

SOFIS

ABOUT COMPANY

# ABOUT US

## SOFIS HAS SHOWN STRONG YEAR-OVER-YEAR GROWTH MOMENTUM SINCE 2019

45 000 000 €

## Turnover of SOFIS group



**36 000**  
POINTS OF SALE

## POINTS OF SALE

**300**  
EMPLOYEES

## EMPLOYEES

MORE THAN  
**700** SKU

60 COUNTRIES  
OF PRESENCE

# WORLDWIDE PRESENCE

# SOFIS

# GLOBAL GROUP OF COMPANIES

**36 000 POS**

Sales points in more than 60 countries

2019-2020	2021-2022		2023	2024-2025
Italy	Croatia	Austria	USA	Panama
Spain	Bulgaria	France	UAE	Egypt
Greece	Romania	Germany	Qatar	New Zealand
Georgia	Poland	Ireland	Turkey	Albania
Kazakhstan	Lithuania	Norway	Kuwait	Lebanon
Kyrgyzstan	Estonia	Czech Republic	Belgium	Saudi Arabia
United Kingdom	Armenia	Hungary	Denmark	Colombia
Sweden	Serbia	Latvia	Finland	Vietnam
Netherlands	Ukraine	Slovakia	Switzerland	Bosnia and Herzegovina
Australia	Azerbaijan	Montenegro	Malta	Japan
Portugal			Slovenia	Guatemala
Cyprus			Peru	Paraguay
			Mexico	Chile



# WORLDWIDE PRESENCE

GLOBAL GROUP OF COMPANIES

SOFIS



USA



EUROPE



MIDDLE EAST



# PARTNERS

YOU CAN FIND US IN TOP WORLD RETAILERS

## RETAIL CHAINS



## PHARMACY RETAILERS



## E-COMMERCE



# BENEFITS

OF WORKING WITH SOFIS

### STRONG MARKETING SUPPORT

EYE-CATCHING DESIGNS, HIGH-QUALITY TRADE EQUIPMENT, IMPACTFUL INFLUENCE STRATEGIES, AND EFFECTIVE TRADE PROMOTIONS

### HIGH-QUALITY PRODUCTS

CERTIFIED BY VEGAN SOCIETY AND CPNP, FEATURING GREEN DOT, CRUELTY-FREE, AND ECO-FRIENDLY TRADEMARKS

### FLEXIBLE LOGISTICS SOLUTIONS

WAREHOUSES IN THE USA, EU, UAE

### WORLDWIDE COMPANY

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



# SOFIS GROUP OF COMPANIES PRESENTS 2 BRANDS

SOFIS

7 DAYS

MULTI-CATEGORY BRAND OF SKINCARE  
AND MAKEUP FOR EVERYONE



b.colour  
PROFESSIONAL

AN INNOVATIVE PROFESSIONAL  
MAKEUP BRAND FOR MAKEUP  
ARTISTS AND ALL BEAUTY LOVERS



# SOFIS IN RETAIL CHAINS

SOFIS



# SOFIS IN RETAIL CHAINS

SOFIS



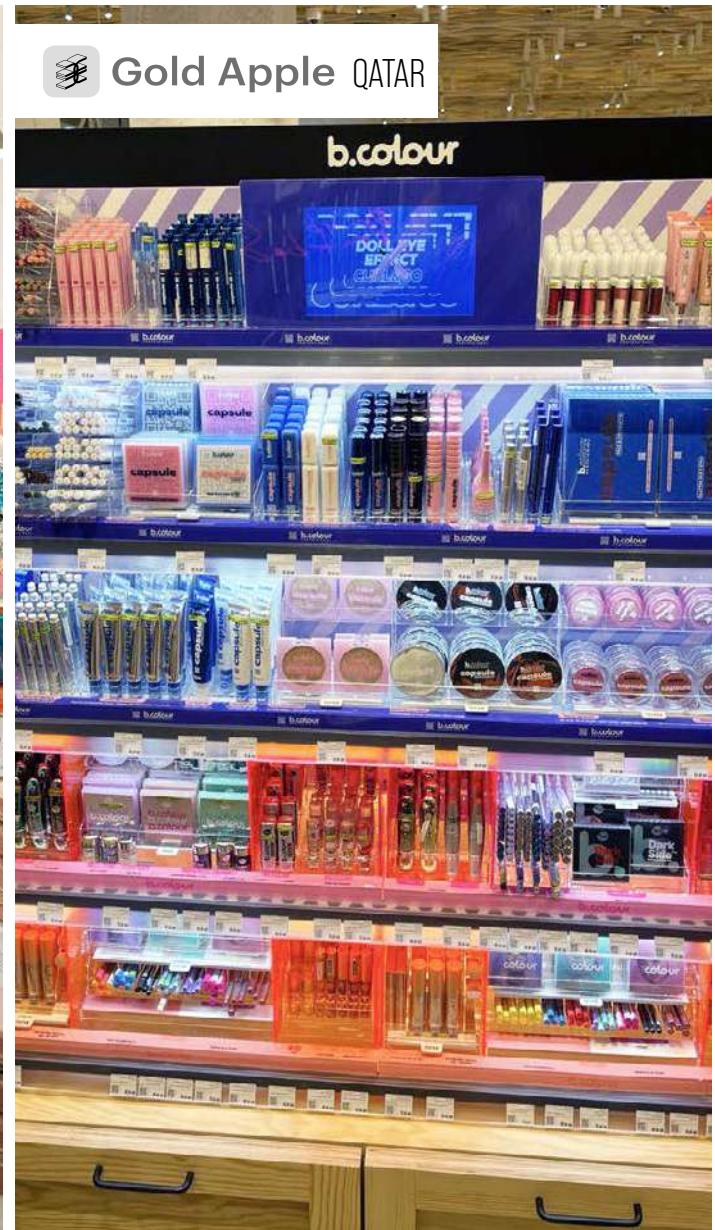
# SOFIS IN RETAIL CHAINS

SOFIS



# SOFIS IN RETAIL CHAINS

# SOFIS



# SOFIS AT E-COMMERCE

# SOFIS

# X10 SALES

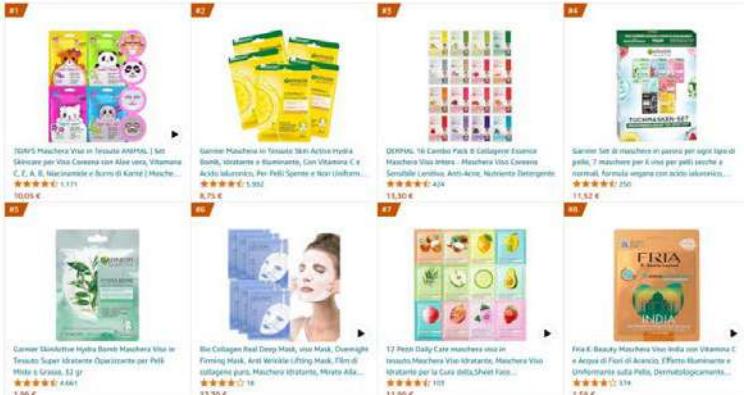
## GROWTH ON AMAZON EUROPE AND USA



Bestseller di Amazon

I nostri prodotti più popolari in base alle vendite. Aggiornamento frequente.

### Bestseller in Maschere per il viso



amazonbusiness | Fatture con IVA disponibili in automatico | Scopri di più >

• Go back to the result



# Nº1 IN TISSUE MASKS ON AMAZON ITALY



## TOP-10 IN TISSUE MASKS ON AMAZON FRANCE



# SOFIS BECOMES A GLOBAL BRAND

SHOWCASING AT INTERNATIONAL FAIRS

SOFIS

**COSMOPROF**  
WORLDWIDE BOLOGNA



*beautyworld*  
MIDDLE EAST



**COSMOPROF**  
NORTH AMERICA LAS VEGAS



# TUBING LASH MASCARA B.COLOUR PROFESSIONAL

SOFIS

WINNER OF COSMOPROF AWARDS 2024

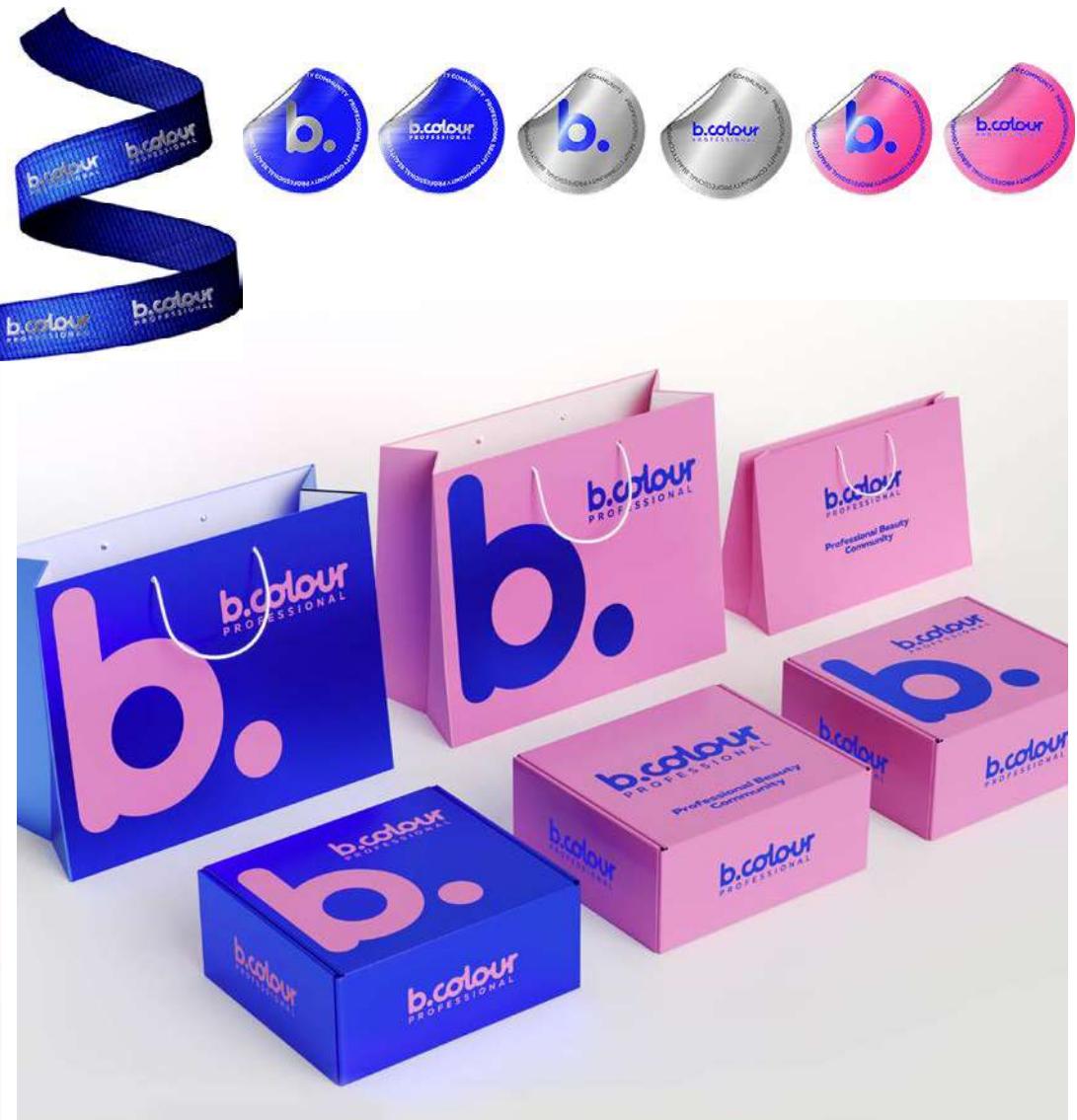


WINNER COSMOPROF  
NORTH AMERICA AWARDS  
2024

# SOFIS MERCH

BOXES, BAGS, STICKERS, NOTEBOOKS, RIBBONS, PENS, PENCILS

SOFIS



# SOFIS PRESENCE IN SOCIAL NETWORKS

STRONG MARKETING SUPPORT

SOFIS

# 156 000 000

TOTAL VIEWS



MORE THAN

# 36 000 000

VIEWS



MORE THAN

# 103 000 000

VIEWS



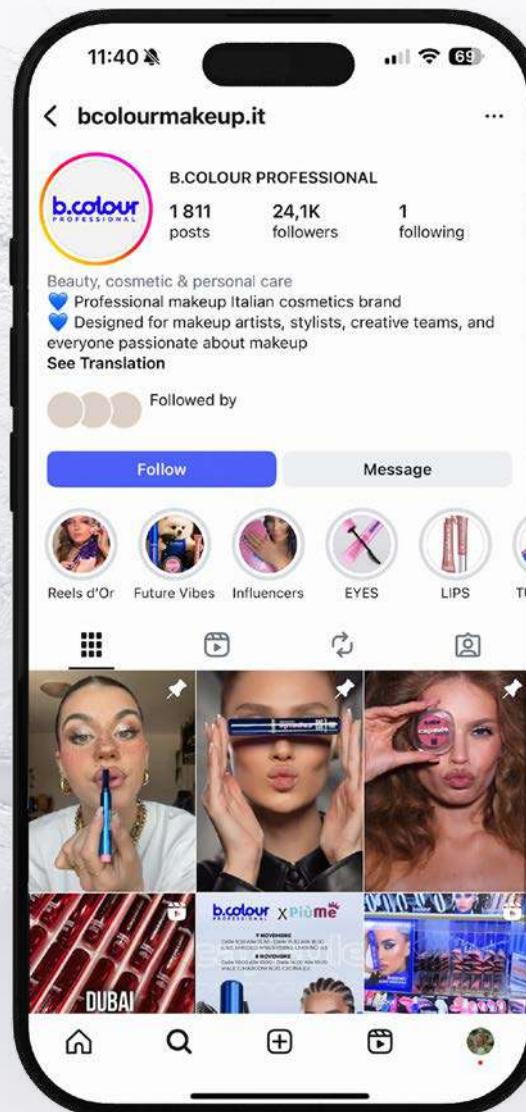
MORE THAN

# 17 000 000

VIEWS



@BCOLOURMAKEUP.IT



@MY7DAYS.IT

