

MARCH 2020

VERYSUN

*At VERYSUN we take your
health very seriously!*

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PRESENTATION OUTLINE

LIST OF TOPICS

Social weather
Background analysis
Stakeholders
Objectives
Strategy
Key issues and Key message
Synergies and CSR
KPIs

SOCIAL WEATHER

LONG TERM EFFECTS

- Experts worry about the effects of the sunlamps on consumers
- Consumers renounce usage of sunlamps in beauty centers
- There aren't definitive studies showing the potential damage of the sunlamps

PUBLIC OPINION

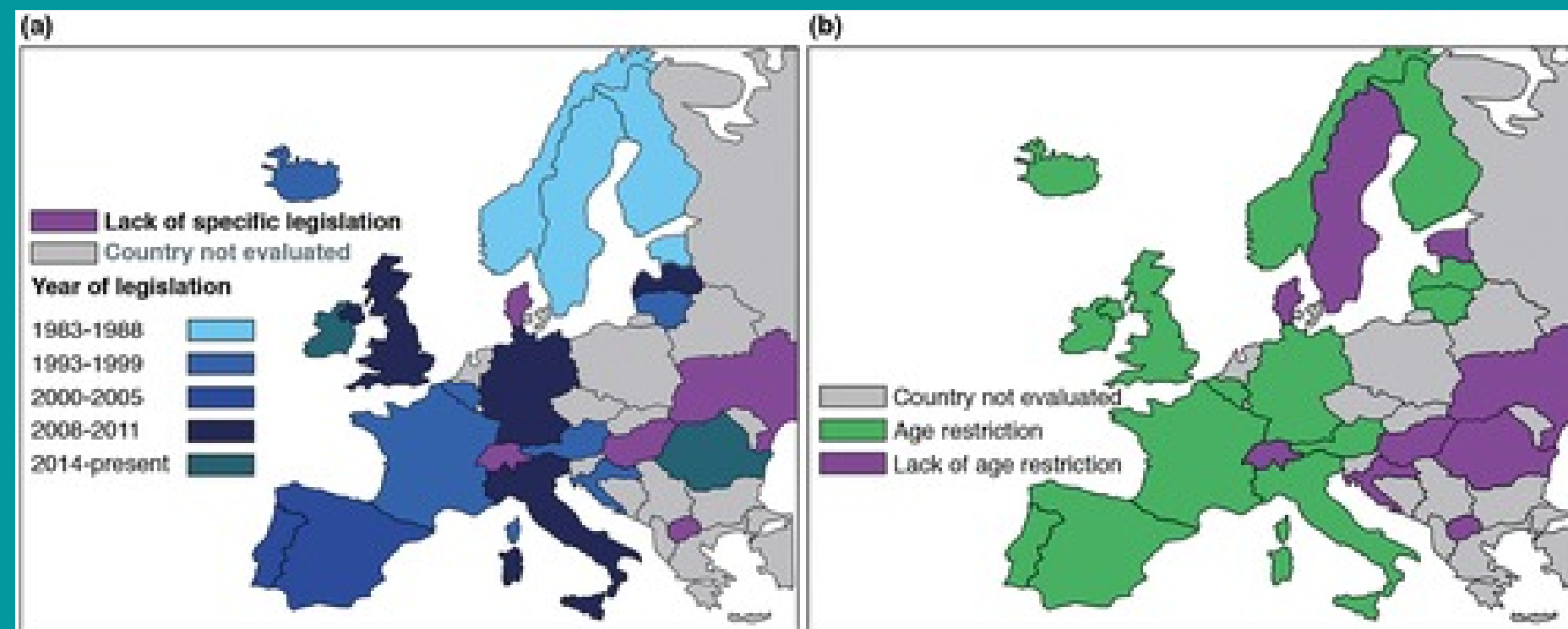
- There isn't a strong opinion on the tanning salon dangers
- In the UK self-tanning is extremely popular

LAWS

- Beauty centers providing sunlamps services don't belong to a specific category
- There is an age restriction in most EU countries

BACKGROUND ANALYSIS

- Age restrictions
- Public Opinion isn't exposed to the issue > no interest in knowing how tanning beds work
- Current research isn't clear in the effects of tanning beds
- Tanning beds are not commonly used, except for the pre-summer period
- Self-tanning is popular in EU especially in the UK



Low

INTEREST

High

Low

- Local Governments
- World Health Organization
- Researchers
- Chambers of Commerce in the different EU Countries

- IMPEL
- VERYSUN Employees
- Dermo-cosmetic companies

POWER

- Dermatologists
- European Health Organization
- Customers for cosmetic purposes

- Customers for medical purposes
- Beauty centers
- State Governments
- Self-tanning suppliers
- Producers of solarium machinery

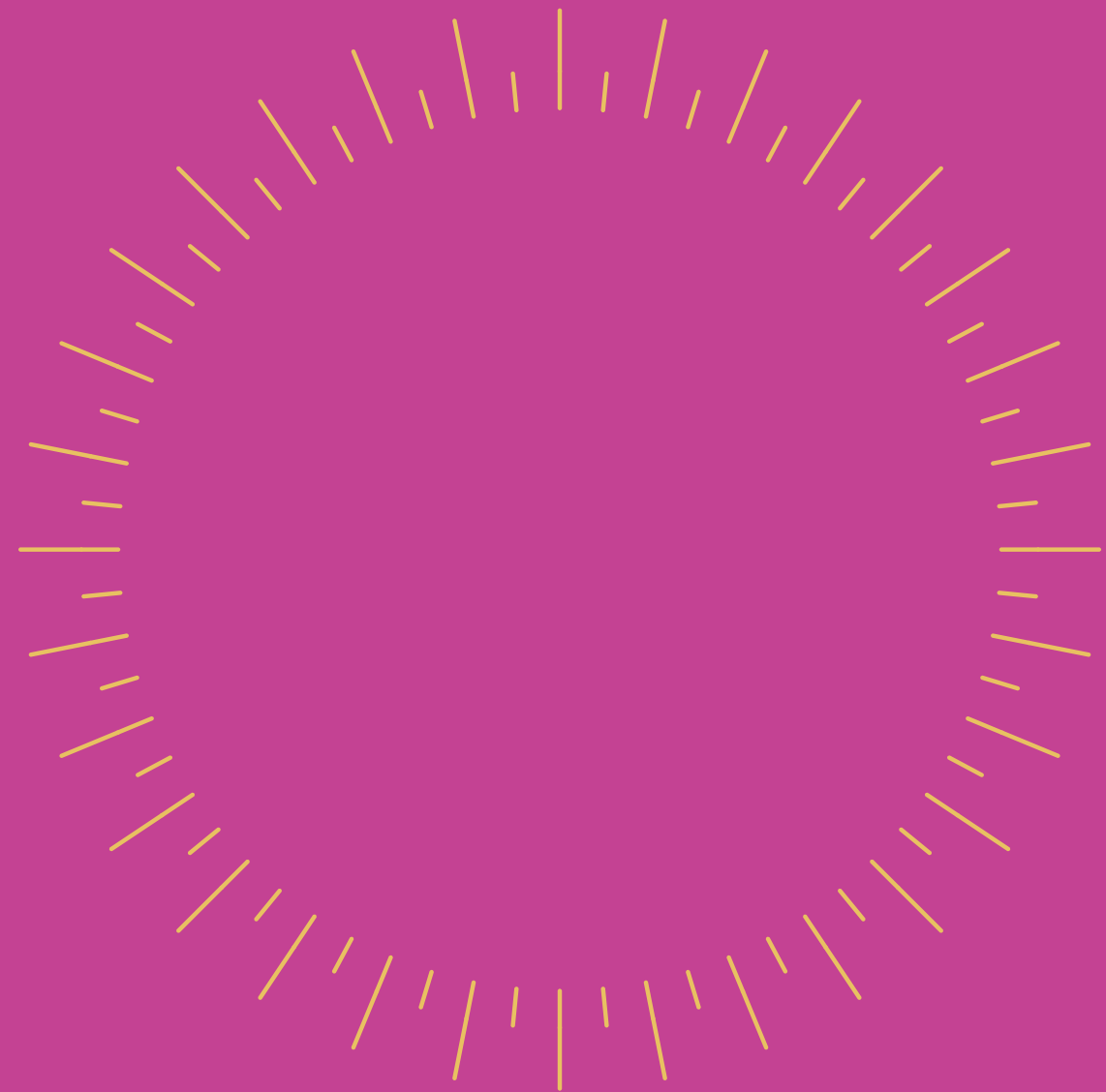
High

STAKEHOLDERS

WE WANT TO INVOLVE:

- Dermatologists
- Beautysalons
- Customers for medical purposes
- Producers of solarium machinery
- Customers for cosmetic purposes
- VERYSUN employees

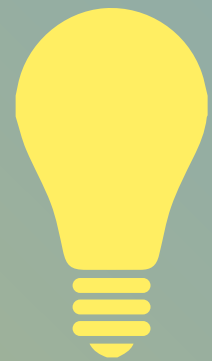
ALTERNATIVE OBJECTIVES



- Changing the legislation on tanning beds usage in the EU
- Changing public opinion on the dangers of usage
- Hostile take-over of existing tanning salons in EU
- Completely changing the core business from tanning beds to self-tanning products

REALISTIC OBJECTIVE

Changing public perception of
Verysun/tanning industry through an innovative
business model based on the collaboration with
existing beauty and health care centers in Europe



VERYSUN brand awareness will be increased with 40% before opening in 2022

VERYSUN | 2020



VERYSUN will increase its positive brand image with 10% before opening in 2022



After the first month of opening its stores
VERYSUN will have increased its brand image by 10%

OUR STRATEGY



BEFORE LAUNCH

Raising awareness on the benefits of tanning through online promotion and collaboration with experts & train beautysalon staff to use our beds



DURING LAUNCH

Move on by creating videos and advertisement stating we care for our costumers. "For a healthy tan, come to VERYSUN"



AFTER LAUNCH

Use statements of customers to promote VERYSUN in the local communities

Key message and issues

WE TAKE YOUR HEALTH VERY SERIOUSLY!

**AVOID
TALKING
ABOUT
CANCER
ISSUES**

**PROMOTE
TALKING
ABOUT
POSITIVE
EFFECTS**

Light of the sunbeds can help people with certain skin problems

**AGE
RESTRICTION**

ID all customers who look like they might be underaged

**COLLABORATION WITH
BEAUTY
CENTERS**

We share responsibilities with our partners who will host our tanning beds and products

SYNERGIES & CSR

COLLABORATIONS

- Working with beautysalons to provide them with extra customers
- Training beautysalons' staff and thereby giving them new skills
- Helping people struggling with skin diseases (dermatitis, psoriasis,...)
- Pointing out our contribution in the fight against skin cancer with donations to the research
- Organizing an awareness campaign about the right application of sunscreen

Beautysalons

Experts

People with skin diseases

Skin cancer research

Right application of sunscreen

HOW ARE WE GOING TO MEASURE SUCCESS?

Brand awareness

- Online survey
- Likes and followers on social media
- Focus group

Customers satisfaction

- Online survey
- Focus group
- Online reviews

Brand image

- Online reviews
- Likes and followers on social media