

afrocenchix

THE HOUSEHOLD NAME FOR AFRO HAIR



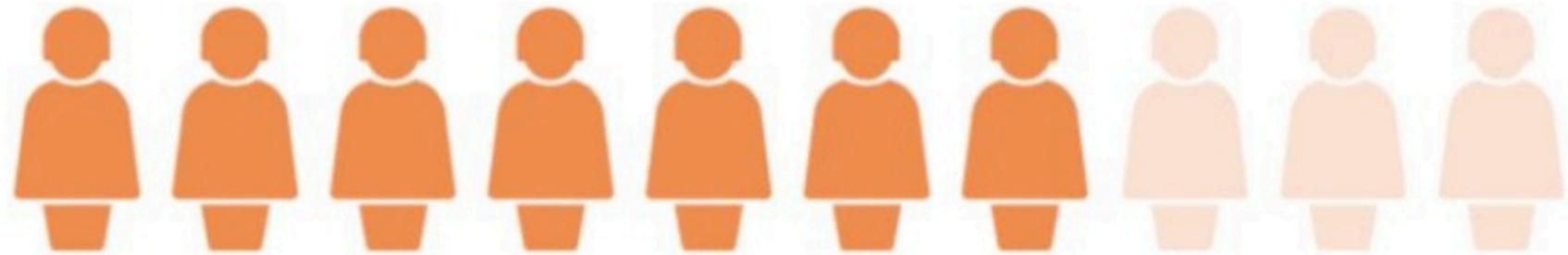
FROM 1500+ CUSTOMER REVIEWS

JUNE 2021



BLACK & MIXED RACE WOMEN SPEND **6X MORE** ON COSMETICS YET

70%



OF BLACK WOMEN FEEL THE HIGH STREET DOES NOT MEET THEIR HEALTH AND BEAUTY NEEDS...*

*SUPERDRUG REPORT

ENTER AFROCENCHIX: A VERTICALLY INTEGRATED D2C BRAND THAT

6 core SKUs + accessories.

Currently expanding to become the one-stop shop for afro and curly hair.

- RRP £5.99-£15.99 travel sizes to full sized products
- RRP £40-£85 full sized sets

Educating customers is key. We make natural simple through:

- safe, effective formulations
- expert content



TRACTION & MARGINS

\$
LAST 12 MONTHS
REVENUE

\$\$\$

- Revenue run rate: \$\$\$
- 95% D2C sales



MARGINS

#%
Online Margins

- Strong margins due to in-house product development and vertical integration across supply chain.
- Monthly growth rate: 6% acquisitions, 82% organic.

#%
Retail Margins

- 1st Afro hair brand in Whole Foods UK and Holland and Barrett.
- Launching in Superdrug in Summer 2021.
- Available in independent health food stores.



ONLINE TRAFFIC

Avg Monthly Traffic

- Avg monthly traffic up by 21% compared to last quarter.
- 1st page on Google for Afro hair care.

METRICS



ADJUSTED
LTV:CAC

17:1
(\$\$:\$\$)

- LTV of \$ (reduced in line with retention rate). Based on real customer spend averaged over 3.5 years.
- Top 1% of customers spent \$\$\$\$ in the last 2 years.
- Blended CAC including Facebook and Google.



AVG BASKET

\$\$

- 56% increase in basket size over the past 3 years.
- CAC recovered in the first basket.



CUSTOMER
RETENTION

#%

- Well above industry standard of 27%.
- Customers typically return after 1.6 months, a huge increase to the previous return time of every 5 months.

WHAT MAKES AFROCENCHIX SPECIAL?

The consumer trend in beauty is geared towards “ethical”, “sustainable” and “natural.”
These buzzwords are genuine principles for us and core to our foundation.
Our community wants products that they can trust will not harm their health.



Ethical & Sustainable

- 91-100% naturally-derived ingredients.
- Only vegan certified brand in category.
- Sustainable and ethical supply chain including organic and fair-trade ingredients.



Science, Data & Community Driven

- Data used to create new, effective products.
- We talk to our customers daily to understand data in context.
- Word of mouth has fuelled our growth. We have 1,500+ reviews with a 4.7/5★ average customer rating.



Superior NPD & Operations

- All products developed in-house and tested on real afro hair.
- Unique approach to R&D that allows us to release a new project each year.
- R&D cycle completed in 6-12 months - twice as fast as the industry standard.

CUSTOMERS LOVE US BECAUSE OUR PRODUCTS WORK AND THEY FEEL EMPOWERED.

Hello,

I just wanted to thank you for the wonderful product.

I've started to use it few weeks ago and I have to say is a life changing.

My son and I are using to full range and we absolutely love it.

I am so happy to do my hair on my own now and happy to take the time to do it.

Before finding your product it was a nightmare for me to find the right products and way to keep my natural hair.

But now with Afrocenichix I'm always really excited about my wash day.



Nkechinyere
@egoamaechi

I don't know HOWWWW I was managing my 4C hair before I found out about @Afrocenichix!! YALLLLLLLLLLL their products are a must have if you have afro hair.

7:33 am · 30 Jul 2020 · Twitter for iPhone



hannah.the.planteater Getting Kairo's hair care routine right has always been important to me. From the second he was born, his came out with lots of hair stuck to his head in curls so I knew it was curly. I've tried many different products, some too heavy and some that, once dried, didn't do much at all! I've recently discovered @afrocenichix and I think I've finally cracked it! After his bath in the morning where I wet his hair (I wash it weekly as I've found any more than that is very drying for him) we use the spray, brush it gently from the ends first, I use a dangling brush - then add a squirt of the oil (I don't do that daily, usually after a hair wash, or if it's particularly dry I might do it more than once a week) then the cream! They smell lovely too! Kairo said they smell like sweeties, but I'd say more of a natural orangey fragrant vibe. This is this morning - he had a shower but was kicking off about me wetting his hair as he prefers a bath so I just sprayed it wet when he got dressed afterwards instead to save him crying in the shower. Anyway, before and after pictures say it all really! It was still a bit wet there but stays curly and moist all day! Really happy with all 3 products, I switched from ones I used before as they weren't vegan, natural or created by black businesses, which @afrocenichix is! Plus it works better than any I've tried! Recommend checking them out if you have curly or afro hair!
#vegan #veganhairproducts #veganblackhair #veganafrohairproducts #vegancurls #plantbasedhaircare #supportblackbusiness

Thank you for sharing @hannah.the.planteater

afrocenichix

MAKING NATURAL SIMPLE



muddling.mum Used your products on my children for the first time today and am blown away. Their hair has never looked happier. Thanks so much. I ate the biscuit myself, though!



Escapism-is-life
@GlassHalfFull75

Replying to @JoyMateSpeaks @RaeCorson and @Afrocenichix

No, thank you. You have no idea how much your products changed my life and my ability to embrace my natural hair and wear it with such pride. It's also shown my children that we have products that show us off to our best by people who represent us so well.



an.gela8169 This is the very reason why I love your tutorials and products because you give facts and helpful advice. The amount of people I know that have wasted time and money on products that don't help but do harm because of this porosity tests. Over the years I have gone through numerous afro hair products and I find afrocenichix to be one of the best for all the family to use.

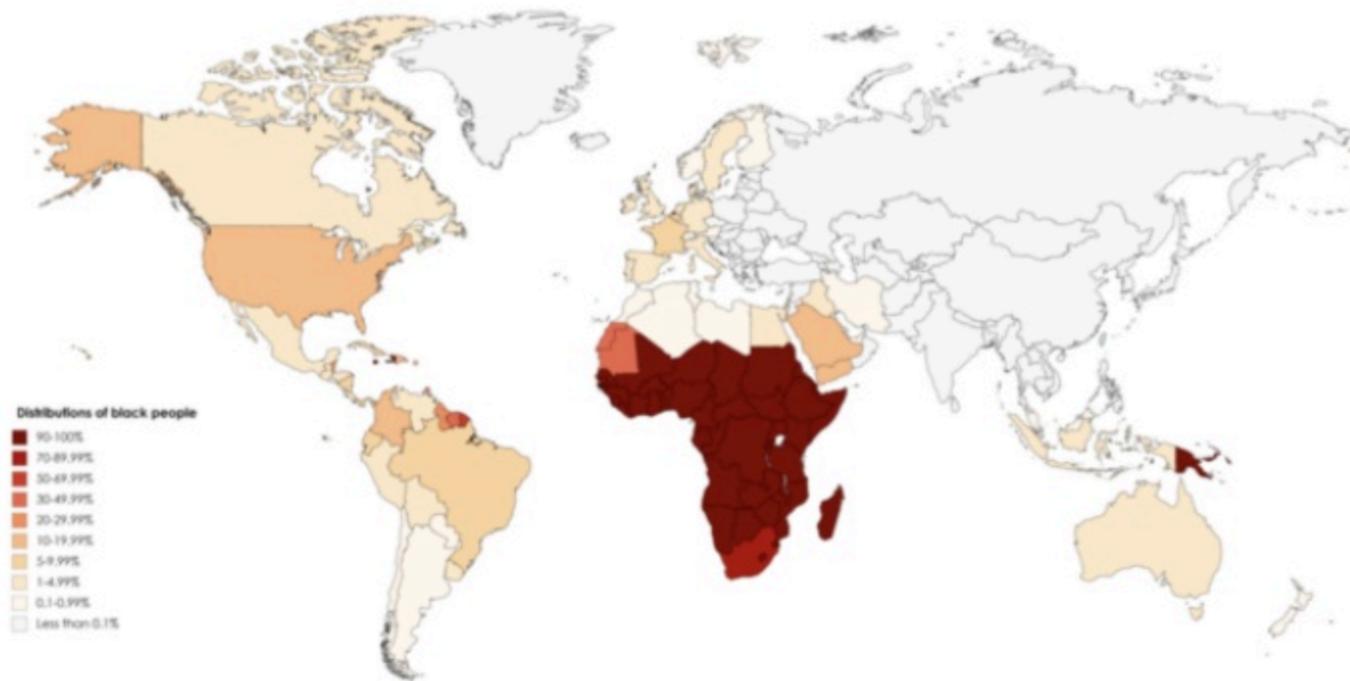


decipherlearning You know I've read/watched all these tips before in different ways and the way you've broken it down is SO straightforward and helpful. Thanks so much. I have 3 girls' hair to do, plus mine & knowing that actually we can just keep it all simple is so reassuring xx also LOVE the convenience factor in the products & the essential oils.

HUGE FAST-GROWING MARKET OPPORTUNITY

3.2 billion people with Afro & Curly hair in the World.

- **54% of Gen Z** v 30% Baby Boomers in America identify as **black & brown**.
- Black & mixed race women spend **6x more** on cosmetics.
- Afro/curly hair is **becoming the main hair type** in the beauty world and there's growth in product sales.
- The global afro product market size is **\$48.6 billion+**.

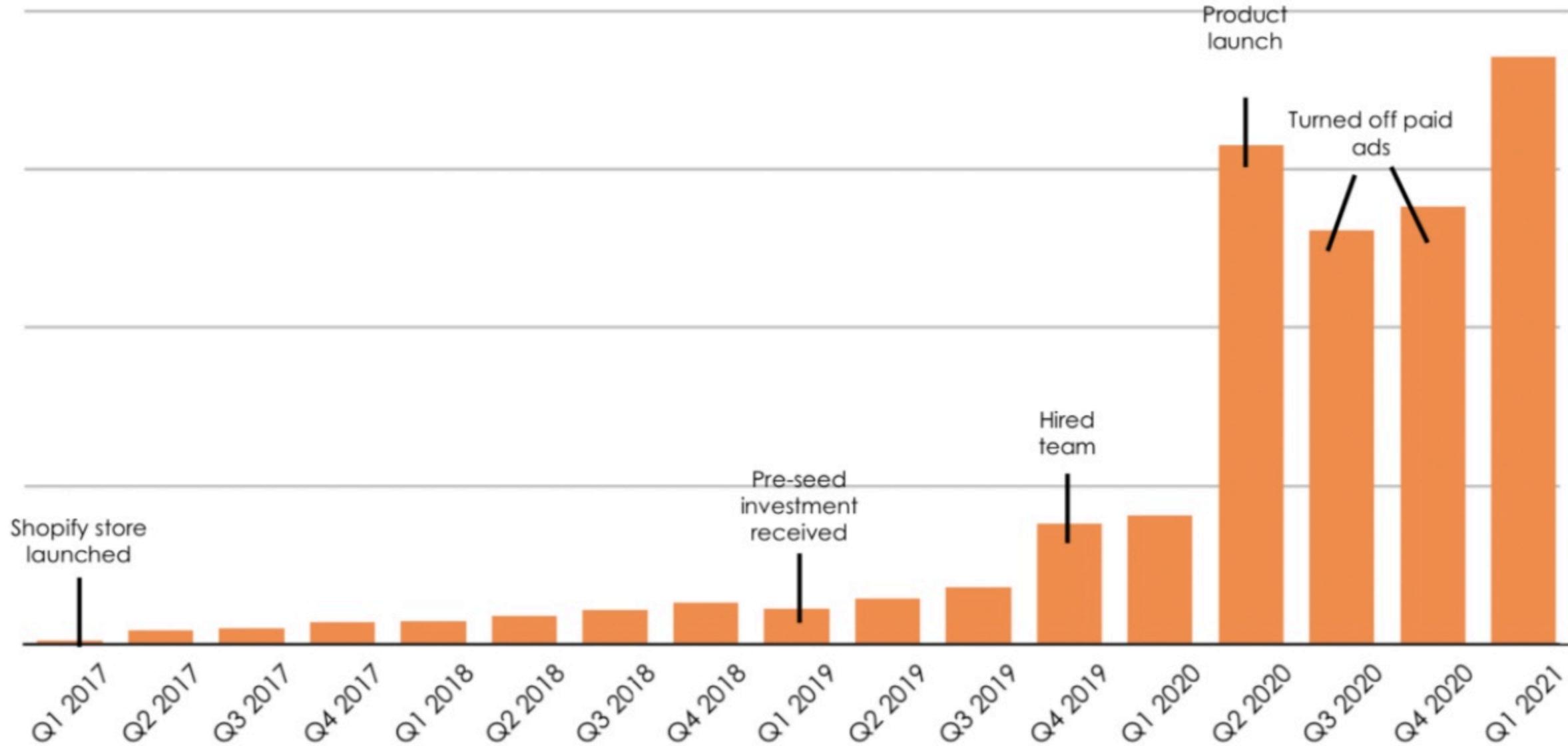


FANTASTIC OPPORTUNITY FOR SAFE, SUSTAINABLE & NATURAL D2C BRANDS



147X GROWTH IN ONLINE SALES

Numbers redacted



This is just the beginning....

RAISING \$\$\$



Team

\$\$\$

Key new hires:

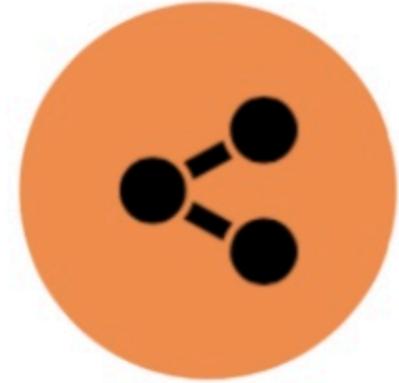
- Cosmetic Chemist
- Content Coordinator
- Customer Experience Coordinator



R&D + Manufacturing & Operations

\$\$\$

- 3 product releases
- Lab equipment to speed up R&D cycle
- Outsourcing to sell 379K bottles
- Scaling in-house operations



Marketing

\$\$\$

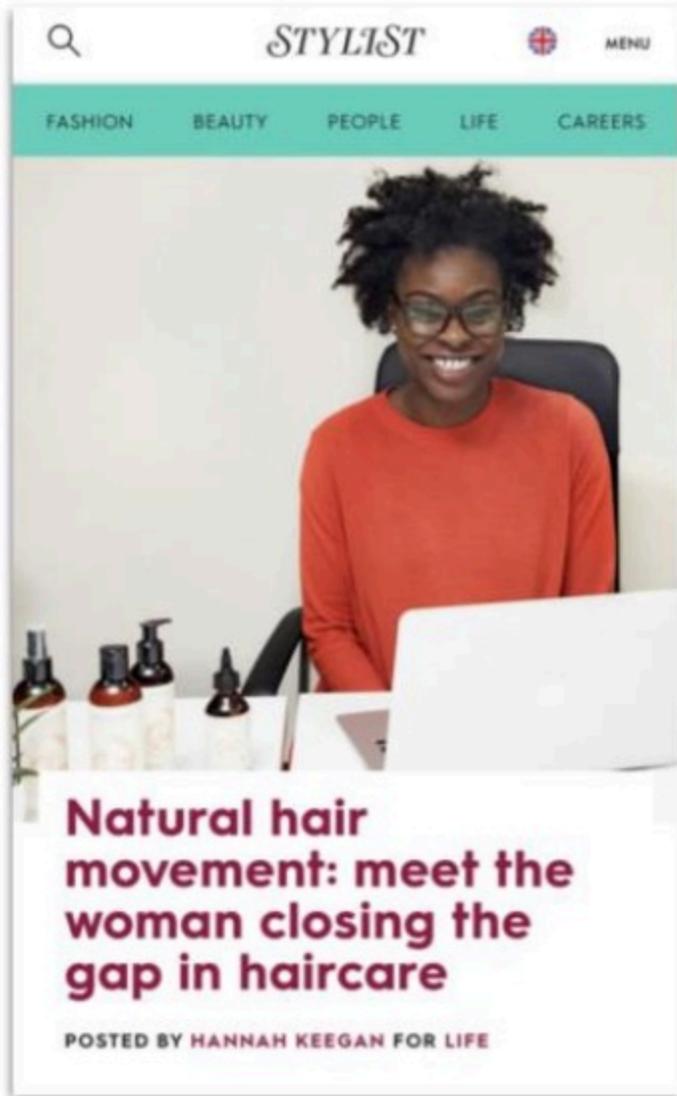
- Influencers
- Content Creation
- Digital Ads

PROJECTIONS

	Turnover	Expenditure	Net Profit
2021 (Seed)	Numbers redacted		
2023 -24 (Series A)			
2024-25 (Global Expansion)			

- 2021** Styling butter & chat bot launch (In Beta since May 21 with 100s of users in the first few weeks)
- 2022** 3 new product launches & R&D for body care begins
- 2023** US & West Africa expansion

PRESS & AWARDS



WeWork Creator Award 2018



WeWork Global Creator Award 2019



KPMG Black Entrepreneurs Award 2018



Precious Awards 2019



THE TEAM THAT FITS THE MARKET



Rachael Corson
LLB honours MSc

Co-founding Managing Director
Strategy, Legal & E-commerce



Joycelyn Mate
BA honours

Co-founding Managing Director
Finance, Logistics & Retail Sales



Nadia Bruney
BSc honours

Employee #1
Marketing and Branding



Theresa Mensah
BEng honours MCIPS

Manufacturing & Supply
Chain Manager



Cleide Cardoso
BA honours MA

Digital Marketing
Manager



Jeanette Nkwate
BA honours

Content & Social Media
Coordinator



Isaac Awonugba
BSc, DiP

Full Stack Developer



Leah Faulkner
BA honours

Content Creator Intern



Renae Howell
BSc honours

Lead Production Assistant

WHY NOW?



The \$48.6B global Black haircare market is ripe and ready for change. It is limited by reliance on retail.

With YoY growth of 1670% (Jun 19-20) and projections of \$\$\$+ over the next 5 years, we're poised to lead the UK market by 2022.



Consumer preference for eCommerce is growing fast.

Our competition do not have direct relationships with customers... we do. This means we can leverage customer data to generate huge, organic growth and increase sales with low marketing spend



The Black Lives Matter movement has seen a surge in support for Black-owned brands.

On Black Pound Day we saw one-day sales of \$\$\$ with little promotion and no additional marketing spend.

