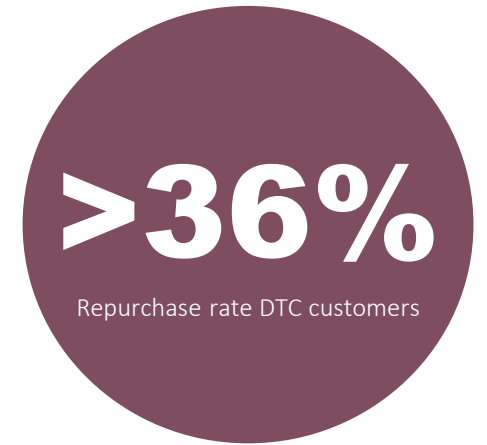


# Investment Opportunity

Project Name: Aphrodite

Sector: Luxury Skincare

Forster Chase Ventures is a business accelerator and incubator that partners with fast-growing start-ups to take them to the next level. Our strength is in our network of Blue-Chip C-Level NEDs that will help the companies formulate and implement tried and tested growth strategies.



## WHY WE'VE PARTNERED WITH THEM

- Strong sales pre-covid via distribution, during covid they have built a DTC offering with a strong and loyal customer base.
- Luxury consumer skincare sector which is a fast-growing consumer sector that is recession-proof.
- Founder is a successful serial entrepreneur and the management team and board include well-connected and well-respected business leaders from blue chip companies.
- Recently appointed big name Chairman with 40 years' experience in Investment Management and was CEO of Europe's largest Asset Manager.
- Loyal customer base with a >36% repurchase rate.
- High profile customer base and easily scalable brand.

## COMPANY VISION

- **MISSION:** To simplify skincare routines for busy professional women while not compromising on quality or ethics.
- **OPPORTUNITY:** £130bn Estimated global skin care and toiletries market by 2024, facial care accounts for >70% of total and represents a CAGR of 5%.

## CURRENT TRACTION

- **SALES:** Doubled in sales over the last 2.5 years despite Covid.
- **DISTRIBUTION:** Existing distribution through high end retail stores in US & UK, through onboard inflight sales on two global airlines and also via a DTC website.
- **BRANDING/MARKETING:** Featured in Cosmopolitan, Vanity Fair, Brides, Marie Claire, Grazia and Glamour magazines and the Independent newspaper. Finalist in the iBeauty Global awards, Free From Skincare Awards and Beauty Bible awards.
- **STATISTICS:** Traction has been gained from only circa US\$1m of seed investment. Gross Margins of 77%. Net Promoter Score (NPS) of 58.3 (industry average = 13) and over 300 5-star reviews on their website in just over six months.

## GROWTH PLAN

- Projected sales of £35m by Dec 2027, EBITDA of £11M.
- Plan to increase from 3 to 7 Product lines and start marketing to wider consumer groups including male consumer.
- Investment will be used for increasing turnover through PR, Marketing and Sales as well as for stock and infrastructure.

## Partners



## Awards



Contact: Chris Grove, Founding Partner  
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In order to obtain the Investor Deck, please register your interest by sending an email to [esthergrove@forsterchase.com](mailto:esthergrove@forsterchase.com).