



Key Partnerships

Faire has many smaller partnerships across multiple categories.

Examples include (but are not limited to):

- Sales Reps
- Virtual Showrooms
- Digital Integrations
- Industry Associations
- Brand and Retailer Communities

Key Resources

Brand, Platform, Customer Relationships

- Faire brand is synonymous with B2B wholesale space
- Platform model enables global scale
- Company must maintain its Customer Relationships at scale

Key Activities

Growth + Credit Risk Managements

- Competition in the space is increasing, growth into new markets + categories
- Simultaneously, need to manage credit risk from 'Net 60' payment model

Value Proposition

Wholesale B2B Marketplace connecting local brands with independent retailers across North America and Europe:

- Retailers gain 'Net 60' terms, meaning they can sell products before paying for them **#InventoryRisk**
- Smaller brands gain access to a wider market, better discoverability, and **#LowerSalesCosts**

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Customer Relationships

Retailers and Brands

- Earliest relationships with both brands + retailers began IRL at trade shows
- At scale, platform + Customer Support are used to manage Cust. Relationships

Channels

Platform, Customer Support

- Faire's platform manages the transactions between wholesale parties
- Customer Support team addresses challenges/problems

Customer Segments

Wholesale Brands

- Currently (Q4, 2022) have approximately **85,000 brands** on their platform. Typically smaller, up & coming brands who can't offer payments terms to retailers due to lack of scale/capital

Retailers

- Currently (Q4, 2022) have approximately **600,000+ retailers** across Europe and North America. Typically independent retailers with 1 - 10 stores

Cost Structure

Platform - huge money invested into platform, technology, data science, etc. to scale wholesale B2B marketplace

Sales and Marketing - customer acquisition in new markets

Credit - as Faire extends credit to its retail customers for 60 days, and pays brands right away, they maintain a credit 'cost' of doing business

Revenue Streams

New Customers: Faire takes a 25% Commission

Repeat Customers: Faire takes a 15% Commission

Pre-Existing Customers: Faire takes No Commission