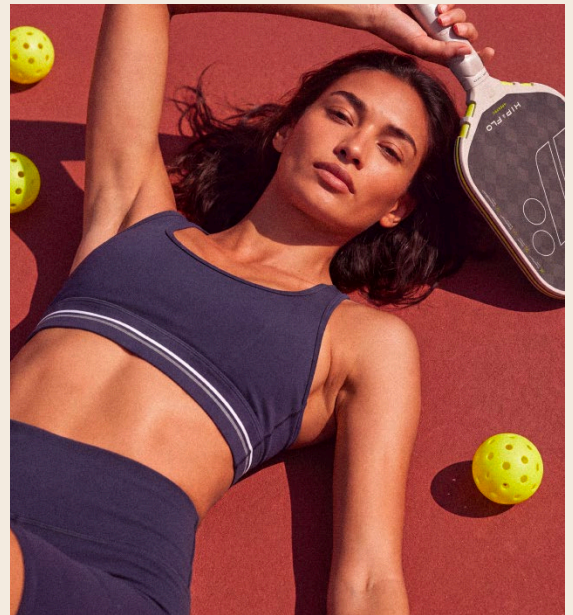


One Country. One Exclusive Partner. One Complete Brand Platform.

Country Ownership gives one approved partner the exclusive contractual right to launch, operate and grow Hip & Flo across an agreed country - spanning padel and pickleball equipment, performance apparel, off-court lifestyle, accessories and future brand extensions.



10 Years

INITIAL EXCLUSIVE
LICENCE

\$25K-
\$250K+

COUNTRY
ALLOCATION FEE

\$15,000

TERRITORY
PLATFORM
SETUP

6.5%

ROYALTY
ON NET SALES

01

MULTI-CHANNEL BUSINESS

Build a national business across complementary channels, increasing customer reach and repeat-purchase potential.

- Direct-to-consumer ecommerce
- Club, academy, retail and wholesale partnerships
- Coaches, ambassadors and affiliates
- Corporate, hospitality and event partnerships
- Teamwear, tournaments and community programmes
- Future products and optional branded club development

02

MARGIN POTENTIAL

Products are supplied at agreed wholesale prices designed to support attractive local margins.

65-75%

INDICATIVE FULL-PRICE
DTC GROSS MARGIN

Category dependent; before duties, taxes, fulfilment, payments, marketing and operating costs.

03

THE TERRITORY PLATFORM

- Dedicated local consumer storefront
- Trade ordering for clubs and retailers
- Territory pricing and currency configuration
- Product catalogue and central integrations
- Partner administration access and analytics
- Initial onboarding and launch support

04

THE PRODUCT & BRAND PLATFORM

A complete commercial platform built around the intersection of racquet sport, fashion and lifestyle - designed to reach customers both on and beyond the court.

- Padel racquets and pickleball paddles
- On-court performance apparel
- Off-court and lifestyle collections
- Bags, accessories and future categories
- Ongoing product development and seasonal launches

More Than An Equipment Business

Performance products build sporting credibility. Apparel, accessories and lifestyle collections broaden the audience, increase purchase frequency and create long-term brand value.

05

WHAT THE COUNTRY OWNER RECEIVES

- Exclusive contractual rights across the country
- The complete equipment, apparel and lifestyle portfolio
- Ongoing products and future brand extensions
- Brand guidelines, photography and campaign assets
- Consumer and trade ecommerce infrastructure
- Frameworks for ambassadors, coaches, clubs and retail
- Central brand, ecommerce and operational support
- Input into relevant local products and campaigns
- Option to propose branded clubs as an additional extension

Built Locally.
Supported Globally.

The Country Owner brings local knowledge, investment, relationships and execution. Hip & Flo provides the brand, products, systems, creative platform and ongoing international development.