

WELCOME TO

Vinterior

The online marketplace that makes
curated vintage furniture easy to find
and easy to shop.



Finding the perfect vintage piece is hard work



Time consuming to browse multiple shops with limited inventory



Inconsistent experience



Concerns about quality, provenance and authenticity



Opaque and fragmented market

SOLUTION

Vinterior



180,000 products across 97 categories and 25 styles



Service and trust



Authenticity and expertise



Easy to browse, easy to filter, easy to buy

Our achievements to date

2016 Launching

200 listings from 12 London sellers
Testing channels to find early adopters

2017-2018 Building Liquidity

Scaled supply in Europe to 100K listings
Paid-driven customer acquisition

2019 Improving Efficiency

Focused on improving supply quality over quantity
Shifted from paid acquisition to SEO

2020 Product Market Fit

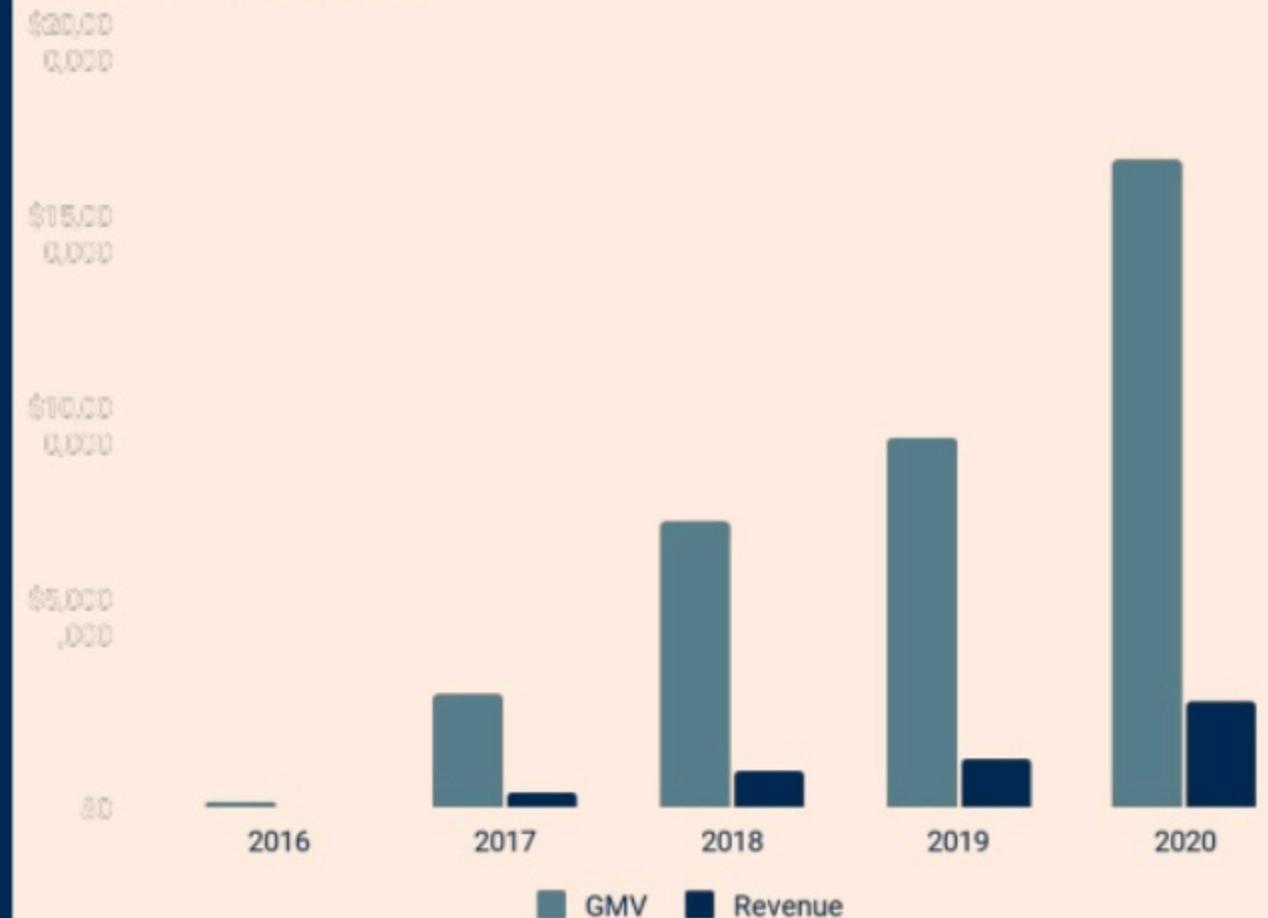
Acquiring customers at scale profitably
74% of acquisition through organic channels
120% YoY revenue growth

Now

180K listings from 1,800 European sellers

UK's #1 Vintage
Furniture
Marketplace

GMV and Revenue

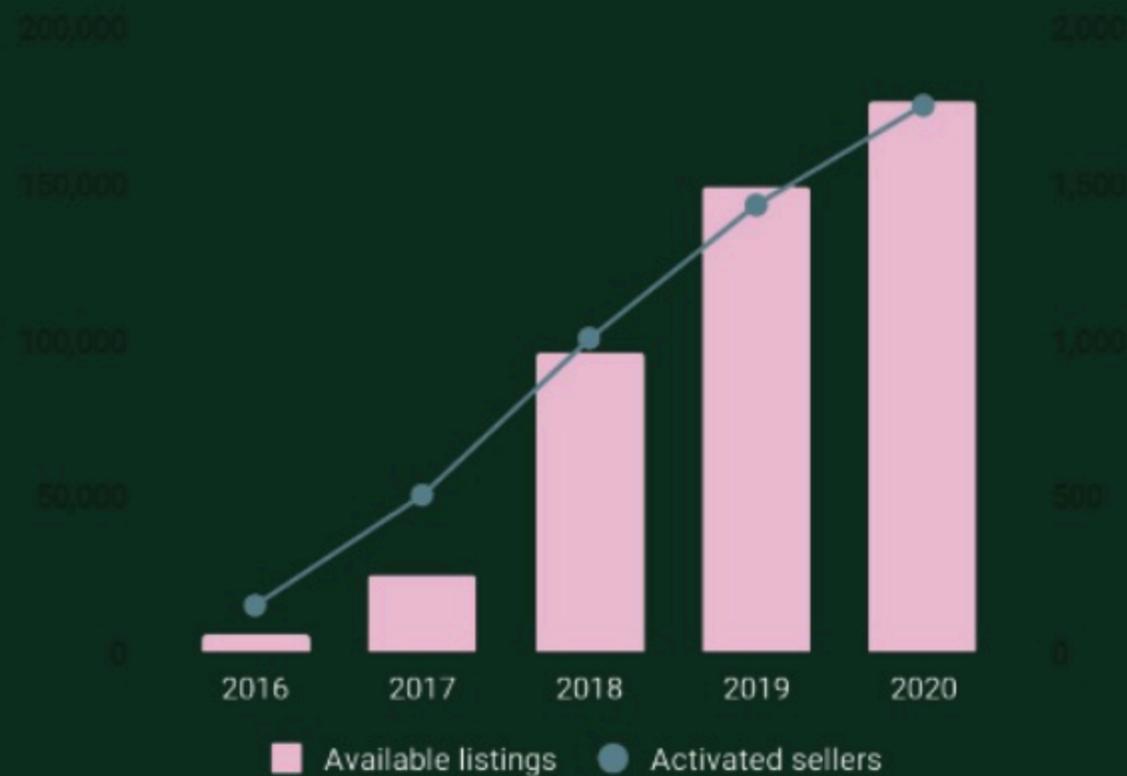


We built up supply fast in the UK and EU

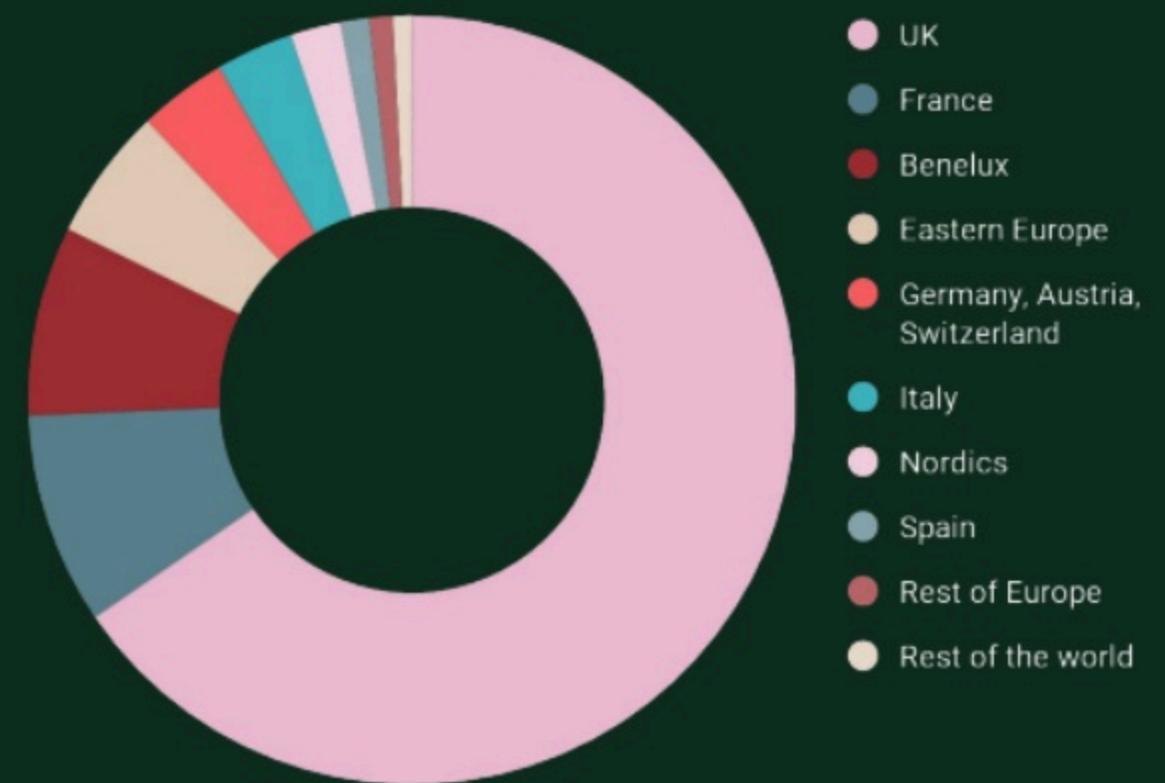
180K active listings

1,800 professional sellers across **29** countries

Supply Growth



Sellers per Country



Our supply acquisition is efficient and predictable

Inbound applications

Found us via organic search,
social, referrals from the
industry

Sales outreach

Lead to qualified
contact

Contacted to
onboarded

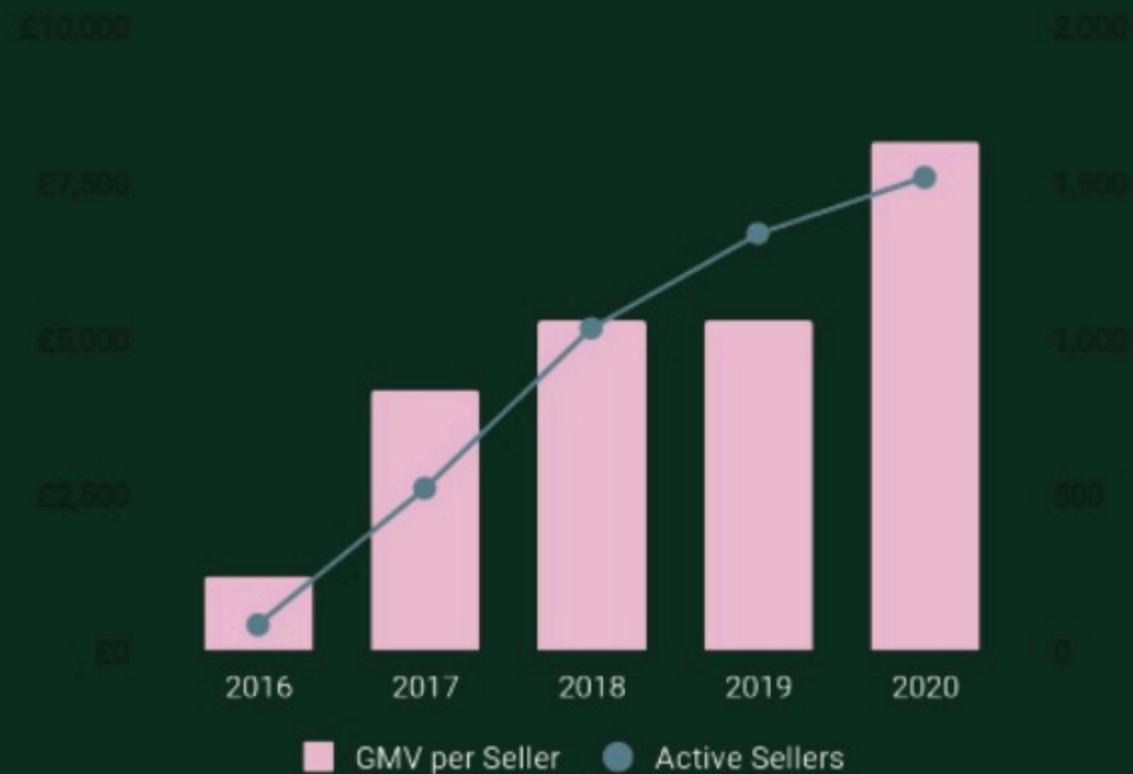
Sellers are happy and retained as their revenue grows

58
Seller NPS

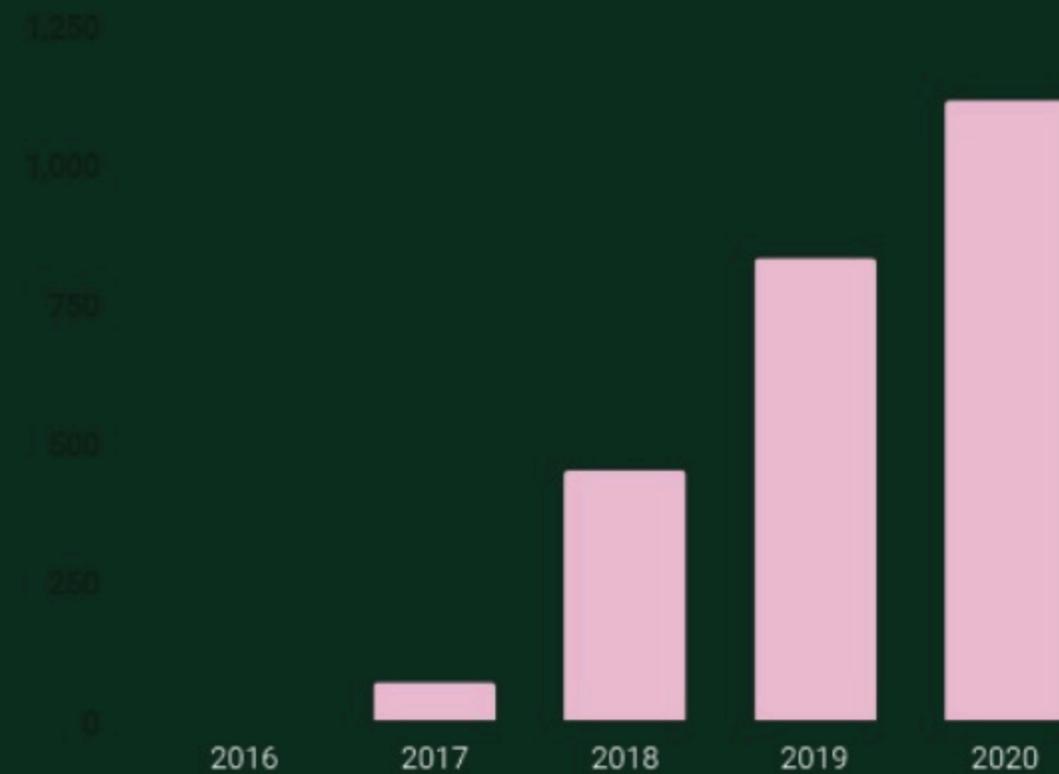
"Sold loads of items through Vinterior. Very easy to upload listings which makes a massive difference."

71%
Listings
published in
<24h

Active Sellers and GMV per Seller



Retained Sellers



We are acquiring buyers at scale profitably

New Buyers and CAC



LTV/CAC per Buyer Segment

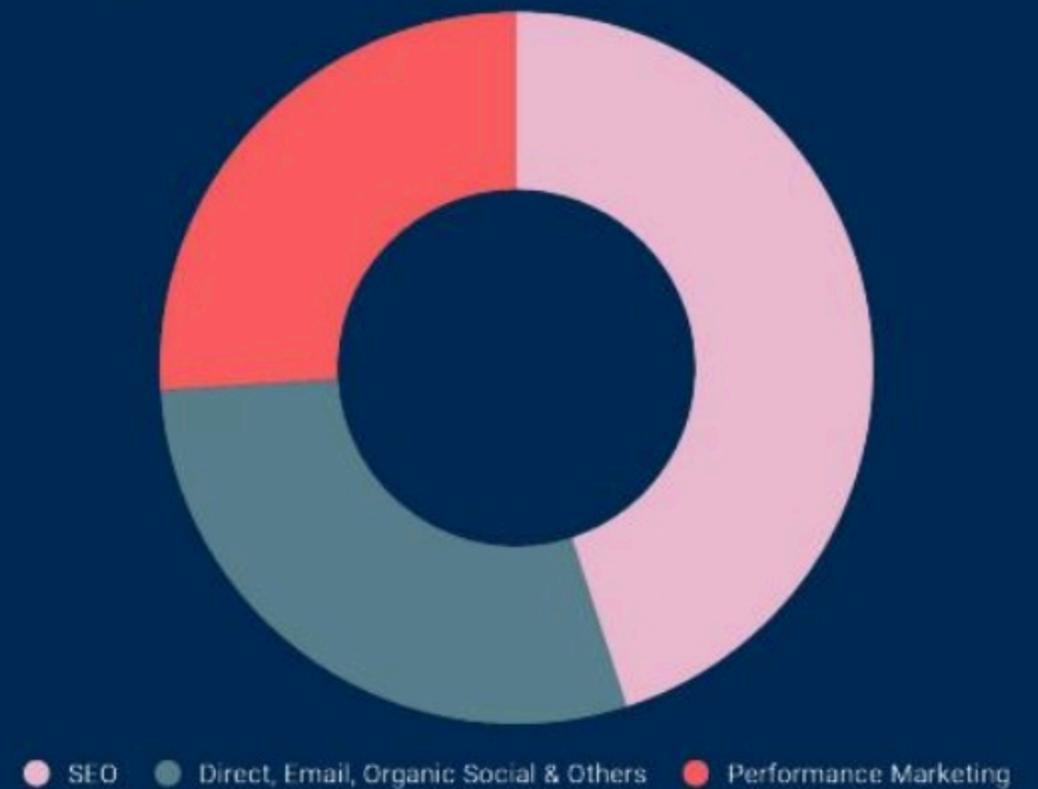


Demand acquisition is mostly organic

GMV and Marketing as a % of GMV



Marketing Channels



Consumers and interiors professionals are delighted



Trusted by world class global
design brands

“A treasure trove!... Vinterior has made the experience of searching so much easier - bringing together a very strong set of dealers with high quality products. Very easy to deal with and even more importantly, excellent attentive customer service!”

Professional furniture recommerce is worth \$28Bn

Market growth propelled by 3 trends:

1. More time spent at home with remote work becoming the new normal
2. Increased commitment to sustainability
3. Acceleration of e-commerce adoption

Current Vinterior Sellers
\$250M

Professional Sellers in Europe
\$14Bn

Professional Sellers in Europe
& North America
\$28Bn

Team



Leslie Fournier
COO / Founder



Sandrine Zhang Ferron
CEO / Founder



Karlyn Armstrong
VP of Growth



Jack Bryant
Head of Engineering

Vinterior: where the world buys and
sells vintage furniture

www.vinterior.co



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