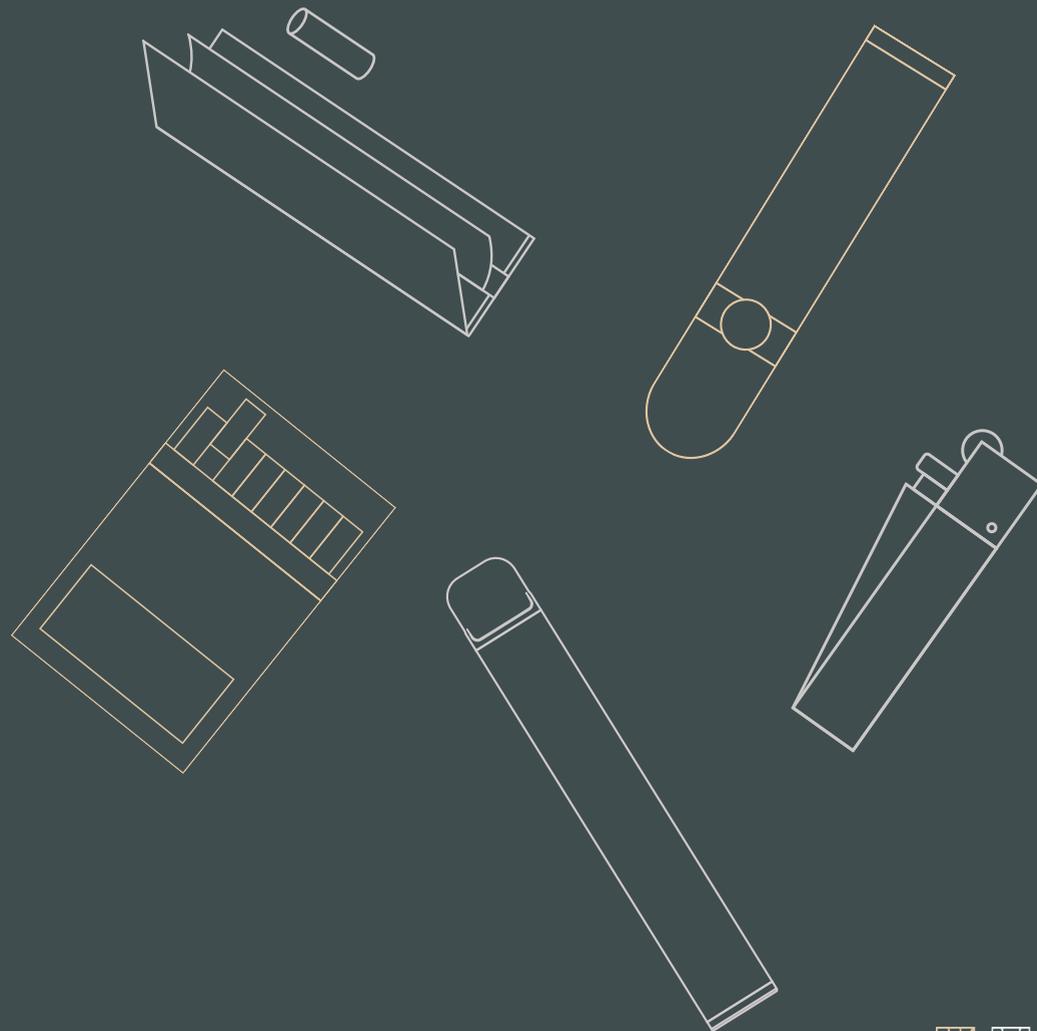


Products and services for tobacco shops leader in Italy, since 1975.



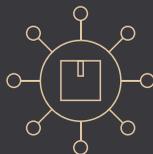
COMPANY PROFILE

Innovation, Tradition, Reliability.

ITAGENCY is a leader in the products and services for tobacconists sector.

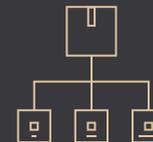
Its success is founded on a strong family tradition and a forward-looking vision.

Over 40 years' experience in distribution is complemented by extensive expertise in marketing and communication, as well as medium and long-term strategy: a winning combination that makes ITAGENCY the ideal partner for a complete service, which goes beyond distribution, assisting and supporting the customer every step of the way.



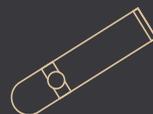
Widespread distribution

The sales force regularly visits over 85% of Italian retail outlets, ensuring high market penetration, reinforced by partnerships with wholesalers throughout the country.



Multichannels

The agents' network is supported by telesales carried out by an in-house team of experts and by e-commerce that allows customers to place orders 24/7.



Tradition

The tradition and entrepreneurial spirit of the Fabbrini family are one of the cornerstones of ITAGENCY. The company has over 40 years of experience and was the first to open a tax warehouse for the sale of cigars outside the state monopoly distribution network.



Human relations

The ability to build relationships based on trust, which sometimes develop into real friendships, with customers and partners, is an intangible yet essential asset that further strengthens the service that the company offers its clients.

Our values

Reliability, Honesty,
Innovation, Perseverance and Respect.

Human Resources

Our most precious asset

The Customer

Is the heart of our mission

To achieve goals

Look after small details

Experience, expertise and professionalism

Everyone that chooses ITAGENCY knows they can count on a team of professionals with a wide range of skills, each of whom plays a vital role in ensuring partner success and customer satisfaction. Every retailer is unique and the company creates a customised development plan together with them, stimulating the desire to innovate, improve and make a difference.

267 professionals

9	100	3	7	68	80
Area Manager	Agents	Key Account	Team Leader	Promoter	Employees and Managers

48.200

Points of sale reached through direct distribution by the sales force.

10%

Percentage of average turnover increase recorded by ITAGENCY over the last 3 years.

5

ITAGENCY business areas:
FMCG, tobacco, electronic smoking & modern oral tobacco products and vending machines.

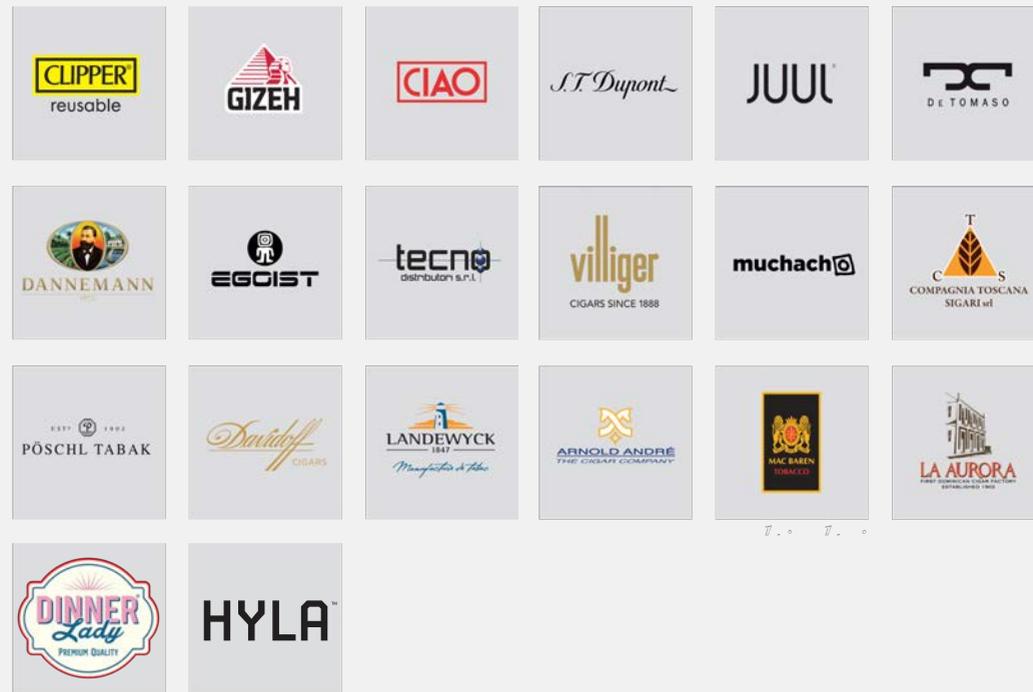
Brands distributed

MASS MARKET BRANDS:

Creativity, determination, business acumen. We distribute one of the most important mass market brands such as Clipper and Dannemann.

PREMIUM BRANDS:

Excellence, quality and leadership. We are exclusive Italian partner for brands such as Davidoff and S.T. Dupont.



More than **2000** products

Rolling tobacco, pipe, snuff and chewing tobaccos

Lighters, rolling papers and smoking accessories

Cigarettes, cigarillos and cigars

Gifts and leather articles

New Generation Products

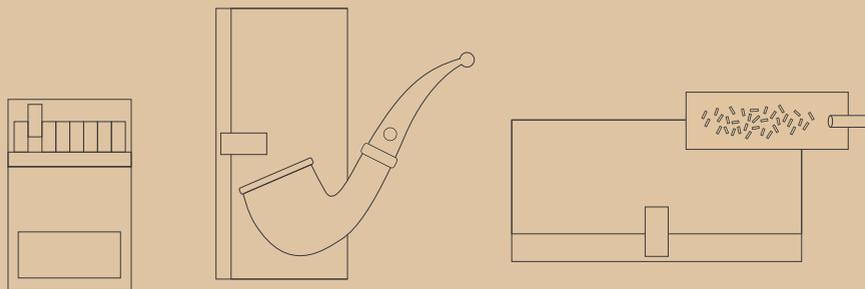
Vending machines

A 40 YEARS LONG PASSION

Tobacco

Passion for tobacco is part of ITAGENCY's DNA and is the basis of the company. The supply include brands popular with thousands of consumers worldwide, including Pueblo, Mac Baren, Arnold André, Dannemann and many more.

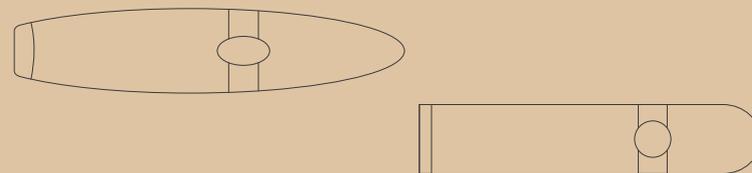
Over the years, ITAGENCY and its partners have been instrumental in the success of today's best-selling tobacconists' products. Pueblo is number one in the cut tobacco segment, Moods in the cigarillo segment, Mac Baren is the leader in the pipe blend segment and No Name cut tobacco products are now popular among many Italian consumers.



Premium Cigars

Since its foundation, ITAGENCY has had a real passion for fine tobacco. Luxury cigars are the ultimate expression of the art of tobacco, which is why ITAGENCY offers a variety of products from the best Caribbean and South American brands, including Davidoff and La Aurora.

Compagnia Toscana Sigari, a traditional Tuscan cigar brand that stands out for its authentic artisan products, has recently joined the ITAGENCY family. Fine products like these need extreme care. ITAGENCY protects tobacco quality by storing the cigars in humidity-controlled tax warehouses so that they arrive in perfect condition at points of sale.

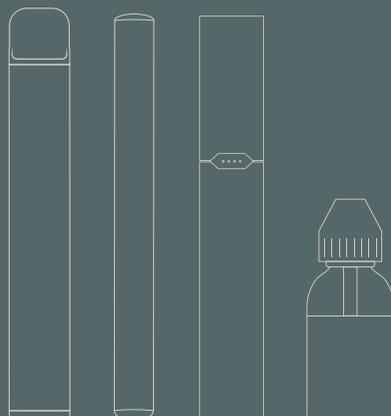
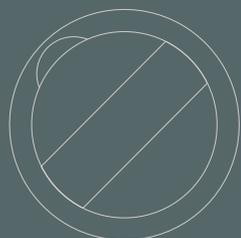


OUR IDEA OF FUTURE

New Generation Products

For years ITAGENCY has been involved in researching, selecting and introducing new generation products to the markets, to meet the needs of modern consumers and broaden the range of products for Italian tobacconists. The first electronic cigarettes appeared in ITAGENCY's catalogue back in 2015 and the range of new generation products has continued to expand, as an increasing number of consumers opt for them. In 2019, JUUL LABS chose ITAGENCY as its distribution partner for the world's most popular pod-mod in the tobacco, vape shop and pharma channels, meaning that in just a few months JUUL was able to compete on equal terms with long-established market brands.

ITAGENCY's aim is to broaden its next-generation product supply, expanding into other categories including Heat Not Burn and Modern Oral devices.

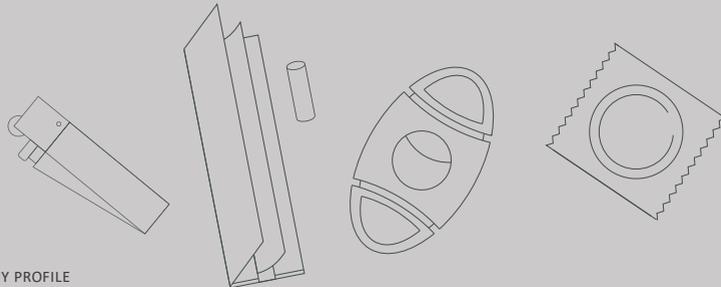


Fast moving consumer goods

Italian tobacconists have a vast and extremely diverse range of products. The ITAGENCY catalogue covers most of the product categories typically found in retail outlets, offering a wide range of lighters, smoking items, accessories for cigar smokers, leather goods and consumer products.

Throughout its history, ITAGENCY has been able to maximise the potential of various brands, leading to their success and market growth. One stand-out example is Clipper lighters, which grew from 3.9 million products sold in 2008 to 28.8 million in 2022, an increase of 833 % since beginning its partnership with ITAGENCY.

Today, ITAGENCY boasts partnerships with companies that epitomise quality and innovation in their respective market segments, including Gizeh, a German company specialising in highly innovative smoking items, and S.T. Dupont, a French luxury brand that has entrusted ITAGENCY with the distribution of its lighter and leather goods ranges.



New frontiers for the tobacconist channel

In recent years, the tobacconist's shop has changed radically. The tobacconist's is even more important as a neighbourhood store and reference point for the community, meaning that tobacconists need an increasingly broad range of products and services to offer people.

ITAGENCY helps tobacconists handle this radical change in the sector and offers a range of products that are not only strictly related to the world of tobacco or nicotine in general.

Some product categories

Games

Leather goods

Food & beverages, including the finest Italian specialities

Sunglasses and reading glasses

Other consumer goods like batteries, condoms and stationery

Vending machines

ITAGENCY's distribution power is further enhanced by an extensive network of vending machines, many of which are located in strategic areas of major Italian cities.

These state-of-the-art machines offer consumers a 24/7 service and also give additional visibility to our partners' brands.



Together for success

Those who choose ITAGENCY can count on a service that goes beyond logistics and distribution. Shared projects are developed with partners and ITAGENCY accompanies them every step of the way, from creating a distribution strategy to planning and implementing marketing and communication for sector operators and end consumers.

The great added value that ITAGENCY offers its partners is what differentiates it from its main competitors. This is also the reason the company has created relationships of trust that have continued for decades and strengthened over time.



A complete range of products



In-house storage and logistics



A presence all over Italy



A diversified sales force



Structured point-of-sale customer service



An international company with a family tradition

The great added value ITAGENCY offers its partners

	Other competitors	ITAGENCY
 Order management and shipment	✓	✓
 Sell-out activities		✓
 In Store promotion		✓
 Marketing activities		✓
 Training workshops		✓
 B2B and B2C events		✓

Marketing: a vital support for distribution

The sales force's work in the field is supported by marketing strategies aimed at giving agents everything they need to present their supply, tobacconists the best materials to make the brand visible at the point of sale, and end consumers the proper information and motivation to seek out and ask for the product at the tobacconist's.

This is carried out by a dedicated team in partnership with other departments and encompasses every phase of a project, from proper training for the sales force to social media communication for end consumers. ITAGENCY successes are also founded on a broader vision of distribution and the constant search for strategies to reinforce it and make it more effective with the support of marketing.



Business intelligence, reports and data analysis

To guide day-to-day decisions and boost the work of the sales force.



Sell-out support

To speed up product rotation in stores and facilitate customer sales.



In Store promotion

To make sure consumers get the right information and stimulate sell-outs.



Visibility material

To ensure proper brand positioning and increase conversion at sales points.



Training

To offer added value for retailers and transform them into brand ambassadors.



Events and Trade Fairs

To make direct contact with customers and end consumers and increase brand popularity.

Our distribution strengths

Data analysis underpins the work of the sales force by suggesting the **best routing** depending on sales targets.



19.600

Points of sale in direct contact with ITAGENCY sales network

48.200

Points of sale reached by ITAGENCY promoters

52.200

Points of sale reached through the network of over 200 wholesalers

1.400

Points of sale reached on sales channels other than tobacconists

A WINNING TEAM

Our capillar sales network

Agents ¹⁰⁰

They manage customers in their local area by applying strategies to maximise sales and ensure correct product positioning.

Key Account ³

Highly specialised figures for high-profile, high-quality items like premium cigars and luxury accessories.

Promoter ⁶⁸

A team made up of ITAGENCY Dannemann promoters. For over 40 years they have been selling and communicating the special features of tobacco products distributed through the monopoly.

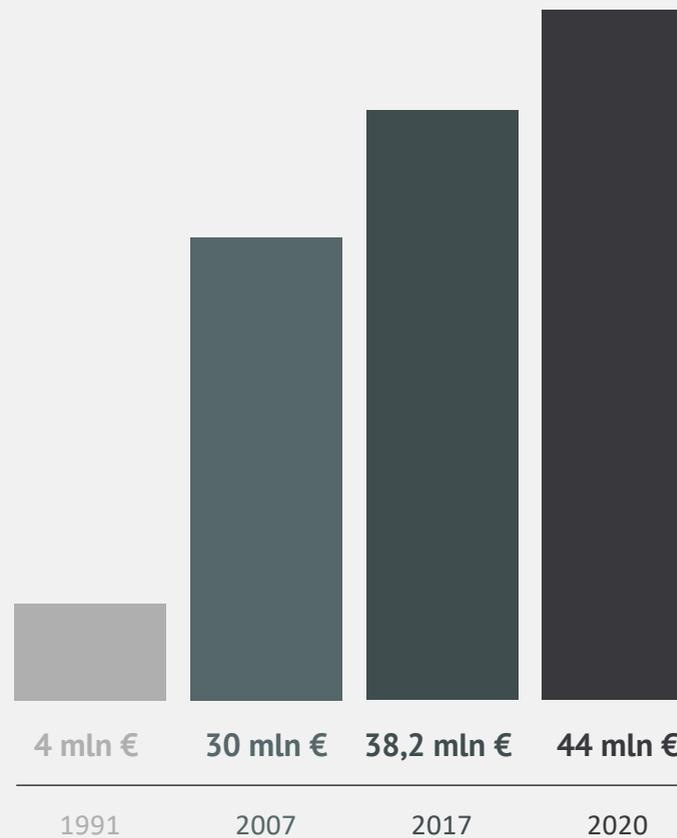
Product ambassador ²⁰⁻¹⁵⁰ Depending on the brand

They support retailers in sell-outs by carrying out information and promotion activities for ITAGENCY products to the public.

KEY FACTORS

Growing constantly Turnover

Thanks to our innovative strategies, service and care for human relations, we are the ideal partner for anyone intending to follow us down the path to success.



KEY FACTORS

Growing constantly Staff Members

A dynamic work environment and opportunities for career development: either for employees, managers and salesmen.



9

Area Manager

100

Sales Reps

3

Key Account

7

Team Leader

68

Promoter

80

Employees & Managers

KEY FACTOR

A skilled and structured team at disposal for you business

Sales Department

General Manager



Sales Manager (IT)



Wholesalers Account

4 Key Account Premium Cigars

8 Area Manager



98 Sales Reps

Tobacco Department

General Manager



Tobacco Sales Manager



7 Team Leader



69 Promoters

Export Department

General Manager



Export Manager

Sales Assistant



28 Foreign Distributors

Dynamism and solidity for a company ready for the challenges of the future

Supervisory Board ——— CEO ——— President
 ∨

Accountancy



Financial

Management Control

Human Resources



Contracts

Sales Network

Purchasing Dep.



Tobacco

Other Products

IT Department



Data Analysis

IT Engineering

Logistic



Order Management

Warehouse Supervisor

Chief Comm. Officer



Sales



Sales Reps Network

E-Sales

Tobacco

Call Center

Marketing



Brand Manager

Communic.

Customer Care

Dannemann



Brand Manager

Promoter

We are an Italian company with an international footprint, which groups together prestigious world brands: ITAGENCY gives importance to its team, making it a participant in the business success and its own satisfaction, allowing us to collaborate with **a team gathered around a project and a common ambition.**

ITAGENCY is proud that its collaborators feel satisfied to grow within the company: **we seek savoir-faire and determination in excellence**, combined with rigor and human qualities that create a positive working environment.



Multichannels in support of distribution



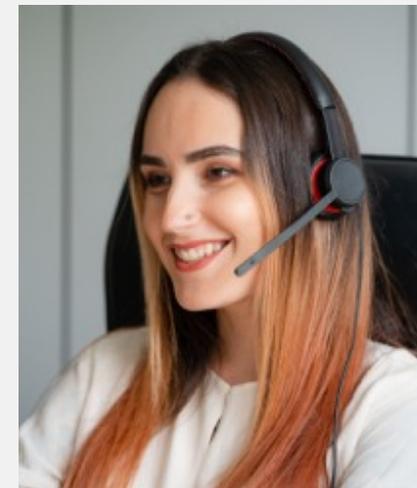
Agents and Promoters

A team of professionals with different areas of specialisation and skills, working all over the country. Agents and promoters are the face of ITAGENCY at the tobacconist's. They develop and are responsible for relationships of trust with thousands of Italian tobacconists.



Online e-Commerce

itaexpress.it is ITAGENCY's online store. Orders are processed 24 hours a day and shipment to the customer is guaranteed within 72 hours.



Telesales

A specialised telesales team for communication between ITAGENCY and its customers.

24/7

Always on time logistic

We are the only ones in Italy that can boast production and distribution fast moving consumer goods, tobacco and E-cig through our sales network.

ITAGENCY's warehouse ensures shipment within 24 hours from the order.



01

Direct distribution of no tobacco products via ITAGENCY warehouse

02

Indirect distribution of tobacco products via Logista

03

Direct distribution of e-cig bonded warehouse

04

Direct distribution of tobacco products bonded warehouse

01

Direct distribution of no tobacco products via ITAGENCY warehouse



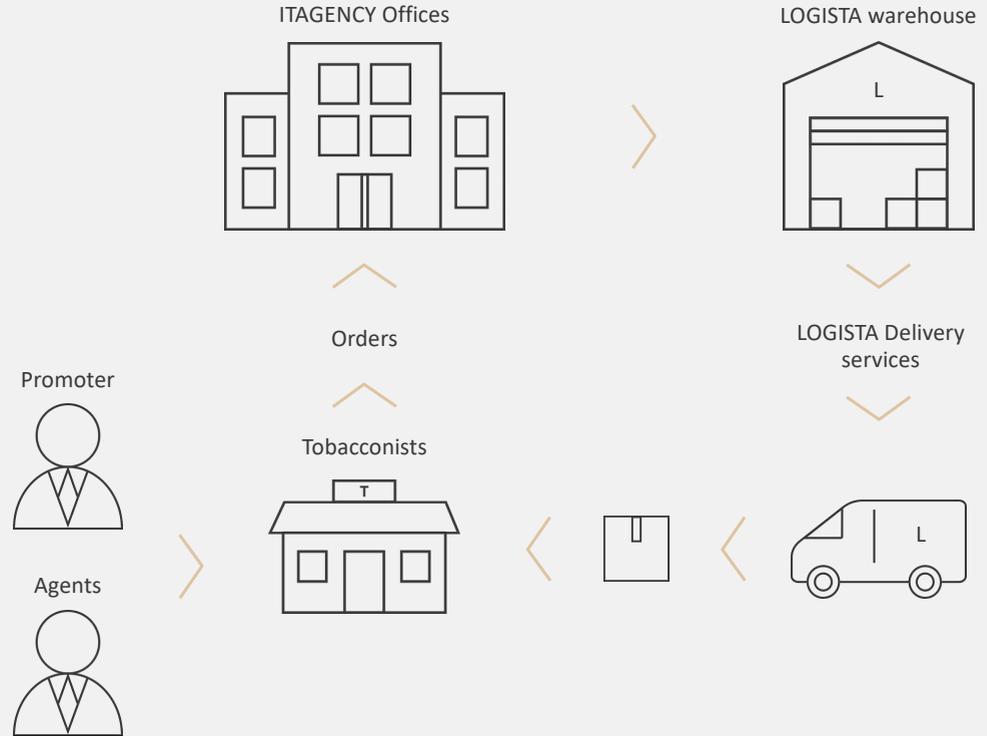
01

Wholesalers distribution (fast-moving consumer goods) via ITAGENCY warehouse



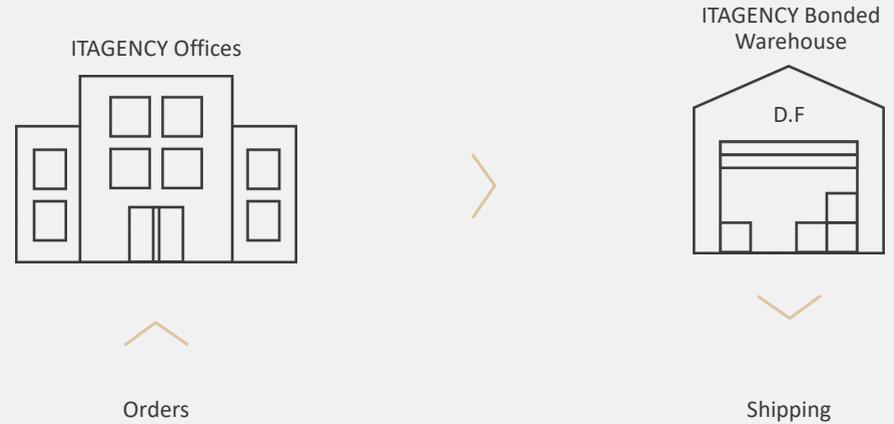
02

Indirect distribution of tobacco products via Logista



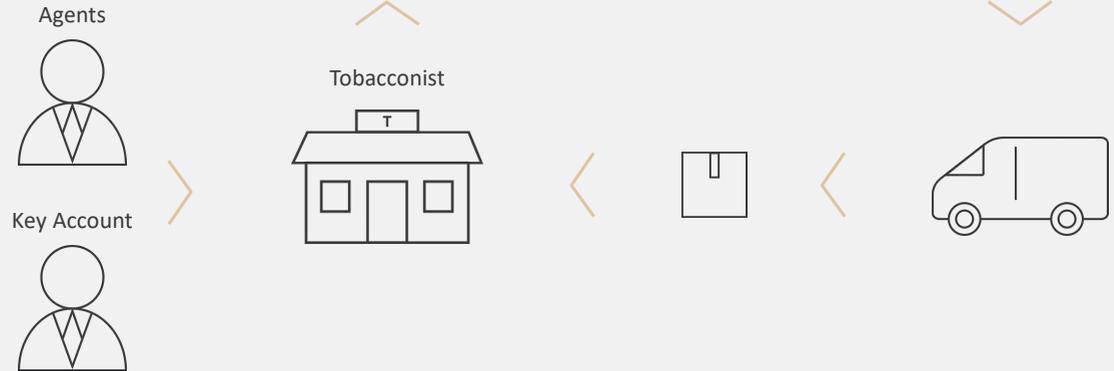
03

Direct distribution of e-Cig bonded warehouse



04

Direct distribution of tobacco products bonded warehouse



KEY FACTORS

The digital catalogue APP

An IT sales network provided with mobile devices



Real time orders

The strenghts of ITAGENCY communication

ITAGENCY customers, partners: a relationship that grows every day thanks to constant, creative, multi-channel and effective communication.

70.000

Annual online catalogue views

Releasing date: Jan, Apr, Jul, Oct

25.000

**B2B Database:
tobacconists,
wholesalers, prospect.**

25% opening rate per e-mail

900.000

**Fans on Social Media
networks**

Direct and daily connected

7

Active Website

With more than 100.000 views per month

300.000

**B2B Database:
smoking lovers**

Case history



Market Share



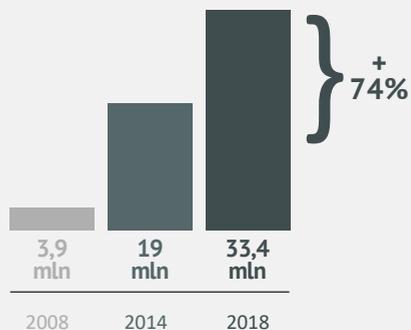
Market Penetration



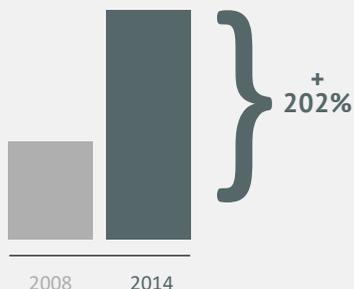
*Nielsen



Sold pcs



Sold Kg



12k

Sales points reached **12 months** after launch.



ITAGENCY has been awarded with the Golden Band Award 2021 by the world-renown tobacco company **Oettinger Davidoff**.

The award for the "Davidoff Best Brand Building" underlines ITAGENCY's remarkable capability, among other companies, to develop and deploy the brand awareness, by operating in full compliance with the regulations and under the global brand's guidance.



Thank you

www.itagency.it

