, prime shopping malls and high street locations add value to the low priced design products and disrupts conventions on how low-cost items are sold

4. Simple and transparent

Transparent shopping experience through open, simple navigation, un- or minimally packaged products at convenient round prices in stylish yet informal setting



Formats and Layout



Store format

- Store front of 10m or wider
- Shoe box proportions – ratio 1:2
- Alternatively, a square format.
- 1 to 3 store windows

Selling space

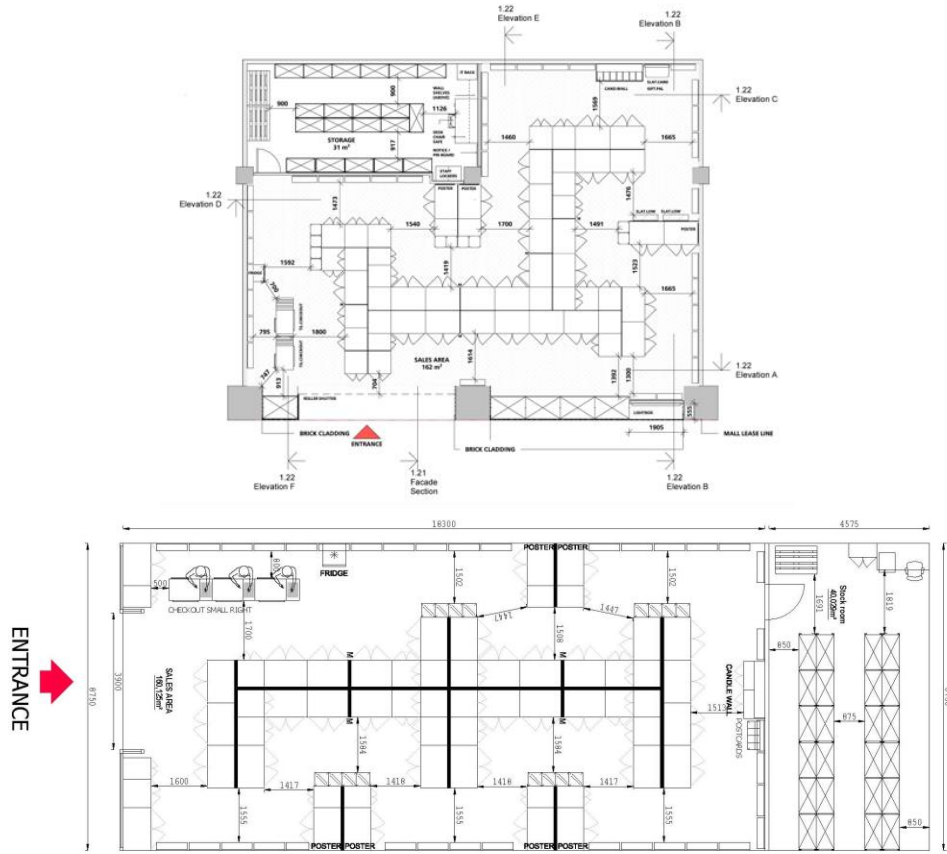
- The ideal store size and location feasibility will be based on product display capacity over m2
- Subject to local requirements and demands the ideal size is 195 m2 (min.100 m2 and max. 250 m2)
- Minimum ceiling height of 3.2 m
- Strictly one trading floor only

Back of House

- Directly connected to sales space
- If in different floor a cargo lift is mandatory
- Range: 40-50 m² (20-25% of total space)
- Delivery from the back
- Desk and staff area is mandatory

Store design

- Simple
- Maze-structure (no L-shape or long stretch of corridor)
- Optimized for volume and flexibility



Positioning and Vicinities

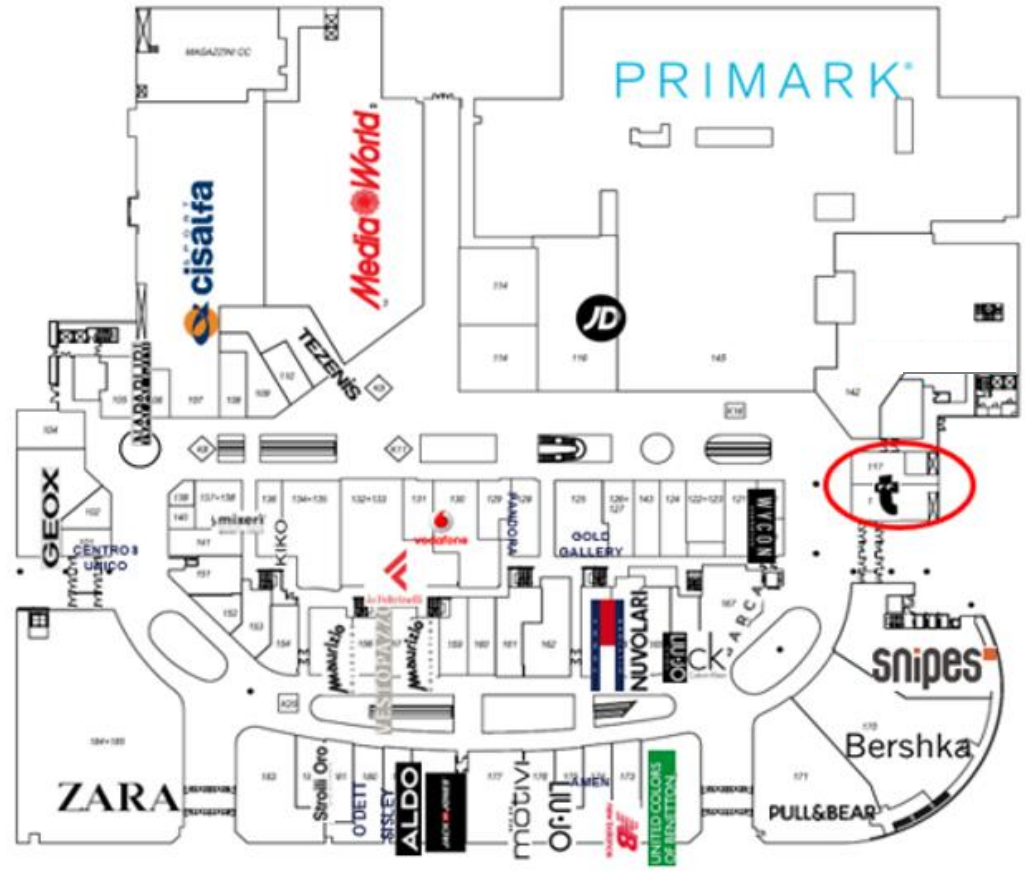


Brand positioning

Flying Tiger Copenhagen is an internationally renowned variety retail brand and because of it, its brand is its biggest asset.

Location & Vicinities

High footfall shopping area with regular visitors. Same catchment area within a mall or high street as other renowned anchor fashion brands and home & interior retailers.



Disclaimer: Shopping mall floor plan provided for reference only.

Store Openings - Global



Milano Merlata Bloom, Italy



Calle Orense, Madrid



Ostrava Avion, Slovakia



Al Noor Mall, Kingdom of Saudi Arabia

“ Flying Tiger Copenhagen has leased a number of units within the Land Securities portfolio. Flying Tiger Copenhagen's offer is what the customers want - great stock, good customer service, a great vibe in the store and very affordable prices. Flying Tiger Copenhagen is a very different retail offer, and that is attractive to our shoppers. ”

**Andrew Rawlings, Portfolio Manager
Land Securities**



Store Openings - Global



SM Dasmarias - Philippines



Nieuwendijk, Amsterdam



Bluewater Shopping Centre, UK



Central Market, Indonesia



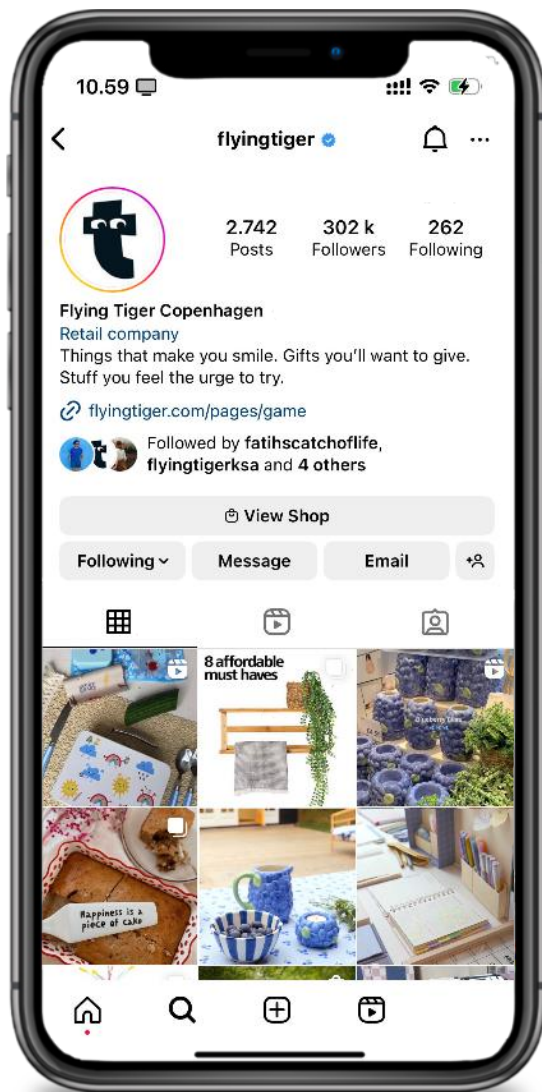
Dubai Hills, United Arab Emirates

eCom & Social Media

Online is as relevant as ever and we put a lot of effort into replicating our in-store experience in the digital world



We engage with our Customers across a number of SoMe-platforms meeting them where they are



An inspirational universe

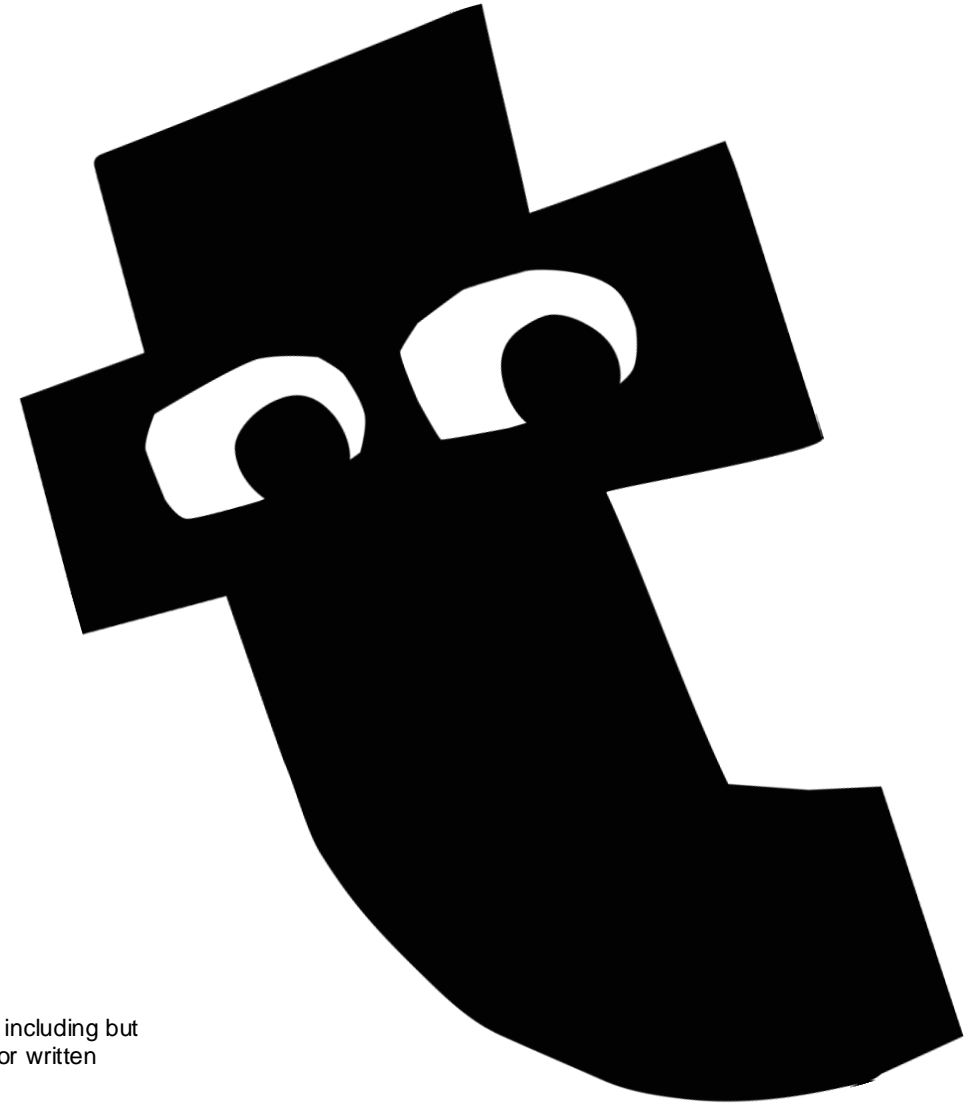
- A large product selection available online
- Encourages customer to have fun and recycle their shipping box
- Strong Social Media following engagement across platforms



In the news...

- Flying Tiger steps up global expansion and opens 200 new stores - Bloomberg - [Read here](#)
- Qatar's very first Flying Tiger Copenhagen store debuts in Villaggio Mall – Zawya – [Read here](#)
- Alhokair opens first Flying Tiger Copenhagen store in KSA – Arab News – [Read here](#)
- UAE's Azadea Group brings Flying Tiger Copenhagen to Dubai – Gulf News – [Read here](#)
- “We will adapt to market dynamics”: CEO of Flying Tiger Copenhagen – Qatar Happening – [Read here](#)

Thank you



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