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**DRESSING PEOPLE  
TO MAKE OUR  
DREAM COME TRUE**

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GRUPPO  
**TEDDY**  DAL  
1961



**OUR  
DREAM**

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**OUR  
STORY**

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**OUR  
GROUP**

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**OUR  
BRANDS**

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**OUR  
BUSINESS**

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**OUR  
FOUNDATION**

*Unless otherwise indicated, all company  
profile data are taken from the  
Consolidated Financial Statement 2015.*





# — OUR DREAM... —

**Teddy's dream** is to build a large global company that earns a lot of money so that it can grow even further, create jobs and use part of its profits every year to help the weaker members of society with works of solidarity both in Italy and abroad.

**The dream is to build** a company in which young and older people are able to give a meaning and a purpose to their lives, through the instrument of work.

**The dream is to build** a company where alongside every five “normal” persons we can have someone with

difficulties working, and that the five “normal” persons can help less fortunate people to live a normal life, because it's only through work that a person can acquire basic human dignity.

**The dream is to train** a group of courageous, responsible and skilful managers unashamedly oriented towards the future, capable of transmitting all the above values to those who will follow them.

**Vittorio Tadei**, founder of the Teddy Group



# — ...AND WE BUILD OUR DREAM BY DRESSING PEOPLE —



What's always fascinated me about Teddy is its Dream. Indeed, before I even discovered its Dream, I discovered and was fascinated by the people who were living this Dream, starting with Vittorio Tadei, and then continuing with a host of other people, with so many different stories, but who live the challenge of enterprise and values that our founder sculpted into the Dream, in the concrete expression of their work, each in his or her special way.

This is what fascinated me, and it's what's fascinated and continues to fascinate the many people who cooperate in the daily construction of Teddy, whether they're young, older, employees, collaborators, customers, suppliers, friends or colleagues.

Who wouldn't want to build something as great as the company described in the Dream in their life? This is why Teddy's Dream is not really just the dream of its founder, but is basically the dream of all of

us. This is why every day we invest all our passion, creativity and skills to build a company that aims to become the leader of the fast-fashion market.

We're dreamers, but with our eyes wide open. And these eyes are in fact always firmly fixed on the realities of our market and on the desires of our customers, and we're very pragmatic about this.

We never feel satisfied, we never rest on our laurels, because we know that every day we even have to learn things we thought we already knew. Above all, we know that we have to give our customers products that fulfil both their own expectations and those of our Dream.

This is our recipe for living our work, growing and ready to last for 500 years.

**Alessandro Bracci**, Chairman and CEO

# OUR STORY



## WE STARTED LIFE IN A STORE, SURROUNDED BY PRODUCTS AND CUSTOMERS.

It all began when young Vittorio Tadei from Rimini, an enthusiastic cyclist and with a great curiosity for the world, decided to abandon his career as an accountant and to dedicate his efforts to his sisters' clothing store in Riccione. This is where he discovered his passion for clothing and for working with customers, two passions that would shape the future of the company Teddy.



## FROM LOCAL TO NATIONAL – THE FIRST RETAIL AND WHOLESALE STORES.

Vittorio immediately opened his first knitwear workshop in Rimini to serve stores in the area. But this provincial dimension soon became too small for him, and in the 1970s he started wholesale distribution in Italy and opened his first stores in the Emilia Romagna and Marche regions. What Vittorio really understood was that it's not only important to produce, but also to have intimate links with distribution, staying as close as possible to customers.

## DOING BUSINESS TOGETHER – RETAIL FRANCHISING AND WHOLESALE DISTRIBUTION.

This is when the great turning point arrived for Teddy. It was 1988, and Terranova was founded, together with the business formula that would allow it to grow throughout the world and that would constitute the group's retail model for the future years. This was the start of "on consignment" franchising and Teddy's "border factor", with its constant desire to continue exploring new markets – and in 10 years Terranova opened in 20 countries. In the meantime, wholesale distribution continued with a strong focus on authentic ready-to-wear Italian fashions, and in 2000 this distribution took the form of the Rinascimento brand, which would develop throughout the world with an international network of retailers.



## THE VALUE OF BRANDS, AND THE BIRTH OF CALLIOPE.

While Terranova's expansion continued, reaching a total of 400 stores, Calliope, Teddy's third brand, was established in 2005. This was a moment of r-evolution. A company that had always taken pains to work hard realized that the time had come to offer customers not only products, but a whole world of reference. Two new concept stores were opened for the Terranova and Calliope brands, and their brand identities were developed.

## FROM TEDDY SPA TO THE TEDDY GROUP.

*"The joy of watching Teddy walking on its own two feet is the greatest possible happiness"* (Vittorio Tadei)

**30 November 2011.** This is when the great generational change was completed. Teddy was celebrating its 50th anniversary, and Vittorio left the next generation with the task of leading the company into the future, laying foundations that would allow it to continue for another 500 years. These were the years in which the company reinforced its organization and started to train its managers more intensively, also modifying its corporate structure to be able to

look towards the challenges of the future with even greater confidence.

## ...AND NOW?

Now we're hard at work every day to be able to reach sales revenues of €900m by 2019 and to build a company that's a market leader, loved by its customers and by our collaborators.







# — OUR GROUP —



## GROWING ALL OVER THE WORLD

With over 20 companies, we are the business division of the T&M Holding SpA group, which also includes other activities in the retail sector.

How do we express all our passion for beauty and creativity? With our brands – Terranova, Rinascimento, Calliope and Miss Miss, all different but children of the same corporate culture, and we accompany our customers with them in every moment of their lives.

We are present with retail and wholesale stores in 49 countries, from Morocco to the Philippines.



Our expansion never ends, and we want to grow, grow and grow. We do this every year with our net profits set aside and reinvested in new jobs. Our growth is a constant growth, built with the hard work of our people and our partners. This independence allows us to make our decisions autonomously and in time to react promptly to new trends in the market we work in.

Our revenues, 50% of which come from abroad, develop year by year at a constant and planned rate, to guarantee continuous self-financed growth compatible with our corporate needs and with the evolution of our skills.



**4 BRANDS**  
**4 CONTINENTS**  
**49 COUNTRIES**  
**560 RETAIL STORES**  
**19 WHOLESALE STORES**  
**REVENUES**  
**€ 563,850,049**  
**EBITDA**  
**€ 89,064,499**  
**GROUP TAKINGS AT RETAIL PRICES**  
**€ 1,000,000,000**

*Consolidated Financial Statement 2015*



## OUR SECRET – BEING THE ENTREPRE- NEURS OF OUR FUTURE

### **Our values: the desire to build something truly important with creativity and efficiency**

What has always distinguished us is our great sense of belonging, wherever we are and whatever work we're doing. This ideal dimension, as indicated by the Dream scripted by Vittorio Tadei, is the greatest possible help for the development of a corporate culture based on the importance of people and of reciprocal

support, and on the desire to build something truly great with all the efficiency and creativity possible. A corporate culture that we try to share and transmit with our concrete actions, to everyone from the greatest experts through to the latest arrivals, and with particular attention for those who work far from Italy.

### **Training: with us you never stop learning**

Our market is one in which skills change rapidly, and we're always ready to change with it. From retail training at our training centre through to management training at our TEDDY500 Business

School, and from the Teddy Fashion School dedicated to our product and styling staff through to regular updates on job skills. At Teddy you never stop learning.

### **Involvement: Teddy is something that's ours**

We cultivate and monitor our sense of belonging so that the people who work for our company love it and like it more and more. This is a responsibility shared by all of us, stimulating it with our in-house communication activities and monitoring it with our Intangible Assets Statement since 2003.





**2,323** EMPLOYEES

**4,500** COLLABORATORS

**150,000** HOURS OF TRAINING  
PROVIDED

OVER **50** YEARS OF HISTORY



## MARINELLA – OUR PASSION

**Who's Marinella?** She's our customer, our typical customer. "If you listen to your customers you'll never go wrong," as Vittorio Tadei liked to repeat. This was easy when there weren't many stores and few organization problems.

We're a company that wants to be oriented by our customers, and by their needs, desires and criticisms. So what did we do? First we gave her a name: Marinella. Then we studied and tried our

best to make sure it's always Marinella who inspires our decisions.

### **Marinella mustn't just buy from us, what she needs to buy is US!**

We make promises to Marinella and we try to keep them, because these promises are our brands with their particular vision of the world, with a certain shopping experience (offline or online), a certain style in sales, a certain flair for customer relations if ever she needs help, and a certain emotion when she buys from us.

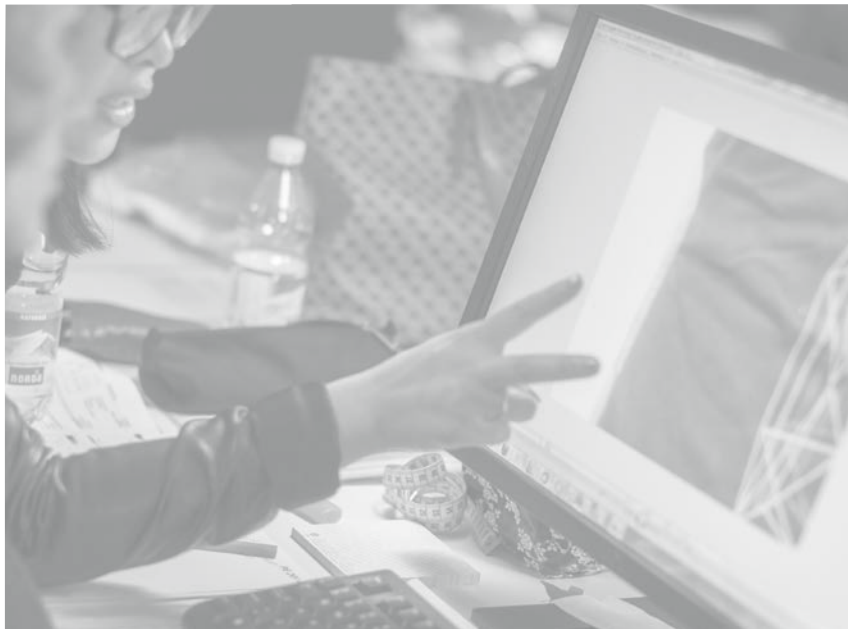
We promise her that she'll always find something in our stores that she won't find anywhere else – our way of being, and our world vision. Working with passion together with our franchisees, suppliers and partners, working all together for Marinella.

### **We want to sell good products, not good principles**

Every day, from Rimini through to China, there are 100 people who work for the quality and safety of our products. We're the first customers of our stores, and this

is why rigorous monitoring of quality and safety is a process that starts when a garment is devised and designed in Rimini and continues through to its production, always in strict conformity with the national and international standards of the markets in which the company operates.

Every year over 200,000 tests are carried out on our garments by certified external laboratories, and our suppliers, in ten countries, must comply with our in-house quality and safety manual and our Code of Ethics.



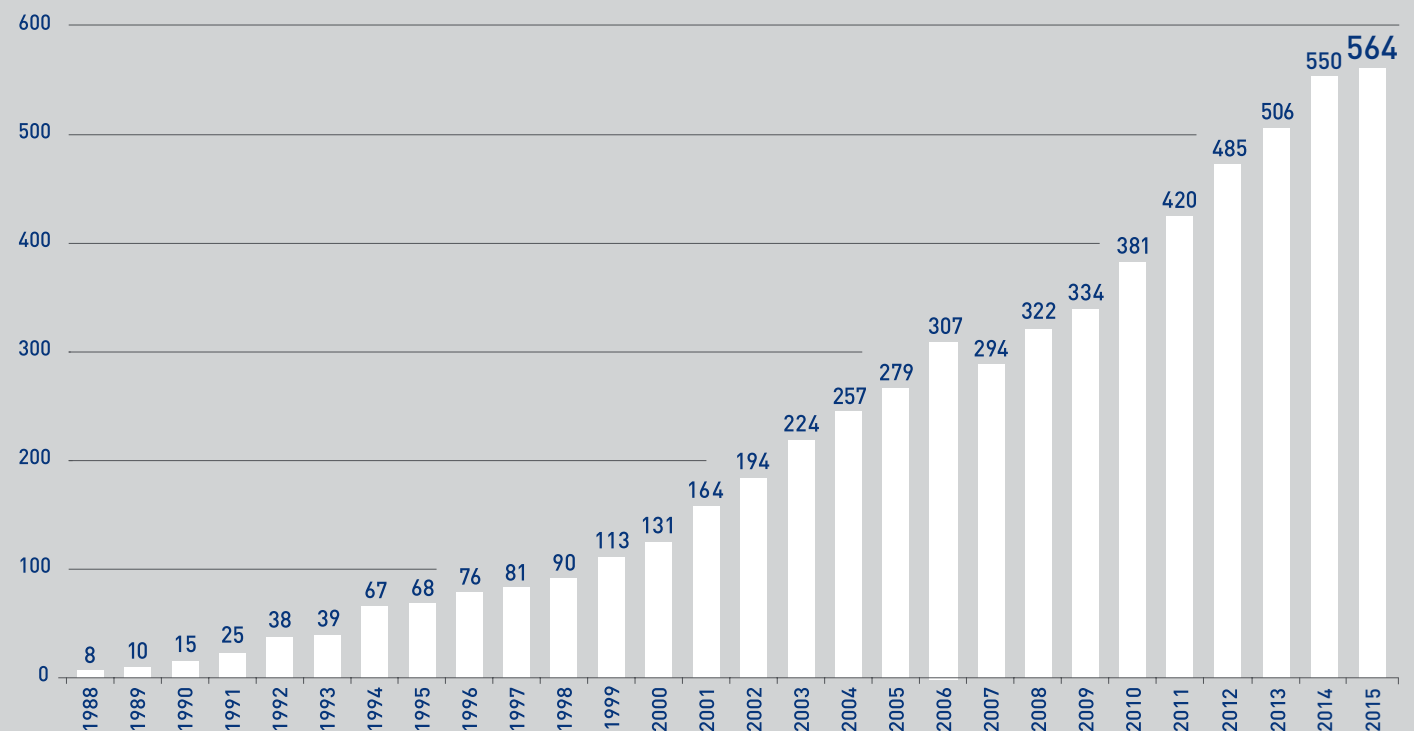


# CHART OF REVENUE GROWTH TEDDY GROUP

## OUR PERFORMANCE

Since 1988, a year in which the previous corporate structure was comparable with our present situation, we've grown at an average rate of 17.1%.

We know we have to grow, we know we have to become even bigger, and we know that to do this we need to earn money and to help our partners and our supply chain to do the same.



**17.1% AVERAGE ANNUAL  
INCREASE FROM 1988 TO 2015**

# OUR COUNTRIES

*Distribution of retail and wholesales stores by geographical area*

**ITALY 46%**

**EUROPE 40%**

ALBANIA  
AUSTRIA  
BELARUS  
BELGIUM  
BOSNIA  
BULGARIA  
CROATIA  
CYPRUS  
CZECH REPUBLIC  
ESTONIA  
FRANCE  
GEORGIA  
GERMANY  
GREECE  
HUNGARY  
IRELAND  
LATVIA  
MACEDONIA  
MALTA  
MOLDOVA  
MONTENEGRO  
NETHERLANDS  
POLAND  
PORTUGAL  
ROMANIA  
RUSSIA  
SERBIA  
SLOVAKIA  
SLOVENIA  
SPAIN  
SWEDEN  
UKRAINE  
UNITED KINGDOM

**MIDDLE EAST 6%**

ISRAEL  
JORDAN  
SAUDI ARABIA  
UNITED ARAB EMIRATES

**ASIA 5%**

HONG KONG  
IRAQ  
KAZAKHSTAN  
KYRGYZSTAN  
MALAYSIA  
MONGOLIA  
PHILIPPINES  
VIETNAM

**AFRICA 2%**

EGYPT  
MOROCCO

**NORTH AMERICA 1%**

CANADA

# — OUR BRANDS — Terranova WHAT A WONDERFUL WORLD

**Terranova** is a fun, sparkling brand, from a country warmed by a joy for life and Italian passion for beauty: it's that same passion that inspires our collections.

We love offering pieces that are modern and accessible, easy and on-trend, with attention to detail and a fantastic range of colours, to embrace three key styles: easy-glam, urban and sportswear.

We love guaranteeing our customers some of the best value-for-money on the market.

And we love having an open and direct relationship with all our customers, because life's so much better together.

[www.terrastyle.com](http://www.terrastyle.com)







**LINES:** MEN, WOMEN, KIDS,  
ACCESSORIES, UNDERWEAR

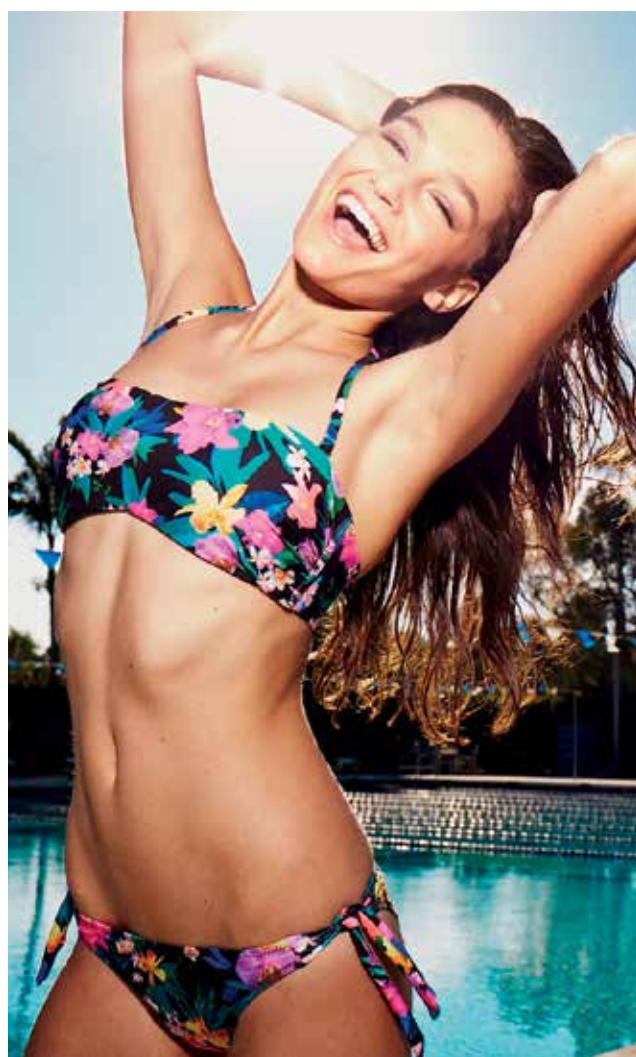
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**446** STORES, **40** COUNTRIES

**14** COLLECTIONS A YEAR

**16** E-COMMERCE COUNTRIES











# — OUR BRANDS —

RINASCIMENTO  
MADE IN ITALY

**Rinascimento** is a feminine brand, chic and rock at the same time, elegant and versatile, the expression of a femininity that conceals determination and the awareness of being a 100% woman, romantic at times but determined and tenacious when necessary, for a life lived full in the spotlight.

In just a few years the brand has conquered retailers and the public, becoming the international ambassador for Made-in-Italy fast fashion. Exclusively Italian production, rapid restocking for stores, a flair for discovering all the latest fashion trends, excellent quality at excellent prices and a range of articles that's varied and creative and is able to satisfy even the most demanding customers.



[www.rinascimento.com](http://www.rinascimento.com)

**LINES: WOMEN, ACCESSORIES**

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**16** WHOLESALE STORES

**12** COUNTRIES

**10,000** MODELS A YEAR

**200** ARTICLES A WEEK

**120,000** GARMENTS SOLD  
EVERY WEEK

**28** E-COMMERCE COUNTRIES





# — OUR BRANDS —

CALLIOPE  
BE GLAMOUR

**Calliope** is the only brand of the low-cost world that offers a clean, modern and fashionable style with exclusive Italian taste, which we define as “glamour light”, with a collection that’s always up-to-date and never extreme, and that lives in an original concept store with a distinctly international flavour.

Calliope has been devised for men and women who want to dress fashionably without excesses, enjoying a unique buying experience in a store distinguished by essential and contemporary design.

[www.calliope.info](http://www.calliope.info)





**LINES:** MEN,  
WOMEN,  
ACCESSORIES

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**85 STORES**

**20 COUNTRIES**

**14 COLLECTIONS  
A YEAR**





# — OUR BRANDS —

**Miss Miss** is dedicated to lively and positive women who love to express their cheerful personality, but without exaggerating. Versatile women who enjoy mixing styles to create a fashionable look with a personal touch that stands out from the crowd, perfect for the many different moments of the day. Smart women, aware of the times, confident of their identity, and precisely because of this open to the world. Women who avoid formalisms both in their look and in the way they express their sentiments, and determined in the cultivation of their talents.

**Miss Miss** is a fast-fashion brand that distributes Made-in-Italy garments wholesale, quick to offer the latest trends and always attentive in its choice of fabrics.

[www.missmiss.it](http://www.missmiss.it)



**miss miss**  
BE STYLISH

**LINES: WOMEN**

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**3 WHOLESALE  
STORES**

**15 DISTRIBUTORS  
IN OTHER  
COUNTRIES**

**8 SAMPLE  
COLLECTION**

**4,000 MODELS  
A YEAR**

**100 ARTICLES  
A WEEK**

# — OUR RETAIL BUSINESS —

## **SUCCESS WITH THE RIGHT PARTNER. OUR FRANCHISING FORMULA**

The first Terranova store opened in 1988, and nobody could have expected how things would go: 560 stores in 40 countries with the Terranova, Rinascimento and Calliope brands, thousands of shop windows, where every day, all over the world, we tell our customers about our way of life, and about how we see and interpret fashion trends, offering them the best products at the best prices.

In over 50 years of our story all the efforts, skills, business expertise and entrepreneurial culture of our group have always been enhanced and intensified by the entrepreneurs who have joined us to share in this great adventure. This is why, for us, franchising is not just an exciting opportunity, but represents the true identity and vision of our entire group, and the driving force behind our constant growth throughout the world.

We ask our partners for an investment in the layout of their sales point in a good business location, good market awareness, the capacity to manage the store's sales team and the willingness to participate in our corporate culture.







## WHO WE'RE LOOKING FOR

The ideal franchisees for doing business with the Terranova, Rinascimento and Calliope brands are partners with whom we can build a lasting relationship, with business skills, a capacity for investment and a good knowledge of their market.

## THE FEATURES OF OUR FRANCHISING FORMULA

We offer our partners a dream, the value of our brands, our international know-how, an excellent return on the average initial investment, services and our "on consignment" sales formula, with constant and guaranteed profit margins on the overall takings of the sales point.

## ON CONSIGNMENT SALES

Our franchisees need to face only a calculated risk, because they pay only for what they sell, without the problem of surplus stock, which is always the responsibility of Teddy. They also have no costs for the selection of sample collections and restocking orders.

## CONSTANT AND GUARANTEED PROFIT MARGINS ON STORE TAKINGS

Our franchisees always have the certainty of constant profit margins on takings, even during sales.





## OUR SERVICES

### Location Analysis

We leave nothing to chance. Before every new store opening our Development Office team analyses the potential of the store, taking into consideration both market factors and the brand's historical results, the customer catchment area, footfall, the store location and the presence and performance of competitors.

### Turnkey Stores

Teddy uses integrated and specialized suppliers, a group of professionals who follow franchisees in the design of their sales point, provide furnishing materials and oversee work through to the opening day, then backing all this with support for the store's entire period of activity.

### Continuous Training

This is one of the essential elements to guarantee the growth of a sales point. Every year, our experts provide training at our headquarters and in pilot stores, before and after opening, giving constant support and assistance to franchisees and their teams, from sales strategies through to visual merchandising. All investments in training are made by Teddy.

### Communication and Marketing

Thanks to the support of our Marketing Office, franchisees always have access to updated communication materials and promotional and visual strategies, coordinated by a dedicated team. Results are constantly monitored by the assessment of sales point performance.

### Computerized Stores

Our store management application allows franchisees to guide and control all store activities easily and efficiently, from sales statistics through to the management of restocking procedures and storeroom stocks, vital for sales point performance.







TERRANOVA CONCEPT STORE





CALLIOPE CONCEPT STORE



RINASCIMENTO CONCEPT STORE



# — OUR RINASCIMENTO AND MISS MISS WHOLESALE BUSINESS

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## TRUE MADE-IN-ITALY FASHION

Fast, stylish and made in Italy, at affordable prices. This is Italian ready-to-wear fashion, and it's something we've championed ever since we

began, when the international giants still didn't exist, in Italy or abroad. Thanks to our integrated suppliers and a network of distributors, agents and B2B and marketplace e-commerce, our ready-to-wear fashions reach thousands of boutiques and department stores with the Rinascimento and Miss Miss brands.

We guarantee our customers a range of articles that are updated every week, with constant research into styles to promptly satisfy the latest trends and rapid restocking with fashion updates, so that retailers can satisfy the needs of their customers even faster.



# **RINASCIMENTO**

## DISTRIBUTION FIGURES

**5,000,000** GARMENTS SOLD  
IN **98** COUNTRIES THROUGH  
**7,000** RETAILERS

## **DISTRIBUTION CHANNELS**

WHOLESALE STORES, B2B AND MARKETPLACE E-COMMERCE,  
AGENTS, DEPARTMENT STORES

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# **MISS MISS**

## DISTRIBUTION FIGURES

**1,000,000** GARMENTS  
DISTRIBUTED THROUGH  
**3,000** RETAILERS IN **55** COUNTRIES

## **DISTRIBUTION CHANNELS**

WHOLESALE STORES, B2B E-COMMERCE, AGENTS, DEPARTMENT STORES

# — OUR FOUNDATION —

The criteria and values of our Dream represent our corporate social responsibility. One of these values is to support projects of solidarity, and it's one of the reasons our group exists, it's why we work, take risks and face the challenges of the market every day.

"Mankind is the administrator of the resources made available to it, and not the master."

With this phrase, read one afternoon in 1948 amidst the ruins of his

bombed-out house in Rimini, Vittorio Tadei educated his family, and all of us. This is why our company and the Tadei family have always participated in numerous projects of solidarity throughout the world, working often through the foundation created in memory of Vittorio's son Luigi.

Our work provides hundreds of communities and people with concrete help in their development, in collaborations that started after

the sense of compassion by which Vittorio Tadei was overcome, after his meetings – face to face – with missionaries, Zambian children, the chicos of Bolivia's alleys, educators, the disabled of Bangladesh or young people from Rimini looking for true teachers.

Every time we meet these situations, they tell us something, and we understand that what they give us is far more than what we give them.







## RAINBOW PROJECT

THIS HAS BEEN WORKING SINCE 1988 IN ZAMBIA, KENYA, TANZANIA, UGANDA AND BURUNDI TOGETHER WITH OTHER ACTIVITIES IN INDIA, GREECE AND ITALY.

The model of action aims to help orphans whose parents have died from AIDS, attempting to keep them inside a family and helping the families who host them.



## MISSION IN BOLIVIA

LA PAZ (BOLIVIA)

A mission of the Pope John XXIII Community, founded in 1968 by Father Oreste Benzi, which gives homes and support to street children, alcoholics, the disabled and children and families in difficulty in La Paz.



## GIGI POINT

RIMINI (ITALY)

A centre for young people that welcomes thousands of people every year, offering them places to study, meet and enjoy company.



## GIGIBONTÀ GELATERIAS

BOLIVIA, ALBANIA, CHILE, ZAMBIA

GigiBontà gelaterias are business projects managed by missionaries to give people in need a job and to sustain other social projects with the profits.



## THE KARIS FOUNDATION

AN EDUCATIONAL INSTITUTE WORKING  
IN RIMINI AND RICCIONE (ITALY)

with schools for infants through to teenagers,  
founded in 1973 by a group of dedicated parents who decided  
to take on the responsibility of educating their children.



## AMICI DI GIGI COOPERATIVE

SAN MAURO PASCOLI, FORLÌ-CESENA (ITALY)

A cooperative that offers children, adults and the disabled  
with difficulties of various kinds, a structure that promotes  
growth by assisting with primary needs like study and work.



## SRI LANKA AND BANGLADESH MISSIONS

BANGLADESH, SRI LANKA

Assistance with education, health and nutrition for  
missionaries of the Pope John XXIII Community  
founded in 1968 by Father Oreste Benzi, present in Sri Lanka  
and Bangladesh with a school, a psychiatric centre and a  
physiotherapy clinic.







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 [Gruppo Teddy](https://www.linkedin.com/company/GruppoTeddy)