



I'M 7DAYS

YOUR EMOTIONS TODAY

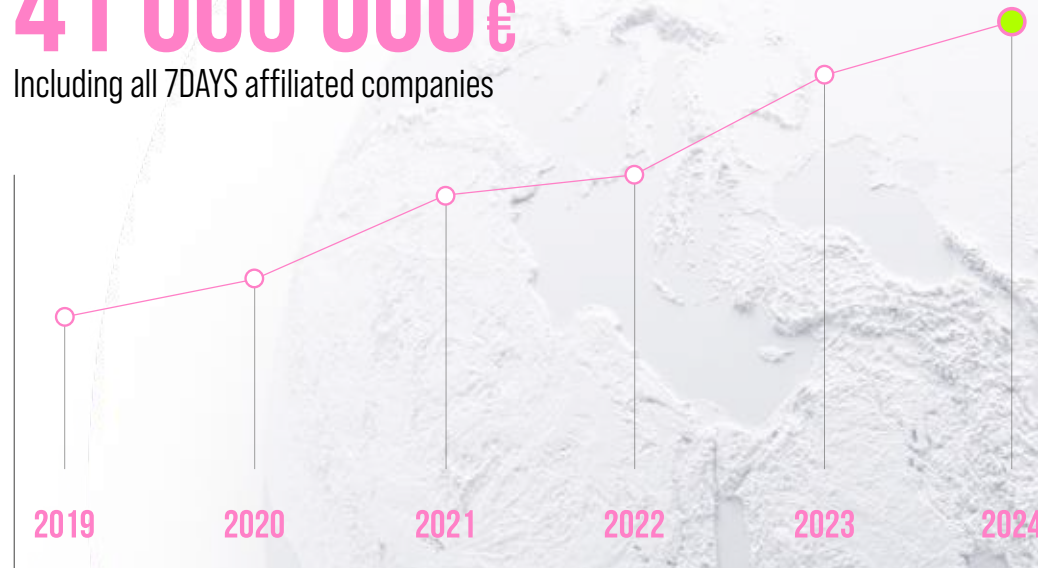
ABOUT COMPANY

ABOUT US

7DAYS — SHOWS STRONG YEAR-OVER-YEAR GROWTH MOMENTUM SINCE 2019

41 000 000 €

Including all 7DAYS affiliated companies



GEOGRAPHY OF SALES

MULTINATIONAL BRAND

34 000 POS

Points of sales in 44 countries



2019	2020	2021-2022	2023-2024
Italy Spain Greece	United Kingdom Sweden Netherlands Australia Portugal Cyprus	Austria France Germany Ireland Norway Czech Republic	USA UAE Qatar Turkey
Georgia Kazakhstan Kyrgyzstan Belarus Russia	Croatia Bulgaria Romania Poland Lithuania Estonia Serbia Ukraine Azerbaijan	Hungary Latvia Slovakia Montenegro	Belgium Denmark Finland Kosovo Moldova Peru



34 000
POINTS OF SALE



270
EMPLOYEES



44 COUNTRIES OF PRESENCE



MORE THEN
320 SKU



PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

RETAIL CHAINS



PHARMACY RETAILERS



E-COMMERCE



BENEFITS

OF WORKING WITH 7DAYS



STRONG MARKETING SUPPORT

ATTRACTIVE DESIGNS, TRADE EQUIPMENT, INFLUENCE AND TRADE MARKETING



HIGH QUALITY OF PRODUCTS

VEGAN SOCIETY AND CPNP CERTIFICATES. GREEN DOT, CRUELTY-FREE AND ECO-FRIENDLY TRADEMARKS



FLEXIBLE LOGISTICS SOLUTIONS

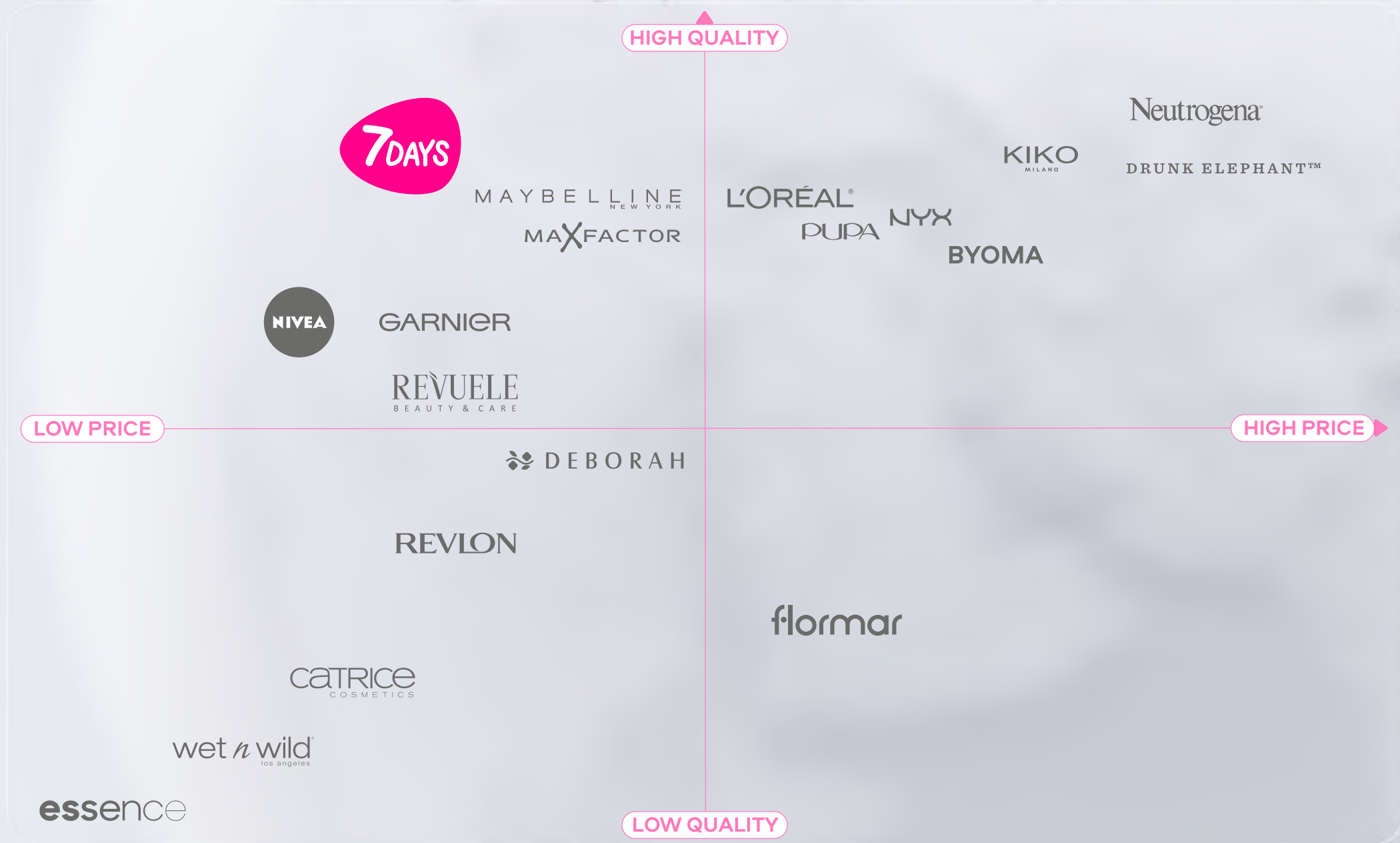
WAREHOUSE IN RIGA (LATVIA), OFFICE AND SHOWROOM IN BOLOGNA (ITALY)



WORLDWIDE COMPANY

THE COMPANY IS REGISTERED IN ITALY (SOFIS S.R.L.), UAE (SOFIS TRADE - FZCO) AND THE USA (SOFIS LLC)





7DAYS AT RETAIL CHAINS



ROSSMANN DRUNI OVS Müller Gold Apple Drogas BestValue DUTY FREE EXPERIENCE TOKMANNI ΣΚΛΑΒΕΝΙΤΗΣ



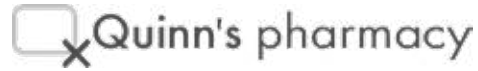
7DAYS AT RETAIL CHAINS



iperal aruma Normal dm dama albert BEAUTY BAR Sinu cosmetics väike saladus MULTILUKSS lilly



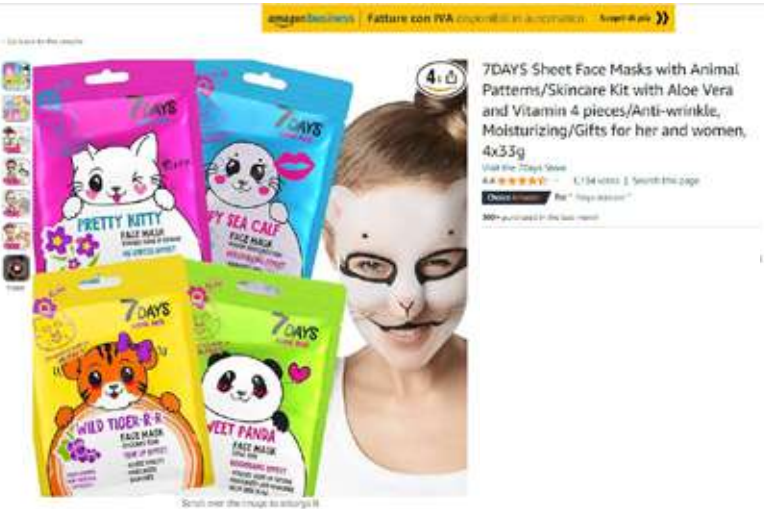
7DAYS AT PHARMACY RETAILERS



7DAYS AT E-COMMERCE



X5 SALES GROWTH IN 2023
AMAZON EUROPE AND USA



TARGET AUDIENCE



7DAYS

CREATE COSMETICS FOR THE FASTEST GROWING MARKET AUDIENCE

ZOOMERS

- CHOOSE **NEW UNUSUAL FORMS** AND **BRIGHT DESIGN**
- A LOT OF ATTENTION IS PAID TO **ETHICS** AND **SUSTAINABLE DEVELOPMENT ISSUES**
- THERE ARE NO BOUNDARIES BETWEEN ONLINE AND OFFLINE SHOPPING - **OMNICHANNEL**

MILLENNIALS

- **60%** STAY LOYAL TO BRANDS IF THE BRAND IS CUSTOMER-ORIENTED
- TEND TO PAY MORE FOR A **CUSTOMIZED APPROACH**
- **SOCIAL MEDIA** IS A KEY TOOL OF INFLUENCE



7DAYS BECOMES A GLOBAL BRAND

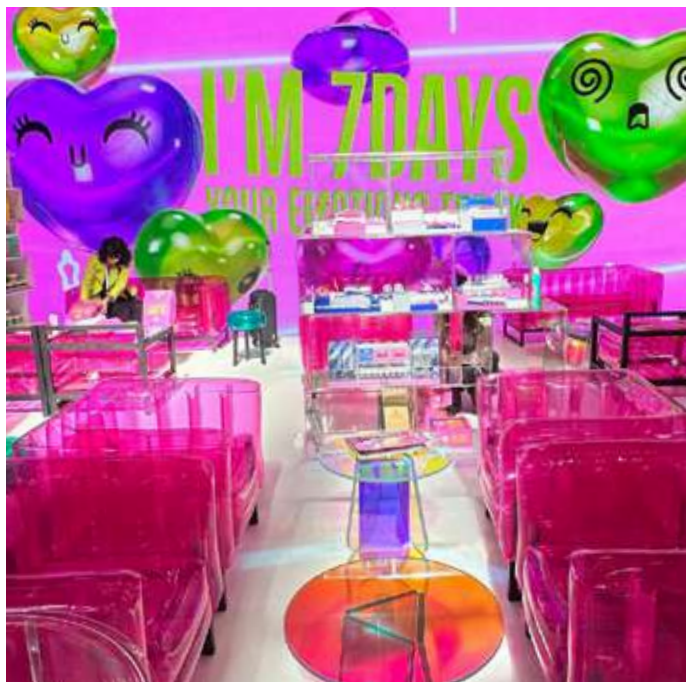
SHOWCASING AT INTERNATIONAL FAIRS



COSMOPROF
WORLDWIDE BOLOGNA

beautyworld
MIDDLE EAST

TFWA TFWA
CANNES



7DAYS ENTERS THE NEW MARKETS

SHOWCASING AT INTERNATIONAL FAIRS



MIDDLE EAST (MENA)



Lifestyle



 Gold Apple



Carrefour 

NEXT STEP **USA • CANADA • LATIN AMERICA**



COSMOPROF
NORTH AMERICA
LAS VEGAS | MIAMI

7DAYS PRESENCE IN SOCIAL NETWORKS

PARTNERING FOR SUCCESS WITH OUR DYNAMIC MARKETING SUPPORT



75 880 600
TOTAL VIEWS


 **661 600**
SUBSCRIBERS

MORE

8 664 600
VIEWS

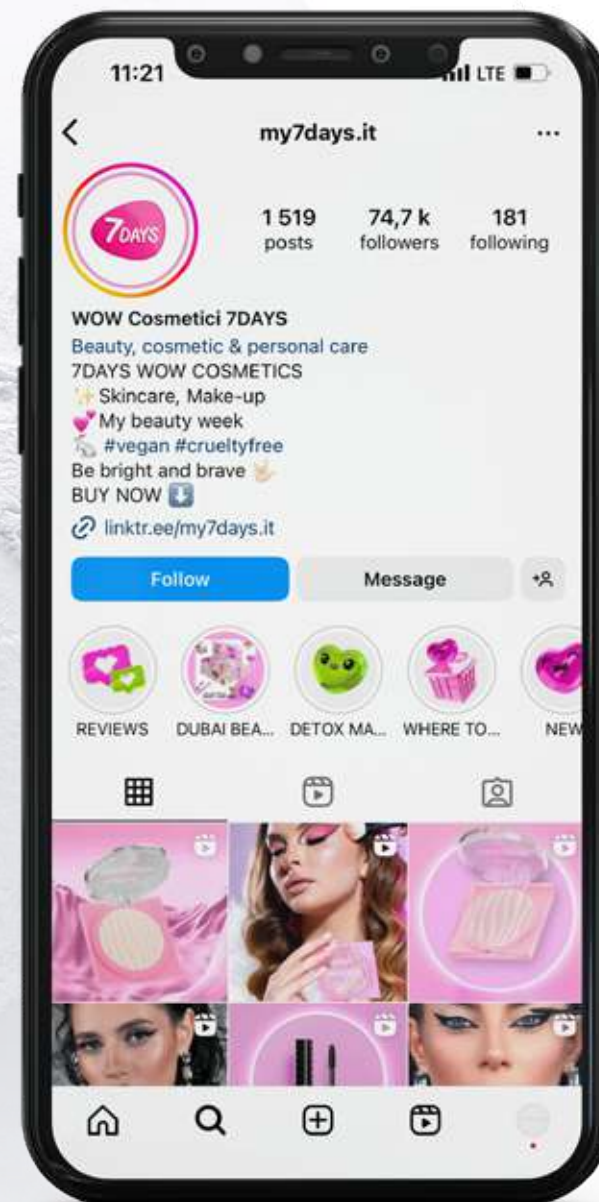
 **2 404 800**
VIEWS

MORE

 **573 600**
SUBSCRIBERS

MORE

64 711 200
VIEWS



PARTNERSHIP & ORDERS

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